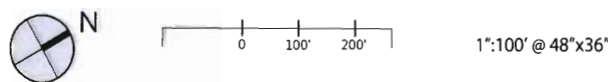
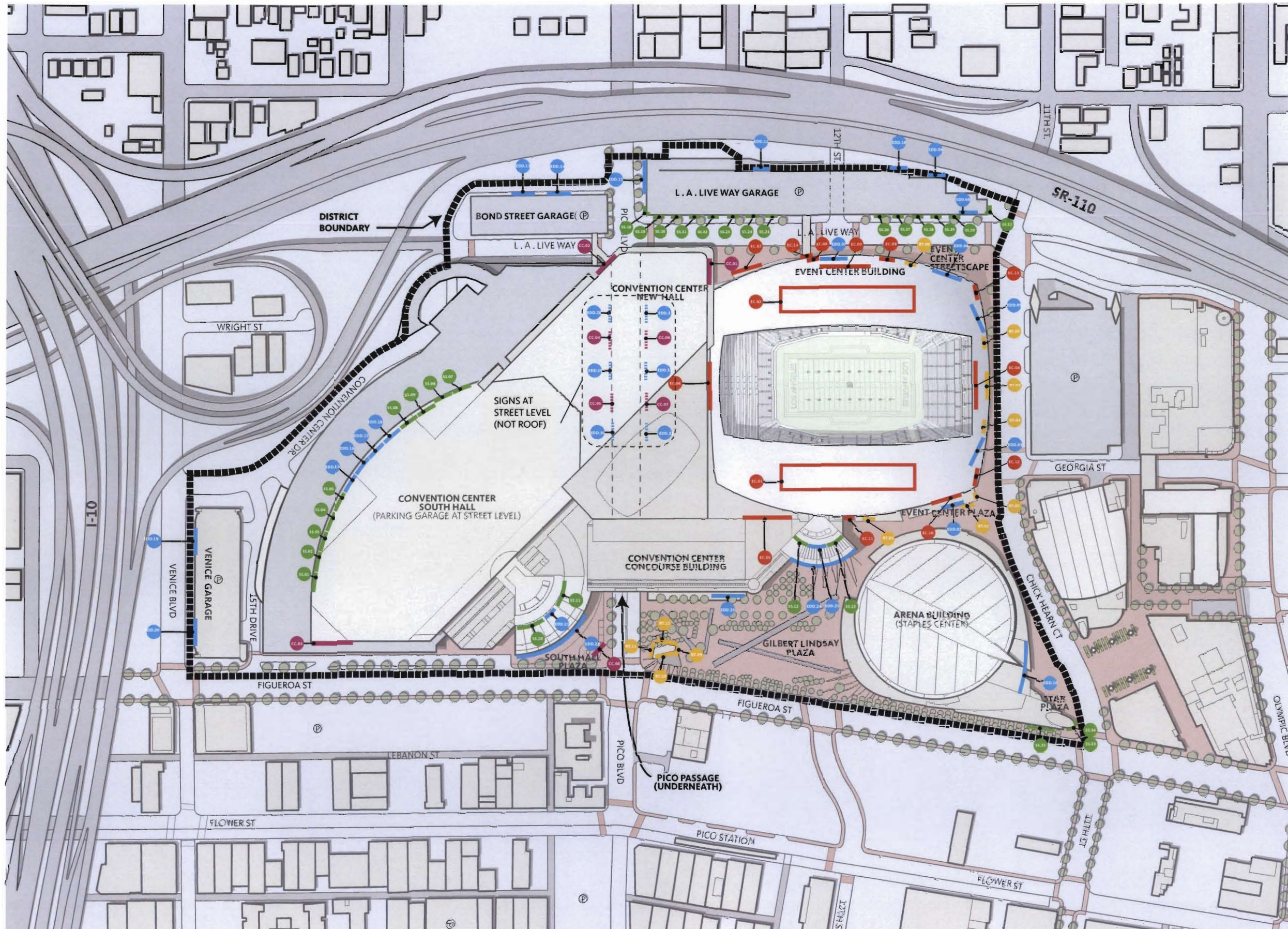


PROPOSED CONVENTION AND EVENT CENTER SIGN REGULATIONS



KEY

- PROPOSED SIGN TYPES
- LACC IDENTIFICATION SIGN
 - DIGITAL DISPLAY
 - WALL SIGN
 - EVENT CENTER IDENTIFICATION SIGN
 - RETAIL / TENANT IDENTIFICATION SIGN

CONVENTION & EVENT CENTER PROJECT

5.0.3

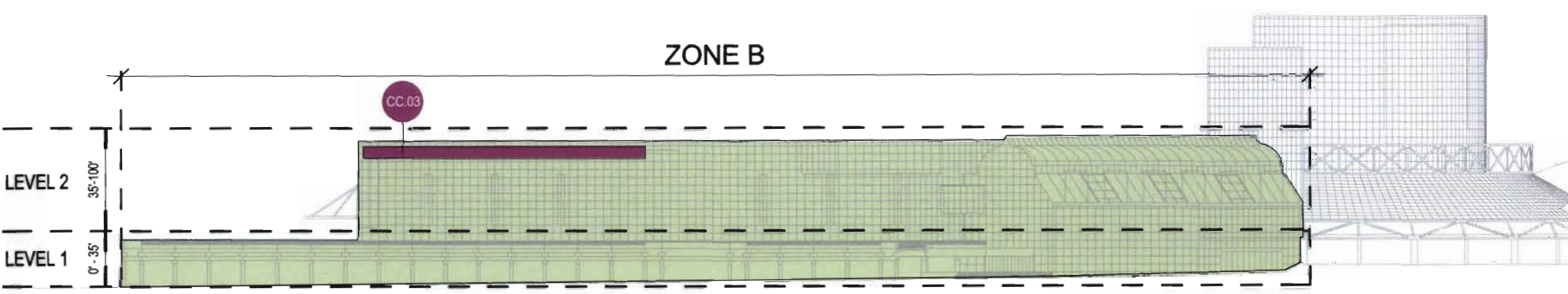
GENSLER

APPENDIX A CONCEPTUAL SIGN PLANS
SITE PLAN

AUGUST 30, 2012

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

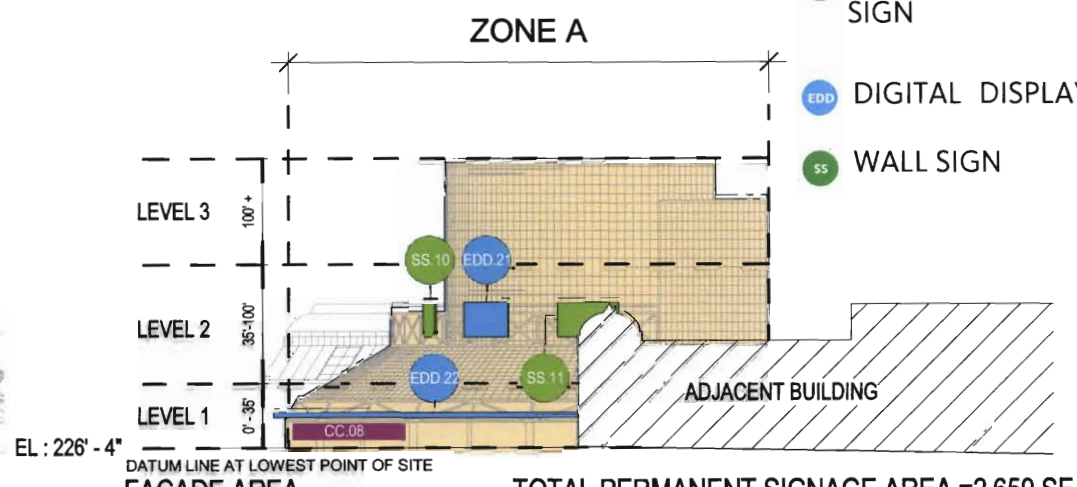
- SIGN TYPES
- CC LACC IDENTIFICATION SIGN
 - EDD DIGITAL DISPLAY
 - SS WALL SIGN



FACADE AREA
 LEVEL 2 = 41,643 SF
 LEVEL 1 = 20,195 SF

TOTAL SIGNAGE AREA = 1350 SF

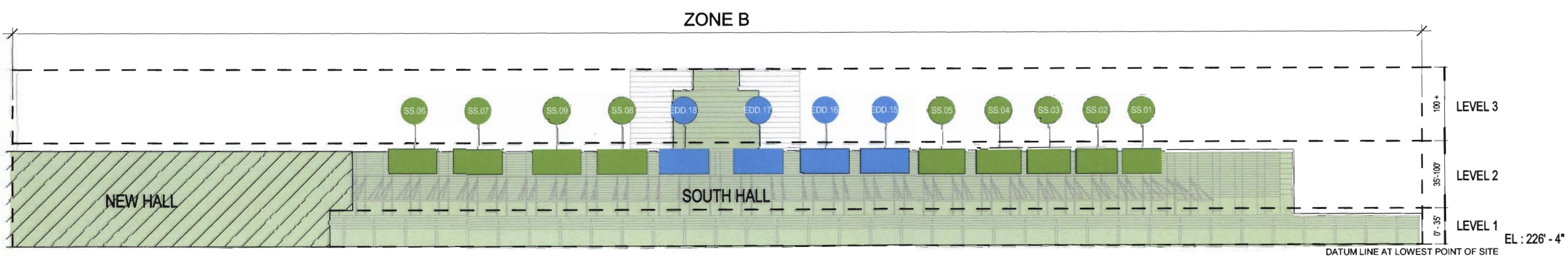
CONVENTION CENTER ELEVATION - SOUTH HALL - EAST
 1" = 100'-0"



FACADE AREA
 LEVEL 3 = 30,661 SF
 LEVEL 2 = 37,772 SF
 LEVEL 1 = 8,764 SF

TOTAL PERMANENT SIGNAGE AREA = 2,659 SF

CONVENTION CENTER ELEVATION - SOUTH HALL - NORTH
 1" = 100'-0"

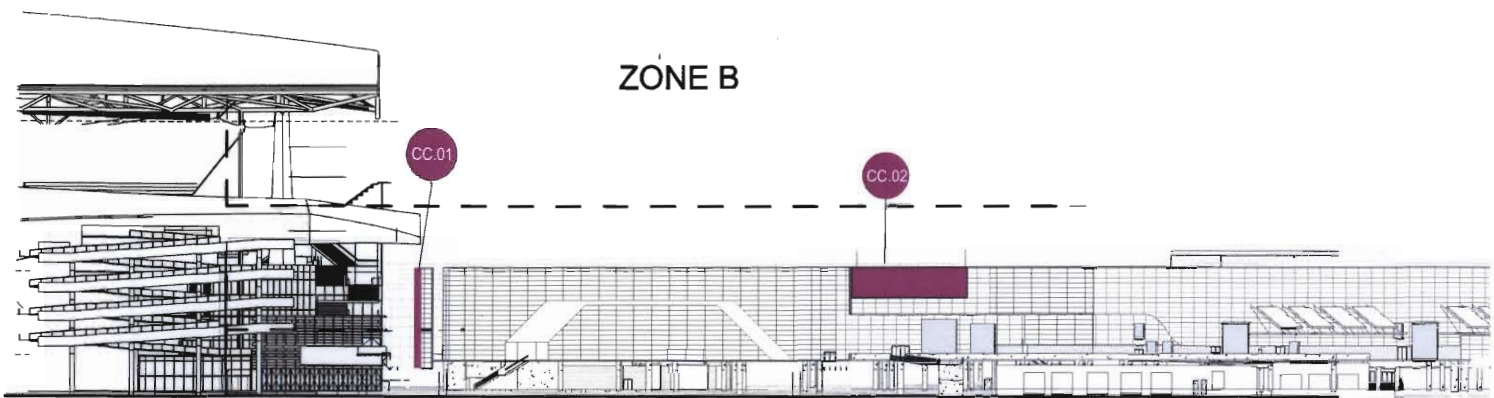


FACADE AREA
 LEVEL 3 = 5,190 SF
 LEVEL 2 = 66,000 SF
 LEVEL 1 = 42,000 SF

TOTAL SIGNAGE AREA = 17,676 SF

CONVENTION CENTER ELEVATION - SOUTH HALL / NEW HALL - SOUTHWEST
 1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.



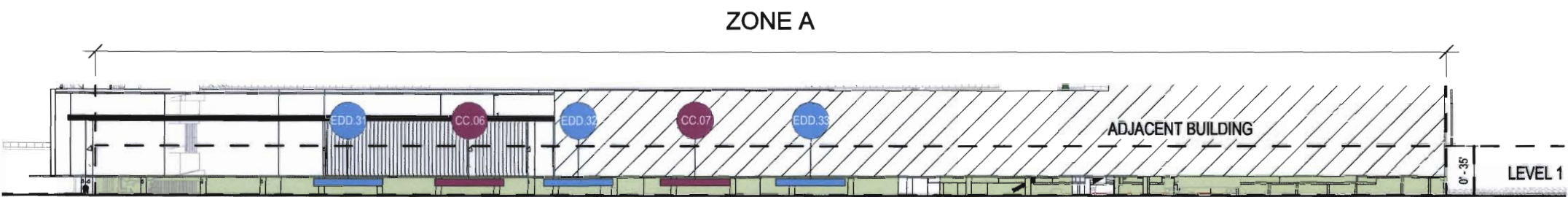
ZONE B

SIGN TYPES

- CC LACC IDENTIFICATION SIGN
- EDD DIGITAL DISPLAY

FACADE AREA
 LEVEL 2 = 12,400 SF
 LEVEL 1 = 8,550 SF
 NEW HALL ELEVATION - WEST
 1" = 100'-0"

DATUM LINE AT LOWEST POINT OF SITE
 TOTAL SIGNAGE AREA = 1,305 SF

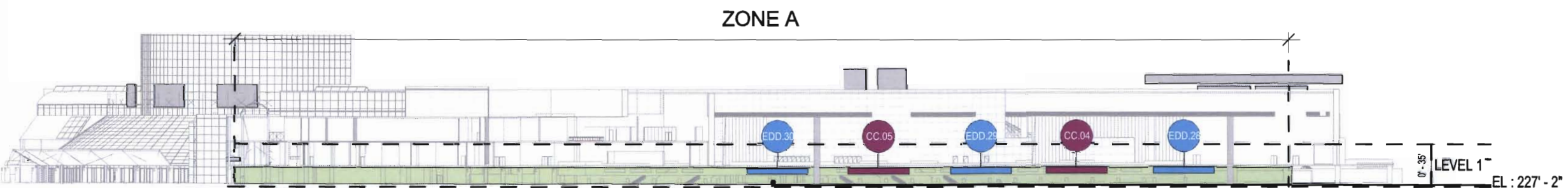


ZONE A

FACADE AREA
 LEVEL 1 = 12,750 SF

DATUM LINE AT LOWEST POINT OF SITE
 TOTAL SIGNAGE AREA = 1,250 SF

NEW HALL PEDESTRIAN ELEVATION - LOOKING NORTH (PICO PASSAGE)
 1" = 100'-0"



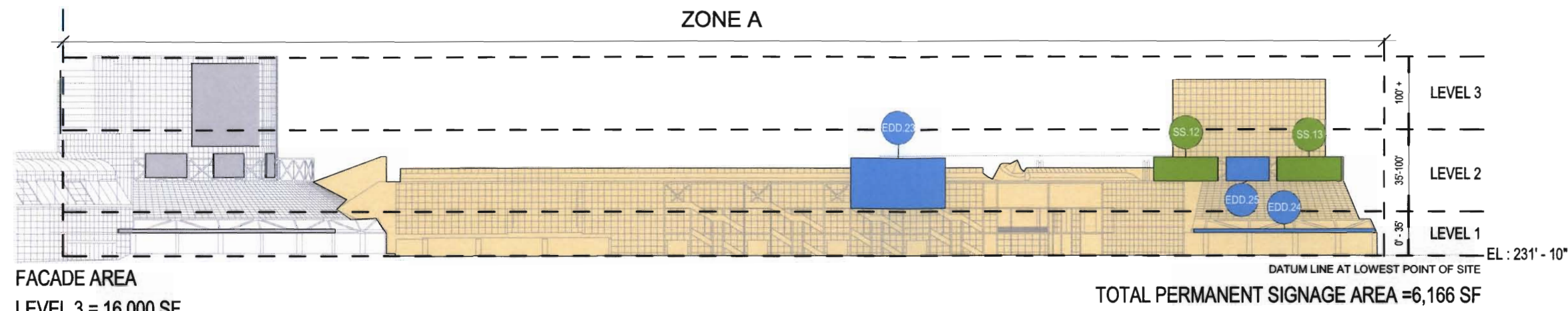
ZONE A

FACADE AREA
 LEVEL 1 = 11,890 SF

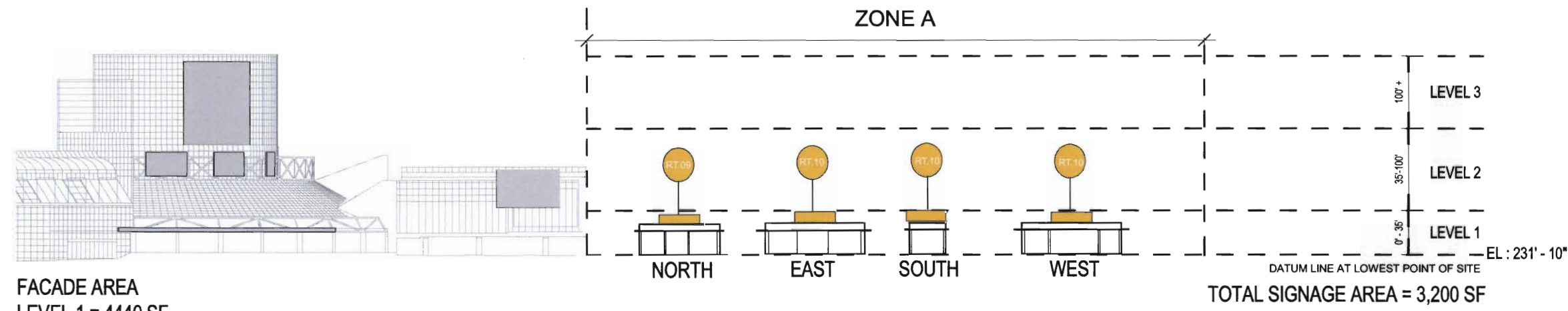
DATUM LINE AT LOWEST POINT OF SITE
 TOTAL SIGNAGE AREA = 1,250 SF

NEW HALL PEDESTRIAN ELEVATION - LOOKING SOUTH (PICO PASSAGE)
 1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.



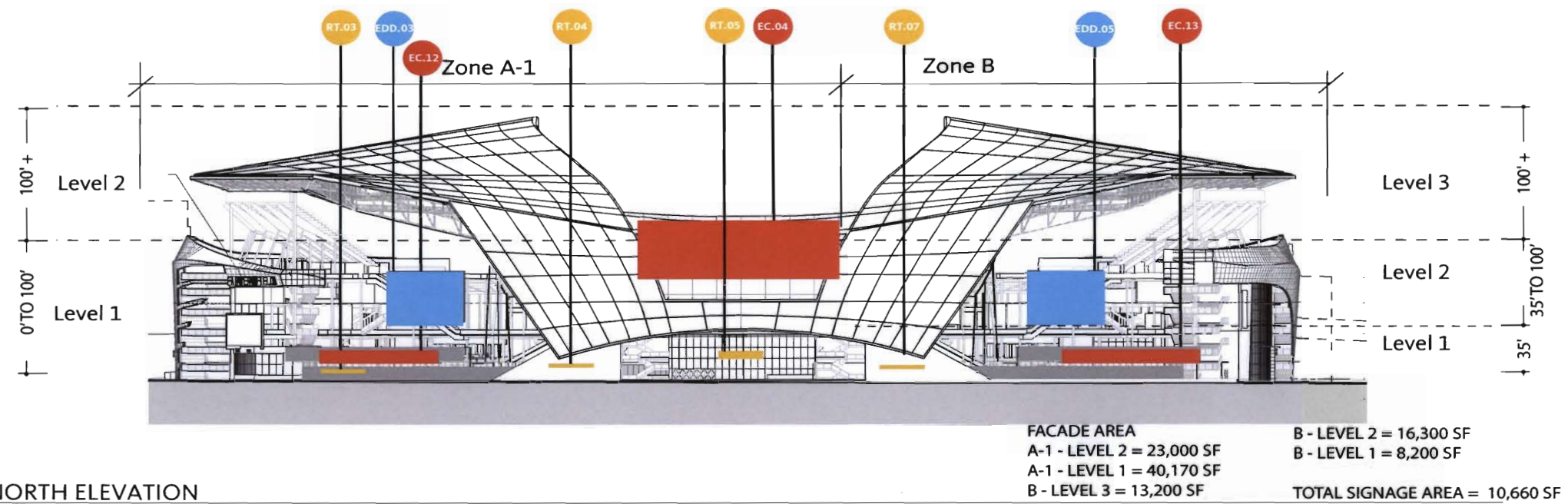
FACADE AREA
 LEVEL 3 = 16,000 SF
 LEVEL 2 = 46,975 SF
 LEVEL 1 = 34,825 SF
 CONVENTION CENTER ELEVATION - CONCOURSE EAST
 1" = 100'-0"



FACADE AREA
 LEVEL 1 = 4440 SF
 CONVENTION CENTER ELEVATION - GILBERT LINDSAY PLAZA AMENITY BUILDING
 1" = 100'-0"

- SIGN TYPES
- EDD DIGITAL DISPLAY
 - SS WALL SIGN
 - RT RETAIL/ TENANT IDENTIFICATION SIGN

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.



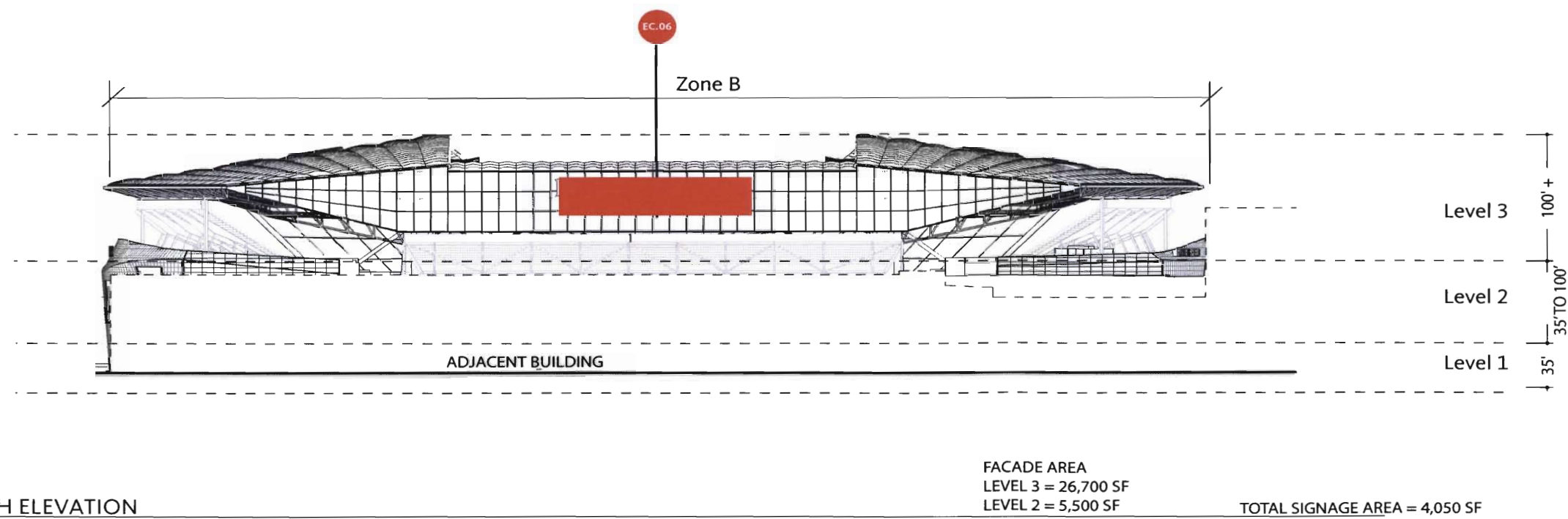
NORTH ELEVATION

KEY

SIGN TYPES

- EDD DIGITAL DISPLAY
- EC EVENT CENTER IDENTIFICATION SIGN
- RT RETAIL / TENANT IDENTIFICATION SIGN

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

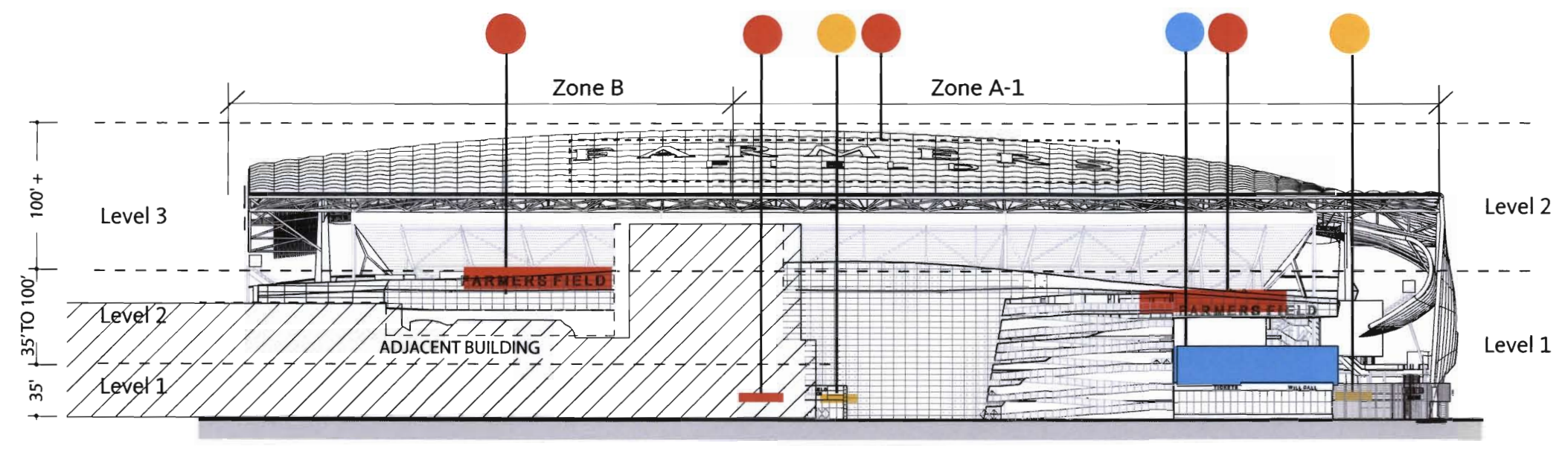


SOUTH ELEVATION

KEY

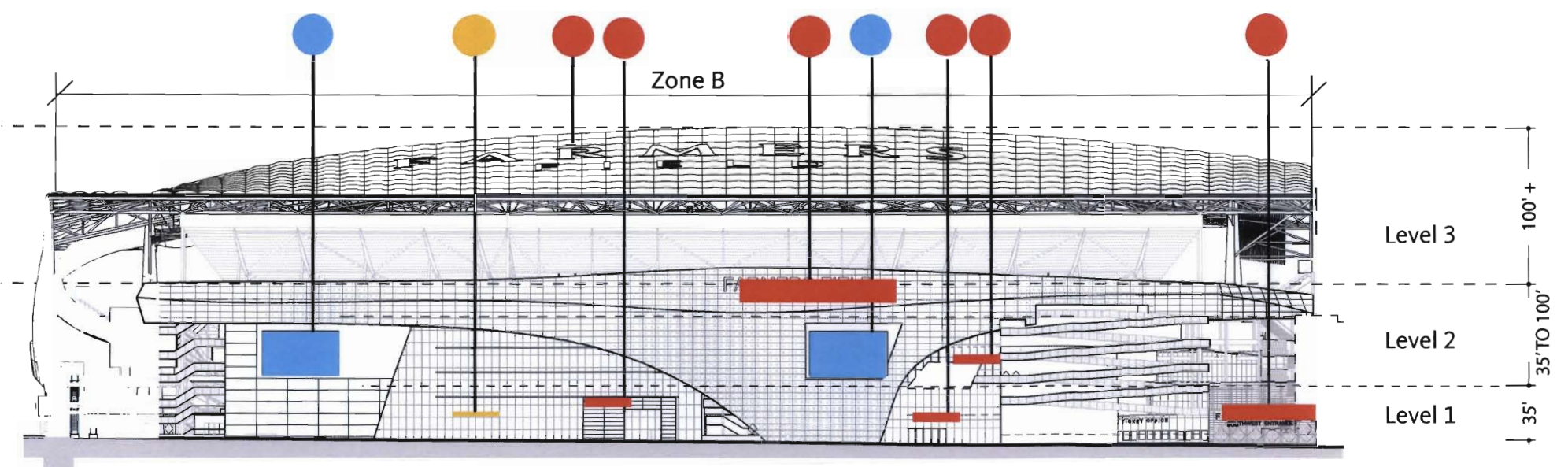
SIGN TYPES

- DIGITAL DISPLAY
- EVENT CENTER IDENTIFICATION SIGN
- RETAIL / TENANT IDENTIFICATION SIGN



EAST ELEVATION

FACADE AREA
 B - LEVEL 3 = 26,400 SF A-1 - LEVEL 2 = 32,500 SF TOTAL SIGNAGE AREA = 6,480 SF
 B - LEVEL 2 = 6,500 SF A-1 - LEVEL 1 = 41,600 SF



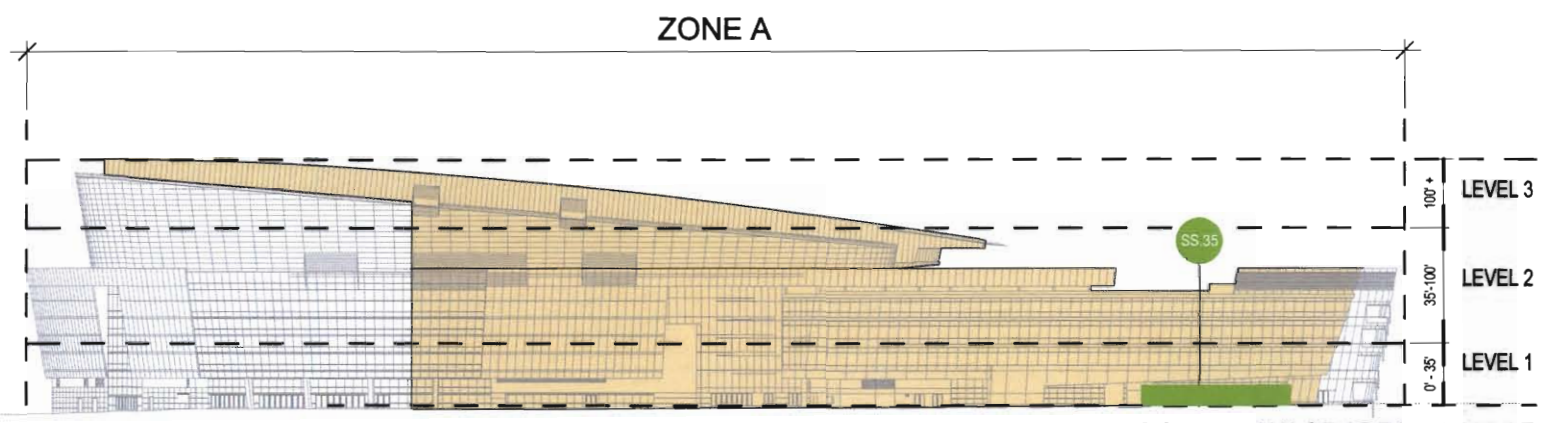
WEST ELEVATION

FACADE AREA
 LEVEL 3 = 65,100 SF (65,100 SF)
 LEVEL 2 = 53,500 SF (16,050 SF)
 LEVEL 1 = 30,600 SF (6,120 SF) TOTAL SIGNAGE AREA = 5,570 SF

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

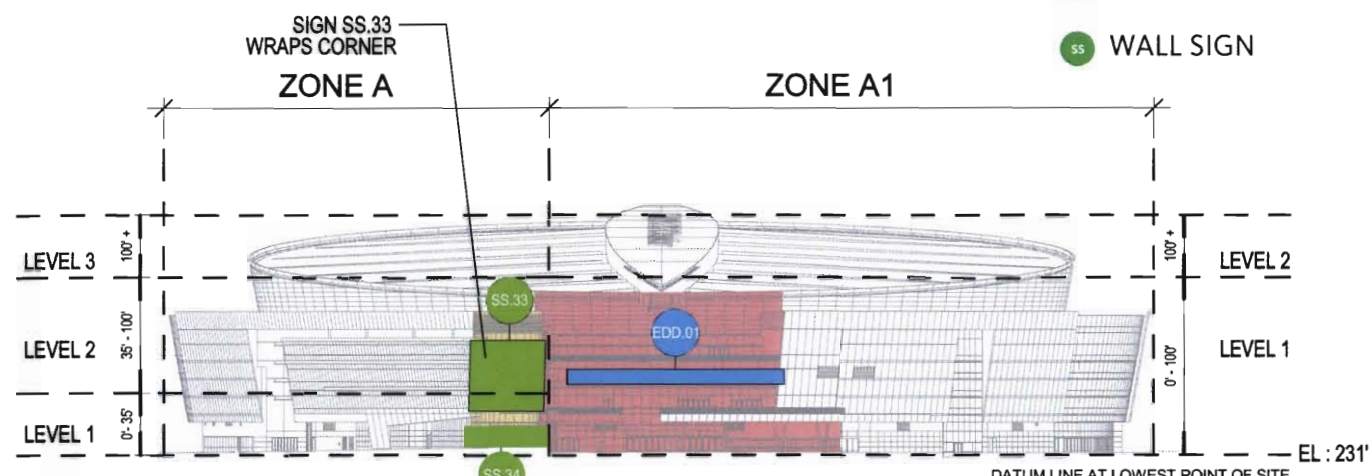
Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.

SIGN TYPES
● DIGITAL DISPLAY
● WALL SIGN



FACADE AREA
 LEVEL 3 = 5,830 SF
 LEVEL 2 = 33,260 SF
 LEVEL 1 = 20,550 SF
ARENA BUILDING ELEVATION - EAST
 1" = 100'-0"

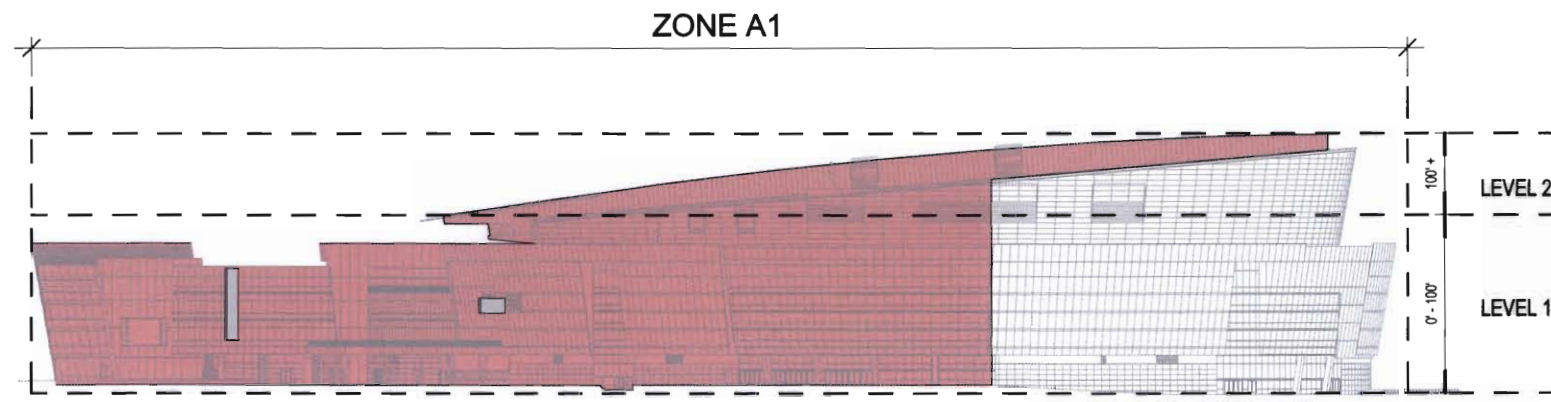
TOTAL SIGNAGE AREA = 1,000 SF



FACADE AREA
 A LEVEL 2 = 2,000 SF
 A LEVEL 1 = 1,500 SF
ARENA BUILDING ELEVATION - NORTH
 1" = 100'-0"

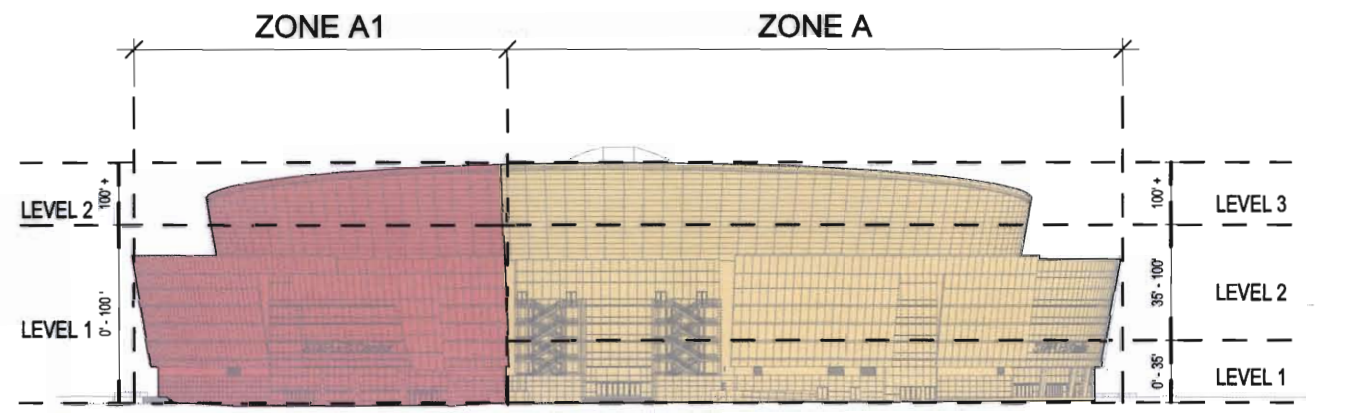
FACADE AREA
 A1 LEVEL 1 = 23,750 SF

TOTAL SIGNAGE AREA = 1,105 SF ZONE A1
 3,565 SF ZONE A
TOTAL SIGNAGE AREA = 4,670 SF



FACADE AREA
 LEVEL 2 = 5,830 SF
 LEVEL 1 = 44,925 SF
ARENA BUILDING ELEVATION - WEST
 1" = 100'-0"

TOTAL SIGNAGE AREA = 0 SF



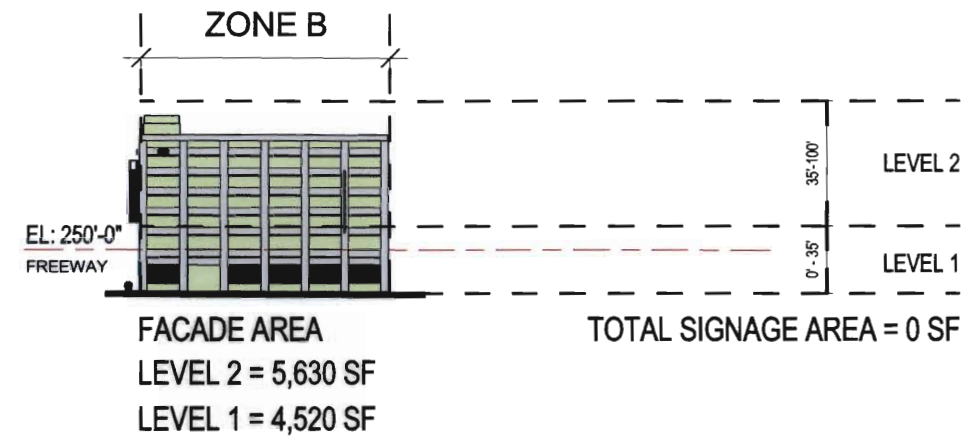
FACADE AREA
 A1 LEVEL 2 = 6,875 SF
 A1 LEVEL 1 = 33,475 SF
ARENA BUILDING ELEVATION - SOUTH
 1" = 100'-0"

FACADE AREA
 A LEVEL 3 = 9,425 SF
 A LEVEL 2 = 28,620 SF
 A LEVEL 1 = 16,485 SF

TOTAL SIGNAGE AREA = 0 SF

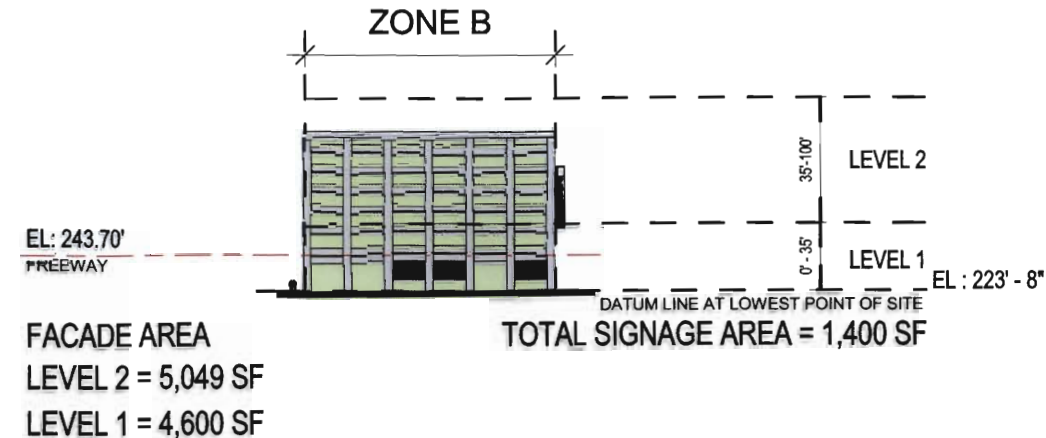
Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.



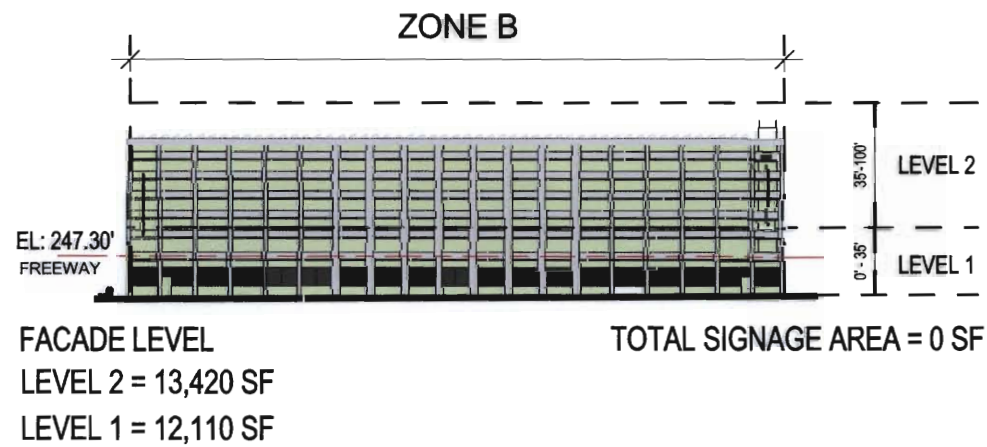
BOND STREET PKG SIGNAGE ELEVATION - NORTH

1" = 100'-0"



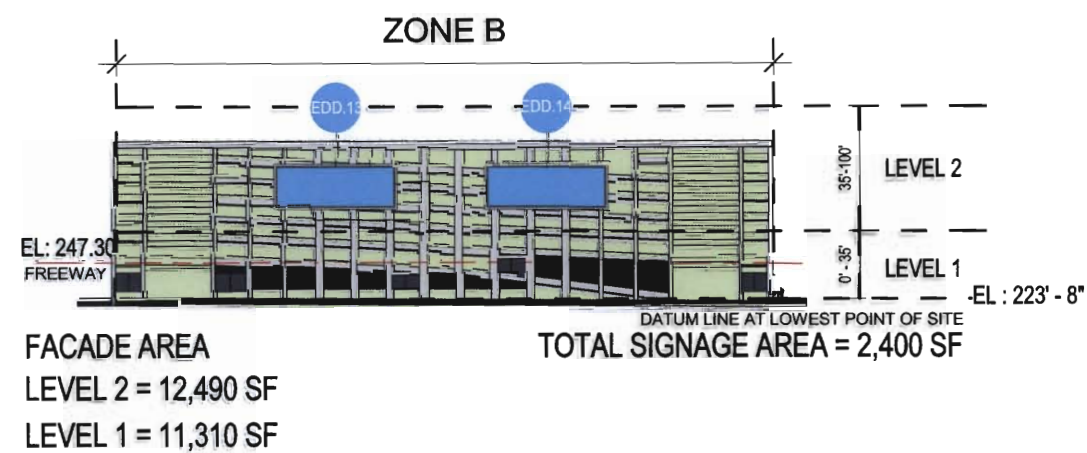
BOND STREET PKG SIGNAGE ELEVATION - SOUTH

1" = 100'-0"



BOND STREET PKG SIGNAGE ELEVATION - EAST

1" = 100'-0"



BOND STREET PKG SIGNAGE ELEVATION - WEST

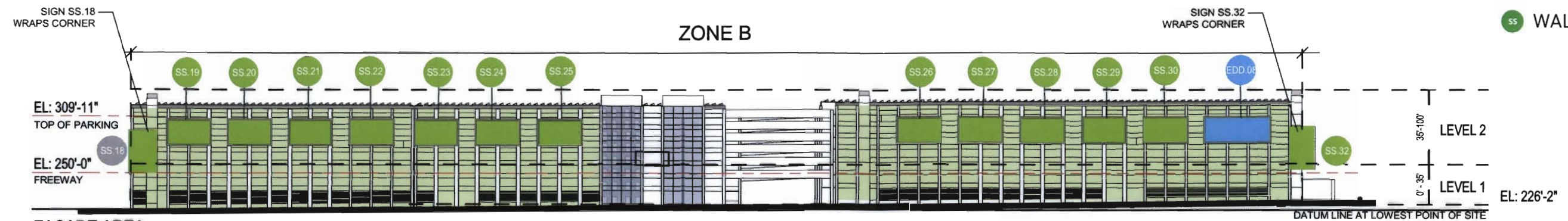
1" = 100'-0"

SIGN TYPES

EDD DIGITAL DISPLAY

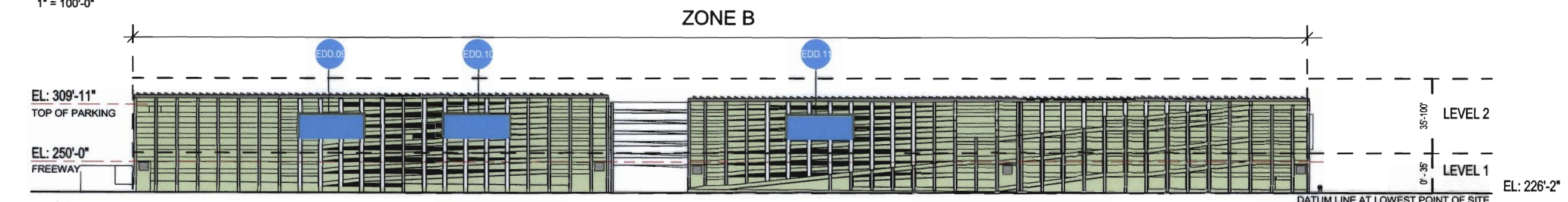
Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

SIGN TYPES
● EDD DIGITAL DISPLAY
● SS WALL SIGN



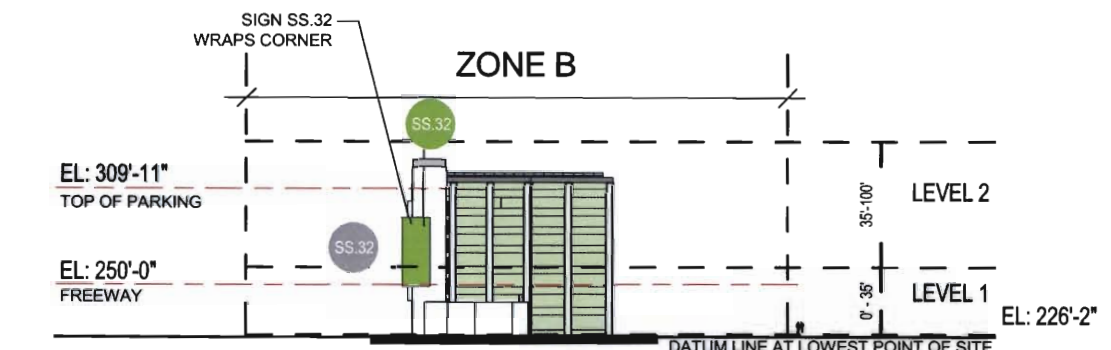
FACADE AREA
 LEVEL 2 = 42,760 SF
 LEVEL 1 = 33,680 SF
LA LIVE WAY PKG SIGNAGE ELEVATION - EAST
 1" = 100'-0"

TOTAL SIGNAGE AREA = 10,664 SF



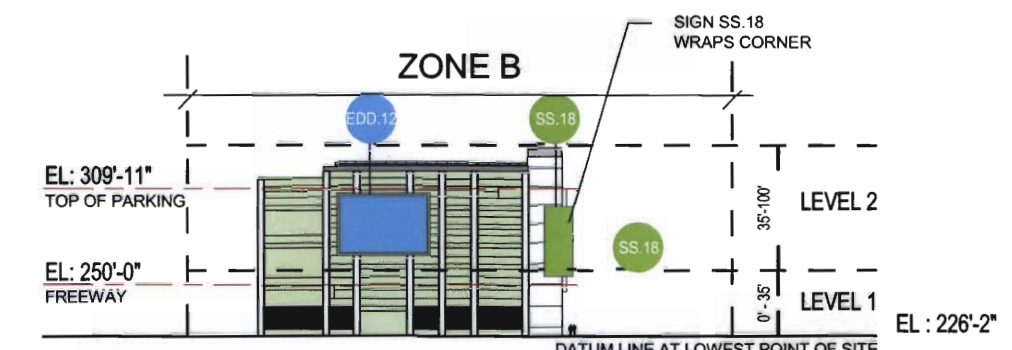
FACADE AREA
 LEVEL 2 = 46,650 SF
 LEVEL 1 = 34,350 SF
LA LIVE WAY PKG SIGNAGE ELEVATION - WEST
 1" = 100'-0"

TOTA SIGNAGE AREA = 3,444SF



FACADE AREA
 LEVEL 2 = 8,140 SF
 LEVEL 1 = 7,030 SF
LA LIVE WAY PKG SIGNAGE ELEVATION - NORTH
 1" = 100'-0"

TOTAL SIGNAGE AREA = 1,159 SF



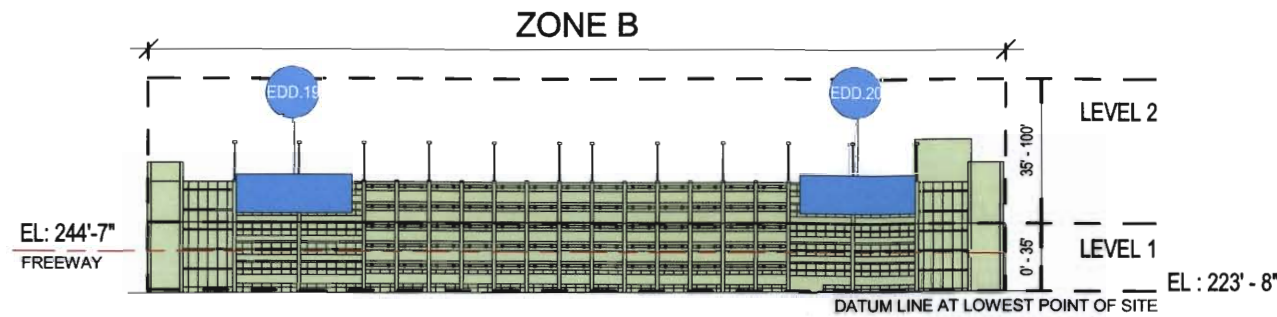
FACADE AREA
 LEVEL 2 = 8,140 SF
 LEVEL 1 = 7,030 SF
LA LIVE WAY PKG SIGNAGE ELEVATION - SOUTH
 1" = 100'-0"

TOTAL SIGNAGE AREA = 2,559 SF

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

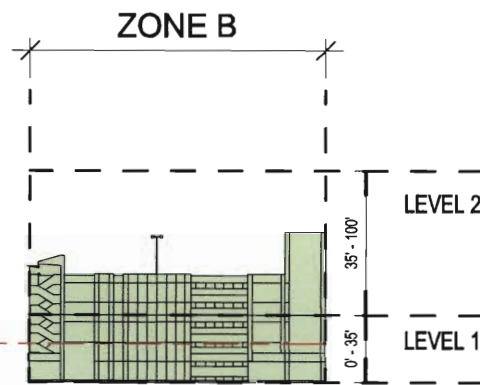
SIGN TYPES

EDD DIGITAL DISPLAY



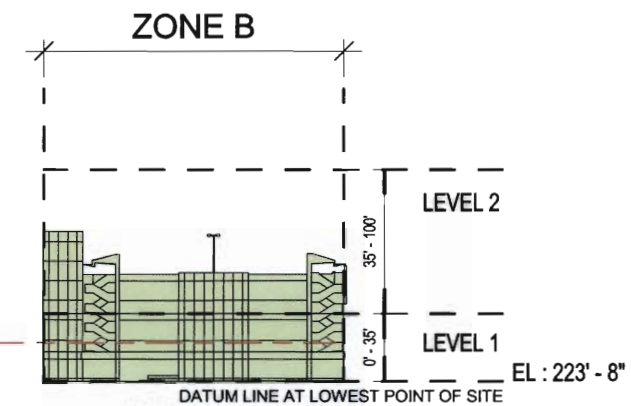
FACADE AREA
 LEVEL 2 = 10,380 SF
 LEVEL 1 = 15,940 SF
 TOTAL SIGNAGE AREA = 1,500 SF

VENICE BLVD. PKG SIGNAGE ELEVATION - SOUTH
 1" = 100'-0"



FACADE AREA
 LEVEL 2 = 3,830 SF
 LEVEL 1 = 5,415 SF
 TOTAL SIGNAGE AREA = 0 SF

VENICE BLVD. PKG SIGNAGE ELEVATION - EAST
 1" = 100'-0"



FACADE AREA
 LEVEL 2 = 3,790 SF
 LEVEL 1 = 5,400 SF
 TOTAL SIGNAGE AREA = 0 SF

VENICE BLVD. PKG SIGNAGE ELEVATION - WEST
 1" = 100'-0"

Note: All proposed signs locations are approximate & may require modification of location based on completed design. Signs may be relocated up to 10 feet vertically, and 50 feet horizontally in accordance with the requirements of the sign ordinance.

Conceptual Sign Plans may be modified in accordance with the requirements of the Sign Ordinance.