



10

June 16, 2000

To: The Board of Governors of Exhibition Place

From: Kathryn Reed-Garrett
Director of Business Development

Subject: Wayfinding Signage Program

Recommendation:

Based on the comparative information contained in Attachment "A", it is recommended that the Board enter into an agreement with Eller Canada for the design, installation and maintenance of the Wayfinding Signage Program on the terms and conditions set out in this report and such other terms and conditions satisfactory to the City Solicitor.

Background:

At its meeting of April 13-14, 1997, the former Metro Council approved a report to permit the installation of the freestanding Omni message board overlooking the Gardiner Expressway. That report also identified the need for a complete review of signage on Exhibition Place grounds.

In consultation with Toronto Urban Planning & Development Services, staff and Entro Communications undertook a study of existing signage to identify & determine opportunities for improvement. A comprehensive signage program was recommended that identified parking, buildings, and entrances along walkways and vehicular thoroughfares. The program called for a total of 79 signs, including 8 billboard-advertising signs to be located along Lakeshore Boulevard that would generate the revenue required to fund such a program.

At its meeting of October 30, 1998, the Board reviewed the proposed Program and approved of it in principle, pending refinement of the number and types of signs and a further review by the Board. Together with comments about the impact of the number and overall size of the signs, the Board forwarded its report to City Council for its consideration. At its meeting of December 16, 1998, City Council considered the Program along with a report from Urban Planning and Development Services, and adopted in principle the Program and deferred the issue of billboard signage on Lakeshore Boulevard until a final proposal is submitted by Exhibition Place.

The Chair of the Board and staff re-examined the Program to address these comments, and on April 9, 1999, the Board received a presentation from staff on the proposed Wayfinding signage Program for Exhibition Place. This presentation demonstrated ways to strategize and maximize efficiencies while reducing the total number of signs and still meet the original objectives of the Program, which were:

- Design/implement an integrated wayfinding, signage and sponsorship/advertising system;
- Identify opportunities to improve wayfinding on the grounds;
- Incorporate a design that will relay current event and show information;
- Develop standards that consistently present Exhibition Place's identity;
- Identify advertising/sponsorship opportunities that will fund the installation and maintenance of the Program, as well as generate additional revenues to the Board; and
- Produce a plan that provides sufficient details to prepare a Sign By-Law Variance permitting installation of the Program.

Discussion:

The REVISED PROGRAM, consisting of the following components was then put out to the private sector through an RFP:

Directional (veh/ped)	13
Entrance Gate w/LED	3
Building Identification	0
Parking Identification	12
Major Identification & Advertising	3
Site Maps/Directional	<u>6</u>
Total	37

Results of Requests for Proposals

Three proponents submitted proposals to the City of Toronto's RFP:

- Signage Systems
- Omni Outdoor
- Eller Canada/Keith Muller & Associates

An evaluation team was formed consisting of staff from the NTC and Exhibition Place and the proposals were evaluated on the basis of four criteria:

- Revenues to the Board;
- Investment by the Proponent;
- Qualification & experience of Proponent
- Design & technical merits of the proposed Program

The proposal from Signage Systems did not include financial statements from the company, nor did it contain any financial information either with respect to revenue projections to the Board or with respect to the capital investment/reserve for the manufacturing and maintenance of the wayfinding signage program, although it did make a provision that the Wayfinding program would be vested to the Board at the end of a 10+10 year term. The limited information contained in this proposal also suggested that the messaging centre would be made available to advertisers and only a minimal amount of time would be made available to the Board.

Proposals from both Eller Canada/Keith Muller & Associates and Omni Outdoor contained full corporate financial statements, as well as all required financial projections, including projected gross sales from advertising, and details of the capital investment required to execute the Program.

Omni elected not to submit an option in their proposal that included only three (3) sign structures on Lakeshore Boulevard.

None of the proposals provided for significant revenues to the Board (in the form of annual base rent) on the basis of advertising revenues that would be generated from the Lakeshore/Entrance Gate Signage, as industry standards of measurement indicate that traffic (gross impressions) along Lakeshore Boulevard are significantly lower than those found along the Gardiner Expressway.

After a thorough review of each proposal, and two interviews with the proponents, staff is recommending that the RFP for the Wayfinding Signage Program be awarded to Eller Canada/Keith Muller & Associates, for the following reasons:

- Is fully experienced in third party advertising, and also in the design, manufacturing, installation and maintenance of similar wayfinding signage systems;
- Has a strong understanding of industry trends in third party advertising;
- Has demonstrated a history of supplying superior quality products and service within the industry;
- Has demonstrated an ability to provide necessary flexibility in the planning and implementation of the Program;
- On the basis of the previous point, presented the best overall investment and return to the Board.

Eller Media Company began business in 1901 as Foster & Kleiser Outdoor Advertising. Walter Foster and George Kleiser were outdoor advertising's original pioneers. In August of 1995, Eller Media Company acquired all assets of Foster & Kleiser and has, since that time, built a strong outdoor advertising presence in 35 markets in Canada and the U.S. The company's dominant media coverage also includes displays in more than 260 shopping centres and convenience centres as well as at many major airports. Eller also owns and operates the Union Pacific Railroad outdoor advertising license portfolio with over 4,000 displays and 257 municipal contracts.

In 1997 Eller Media Company became a wholly owned subsidiary of Clear Channel Communications, one of the world's largest media companies. Clear Channel is recognized for its commitment to leadership and industry dominance in all media segments where the company participates, which include broadcast interests in more than 441 radio stations and 18 television stations operating in 43 markets across the U.S.; a 29% holding in Heftel Broadcasting Corporation, the largest Spanish-language radio broadcaster in the U.S.; ownership of The More Group, Plc, which operates 90,000 displays in 24 countries around the world; and contracts with Lester B. Pearson International Airport and Dundas Square in Toronto, as well as a number of "Spectacular" billboards located along the Gardiner Expressway.

Eller Media Company's design partner for this Wayfinding Signage Program, Keith Muller & Associates, designed and manufactured the Wayfinding Signage Program for Canary Wharf in London, England and also have an established reputation with other outdoor advertising companies including Gallop/Varley where they developed the interior/exterior signage program for G.M. Place in Vancouver, B.C.

Based on the comparative information contained in Appendix "A", staff is recommending that the Board enter into an agreement with Eller Canada for the design, installation and maintenance of the Wayfinding Signage Program on the following conditions:

1) TERM:

The impact to the grounds of Exhibition Place of the proposed Waterfront Redevelopment Project and the 2008 Olympics is still unclear. Accordingly, staff are recommending that a two-step approach be undertaken:

- a) The Board enter an agreement with Eller Canada for a term of ten years, with an option to extend the term for an additional five years and proceed immediately with the approval, design and installation of the three (3) Lakeshore/Entrance Gate sign structures;
- b) The balance of the funds in the capital pool (less the cost of the Lakeshore/Entrance Gate sign structures) would then be remitted to the Board to be held in trust for a period not to exceed two years, after which the balance of the Wayfinding Signage Program would be built and installed or the funds released;

2) CONDITIONS:

- a) Eller Media will be responsible for all design costs associated with the Lakeshore/Entrance Gate sign structures;
- b) Eller Media will be responsible for all maintenance and repairs of the Lakeshore/Entrance Gate sign structures;
- c) The Board will deal exclusively with Eller Media, should it elect to proceed with the balance of the Wayfinding Signage Program;
- d) The Board will approve final designs;
- e) The Board will retain 100% use of all L.E.D. message centres (six in total) that form part of the Lakeshore/Entrance Gate sign structures;
- f) The Board retains the right to approve all advertisers in accordance with similar agreements that it presently holds with Omni and Gallop+Gallop/MediaCom for billboard signs on the grounds;
- g) Should Eller Media be unsuccessful in obtaining the required permits and by-law amendments required for the installation of the three Lakeshore/Entrance Gate sign structures, there will be no recourse or remedies exercised against the Board.

3) REVENUE TO THE BOARD

- a) The Board will receive the net balance of the capital fund, which is equal to \$615,000.00 (\$840,000.00 less an allocation not to exceed \$225,000.00 which represents the cost to manufacture and install the three Lakeshore/Entrance Gate sign structures) to be held in trust for a period not to exceed two years. The Board may at any time during that two-year period elect to proceed with the Wayfinding Signage Program – or to cancel it altogether with no penalties or additional fees payable to Eller Media.
- b) The value of the maintenance and repair reserve fund, which is equal to approximately \$33,000.00 annually (\$45,000.00 annually, less \$12,000.00 annually which represents the allocation required to service the three Lakeshore/Entrance Gate sign structures) would accrue over the period in 1 b) as additional revenue to the Board. If, at the end of the two years, the Board elects to proceed with the Wayfinding Signage Program, this revenue would either be added to the capital pool or disbursed to the Board as additional income. If the Board elects not to proceed with the Wayfinding Signage Program, this accrued revenue will be disbursed to the Board as additional income, and for the balance of the term of the agreement will be included as additional base rent (approximately \$33,000.00 annually);
- c) Should the Board elect to extend the term for an additional five years (as per 1a) above, the Board will receive minimum rent equal to \$50,402.00 per year plus 15% of all gross advertising sales, paid annually, for the five remaining years of the Term.

Attached as Appendix "B" to this report is preliminary information from Eller Media with respect to the proposed size and dimensions of the Lakeshore/Entrance Gate sign structures. Staff will continue to work with Eller Media and City of Toronto Urban Development Services with respect to the size and overall design of the sign structures.

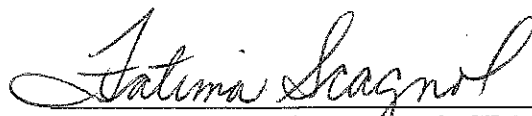
Conclusion:

This report recommends that the Board enters into an agreement with Eller Canada for the design, installation and maintenance of the Wayfinding Signage Program on the terms and conditions set out in this report.

Submitted by:


Director of Business Development

Reviewed by:


for General Manager & CEO

**WAYFINDING SIGNAGE PROGRAM
APPENDIX "A"**

RFP SUBMISSION COMPARATIVE ANALYSIS

WAYFINDING SIGNAGE PROGRAM RFP – COMPARATIVE ANALYSIS

PROPOSER	PROPOSAL DETAILS	10 YEAR PROPOSAL TERMS	15 YEAR PROPOSAL TERMS	COMMENTARY
OMNI	Original Proposal 37 signs as proposed: - 9 Veh/Pedis w/o LED - 4 Veh/Pedis w/LED - 3 Entrance w/LED - 6 Site maps w/LED - 6 Parking w/LED - 6 Parking w/o LED - 3 Adver/ID (LkShore) plus 1 addit'l @ Lakeshore plus 1 MaxiSign @ Gardiner	MIN RENT: \$120,000. P/A Or 16.5% of gross sales % RENT: 40% in excess of \$730,000 gross sales P/A ADDITIONAL: \$30,000. P/A advertising space on OMNI products OTHER RENT: N/A CAP POOL: \$ 488,000. Wayfinding \$ 560,000. Lakeshore \$ 461,000. Gardiner \$1,509,000. MAINTENANCE: \$1,040,175. (\$90,820. P/A) TOTAL VALUE to Board over 10 year term: Min Rent: \$1,378,484. Add'l Rent: 300,000. Other Rent: 0. Maintenance: 1,040,175. Equipment *: 488,000. *\$3,206,659. *does not include MaxiSign or Lakeshore advertising	N/A	➤ Board to determine, at its discretion, exact inventory of signs in Wayfinding Program, within the Cap Pool budget of \$488,000. ➤ Exact location and (some) design modifications subject to Board's determination ➤ Wayfinding Signage property of Board ➤ Lakeshore & Gardiner Signage subject to additional term (to be negotiated) before becoming property of Board ➤ Conditional upon 1 additional advertising structure on Lakeshore AND 1 advertising structure on Gardiner

PROPONENT	PROPOSAL DETAILS	10 YEAR PROPOSAL TERMS	15 YEAR PROPOSAL TERMS	COMMENTARY
OMNI	Option B 36 signs: - 9 Veh/Pedis w/o LED - 4 Veh/Pedis w/LED - 5 Entrance w/LED - 6 Site maps w/LED - 6 Parking w/LED - 6 Parking w/o LED plus 1 MaxiSign @ Gardiner (no Lakeshore Signage)	MIN RENT: \$120,000. P/A Or 16.5% of gross sales % RENT: 40% in excess of \$730,000 gross sales P/A ADDITIONAL: \$30,000. P/A advertising space on OMNI products OTHER RENT: N/A CAP POOL: \$ 582,400. Wayfinding \$ 583,000. MaxiSign \$1,165,400. MAINTENANCE: \$1,040,175. (\$90,820. P/A) TOTAL VALUE to Board over 10 year term: Min Rent: \$1,378,484. Add'l Rent: 300,000. Other Rent: 0 Maintenance: 1,040,175. Equipment *: 582,400. *\$3,301,059. *does not include MaxiSign	MIN RENT: \$120,000. P/A Or 23.0% of gross sales % RENT: 40% in excess of \$730,000 gross sales P/A ADDITIONAL: \$30,000. P/A advertising space on OMNI products OTHER RENT: N/A CAP POOL: \$ 582,400. Wayfinding \$ 583,000. MaxiSign \$1,165,400 MAINTENANCE: \$1,116,112. (\$74,407. P/A) TOTAL VALUE to Board over 15 year term: Min Rent: \$2,231,887. Add'l Rent: 450,000. Other Rent: 0 Maintenance: 1,116,112. Equipment *: 582,400. *\$4,380,399. *does not include MaxiSign	<ul style="list-style-type: none"> ➤ Board to determine, at its discretion, exact inventory of signs in Wayfinding Program, within the Cap Pool budget of \$582,400. ➤ Increase in Cap Pool budget represents cost of two additional Entrance Gate signs (Lakeshore) @\$25,000. plus an additional \$44,400. To be used at Board's discretion (see previous bullet) ➤ Exact location and (some) design modifications subject to Board's determination ➤ Wayfinding Signage property of Board Gardiner Signage subject to additional term (to be negotiated) before becoming property of Board ➤ Conditional upon 1 advertising structure on Gardiner (no advertising signage on Lakeshore)

PROPOSER	PROPOSAL DETAILS	10 YEAR PROPOSAL TERMS	15 YEAR PROPOSAL TERMS	COMMENTARY
OMNI	Option C 37 signs as proposed: - 9 Veh/Pedis w/o LED - 4 Veh/Pedis w/LED - 3 Entrance w/LED - 6 site maps w/LED - 6 Parking w/LED - 6 Parking w/o LED - 3 Adver/ID (LkShore) plus 1 addit'l @ Lakeshore (no MaxiSign @ Gardiner) with capital investment by the Board as a condition	MIN RENT: \$0. P/A % RENT: 0% P/A ADDITIONAL: \$30,000. P/A advertising space on OMNI products OTHER RENT: N/A CAP POOL: \$ 488,000. Wayfinding \$ 438,000. Lakeshore \$ 926,000. MAINTENANCE: \$647,209. (\$64,721. P/A) TOTAL VALUE to Board over 10 year term: Min Rent: \$ 0. Add'l Rent: 300,000. Other Rent: 0 Maintenance: 647,209. Equipment *: 488,000. *\$1,435,209. Less Board Investment (812,728) NET VALUE TO BOARD: \$622,481. *does not include Lakeshore advertising signs	MIN RENT: \$0. P/A % RENT: 0% P/A ADDITIONAL: \$30,000. P/A advertising space on OMNI products OTHER RENT: N/A CAP POOL: \$ 488,000. Wayfinding \$ 438,000. Lakeshore \$ 926,000. MAINTENANCE: \$647,209. (\$64,721. P/A) TOTAL VALUE to Board over 15 year term: Min Rent: \$ 0. Add'l Rent: 450,000. Other Rent: 0 Maintenance: 1,052,613. Equipment *: 488,000. *\$1,990,613. Less Board Investment (0) NET VALUE TO BOARD: *\$1,990,613. *does not include Lakeshore advertising signs	➤ Board to determine, at its discretion, exact inventory of signs in Wayfinding Program, within the Cap Pool budget of \$488,000. ➤ Exact location and (some) design modifications subject to Board's determination ➤ Wayfinding Signage property of Board ➤ Lakeshore Signage subject to additional term (to be negotiated) before becoming property of Board ➤ Conditional upon 1 additional advertising structure on Lakeshore ➤ REQUIRES BOARD TO OPEN EXISTING CONTRACT WITH OMNI FOR PRESENT BILLBOARD ON LAKESHORE AND SURRENDER % RENT FOR BALANCE OF NINE YEAR TERM (\$812,728.00) AND APPLY AGAINST COSTS OF THE 10 YEAR PROGRAM. ➤ 15 YEAR PROGRAM DOES NOT REQUIRE BOARD TO RE-OPEN EXISTING CONTRACT WITH OMNI, HOWEVER, NO MINIMUM OR % RENT WILL BE PAID TO THE BOARD, BUT WILL BE APPLIED AGAINST OVERALL PROGRAM COST INSTEAD.

PROPONENT	PROPOSAL DETAILS	10 YEAR PROPOSAL TERMS	15 YEAR PROPOSAL TERMS	COMMENTARY
ELLER MEDIA	<u>OPTION A:</u> 108 Signs: - 80 Pedestrian w/oLED - 6 Vehicular w/LED - 3 Entrance w/LED - 12 Parking w/o LED - 6 w/LED plus 3 Lakeshore Advetising signs (note: no Maxisign @ Gardiner)	MIN RENT: \$0. P/A % RENT: 0% P/A ADDITIONAL: N/A OTHER RENT: N/A CAP POOL: \$ 894,000. Wayfinding \$ 225,000. Gardiner \$1,119,000. MAINTENANCE: \$450,376. (\$45,038. P/A) TOTAL VALUE to Board over 10 year term: Min Rent: \$ 0. Add'l Rent: 0. Other Rent: 0. Maintenance: 450,376. Equipment *: 1,119,000. *\$1,569,376. * all equipment becomes Board property	MIN RENT: \$252,014. % RENT: 0% P/A ADDITIONAL: N/A OTHER RENT: N/A CAP POOL: \$ 894,000. Wayfinding \$ 225,000. Gardiner \$1,119,000. MAINTENANCE: \$537,958. (\$53,796. P/A) TOTAL VALUE to Board over 15 year term: Min Rent (*): \$252,014. Add'l Rent: 0. Other Rent: 0. Maintenance: 537,958. Equipment *: 1,119,000. *\$1,908,972. *all equipment becomes Board property	➤ Board required to make capital investment of \$444,000. 00 for a signage program equal to 108 signs, or may choose a reduced Wayfinding Signage Program within the CAP POOL allowance of \$450,000.00 with no capital investment by the Board, or may take \$450,000.00 as cash and source its own Wayfinding system ➤ Board to determine, at its discretion, exact inventory of signs in Wayfinding Program, (\$450,000 represents a Wayfinding signage system within the original criteria contained in the RFP) NOTE: the suggested Wayfinding Signage Program, valued at \$894,000. is well in excess of RFP criteria of 37 signs in total ➤ Exact location and (some) design modifications subject to Board's determination ➤ Wayfinding and all Advertising Signage becomes the property of the Board

PROPONENT	PROPOSAL DETAILS	10 YEAR PROPOSAL TERMS	15 YEAR PROPOSAL TERMS	COMMENTARY
ELLER MEDIA	OPTION B: 108 Signs: - 80 Pedestrian w/oLED - 6 Vehicular w/LED - 3 Entrance w/LED - 12 Parking w/o LED - 6 w/LED plus 1 MaxiSign @ Gardiner note: no Lakeshore Advertising	MIN RENT: \$0. P/A % RENT: 0% P/A ADDITIONAL: N/A OTHER RENT: N/A CAP POOL: \$ 894,000. Wayfinding <u>\$ 650,000. Gardiner</u> \$1,544,000. MAINTENANCE: \$450,376. (\$45,038. P/A) TOTAL VALUE to Board over 10 year term: Min Rent: \$ 0. Add'l Rent: 0. Other Rent: 0 Maintenance: 450,376. <u>Equipment *: 1,544,000.</u> *\$1,994,376. * all equipment becomes Board property	MIN RENT: \$1,240,000. % RENT: 0% P/A ADDITIONAL: N/A OTHER RENT: N/A CAP POOL: \$ 894,000. Wayfinding <u>\$ 650,000. Gardiner</u> \$1,544,000. MAINTENANCE: \$537,958. (\$53,796. P/A) TOTAL VALUE to Board over 15 year term: Min Rent: 1,240,000. Add'l Rent: 0. Other Rent: 0 Maintenance: 537,958. <u>Equipment *: 1,544,000.</u> *\$3,321,958. *all equipment becomes Board property	➤ Board not required to make capital investment, or may choose a reduced Wayfinding Signage Program within the CAP POOL allowance of \$450,000.00 with no capital investment by the Board, or may take \$450,000.00 as cash and source its own Wayfinding system ➤ Board to determine, at its discretion, exact inventory of signs in Wayfinding Program, (\$450,000 represents a Wayfinding signage system within the original criteria contained in the RFP) NOTE: that the suggested Wayfinding Signage Program is well in excess of RFP criteria of 37 signs in total ➤ Exact location and (some) design modifications subject to Board's determination ➤ Wayfinding and all Advertising Signage becomes the property of the Board

PROPOSER	PROPOSAL DETAILS	10 YEAR PROPOSAL TERMS	15 YEAR PROPOSAL TERMS	COMMENTARY
ELLER MEDIA	Alternative Proposal with no wayfinding & 3 advertising signs @ Lakeshore with LED only	MIN RENT: \$0. P/A % RENT: 0% P/A ADDITIONAL: N/A OTHER RENT: \$450,000. (from CAP pool) <u>\$450,376.(from Maint fund)</u> \$900,376. CAP POOL: \$ <u>225,000. Lakeshore</u> \$ 225,000. TOTAL VALUE to Board over 10 year term: Min Rent: \$ 0. Add'l Rent: 0. Other Rent: 900,376 Maintenance: 0. <u>Equipment *: 225,000.</u> *\$1,125,000. Note: no % Rent or Minimum Rent payable under this option. <ul style="list-style-type: none"> all equipment becomes Board property NOTE: value of maintenance is estimated only 	MIN RENT: \$50,402.P/A in years 11-15 only % RENT: 15% P/A for years 11-15 only ADDITIONAL: N/A OTHER RENT: \$615,000. (from CAP pool) <u>\$675,564.(from Maint fund)</u> \$1,290,564. CAP POOL: \$ <u>225,000. Lakeshore</u> \$ 225,000. TOTAL VALUE to Board over 15 year term: Min Rent: \$ 252,014. Add'l Rent: 15% gross Other Rent: 1,290,564. Maintenance: 0. <u>Equipment *: 225,000.</u> *\$1,767,578. Plus 15% of gross sales generated in Years 11-15 of Term <ul style="list-style-type: none"> all equipment becomes Board property NOTE: value of maintenance is estimated only 	➤ Board can exercise option to receive provision in CAP POOL for Wayfinding (\$615,000.) as cash; as well as provision for maintenance costs for Wayfinding as cash should the Board elect not to proceed with Wayfinding component of RFP. ➤ Note that maintenance costs are projected only and subject to negotiation.

**WAYFINDING SIGNAGE PROGRAM
APPENDIX "B"**

LAKESHORE/ENTRANCE GATE SIGN STRUCTURES

This information will be distributed at the June 23rd Board meeting

PROPOSED SIGN LOCATION AND DIMENSIONS FOR
EXHIBITION PLACE ENTRANCE SIGN AT DOMINION GATE
JUNE 2000

OVERALL SIGN WIDTH 24'
OVERALL SIGN HEIGHT 32'
HEIGHT OF LANDSCAPED BERM 5'



20' X 4' EXHIBITION PLACE SITE IDENTIFICATION ELEMENT

24' X 24' 3RD PARTY MESSAGE

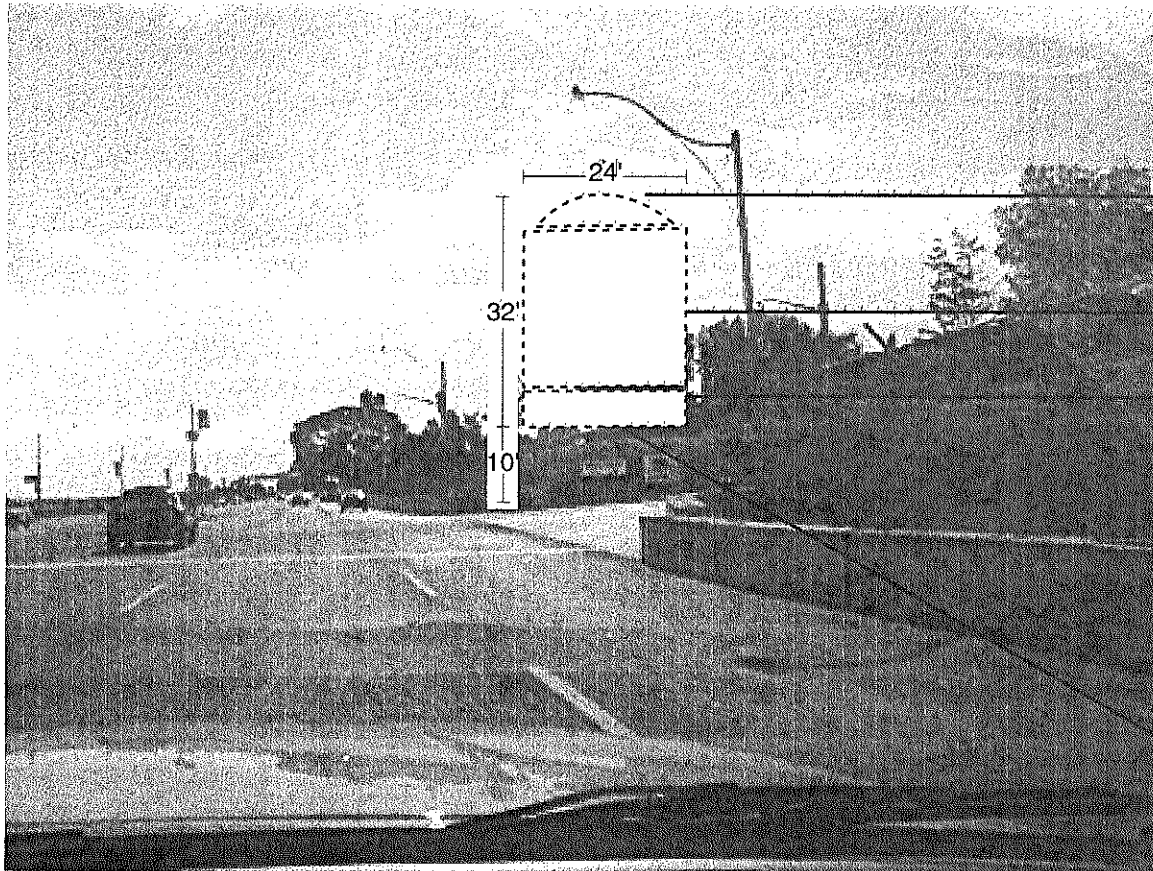
EXHIBITION PLACE EXCLUSIVE USE PUBLIC INFORMATION LED
4' X 24' VISUAL REMOTE PROGRAMMABLE MESSAGE CENTRE.
FULL TEXT AND/OR GRAPHIC CAPABILITIES
2 @ 23 1/2" LINES - 16 CHARACTERS PER LINE
VIEWING DISTANCE 1000 FEET+
WINDOWS BASED PROGRAMMING
HIGH INTENSITY RED ALINGAP LEDs
16X96 MATRIX; 2 1/2" PIXEL ON 3" CENTERS
CELLULAR OR TELEPHONE LINE COMMUNICATION

LANDSCAPED BERM ELEMENT UNDER SIGN WILL MASK
STRUCTURAL ELEMENTS
GARDEN AND PLANT MATERIAL

PROPOSED SIGN LOCATION AND DIMENSIONS FOR
EXHIBITION PLACE ENTRANCE SIGN AT ONTARIO DRIVE

JUNE 2000

OVERALL SIGN WIDTH 24'
OVERALL SIGN HEIGHT 32'
HEIGHT OF LANDSCAPED BERM 10'



20' X 4' EXHIBITION PLACE SITE IDENTIFICATION ELEMENT

24' X 24' 3RD PARTY MESSAGE

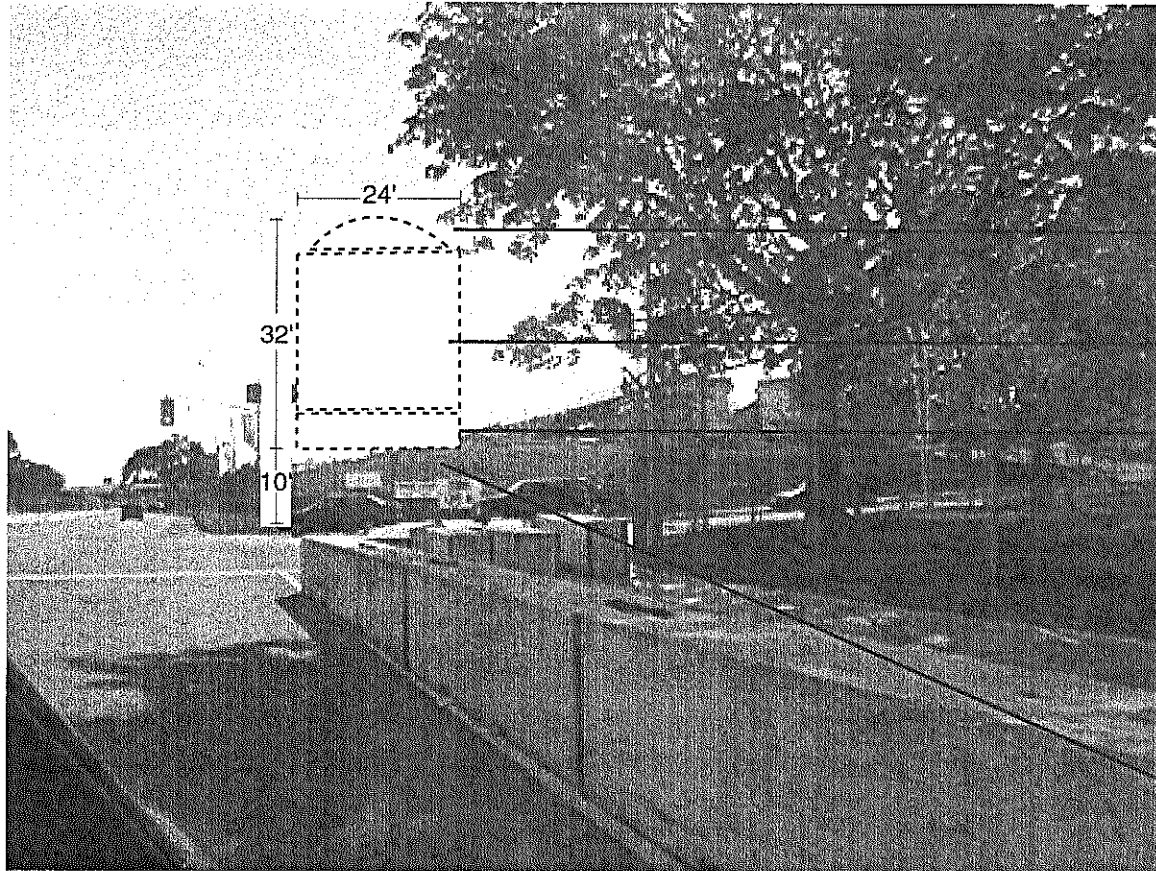
EXHIBITION PLACE EXCLUSIVE USE PUBLIC INFORMATION LED
4' X 24' VISUAL REMOTE PROGRAMMABLE MESSAGE CENTRE
FULL TEXT AND/OR GRAPHIC CAPABILITIES
2 @ 23 1/2" LINES - 16 CHARACTERS PER LINE
VIEWING DISTANCE 1000 FEET+
WINDOWS BASED PROGRAMMING
HIGH INTENSITY RED ALINGAP LEDs
16X96 MATRIX; 2 1/2" PIXEL ON 3" CENTERS
CELLULAR OR TELEPHONE LINE COMMUNICATION

LANDSCAPED BERM ELEMENT UNDER SIGN WILL MASK
STRUCTURAL ELEMENTS
GARDEN AND PLANT MATERIAL

PROPOSED SIGN LOCATION AND DIMENSIONS FOR
EXHIBITION PLACE ENTRANCE SIGN AT NEWFOUNDLAND DR.

JUNE 2000

OVERALL SIGN WIDTH 24'
OVERALL SIGN HEIGHT 32'
HEIGHT OF LANDSCAPED BERM 10'



20' X 4' EXHIBITION PLACE SITE IDENTIFICATION ELEMENT

24' X 24' 3RD PARTY MESSAGE

EXHIBITION PLACE EXCLUSIVE USE PUBLIC INFORMATION LED
4' X 24' VISUAL REMOTE PROGRAMMABLE MESSAGE CENTRE
FULL TEXT AND/OR GRAPHIC CAPABILITIES
2 @ 23 1/2" LINES - 16 CHARACTERS PER LINE
VIEWING DISTANCE 1000 FEET+
WINDOWS BASED PROGRAMMING
HIGH INTENSITY RED ALINGAP LEDs
16X96 MATRIX; 2 1/2" PIXEL ON 3" CENTERS
CELLULAR OR TELEPHONE LINE COMMUNICATION

LANDSCAPED BERM ELEMENT UNDER SIGN WILL MASK
STRUCTURAL ELEMENTS
GARDEN AND PLANT MATERIAL

