



I-Drive Live: SIGNAGE

Unicorp National Developments, Inc. - Developers | Circle Entertainment - Developers | Antunovich Associates - Architects, Planners ©

Project Description

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Orlando, Florida | August 7, 2012



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Project Description

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UNICORP

NATIONAL DEVELOPMENTS, INC.

Committed to Orange County

Dellagio

The Fountains



Additional Restaurants and Entertainment

“The biggest drawback that conventioners find attending conventions in Orlando is the lack of restaurants and other entertainment within the Convention Center District of International Drive”

***-Orange County Convention Center District
Long-Range Strategic Plan: Phase I***

GAME CHANGER FOR I-DRIVE



ACCOMPLISHMENTS OF OUR GROUP



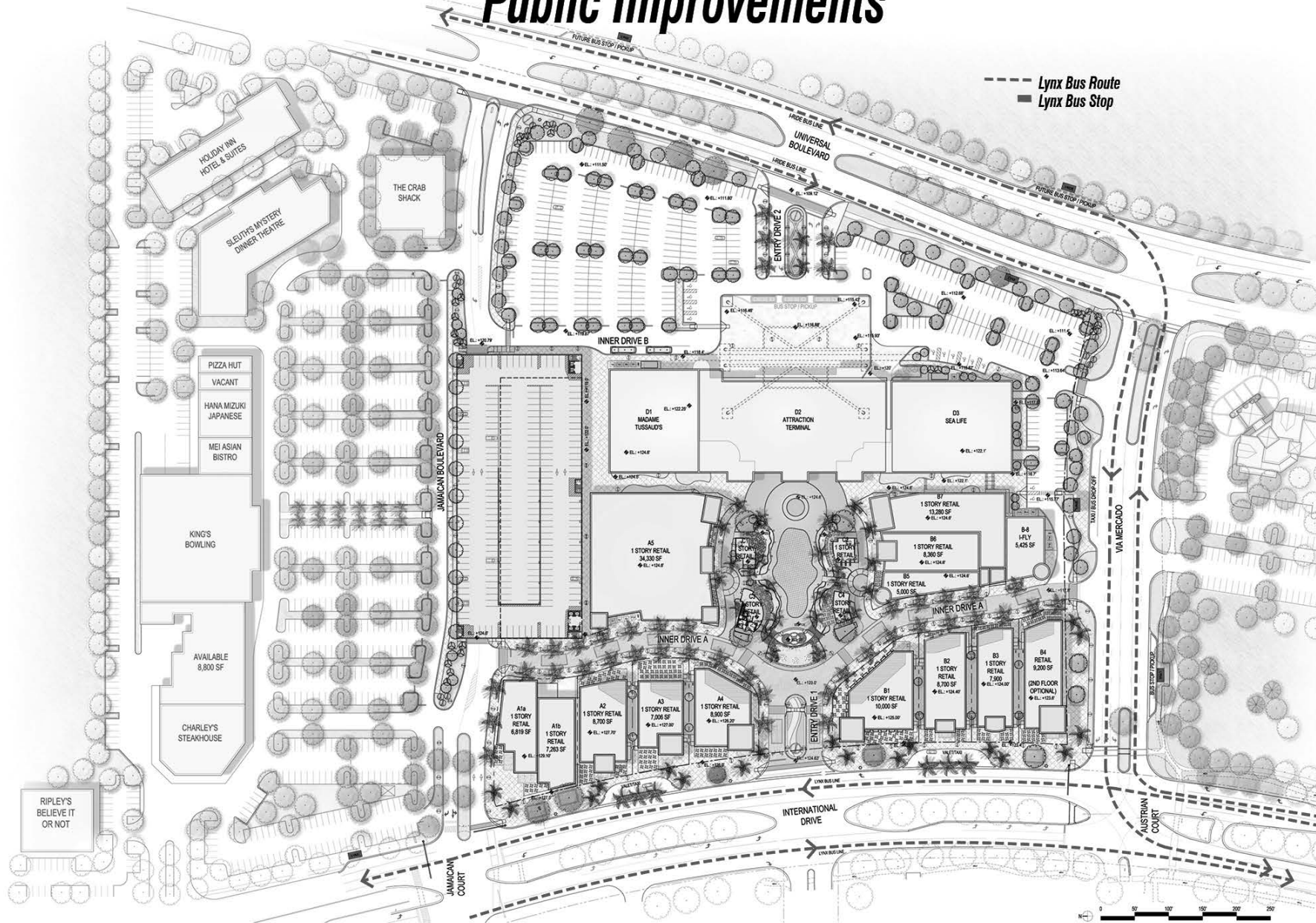


Economic Benefit of I-Drive Live

- **OVER 1,000 PERMANENT JOBS**
- **OVER 2,000 CONSTRUCTION JOBS**
- **\$2.0 MILLION IN ADDITIONAL TAXES / YEAR**
- **MILLIONS OF VISITORS PER YEAR THAT WILL ADD MILLIONS OF DOLLARS TO THE LOCAL ECONOMY**



Public Improvements



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Quality of Development

- Brick Streets
- Custom Lighting
 - Landscape
- River with Turtles

Post Card Icon

- London Eye
- Eiffel Tower
- Empire State Building
- St. Louis Arch

Community Support

Opposition

- Reasons



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PROJECT OVERVIEW

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Downtown Disney



Universal Citywalk



Previous I-Drive Branding: FAO Schwarz



Current I-Drive Branding



Amway Digital Sign





Madame Tussauds

- Las Vegas
- Hollywood
- New York City
- Washington D.C.
- Amsterdam
- Berlin
- London
- Bangkok
- Hong Kong
- Shanghai
- Tokyo

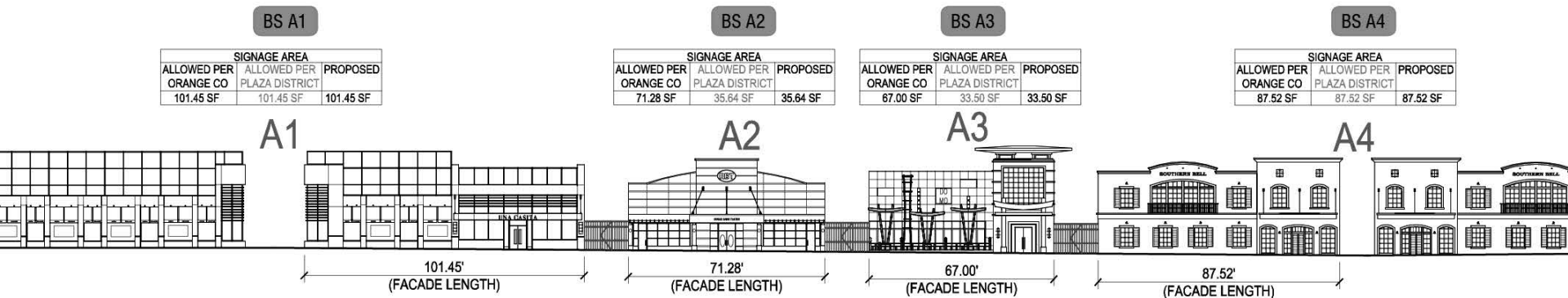
Sea Life

- Berlin
- London
- Paris
- Helsinki
- Shanghai
- Bangkok
- Munich
- Kansas City
- Tempe, Arizona
- Bloomington, Minnesota
- Grapevine, Texas





Over 100,000 SF of retail in total compliance with signage ordinance



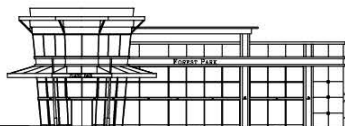


Over 100,000 SF of retail in total compliance with signage ordinance

BS B1

SIGNAGE AREA		
ALLOWED PER ORANGE CO	ALLOWED PER PLAZA DISTRICT	PROPOSED
92.76 SF	92.76 SF	92.76 SF

B1



92.76'
(FACADE LENGTH)

BS B2

SIGNAGE AREA		
ALLOWED PER ORANGE CO	ALLOWED PER PLAZA DISTRICT	PROPOSED
64.76 SF	32.38 SF	32.38 SF

B2



64.76'
(FACADE LENGTH)

BS B3

SIGNAGE AREA		
ALLOWED PER ORANGE CO	ALLOWED PER PLAZA DISTRICT	PROPOSED
59.00 SF	29.50 SF	29.50 SF

B3



59.00'
(FACADE LENGTH)

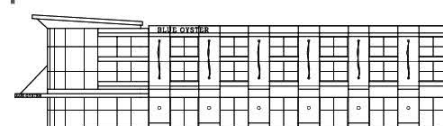
BS B4

SIGNAGE AREA		
ALLOWED PER ORANGE CO	ALLOWED PER PLAZA DISTRICT	PROPOSED
65.37 SF	65.37 SF	65.37 SF

B4



65.37'
(FACADE LENGTH)



1. Roof signs: *Note - Per the Tourist Commercial Signage Code [31.5-162(d)], roof signs are prohibited at this location.*

- a.** A waiver to allow a roof sign, to be located over the main entrance to the observation wheel;
- b.** A waiver from Section 31.5-71(b) to allow a maximum roof sign height of 30.4 feet, in lieu of 15 feet;
- c.** A waiver from Section 31.5-71(c) to allow roof signs to be erected on a building which is at least 35 feet in height, in lieu of 50 feet;
- d.** A waiver from Section 31.5-71(e) to allow the maximum allowable copy area of any roof sign to be 314.16 square feet, in lieu of 200 square feet; and
- f.** A waiver from Section 31.5-71(f) to allow the sign structure of any roof sign to be visible from any public-right-of-way.



no longer needed

1. Roof signs: Note - Per the Tourist Commercial Signage Code [31.5-162(d)], roof signs are prohibited at this location.

- a.** A waiver to allow a roof sign, to be located over the main entrance to the observation wheel;
- b.** A waiver from Section 31.5-71(b) to allow a maximum roof sign height of 30.4 feet, in lieu of 15 feet;
- c.** A waiver from Section 31.5-71(c) to allow roof signs to be erected on a building which is at least 35 feet in height, in lieu of 50 feet;
- d.** A waiver from Section 31.5-71(e) to allow the maximum allowable copy area of any roof sign to be 314.16 square feet, in lieu of 200 square feet; and
- f.** A waiver from Section 31.5-71(f) to allow the sign structure of any roof sign to be visible from any public-right-of-way.



2. Billboards: *Note - Per the Tourist Commercial Signage Code [31.5-162(d)], Billboards are prohibited at this location.*

- a. A waiver to allow a billboard to be located in the middle of the observation wheel structure;
- b. A waiver from Section 31.5-126(c) to allow a maximum height of any billboard to 240 feet, in lieu of 40 feet; and
- c. A waiver from Section 31.5-126(h) to allow the maximum allowable copy area of each sign face, inclusive of embellishments that are visible from one (1) direction, to be 2,700 square feet, in lieu of 400 square feet.

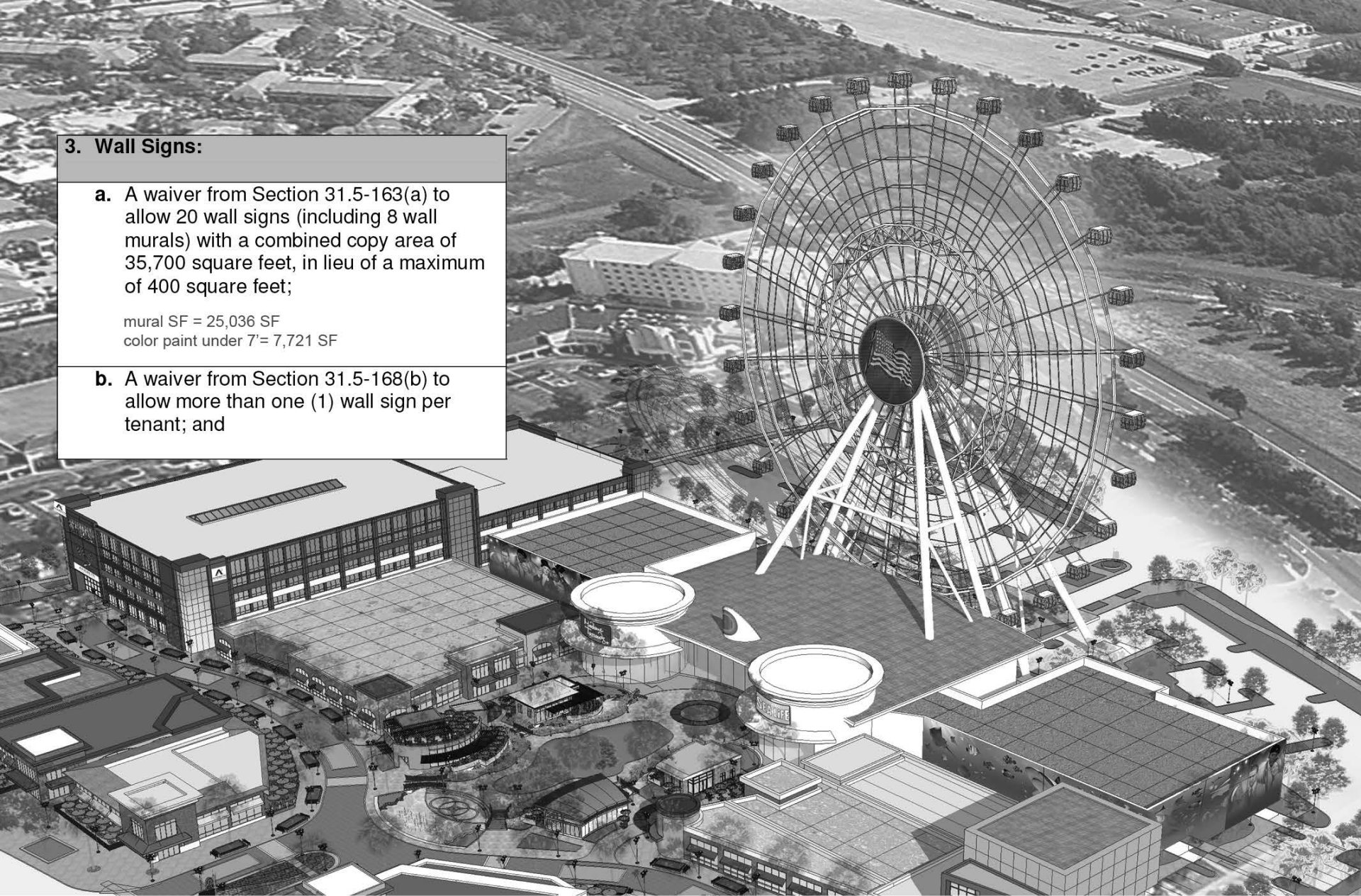


3. Wall Signs:

- a. A waiver from Section 31.5-163(a) to allow 20 wall signs (including 8 wall murals) with a combined copy area of 35,700 square feet, in lieu of a maximum of 400 square feet;

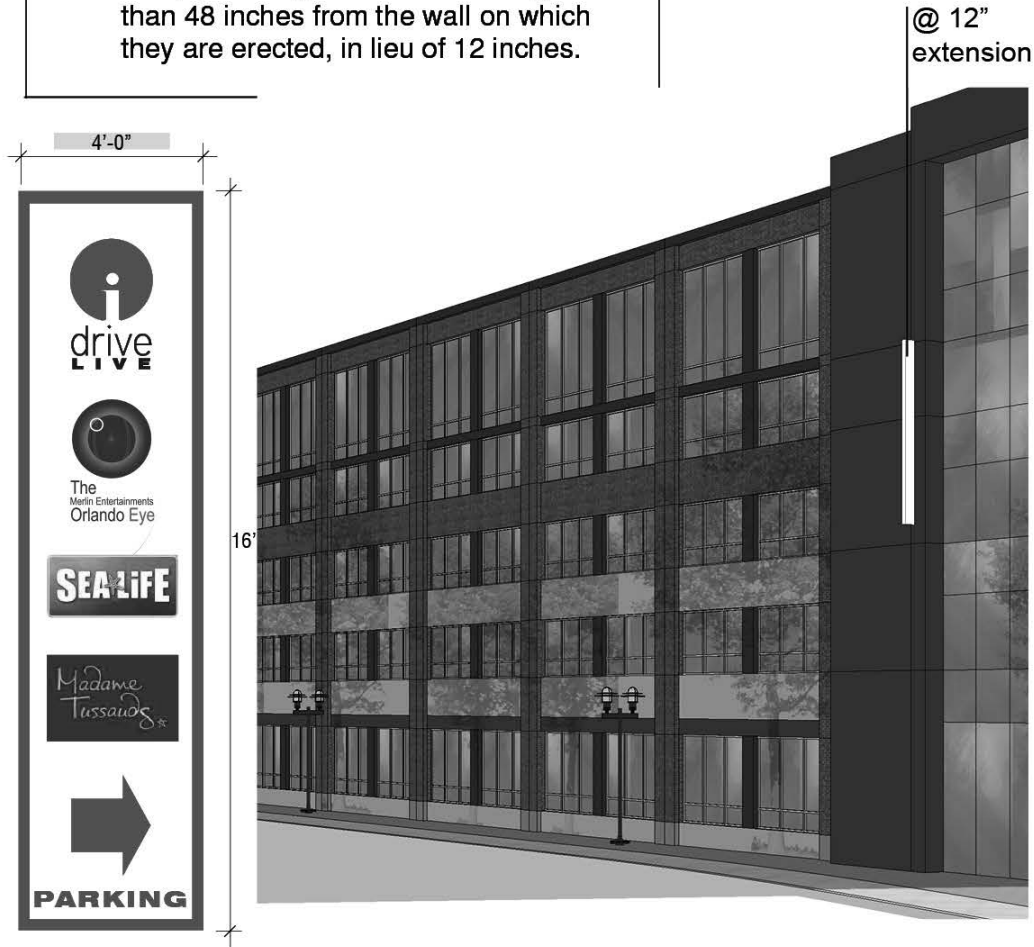
mural SF = 25,036 SF
color paint under 7' = 7,721 SF

- b. A waiver from Section 31.5-168(b) to allow more than one (1) wall sign per tenant; and



3. Wall Signs:

- c. A waiver from Section 31.5-168(f) to allow two (2) wall signs that extend no greater than 48 inches from the wall on which they are erected, in lieu of 12 inches.



4. Animated Signs: Note - Per the Tourist Commercial Signage Code [31.5-162(d)], animated signs are prohibited at this location.

- a. A waiver to allow for four (4) animated signs, including two (2) ground signs and the two (2) observation wheel structure signs (consisting of flashing computer-controlled lights surrounding the wheel and the observation wheel billboard).



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WAIVERS: Animated Signs

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4. Animated Signs: Note - Per the Tourist Commercial Signage Code [31.5-162(d)], animated signs are prohibited at this location.

- a.** A waiver to allow for four (4) animated signs, including two (2) ground signs and the two (2) observation wheel structure signs (consisting of flashing computer-controlled lights surrounding the wheel and the observation wheel billboard).



5. Ground Signs:

- a. A waiver from Section 31.5-166(a) to allow three (3) ground signs to have a total combined maximum copy area of 720 square feet, in lieu of 120 square feet;
- b. A waiver from Section 31.5-166(b) to allow one (1) ground sign to have a maximum height of 28 feet and two (2) other ground signs to have a maximum height of 17.6 feet, in lieu of a maximum height of 8 feet for each ground sign; and
- c. A waiver from Section 31.5-166(d) to allow a maximum of three (3) ground, in lieu of a maximum of two (2).



Restaurants and Retail Code Compliant



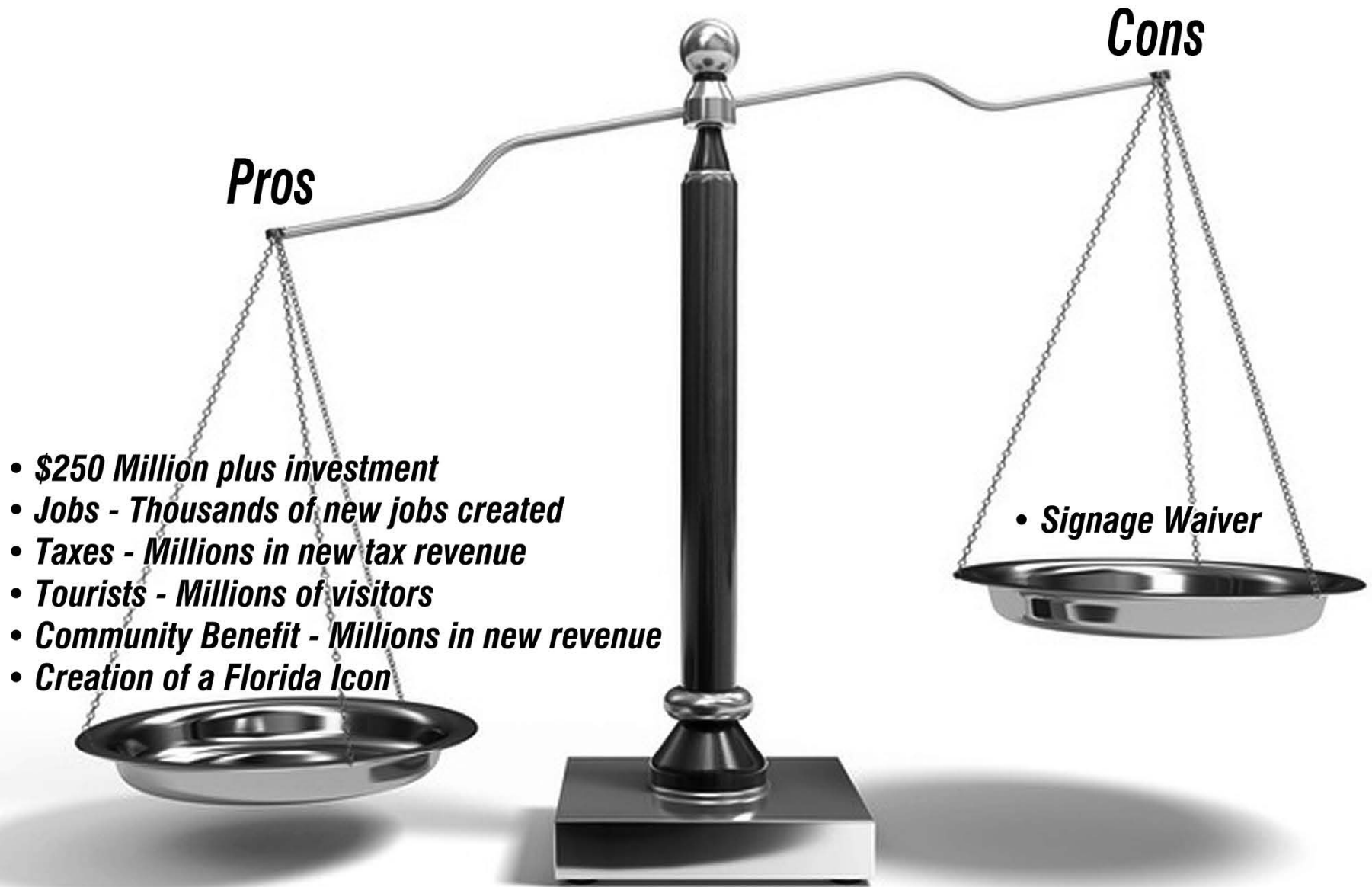
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I-Drive Live: Aerial View | 31

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Approve --- Tomorrow we go to work!!



2. Billboards: Note - Per the Tourist Commercial Signage Code [31.5-162(d)], Billboards are prohibited at this location.

- a. A waiver to allow a billboard to be located in the middle of the observation wheel structure;
- b. A waiver from Section 31.5-126(c) to allow a maximum height of any billboard to 240 feet, in lieu of 40 feet; and
- c. A waiver from Section 31.5-126(h) to allow the maximum allowable copy area of each sign face, inclusive of embellishments that are visible from one (1) direction, to be 2,700 square feet, in lieu of 400 square feet.



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Option 2 Banner WAIVERS: Billboards

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