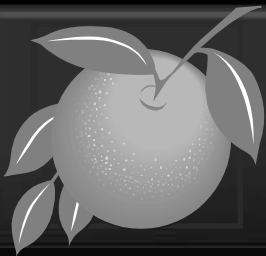




Orange County Convention Center Master Sign Plan

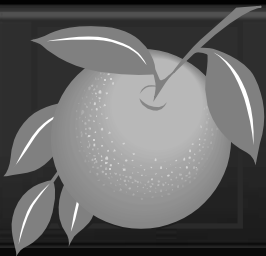
BCC Worksession

November 13, 2012



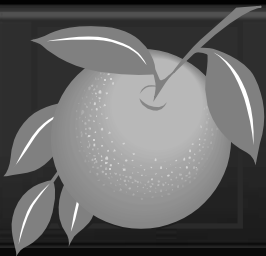
Presentation Outline

- **Our Competition**
- **The City of Orlando**
- **OCCC Plans**
- **Client Requests**
- **Master Sign Plan Adoption**
- **Summary**



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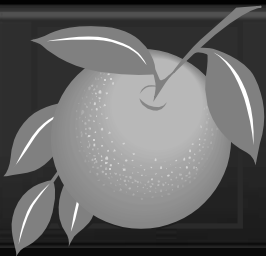
Our Competition



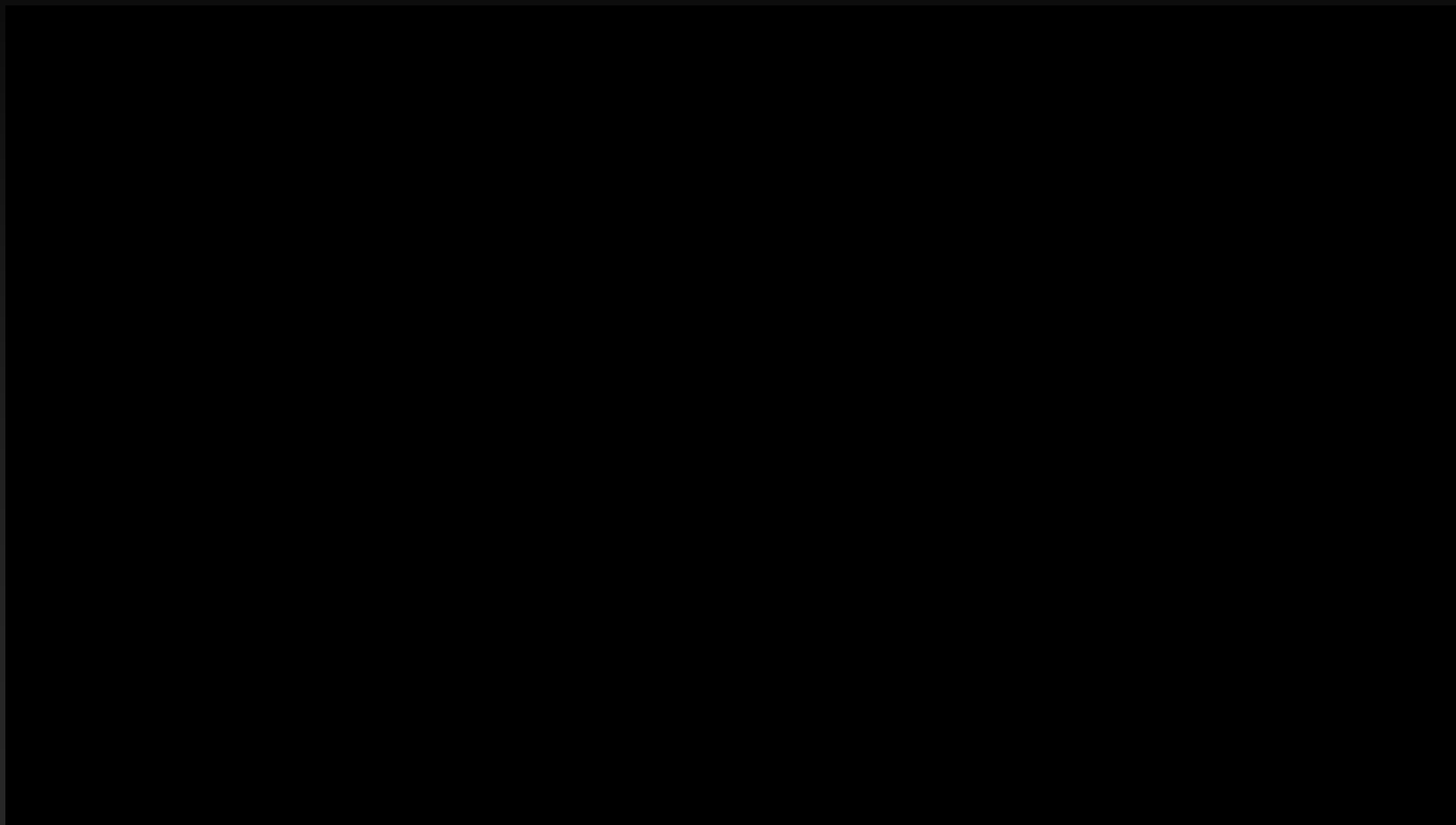
Digital Outdoor Media Tower

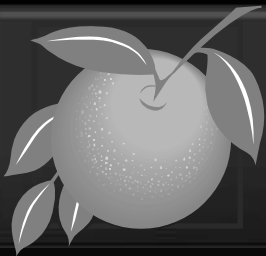
- Located in front of Boston Convention & Exhibition Center
- Nearly 80' tall





Our Competition





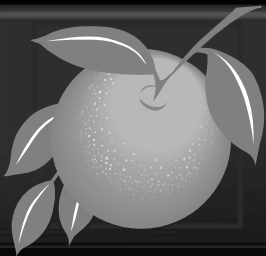
Our Competition



Media Mesh

- Programmable LED video wall
- East side exterior skin
- Displays images and video
- Projected completion: 2015



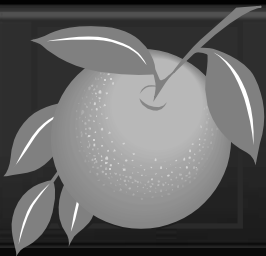


Our Competition



Digital Signage

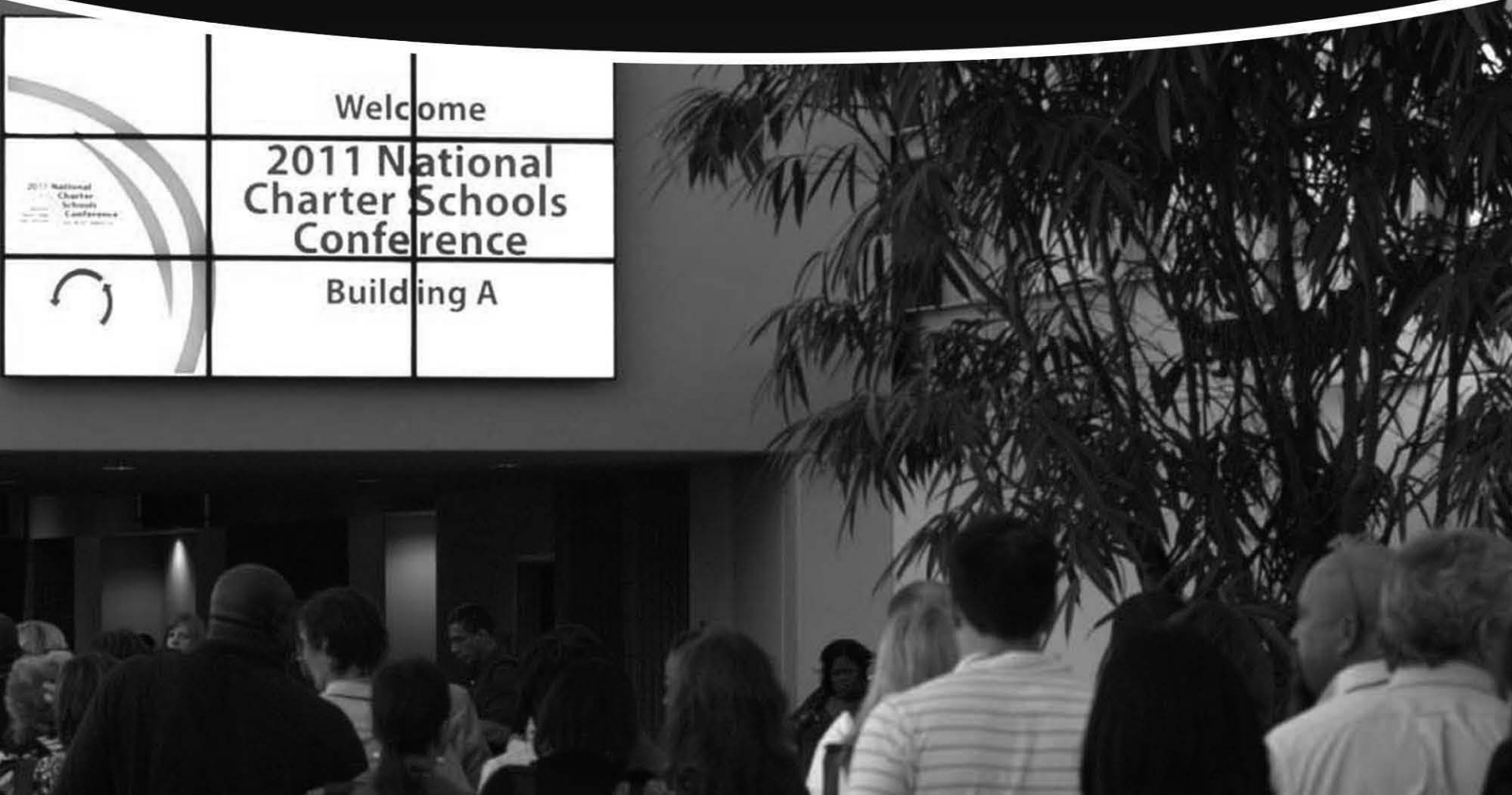


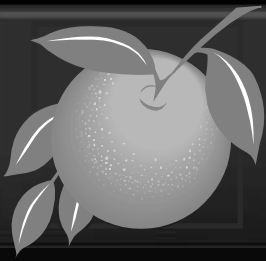


Our Competition



Digital Signage





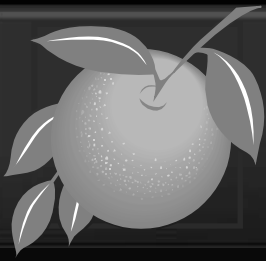
Our Competition



Digital Signage

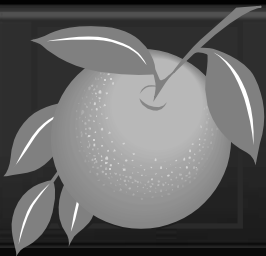


GWCC Building **A**



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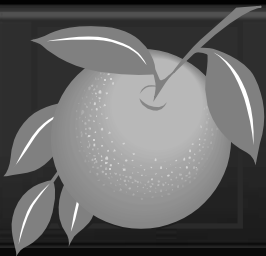
The City of Orlando



LED Video Wall

- 40' tall
- 60' wide
- HD LED Display



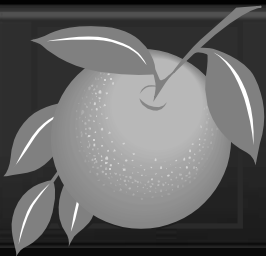


The City of Orlando



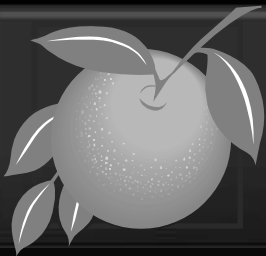
Digital Signage





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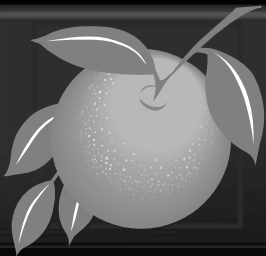
OCCC Plans



**Phase I – Exterior Building Identification
Completed 2011**

**Phase II – Interior & Exterior Wayfinding
Completion 2013**

**Phase III – Exterior Exhibitor / Vendor &
Building Signage
Completion 2013/2014**



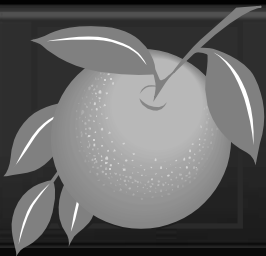
OCCC Plans



Orlando
Orange County
Convention Center

Phase I - Exterior Building Identification

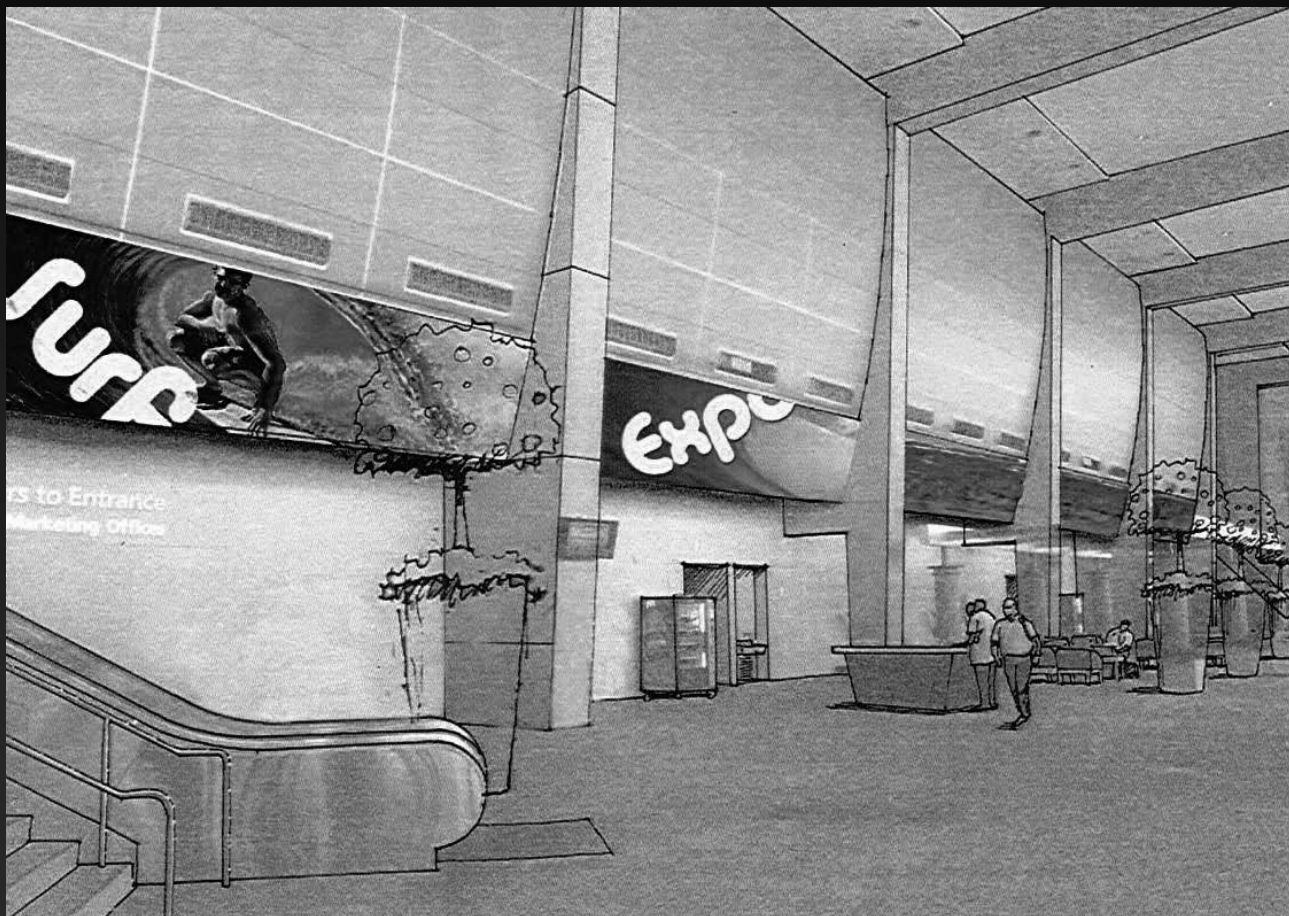


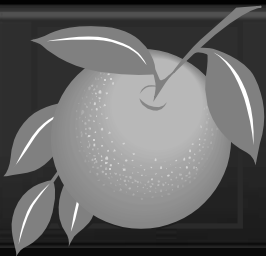


OCCC Plans



Phase II – Interior Wayfinding





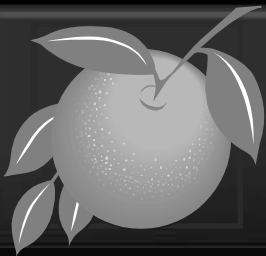
OCCC Plans



Orlando
Orange County
Convention Center

Current Exterior Banners



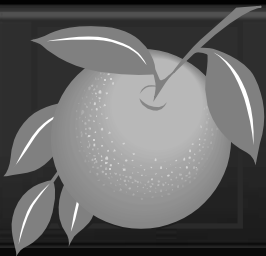


OCCC Plans



Current Exterior Signage



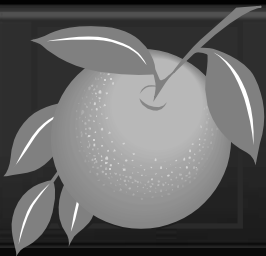


OCCC Plans



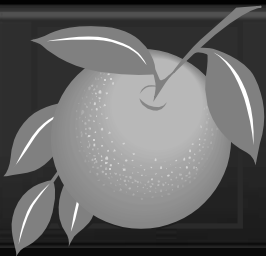
Current Exterior Banners





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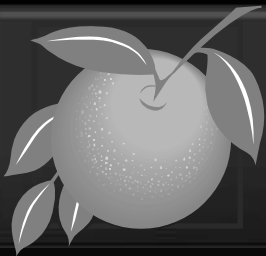


Client Requests



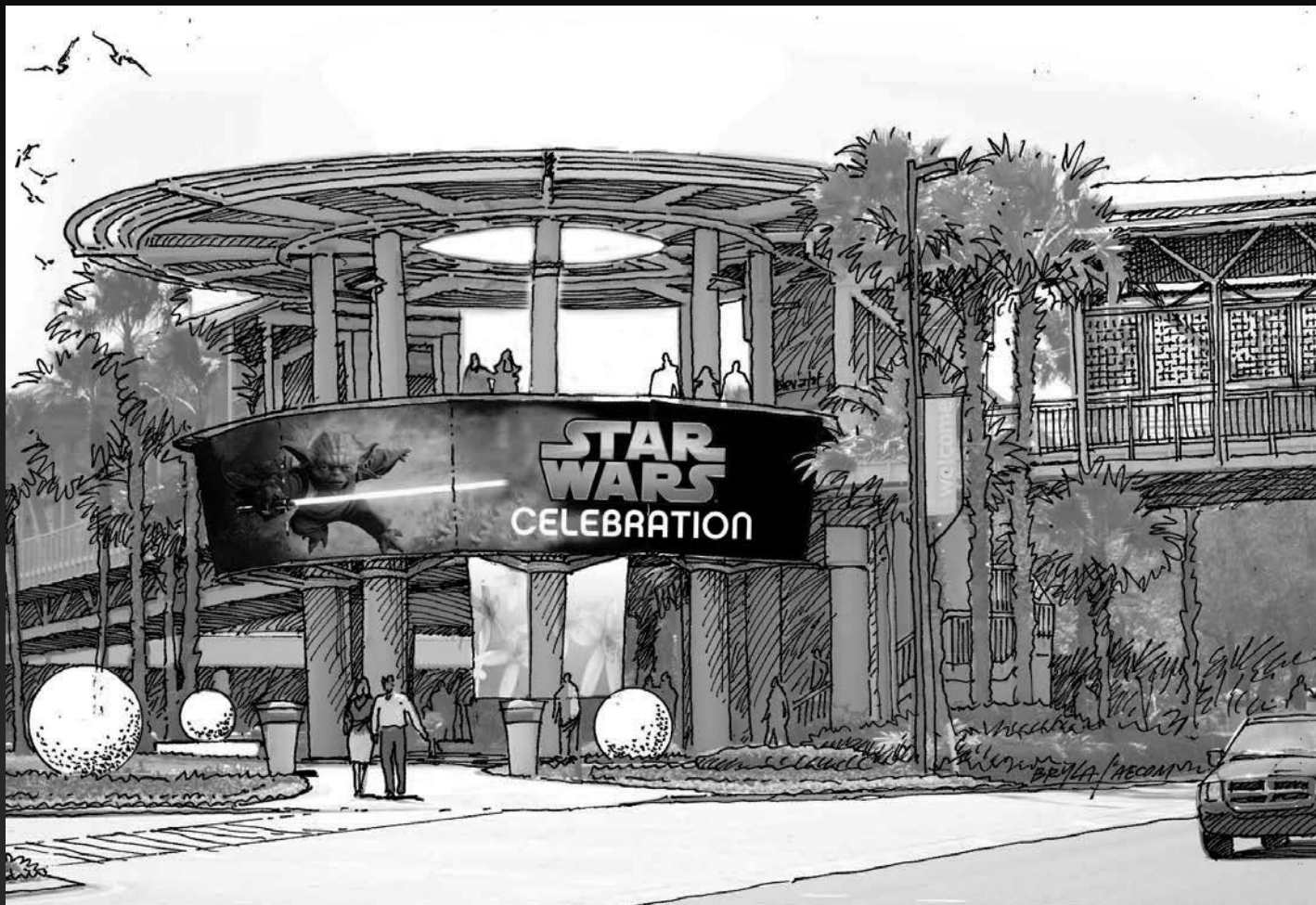
Oversight Bridge (Before)

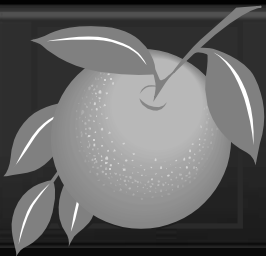




Client Requests

Oversight Bridge (After)





Client Requests



Orlando
Orange County
Convention Center

N/S Parking South End

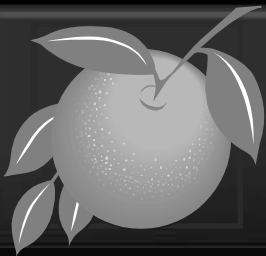


2012 ZUMBA INSTRUCTOR
CONVENTION

South Concourse

56
S
Sunshine
O





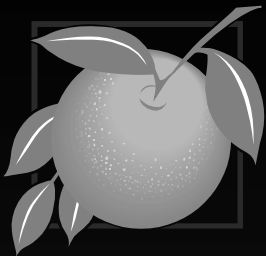
Client Requests



Orlando
Orange County
Convention Center

N/S Parking North End





Lobby C Side
Of South
Stair Tower

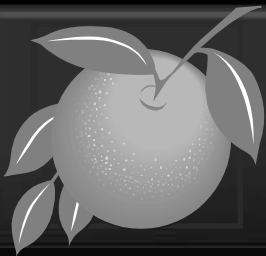


Annual Leadership Conference 2012



| *Adding tomorrows every day.*



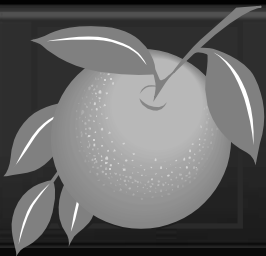


Client Requests



Lobby C Exterior Front Stair Tower Displays



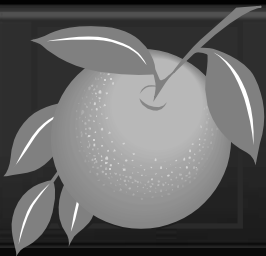


Client Requests



Lobby C North Side of Stair Tower





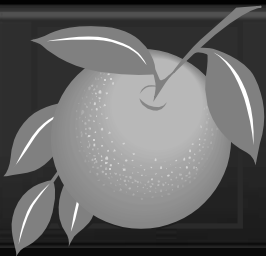
Client Requests



Orlando
Orange County
Convention Center

Proposed Pedestrian Bridge A1

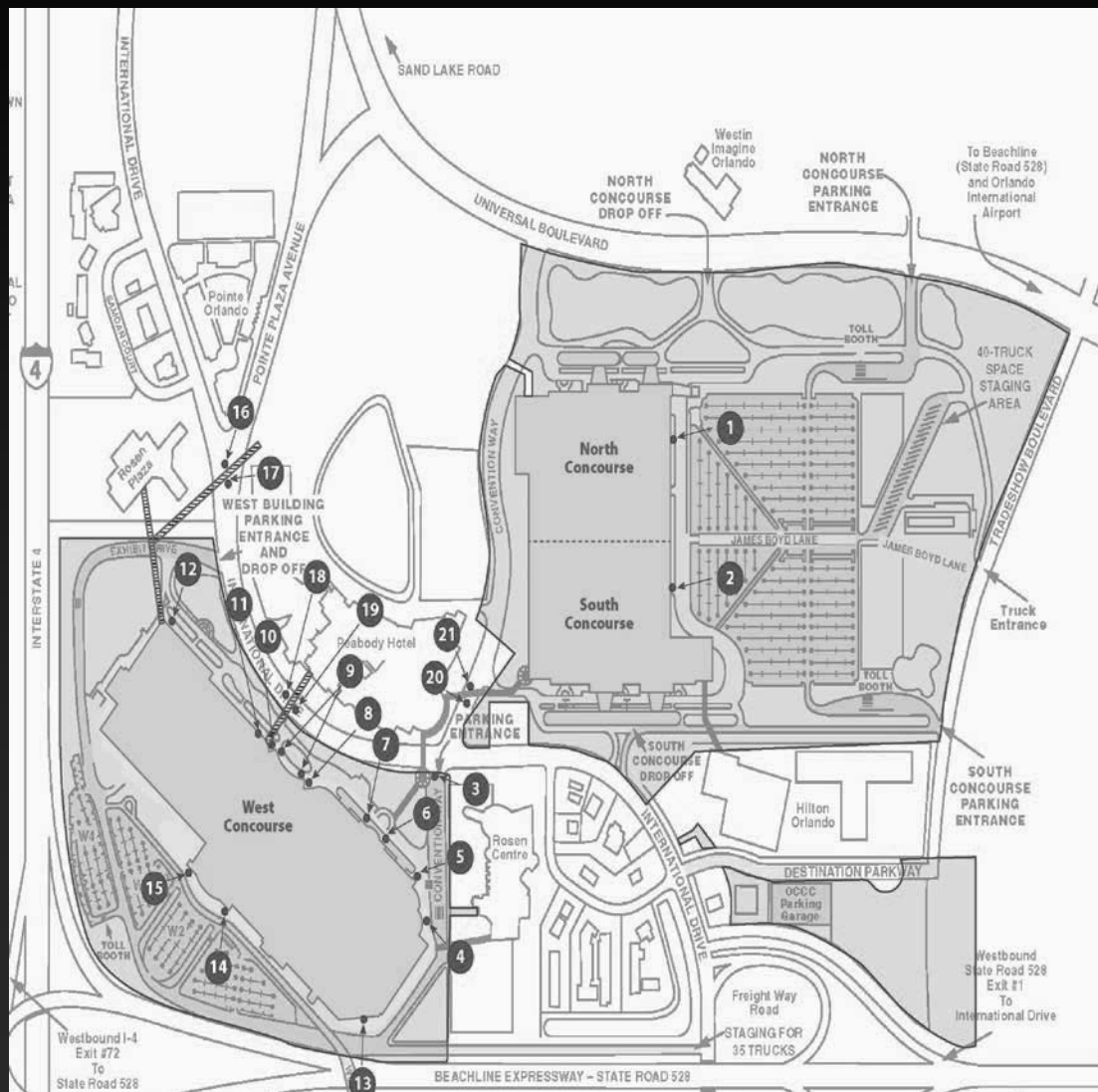


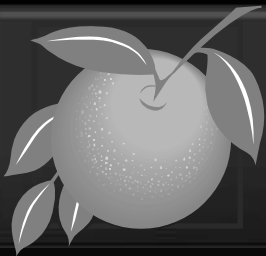


Client Requests



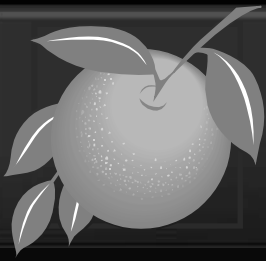
Proposed LED Display Locations





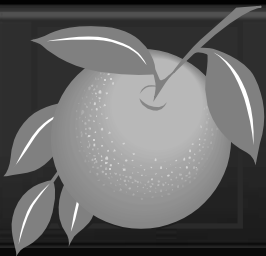
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Master Sign Plan Adoption

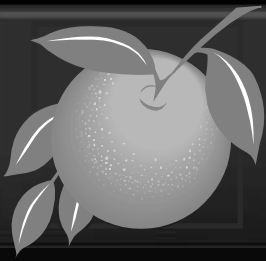
- **Amendment to Sign Code**
 - Proposed signage exceeds code
 - Create Section 31.5-177, Convention Center Identification
- **Tourist Commercial Stakeholders**
- **Local Planning Agency Public Hearing**
- **Board of County Commissioners
Public Hearing**



Master Sign Plan Adoption

Amendment to Sign Code

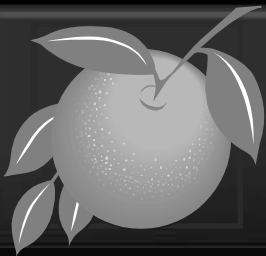
- **Create Section 31.5-177, Convention Center Identification**
 - Establishes Convention Center Sign District
- **Code Amendment establishes the specific *Master Sign Plan* as the controlling document**
- **The *Master Sign Plan* provides for digital signage for:**
 - Building identification
 - Directional information for on-site activities
 - Current and upcoming event information
 - On-site Vendor/Exhibitor information



Master Sign Plan Adoption

Tourist Commercial Stakeholders

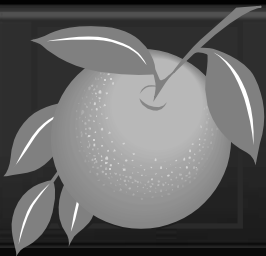
- Convention Center to host a community meeting to present the proposed Master Sign Plan to Tourist Commercial Industry stakeholders
- Meeting tentatively scheduled for early December



Master Sign Plan Adoption

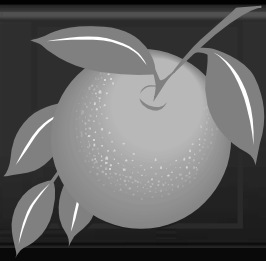
Local Planning Agency / Board of County Commissioners Public Hearings

- **Present Sign Code Amendment to Local Planning Agency at public hearing (December 20)**
- **Board of County Commission adoption hearing in January/February 2013**



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Summary

The Orange County Convention Center Master Sign Plan objectives:

- **Keep pace with competing facilities**
- **Satisfy client needs**
- **Provide adequate wayfinding signage**
- **Bring Orange County Convention Center signage up to the 21st century**



Orange County Convention Center Master Sign Plan

BCC Worksession

November 13, 2012