

Port Covington

SPARK INSPIRATION.
IGNITE POTENTIAL.





PORT COVINGTON AREA OF SPECIAL SIGN CONTROL
PRESENTATION TO THE URBAN DESIGN & ARCHITECTURE
REVIEW PANEL
MAY 18, 2017



Port Covington

PRIOR ACTIONS

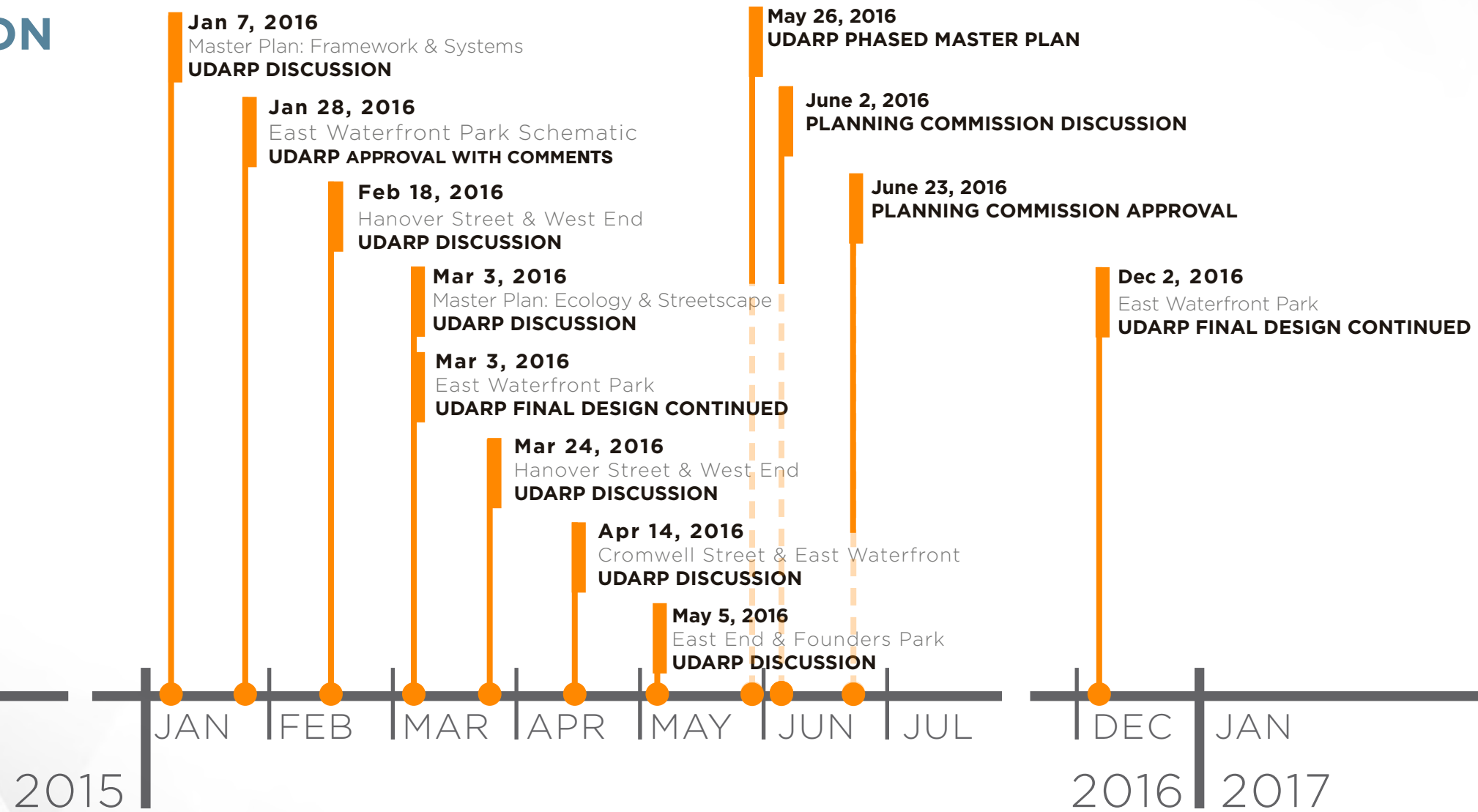
Caroline Paff

SAGAMORE DEVELOPMENT COMPANY
Vice President



PRIOR ACTIONS

PORT COVINGTON MASTER PLAN



MAY 2016 UDARP FRAMEWORK PLAN



0 300' 600' N



MAY 2016 SYSTEMS DIAGRAMS



CURRENT FRAMEWORK PLAN



0 300' 600' N



2017 SYSTEMS DIAGRAMS



PORT COVINGTON TODAY



CITY GARAGE



SAGAMORE SPIRIT DISTILLERY



BALTIMORE SUN



WHISKEY RESTAURANT



BIKE PATHS



UNDER ARMOUR BUILDING 37



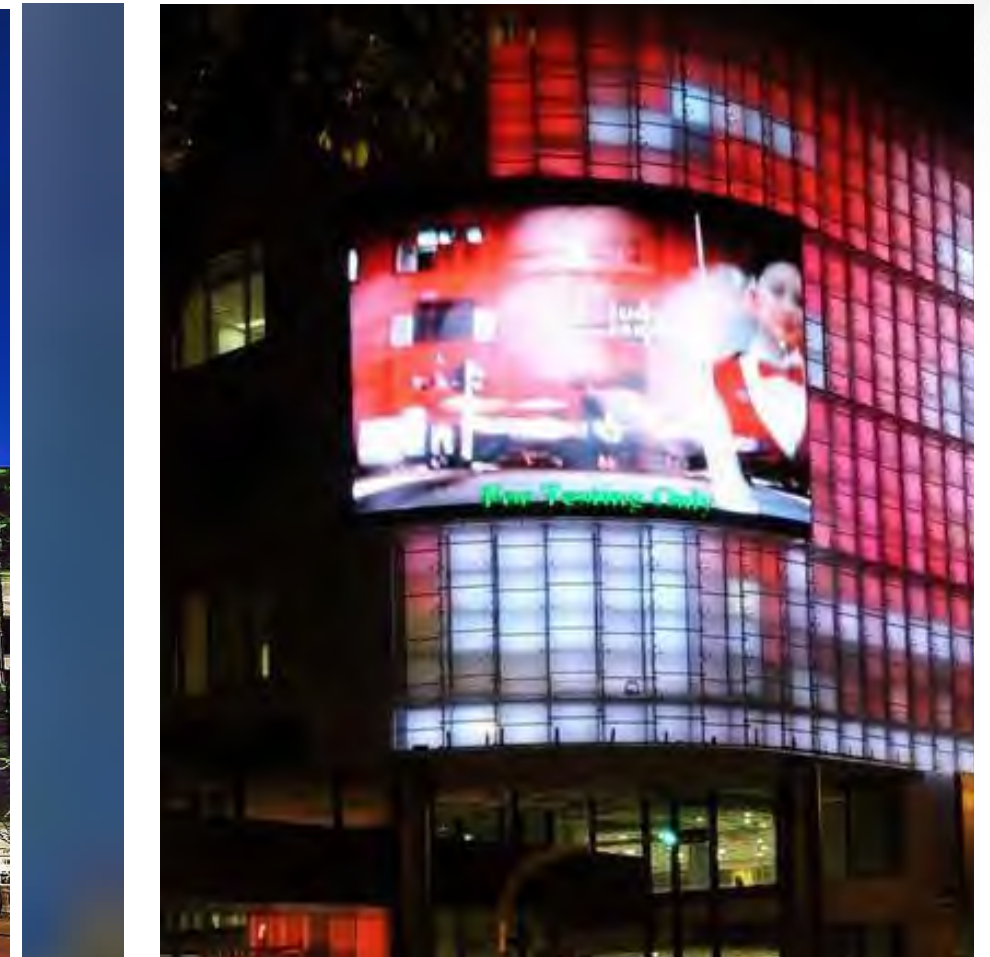
SAGAMORE SPIRIT DISTILLERY



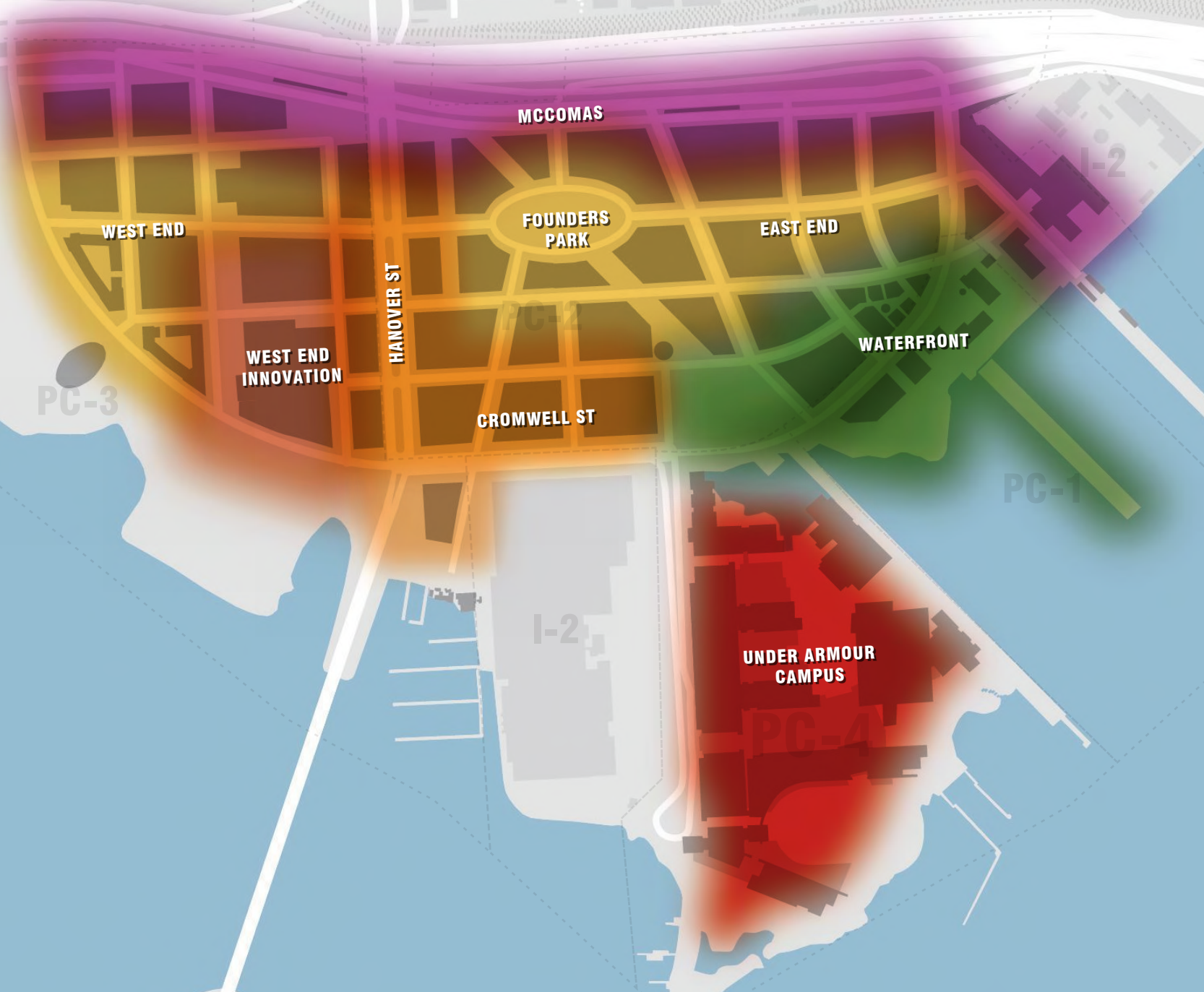
WORKFORCE DEVELOPMENT



AREA OF SPECIAL SIGN CONTROL



SIGNAGE DISTRICTS



SIGNAGE DISTRICTS

- Interior
- Waterfront
- Under Armour Campus
- Boulevard
- West End Innovation
- McComas





COMPREHENSIVE SIGN PLAN

Ronnie Younts
YOUNTS DESIGN INC.
Principal



OVERVIEW

SIGNAGE DISTRICTS

**BY RIGHT SIGNAGE MATRIX & GLOSSARY -
PROJECT**

**BY RIGHT SIGNAGE MATRIX & GLOSSARY -
TENANT**

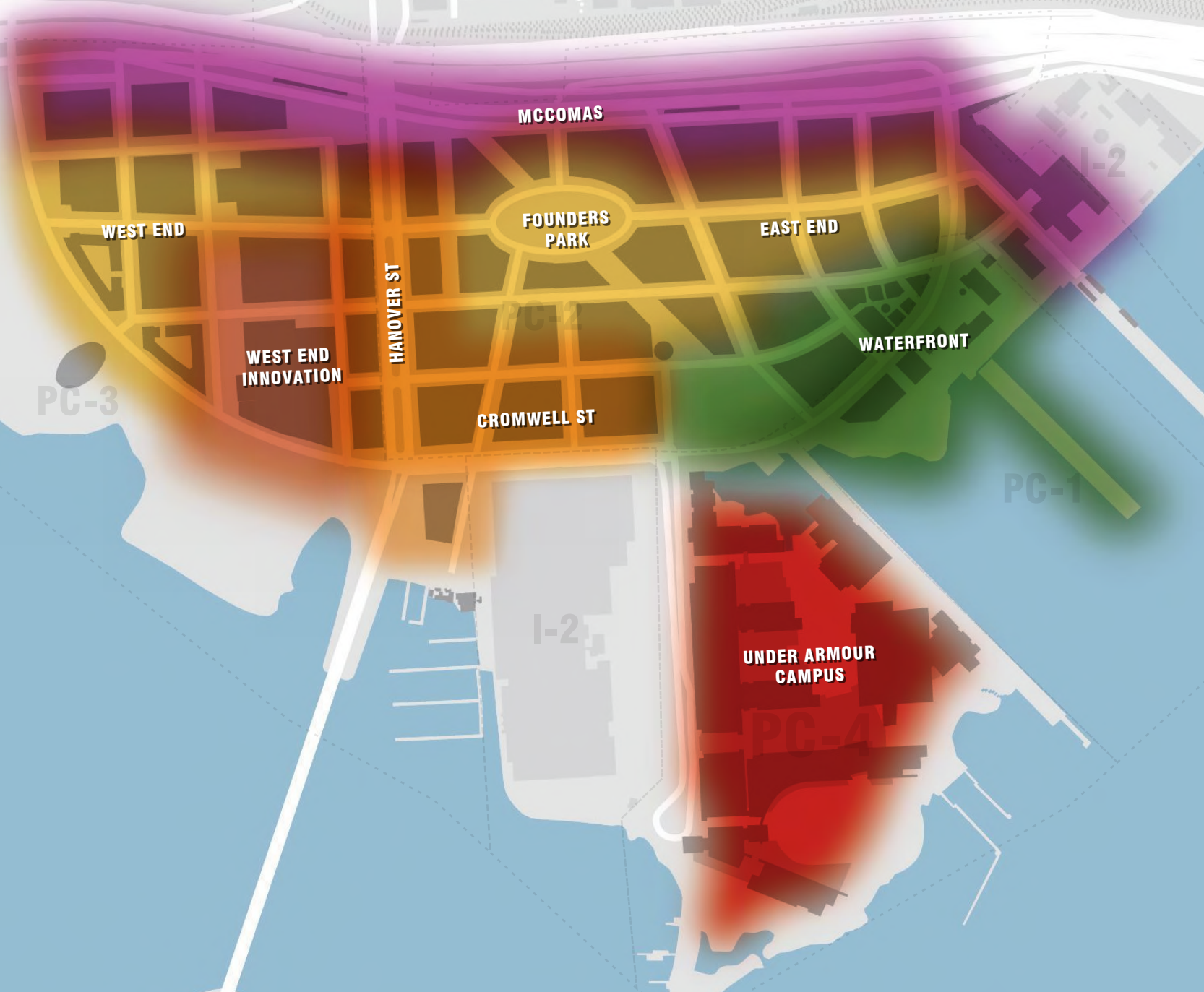
**DESIGN INTEGRATED GRAPHICS
SIGN MATRIX & GLOSSARY**

DISTRICT LOOK BOOK

PRECEDENTS



SIGNAGE DISTRICTS



SIGNAGE DISTRICTS

- Interior
- Waterfront
- Under Armour Campus
- Boulevard
- West End Innovation
- McComas



BY RIGHT SIGNAGE MATRIX - PROJECT

DISTRICT	FREESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BUS STOP GRAPHICS DISPLAYS	SMALL FORMAT GRAPHIC DISPLAYS	VEHICULAR WAYFINDING	PEDESTRIAN WAYFINDING	EVENT & PROMOTIONAL SPONSORED WAYFINDING	EVENT & PROMOTIONAL SPONSORED WAYFINDING VEHICULAR PYLON	BIKE PATH WAYFINDING	TRAIL WAYFINDING	DIRECTORY	INFORMATIVE / INTERACTIVE SMALL DESIGN INTEGRATED GRAPHICS	INSET STREET NAMES	CUSTOM TREE GRATES	CUSTOM MANHOLE	CURB DIRECTIONAL	EDUCATIONAL / INTERPRETIVE
INTERIOR	One (1) per each side of the building. 100 Sq. Ft. Max.	Architectural light washes	Custom Crosswalk Directional	Static or digital. Two (2) per bus stop. 24 Sq. Ft. Max.	Static or digital. Four (4) per block. 24 Sq. Ft. Max.	Located as necessary. Mounted to existing poles. 15 Sq. Ft. Max.	Located as necessary. Freestanding or existing pole mounted. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Inset flush into pavement at corners 3 Sq. Ft. Max.			Bike path directional mounted to top of curb	
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal	None			None	
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'	N/A			6"	
WATERFRONT	One (1) per each entrance into District 100 Sq. Ft. Max.	Architectural light washes Tivoli Lights	Custom Crosswalk Directional	Static or digital. Two (2) per bus stop. 24 Sq. Ft. Max.	Static or digital. Four (4) per block. 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Inset flush into pavement at corners 3 Sq. Ft. Max.	Located as necessary.	Located as necessary.	Bike path directional mounted to top of curb	
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal	None	None	None	None	
Max. Height:	15'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'	N/A	N/A	N/A	6"	
UNDER ARMOUR CAMPUS	One (1) per each entrance into District 100 Sq. Ft. Max.	Architectural light washes	Custom Crosswalk Directional	Static or digital. Two (2) per bus stop. 24 Sq. Ft. Max.	Static or digital. Four (4) per block. 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.				Bike path directional mounted to top of curb	Historical and biological interpretive signs.
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal				None	None
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'				6"	2'
BOULEVARD	One (1) per each entrance into District 100 Sq. Ft. Max.	Illuminated bridges Architectural light washes	Custom Crosswalk Directional	Static or digital. Four (4) per bus stop 24 Sq. Ft. Max.	Static or digital. Four (4) per block. 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.				Bike path directional mounted to top of curb	
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal				None	
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'				6"	
WEST END INNOVATION	One (1) per each entrance into District 100 Sq. Ft. Max.	Architectural light washes	Custom paving	Static or digital. Two (2) per bus stop 24 Sq. Ft. Max.	Static or digital. Four (4) per block. 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.				Bike path directional mounted to top of curb	Historical and biological interpretive signs.
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal				None	None
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'				6"	2'
MCCOMAS	One (1) per each entrance into District 100 Sq. Ft. Max.	Illuminated bridges Architectural light washes	Painted highway	Static or digital. Six (6) per bus stop 24 Sq. Ft. Max.	Static or digital. Twelve (12) per block. 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.				Bike path directional mounted to top of curb	
Illumination:	Internal	External	None	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None	Internal	Internal				None	
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'				6"	



BY RIGHT SIGNAGE GLOSSARY - PROJECT

FREESTANDING PROJECT IDENTITY

Illuminated pylon identifying districts located at district perimeter.
(No difference from zoning sign code.)

DECORATIVE LIGHTING

Light washes to illuminate bridges, walkways, and walls.
(No difference from zoning exterior lighting code.)

SPECIALTY GRAPHICS

Primarily pavings and sculptures. Any signage with a solely artistic purpose and not intended to identify or direct.
(No reference in current zoning sign code.)

BUS STOP GRAPHICS DISPLAYS

Digital, illuminated, or non-illuminated revenue-generating graphic displays located at bus stops.
(No reference in zoning sign code.)

SMALL FORMAT GRAPHIC DISPLAYS

Freestanding digital, illuminated, or non-illuminated revenue generating graphic displays located at key pedestrian points. 10"-14" interactive wayfinding tablets can be added to existing furniture.
(No reference in zoning sign code.)

VEHICULAR WAYFINDING

Mounted to existing light poles. Powder coated aluminum with vinyl messaging. Located mid-block.
(No difference from zoning sign code.)

PEDESTRIAN WAYFINDING

Digital, illuminated, or non-illuminated, mounted to existing light poles or freestanding structures with project bracket. Sign panel to be powder coated aluminum with dimensional messaging. Located at pedestrian intersections.
(No reference in zoning sign code.)

EVENT & PROMOTIONAL SPONSORED WAYFINDING

Freestanding interactive sign cabinet with design integrated graphics.
(Reference "Freestanding Sign" and "Electronic Display Screen" of the zoning sign code.)

EVENT & PROMOTIONAL SPONSORED WAYFINDING VEHICULAR PYLON

Freestanding pylon with design integrated graphics.
(No reference in zoning sign code.)

BIKE PATH WAYFINDING

Freestanding non-illuminated sign post with bike path directional information. Located at bike path intersections.
(No difference from zoning sign code.)

TRAIL WAYFINDING

Freestanding non-illuminated sign post with trail directional information. Located at trail and pedestrian intersections.
(No difference from zoning sign code.)

DIRECTORY

Illuminated, non-illuminated, or LCD. Freestanding or integrated into freestanding pedestrian wayfinding. Mounted with project bracket. Map to show anchor tenants, districts, parking, and transit information.
(Reference "Freestanding Sign" and "Electronic Display Screen" of the zoning sign code.)

INFORMATIVE/ INTERACTIVE SMALL DESIGN INTEGRATED GRAPHICS

Digital pylon displaying time and fitness information with interactive components. Located along high traffic running paths. Can also contain wayfinding and transit information.
(Reference "Freestanding Sign" and "Electronic Display Screen" of the zoning sign code.)

INSET STREET NAMES

Cast metal displaying street names inset flush into concrete at intersection corners.
(No reference in zoning sign code.)

CUSTOM TREE GRATES

Cast or water jet cut metal tree grates located in high traffic pedestrian paths in retail districts.

CUSTOM MANHOLE

Custom cast metal storm drain covers indicating "Drains to Harbor" or similar message located in high-traffic pedestrian paths in retail districts.

CURB DIRECTIONAL

Painted and embedded graphics to direct pedestrians and bicyclists to points of interest in the area.
(No reference in zoning sign code.)

EDUCATIONAL/ INTERPRETIVE

Freestanding bent metal educational sign plaques. Non-illuminated. Located at significant biological and historical locations. (Reference "Freestanding Sign" of the zoning sign code.)



BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARQUEE	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TAXI IDENTITY / KIOSK	LEASING BANNER	CONSTRUCTION BARRICADE GRAPHICS
INTERIOR	Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 150 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 7.5 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary. 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage
Illumination:	Internal	Internal	Internal or External	Internal or External	Internal or External	Internal or External	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'
WATERFRONT	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 150 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 7.5 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary. 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	Internal or External	Internal or External	Internal or External	Internal or External	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'
UNDER ARMOUR CAMPUS	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 150 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 7.5 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary. 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	External	Internal	Internal	External	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'
BOULEVARD	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 200 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 7.5 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary. 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'
WEST END INNOVATION	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 150 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 7.5 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary. 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'
MCCOMAS	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 300 Sq. Ft. Max. per Sign	One (1) per storefront 75 Sq. Ft. Max. per Sign	One (1) per storefront 10 Sq. Ft. Max. per Sign	One (1) per building entrance 15 Sq. Ft. Max. per Sign	Located as necessary. 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 40 Sq. Ft. Max. per Sign	One (1) per parking entrance 15 Sq. Ft. Max. per Sign	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'



BY RIGHT SIGNAGE GLOSSARY - TENANT

BUILDING IDENTITY

Internally illuminated. Identifies anchor tenants. Illuminated letters mounted to building facade. Mounted below parapet. (No difference from zoning sign code.)

BUILDING IDENTITY MARQUEE

Internally illuminated. Identifies anchor tenants. Illuminated blade marquee on street frontage. (No difference from zoning sign code.)

TENANT IDENTITY

Illuminated. Identifies individual storefronts at street level. Individual letters on facade or canopy. (No difference from zoning sign code. Utilizes sign products referenced in zoning sign code.)

TENANT BLADE

Digital, illuminated, or non-illuminated pedestrian blade sign. Identifies individual storefronts at street level. (No difference from zoning sign code, reference "Projecting Sign.")

BUILDING ENTRANCE IDENTITY

Identifies office or residential entries at street level. Individual letters on facade or canopy. (No difference from zoning sign code. Utilizes sign products referenced in zoning sign code.)

BUILDING ADDRESS

Digital, illuminated, or non-illuminated. Mounted to facade or canopy. (No difference from zoning sign code. Utilizes sign products referenced in zoning sign code.)

PARKING ENTRANCE IDENTITY

Digital, illuminated, or non-illuminated. Mounted to facade or canopy at all parking vehicular entrances. (No difference from zoning Sign code. Utilizes sign products referenced in zoning sign code.)

PARKING BLADE ENTRANCE IDENTITY

Digital, illuminated, or non-illuminated. Mounted to facade at all parking vehicular entrances. (No difference from zoning sign code, reference "Projecting Sign.")

TENANT WINDOW GRAPHICS

Vinyl graphics on tenant storefront glass showing sale information, company logo, payment info, and/or hours of operation. (No difference from zoning sign code.)

WATER TAXI IDENTITY/ KIOSK

Freestanding sign element with illuminated messaging. Located at water taxi landing. To be seen from waterfront. (No difference from zoning sign code.)

LEASING OR SALE BANNER

Temporary vinyl banner attached to facade. Sign to be taken down when sale or lease is completed. (No difference from zoning sign code.)

CONSTRUCTION BARRICADE GRAPHICS

Temporary graphics mounted to construction barricade on street frontage only. Content to be tenant or developer driven. (No difference from zoning sign code.)



DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (FREESTANDING)	BUILDING FACADE DESIGN INTEGRATED GRAPHICS	GATEWAY MARKER WITH DESIGN INTEGRATED GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		ICONIC LOGO SIGNAGE	EVENT SPACE DESIGN INTEGRATED GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
INTERIOR	One (1) per facade Vertical aspect ratio only 800 Sq. Ft. Max.		Four (4) per district Vertical aspect ratio only 300 Sq. Ft. Max.	One (1) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only			One (1) per building Mounted above parapet 500 Sq. Ft.	One (1) per event space 800 Sq. Ft.
Illumination:	Internal		Internal		Internal			Internal or External	
Max. Height:	35'		50'	Below Parapet	30'			TBD	20'
WATERFRONT	One (1) per facade Vertical aspect ratio only 1300 Sq. Ft. Max.		Four (4) per district Vertical aspect ratio only 600 Sq. Ft. Max.	One (1) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only	10' high LED on all sides of tower building. One (1) building per district 500 Sq. Ft.	One per building Mounted above parapet 500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	One (1) per event space 800 Sq. Ft.
Illumination:	Internal		Internal		Internal	Internal	Internal	Internal or External	
Max. Height:	48'		50'	Below Parapet	30'	Above Parapet	Above Parapet	TBD	20'
UNDER ARMOUR CAMPUS	One (1) per facade Vertical aspect ratio only <3500 Sq. Ft. Max.		Four (4) per district Vertical aspect ratio only 600 Sq. Ft. Max.	One (1) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only	10' high LED on all sides of tower building. One (1) building per district 2500 Sq. Ft.	One per building Mounted above parapet 2500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	
Illumination:	Internal		Internal		Internal	Internal	Internal	Internal or External	
Max. Height:	75'		50'	Below Parapet	30'	Above Parapet	Above Parapet	TBD	
BOULEVARD	One (1) per facade Vertical aspect ratio only 1300 Sq. Ft. Max.	Eight (8) per district 800 Sq. Ft. Max.	Four (4) per district Vertical aspect ratio only 600 Sq. Ft. Max.	Two (2) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only			One (1) per building Mounted above parapet 500 Sq. Ft.	
Illumination:	Internal		Internal		Internal			Internal or External	
Max. Height:	45'	50'	50'		30'			TBD	
WEST END INNOVATION	One (1) per facade Vertical aspect ratio only 800 Sq. Ft. Max.		Four (4) per district Vertical aspect ratio only 300 Sq. Ft. Max.	One (1) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only	10' high LED on all sides of tower building. One (1) building per district 500 Sq. Ft.	One per building Mounted above parapet 500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	One (1) per event space 800 Sq. Ft.
Illumination:	Internal		Internal		Internal	Internal	Internal	Internal or External	
Max. Height:	35'		50'		30'	Above Parapet	Above Parapet	TBD	20'
MCCOMAS	One (1) per facade Two (2) max. per tower Vertical aspect ratio only 4800 Sq. Ft. Max.	Eight (8) per district 800 Sq. Ft. Max.	Four (4) per district Vertical aspect ratio only 1200 Sq. Ft. Max.	Two (2) per block Max. 5 per district 15,000 Sq. Ft. Max.	One (1) per district vehicle entrance. Vertical aspect ratio only	10' high LED on all sides of tower building. One (1) building per district 1500 Sq. Ft.	One per building Mounted above parapet 1500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	One (1) per event space 800 Sq. Ft.
Illumination:	Internal		Internal		Internal	Internal	Internal	Internal or External	
Max. Height:	75'	50'	50'	Below Parapet	30'	Above Parapet	Above Parapet	TBD	20'



DESIGN INTEGRATED GRAPHICS SIGNAGE GLOSSARY

DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)

Transparent Digital Media LED, or other acceptable material, graphics mounted to building facade. May project beyond face of building. Can be one (1) single unit or multiple smaller units. Safety controlled for synchronization, brightness and dwell time.

OFF PREMISES ADVERTISING

Digital Media LED graphics mounted to support structure. Support structure to be building mounted or freestanding. Safety controlled for synchronization, brightness and dwell time.

DESIGN INTEGRATED GRAPHICS (FREESTANDING)

Freestanding Digital Media LED graphics. Located at prominent corners. Safety controlled for synchronization, brightness and dwell time.

BUILDING FACADE DESIGN INTEGRATED GRAPHICS

Transparent Digital Media LED, or other acceptable material, graphics mounted to building facade. May project beyond face of building. Located at prominent corners. Safety controlled for synchronization, brightness and dwell time.

GATEWAY MARKER

District Identity Pylon with Digital Media LED graphics mounted to support structure. Support structure to be freestanding. Safety controlled for synchronization, brightness and dwell time.

ROOFTOP LED SIGNAGE

Digital Media LED graphics above parapet on all sides of building. Safety controlled for synchronization, brightness and dwell time.

ROOFTOP IDENTITY SIGNAGE

Freestanding letters on building rooftop identifying Baltimore, Port Covington, building anchor tenant, or revenue generating corporate logo.

ICONIC LOGO SIGNAGE

Freestanding or building-mounted illuminated signage identifying - Baltimore, Port Covington, building anchor tenant, or revenue generating corporate logo.

EVENT SPACE DESIGN INTEGRATED GRAPHIC

Digital Media LED graphics mounted to support structure. Support structure to be freestanding. Safety controlled for synchronization, brightness and dwell time.

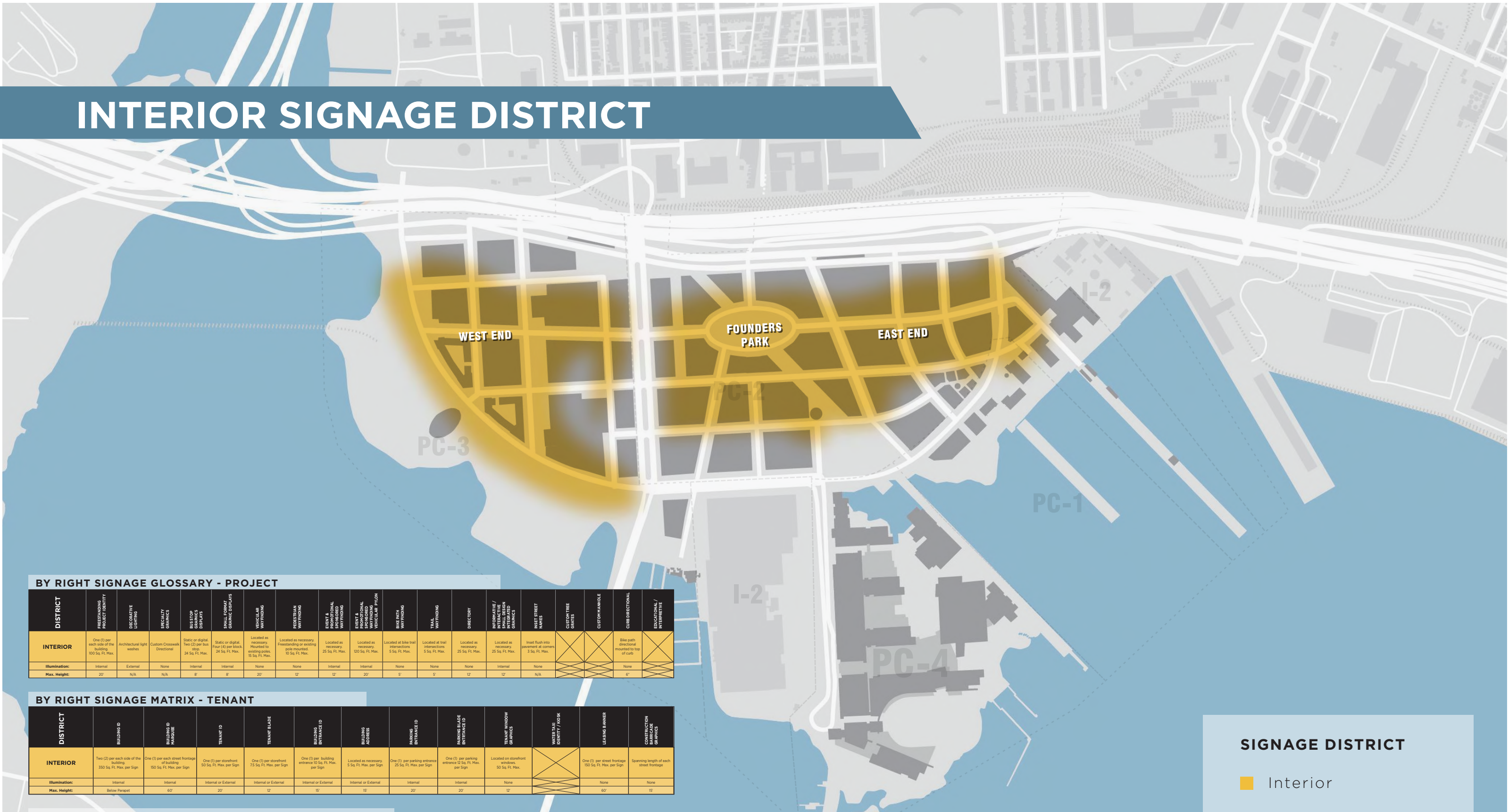


Port
Covington

INTERIOR SIGNAGE DISTRICT



INTERIOR SIGNAGE DISTRICT



BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT	FREESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BULLETIN BOARD GRAPHICS DISPLAYS	SMALL FORMAT SIGNAGE DISPLAYS	VEHICULAR WAYFINDING	RECEPTIVE WAYFINDING	EVENT & PROMOTIONAL SPONSORED WAYFINDING	EVENT & PROMOTIONAL WAYFINDING	BIKE PATH WAYFINDING	TRAIL WAYFINDING	DIRECTORY	INFORMATIVE / INTERACTIVE SMALL DESIGN GRAPHICS	INSET STREET NAMES	CUSTOM TREE GRATES	CUSTOM HANDLE	CURB DIRECTIONAL	EDUCATIONAL / INTERPRETIVE
INTERIOR	One (1) per each side of the building. 100 Sq. Ft. Max.	Architectural light washes	Custom Crosswalk Directional	Static or digital. Two (2) per building. 24 Sq. Ft. Max.	Static or digital. Four (4) per block. 24 Sq. Ft. Max.	Located as necessary. Mounted to existing poles. 10 Sq. Ft. Max.	Located as necessary. Mounted to existing poles. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 120 Sq. Ft. Max.	Located at bike trail intersections. 5 Sq. Ft. Max.	Located at trail intersections. 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Inset flush into pavement at corners. 3 Sq. Ft. Max.			Bike path directional mounted to top of curb.	
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal	None			None	
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'	N/A			8'	

BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARQUEE	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TAXI IDENTITY / NOISK	LEASING BANNERS	CONSTRUCTION GRAPHICS
INTERIOR	Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign.	One (1) per each street frontage of building. 150 Sq. Ft. Max. per Sign.	One (1) per storefront. 50 Sq. Ft. Max. per Sign.	One (1) per storefront. 75 Sq. Ft. Max. per Sign.	One (1) per building entrance. 10 Sq. Ft. Max. per Sign.	Located as necessary. 5 Sq. Ft. Max. per Sign.	One (1) per parking entrance. 25 Sq. Ft. Max. per Sign.	One (1) per parking entrance. 12 Sq. Ft. Max. per Sign.	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage. 150 Sq. Ft. Max. per Sign.	Spanning length of each street frontage.
Illumination:	Internal	Internal	Internal or External	Internal or External	Internal or External	Internal or External	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'

DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED BUILDING GRAPHICS (MOUNTED)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (FREESTANDING)	BUILDING FACADE DESIGN GRAPHICS	GATEWAY MARKER WITH DESIGN GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		LOCAL LOGO SIGNAGE	EVENT SPACE DESIGN GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
INTERIOR	One (1) per facade. Vertical aspect ratio only. 800 Sq. Ft. Max.		Four (4) per district. Vertical aspect ratio only. 300 Sq. Ft. Max.	One (1) per district. 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only.			One (1) per building. Mounted above parapet. 500 Sq. Ft.	One (1) per event space. 800 Sq. Ft.
Illumination:	Internal		Internal		Internal			Internal or External	
Max. Height:	35'		50'	Below Parapet	30'			TBD	20'

SIGNAGE DISTRICT

Interior





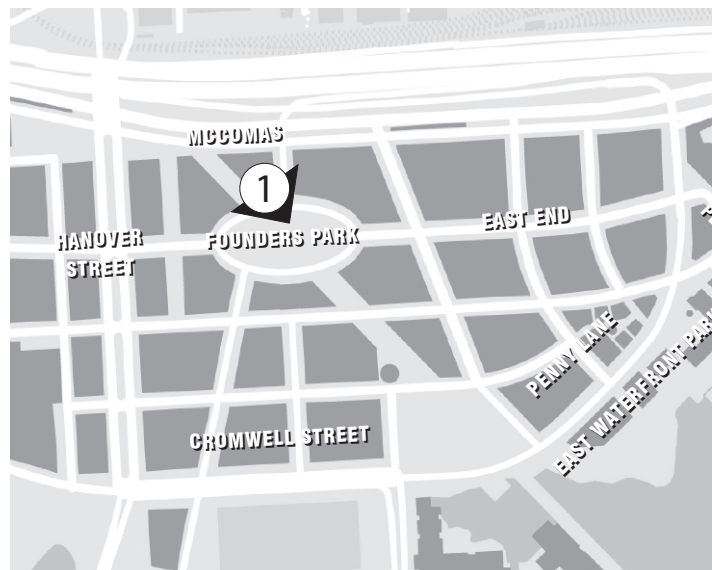
INTERIOR SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

FOUNDERS PARK - INTERIOR SIGNAGE DISTRICT

5:30AM

Wake up in my apartment.

View - apartment view in Founders Park looking South



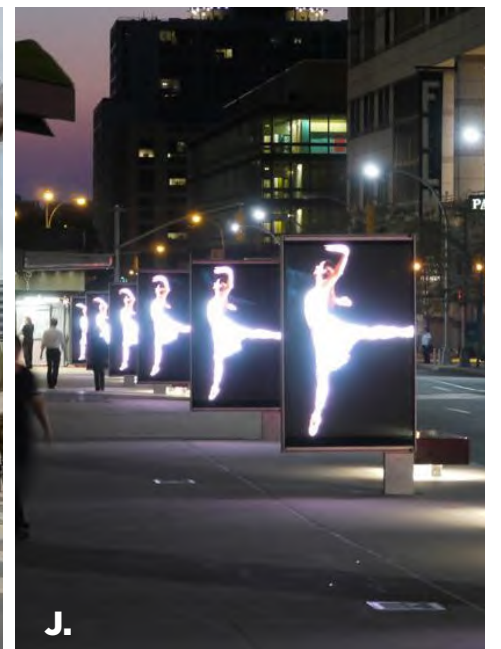
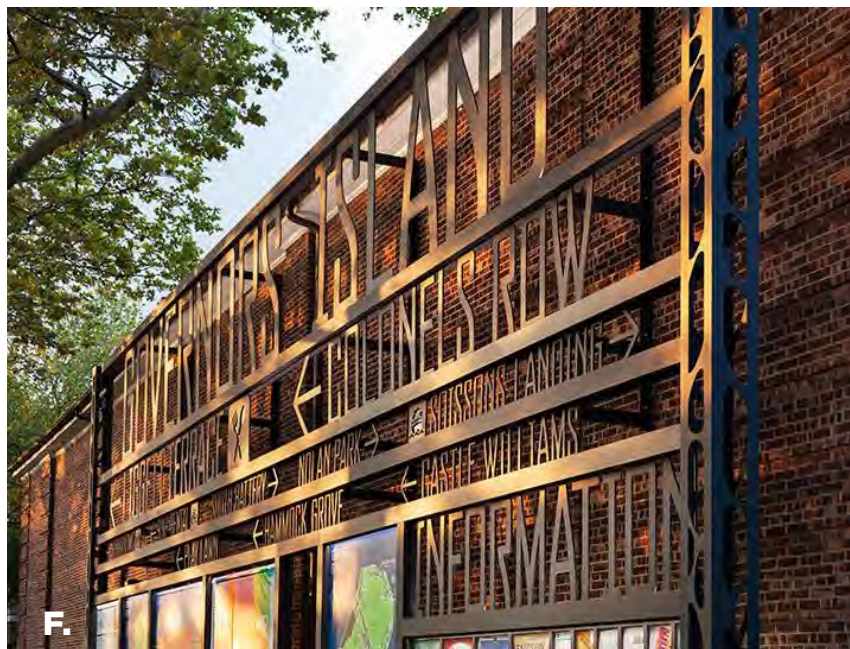
INTERIOR SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- 1. Corner tenant identification
- 2. (3) Inline tenant identification
- 3. Building identification
- 4. Pedestrian directional
- 5. Main building address entrance
- 6. Pole mounted pedestrian directional



INTERIOR SIGNAGE DISTRICT EXAMPLES



- A. Metal inset into paving
- B. Internally illuminated blade sign
- C. Pedestrian directional attached to existing pole
- D. Painted wood blade sign with painted metal letters and message

- E. Custom tree grate
- F. Cut out metal directional wall
- G. Painted metal letters with gooseneck external lighting
- H. Freestanding digital display
- J. Small format digital display



INTERIOR SIGNAGE DISTRICT EXAMPLES



K.



M.



L.



N.



P.

K. Letters inset into concrete

L. Dimensional metal letters pinned off of wall surface

M. Dimensional letters on canopy, non-illuminated

N. Painted metal plaque

P. Painted wood panel

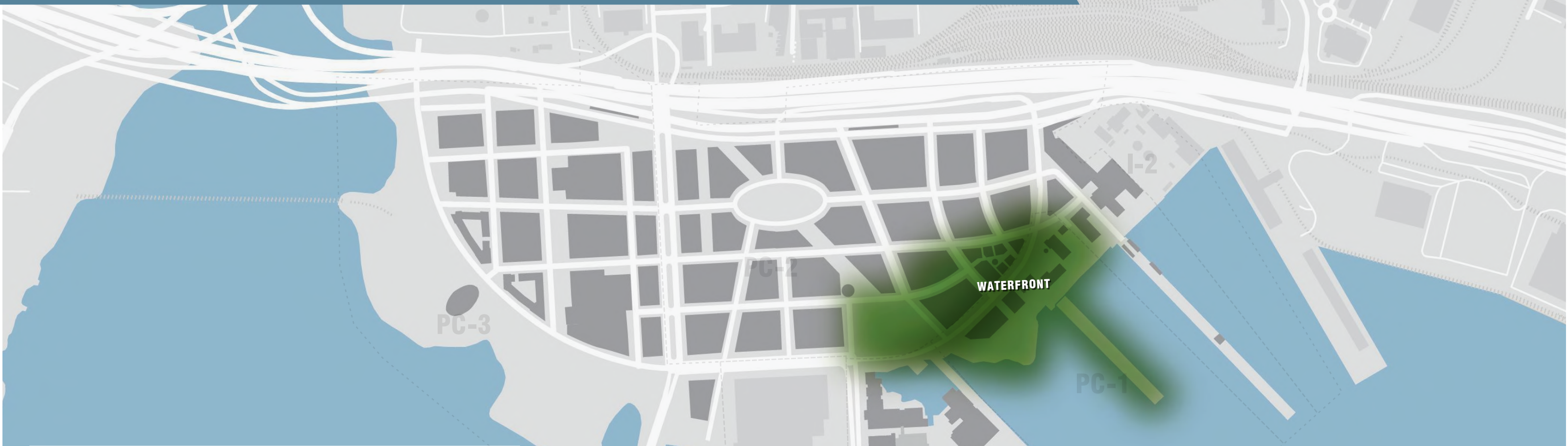




WATERFRONT SIGNAGE DISTRICT



WATERFRONT SIGNAGE DISTRICT



BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT	PRESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BILLBOARD GRAPHICS DISPLAYS	BILLBOARD GRAPHICS SUBWAYS	VEHICULAR INFRASTRUCTURE	VEHICULAR WAYFINDING	VEHICULAR PROMOTIONAL INFRASTRUCTURE	VEHICULAR PROMOTIONAL WAYFINDING	VEHICULAR Pylon	BIKE PATH WAYFINDING	TRAIL WAYFINDING	DIRECTORY	INTERACTIVE / INFORMATIONAL GRAPHICS	INSET STREET NAMES	CORNER TREE GRAPHS	CORNER MANHOLE	ONE-DIRECTIONAL	EDUCATIONAL / INTERPRETIVE
WATERFRONT	One (1) per each entrance into District. 100 Sq. Ft. Max.	Architectural light washes. Trail Lights.	Custom Corners. Directional.	Static or digital. Two (2) per bus stop. 24 Sq. Ft. Max.	Static or digital. Four (4) per bus stop. 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 100 Sq. Ft. Max.	Located at bike trail intersections. 5 Sq. Ft. Max.	Located at trail intersections. 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Inset flush into pavement at corners. 3 Sq. Ft. Max.	Located as necessary.	Located as necessary.	Bike path directional mounted to top of curb.		
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal	None	None	None	None		
Max. Height:	15'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'	N/A	N/A	N/A	6'		

BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARKER	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TAD IDENTITY / KIOSK	LEASING BANNER	CONSTRUCTION GRAPHICS
WATERFRONT	Below Parapet. Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign.	One (1) per each street frontage of building. 150 Sq. Ft. Max. per Sign.	One (1) per storefront. 75 Sq. Ft. Max. per Sign.	One (1) per storefront. 75 Sq. Ft. Max. per Sign.	One (1) per building entrance. 10 Sq. Ft. Max. per Sign.	Located as necessary. 5 Sq. Ft. Max. per Sign.	One (1) per parking entrance. 25 Sq. Ft. Max. per Sign.	One (1) per parking entrance. 25 Sq. Ft. Max. per Sign.	Located on storefront windows. 50 Sq. Ft. Max.		One (1) per street frontage. 150 Sq. Ft. Max. per Sign.	Spanning length of each street frontage. 15' High Max.
Illumination:	Internal	Internal	Internal or External	Internal or External	Internal or External	Internal or External	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'

DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED GRAPHICS (BUILDING FOOTPRINT)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (PRESTANDING)	BUILDING FACADE DESIGN GRAPHICS	GATEWAY MARKER WITH DESIGN GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		TOWER LOGO SIGNAGE	EVENT SPACE DESIGN GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
WATERFRONT	One (1) per facade. Vertical aspect ratio only. 1300 Sq. Ft. Max.		Four (4) per district. Vertical aspect ratio only. 600 Sq. Ft. Max.	One (1) per district. 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only.	10' High LED on all sides of lower building. One (1) building per district. 500 Sq. Ft.	One per building. Mounted above parapet. 500 Sq. Ft.	One (1) per building. Mounted above parapet. 500 Sq. Ft.	One (1) per event space. 800 Sq. Ft.
Illumination:	Internal		Internal		Internal	Internal	Internal	Internal or External	
Max. Height:	48'		50'	Below Parapet	30'	Above Parapet	Above Parapet	TBD	20'

SIGNAGE DISTRICT

Waterfront





WATERFRONT SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

WATERFRONT SIGNAGE DISTRICT

6:00AM

Morning jog along the waterfront path ending in East Waterfront Park.

View - East Waterfront Park looking Northeast



WATERFRONT SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- 1. Inline tenant identification
- 2. Interpretive signage
- 3. Building Identity
- 4. Pedestrian directional
- 5. Interactive/interpretive small design integrated graphic





MAKERS LANE - WATERFRONT SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

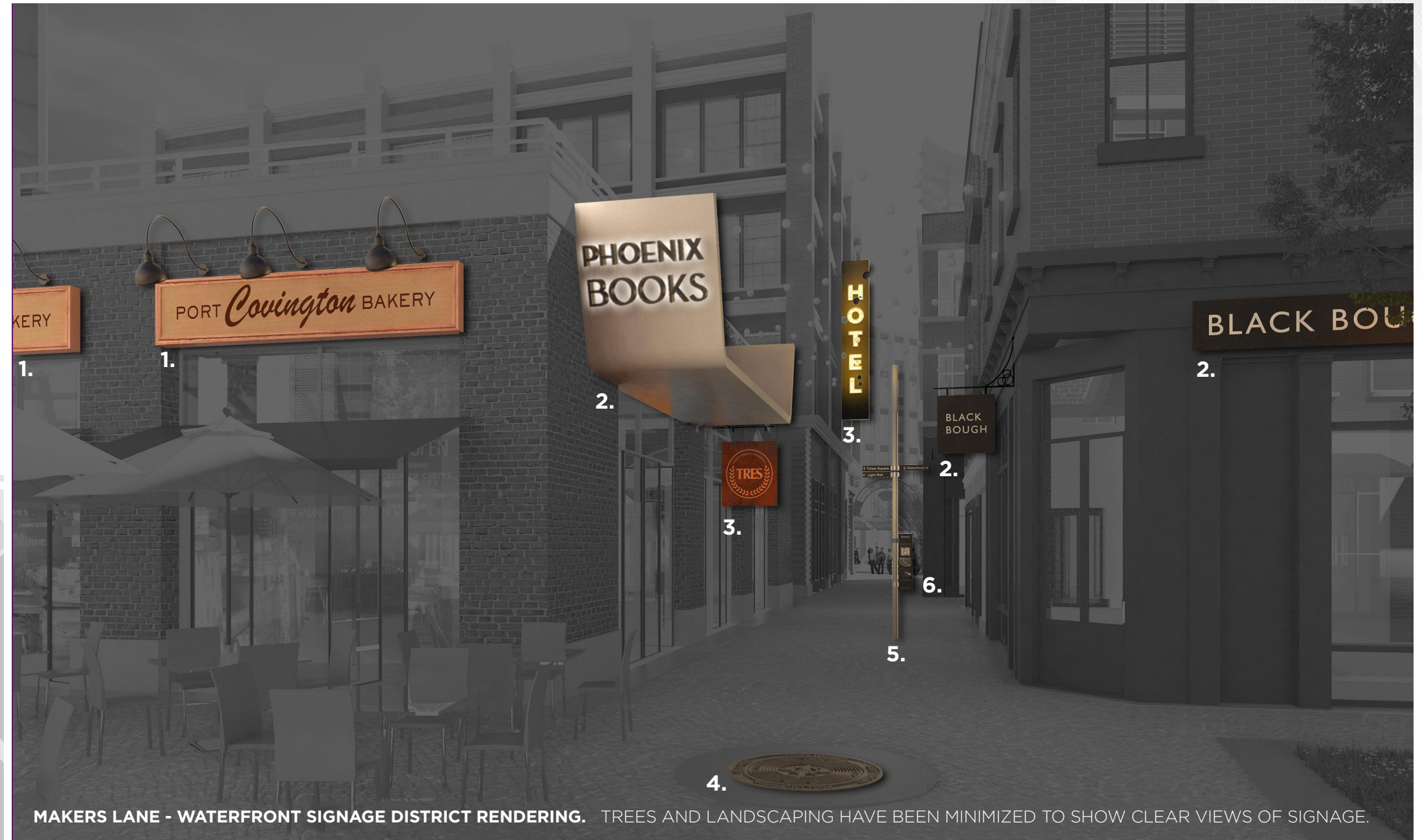


MAKERS LANE - WATERFRONT SIGNAGE DISTRICT

7:30AM

Grab a cup of coffee on my way back home.

View - Makers Lane looking north



MAKERS LANE - WATERFRONT SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- 1. Inline tenant identification
- 2. Corner tenant identification
- 3. Tenant blade

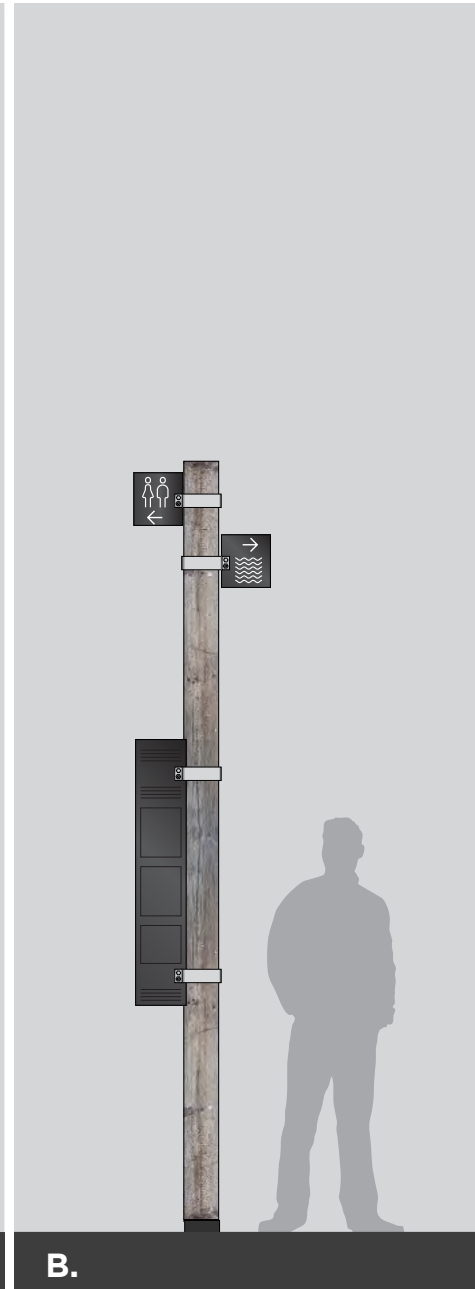
- 4. Custom manhole
- 5. Catenary lights
- 6. Directory



WATERFRONT SIGNAGE DISTRICT EXAMPLES



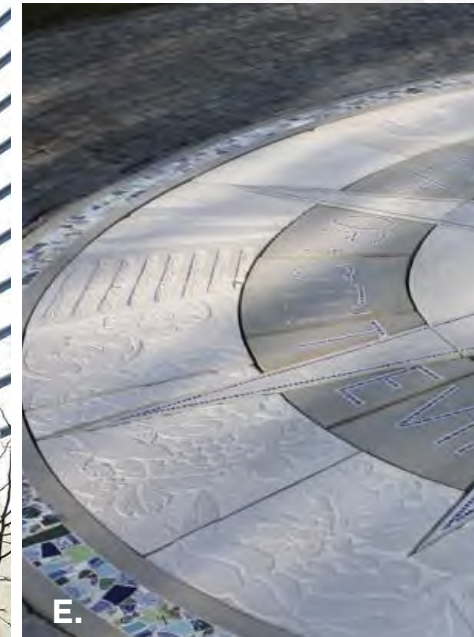
A.



B.



C.



E.



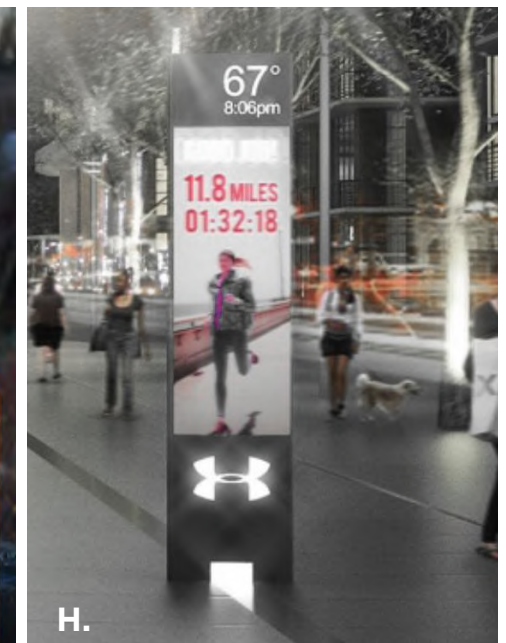
F.



D.



G.



H.

- A. Wood and metal monument sign
- B. Wood and metal directory directional
- C. Painted wood sign with gooseneck lighting
- D. Painted wall

- E. Paving with inset letters
- F. Wood and metal trail directional
- G. Metal interpretive sign
- H. Interactive/interpretive small design integrated graphic



WATERFRONT SIGNAGE DISTRICT EXAMPLES



- J. Painted metal letters pinned off of wall, external illumination
- K. Painted wood blade sign
- L. Acrylic letters mounted to wall, no illumination

- M. Metal plaque mounted to cut stone
- N. Painted brick identification illuminated with gooseneck lighting
- P. Painted metal panel and blade



WATERFRONT SIGNAGE DISTRICT EXAMPLES



Q.



R.



S.



T.



U.



V.

- Q. Banner attached to existing light pole
- R. Catenary lighting
- S. Cast metal plaque inset into paving

- T. Painted metal plaque inset into paving
- U. Small format LED kiosk
- V. Blade sign with metal attachment



WATERFRONT SIGNAGE DISTRICT EXAMPLES



W.



X.



Y.



Z.



AA.



BB.



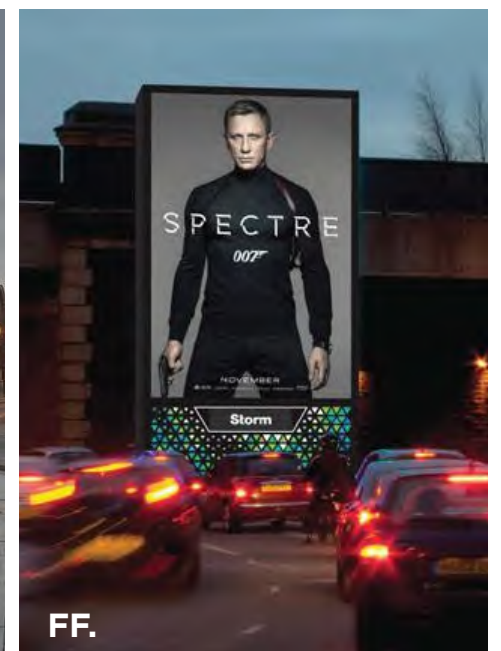
CC.



DD.



EE.



FF.

- W.** Internally illuminated pylon with back lit cut out logo or identification
- X.** Pedestrian directory
- Y.** Cut out metal tree grate
- Z.** Vehicular directional
- AA.** Pedestrian directional combined with trash receptacle

- BB.** Decorative manhole cover
- CC.** Dimensional letters attached to glazing, externally illuminated
- DD.** Internally illuminated blade sign
- EE.** Digital wayfinding
- FF.** Event and promotional sponsored wayfinding

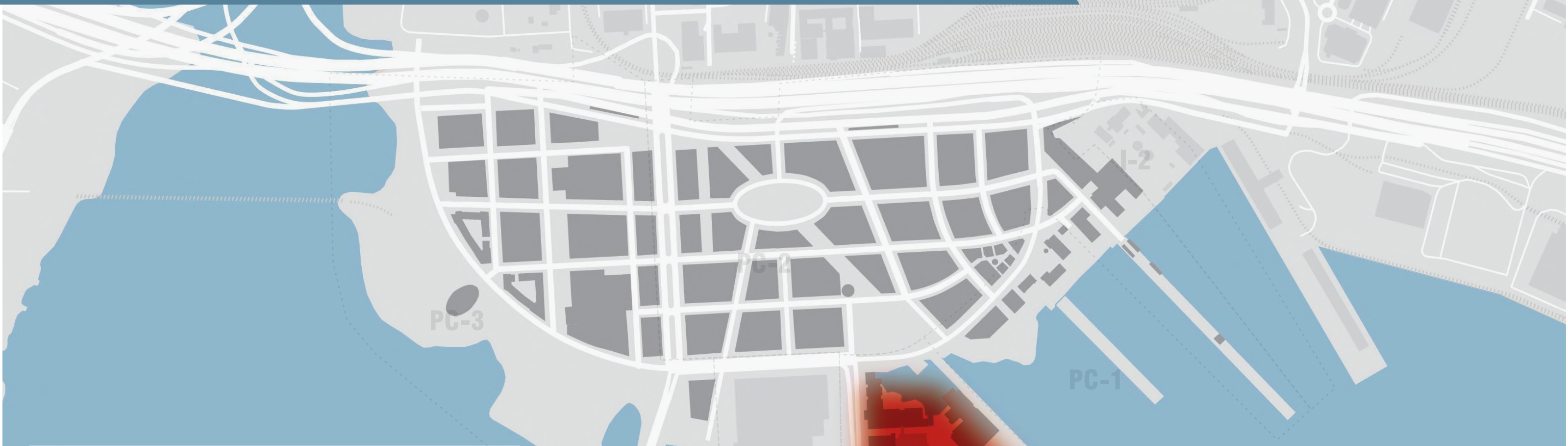


Port
Covington

UNDER ARMOUR CAMPUS DISTRICT



UNDER ARMOUR CAMPUS DISTRICT



BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT	PRESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BILLBOARD GRAPHICS DISPLAYS	SMALL FORMAT GRAPHIC SIGNAGE	VEHICULAR INFRASTRUCTURE	RECTANGULAR WAYFINDING	TRAIL PROMOTIONAL INFRASTRUCTURE	EVENTS PROMOTIONAL WAYFINDING	VEHICULAR Pylon	BIKE PATH WAYFINDING	TRAIL WAYFINDING	DIRECTORY	VEHICULAR / INTERACTIVE GRAPHICS	INSET STREET NAMES	CURTAIN TREE GRAPHS	CURTAIN MANGRO	GRID DIRECTIONAL	EDUCATIONAL / INTERPRETIVE
UNDER ARMOUR CAMPUS	One (1) per each entrance into District 100 Sq. Ft. Max.	Architectural Light Washes	Custom Crosswalk Directional	Static or digital Two (2) per trail 24 Sq. Ft. Max.	Static or digital Four (4) per street 24 Sq. Ft. Max.	Mounted on existing poles Located as necessary 10 Sq. Ft. Max.	Located as necessary 10 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.	Located as necessary 100 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located at trail intersections 25 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.					Blue with directional mounted to top of curb	Historical and Biological Interpretive signs
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal					None	None
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'					6'	2'

BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARQUEE	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TAP IDENTITY / KIOSK	LEASING BANNER	CONSTRUCTION GRAPHICS
UNDER ARMOUR CAMPUS	Below Parapet Two (2) per each side of the building 150 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 150 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 75 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	Located on storefront windows 50 Sq. Ft. Max.		One (1) per street frontage 100 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	External	Internal	Internal	External	Internal	Internal	None		None	None
Max. Height:	Below Parapet	50'	20'	12'	15'	15'	20'	20'	12'		60'	15'

DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED GRAPHICS (BUILDING FOOTPRINT)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (PRESTANDING)	BUILDING FACADE DESIGN GRAPHICS	GATEWAY MARKER WITH DESIGN GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		LOCAL LOGO SIGNAGE	EVENT SPACE DESIGN GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
UNDER ARMOUR CAMPUS	One (1) per facade Vertical aspect ratio only 4:3:2:1 Sq. Ft. Max.		Four (4) per district Vertical aspect ratio only 600 Sq. Ft. Max.	One (1) per district 10,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district Vertical aspect ratio only	10' High LED on all sides of tower building. One (1) building per district 2500 Sq. Ft.	One per building Mounted above parapet 2500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	
Illumination:	Internal		Internal	Internal	Internal	Internal	Internal	Internal or External	
Max. Height:	75'		50'	Below Parapet	30'	Above Parapet	Above Parapet	TBD	

SIGNAGE DISTRICT

■ Under Armour Campus



UNDER ARMOUR CAMPUS SIGNAGE DISTRICT

7:45AM

While having my coffee, I look out and see my friend riding the water taxi for her morning commute.

View - Looking at Under Armour Campus



LOCATION KEY



UNDER ARMOUR CAMPUS SIGNAGE DISTRICT EXAMPLES



- A. Bike path wayfinding - integrated path graphics
- B. Bike path wayfinding - integrated path & park graphics
- C. Trail wayfinding - pedestrian trail marker & directional
- D. Educational interpretive - pedestal sign with interpretive graphics
- E. Vehicle and pedestrian wayfinding - directional panels mounted to pole

- F. Educational interpretive - graphic plaques mounted to furniture/fixtures
- G. Informative/interactive design integrated graphic - freestanding pylon with interactive displays with environmental, running path information, and fitness information
- H. Furniture graphic - sponsor graphic on bench



UNDER ARMOUR CAMPUS SIGNAGE DISTRICT EXAMPLES



K.



M.



P.



L.



N.



Q.

- K.** Building address - fabricated metal address sign mounted on masonry base
- L.** Building/location identification - inset copy in wall
- M.** Building identification - flat cut metal letters mounted to wall

- N.** Dedication plaque - fabricated metal plaque mounted to wall/fixture
- P.** Building/location identification - fabricated graphics mounted to retaining wall
- Q.** Building/location identification - stencil cut metal panel mounted to wall



UNDER ARMOUR CAMPUS SIGNAGE DISTRICT EXAMPLES



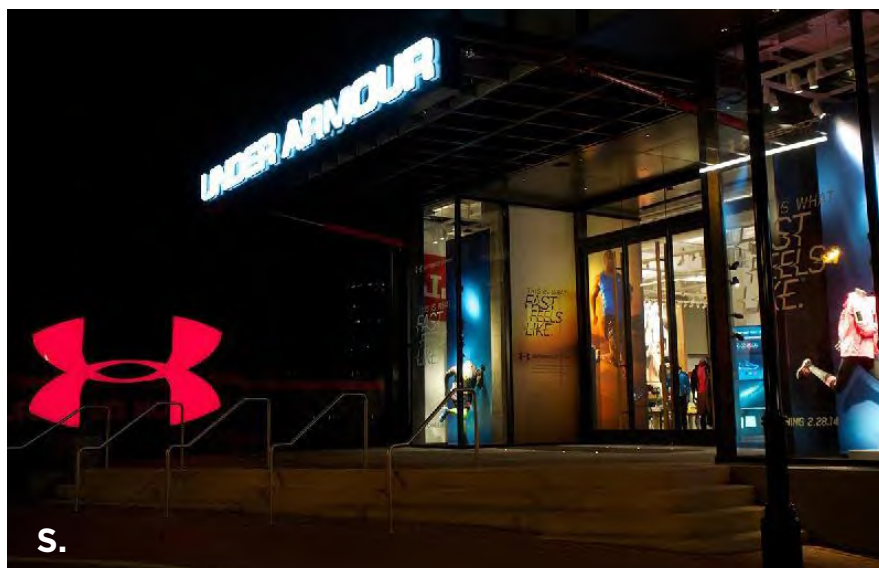
R.



T.



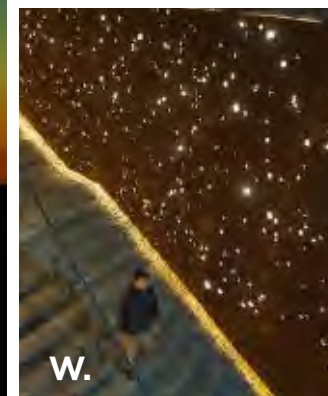
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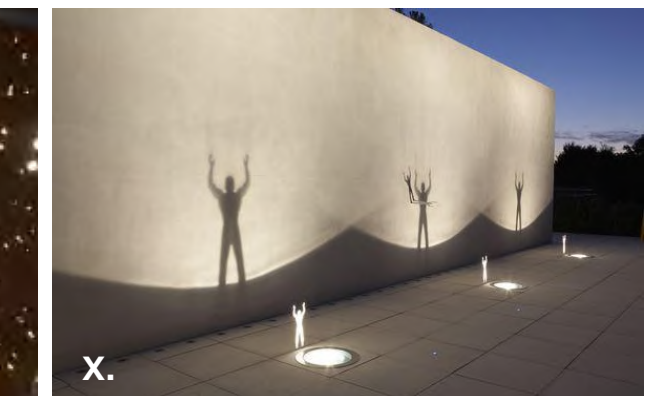
S.



U.



W.



X.

- R. Building identification - design integrated graphics and internally illuminated signs
- S. Building identification - illuminated signs and window graphics
- T. Building/Tenant identification - non-illuminated letters
- U. Building/Tenant identification - illuminated letters mounted to fabricated support structure

- V. Sculptural and art specialty graphics - fabricated graphic pieces to create and identify areas of interest
- W. Sculptural and art specialty graphics - applied graphic art
- X. Sculptural and art specialty graphics - sculpture with external light source for projected graphic

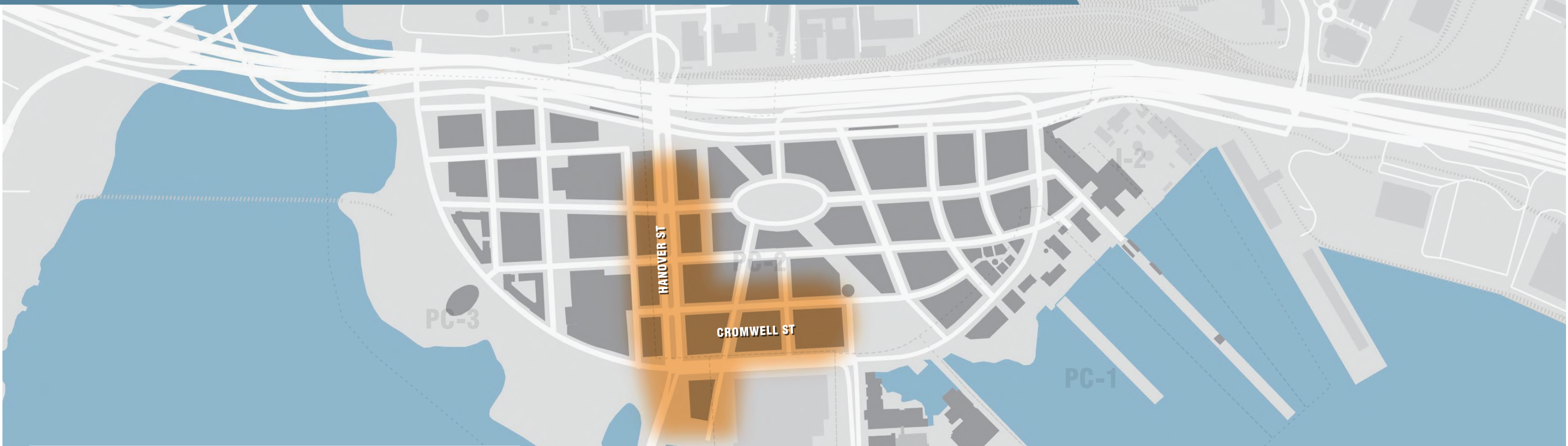




BOULEVARD SIGNAGE DISTRICT



BOULEVARD SIGNAGE DISTRICT



BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT	PRESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BILLBOARD GRAPHICS DISPLAYS	BILLBOARD GRAPHICS SUBWAYS	VEHICULAR INFRASTRUCTURE	VEHICULAR WAYFINDING	VEHICULAR PROMOTIONAL INFRASTRUCTURE	VEHICULAR PROMOTIONAL WAYFINDING	VEHICULAR Pylon	BIKE PATH WAYFINDING	TRAIL WAYFINDING	DIRECTORY	VEHICULAR / INTERACTIVE / SHARED DESIGN GRAPHICS	INSET STREET NAMES	CURB TREE GRATES	CURB MANGRO	CURB DIRECTIONAL	EDUCATIONAL / INTERPRETIVE
BOULEVARD	One (1) per each entrance into District 100 Sq. Ft. Max.	Illuminated bridges Architectural light washes	Custom Crosswalk Directional	Static or digital Four (4) per bus stop 24 Sq. Ft. Max.	Static or digital Four (4) per bus stop 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary 15 Sq. Ft. Max.	Located as necessary 10 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.	Located as necessary 100 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.				Bike path directional mounted to top of curb	
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal					None	
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'					6'	

BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARKER	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TAP IDENTITY / Kiosk	LEASING BANNER	CONSTRUCTION GRAPHICS
BOULEVARD	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building. 300 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 75 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary, 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront 150 Sq. Ft. Max. per Sign 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 15' High Max.
Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'

DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED GRAPHICS (BUILDING FOOTPRINT)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (PRESTANDING)	BUILDING FACADE DESIGN GRAPHICS	GATEWAY MARKER WITH DESIGN GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		TOWER LOGO SIGNAGE	EVENT SPACE DESIGN GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
BOULEVARD	One (1) per facade. Vertical aspect ratio only 1300 Sq. Ft. Max.	Eight (8) per district 800 Sq. Ft. Max.	Four (4) per district Vertical aspect ratio only 600 Sq. Ft. Max.	Two (2) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district. Vertical aspect ratio only			One (1) per building Mounted above parapet 500 Sq. Ft.	
Illumination:	Internal		Internal		Internal			Internal or External	
Max. Height:	45'	50'	50'		30'			TBD	

SIGNAGE DISTRICT

■ Boulevard





BOULEVARD SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

HANOVER & CROMWELL STREETS - BOULEVARD SIGNAGE DISTRICT

8:45AM

Biking to work.

View - Looking at Hanover Gateway



LOCATION KEY

- 1. Gateway marker with design integrated graphics
- 2. Building identification

- 3. Building mounted design integrated graphics
- 4. Building entrance identification

- 5. Tenant identification
- 6. Directory
- 7. Bus stop design integrated graphics





METREON

AT BRYK

2250
HANOVER ST.

U2

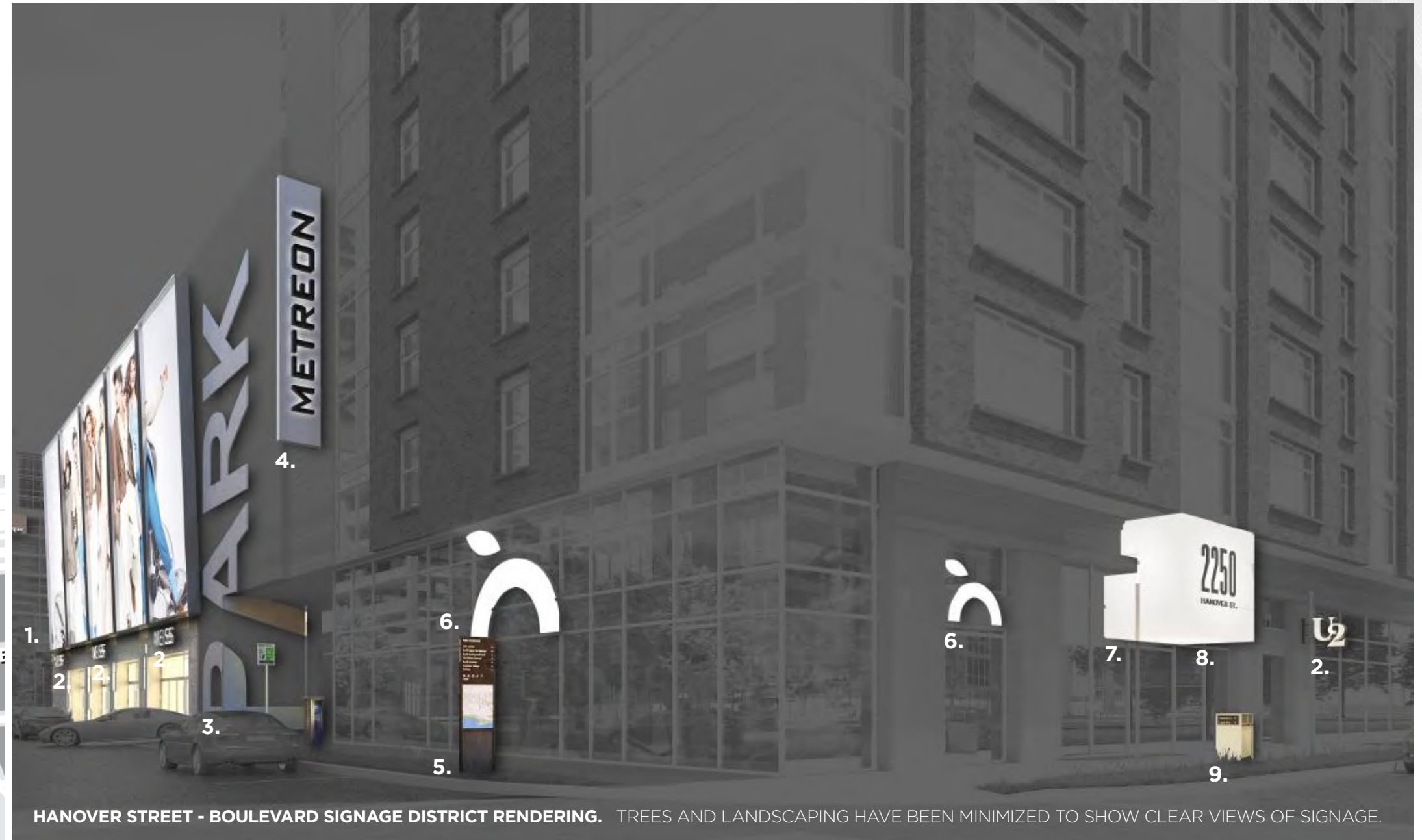
HANOVER STREET - BOULEVARD SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

HANOVER STREET - BOULEVARD SIGNAGE DISTRICT

12:00PM

Meet a friend for lunch on Hanover Street.

View - Hanover Street looking Southeast



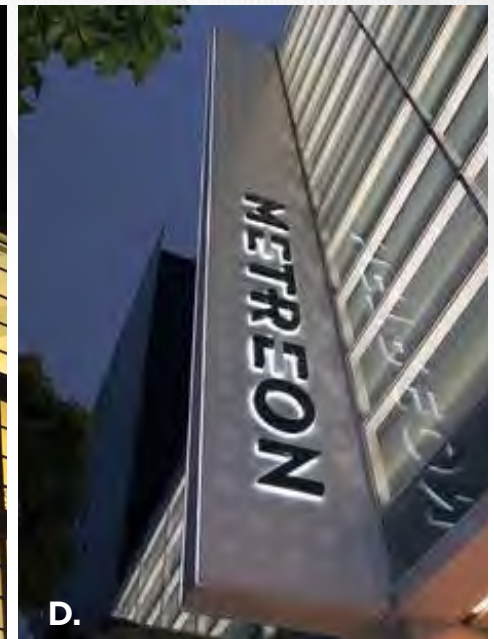
HANOVER STREET - BOULEVARD SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> 1. Building mounted design integrated graphics 2. Inline tenant identification 3. Parking entrance/parking entrance blade | <ul style="list-style-type: none"> 4. Building identification 5. Pedestrian directional 6. Corner tenant identification 7. Building entrance identification | <ul style="list-style-type: none"> 8. Building address 9. Pedestrian directional |
|---|---|--|



BOULEVARD SIGNAGE DISTRICT EXAMPLES



- A. Pedestrian directory
- B. Internally illuminated channel letters with inline tube lighting
- C. Halo letters with illuminated inset stroke
- D. Halo letters on metal blade
- E. Vehicular directional
- F. Design integrated graphics
- G. Metal signage inset into concrete base



BOULEVARD SIGNAGE DISTRICT EXAMPLES



H.



J.



K.



L.



M.



N.



P.

H. Banner identification blade

J. Dimensional letters attached to glass surface, backlit when illuminated

K. Illuminated tenant entry with wall mount and blade mount identification

L. Push thru acrylic

M. Vinyl address on glass

N. Metal address on glass

P. Push thru acrylic panels with halo glow around panels

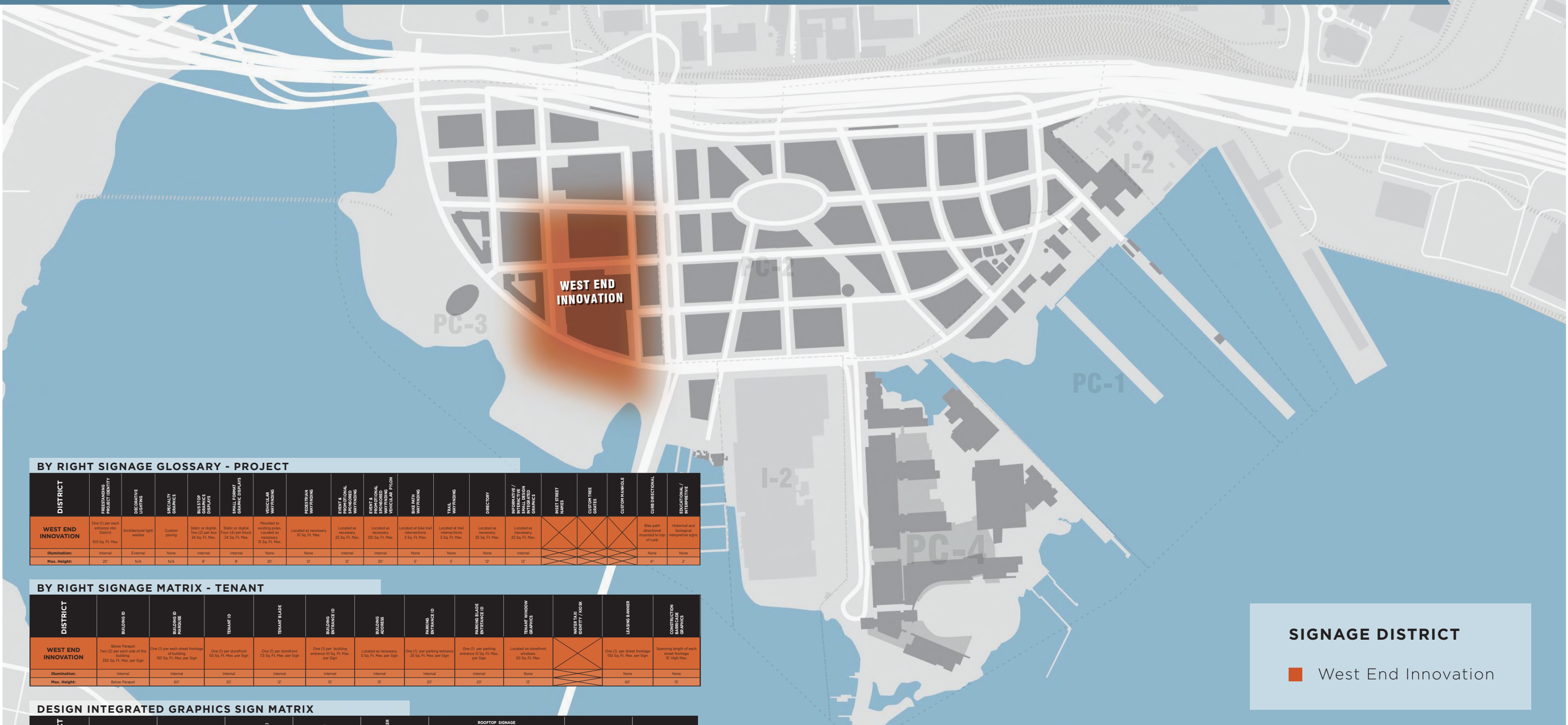




WEST END INNOVATION SIGNAGE DISTRICT



WEST END INNOVATION SIGNAGE DISTRICT



BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT	FREESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BULLET STOP GRAPHICS DISPLAYS	SMALL FORMATS SIGNAGE DISPLAYS	VEHICULAR WAYFINDING	RECEPTIVE WAYFINDING	EVENT & PROMOTIONAL SPONSORED WAYFINDING	EVENT & PROMOTIONAL VEHICULAR Pylon Wayfinding	BIKE PATH WAYFINDING	TRAIL WAYFINDING	DIRECTORY	INTERACTIVE / SMALL DESIGN GRAPHICS	INSET STREET NAMES	CUSTOM TREE GRATES	CUSTOM HANDLE	CURB DIRECTIONAL	EDUCATIONAL / INTERPRETIVE
WEST END INNOVATION	One (1) per each entrance into District 100 Sq. Ft. Max.	Architectural light washes	Custom sewing	Static or digital Two (2) per block 24 Sq. Ft. Max.	Static or digital Four (4) per block 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary 10 Sq. Ft. Max.	Located as necessary 10 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.	Located as necessary 100 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.	Located as necessary 25 Sq. Ft. Max.				Bike path directional mounted to top of curb	Historical and biological interpretive signs
Illumination:	Internal	External	None	Internal	Internal	None	None	Internal	Internal	None	None	None	Internal				6"	None
Max. Height:	20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'				6"	2'

BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARQUEE	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TOWER IDENTITY / HOSE	LEASING BANNERS	CONSTRUCTION GRAPHICS
WEST END INNOVATION	Below Parapet Two (2) per each side of the building 350 Sq. Ft. Max. per Sign	One (1) per each street frontage of building 150 Sq. Ft. Max. per Sign	One (1) per storefront 50 Sq. Ft. Max. per Sign	One (1) per storefront 75 Sq. Ft. Max. per Sign	One (1) per building entrance 10 Sq. Ft. Max. per Sign	Located as necessary 5 Sq. Ft. Max. per Sign	One (1) per parking entrance 25 Sq. Ft. Max. per Sign	One (1) per parking entrance 12 Sq. Ft. Max. per Sign	Located on storefront windows 50 Sq. Ft. Max.		One (1) per street frontage 150 Sq. Ft. Max. per Sign	Spanning length of each street frontage 12' High Max.
Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None		None	None
Max. Height:	Below Parapet	60'	20'	12'	10'	10'	20'	20'	12'		60'	12'

DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED BUILDING MOUNTED	OFF PREMISES ADVERTISING	DESIGNATED GRAPHICS (FREESTANDING)	BUILDING FACADE DESIGN GRAPHICS	GATEWAY MARKER WITH DESIGNATED GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		LOCAL LOGO SIGNAGE	EVENT SPACE DESIGN GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
WEST END INNOVATION	One (1) per facade Vertical aspect ratio only 800 Sq. Ft. Max.		Four (4) per district Vertical aspect ratio only 300 Sq. Ft. Max.	One (1) per district 15,000 Sq. Ft. Max.	One (1) per each vehicular entrance into district Vertical aspect ratio only	10' High LED on all sides of tower building One (1) building per district 500 Sq. Ft.	One per building Mounted above parapet 500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	One (1) per event space 800 Sq. Ft.
Illumination:	Internal		Internal		Internal	Internal	Internal	Internal or External	
Max. Height:	35'		50'		30'	Above Parapet	Above Parapet	TBD	20'

SIGNAGE DISTRICT

West End Innovation

0 300' 600'





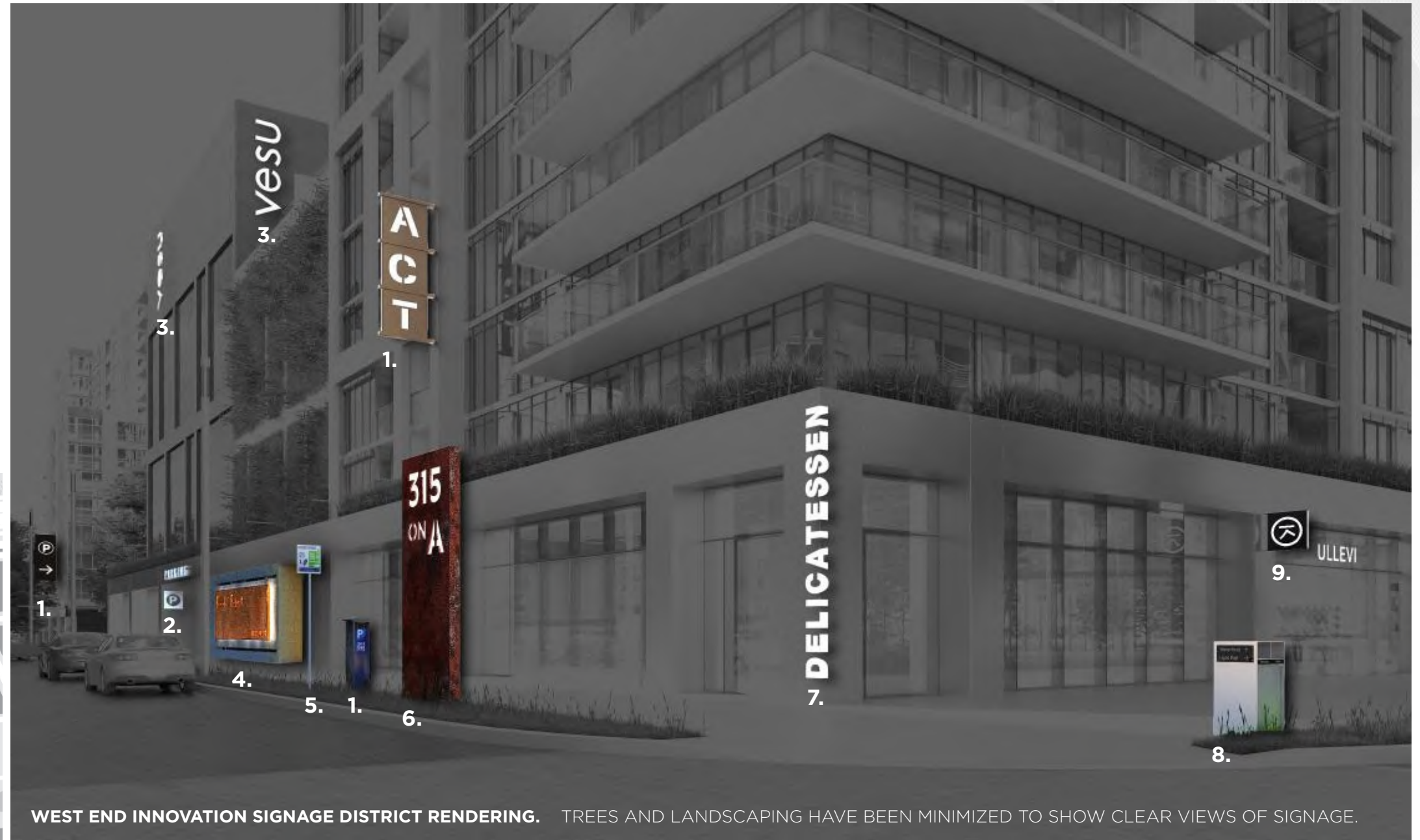
WEST END INNOVATION SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

WEST END INNOVATION SIGNAGE DISTRICT

5:30PM

Meet my brother at his job at Smith Brothers Fabrication and walk to his home to pick up his gear.

View - at City Garage looking West



WEST END INNOVATION SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- | | | |
|--|---------------------------------------|--|
| 1. Parking directional | 4. Metal panel graphics | 7. Corner tenant identification |
| 2. Parking entrance/parking entrance blade | 5. Pole mounted regulatory sign | 8. Pedestrian directional mounted to fixture |
| 3. Building identification | 6. Freestanding tenant identification | 9. Inline tenant identification |





WEST END INNOVATION SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.



WEST END INNOVATION SIGNAGE DISTRICT

6:00PM

On the way to my brother's house, we take a scenic detour to the waterfront.

View - Looking into the West End from the Park



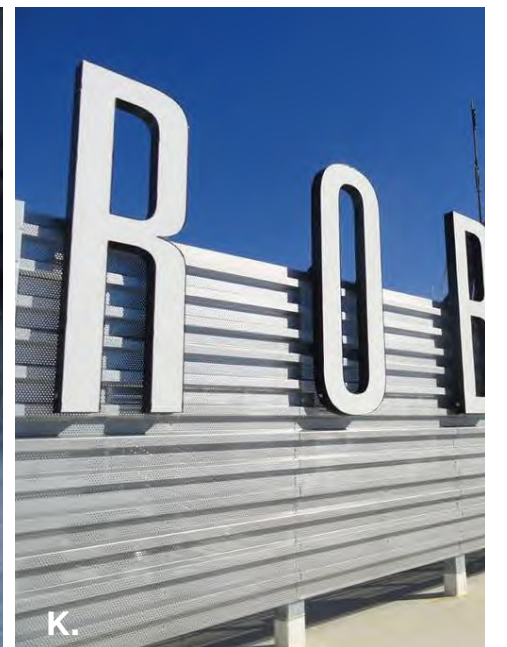
WEST END INNOVATION SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- | | | |
|---|---|--|
| 1. Freestanding building identification | 4. Pedestrian directory and directional | 8. Building entrance identification |
| 2. Corner tenant identification | 5. Inline tenant identification | 9. Parking entrance identification |
| 3. Freestanding fabricated address | 6. Building identification marquee | 10. Building facade design integrated graphics |
| | 7. Building identification | 11. Corner tenant identification |
| | | 12. Bus stop design integrated graphics |



WEST END INNOVATION SIGNAGE DISTRICT EXAMPLES



- A. Dimensional cut out metal, mounted flush to concrete wall
- B. Fabricated metal parking directional
- C. Burned wood tenant blade
- D. Cut out metal letters, pin mounted off of wood backer panel
- E. Laser cut metal

- F. Metal address panel inset into concrete wall
- G. Water jet cut metal
- H. Glass storefront with push thru acrylic blade and signage
- J. Internally illuminated blade
- K. Rooftop signage

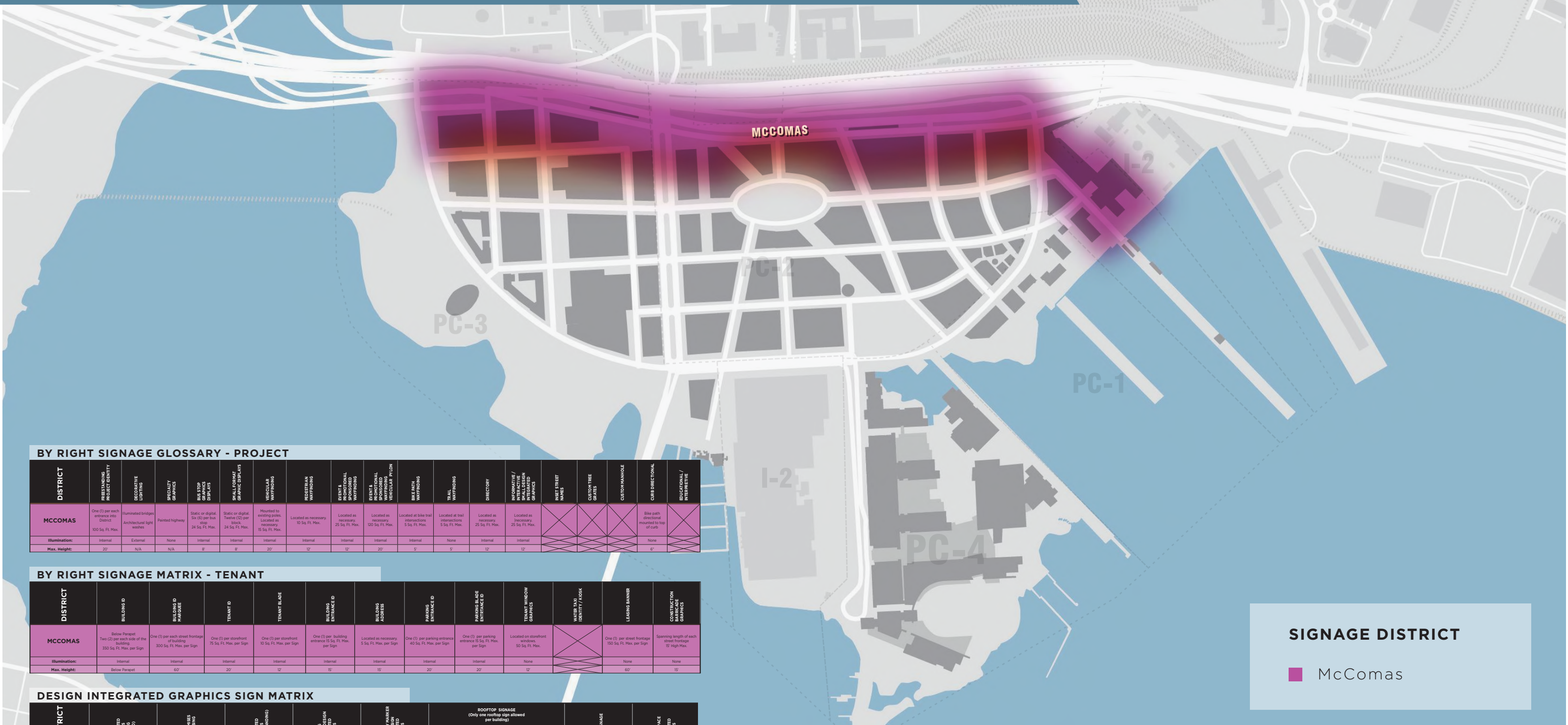




MCCOMAS SIGNAGE DISTRICT



MCCOMAS SIGNAGE DISTRICT



BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT	PRESTANDING PROJECT IDENTITY	DECORATIVE LIGHTING	SPECIALTY GRAPHICS	BILLBOARD GRAPHICS DISPLAYS	SMALL FORMAT GRAPHICS DISPLAYS	VEHICULAR INTERACTIONS	VEHICULAR WAYFINDING	VEHICULAR PROMOTIONAL SPONSORED INTERACTIONS	EVENTS PROMOTIONAL SPONSORED INTERACTIONS	VEHICULAR Pylon Wayfinding	Bike Path Wayfinding	Trail Wayfinding	Directory	Interactive / Informational / Wayfinding Graphics	Inset Street Names	Custom Tree Graphics	Custom Manhole	One Directional	Educational / Interpretive
MCCOMAS	One (1) per each entrance into District 100 Sq. Ft. Max.	Illuminated bridges Architectural light washes	Painted highway	Static or digital. Six (6) per bus stop 24 Sq. Ft. Max.	Static or digital. Ten (10) per block 24 Sq. Ft. Max.	Mounted to existing poles. Located as necessary. 15 Sq. Ft. Max.	Located as necessary. 10 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 100 Sq. Ft. Max.	Located at bike trail intersections 5 Sq. Ft. Max.	Located at trail intersections 5 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	Located as necessary. 25 Sq. Ft. Max.	None	None	None	None	Bike path directional mounted to top of curb	None
	Illumination: Internal	External	None	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None	Internal	Internal	None	None	None	None	None	None
	Max. Height: 20'	N/A	N/A	8'	8'	20'	12'	12'	20'	5'	5'	12'	12'					6'	

BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT	BUILDING ID	BUILDING ID MARKER	TENANT ID	TENANT BLADE	BUILDING ENTRANCE ID	BUILDING ADDRESS	PARKING ENTRANCE ID	PARKING BLADE ENTRANCE ID	TENANT WINDOW GRAPHICS	WATER TAP IDENTITY / KIOSK	LEASING BANNER	CONSTRUCTION GRAPHICS
MCCOMAS	Below Parapet Two (2) per each side of the building. 350 Sq. Ft. Max. per Sign.	One (1) per each street frontage of building. 300 Sq. Ft. Max. per Sign.	One (1) per storefront 75 Sq. Ft. Max. per Sign.	One (1) per storefront 10 Sq. Ft. Max. per Sign.	One (1) per building entrance 15 Sq. Ft. Max. per Sign.	Located as necessary. 5 Sq. Ft. Max. per Sign.	One (1) per parking entrance 40 Sq. Ft. Max. per Sign.	One (1) per parking entrance 15 Sq. Ft. Max. per Sign.	Located on storefront windows. 50 Sq. Ft. Max.	None	One (1) per street frontage 150 Sq. Ft. Max. per Sign. 15' High Max.	Spanning length of each street frontage 15' High Max.
	Illumination: Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	None	None	None	None
	Max. Height: Below Parapet	60'	20'	12'	15'	15'	20'	20'	12'		60'	15'

DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT	DESIGN INTEGRATED GRAPHICS (BUILDING FOOTPRINT)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (PRESTANDING)	BUILDING FACADE DESIGN GRAPHICS	GATEWAY MARKER WITH DESIGN GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		LOCAL LOGO SIGNAGE	EVENT SPACE DESIGN GRAPHICS
						LED SIGNAGE	IDENTITY SIGNAGE		
MCCOMAS	One (1) per facade Two (2) max. per lower vertical aspect ratio only 4800 Sq. Ft. Max.	Eight (8) per district 800 Sq. Ft. Max.	Four (4) per district Vertical aspect ratio only 1200 Sq. Ft. Max.	Two (2) per block Max. 5 per district 15,000 Sq. Ft. Max.	One (1) per district vehicle entrance. Vertical aspect ratio only	10' high LED on all sides of lower building. One (1) building per district 1500 Sq. Ft.	One per building Mounted above parapet 1500 Sq. Ft.	One (1) per building Mounted above parapet 500 Sq. Ft.	One (1) per event space 800 Sq. Ft.
	Illumination: Internal		Internal	Below Parapet	Internal	Internal	Internal	Internal or External	Internal
	Max. Height: 75'	50'	50'	Below Parapet	30'	Above Parapet	Above Parapet	TBD	20'

SIGNAGE DISTRICT

■ McComas





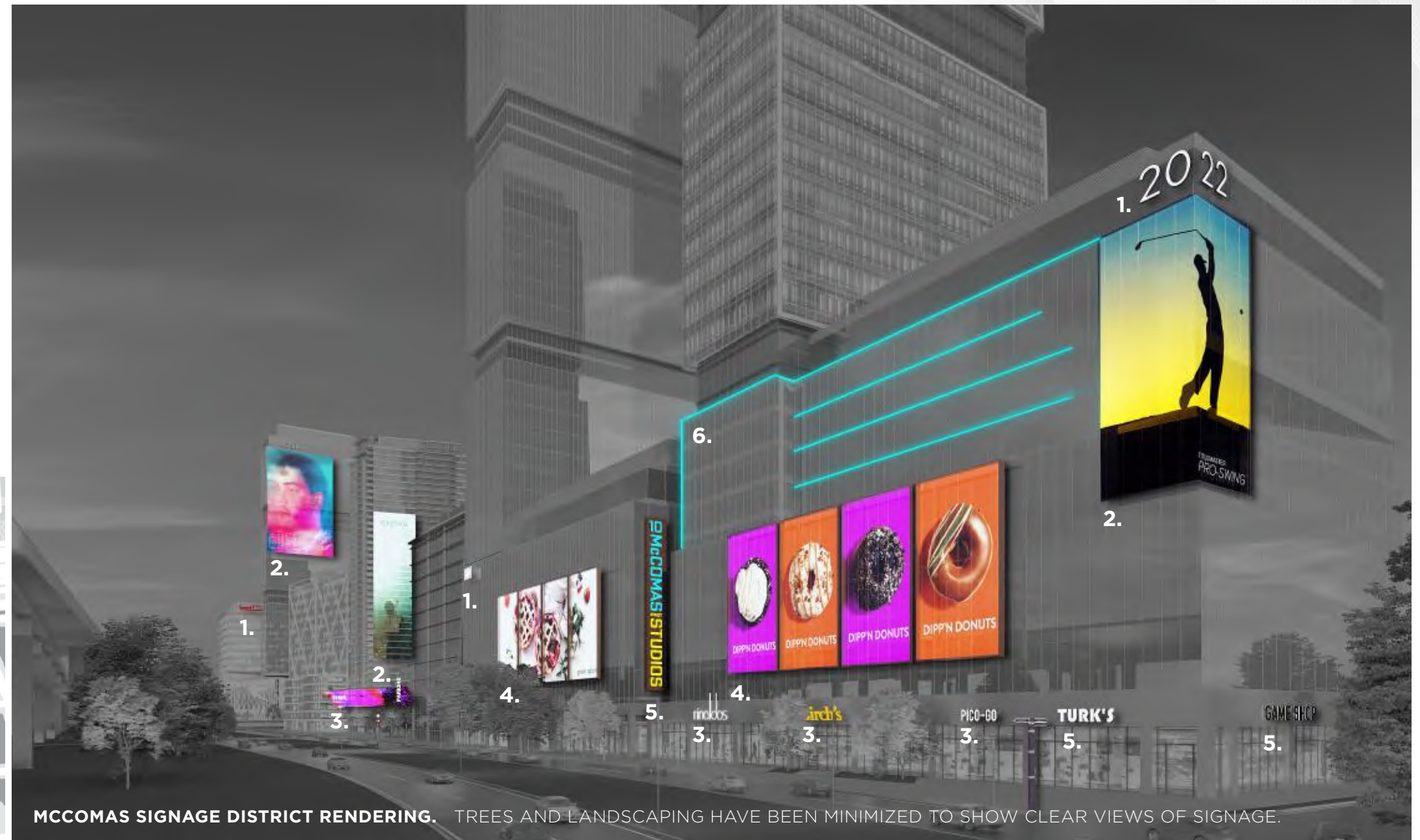
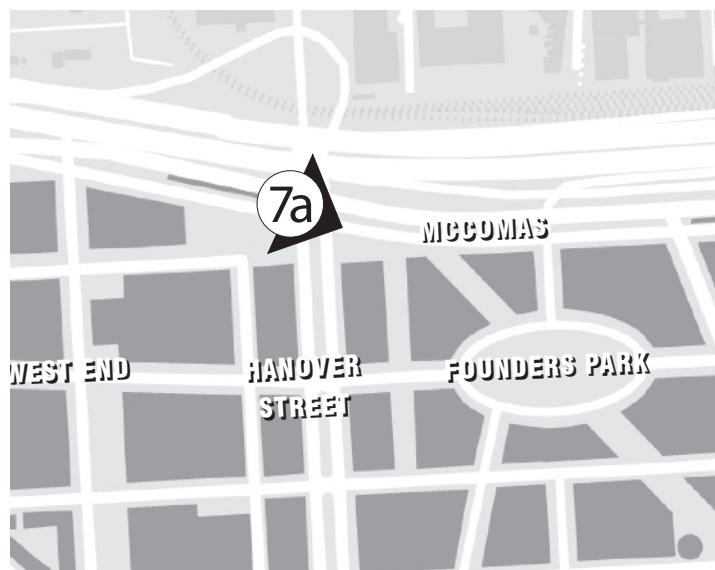
MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

MCCOMAS SIGNAGE DISTRICT

6:30PM

We enjoy a pickup basketball game with a few new friends.

View - Looking Southeast into Port Covington



MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- | | | |
|---|--|---------------------------------|
| 1. Building identification | 3. Inline tenant identification | 5. Corner tenant identification |
| 2. Building mount mesh design integrated graphics | 4. Building mounted design integrated graphics | 6. Decorative lighting |





MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

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MCCOMAS SIGNAGE DISTRICT

8:00PM

After the game, we head to McComas Street so my nephew can try out his new skateboard.

View - Looking Southwest into Port Covington



MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- 1. Inline tenant identification
- 2. Building mounted design integrated graphics

- 3. Building mount mesh design integrated graphics
- 4. Corner tenant identification

- 5. Freestanding tenant identification
- 6. Building identification





LIGHT SQUARE - MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LIGHT SQUARE - MCCOMAS SIGNAGE DISTRICT

9:30PM

Out for a late dinner at my favorite restaurant in Light Square and wherever the night leads.

View - Light Square looking South



LIGHT SQUARE - MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

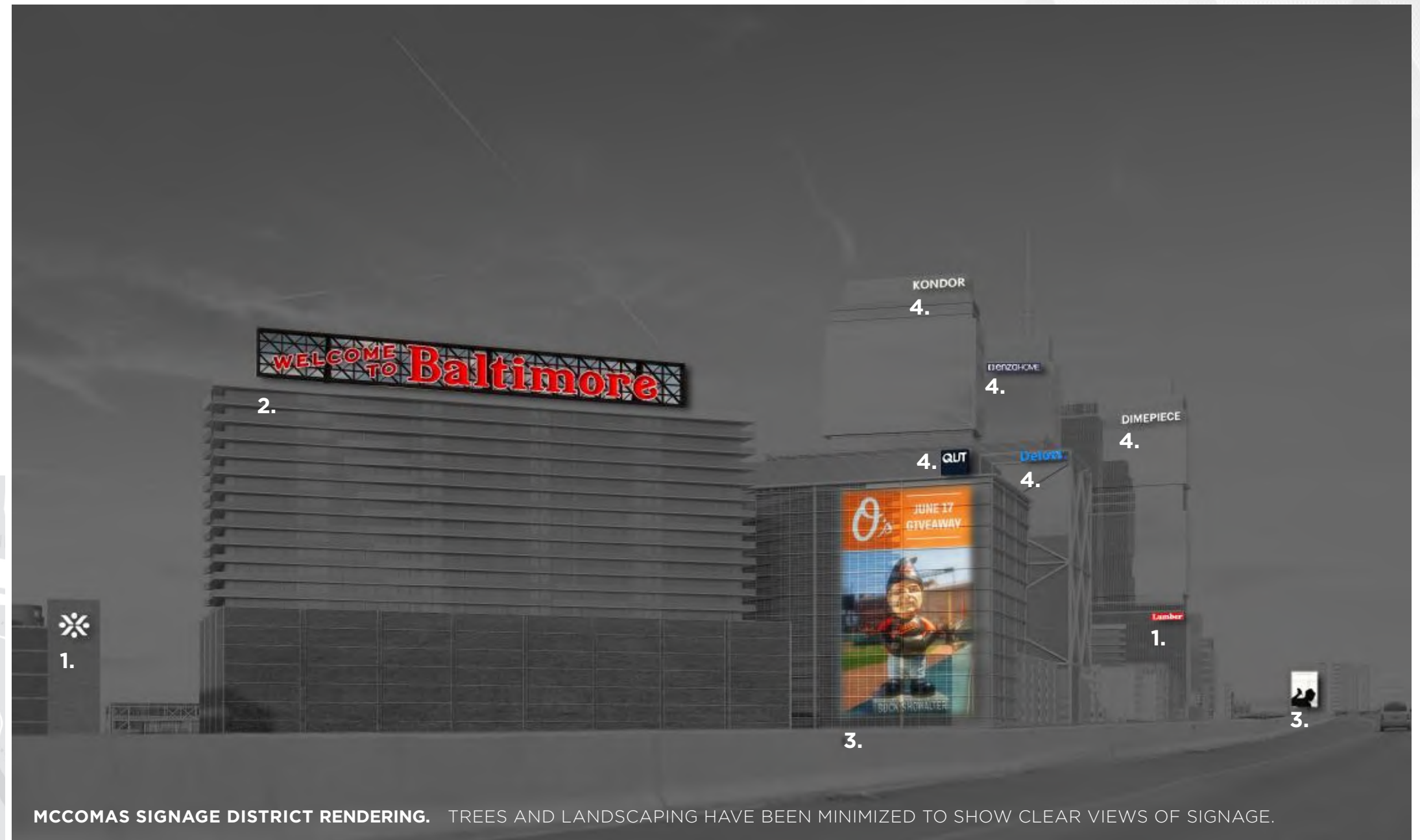
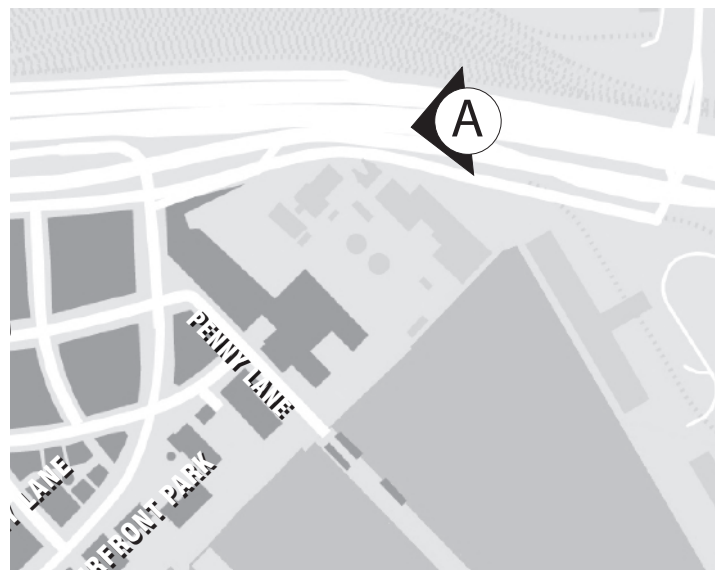
- | | | |
|--|---|--|
| <ul style="list-style-type: none"> 1. Building entry awning with graphics 2. Building facade design integrated graphics 3. Illuminated letters on pedestrian bridge | <ul style="list-style-type: none"> 4. Pole mount vehicle directional 5. Corner tenant identification 6. Inline tenant identification 7. Building identification | <ul style="list-style-type: none"> 8. Illuminated tenant identification 9. Decorative lighting |
|--|---|--|





MCCOMAS SIGNAGE DISTRICT

Morning view
Port Covington from
Northeast



MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

LOCATION KEY

- 1. Tenant identification
- 2. Roof mounted identification
- 3. Building mount mesh design integrated graphics
- 4. Building identification

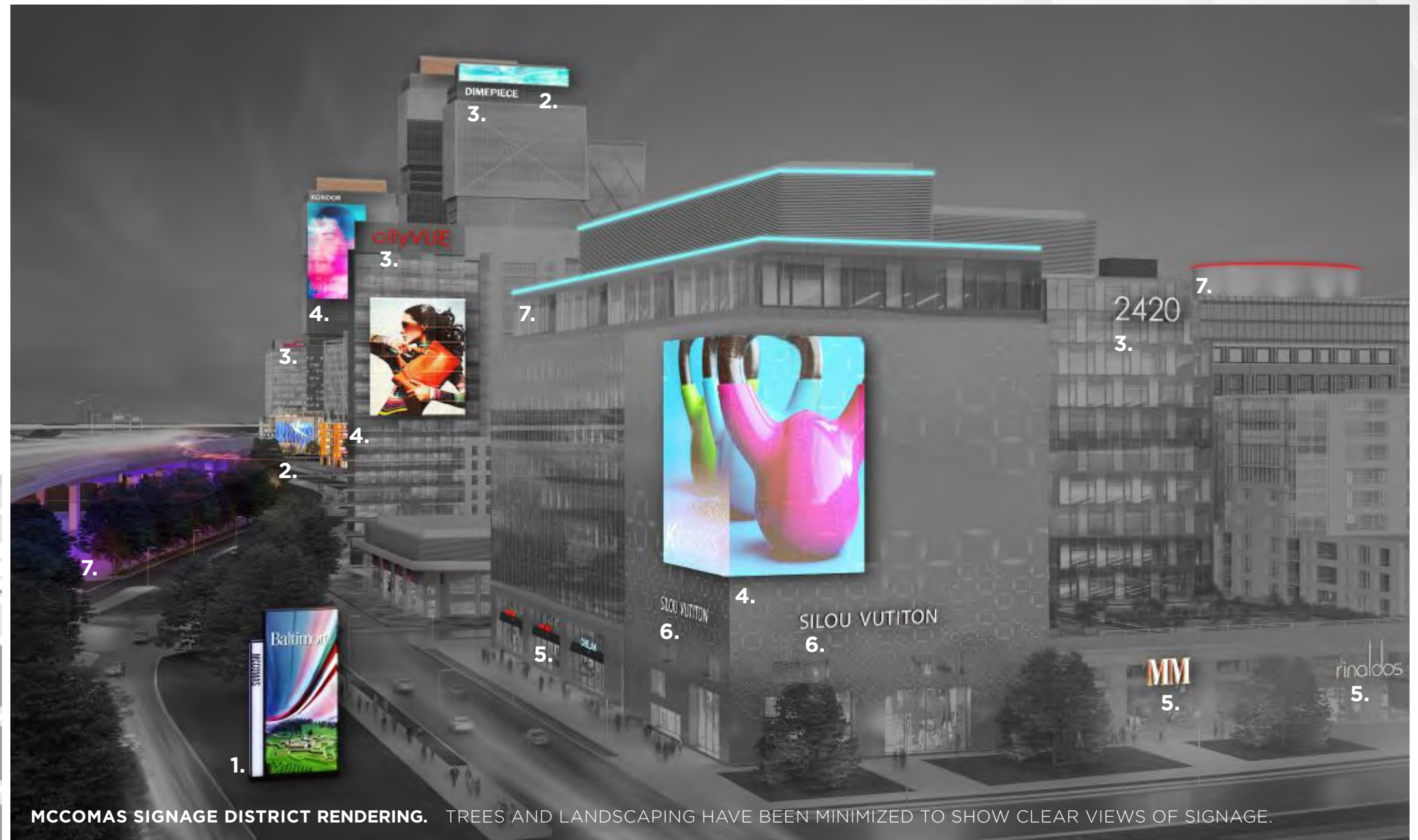




MCCOMAS SIGNAGE DISTRICT RENDERING. TREES AND LANDSCAPING HAVE BEEN MINIMIZED TO SHOW CLEAR VIEWS OF SIGNAGE.

MCCOMAS SIGNAGE DISTRICT

Night view
Port Covington from
Northwest



LOCATION KEY

1. Gateway marker with design integrated graphics
2. Building mounted design integrated graphics

3. Building identification
4. Mesh building mounted design integrated graphics
5. Inline tenant identification

6. Corner tenant identification
7. Decorative lighting



MCCOMAS SIGNAGE DISTRICT EXAMPLES



A.



B.



C.



D.



E.



F.

A. Digital display, large format programmable graphic system

B. Large format print external light source

C. Digital display, large format programmable graphic system

architectural lighting system
RGB/DMX controlled

D. Digital display, large format programmable graphic system

illuminated static signs
architectural lighting system

E. Large format print external light source

F. Digital display, large format programmable graphic system
architectural lighting system
RGB/DMX controlled



MCCOMAS SIGNAGE DISTRICT EXAMPLES



G.



H.



J.



K.



L.



M.



N.

G. Digital display, large format programmable graphic system

H. Digital display, large format programmable graphic system

J. Large format print external light source

K. Internally illuminated acrylic pylon RGB/DMX controlled

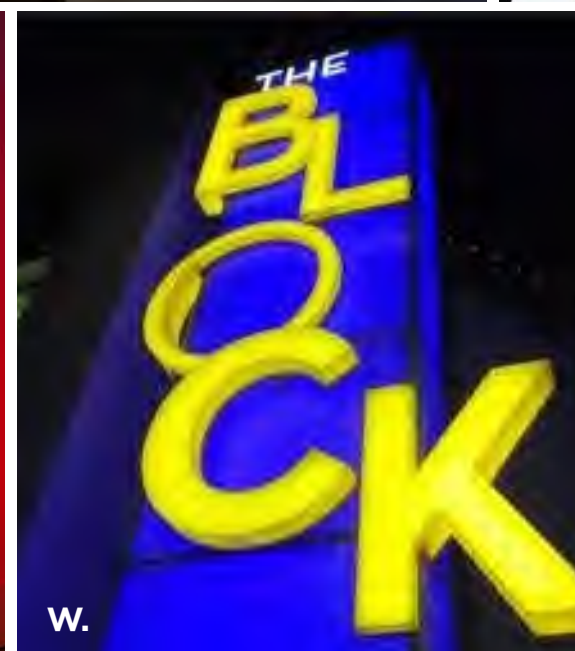
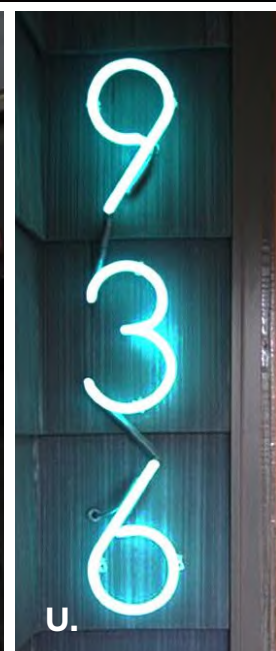
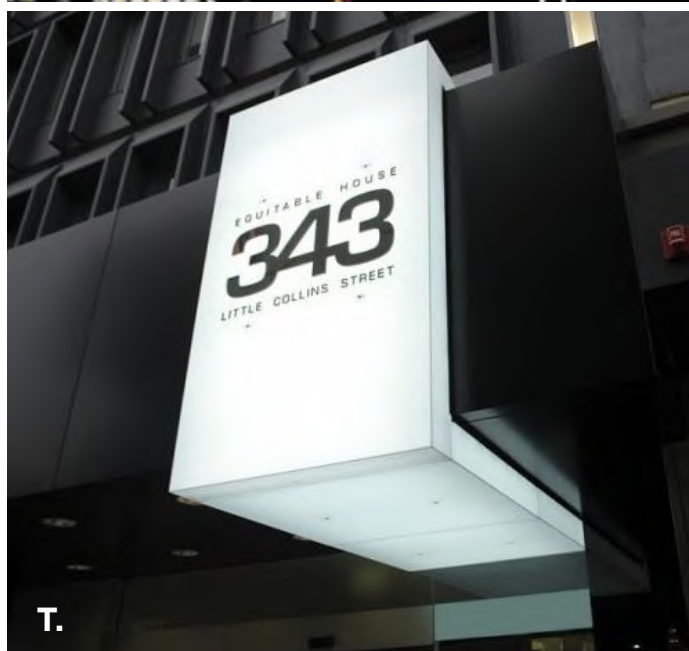
L. Fabricated sign architectural lighting system

M. Fabricated sign architectural lighting system

N. Architectural lighting system RGB/DMX controlled



MCCOMAS SIGNAGE DISTRICT EXAMPLES



P. Programmable digital wayfinding directional system with custom messaging and active positioning
Q. Illuminated image display static display

R. Custom illuminated area lighting illuminated directional wayfinding
S. Fabricated sign architectural lighting system RGB/DMX Controlled

T. Fabricated sign architectural lighting system
U. Custom neon lighting
V. Fabricated sign letters LED illumination

W. Fabricated monument with internally illuminated cabinet and internally illuminated sign letters
X. Fabricated sign letters exposed neon illumination awning/canopy



MCCOMAS SIGNAGE DISTRICT EXAMPLES



Y.



Z.



AA.



BB.



CC.



DD.

Y. Architectural lighting system with RGB/DMX controlled

Z. Architectural lighting system with RGB/DMX controlled

AA. Architectural lighting system with RGB/DMX controlled

BB. Architectural lighting system with RGB/DMX controlled

CC. Coordinated lighting system

DD. Architectural lighting system with RGB/DMX controlled



Port Covington

PRECEDENTS



LA LIVE - LOS ANGELES, CALIFORNIA



LA LIVE - LOS ANGELES, CALIFORNIA



LA LIVE - LOS ANGELES, CALIFORNIA



TEXAS LIVE - ARLINGTON, TEXAS



CITY CENTER PHILLY - PHILADELPHIA, PENNSYLVANIA



DENVER THEATER DISTRICT - DENVER, COLORADO



SACRAMENTO GOLDEN 1 CENTER - SACRAMENTO, CALIFORNIA



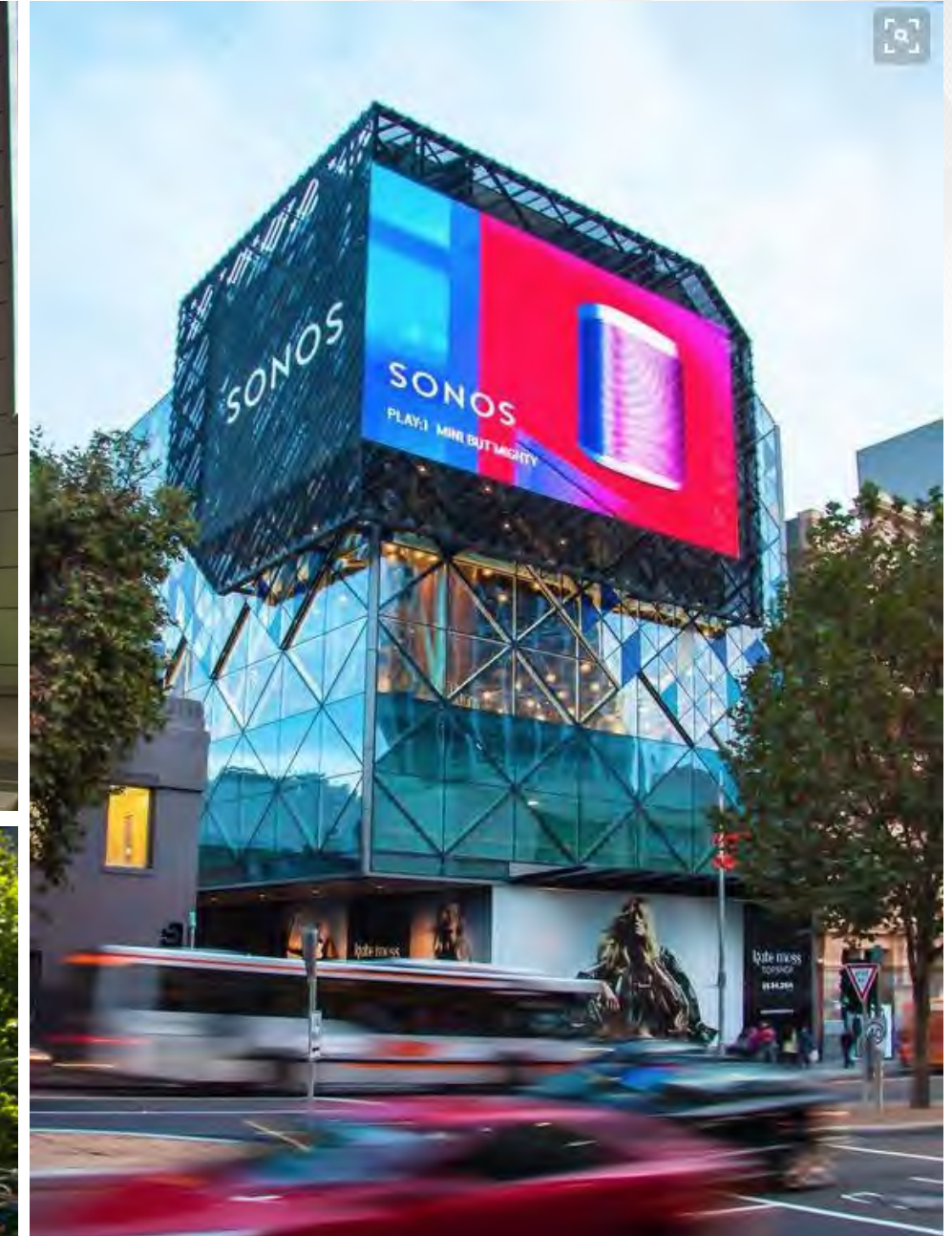
ATLANTA MIDTOWN ARTS DISTRICT - ATLANTA, GEORGIA



DOWNTOWN DETROIT - DETROIT, MICHIGAN



MELBOURNE, AUSTRALIA



SHANGHAI, CHINA



**WE ARE FROM THIS CITY.
OF THIS CITY.
WE ARE GOING TO HELP CREATE
SOMETHING GREAT IN THIS CITY.**

-KEVIN PLANK