



I-Drive Live: SIGNAGE

Unicorp National Developments, Inc. - Developers

Circle Entertainment - Developers

Antunovich Associates - Architects, Planners ©

Project Description

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Orlando, Florida

September 11, 2012

Billboard

ANTE UP CASINOS
BET BIG ON MUSIC
TUNED IN NPR'S
COOL CACHET

ROBERT F.X.
SILLERMAN
HAS A
\$1 BILLION
PLAN TO
CONQUER
THE WORLD
OF DANCE
MUSIC



INSIDE THE EDM ARMS RACE

SEPTEMBER 8, 2012
www.billboard.com
www.billboard.biz



UK £5.50



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FX Entertainment

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ACCOMPLISHMENTS OF OUR GROUP





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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**

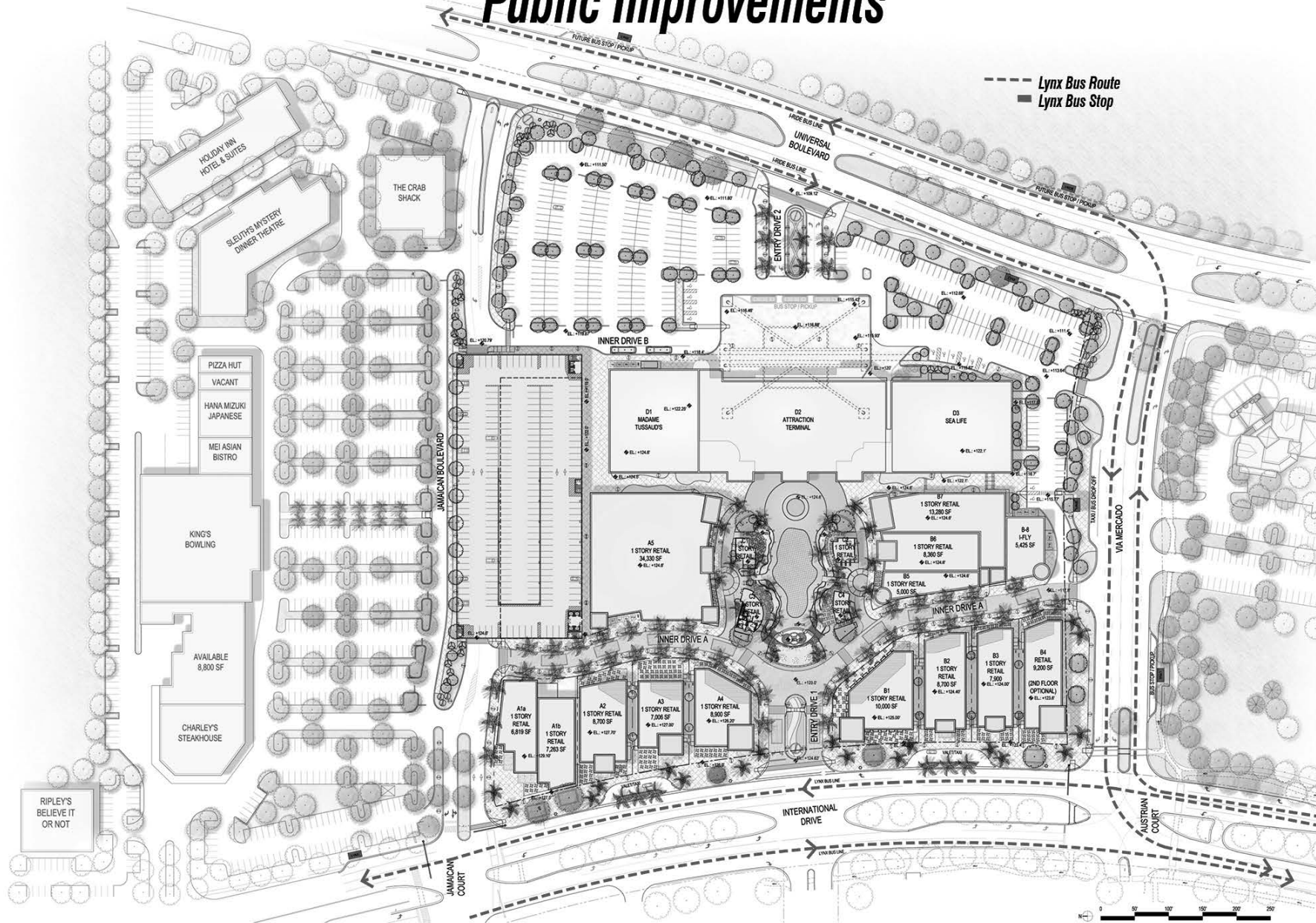


Additional Restaurants and Entertainment

“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***

Public Improvements



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Community Benefit

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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

Forward Thinking

Opposition

- Reasons



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PROJECT OVERVIEW

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Downtown Disney



Universal Citywalk



Previous I-Drive Branding: FAO Schwarz



Universal Fireworks



Current I-Drive Branding





***In a generation of
iPods, iPads, and Androids
it is time to move forward
into the future.
Not...***



Current Sampling of South I-Drive Signage



Current Sampling of South I-Drive Signage



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Current Sampling of South I-Drive Signage



Current Sampling of South I-Drive Signage



***Moving into
the future...***



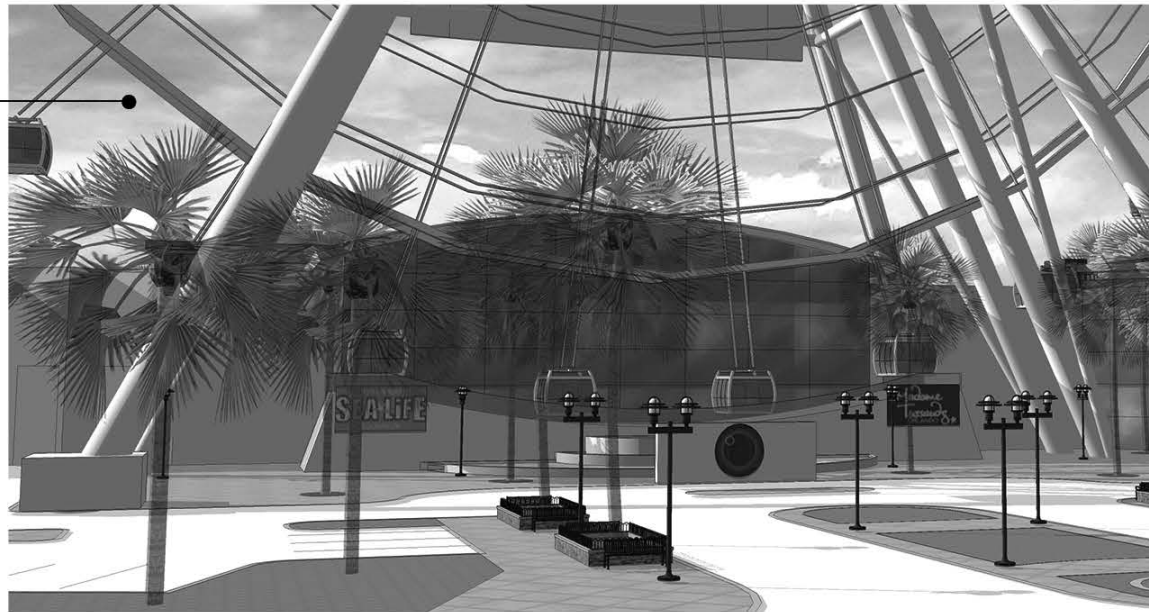


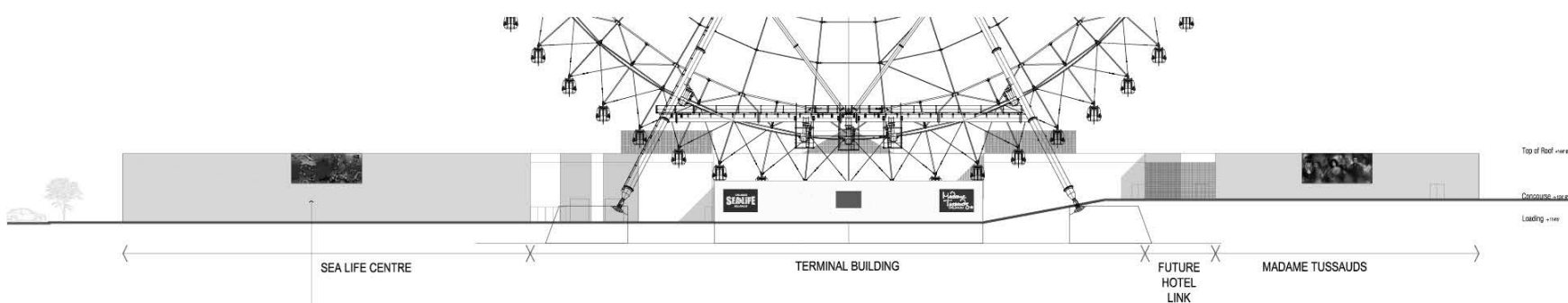
Changeable copy on ground sign not to change in less than 30 second intervals

Ground Signs:

Waiver #1a A waiver from Section 31.5-166(a) is requested to allow two (2) ground signs with a copy area of 95 SF each and from Section 31.5-166(b), requested to allow two (2) ground signs a height of fifteen (15) feet each in lieu of eight (8) feet.

Waiver #1b A waiver from Section 31.5-166(a) is requested to allow one (1) ground sign a copy area of 80 SF and from Section 31.5-166(b), requested to allow one (1) ground sign a height of ten (10) feet in lieu of eight (8) feet.





East Elevation
Universal Blvd

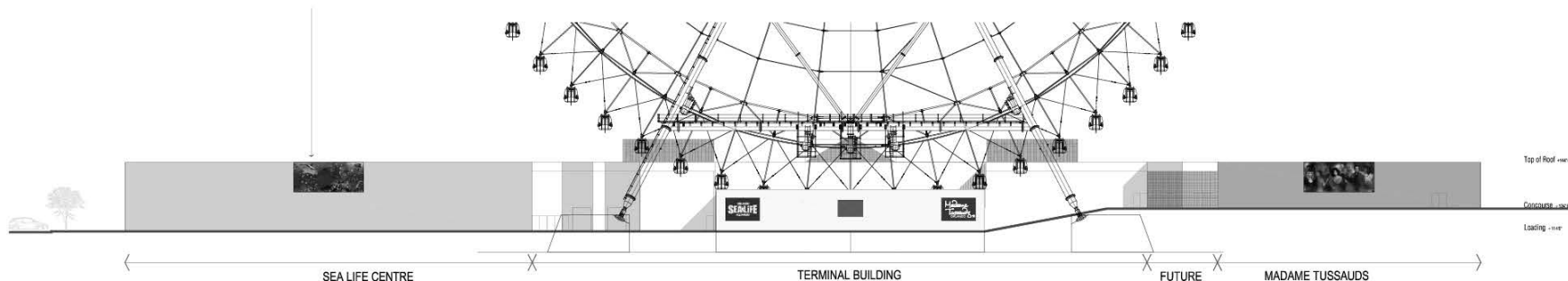


East Elevation
Sign Options 1/8" = 1' 0"

Wall Signs: (DRC RECOMMENDATION)

Waiver #2a A waiver from Section 31.5-163(a) to allow 8 wall signs (including 3 wall murals) with a combined copy area of 2,000 square feet of copy area, in lieu of a maximum of 600 square feet of copy area;

Waiver #2b A waiver from Section 31.5-168(b) to allow more than one (1) wall sign per tenant; and

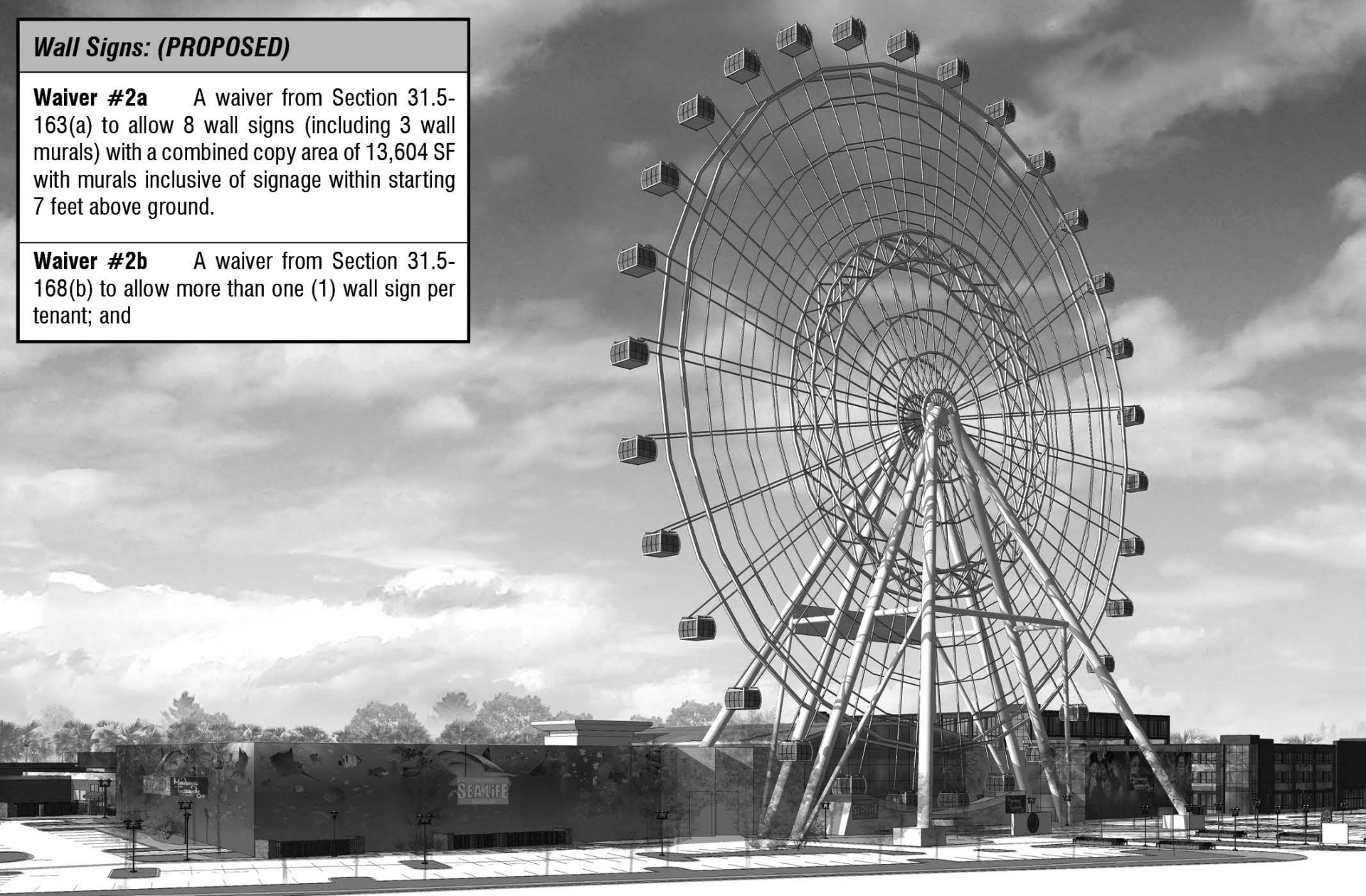


East Elevation
Universal Blvd

Wall Signs: (PROPOSED)

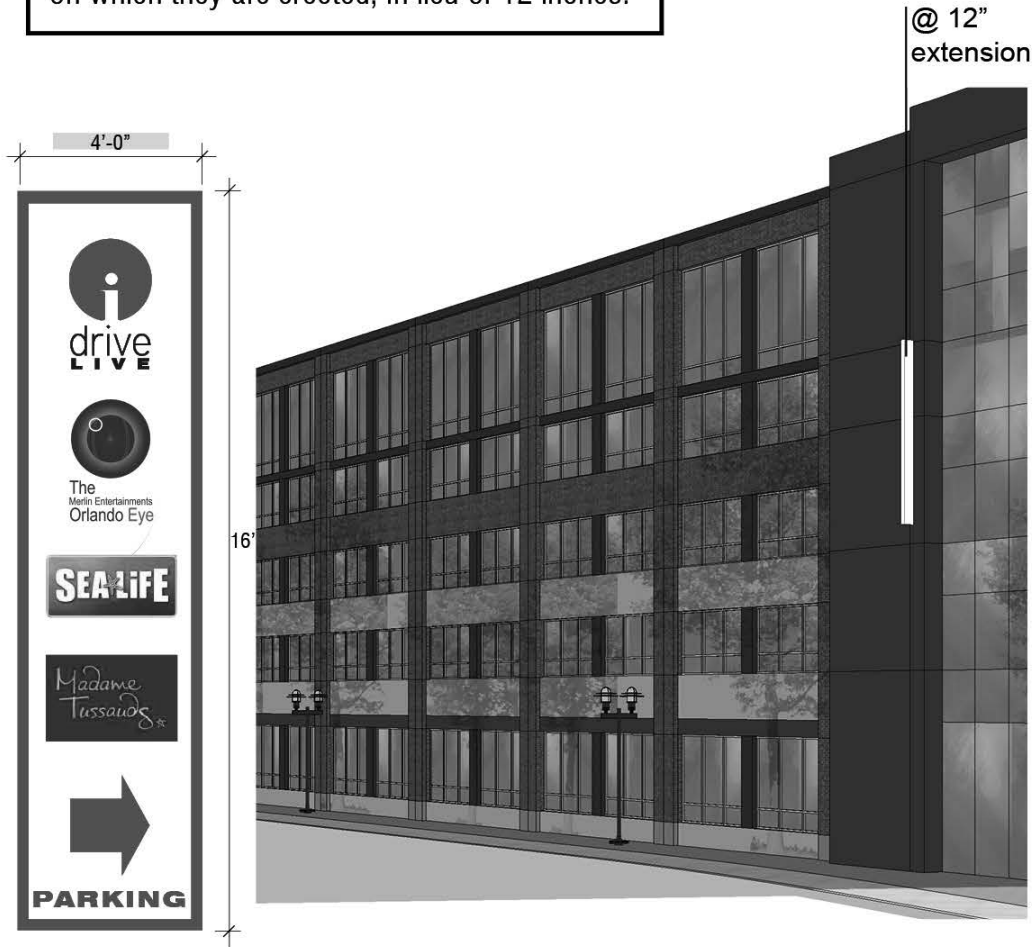
Waiver #2a A waiver from Section 31.5-163(a) to allow 8 wall signs (including 3 wall murals) with a combined copy area of 13,604 SF with murals inclusive of signage within starting 7 feet above ground.

Waiver #2b A waiver from Section 31.5-168(b) to allow more than one (1) wall sign per tenant; and



Wall Signs:

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



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WAIVERS: Wall Signs

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no longer needed

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.



Banner Sign mounted on the Wheel Pole Structure:

Waiver #3a A waiver from Section 31.5-167(b) to allow a maximum height of the wheel pole sign up to ~~230~~ 110 feet.

Waiver #3b A waiver from Section 31.5-167(a) to allow the maximum allowable copy area of the wheel pole sign face, inclusive of embellishments that are visible from one (1) direction, to be ~~2,700~~ 1,400 square feet of copy area.





Allow non-blinking, non-flashing, various color changing LED lights



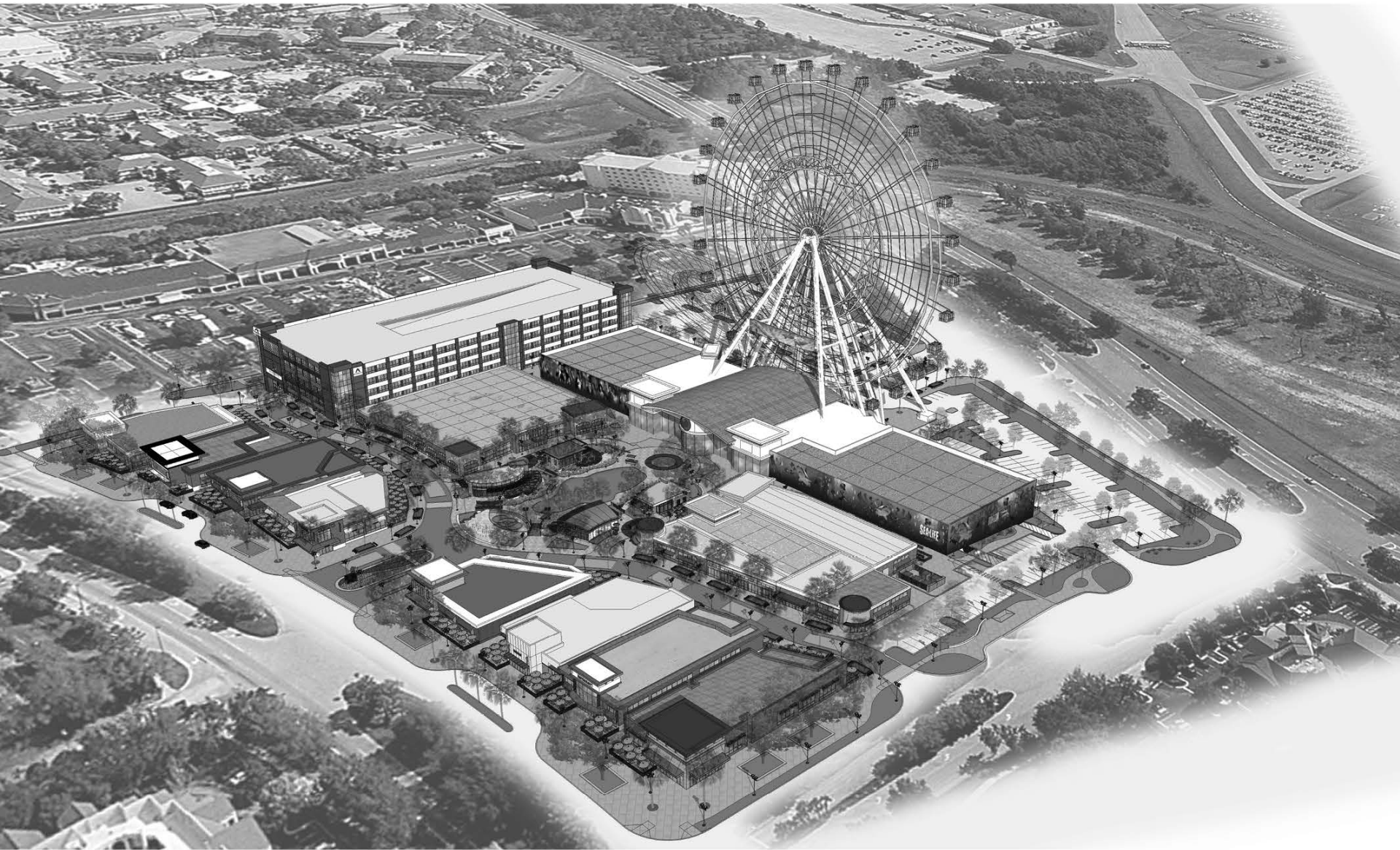
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WAIVERS: Wheel Lights

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Restaurants and Retail Code Compliant



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I-Drive Live: Aerial View | **33**

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Summary of Applicant's Requests

- ***Banner Sign mounted on the Wheel Pole Structure:***
 - One Sided, facing International Drive at 1,400 SF
 - Maximum height will be 110 feet
 - No tenant shall be permitted on sign unless tenant complies with minimum of 1,000 leaseable SF
 - ***Full Murals:***
 - 13,604 SF of Murals inclusive of signage within starting 7 feet above ground only visible from Via Mercado and Universal Boulevard
 - ***Blade Signs:***
 - Two blade signs extending 48" from wall
 - ***Ground Signs:***
 - Two ground signs at 95 SF, One at 60 SF
 - Two ground signs at a height of 15 feet, one at a height of 10 feet
 - Changeable copy on ground sign not to change in less than 30 second intervals
-
- ***Wheel Lighting Restrictions:***
 - No blinking lights, no flashing lights, but wheel will change to various single or multi color lights.

Such approvals and waivers shall be fully granted to the developer based on the following project's requirements:

- **Project must be over 150,000 SF**
- **Project must consist of a minimum of 1,000 linear feet on major roadways**
- **Project must be at least 15 contiguous acres**
- **Project must be a destination tourist attraction**

Approve --- Tomorrow we go to work!!

Pros

- ***Orange County leading technology innovation***
- ***\$250 Million plus investment***
- ***Jobs - Thousands of new jobs created***
- ***Taxes - Millions in new tax revenue***
- ***Tourists - Millions of visitors***
- ***Community Benefit - Millions in new revenue***
- ***Creation of a Florida Icon***

Cons

- ***Signage Waiver***