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# Huntington Bank Field Masterplan + Design Guidelines

# TEAM

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CHAPTER ONE

# PRELIMINARY PLAN & PROJECT NARRATIVE

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# 1.1 Project Narrative

## Narrative

The Huntington Bank Field Master Plan envisions a dynamic, mixed-use destination that anchors the new Cleveland Browns stadium as a civic and cultural landmark within the Brook Park neighborhood. The plan weaves together residential, commercial, hospitality, and office spaces into a walkable, activated urban environment that serves both game day excitement and everyday vibrancy.

At the heart of the design strategy is the preservation and celebration of axial view corridors that frame the stadium as a visual focal point. Streets, plazas, and pedestrian promenades are deliberately aligned to reinforce direct sightlines to the stadium, grounding the entire district in a shared sense of identity and orientation. The careful placement of roadways, open spaces, and building massing works in concert to maintain these vistas while allowing for efficient circulation and development flexibility.

Game day brings a surge of fans, with wide sidewalks, outdoor patios, and integrated event zones providing a festive atmosphere. On non-game days, curated retail, dining, and entertainment options draw residents, workers, and visitors alike, fostering a sense of continuity and neighborhood vitality.

To achieve this, a range of architectural programs are proposed to attract and engage diverse user groups, ensuring the site remains vibrant and active on both game days and non-game days.

- Hotels and office buildings, positioned to benefit from proximity to the stadium while contributing to a balanced live-work-play ecosystem.
- Retail corridors, strategically located to activate the ground level and energize public life throughout the week.
- Mixed residential offerings, including mixed-income housing, form welcoming edges to the district.
- Parking structures, integrated within the urban fabric, designed to serve both stadium events and daily users.

These offerings will ensure long-term vibrancy and be livable for a diverse range of residents.

The following pages of this master plan document represent a collaborative effort between HKS and a team of dedicated consultants. Together, they provide in-depth analysis of street relationships, building and site design, complementary landscaping strategies, signage guidelines, and traffic considerations—all aimed at ensuring a cohesive, sustainable, and forward-looking district that enhances the Brook Park neighborhood and the broader Cleveland region.



*Retail storefronts energize the pedestrian realm, acting as the venue before the venue.*



*Game day activation enhances retail frontage with dynamic signage and illuminated facades.*

# 1.2 Urban Design Plan

## Major Features

### LEGEND

- PRIMARY ENTRY POINTS
- SECONDARY ENTRY POINTS
- ▼ ENTRY POINT FEATURE
- PARK PAVILIONS
- Ⓟ PARKING
- PEDESTRIAN CIRCULATION
- PEDESTRIAN ACCESS
- ▬ ACTIVE FRONTAGE
- OPEN SPACE

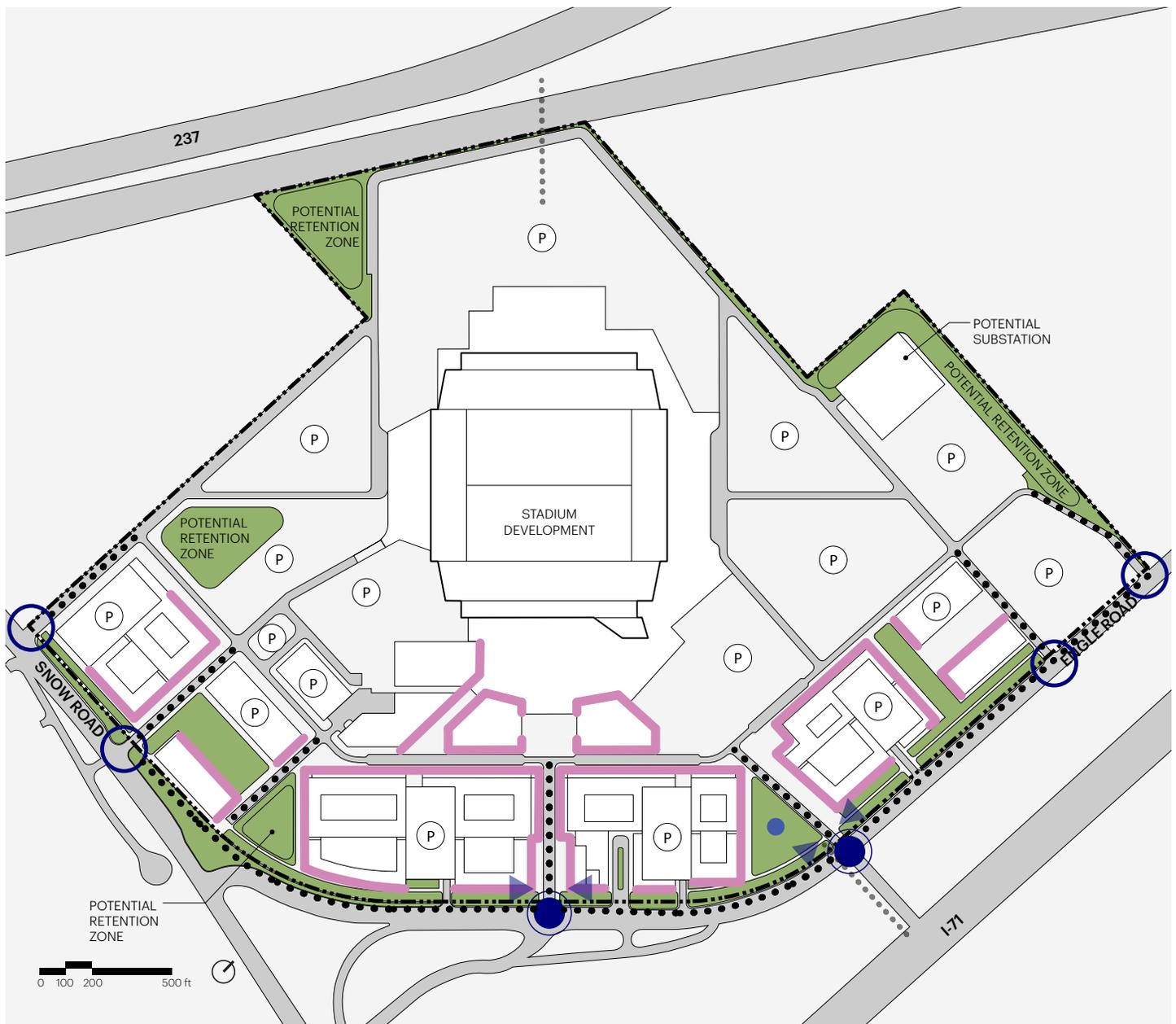


EXHIBIT 3 - DESIGN GUIDELINES

# 1.3 Ground Floor Plan

## Ground Floor Plan

- PROGRAM LEGEND**
- RESIDENTIAL
  - RETAIL
  - EVENT VENUE
  - OFFICE
  - HOTEL
  - PARKING

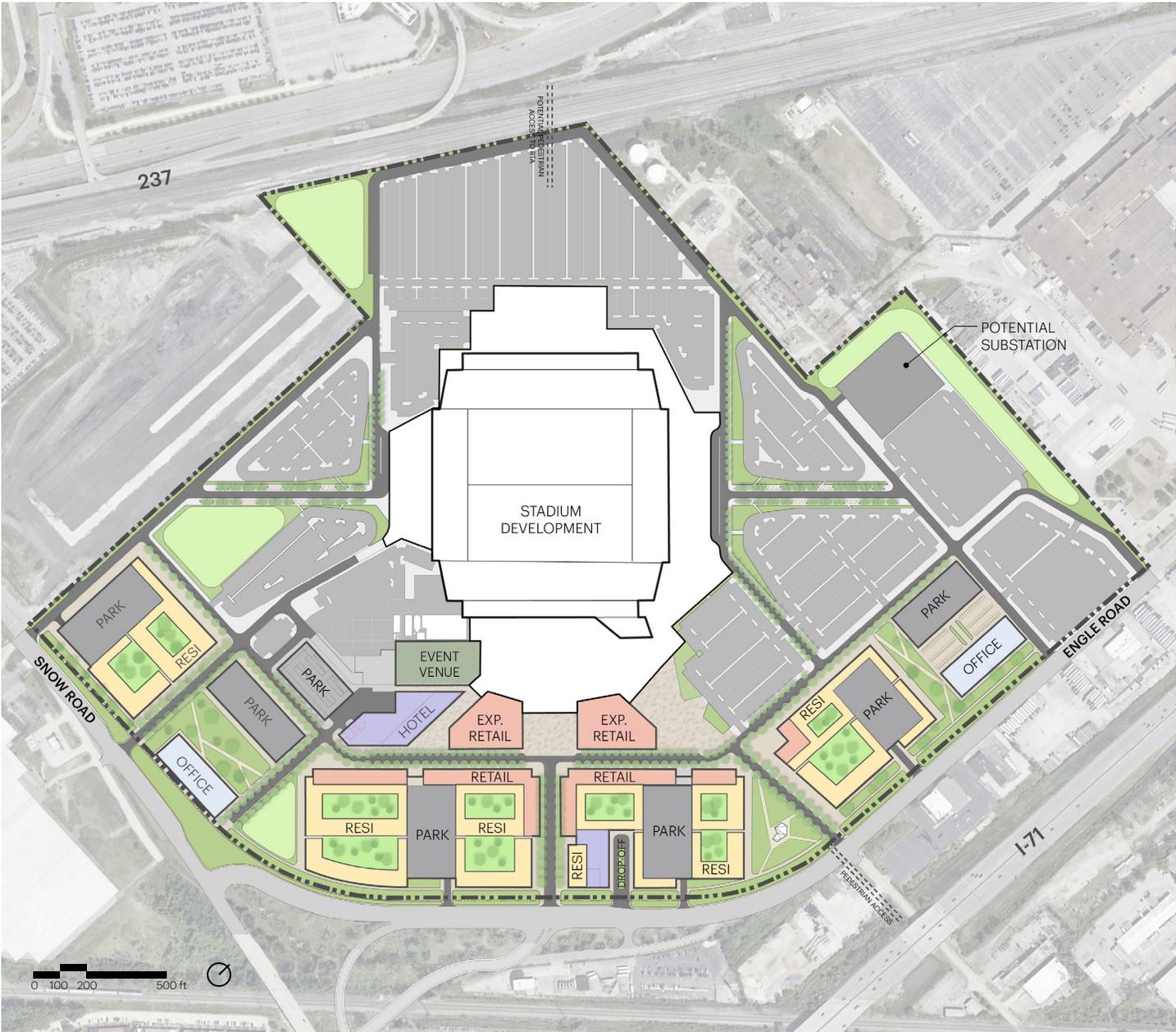


EXHIBIT 3 - DESIGN GUIDELINES

# 1.4 Overall Land-Use Program

## 2D Site Plans

### PROGRAM SUMMARY

USE TYPE	PROPOSED AREA	MAXIMUM AREA*
<b>RESIDENTIAL (624 UNITS)</b>	<b>761,300 SF</b>	<b>837,400 SF</b>
<b>RETAIL</b>	<b>255,000 SF</b>	<b>280,500 SF</b>
<b>EVENT VENUE</b>	<b>54,100 SF</b>	<b>59,500 SF</b>
<b>OFFICE</b>	<b>0 SF</b>	<b>0 SF</b>
<b>HOTEL (350 KEYS)</b>	<b>300,000 SF</b>	<b>330,000 SF</b>
<b>PARKING (2,134 STALLS)**</b>	<b>800,670 SF</b>	<b>880,750 SF</b>

\*The program summary table above illustrates as-drawn areas as well as a 10% gross-up for the maximum permitted area of such use within the preliminary development plan area.

\*\*Parking tabulation includes shared usage

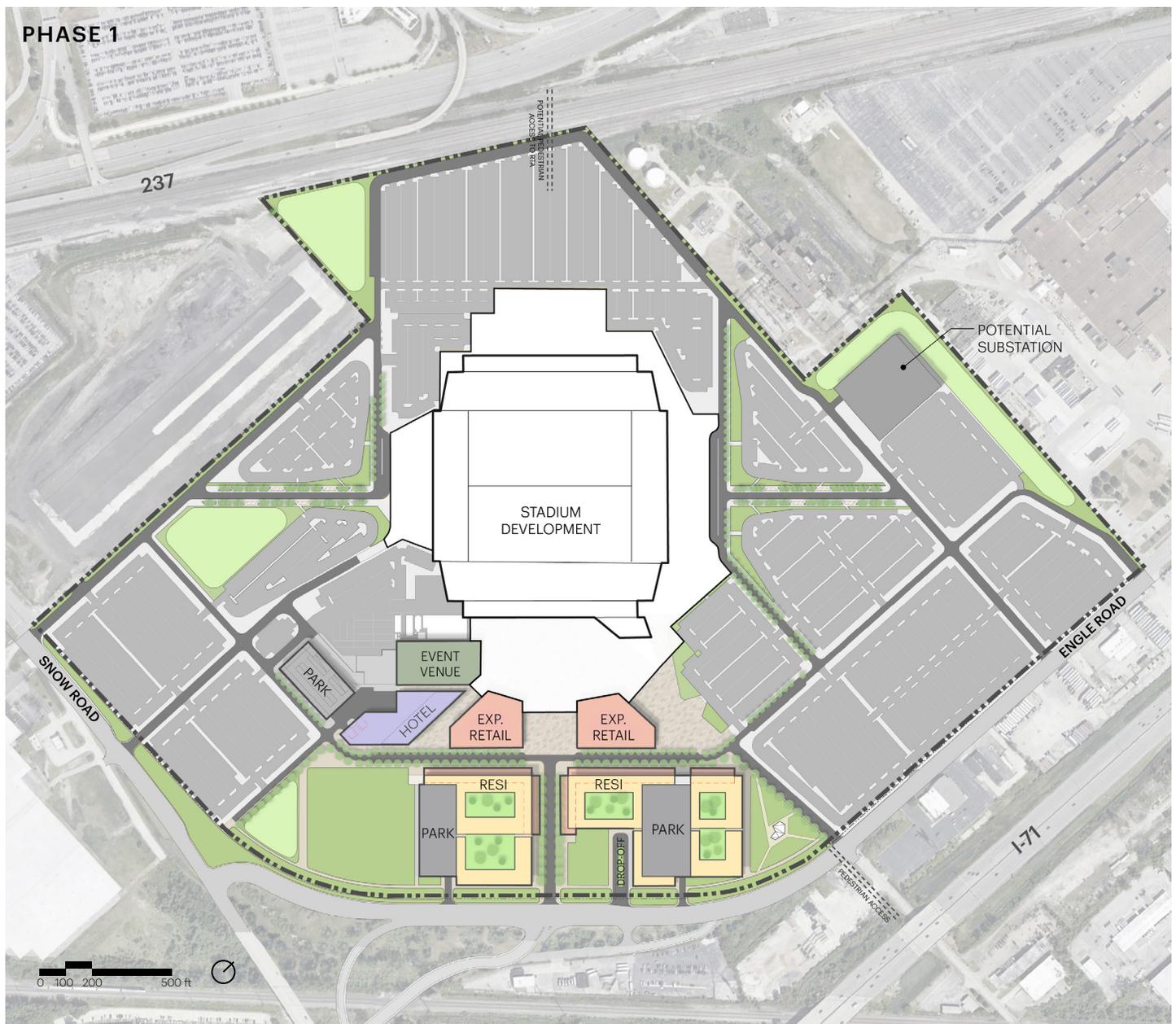


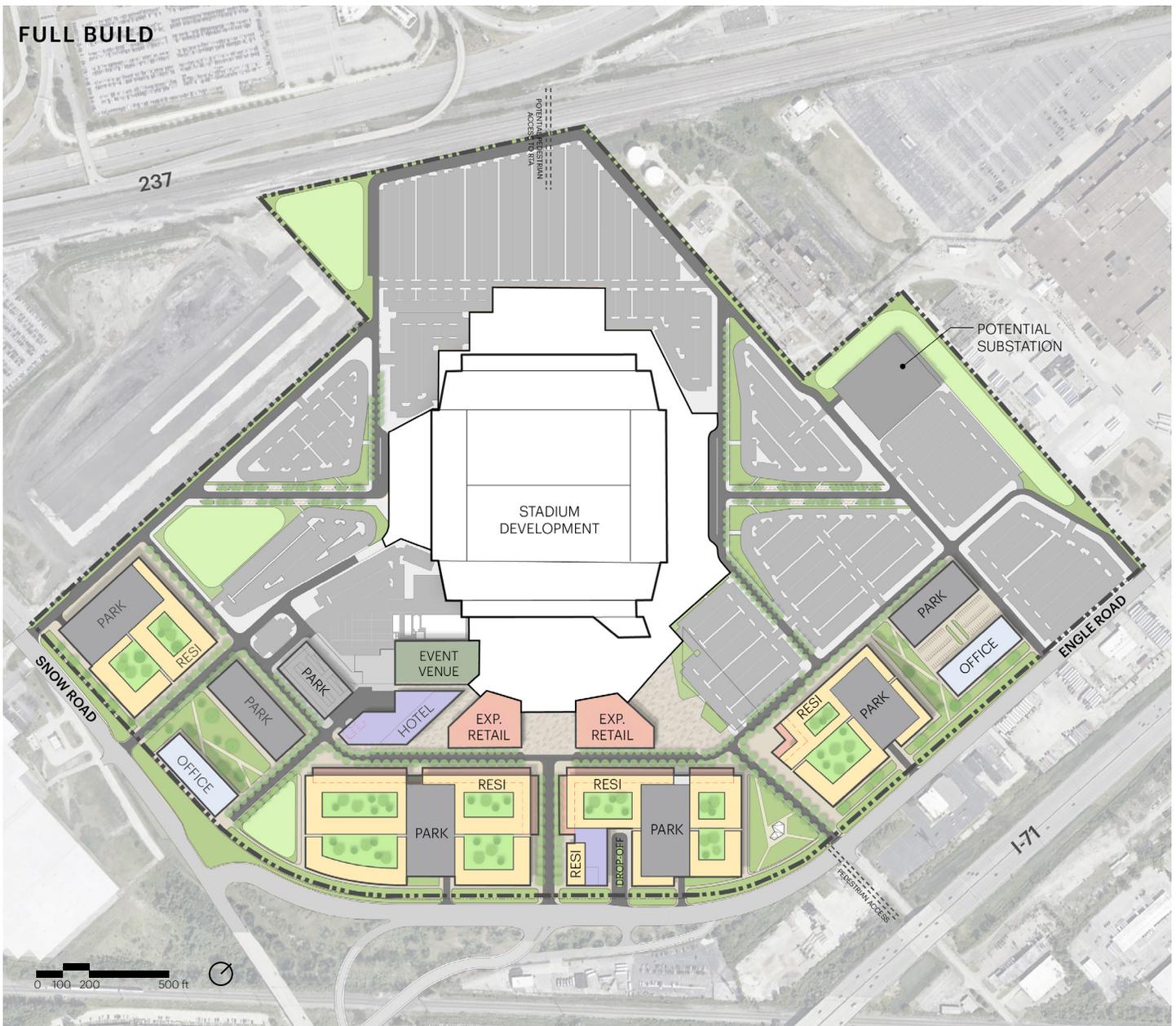
EXHIBIT 3 - DESIGN GUIDELINES

**PROGRAM SUMMARY**

USE TYPE	PROPOSED AREA	MAXIMUM AREA*
<b>RESIDENTIAL (1,588 UNITS)</b>	<b>1,937,700 SF</b>	<b>2,131,500 SF</b>
<b>RETAIL</b>	<b>299,400 SF</b>	<b>329,300 SF</b>
<b>EVENT VENUE</b>	<b>54,100 SF</b>	<b>59,500 SF</b>
<b>OFFICE</b>	<b>495,700 SF</b>	<b>545,300 SF</b>
<b>HOTEL (452 KEYS)</b>	<b>388,000 SF</b>	<b>426,800 SF</b>
<b>PARKING (5,667 STALLS)**</b>	<b>2,125,100 SF</b>	<b>2,337,600 SF</b>

\*The program summary table above illustrates as-drawn areas as well as a 10% gross-up for the maximum permitted area of such use within the preliminary development plan area.

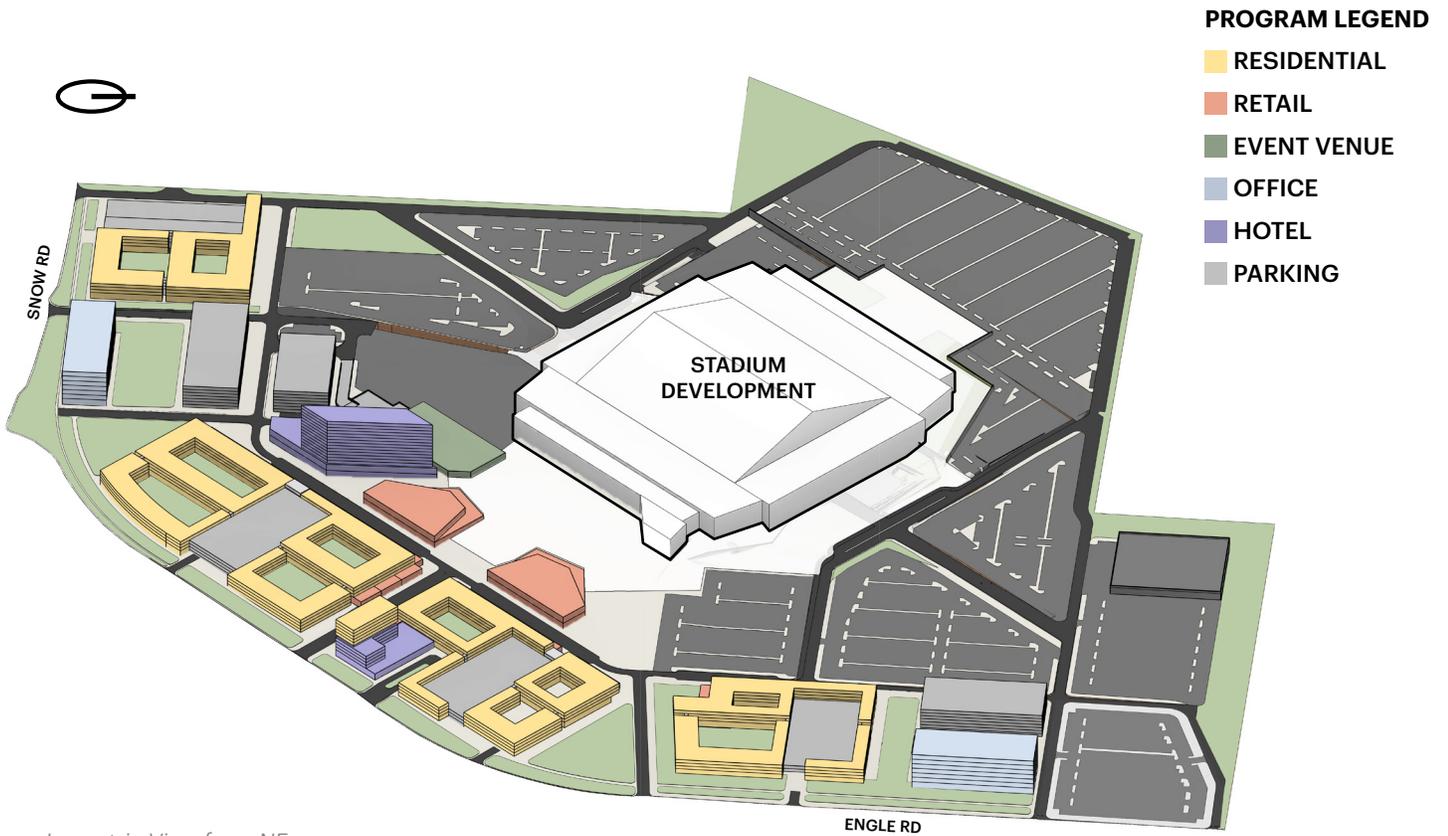
\*\*Parking tabulation includes shared usage

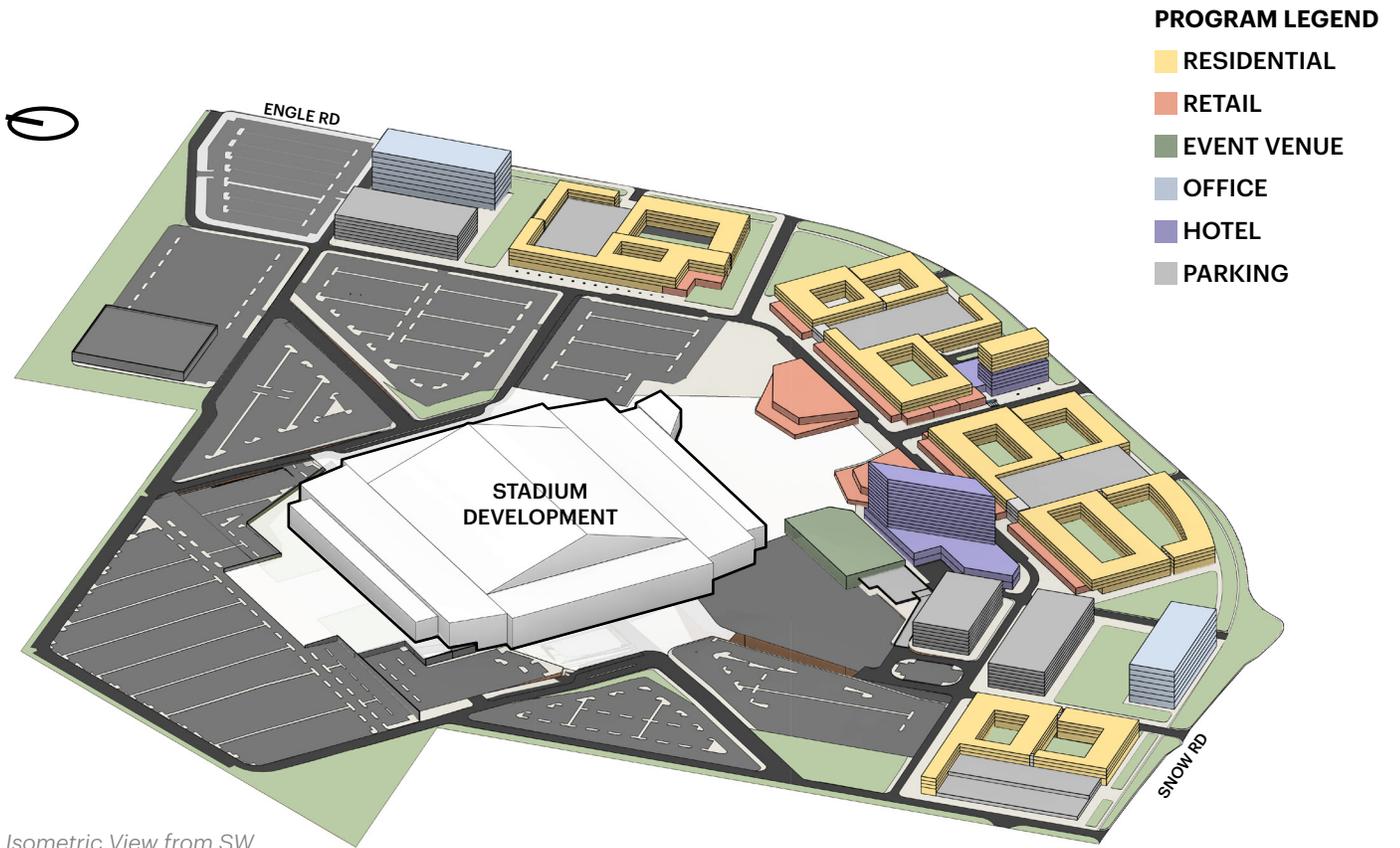


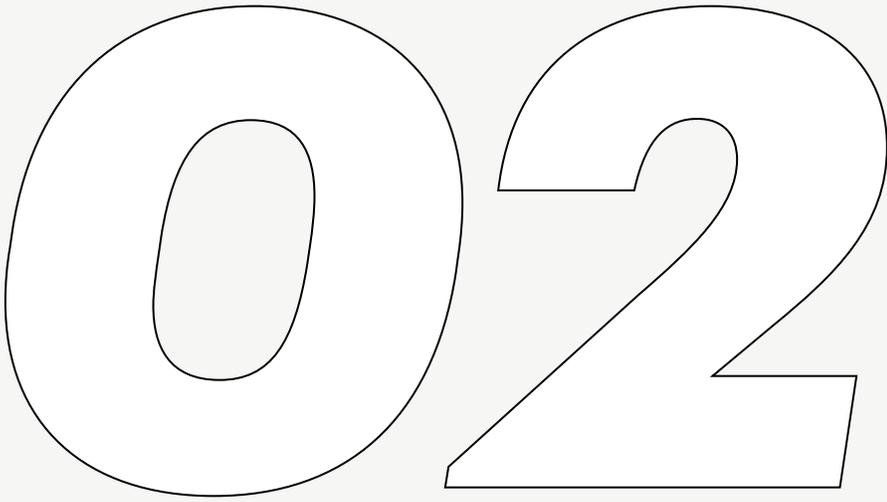
**EXHIBIT 3 - DESIGN GUIDELINES**

# 1.4 Overall Land-Use Program

## 3D Axons







CHAPTER TWO

# STREETS & OPEN SPACE

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# 2.1 General Street Standards

## Street Layout Plan View

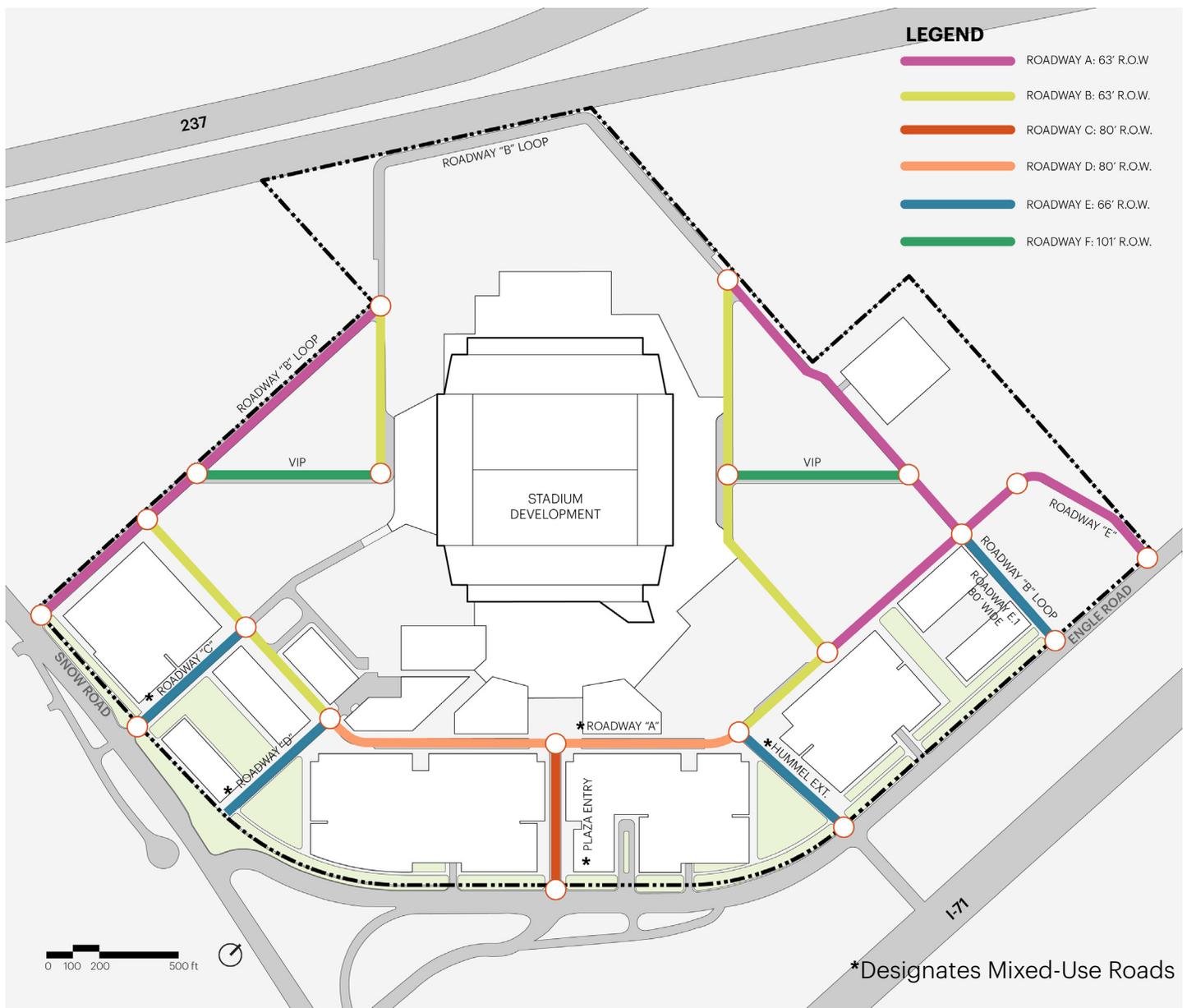


EXHIBIT 3 - DESIGN GUIDELINES

**Table 1 -- Roadway Frontage Setbacks<sup>1</sup>**

<b>Roadway Classification</b>	<b>Residential or Commercial Uses</b>	<b>Surface Parking</b>
Public Roadway <sup>2</sup>	50' minimum <sup>3</sup>	10' minimum
Interior / Private Roadway	10' minimum	7' minimum

1. Building setback is measured from the building face to the back of the curb of the roadway

2. Public Roadway refers to Snow Road and Engel Road only

3. With exception of Block 5 frontage

**Table 2 -- Roadway Frontage Setbacks**

<b>Condition</b>	<b>Required Setback</b>
Adjacent to public plaza	0 ft
Adjacent to civic open space	10 ft min.
Corner lot (arterial / collector)	Greater of two applicable setbacks
Structured parking liner	Same as primary use

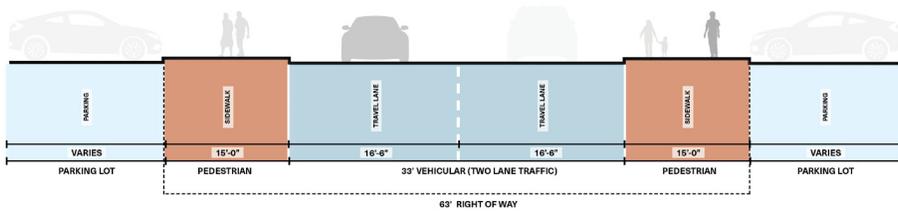
**Permitted Projections into Setback**

- Awnings, canopies: up to 6 ft
- Balconies: up to 5 ft above 2nd story
- Architectural features (cornices, bays): up to 3 ft
- Outdoor dining: allowed within setback

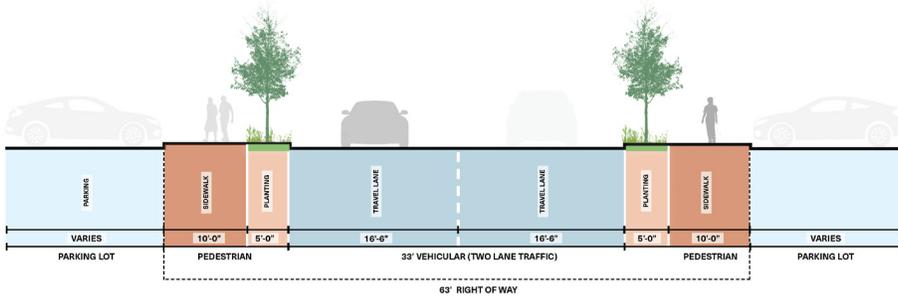
# 2.2 Street Sections

## Street Character and Design Intent

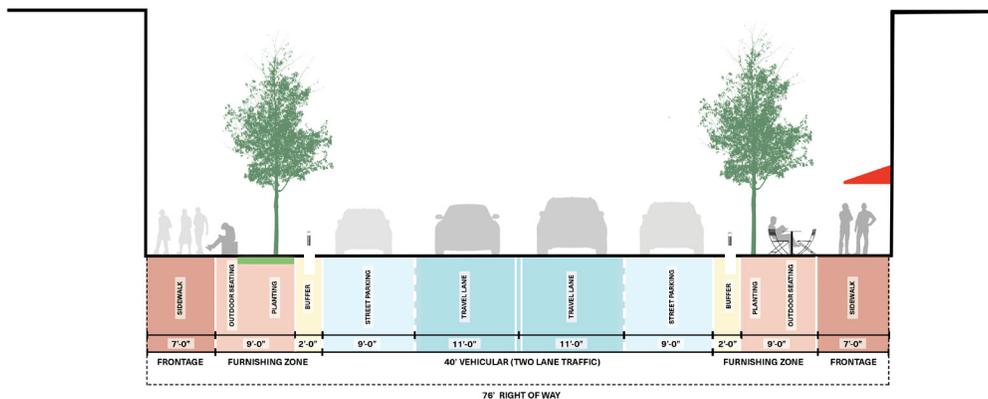
The streets within the site are designed to prioritize pedestrians and cyclists, ensuring their safety while also accommodating vehicles at slow to moderate speeds. Certain streets in Phase 1 have been designated as festival streets, where pedestrians, cyclists, and vehicles can coexist in a shared environment, with the flexibility to temporarily close these areas to vehicular traffic for special events.



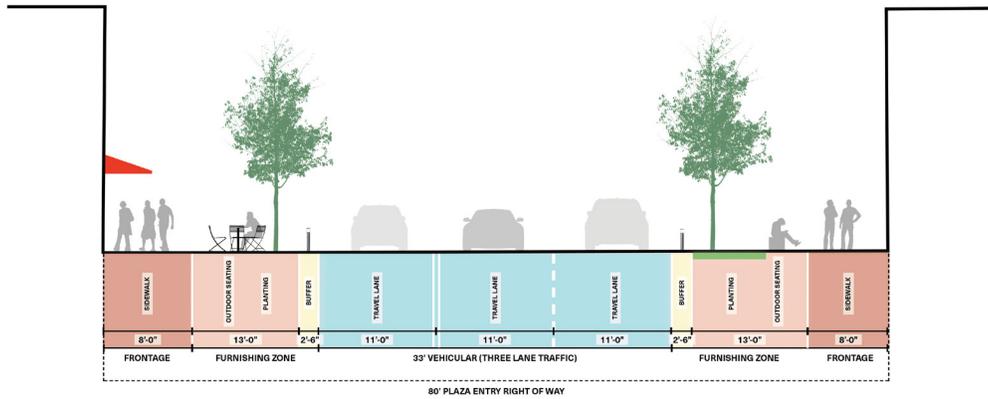
Roadway A Section



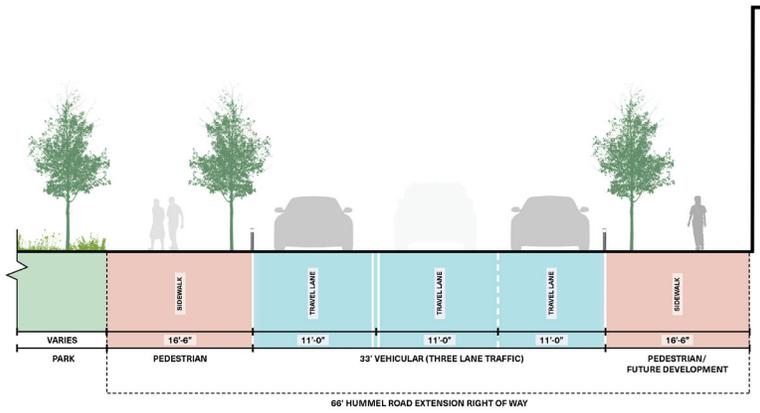
Roadway B Section



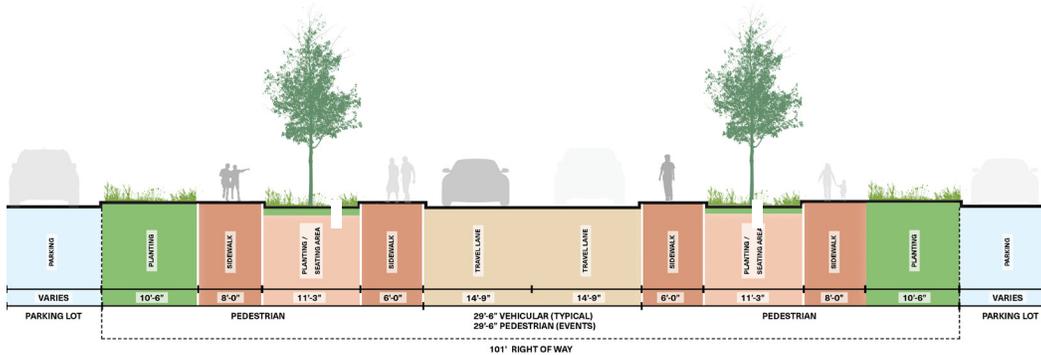
Roadway C Section



Roadway D Section



Roadway E / E.1 Section



Roadway F Section

# 2.2 Street Sections

## Street Character and Design Intent

### CHARACTER AND INTENT

The goal of this section is to develop a public realm of streets and streetscapes that prioritize pedestrian comfort, including shade, seating, and distinct areas of beauty in the public realm; are accessible and comfortable for all; and provide a diversity of public space, including opportunities for sidewalk cafes, retail opportunities and informal gatherings. The line between vehicular and pedestrian zones will be clearly defined yet flexible for street closures during festivals or large events to create pedestrian only space.

### GUIDELINES

Required:

1. Pedestrian areas will have two distinct zones - one for travel and one for gathering - delineated by different pavers.
2. All plantings including street trees, shrubs, perennials, and ornamental grasses will be native or adapted to the Cleveland region.
3. All plant materials will receive permanent irrigation.
4. The rhythm of benches, gathering spaces, bike parking, shall encourage lingering and gathering.
5. Flush curbs between drive aisles and pedestrian zones.

Prohibited:

1. Non-native plantings.
2. Benches or other street furnishings that are not suitable for an urban condition.



*Streetscapes shall use a combination of pavers, trees, and flush curbs to create a contemporary feel for the development.*



*Moveable and fixed furnishings will create pedestrian zones adjacent to retail spaces.*



*Pavers will create distinct zones of travel and gather. Native plants will create seasonal interest.*

## FURNISHINGS

The goal of this section is to develop a furnishings language that defines the public realm of the Huntington Bank Field development and is appropriate for urban settings.

### GUIDELINES

Required:

1. Benches with back rests and arms.
2. Bike racks.
3. Litter and recycling receptacles.
4. The rhythm of benches, gathering spaces, bike parking, shall encourage lingering and gathering.
5. Plantings outside of required street trees to define zones for gathering and create seasonal interest.

Prohibited:

1. Non-native plantings.
2. Benches or other street furnishings that are not suitable for an urban condition.



*Gathering zones will include benches with backs and arm rests.*



*Bike racks*



*Litter and recycling receptacles will be throughout the streetscape zones.*

# 2.3 Roadway Circulation

## Internal Roadway Network

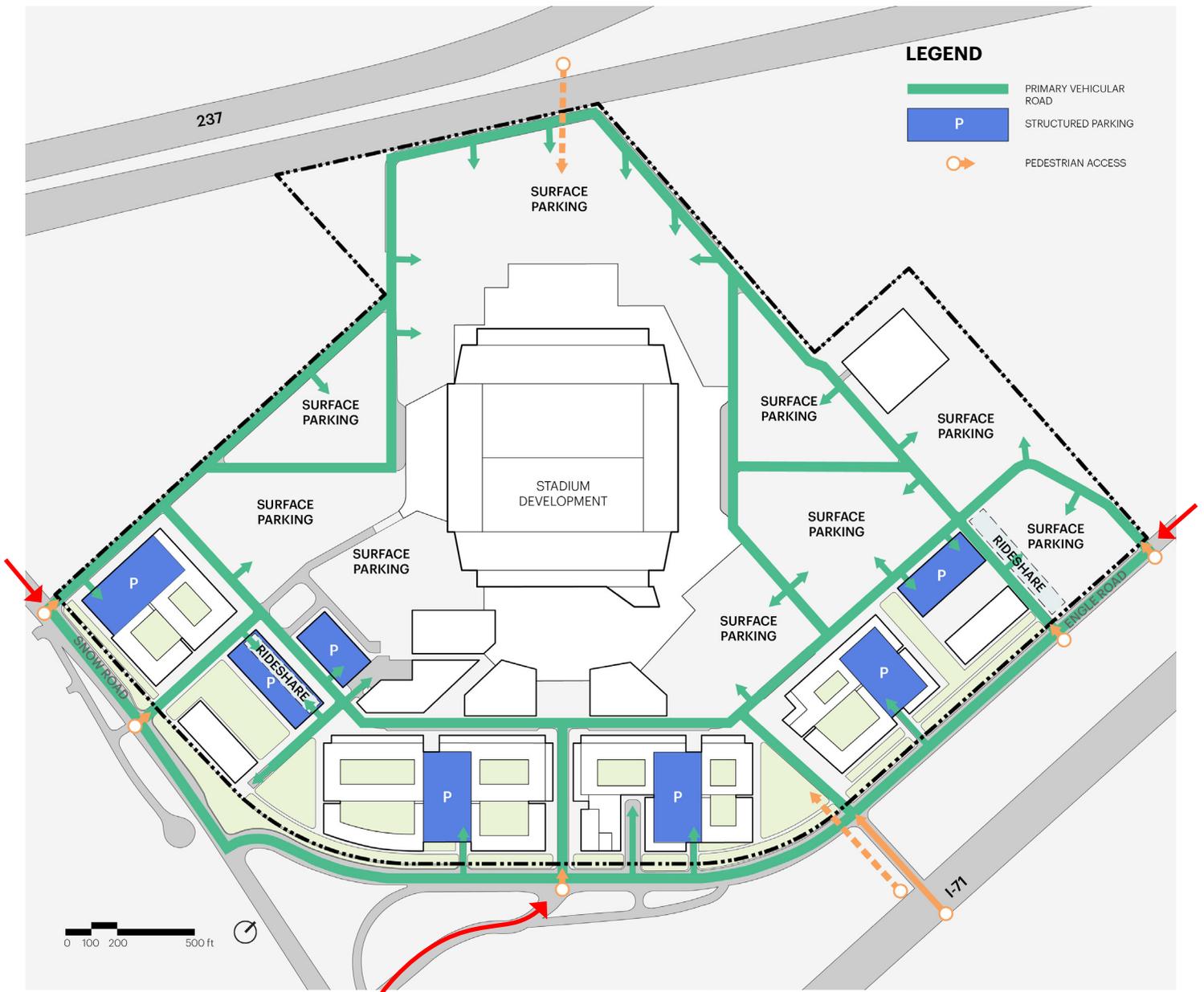


EXHIBIT 3 - DESIGN GUIDELINES

# 2.4 Open Space

## Public & Private Open Space

\*Private open space includes courtyards within residential buildings and the courtyard between office and structured parking on Block 5. Stadium plazas are not included.

### OPEN SPACE SUMMARY

<b>PUBLICLY ACCESSIBLE</b>	<b>894,800 SF</b>
<b>PRIVATE *</b>	<b>283,500 SF</b>

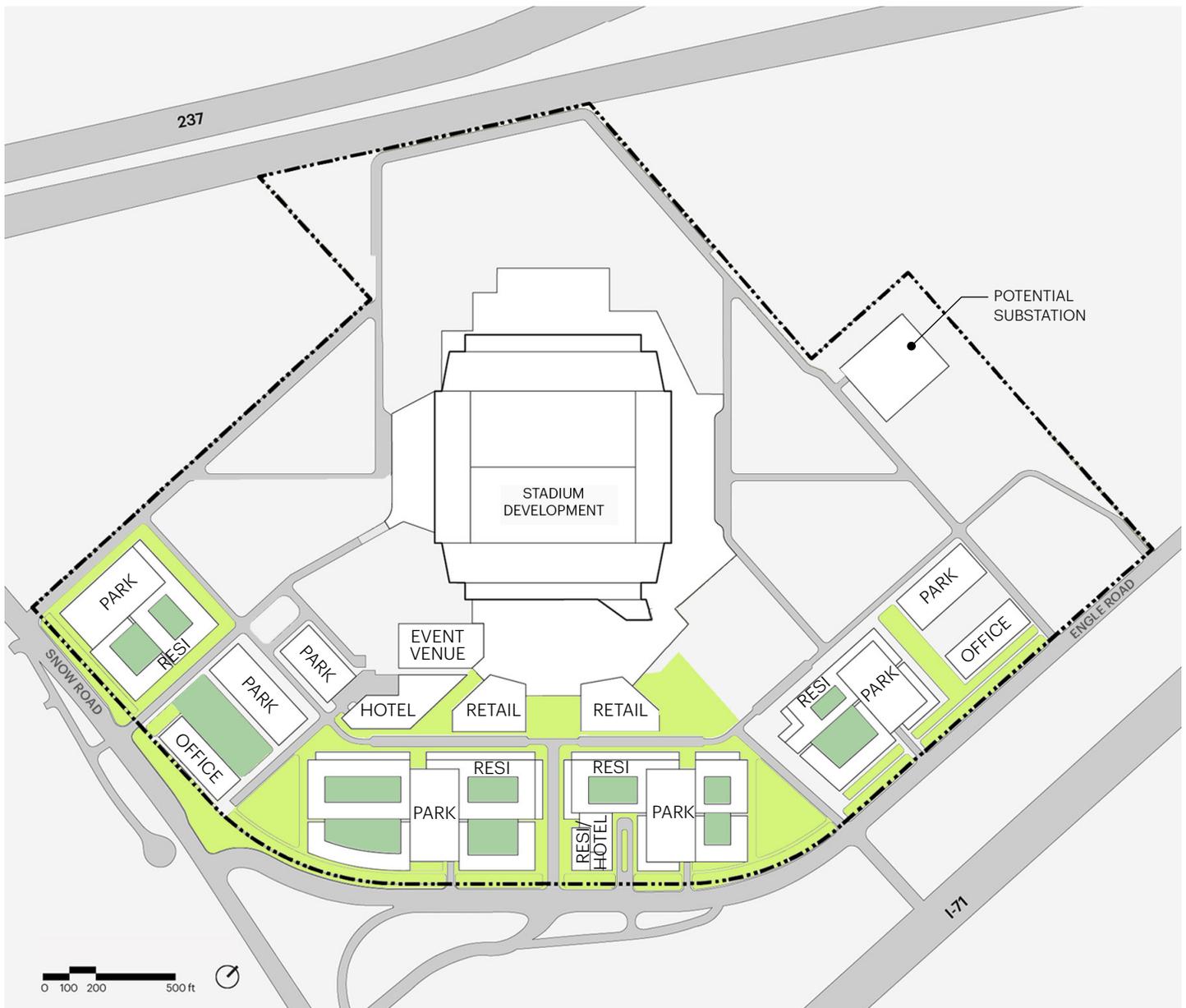


EXHIBIT 3 - DESIGN GUIDELINES

03

CHAPTER THREE

# BUILDING & SITE DESIGN

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# 3.1 Mixed-Use Block Layout

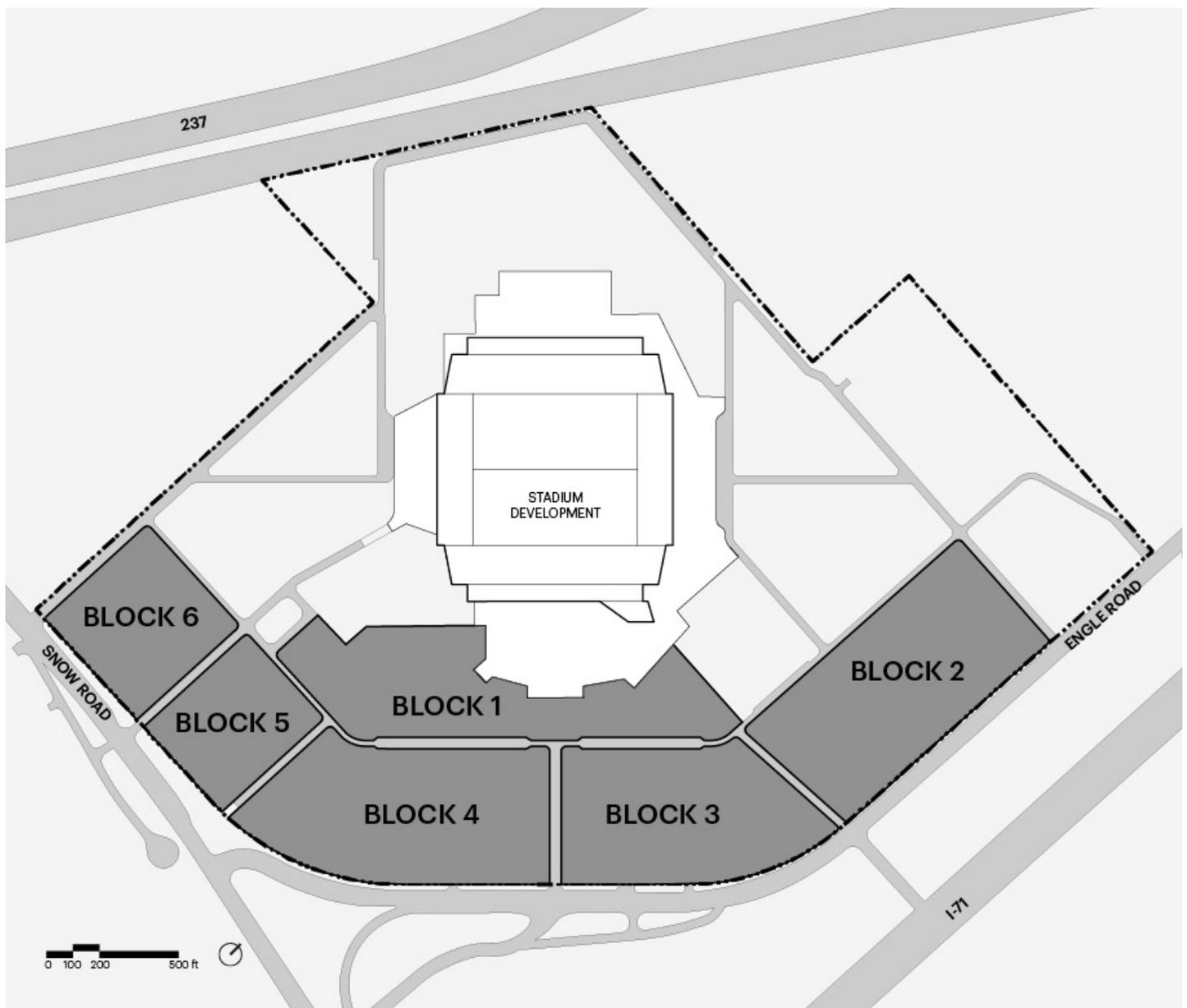


EXHIBIT 3 - DESIGN GUIDELINES



# 3.2 Building Design

## General Principles & Orientation

### GENERAL PRINCIPLES

#### INTENT

The purpose of these guidelines is to offer design direction for the buildings, ensuring high-quality design throughout, fostering unity and consistency in architectural style and promoting a design approach that aligns with the overall vision of the masterplan.

All buildings within the Huntington Bank Field Masterplan will be designed to reflect the distinct climate of the Great Lakes region and utilize materials characteristic of the area. These guidelines are intended to produce a cohesive, unified aesthetic that sets HBF apart from other developments.

#### GUIDELINES

Recommended:

1. Simple, elegantly-detailed buildings are encouraged. Buildings with themed or ornamental styles, and excessive amounts of embellishments and material changes are discouraged.
2. Consider the occasional use of bold architectural statements with double-height facades.
3. Consider using the building's structural elements to help establish a vertical or horizontal building articulation and rhythm.



*Cohesive facade geometry with subtle material changes*



*Open space framed by thoughtfully scaled architecture*



*Example of column's creating facade rhythm*

## ORIENTATION

### INTENT

To ensure primary building facades are oriented towards public streets and/or parks, enhancing visibility and accessibility. This orientation fosters a connection between the building and its surroundings, promoting an engaging streetscape. The goal is to create a cohesive urban environment that encourages interaction and supports active use of public spaces.

### GUIDELINES

Required:

1. Buildings should position their primary facade and entrance to face public streets and/or public open spaces.
2. Building entrances should be easily visible and accessible from public streets and/or public open spaces.

Recommended:

3. Buildings should be oriented to reduce adverse shadow effects on neighboring developments and/or public open spaces.



*Example of Office Facade over transparent ground floor*



*Example of building with base, body and top + distinct entry*

# 3.2 Building Design

## Massing & Scale

### MASSING & SCALE (ALL BUILDINGS)

#### INTENT

The intent is to ensure that building massing is thoughtfully organized, with a clear and intentional relationship to the surrounding context. Each building's volume and form should be complementary to neighboring structures, creating a harmonious balance within the overall site. The goal is to maintain a sense of order while enhancing the spatial experience for both residents and visitors.

#### GUIDELINES

Required:

1. Unless otherwise noted, all buildings shall be a minimum of 30' in height.
2. Buildings situated within the same block should feature harmonious massing and coordinated façade design.
3. Building facades should include both vertical and horizontal variations in volume to reduce massing and create a sense of order, reflecting the scale, proportions, and rhythms of the neighborhood and its surroundings. Exceptions may be made for standard background buildings.

Recommended:

4. Buildings with five (5) stories or more should feature a distinct base, middle, and top.
5. Distinguish the building's base from its upper floors within the lower third of the structure using architectural features such as cornices, corbeling, moldings, string courses, ornamentation, material or color changes, recesses, architectural lighting, or other sculptural elements.



*Mixed-use building with human scaled ground floor design*



*Massing with material variation and facade recesses*



*Office building with red brick facade and top floor jewel box*

6. Roof parapets should be designed as a cohesive part of the building and must not appear as detached or unrelated elements.

Prohibited:

7. Sudden or extreme changes in massing between neighboring buildings and/or along block faces.
8. Continuous, unadorned, non-architectural curtain wall buildings are permissible only if there is adequate variation in both vertical and horizontal massing, as well as design techniques, to prevent overly simplistic or monotonous facades.



*Street closure for farmers market within mixed use district*



*Main entrance clearly established through volumetric break*

# 3.2 Building Design

## Ground Floor Detailing

### GROUND FLOOR DETAILING

#### INTENT

The intent is to design a street setting that places a strong emphasis on pedestrian comfort, safety, and overall experience. This involves incorporating lively and interactive building frontages, ensuring sufficient sidewalk space and landscaping, and reducing potential clashes with vehicular traffic. A walkable, pedestrian-oriented environment promotes foot traffic, encourages community interaction, and enhances the vibrancy and accessibility of public areas.

#### GUIDELINES

Required:

1. Ground-level facades facing the street should be designed to enhance a pedestrian-focused environment by incorporating variation in building form, façade treatments, entrances and windows, signage, lighting, awnings, textures, colors, and other architectural elements.
2. Long blank wall surfaces at pedestrian areas are discouraged.
3. Weather protection should be included at primary entrances. Awnings and canopies should feature diverse styles, heights, depths, and materials.

Required for Active Use Spaces:

4. Incorporate human-scale features and visual interest at the building base and edges to connect with the public realm. This can be achieved by including inviting outdoor seating areas, transparent and accessible



Storefront design with covered entry and inviting atmosphere



Pedestrian-friendly retail atmosphere with outdoor seating



Outdoor dining extension of restaurant space on street level

storefronts, well-designed display zones, and appropriately scaled signage and lighting along the street frontage to enrich the pedestrian experience.

5. Transparent glazing should span from a contrasting base material—no more than 3 feet above the surrounding ground level—up to at least the height of the door head, covering up to 70% of the building’s frontage along all primary street-facing facades. For secondary facades that are still pedestrian-oriented, this percentage may be reduced but should not fall below 50%.

Recommended:

6. In areas of the parcel where there is no building frontage, use landscaping or ornamental fencing to preserve the continuity of the streetwall.



*Transparent ground floor storefront invites community in*



*Transparent lobby design features art within interior backdrop*

## 3.2 Building Design

### Fenestration, Entries & Openings

#### FENESTRATION, ENTRIES & OPENINGS

##### INTENT

The goal of the fenestration guidelines is to foster high-performance, aesthetically balanced building facades that enhance both the visual appeal and energy efficiency of the streetscape. By promoting careful placement, proportion, and detailing of windows and doors, the guidelines seek to create a distinct rhythm and hierarchy while improving transparency and encouraging pedestrian interaction.

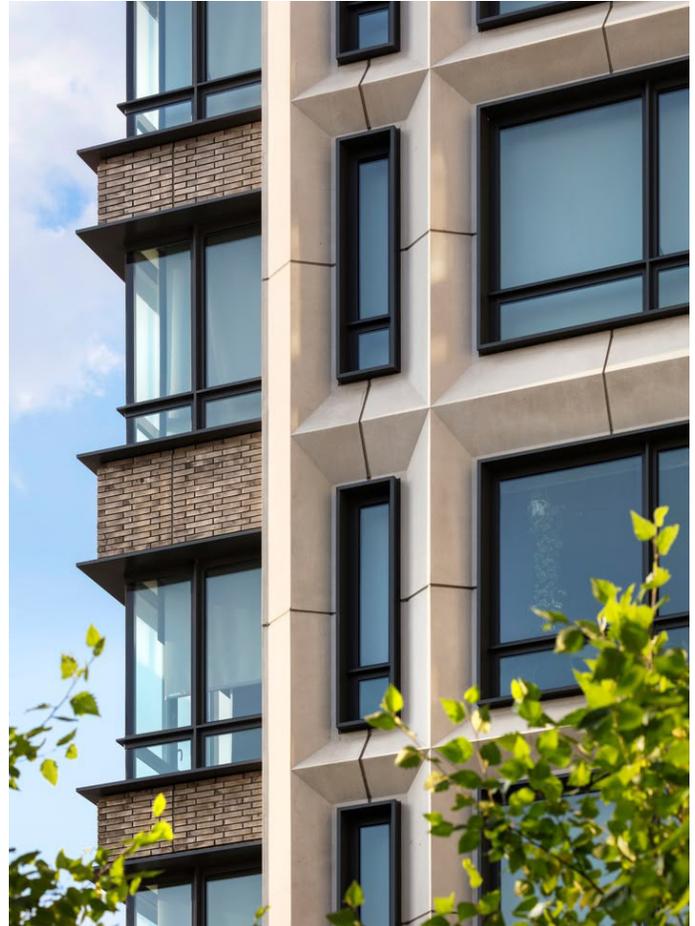
##### GUIDELINES

Required:

1. Recessed doors, particularly those with canopies or awnings, and/or variations in material, color, or transparency are encouraged to enhance and highlight main building entrances.
2. Residential and commercial primary lobbies on upper floors should be easily identifiable and distinct from other ground-floor uses.
3. Residential buildings with ground-level units facing public streets and open spaces should include individual steps and landscape buffers.

Recommended:

4. Bay-windows, headers and window trim.
5. Window and entry placement shall establish a clear rhythm and hierarchy within a facade.
6. Fenestration shall have low-e coatings and high light transmittance.



*Glazed openings are recessed to create solar protection*



*Vegetated walk-up townhome with gracious patio space*

7. Window glazing and doorways shall provide solar shading, except in the case of a unique design concept on the ground floor
8. Balconies and upper level or rooftop decks.

Prohibited:

9. Exterior burglar bars or similar security devices visible from the public right-of-way.



*Housing project where color gradation creates visual interest*



*Building's porte-cochere highlighted with portal design and warm lighting*

# 3.2 Building Design

## Materials & Color

### MATERIALS & COLOR

#### INTENT

To guide the selection of color and materials, the palette draws from the rich natural landscapes of Ohio's Great Lakes region, where the woodlands, freshwater shores, and industrial past intersect. The array of earthy tones and accents captures the region's diverse ecological and cultural heritage, blending rustic, natural, and industrial elements. Historically, buildings in this area have featured locally-sourced materials like brick, limestone, weathered steel, and wood, resulting in an architectural style that is both timeless and deeply connected to its surroundings.

#### GUIDELINES

Required:

1. Materials and colors should be used authentically, with material transitions occurring at vertical and horizontal facade articulations and inside corners, using appropriate transition strips.
2. Residential Buildings:
  - Employ a similar material and color palette of early Ohio buildings that use a regionally distinctive brick, to honor and extend these historic building traditions.
  - Accent colors from the recommended palette should be used to highlight key architectural features and details.
  - Colors should reflect hues in the natural environment found near the shoreline of Lake Erie.

3. Retail and Commercial Buildings
  - Tenant may propose a bespoke architectural solution that deviates from the suggested color palette but needs to be approved by Landlord.

Recommended:

4. Materials should be applied in a way that reflects contemporary styles and building technologies.
5. The use of other metals for roofing, walls, and/or detailing is also encouraged.

Prohibited:

6. Neon or excessively bright colors.

### BASELINE COLORS AND MATERIAL PALETTE



Base Color Palette

Accent Color Palette

Wood Palette

Masonry Palette

Metal Palette



CHAPTER FOUR

# LANDSCAPE

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# 4.1 Open Space Typologies

## NARRATIVE

Public open space in the development includes parks and a linear parkway. The open spaces are designed to provide respite in nature for residents and visitors, an opportunity for community gathering and events, and space for activities such as relaxation, jogging, yoga in the park, and play. Additionally, the parks will provide shade, seasonal interest, biodiversity, and opportunities for stormwater infiltration. The open spaces will be connected to the primary pedestrian streetscapes and paths, providing a continuity of spaces and movement through the development.

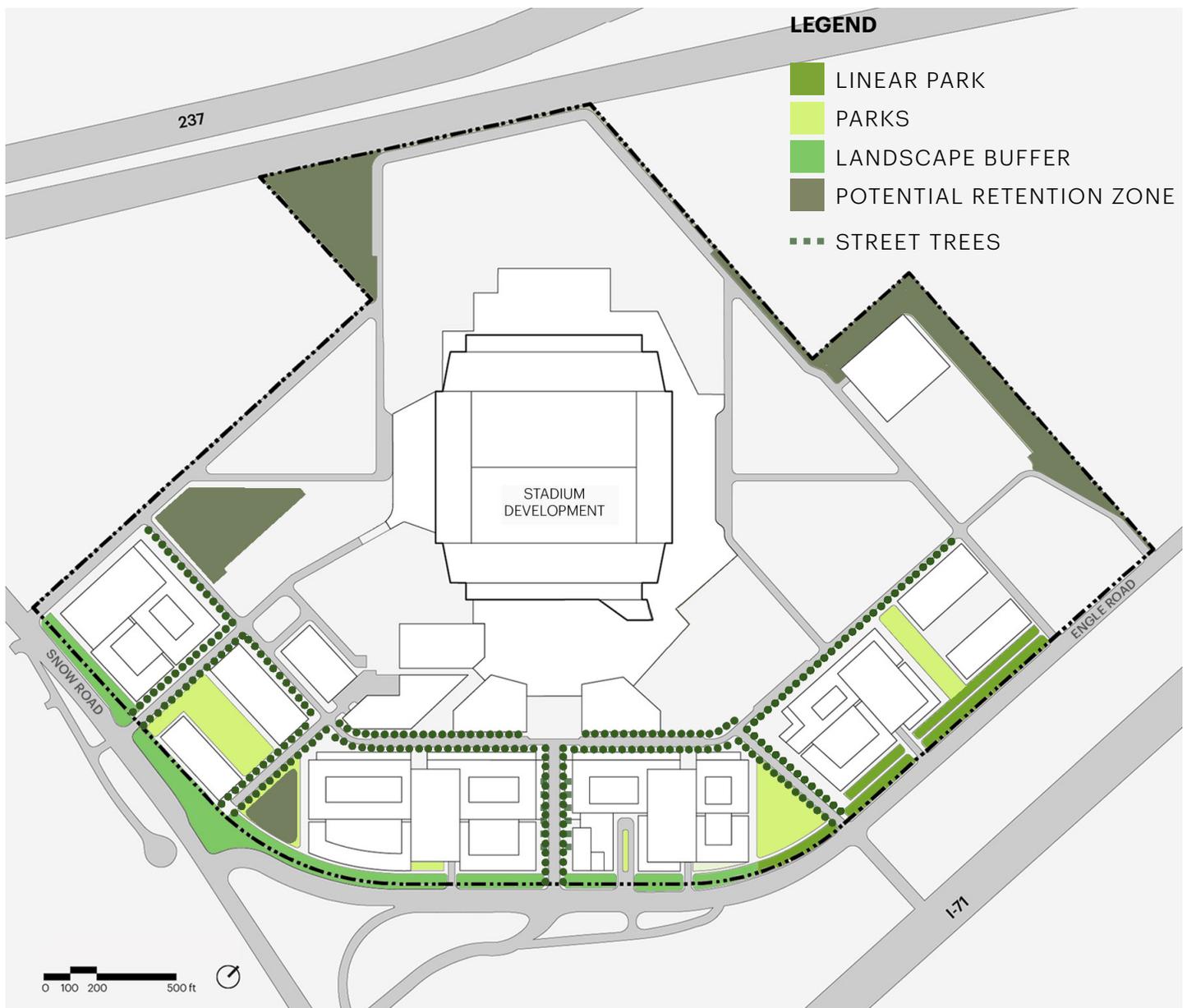


EXHIBIT 3 - DESIGN GUIDELINES

# 4.2 Character & Theme

## Landscape Character

### LANDSCAPE CHARACTER

The landscape spaces in the public realm should reflect the site's location in the greater Cleveland geologic and ecologic systems. The site sits north of the Portage Escarpment landform, the dividing physical feature between the Appalachian Plateau to the east and south, and the Till Plains to the west and north. The Till Plain is a highly fertile soil characterized by gentle, rolling moraine hills left by glacier retreat. The geologic underpinnings of the Till Plain in this area are defined by Ohio Shale and Berea Sandstone + Berea Shale. The ecology of the region is a combination of prairie and forest, with Cleveland once being deemed The Forest City.

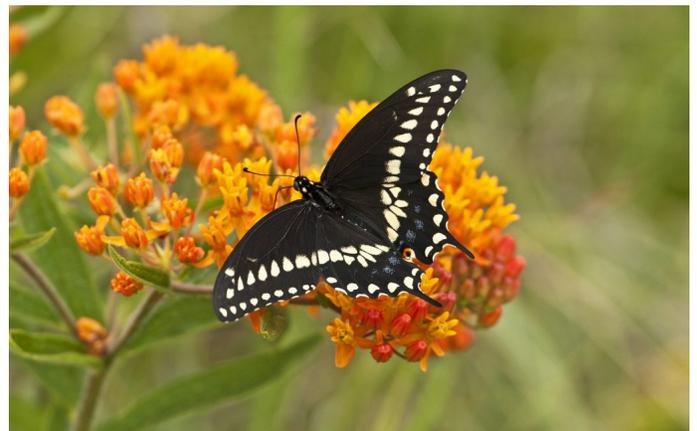
The landscape will represent the ecology and geology of the Cleveland area, taking cues from the surrounding natural systems including the textures and colors of the region. The natural systems of the open space will encourage pollinators, birds, and insects; infiltrate water; and provide shade to create comfort in the public realm.



*Ohio Forest typology.*



*Native flowering plants and Prairie typology*



*Native plantings will encourage pollinators, insects, and birds.*

# 4.2 Character & Theme

## Linear Park & Parks

### LINEAR PARK

The linear park provides a buffer between the buildings and Snow and Engel Roads. Activities in the linear park could range from jogging or walking to sitting on a park bench.

### GUIDELINES

Required:

1. Pedestrian path with a minimum width of 10 feet.
2. Plantings that are native or adaptive to the Cleveland region.
3. Minimum 10% of tree planting to be evergreen.
3. Benches.
4. Pedestrian-scale lighting.

Recommended:

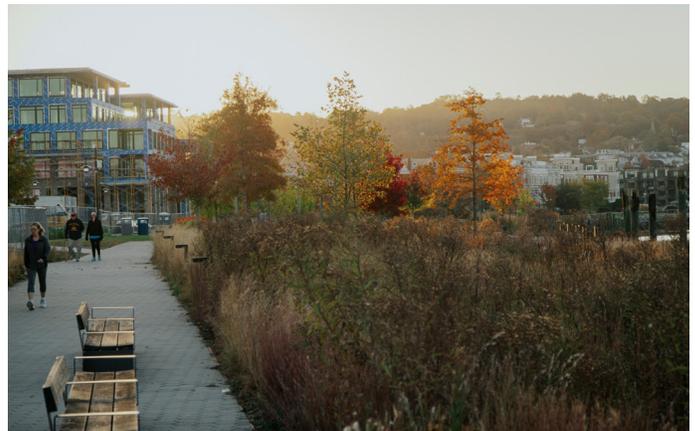
1. Paving that accommodates joggers and walkers.

Prohibited:

1. Invasive, non-native plantings.



*Pathways with benches*



*Pathways with benches*



*Typical section at linear park*



*Pathways with pavement to accommodate multiple uses*

## PARKS

Parks are a critical element of public health and community well being. The parks will serve as a social space for residents, an opportunity for physical health and mental health, while also providing ecological and stormwater opportunities for the new development. The open spaces will provide seating, trees, understory planting, open lawn spaces, shade structures, and play elements.

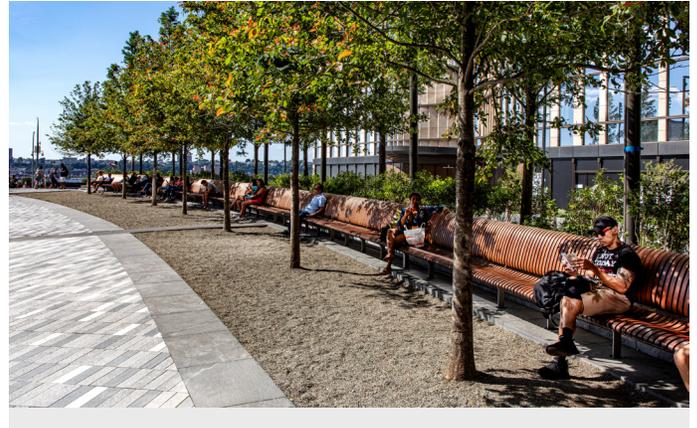
### GUIDELINES

Required:

1. Benches and moveable tables and chairs.
2. A minimum of one open space will have open lawn.
3. Multiple pavement types to delineate zones of movement versus gathering.
4. Plantings that are native or adaptive to the region.
5. Entry points along all sides of the park.
6. Accessible paths.

Recommended:

1. Universally accessible paths.



*Seating and trees*



*Open lawns*

# 4.2 Character & Theme

## Street Trees & Furnishings

### STREET TREES

Street trees will provide shade and seasonal color to the Huntington Bank Field development along with ecological benefits for the site. The trees will help define the character of the streets and diversity of canopy through the district.

### GUIDELINES

Required:

1. Street trees to be native to the region.
2. Street trees to have a minimum soil volume of 1,500 cy per tree.
3. Street trees to have irrigation.
4. Street trees will vary by street.

Recommended:

1. Deciduous trees.



*Native species of street trees*



*Native species of street trees to provide seasonal interest*



*Native species of street trees*

## FURNISHINGS

The goal of this section to develop a furnishings language that defines the public realm of the Huntington Bank Field development and is appropriate for urban settings.

### GUIDELINES

Required:

1. Benches with back rests and arms.
2. Bike racks and defined scooter parking/racks.
3. Litter and recycling receptacles.
4. The rhythm of benches, gathering spaces and bike parking shall encourage lingering and gathering.
5. Plantings outside of required street trees to define zones for gathering and create seasonal interest.

Prohibited:

1. Non-native plantings.
2. Benches or other street furnishings that are not suitable for an urban condition.



*Benches with backs and arm rests appropriate for urban conditions*



*Bike racks*



*Litter and recycling receptacles*

05

**CHAPTER FIVE****SIGNAGE GUIDELINES**

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# 5.1 Signage & Wayfinding

## OBJECTIVE

Wayfinding and signage should be clear, concise, and universally accessible, reinforcing a cohesive brand identity for the Huntington Bank Field District. It should foster a sense of openness, transparency, and inclusivity, welcoming both nearby neighborhoods and the greater Cleveland community.

Signage presents an opportunity to establish and strengthen the District's neighborhood identity. It should enhance circulation and connectivity while complementing the architectural character of the built environment. Signage should reduce visual clutter while maintaining a distinct, consistent and cohesive design identity.

These guidelines provide standards of acceptability for signs in order to facilitate the review and approval process.

## GENERAL GUIDELINES

- Signage programs shall meet or exceed the highest industry standards for design, durability and fabrication.
- Signage programs will be reviewed and approved consistent with the District zoning ordinance.
- Permitted sign types will create a graphic continuity throughout the project and make a positive contribution to the general appearance of the street, pedestrian corridor, or distinctive district in which they are located. Use project signage and environmental graphics to assist wayfinding and reinforce project identity.
- Provide vehicular directionals that guide motorists to important destinations on-site, including major attractions, parks, and parking facilities.
- Include directional signs and maps that guide persons on foot and bicycle to important public services and facilities, parks, outdoor gathering areas, and major tenants.

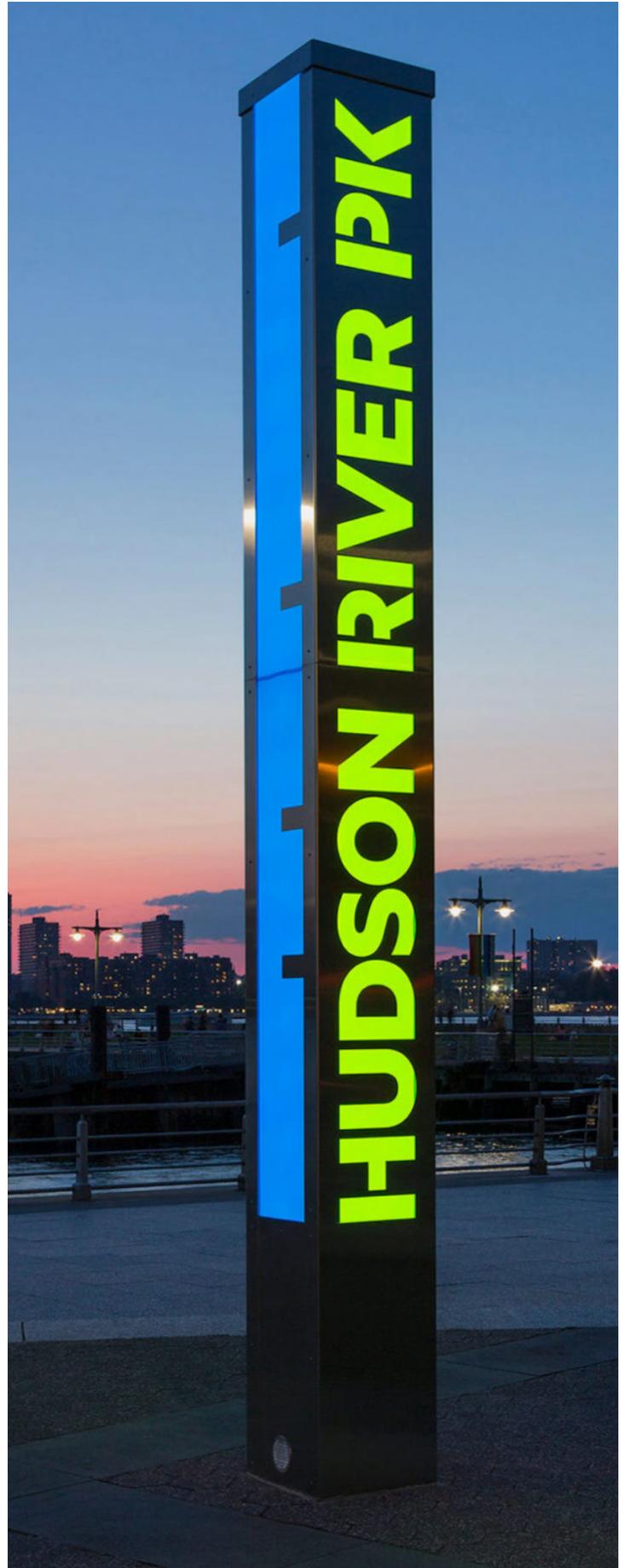
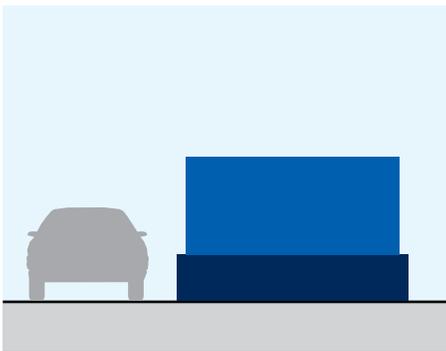


EXHIBIT 3 - DESIGN GUIDELINES

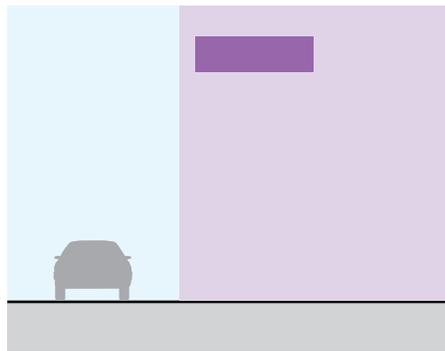
# 5.2 Sign Type Families

## COMMON SIGN TYPES



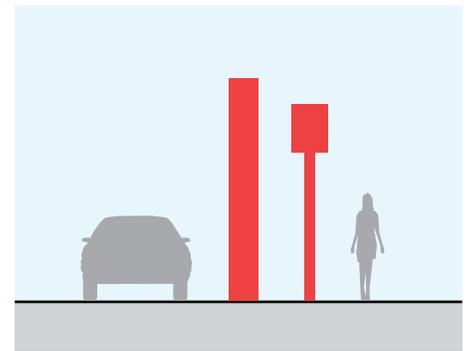
### Primary Site ID / Monument

- Vehicular Scale
- Prominent Branding
- Internal or External Illumination



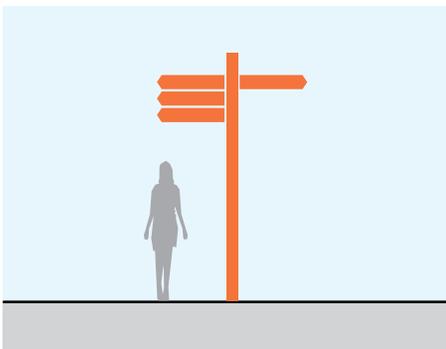
### Vehicular Directional

- Vehicular Scale
- 3-6 inch Cap Height
- Reflective or Illuminated



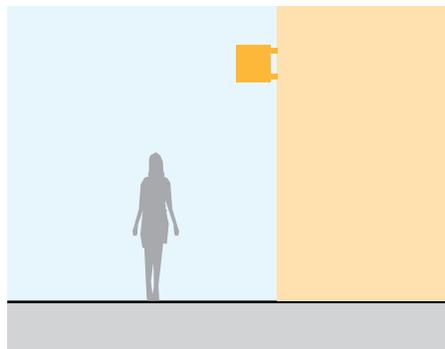
### Parking Lot ID

- Vehicular Scale
- 3-6 inch Cap Height
- Reflective or Illuminated



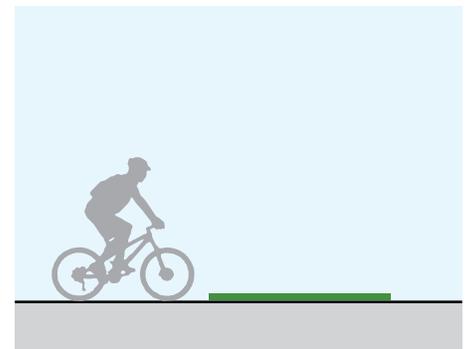
### Pedestrian Wayfinding

- Pedestrian Scale
- 1.5-3 inch Cap Height
- Directional and Mapping Messages



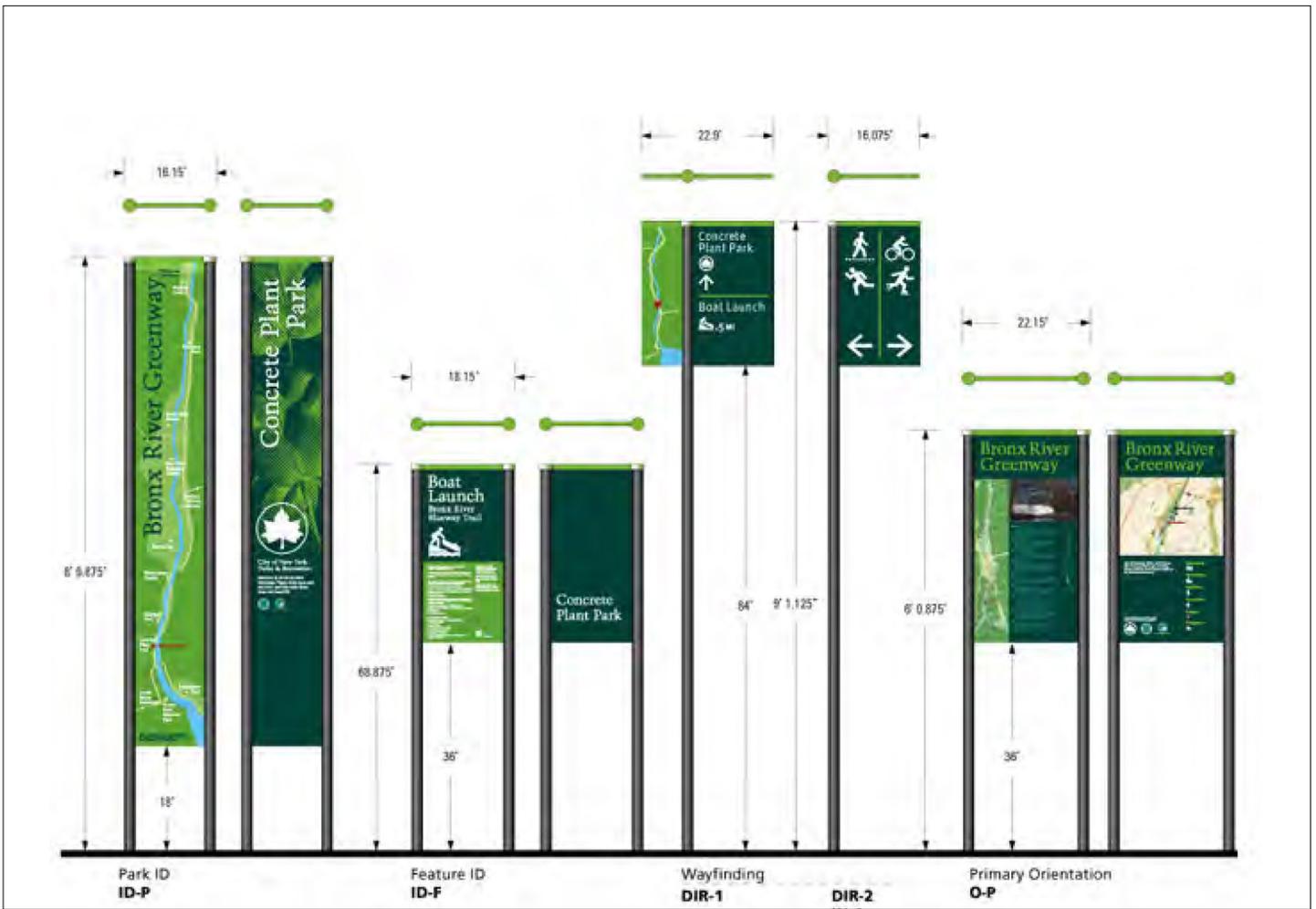
### Amenity ID

- Pedestrian Scale

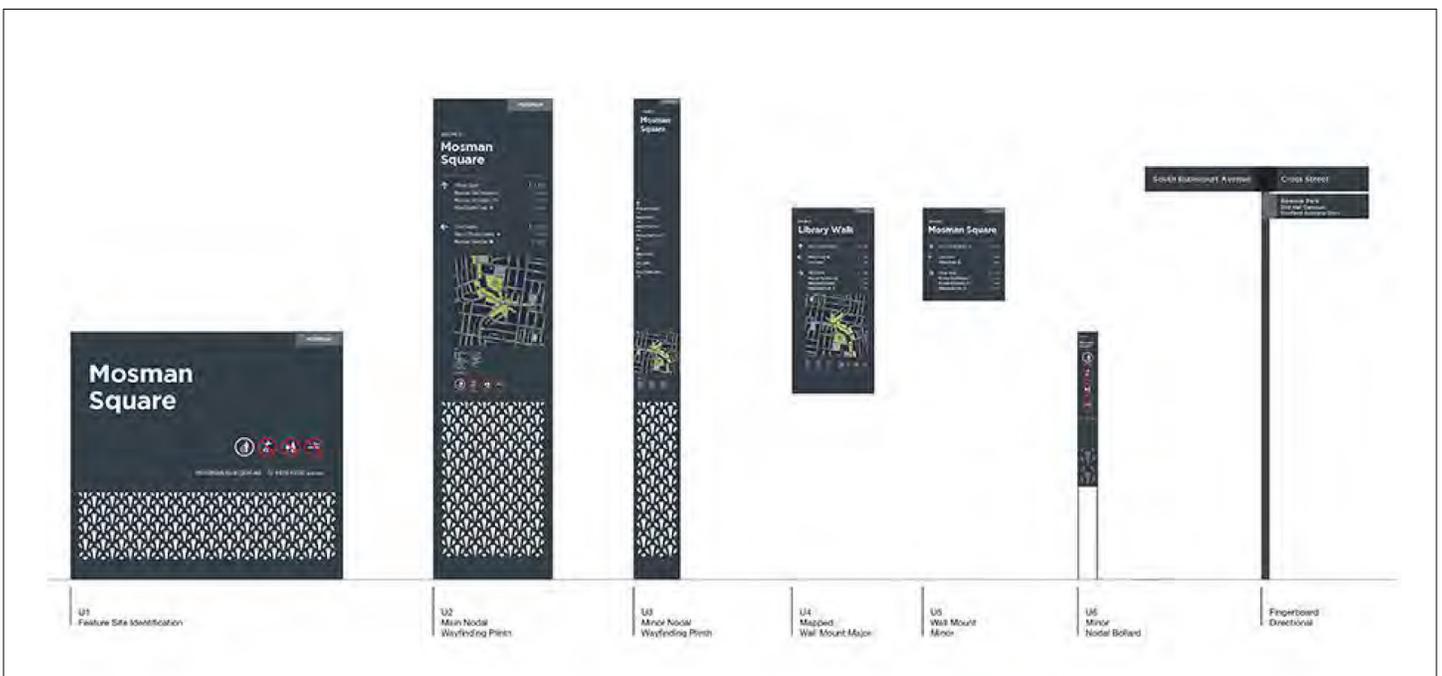


### Horizontal Surface Markers

- Pedestrian Scale



Example of a signage family for greens and trails



Example of a signage family for blocks or buildings

# 5.3 District Signage & Wayfinding

## Guidelines

- Each phase shall incorporate a unified District signage design, encompassing wayfinding, directories, and District branding. The Tenant must engage a high-quality graphic design consultant to develop the scheme.
- Wayfinding signage must be implemented throughout the entire development area within the public realm.
- All District signage shall align with District branding, including its designated color palette, typeface, and logos.
- Approved materials and components for wayfinding signage must adhere to the designated building material palette.
- To ensure a cohesive sense of place across phases, District signage should maintain visual consistency. Signage for each phase should relate aesthetically to that of previous phases.
- When appropriate, the design scheme from an earlier phase may be replicated. Alternatively, new signage should incorporate shared materials, aesthetics, typefaces, or other visual elements to align with previous design schemes.
- All signage requires a building permit as appropriate.
- Nothing shall prohibit or regulate the installation of emergency, street, public interest, or public warning signs.
- Signage shall not obscure street signage, traffic signals, or pedestrian and vehicular street signs.
- Choose materials and the color palette to complement the building architecture.
- Select signage colors that contribute to legibility and design integrity. Too many colors used thoughtlessly can confuse the reader and negate the sign's message.



Wayfinding Signage



Public Realm Signage



Unified District Signage Design

**EXHIBIT 3 - DESIGN GUIDELINES**

# 5.4 Streetscape Signage

## Guidelines

- Signage for the District along the street should be appropriately scaled to maintain a balance with the distinct identity of each street within the broader urban landscape.
- To seamlessly integrate with its surroundings, District signage should remain subtle and not overpower the streetscape.



*Streetscape Signage*

# 5.5 Monument Signage

## Guidelines

Monument signs in Huntington Bank Field District should match or draw reference from established District signage.

- Monument signs within the District should share the same colors, materials, and fonts.
- Monument signs should indicate the building Occupant(s), specifically those above the first floor.
- Individual Occupant signage is not permitted for Occupant(s) above the first 40' datum line but should be part of the monument sign, if necessary.



# 5.6 Building Signage

## Guidelines

### Permitted Types & Configurations

#### Primary Types

- Fascia-mounted or fascia-integrated dimensional letters or logos
- Vinyl glazing signage
- Dimensional letters or logos behind glazing
- Suspended canopy-mounted signage

#### Secondary Types

- Vinyl glazing signage
- Signage behind storefront glazing

### Maximum Quantity

#### Building Signage

- Primary signs per elevation: one
- Additional primary signs per building entrance, located immediately adjacent to or above the building entrance: one
- Where a canopy exists, additional suspended canopy-mounted primary signs: one

#### Occupant Signage

- Primary signs per elevation: one
- Where a canopy exists, additional suspended canopy-mounted primary signs: one
- Secondary signs per window: one
- Total sign quantity shall conform with governing regulations.

### Maximum Size

- Sign size shall typically be limited to an overall square footage rather than a limiting letter height. Total sign area shall conform with governing regulations.
- Signs must be appropriately scaled to compliment the concept, design, and location of the tenancy.

### Prohibited Types & Configurations

- Plastic, including acrylic letters
- Flashing lights / animated components
- Cabinet-type signs
- Exposed electrical components
- Non-ornamental hardware

**Illumination should be tasteful and within the standards of the project.**



Fascia Signage



Signage on Glazing



Signage Behind Glazing

Suspended Signage

# 5.7 Signage Specific Standards

## PERMITTED MATERIALS & METHODS

- Cut metal letterforms – freestanding, suspended, applied, or pin-mounted
- Wall-mounted metal or porcelain enamel plaques with metal letterforms/logotypes
- Stencil-cut metal, visible from one side
- Sandblasted glass or metal
- Metal channel letters with halo illumination
- Screen-printed logotypes on canvas or metal awnings
- Screen-printed logotypes on canvas or metal banners
- Screen-printed or gold-leafed logotypes on glass
- Clean, simple, minimally visible attachment methods
- Satin-finished metals rather than high-polished finishes



*Cut Metal Letterforms*



*Metal Channel Letters with Halo Illumination*



*Gold-leafed Logo on Glass*



*Screen-printed Canvas Awning*

## PROHIBITED MATERIALS & METHODS

- Plastic sign faces or sign boxes
- Internally illuminated plastic letters or sign faces
- Formed or injection-molded plastic signs
- Paper or nylon signs or banners
- Animated, flashing, blinking, or audible signs
- Signs with exposed lamps or tubing
- Advertising placards, banners, pennants, sale, or other temporary signs
- Signs projecting beyond or below code compliance



*Advertising Placards or Other Temporary Signs*

## DISCOURAGED PRACTICES

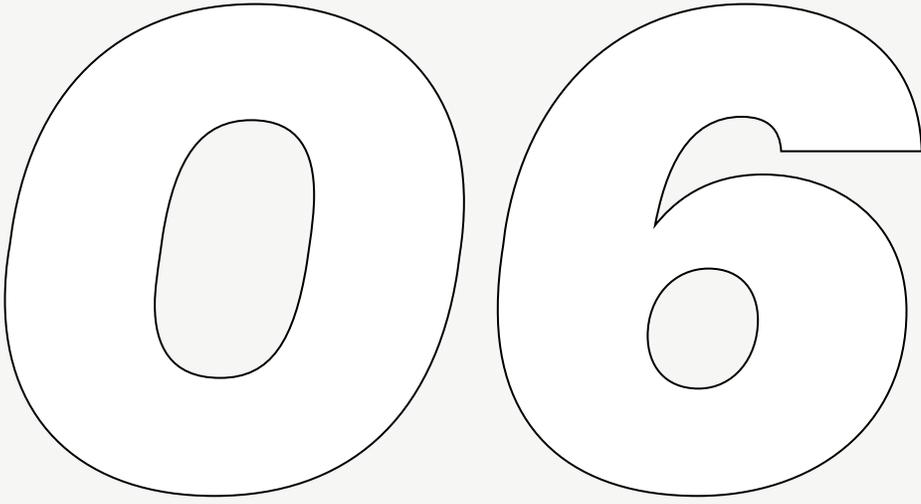
- Avoid excessive layering of signage elements, such as combining graphics on awnings, flags, and overhead signs.
- Avoid internally illuminated plastic sign panels or letterforms.
- Internally illuminated plastic letterforms or sign faces are discouraged.



*Plastic Sign Faces or Sign Boxes*



*Signs with Exposed Lamps or Tubing*



CHAPTER SIX

# DIGITAL ASSET ECOSYSTEM

# 6.1 Digital Asset Ecosystem

## Components and Systems

A digital layer that enhances traditional signage systems is a means to facilitate site navigation and serves to create a responsive environment that evolves with the life-cycle of the district. Understanding that many people, both on game and non-game days, will also be using mobile phones to plan, navigate and find information on the district's amenities is also taken into consideration and this interconnectedness contributes to holistic experience of place. Beyond serving as means to navigate the district more efficiently, digital assets and the systems that connect them serve to curate experience and can integrate local artist's work as part of their content strategy and programming.

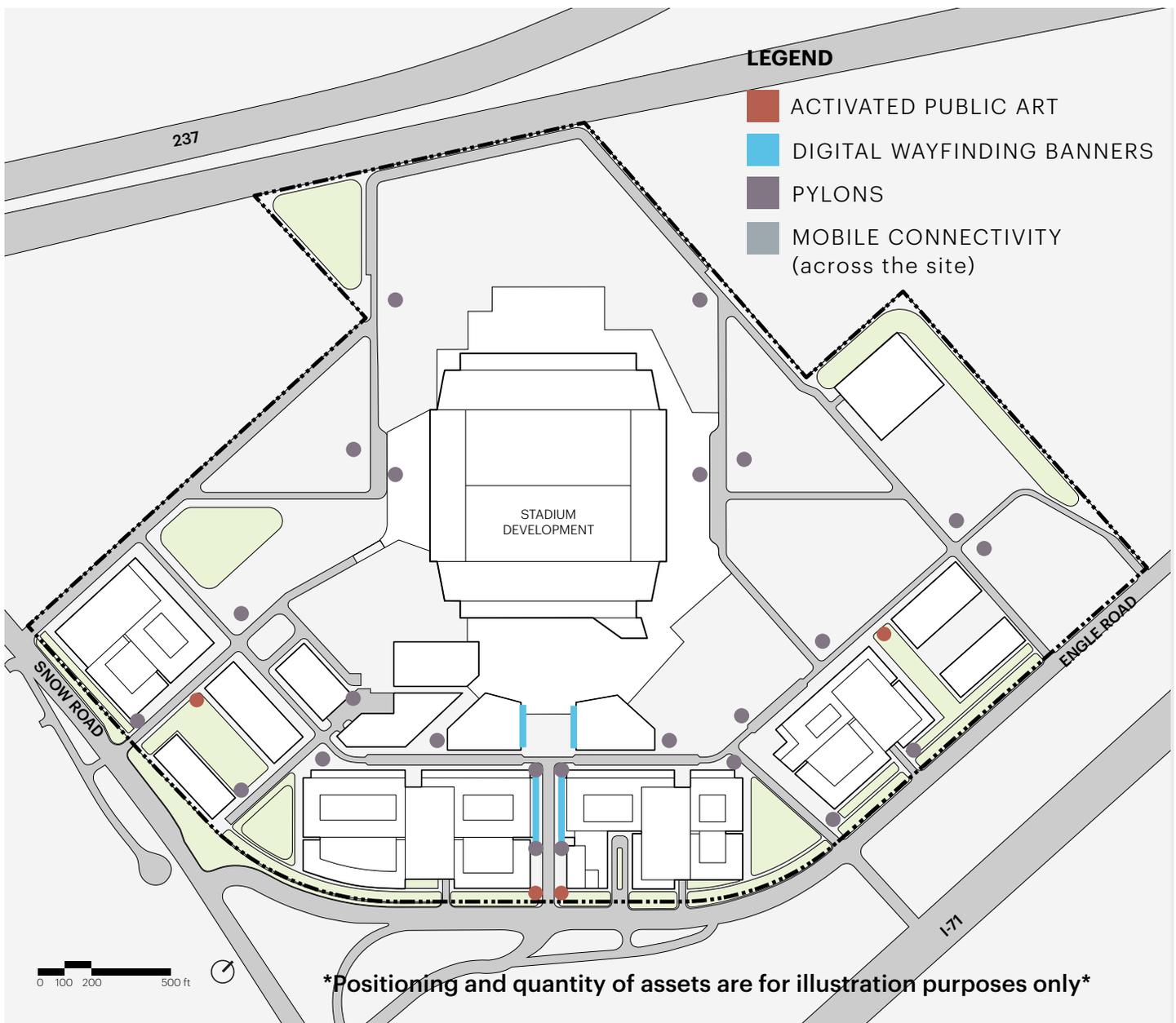


EXHIBIT 3 - DESIGN GUIDELINES

## SYSTEM DESIGN AND ADAPTABLE CONTENT

The overlap of these systems allows their connection to larger transportation networks leading to the site and facilitates approach and means of accessing the district. This addresses all modes of transportation, whether it be public, group, vehicular, bicycle or other active transportation means, and pedestrian. These pieces act as a window to the district and are a key component of weaving its outward-facing story and its promise of experience to the visitor. Designed to be seen from afar, with bold content for vehicular traffic, they can provide information on parking availability, traffic flow and event updates.

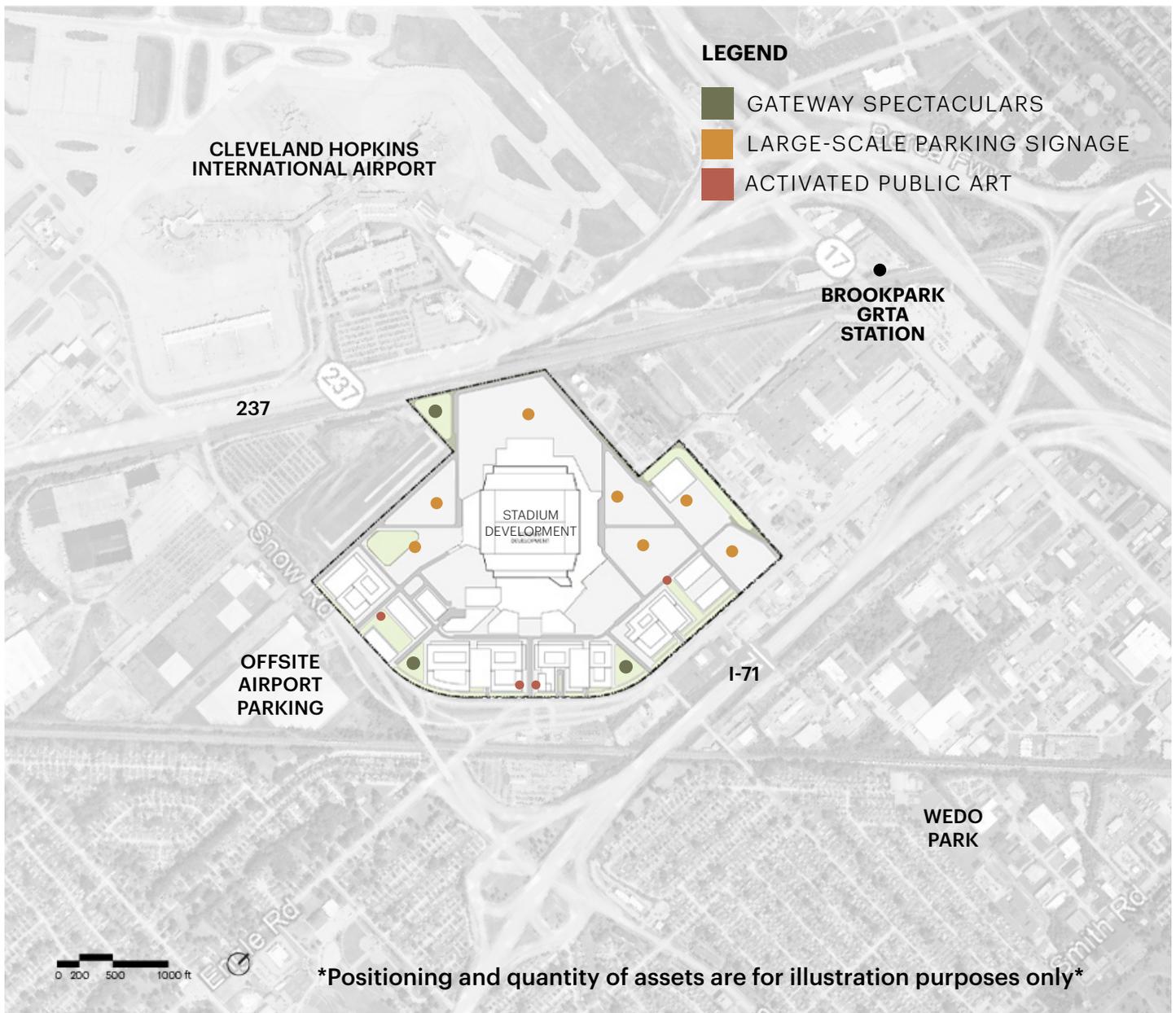


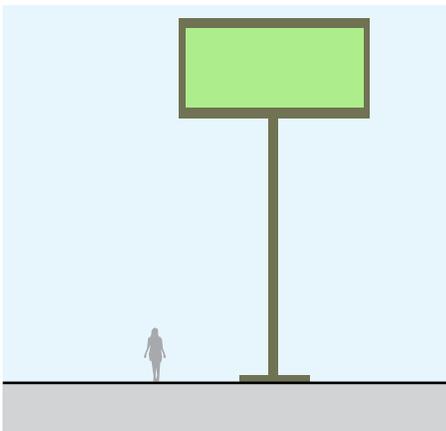
EXHIBIT 3 - DESIGN GUIDELINES

# 6.1 Digital Asset Ecosystem

## Scales

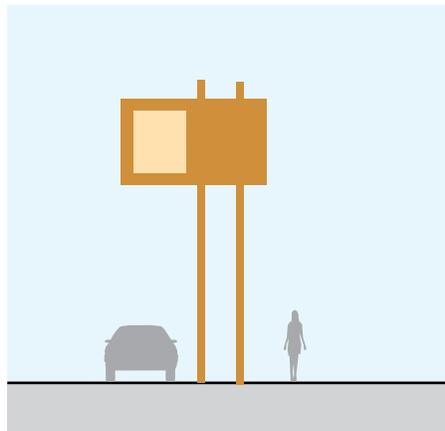
Engaging people at different scales, the digital assets enhance the attractiveness to the site and percolate down at scale to connect people to place. Contextual reactivity allows the information to adjust in real time to provide accurate information on events, amenities and district activities. Content should be a combination of event and promotional, highlighting sponsors and partners and weaving in local stories and history of the Browns and the community.

### COMMON ASSETS



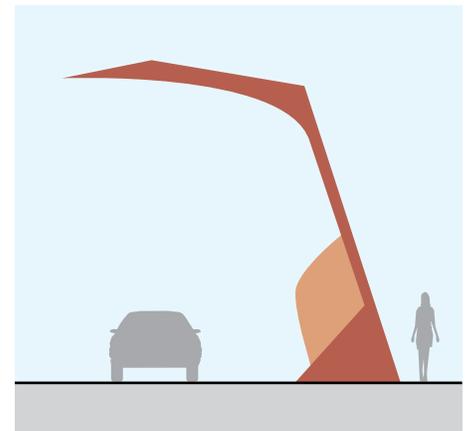
#### Gateway Spectacular

- Regional Scale
- Event promotion and cultural content
- Express district identity



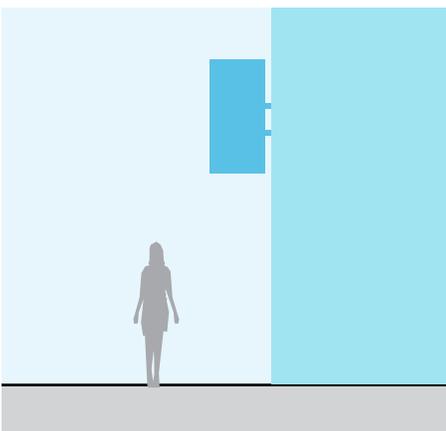
#### Large Scale Parking Signage

- District Scale
- Event, advertising and cultural content
- Information on parking availability



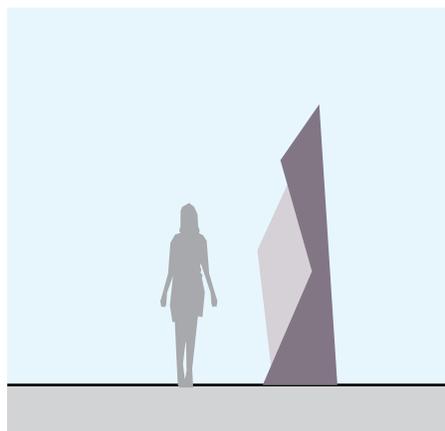
#### Activated Public Art Focal Points

- Vehicular and Pedestrian Scale
- Identity piece
- Activated by lighting



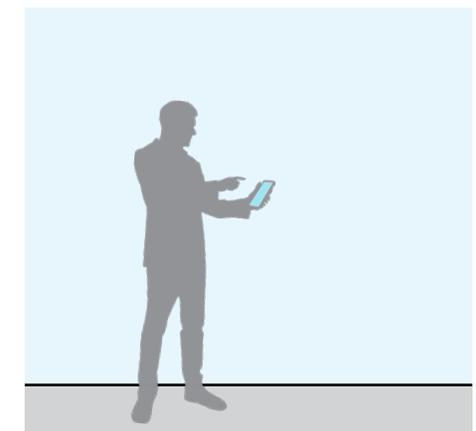
#### Curatable Banners

- Pedestrian, to be seen at a distance
- Event, advertising and cultural content
- Designed to be updated - could incorporate digital content and lighting



#### Interactive Pylons

- Personalised navigation
- Event, advertising and cultural content
- Accessible options for visually impaired



#### Mobile Navigation Connectivity

- Personalised navigation and wayfinding
- Contextually reactive
- Event, advertising and cultural content

## PROGRAMMING

The systems that link the digital assets allow signage adaptation to different events and times of the year and can connect to site lighting to allow the overall ambiance to evolve and support community activities and events in the off-season.



Render showing banners on game day



Commissioned public art entrance gateways



Parking signage with integrated screen



Custom-designed interactive pylons



Custom designed spectacular meant to be seen at a distance



Connected navigation systems

