



# WILLETS POINT PHASE II, QUEENS, NY

STADIUM PARCEL SUBMISSION FOR CONCEPTUAL COMMENTS – STADIUM LANDMARKS: NYCFC BRANDED WALLS

FEBRUARY 24, 2025



# STADIUM LANDMARK WALLS INSPIRATION & RATIONALE

CONFIDENTIAL—DO NOT CIRCULATE

## COMMENT 1: STADIUM LANDMARKS INSPIRATION

# OVERVIEW

We want each of these walls to help contribute the telling of a collective story: about who we as a Club are, what we represent, who we play for, that which has come before and what the

future holds. By distilling those concepts in to three distinct subjects, we feel we can communicate the message most direct and effective manner.

1. NW CORNER WALL

NYCFC:  
THE CLUB

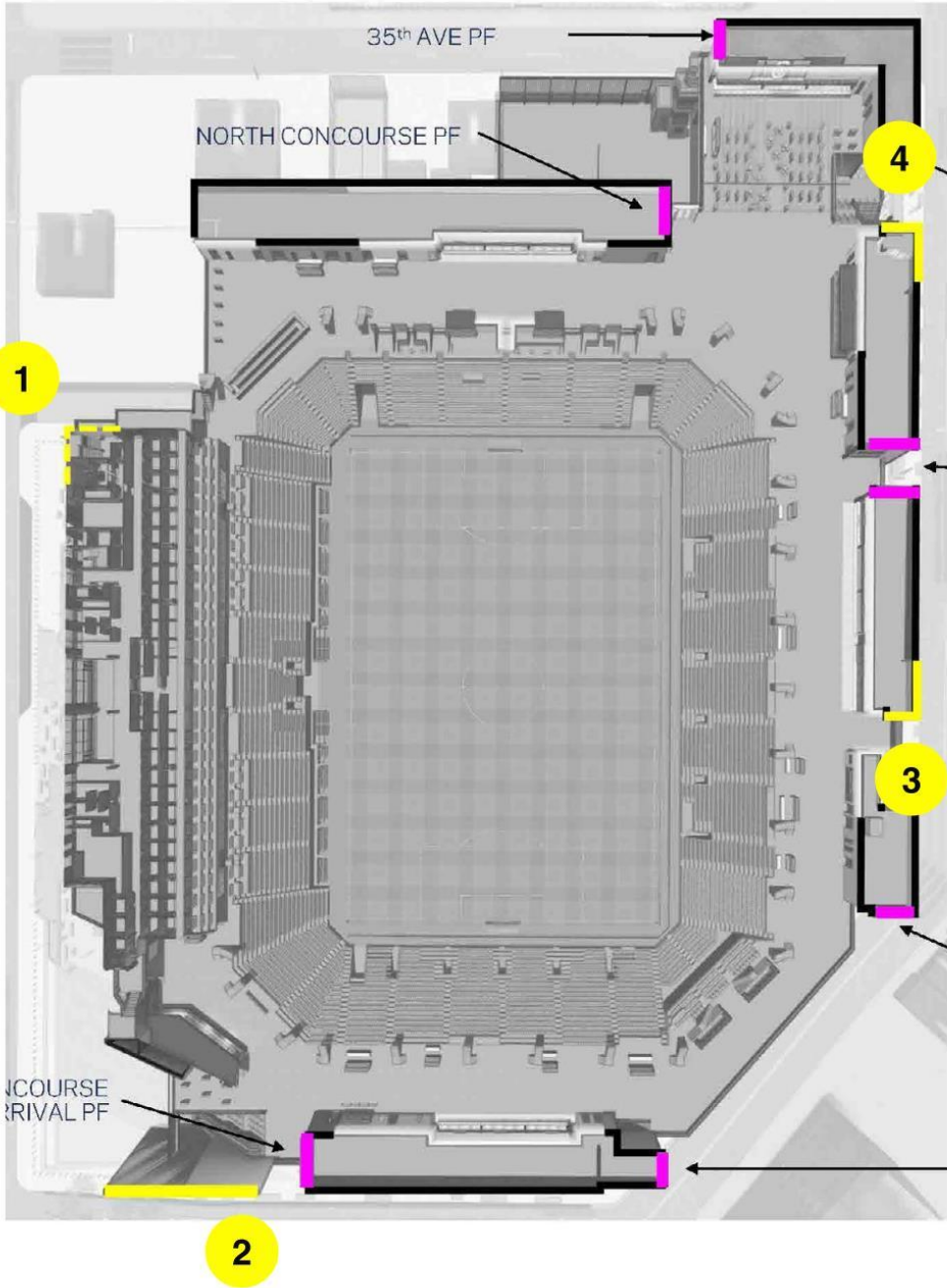
2. CUBE WALL

3. SE GATE WALL

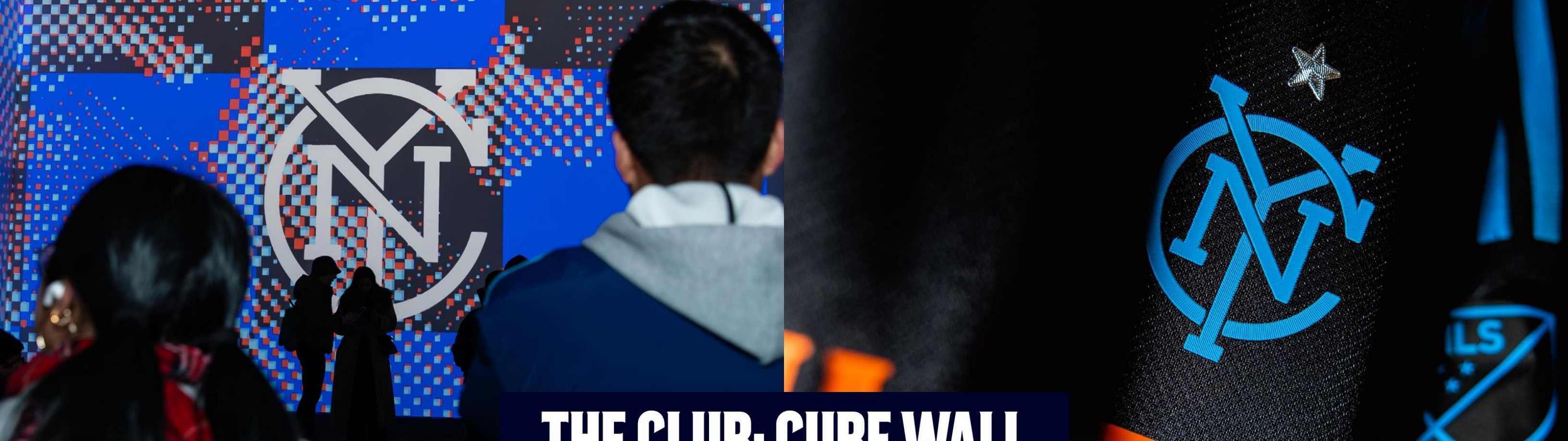
THE  
CITY

4. NE GATE WALL

THE  
FANS



COMMENT 1: STADIUM LANDMARKS INSPIRATION



# THE CLUB: CUBE WALL



**COMMENT 1: STADIUM LANDMARKS INSPIRATION**



## THE CLUB: NW CORNER



**COMMENT 1: STADIUM LANDMARKS INSPIRATION**

# 1&2

## NORTHWEST CORNER WALL & CUBE WALL

Borrowing from the history of Willets Point while acknowledging its future, these two multiple panels link up to announce “New York City” with pride. On the Cube exterior, the eponymously named Club utilizes its “NYC” monogram and on the northwest corner drops the “FC” from its typography to create a striking, direct, and universal-feeling set of two images that speak beyond the team to the broader city itself which we call home.

Added into this design on the northwest corner is a nod to a century earlier, the winds blowing the faint smoke from the ‘Valley of Ashes’ as referenced in F. Scott Fitzgerald’s *The Great Gatsby*, now giving way to the next chapter of the neighborhood’s story.

### COMMENT 1: STADIUM LANDMARKS INSPIRATION



# THE CITY: SE WALL



COMMENT 1: STADIUM LANDMARKS INSPIRATION

# 3

## SOUTHEAST GATE WALL

The pigeon, or rock dove as it's also known, has long been an unofficial symbol of urbanity and New York City more specifically with its soaring canyons of skyscrapers and apartment buildings. And since our early days as a Club, the pigeon has organically become a fitting mascot of sorts: individually unflappable, and in numbers, not to be trifled with.

Flying high above the skyline, it also speaks to the promise kept by the Club's ownership: following through on a commitment to build the first-ever soccer-specific stadium in the Five Boroughs.



# NE WALL: THE FANS

**COMMENT 1: STADIUM LANDMARKS INSPIRATION**

# 4

## NORTHEAST GATE WALL

New York City FC was founded on May 21, 2013, and from Day One, our supporters have been the beating heart and the backbone of our Club. In the stands and on the road, they create the atmosphere that drives the team forward: singing, drumming and marching game in and game out.

This wall is an overt acknowledgement of that support and its central importance in the continued growth of of NYCFC and the grassroots development of the sport and culture of soccer in the city.

## 1. BRAND SIGNAGE

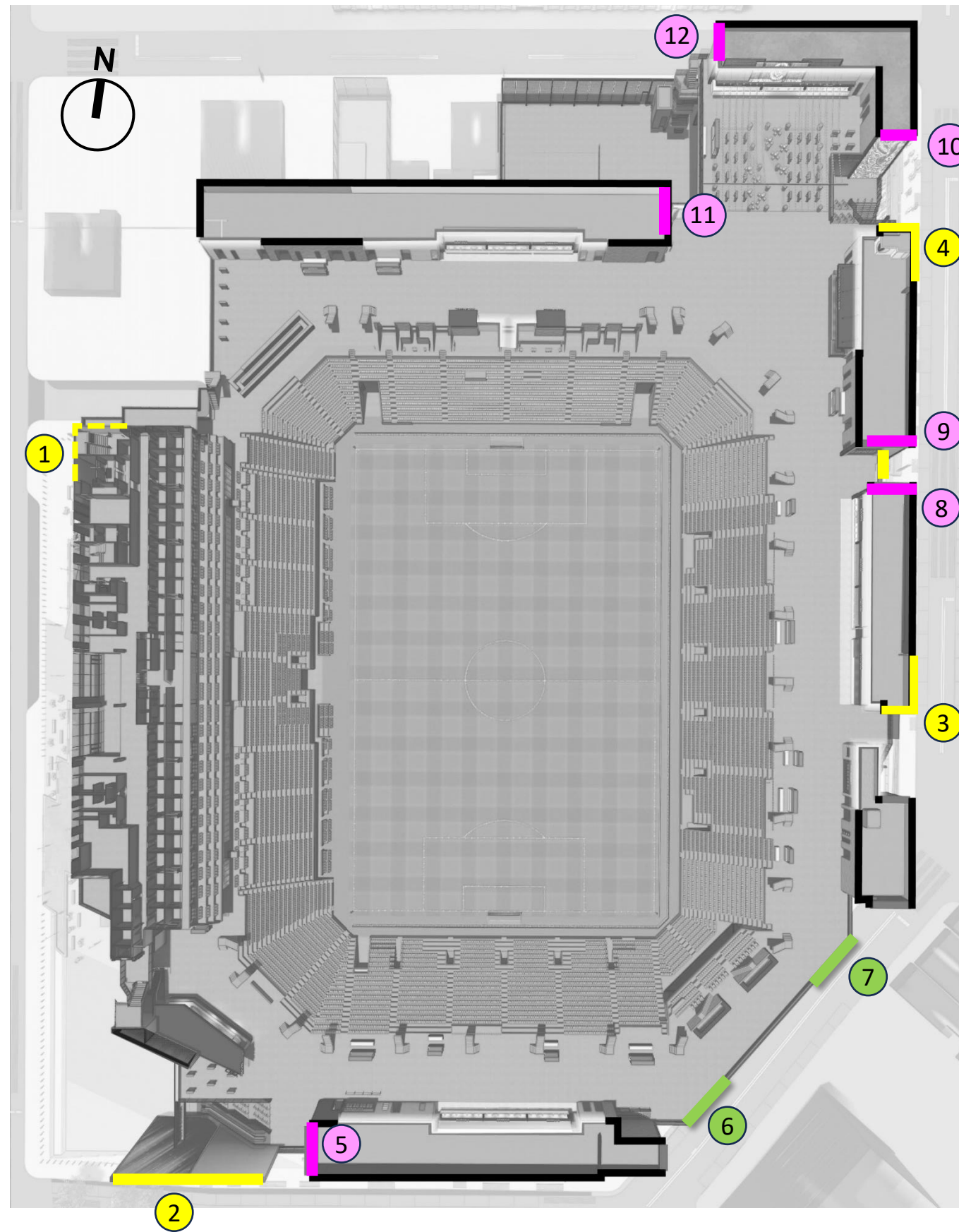
Instances of dimensional signage referential to the NYCFC brand.

## 2. FAN CANVASES

Temporary fan-based stadium messaging walls.

## 3. ART CANVASES

Broader themes of artwork



- 1 & 2: These will be referential to the NYCFC brand and utilizing Club trademarks.
- 3 & 4: Because these face residential buildings and the future park, these will also reference the NYCFC brand but without logo applications to tell a more general story of the city and the fans.
- 5: This faces the arriving guests and is less readily visible to the street, it will be used for a primary club/club partner brand execution.
- 6 & 7: **Relocated in-response to comment 5(b)**. These canvases face the street at a pedestrian level and adjacent to City-in-the-Community (CITC) and the club's HQ; accordingly, the two canvases will be allocated for broader themes.
- 8 & 9: These panels will flank the founders wall and will speak to the full history of the Club in some capacity.
- 10, 11 & 12: These panels represent the Supporters' section and facing the Supporters' porch respectively, they will both speak to the culture of the NYCFC supporters — ideally as a collaborative effort with the fans to the degree possible.

**GENERAL FEEDBACK 1:** Key plan illustrating locations of public art on the building.

# MOSAIC: LAYERING ELEMENTS

The mosaic can be used as a dynamic supporting element or background to other brand elements such as the logos, iconography, photography and illustrations.

## LOGOS & ICONOGRAPHY



 NEW YORK CITY FC

## PHOTOGRAPHY



## ILLUSTRATIONS



## LANDMARK DESIGN INTENT: NYCFC brand guidelines

TYPOGRAPHY:  
CUSTOM LOCKUPS

Within our typographic system, there is the ability to combine our typeface family with other typefaces and elements for campaigns, sub-branded offerings and merchandising. These should serve the purpose of helping distinguish them from more standard Club communications.



LANDMARK DESIGN INTENT: NYCFC brand guidelines

Exposed aggregate, using a retarder method

Recessed form, using formwork




## GENERAL FEEDBACK 7: Concrete sample images

CONCRETE **PALETTE**

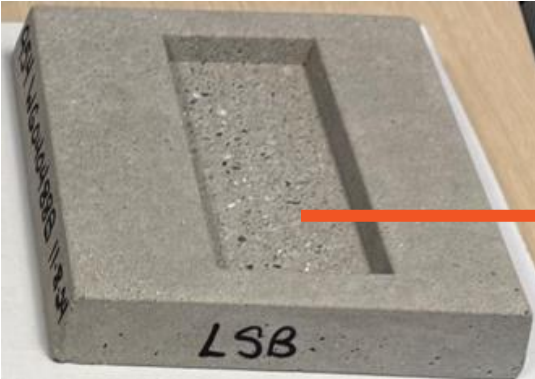
These branded walls are cast in concrete using a palette of textures + an abstracted pattern.

1



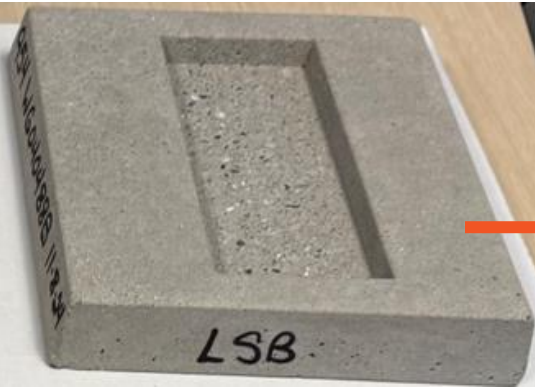
EXPOSED RECESSED AGGREGATE

2

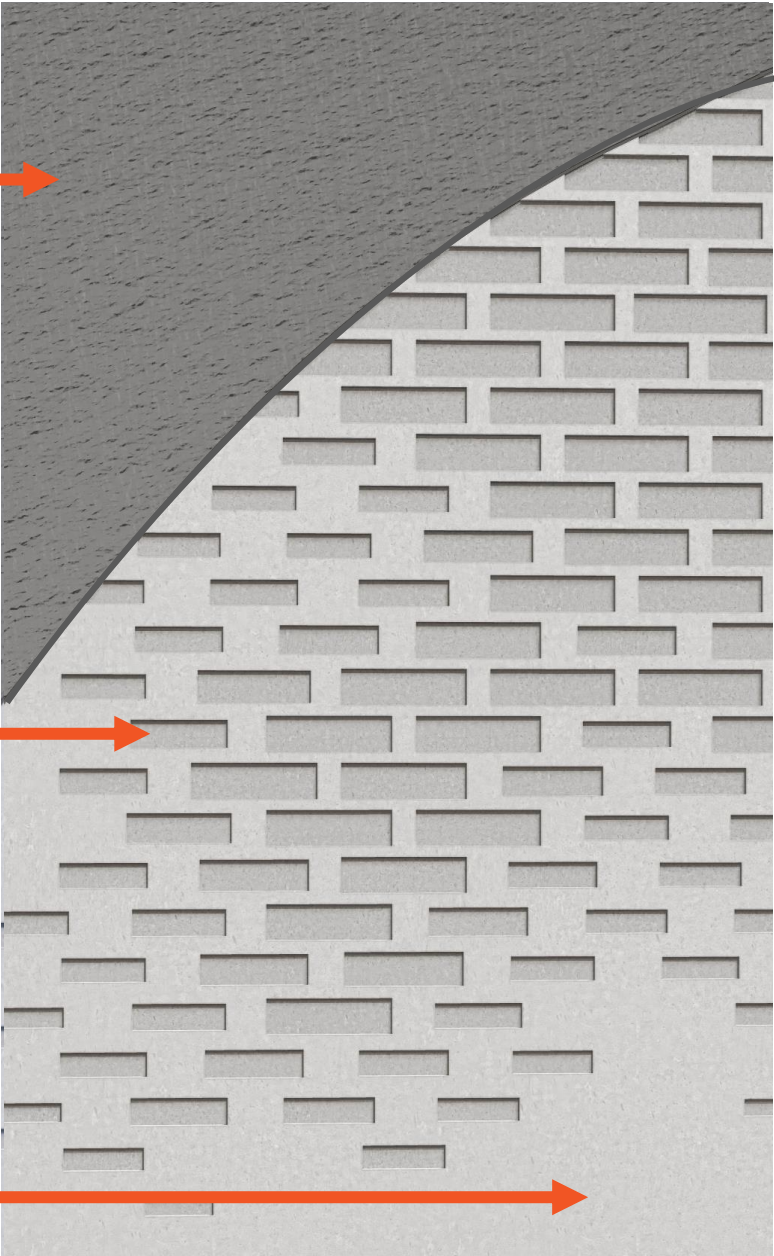


RECESSED FORMS


3




SMOOTH CONCRETE



DETAIL FROM NE LANDMARK



The abstract brick pattern references the industrial aesthetic of Queens and architecturally partners with the stadium's brick façade.



BRICK PATTERN FROM EAST FACADE

**GENERAL FEEDBACK 7: Concrete sample images**

SOUTHEAST AERIAL KEY



INSPIRATION

NEW YORK CITY FC

Club Wordmark

PREVIOUS DESIGN



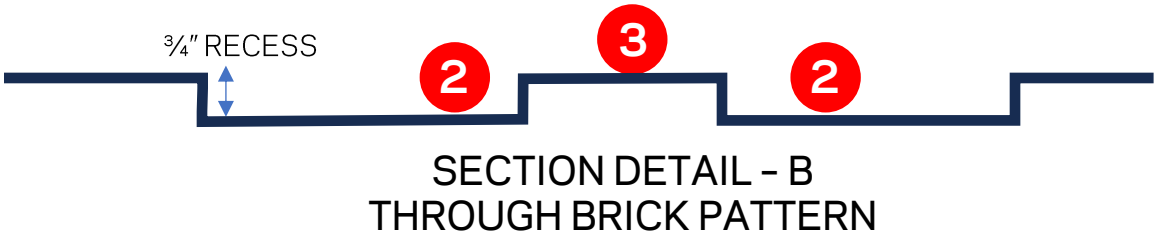
REVISED APPROACH (SKETCH FOR REVIEW)



Alternate kerning between C-I and I-T / ligature

ADDITIONAL FEEDBACK 1: Northwest corner wall studies

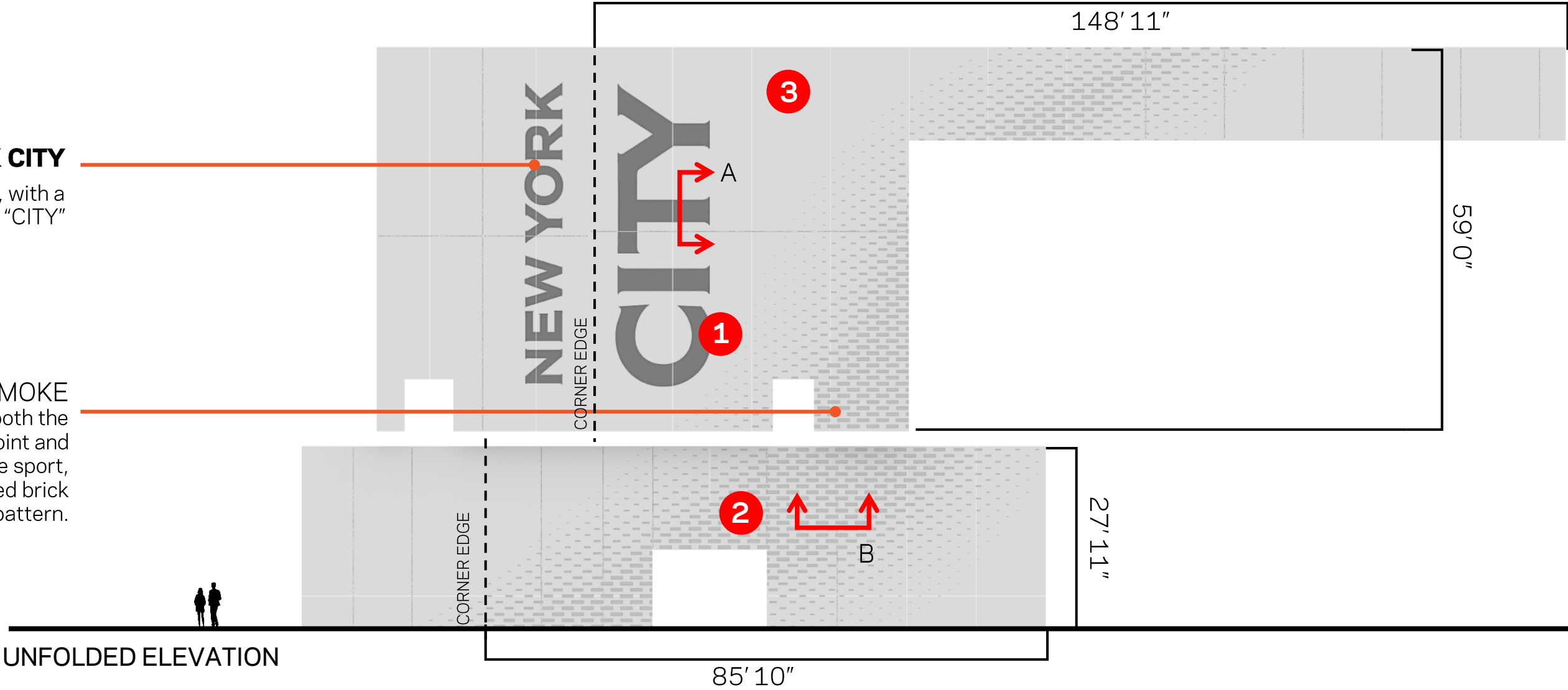
SOUTHEAST AERIAL KEY



- 1 EXPOSED RECESSED AGGREGATE
- 2 RECESSED FORMS
- 3 SMOOTH CONCRETE

**NEW YORK CITY**  
A civic statement of the team's namesake, with a nod to the league's nickname for the club, "CITY"

**RISING SMOKE**  
An abstracted reference to both the industrial era of Willets Point and growing excitement for the sport, created from an abstracted brick pattern.



**NORTHWEST LANDMARK #1**

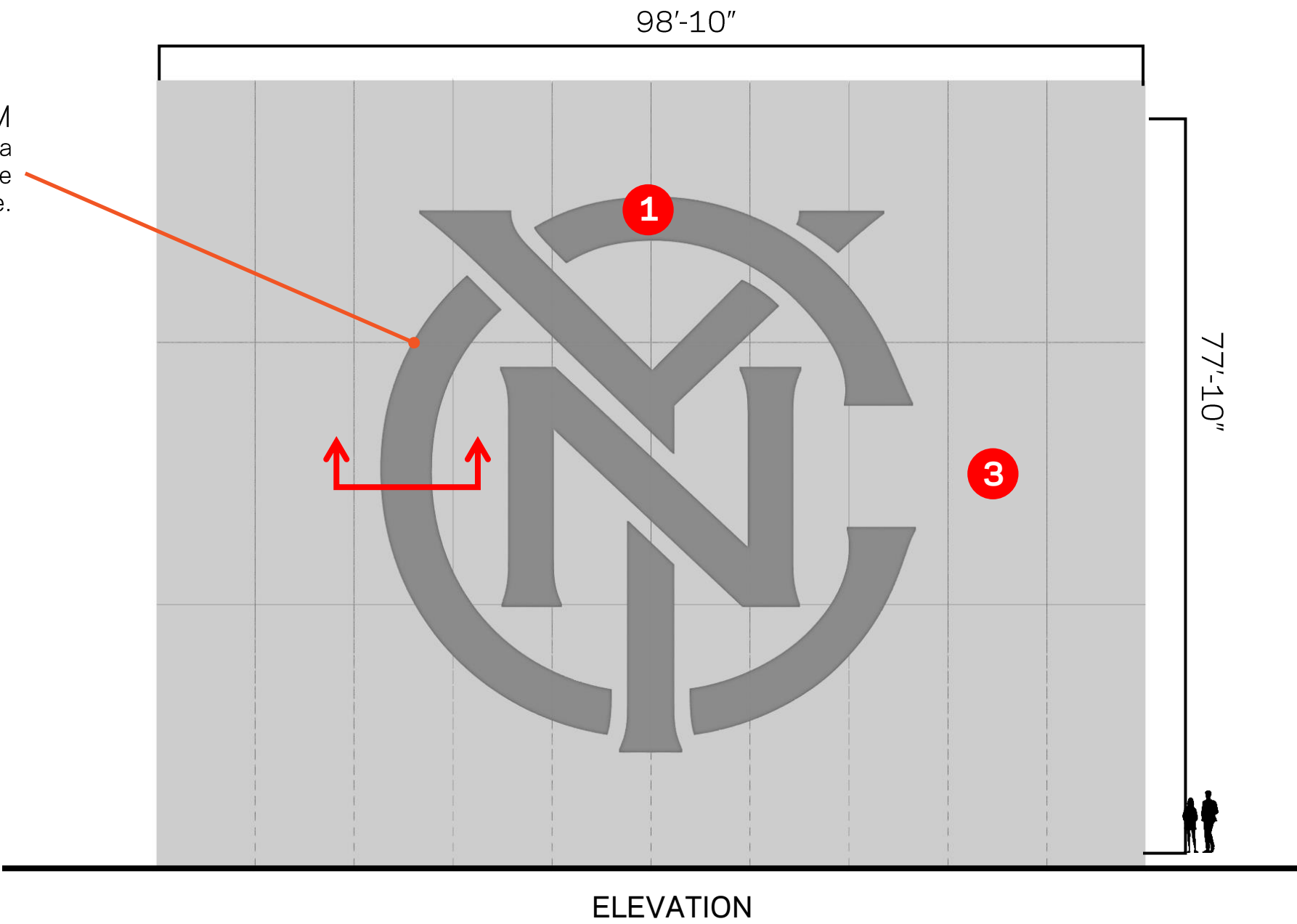
MATERIALS CLARIFICATION

SOUTHEAST AERIAL KEY



NYC MONOGRAM  
The team's logo simplified to a universal insignia of the city we call home.

- 1 EXPOSED RECESSED AGGREGATE
- 2 RECESSED FORMS
- 3 SMOOTH CONCRETE



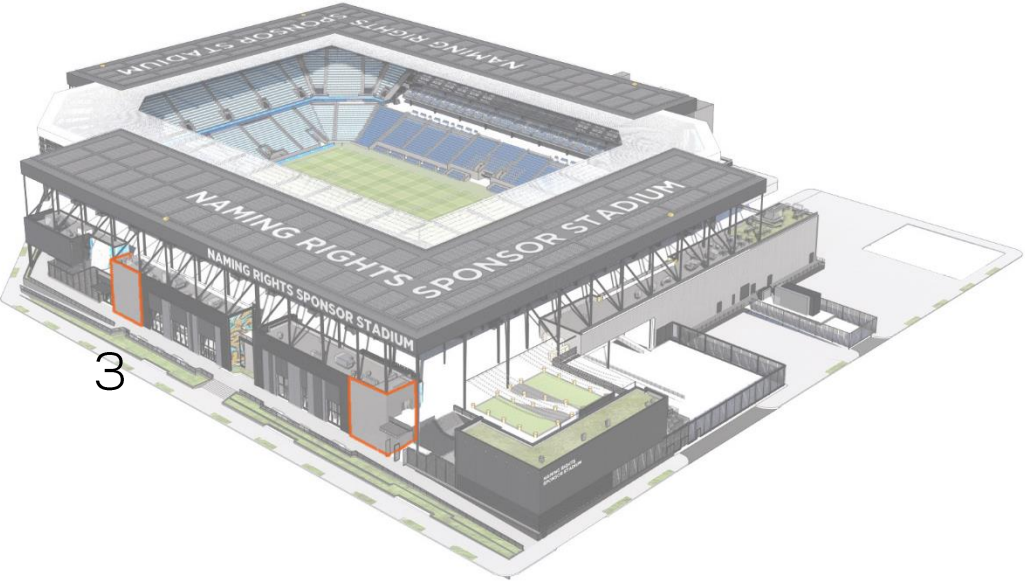
THE CUBE WALL - LANDMARK #2

MATERIALS CLARIFICATION

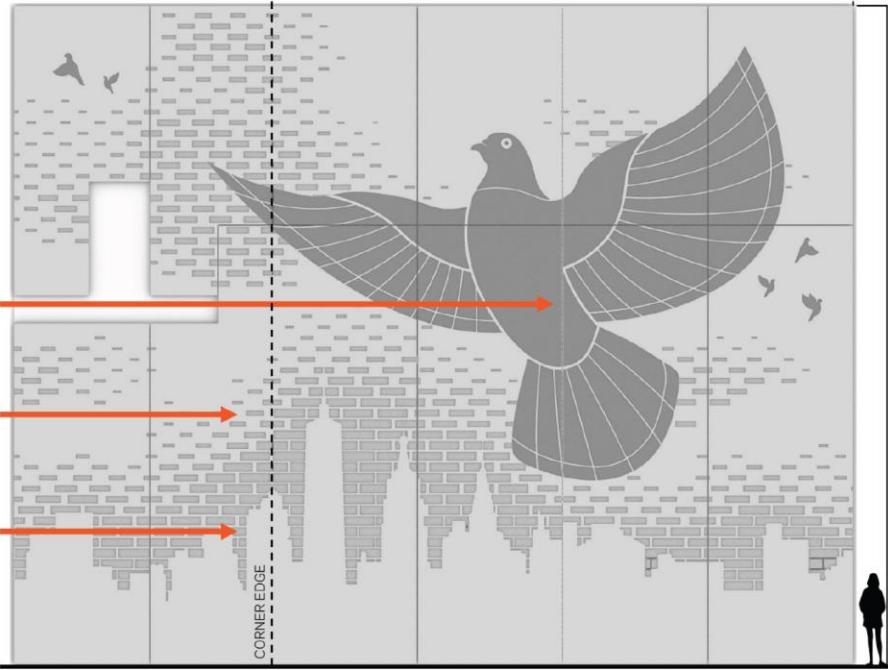


PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025

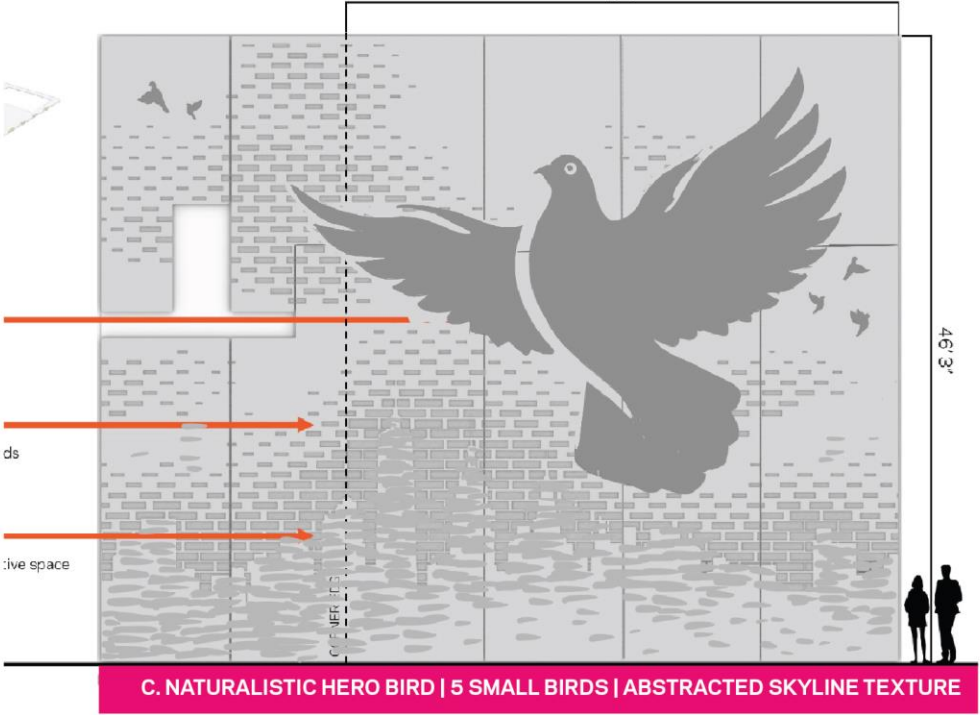
NORTHWEST AERIAL KEY



PREVIOUS DESIGN

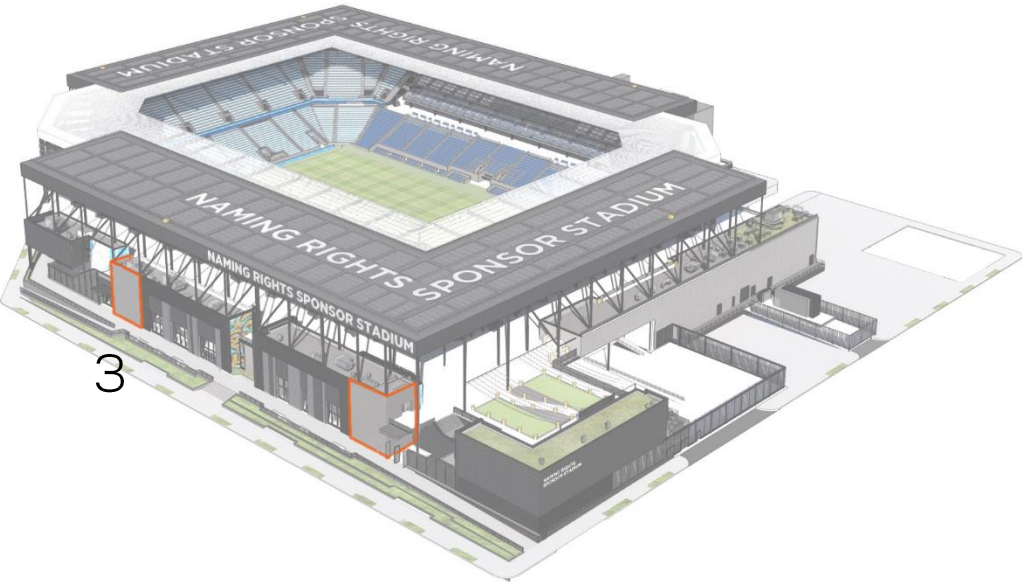


REVISED APPROACHES (SKETCHES FOR REVIEW)



ADDITIONAL FEEDBACK 3: Southeast wall sketches

NORTHWEST AERIAL KEY

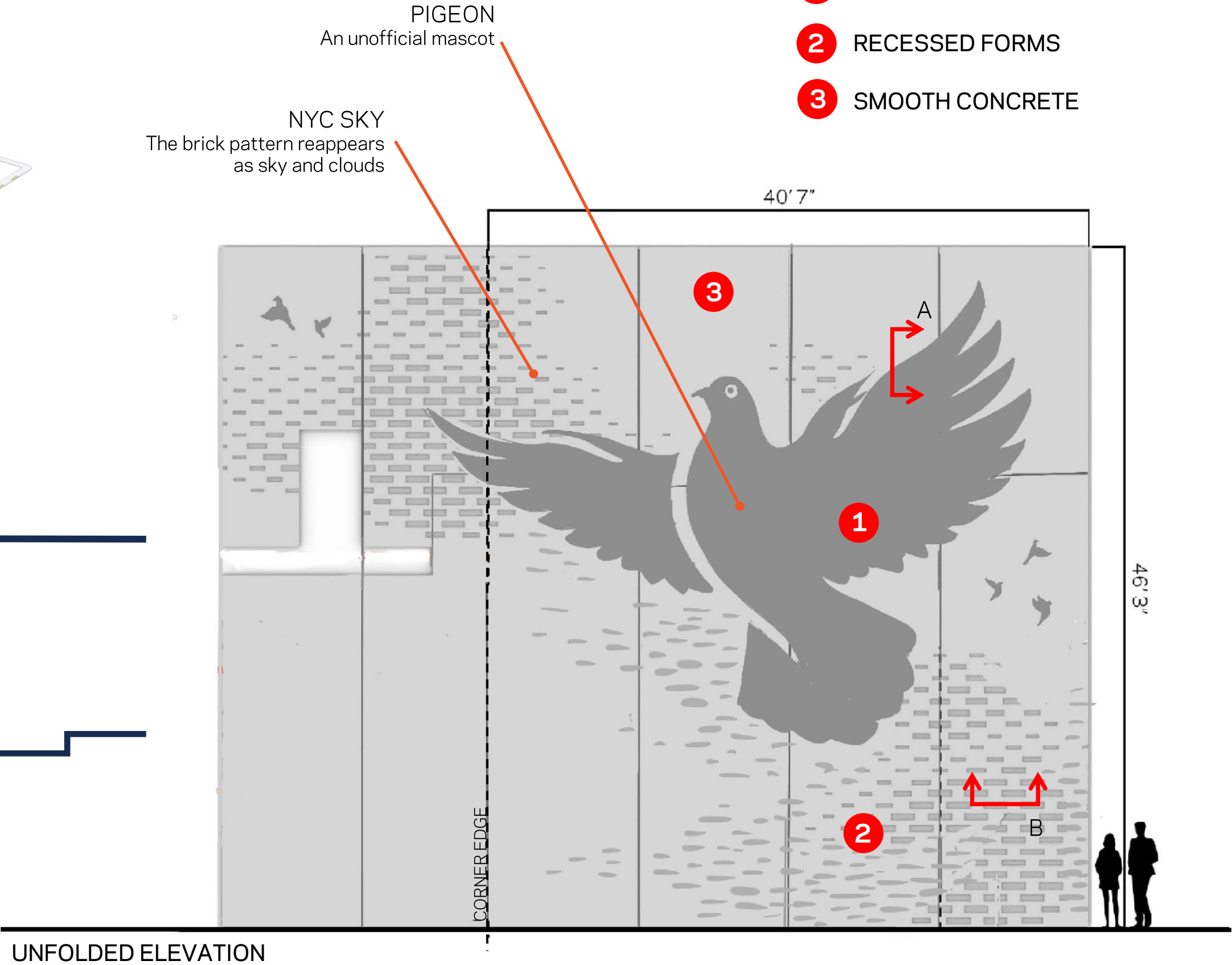


SECTION DETAIL - A



SECTION DETAIL - B

- 1 EXPOSED RECESSED AGGREGATE
- 2 RECESSED FORMS
- 3 SMOOTH CONCRETE

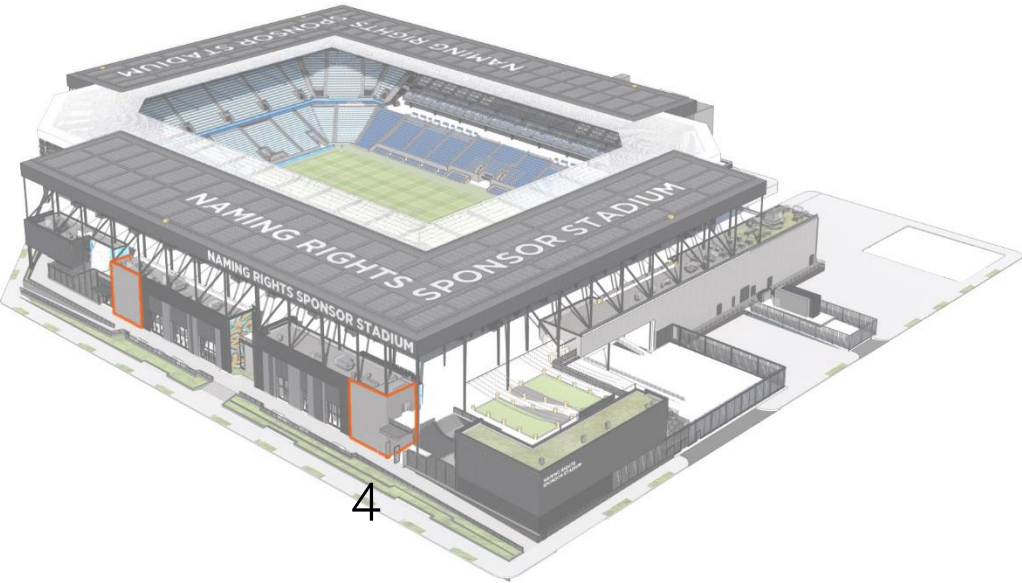


UNFOLDED ELEVATION

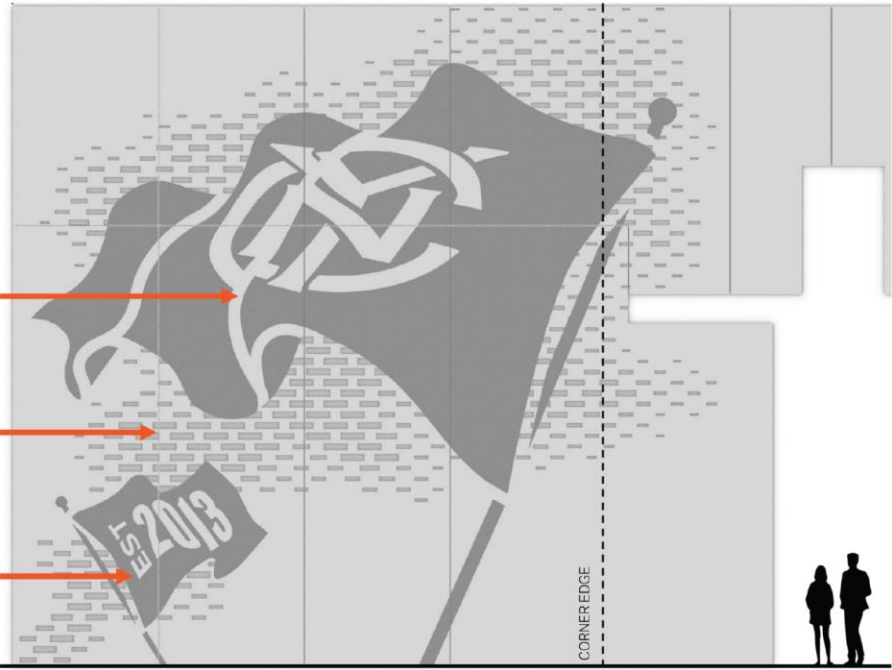
SOUTHEAST LANDMARK #3

MATERIALS CLARIFICATION

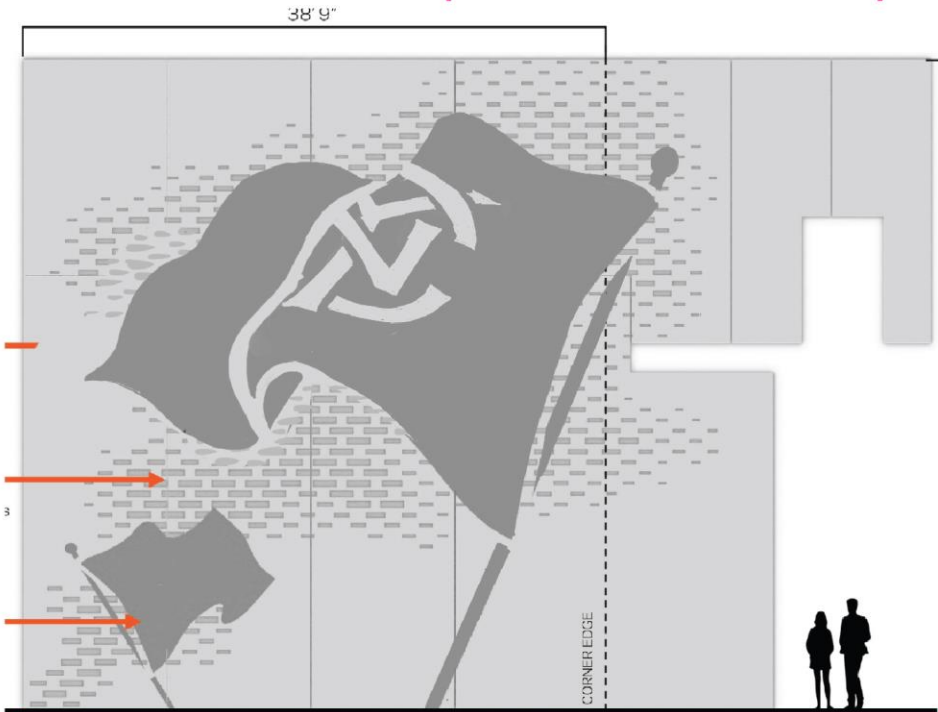
NORTHWEST AERIAL KEY



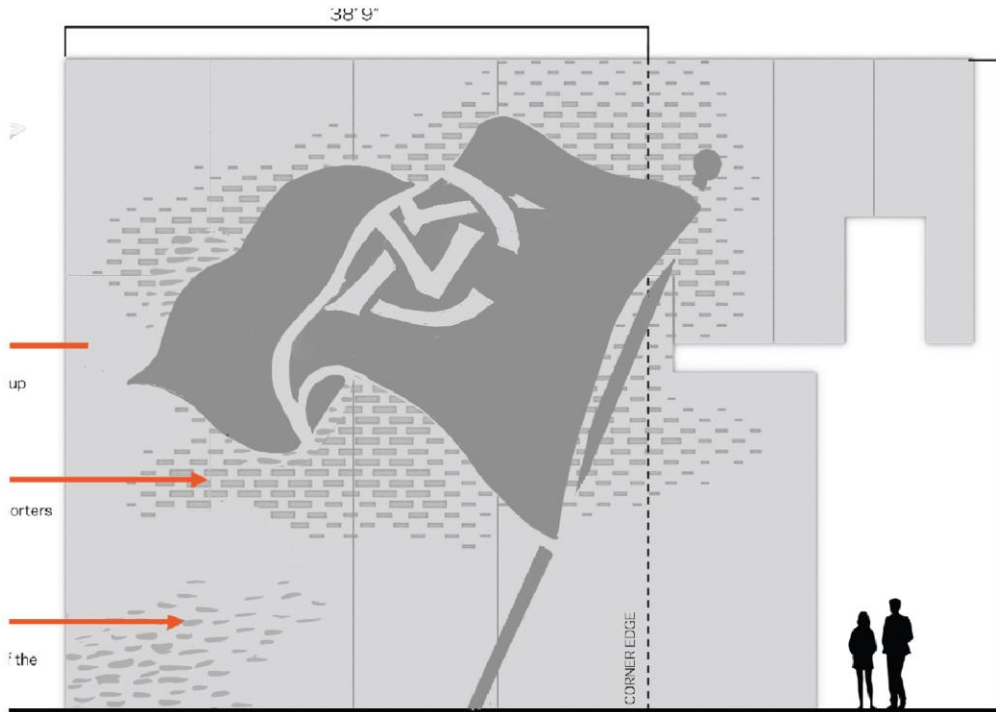
PREVIOUS DESIGN



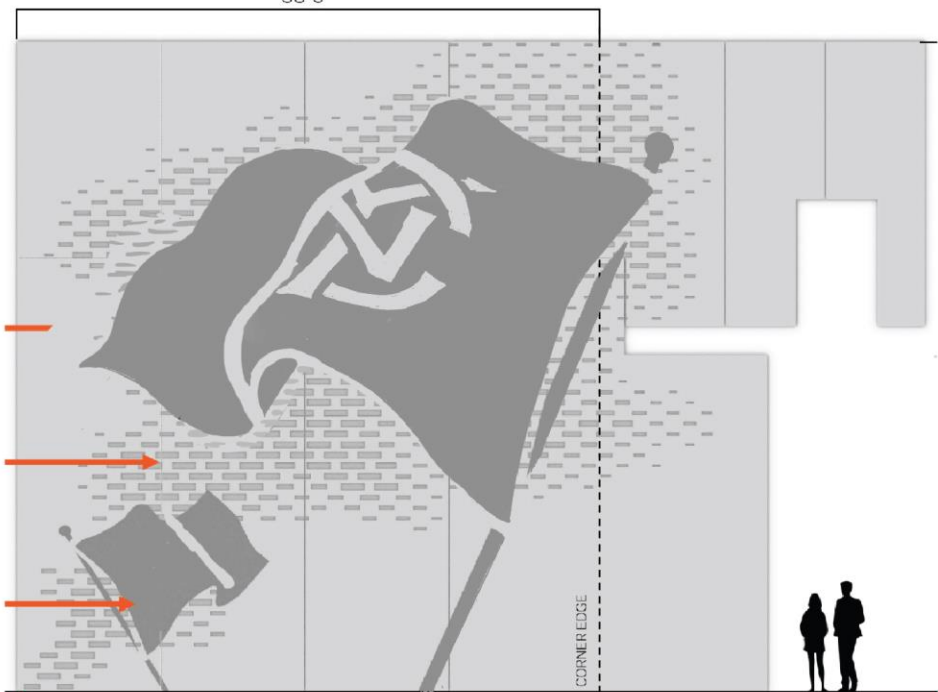
REVISED APPROACHES (SKETCHES FOR REVIEW)



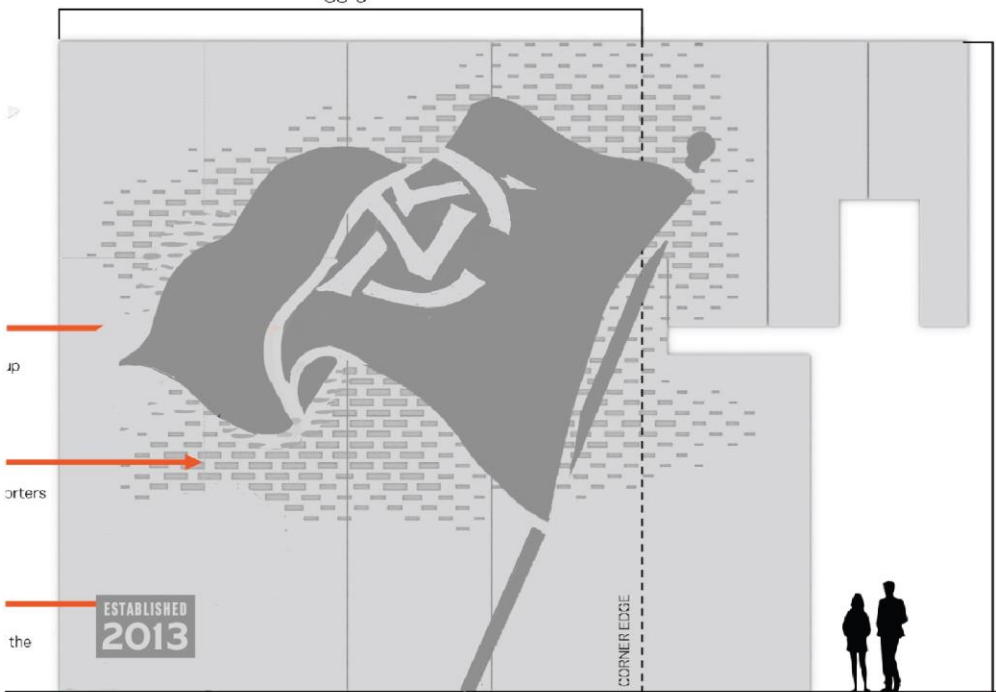
A. REVISED HERO FLAG | SMALL FLAG (NO DETAIL)



C. REVISED HERO FLAG | NO SECONDARY ELEMENT



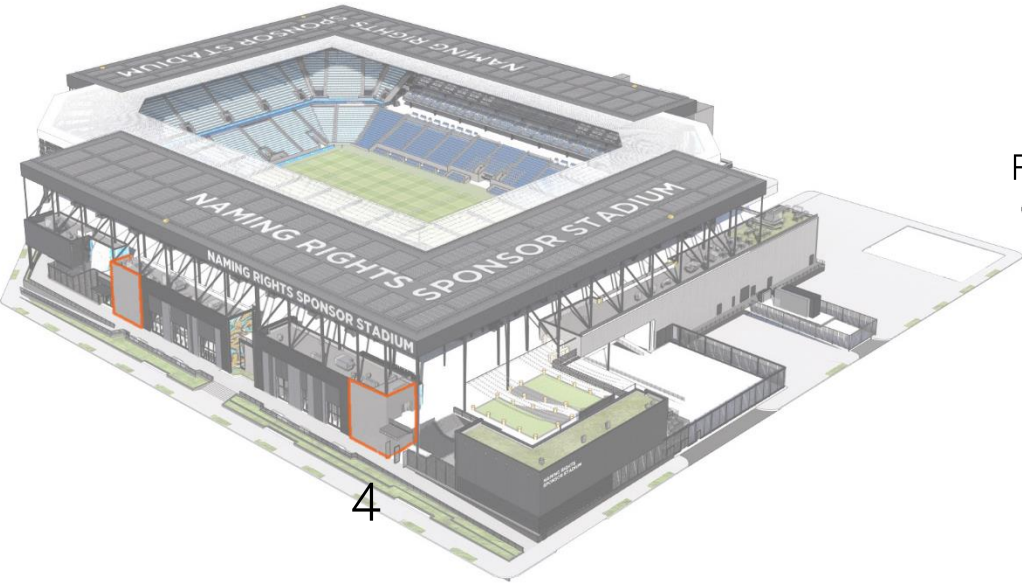
B. REVISED HERO FLAG | SMALL FLAG (W DETAIL)



D. REVISED HERO FLAG | FORMAL CORNERSTONE

ADDITIONAL FEEDBACK 4: Northeast wall sketches

NORTHWEST AERIAL KEY



SUPPORTERS FLAG  
References the parade and traditions of the supporters group

RISING SMOKE  
Represents the excitement and smoke of the team's supporters in the stands

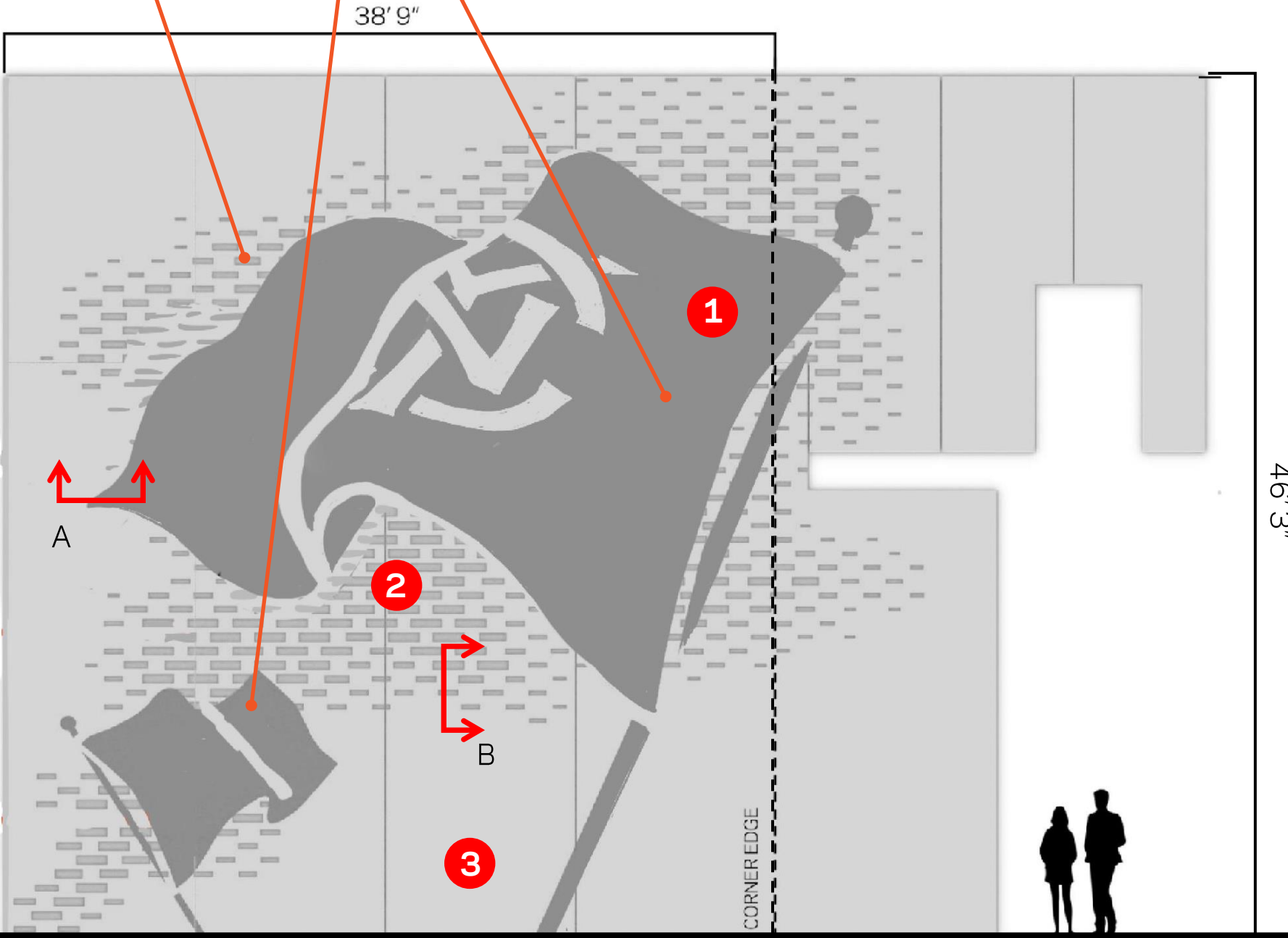
- 1 EXPOSED RECESSED AGGREGATE
- 2 RECESSED FORMS
- 3 SMOOTH CONCRETE



SECTION DETAIL - A



SECTION DETAIL - B



UNFOLDED ELEVATION

NORTHEAST LANDMARK #4

MATERIALS CLARIFICATION



LANDMARKS SET - **PREVIOUS SUBMISSION**



# LANDMARKS SET - **REVISED APPROACHES**

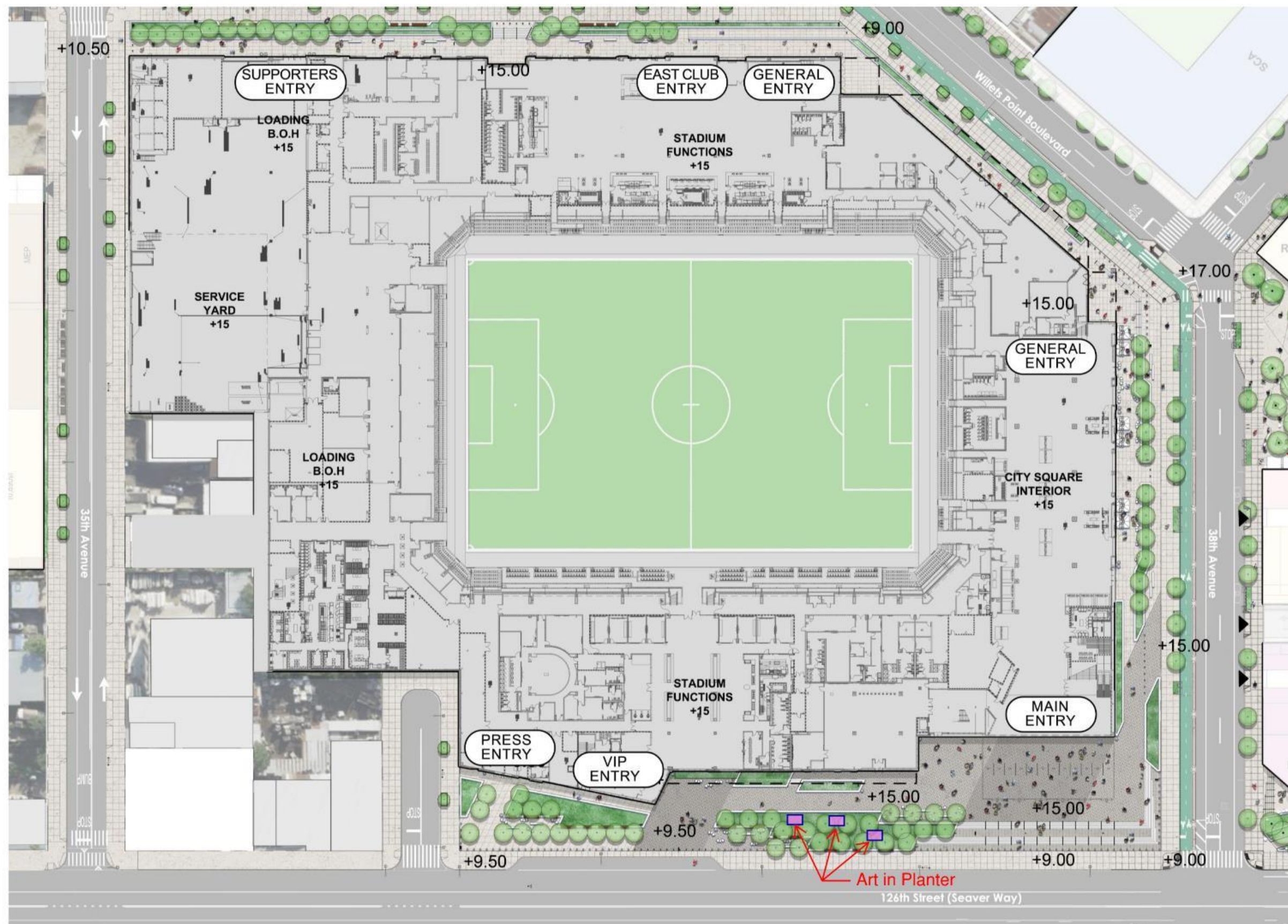
Updated renders reflecting the revised approaches



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025



# APPENDIX

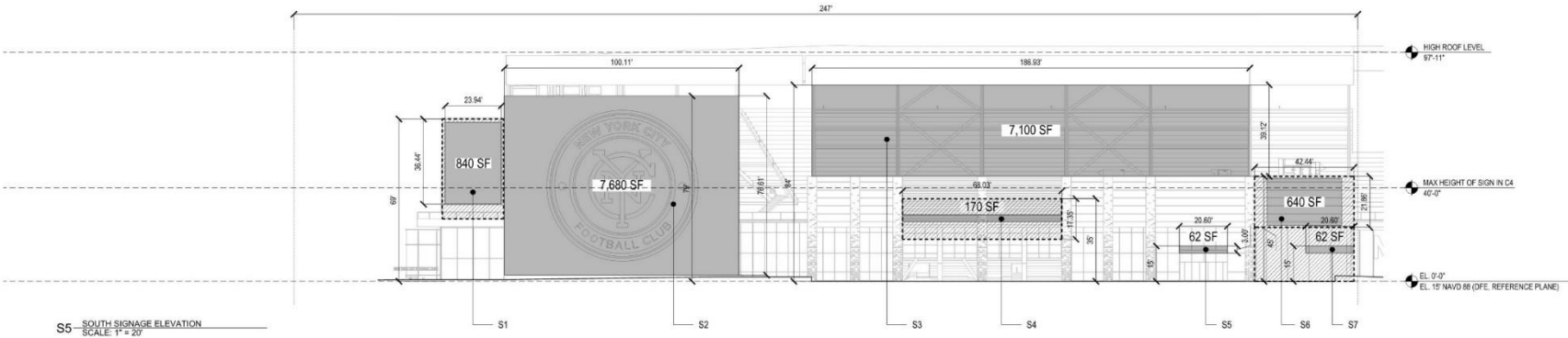
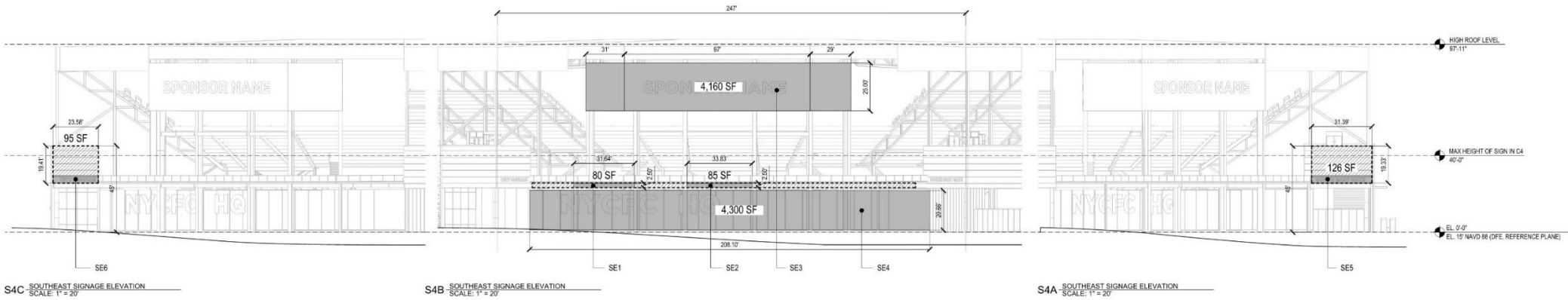


STADIUM ZONING LOT AREA ANALYSIS		
TAX LOTS		
LOT AREA SUMMARY		
"AREA A" SF		435,302 SF
"AREA B" SF		
ZONING LOT AREA ( AREA A + B ) = TOTAL		435,302 SF
PERMITTED ZONING FLOOR AREA		
MAXIMUM PERMITTED - AREA A	FAR	5
MAXIMUM PERMITTED - AREA B		4
MAXIMUM PERMITTED ZONING FLOOR AREA		2,176,510 SF
MAXIMUM COMMERCIAL - AREA A		870,604 SF
MAXIMUM COMMERCIAL - AREA B		0 SF
MAXIMUM PERMITTED COMMERCIAL		870,604 SF
PROPOSED ZONING FLOOR AREA		
		ZONING LOT
PROPOSED COMMERCIAL ZONING FLOOR AREA		500,000 SF
AREA A PORTION	1.149	500,000 SF
AREA B PORTION		0 SF
PROPOSED RESIDENTIAL ZONING FLOOR AREA		0 SF
AREA A PORTION	0.000	0 SF
AREA B PORTION		0 SF
PROPOSED COMMUNITY FACILITY FLOOR AREA		0 SF
AREA A PORTION	0.000	0 SF
AREA B PORTION		0 SF
PROPOSED TOTAL ZONING FLOOR AREA	1.149	500,000 SF
PROPOSED ZFA DEFICIT/ SURPLUS		1,676,510 SF
FLOOR AREA DEFICIT IS BEING TRANSFERRED FROM THE STADIUM SITE THROUGH ULURP		



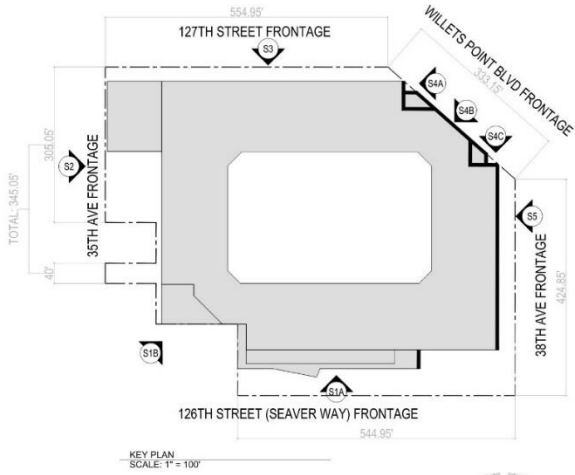
SCALE: 1" = 80'-0"

**GENERAL FEEDBACK 1:** Key plan illustrating locations of public art on the site.



20-SEC	ITEM	PERMITTED	PROPOSED	COMPLIANCE REQUESTS
20-10-042	SIGNAGE AREA	IN CA DISTRICTS: FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT (IN FEET), BUT IN NO EVENT MORE THAN 500 SQ. FT. FOR INTERIOR OR THROUGH LOTS OR 800 SQ. FT. ON EACH FRONTAGE FOR CORNER LOTS.	SOUTHEAST ELEV. TOTAL 8,840 SF SOUTH ELEV. TOTAL 16,588 SF	DOES NOT COMPLY
20-10-15-E (RP)	MODIFICATION OF SIGNAGE AREA FOR STREET WALLS FACING 10TH STREET ABOVE A HEIGHT OF 35 FEET	IN SPECIAL WILLETTS POINT DISTRICT (WP): E. SIGNS ON STREET WALLS FACING 10TH STREET ABOVE 35 FEET IN HEIGHT COMPLY WITH THE SIGN REGULATIONS OF A CA DISTRICT EXCEPT THAT ALL PERMITTED SIGNS, INCLUDING ILLUMINATED SIGNS AND FLASHING SIGNS, SHALL BE PERMITTED WITHOUT LIMITATION ON SURFACE AREA, PROVIDED THAT: (1) NO SUCH SIGNS ARE HIGHER THAN 85 FEET.	N/A	COMPLIES
20-10-042	NON-ILLUMINATED SIGNS	IN CA DISTRICTS: NON-ILLUMINATED SIGNS ARE PERMITTED WITH TOTAL SURFACE AREAS NOT EXCEEDING FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT (IN FEET), BUT IN NO EVENT MORE THAN 500 SQUARE FEET FOR INTERIOR OR THROUGH LOTS OR 800 SQUARE FEET ON EACH FRONTAGE FOR CORNER LOTS.	N/A	COMPLIES
20-10-044	ILLUMINATED OR FLASHING SIGNS	IN CA DISTRICTS: ILLUMINATED OR FLASHING SIGNS ARE PERMITTED WITH TOTAL SURFACE AREAS NOT EXCEEDING FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT (IN FEET), BUT IN NO EVENT MORE THAN 500 SQUARE FEET FOR INTERIOR OR THROUGH LOTS OR 800 SQUARE FEET ON EACH FRONTAGE FOR CORNER LOTS.	SOUTHEAST ELEV. TOTAL 8,840 SF SOUTH ELEV. TOTAL 16,588 SF	DOES NOT COMPLY
20-10-052 (R, S, S-2)	PERMITTED PROJECTIONS	IN CA DISTRICTS: NO PERMITTED SIGN SHALL PROJECT ACROSS A STREET LINE MORE THAN 18 INCHES FOR DOUBLE- OR MULTIFACED SIGNS OR 12 INCHES FOR ALL OTHER SIGNS. A NON-ILLUMINATED SIGN MAY BE DISPLAYED ON AWNINGS OR CANOPIES PERMITTED BY THE ADMINISTRATIVE CODE, WITH A SURFACE AREA NOT EXCEEDING 12 SQUARE FEET AND WITH THE HEIGHT OF LETTERS NOT EXCEEDING 3 INCHES.	SOUTH ELEV. SIGN (TYPE, SIZE, HEIGHT): N/A ILLUMINATED: 208 SF / 7' N/A ILLUMINATED: 162 SF / 7' TOTAL: 370 SF	DOES NOT COMPLY
20-10-15 (S, S-2) (RP)	MODIFICATION OF SIGN PROJECTION FOR STREET WALLS FACING 10TH STREET ABOVE A HEIGHT OF 35 FEET	IN SPECIAL WILLETTS POINT DISTRICT (WP): E. FOR STREET WALLS FACING 10TH STREET TO A HEIGHT OF 35 FEET, THE SIGN REGULATIONS OF A CA DISTRICT SHALL APPLY, PROVIDED THAT THE MAXIMUM PROJECTION OF ANY SIGN FROM THE EXTERIOR WALL OF A BUILDING SHALL BE FOUR FEET, EXCEPT THAT PROJECTIONS NOT EXCEEDING SIX FEET ARE PERMITTED, PROVIDED THAT SUCH PROJECTIONS BEHIND FOUR FEET SHALL COMPOSE NOT MORE THAN 20 PERCENT OF THE SURFACE AREA OF ALL SUCH SIGNS ON THE ESTABLISHMENT.	N/A	DOES NOT COMPLY
20-10-055	HEIGHT OF SIGNS	IN CA DISTRICTS: ALL SIGNS MUST BE LOCATED BELOW A HEIGHT OF 40 FEET.	SOUTHEAST ELEV. EXTENTS OF PROPOSED SIGNAGE AREA: LOWER LIMIT: 40 SF ABOVE CURB LEVEL UPPER LIMIT: 37'-11" ABOVE CURB LEVEL SOUTH ELEV. EXTENTS OF PROPOSED SIGNAGE AREA: LOWER LIMIT: 40 SF ABOVE CURB LEVEL UPPER LIMIT: 37'-11" ABOVE CURB LEVEL	DOES NOT COMPLY

SIGN	STREET FRONTAGE / LOCATION	TYPE	ZONING LOT STREET FRONTAGE (LF)	PERMITTED SIGN (SF)	PROPOSED SIGN (SF)	PERMITTED HEIGHT (FT)	PROPOSED HEIGHT (FT)	COMMENTS
SE1		INTERNAL ILLUMINATED		80	80	28	28	COMPLIES
SE2		INTERNAL ILLUMINATED		80	80	28	28	COMPLIES
SE3		FLASHING		7,100	7,100	18'	18'	DOES NOT COMPLY
SE4	WILLETTS POINT BLVD. BELOW 45 FT IN HEIGHT	EXTERNAL ILLUMINATED	333.15'	4,300	4,300	22	22	DOES NOT COMPLY
SE5		EXTERNAL ILLUMINATED		126	126	40'	40'	DOES NOT COMPLY
SE6		INTERNAL ILLUMINATED		95	95	40'	40'	DOES NOT COMPLY
SE6		INTERNAL ILLUMINATED		95	95	40'	40'	DOES NOT COMPLY
TOTAL:				11,786				DOES NOT COMPLY
S1		FLASHING		840	840	18'	18'	DOES NOT COMPLY
S2	38TH AVE. BELOW 45 FT IN HEIGHT	EXTERNAL ILLUMINATED	424.85'	7,680	7,680	19'	19'	DOES NOT COMPLY
S3		EXTERNAL ILLUMINATED		7,100	7,100	18'	18'	DOES NOT COMPLY
S6		EXTERNAL ILLUMINATED		840	840	40'	40'	DOES NOT COMPLY
S4		CANOPY SIGN		16,200	16,200			DOES NOT COMPLY
S5	38TH AVE. BELOW 45 FT IN HEIGHT	INTERNAL ILLUMINATED	424.85'	12 SF MAX THE HEIGHT OF LETTERS NOT EXCEEDING 1 FT	202 SF / 13 FT	13	13	DOES NOT COMPLY
S7		INTERNAL ILLUMINATED		62 SF / 13 FT	62 SF / 13 FT	13	13	DOES NOT COMPLY
TOTAL:				329				DOES NOT COMPLY
REFERENCE HEIGHT:								



**LEGEND**

PROPOSED BUILDING PHASE 1&2 FOR ILLUSTRATIVE PURPOSES ONLY

**ELEVATION LABEL\*\***  
ILLUSTRATIVE BUILDING HEIGHT

\*\*ROOF PARAPET HEIGHTS MAY EXCEED ROOF HEIGHTS BY 4'

\*\*INTERIOR FLOOR SEPARATIONS, PARTITIONS AND USES ARE ILLUSTRATIVE AND SUBJECT TO CHANGE

ILLUSTRATIVE BUILDING LINE

ZONING LOT STREET FRONTAGE

**ZONING WAIVER**

PROPOSED SIGN QUANTITY

PROPOSED SIGNAGE ZONE-WAIVER REQUESTED



NO.	DATE	REVISION
4	02/22/2024	MODIFIED ULURP SET
3	10/12/2023	REVERSED ULURP FILING SET
2	10/06/2023	REVERSED ULURP FILING SET
1	08/02/2023	ULURP FILING SET
03	DATE	ISSUE

**S9ARCHITECTURE**

333 8TH AVENUE  
NEW YORK, NY 10001  
212-457-4071

**Owner:**  
QUEENS DEVELOPMENT GROUP, LLC  
50 HUNTER STREET  
NEW YORK, NY 10001  
212-457-1000

**NEW YORK CITY FOOTBALL CLUB**  
500 HUNTER STREET 30TH FLOOR  
NEW YORK, NY 10001  
212-738-5500

**Architect:**  
S9ARCHITECTURE  
333 8TH AVENUE  
NEW YORK, NY 10001  
212-457-4071

**MEP:**  
3 BROADWAY FLOOR 20  
NEW YORK, NY 10001  
212-441-1290

**Civil Engineer:**  
LANGHAM  
360 WEST 31ST STREET 8TH FLOOR  
NEW YORK, NY 10001  
212-479-5493

**Landscape Architect:**  
BEPF  
135 BROADWAY FLOOR 20  
NEW YORK, NY 10001  
212-477-6366

**PROJECT TITLE:**  
WILLETTS POINT  
PHASE 2

QUEENS, NEW YORK

**PROJECT NO:** 65444.00

**DOB NO:**

**DRAWING TITLE:**  
STADIUM  
SIGNAGE  
WAIVER

SCALE: PAGE 34 OF 141

**Z-208**

DOB SCAN STICKER



NOT FOR CONSTRUCTION  
ISSUED FOR ULURP ONLY

August 30, 2023  
© 2023 All Rights Reserved. S9 Architecture and Engineering, LLC

## GENERAL FEEDBACK 2: ULURP application drawings

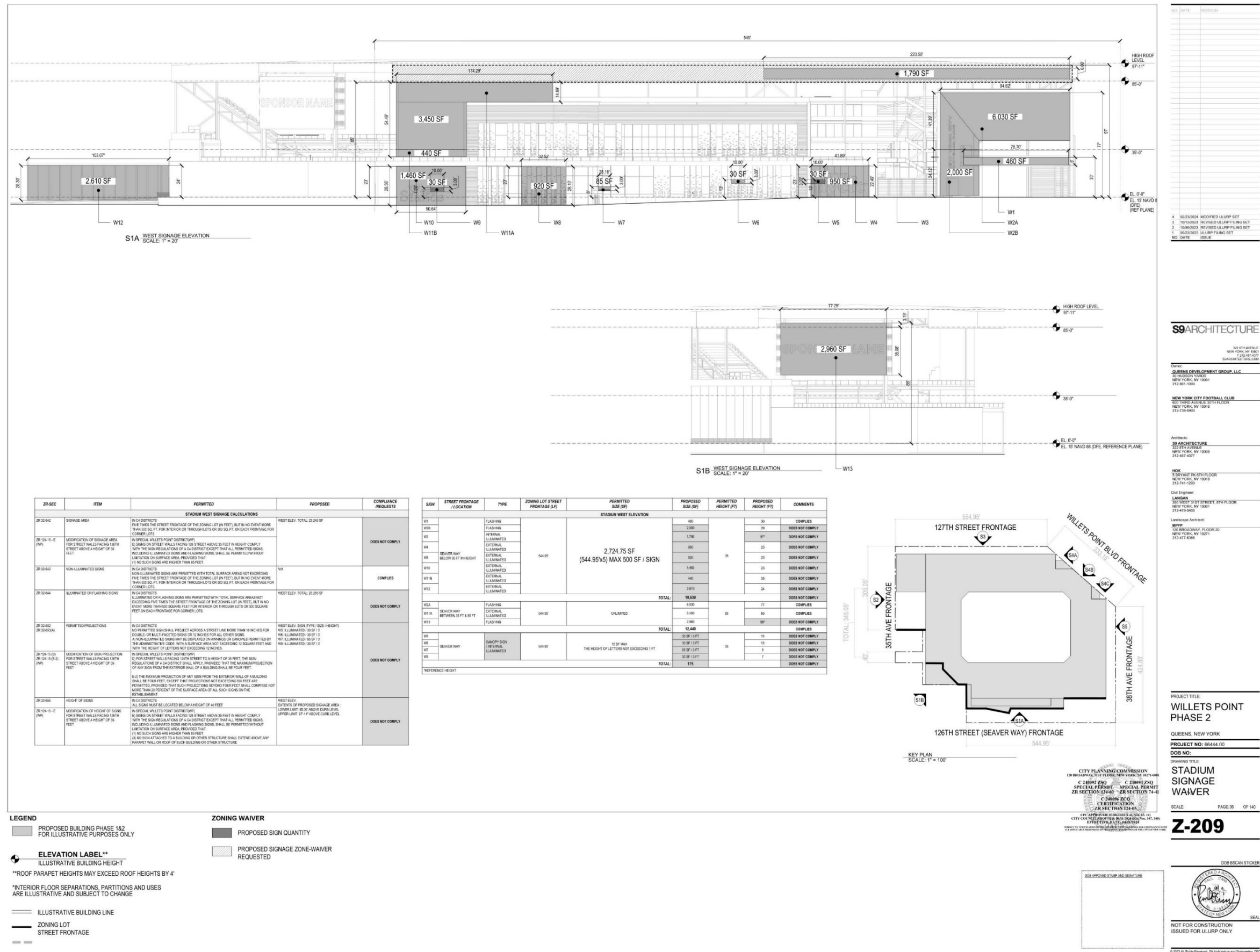
MPEP

h+k

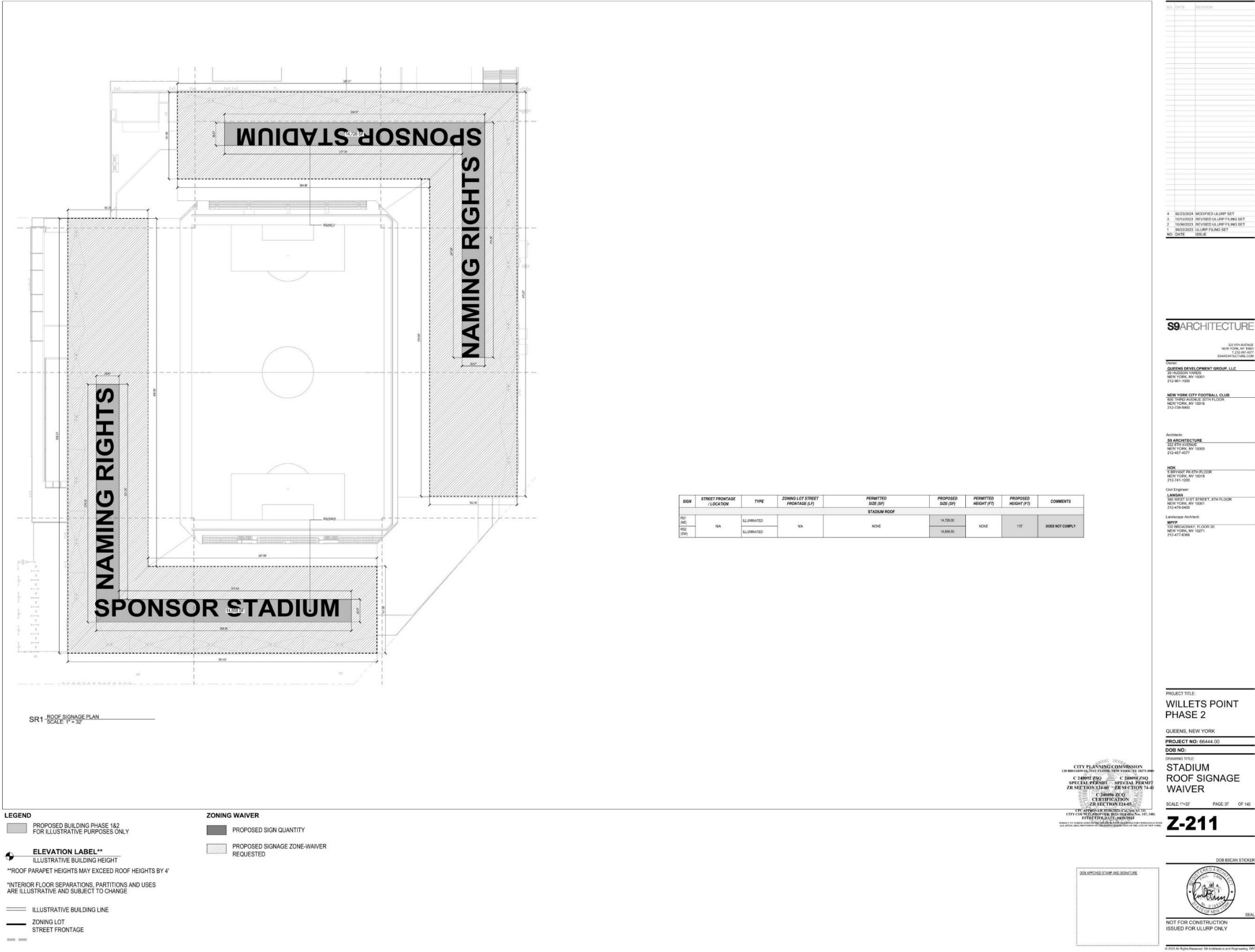
NYC/EDC



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025







GENERAL FEEDBACK 2: ULURP application drawings



# New York City FC Stadium

Experiential Graphic Design - A: Architectural Signage

Final CD / Preliminary GMP - 07.25.2024



EXD

ELEVATE

**GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.**

MPFP



NYC/EDC



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025

About this Document

This package represents Design Intent efforts authored by HOK in support of this project’s strategy to integrate brand and identity at this site. The pages that follow are issued for information only, not for the purposes of construction. The value of this package is in its summary of all the endorsed elements included in this project. It is suitable for progress review and presentation to internal stakeholders. It also is suitable for budgetary pricing by the construction and fabrication industries.

Project Quality

The intent of this design is to specify the most suitable products, constructed of top quality materials, fabricated with the best craftsmanship. Alternates to the indicated design are welcome as a means to reduce cost and/or duration of schedule; but those should be submitted in addition to – not substituted for – the design indicated in these documents.

What the Selected Fabricator Can Expect from HOK

All digital art files authored by HOK will be made available to the project team. These are predominantly authored in Adobe Creative Suite software (CC and above) within Mac OS and include InDesign, Illustrator and Photoshop files. This is supplemented by digital photography of scale mock-ups and existing site conditions. Digital imagery suitable for all required printed output will be offered as resolution ready files. The logo and project-specific fonts will be offered as well. HOK would likely be contacted to answer RFI’s during the construction process as well as approve samples, shop drawings and mock-ups. It is anticipated that Design Intent and/or Fabricator’s Instructions will be offered for every element. The possibility exists that selected elements may be singled out for a design build delivery model.

What Will Be Expected of the Selected Fabricator

Field measurements are the responsibility of fabricator. Use North American products listed or a product that is equal in quality and performance. Require material samples for quality review and exact color matching for all graphics. Top quality material, fabrication and installation is expected. Given the quality expectations for this project, the level of communication and collaboration will be demanding. Material sampling will be extensive for each element and across all finishes. Output samples, material samples, finish samples will need to be large and in multiple count to distribute to all involved. Shop drawings by the fabricator will be thorough and completely illustrate assembly and construction techniques. Digital output samples will need to be precise in color rendition. Partial mock-ups will be expected as part of the fabrication scope. Where necessary, municipal and regulatory permits will be the responsibility of the fabricator to fund and obtain; as are applicable taxes relevant to the fabrication and construction. project-specific requirements for insurance, bonding, and safety certification should be included in any pricing estimation. Project requirements may include safety training and employee testing; that time and effort should be included in the fabricator’s proposal. Coordination with a General Contractor and related trades is also expected. The fabrication effort will also require field surveys and field measurements prior to fabrication. Client/team visits to fabricators location to review progress of fabrication are also likely.

Sampling

Fabrication samples and mock-ups that will be required for this project are indicated in each individual sheet called out in RED with a dotted line defining specific areas or items.

Provide two sets of fully fabricated sign type mock-ups indicated on drawings. First set to be shipped to HOK. Second set to be shipped to Owner.

Provide two sets of 3”x3” paint/color/material samples. Paint/colors to be on specified materials. First set to be shipped to HOK. Second set to be shipped to Owner.

All samples and mock-ups to be approved by HOK and Owner prior to full production of all signs.

Project Address

NYCFC WILLETS POINT STADIUM  
FLUSHING, NY 11368

Questions Regarding this Document

- Creative Director: Jeff Lancaster - jeff.lancaster@hok.com  
Director of Operations: Steve Williams - steve.williams@hok.com  
Design Leader: Matt McInerney - matt.mcinerney@hok.com  
Senior Design Specialist: Morgan Murphy - morgan.murphy@hok.com  
Design Consultant: Taylor Vence - taylor.vence@hok.com  
Design Specialist: Misha Domshyn – misha.domshyn@hok.com  
Chief Creative Officer: Drew Bryant drew.bryant@elevatesportsventures.com  
VP, Design Strategy, Venues: Darlene van Uden - darlene.vanuden@elevatesportsventures.com  
Assistant Project Manager: Phebe Walker - phebe.walker@elevatesportsventures.com

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc..

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

GENERAL NOTES

**SHEET NUMBER**  
02.0

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.

**Note:** The terms Signage Fabricator / Installer apply to any entity who performs or is awarded all or part of these functions to conform to the design documents, for this project. In some instances these terms may apply to the same entity.

General Notes about 100% Design Intent Submittal

- 1. This package consists of the following components: wayfinding detail manual (this 11x17 book, sign location plans and message schedule.
- 2. Signage Fabricator / Installer to examine substrates, areas and conditions for compliance with signage and graphics requirements prior to fabrication and installation. Notify Architect of unsatisfactory conditions before proceeding. Proceed with installation only after unsatisfactory conditions have been corrected.
- 3. Signage Fabricator / Installer shall submit fully-detailed working (shop) drawings/submittal of all signs and graphics contained in this package to the Graphic Designer, Architect and Owner. Shop drawings shall be redrawn to illustrate all means and methods of construction. Design Intent drawings SHALL NOT be used as backgrounds or as artwork for submittal. Drawings shall be reviewed and have signed approval prior to fabrication or ordering of materials.
- 4. Any revisions by contractor, issued as resubmittal, shall be bubbled with delta number to indicate revision changes or clearly called out by some other means (e.g. numbered leader line, etc.)
- 5. Signage Fabricator / Installer is responsible for determining proper mounting, fastening and anchoring methods for all signage and graphics unless noted otherwise. Determination to account for surface material(s) signage is being mounted to.
- 6. **Fabricator to verify ALL field dimensions and all measurements shown on ALL drawings and elevations. Final artwork will be produced once field verifications have been confirmed and provided.**

General Notes for Fabrication and Installation of this Project

- 1. The graphic design requirements shown by the details on the sign type drawing documents are for **design intent only** and intended to establish basic dimensions of units or modules, profiles and sight lines of members, and appearance. With these limitations, the Signage Fabricator / Installer is responsible for fabrication of the entire system, and to make whatever modifications of, and additions to, details as may be required. Maintain the visual design concept as shown, including member’s sizes, profiles and alignment of components as accurately as possible.
- 2. Do not scale the drawings. All sign copy and graphics should be considered to be representative and are subject to change.
- 3. All Final Text to be confirmed by Owner.
- 4. Refer to Sign Location Plans for final locations for all signage (if applicable).
- 5. The contract documents are complementary, and what is required by one shall be as binding as if required by all. The Signage Fabricator / Installer shall coordinate all required portions of work in contract scope.
- 6. Signage Fabricator / Installer shall conform to these drawings and specifications and submit to HOK samples for all finishes included in their scope of work before commencement of such work.
- 7. For the purpose of **100% Design Intent** process, proprietary names identifying items of work are used solely to describe the standard of the product or the color of the finish, unless the items of work are explicitly noted

as not having an equal. Signage Fabricator / Installer shall secure approval of any substitutions from HOK. Any items approved for substitution should be submitted to HOK for final approval.

- 8. All dimensions are to the exterior face of the finished material unless otherwise noted. All elevations are noted from finish floor elevations.
- 9. All dimensions of existing work and all dimensions required for work that is connected with work in place shall be verified by the Signage Fabricator / Installer. In addition, the Signage Fabricator / Installer shall verify all finishes and notify HOK of any discrepancies before performing any work.
- 10. The Signage Fabricator / Installer or any sub-contractors shall notify HOK of any discrepancies in the fabrication documents immediately and shall not proceed or allow sub-contractors to work in those areas until said discrepancies are resolved.
- 11. When changes are required, for any reason, notify HOK before performing any work. Changes which alter the contract documents must have the approval of HOK and Owner before commencement of such work. Changes which modify the contract amount must have the approval of HOK and Owner before commencement of such work.
- 12. All graphics and colors provided must conform to scale, specifications, and Pantone (PMS) numbers where provided.
- 13. All work shall be done in accordance with all applicable codes and to the highest standards of trade practice.
- 14. Prior to commencing any work, the Signage Fabricator / Installer or Installer who is awarded all or part of fabrication and/or installation shall review with the Owner, Architect, and HOK the phasing of their work and secure approval from all parties. Submit to HOK a master schedule of the awarded work one (1) week after the contract signing.
- 15. All interior finish and trim materials are to meet Class C flame spread ratings of 76 to 200, or per applicable code.
- 16. Signage Fabricator / Installer are responsible for obtaining and paying for all applicable permits and certificates required of their work.
- 17. The Signage Fabricator / Installer shall warrant that all merchandise is free of defects in material or workmanship and shall provide Owner with a warranty to replace or repair any merchandise that fails to conform to above for a period of no less than one (1) year from date of final acceptance.
- 18. Signage Fabricator / Installer shall provide and install adequate blocking for all wall hung and wall supported items except for those items which are hung from items not in contract.
- 19. Existing signs that are being replaced with new signs are to be removed and disposed of by the Signage Fabricator / Installer prior to installation **at the cost of the Signage Fabricator / Installer.** This is to be indicated in the Signage Fabricator / Installer bid documents.
- 20. Signage Fabricator / Installer shall patch and repair all existing surfaces as required of work prior to applying new finishes. All openings, voids, or unfinished surfaces created by removal or alteration of existing work, shall be closed or patched and finished as necessary to match existing continuous

surfaces or new finishes required **at the cost of the Signage Fabricator / Installer.** This is to be indicated in the Signage Fabricator / Installer bid documents.

- 21. It will be the responsibility of the Signage Fabricator / Installer to coordinate with the General Contractor when existing signage is to be removed – prior to the installation of new signage – to provide approved temporary signage. Temporary signage will conform to all standards of the design drawings and conform to ADA and/or visual clarity. **This is to be indicated in the Signage Fabricator / Installer bid documents.**
- 22. All hangers, channels, rods and other misc. support steel shall be installed by Signage Fabricator / Installer as necessary for the support of suspended equipment (signage) and shall be fastened to the existing structure in such a manner as to not compromise its existing structural integrity or fire rating. Coordinate with the General Contractor as necessary.
- 23. Signage Fabricator / Installer shall keep the site work area(s) clear of unnecessary debris; and shall keep all work area(s) secured when unattended for the duration of the installation period.
- 24. Signage Fabricator / Installer shall clean the site of all unnecessary debris and clean all glass, chrome, excessive dirt (due to any excavations/installs) and any other items before vacating the site and final Owner sign-off.
- 25. The Signage Fabricator / Installer shall provide all engineering required for exterior signage guaranteed for local conditions and codes.
- 26. Signage Fabricator / Installer to examine substrates, areas and conditions for compliance with signage requirements prior to fabrication and installation. Notify Architect of unsatisfactory conditions before proceeding. Proceed with installation only after unsatisfactory conditions have been corrected.

Performance Requirements

- 1. Delegated Design: Engage a qualified professional engineer to design structure and anchorage of mechanically fastened graphic elements or signage to structure according to structural performance requirements. Submit engineer-stamped shop drawings for review and record. Structural Performance: Signs and supporting elements shall withstand the effects of gravity and other loads within limits and under conditions indicated on drawings.

Closeout Procedures

Fabricator to prepare a punch-list of items to be completed and corrected. The HOK and Architect will verify and add to this list.

After installation, clean soiled sign surfaces according to manufacturer’s written instructions.

Evidence of installation work or damages incurred on other surfaces shall be cleaned or repaired prior to completion of work. Protect units from damage until acceptance by Owner.

Provide 2 liters touch-up paint to Owner of each color.

Provide copies of all applicable Warranties & Maintenance/Cleaning Instructions.

Qualifiers

All ideas, design arrangements, or plans indicated or represented by these drawings are owned by, and remain the sole property of HOK. No ideas, designs, arrangements, or plans shall be disclosed to any other person, firm, or corporation for any purpose whatsoever without the express written consent of HOK.

Alternates

Propose an amount, stated on the Bid Form, for alternate work defined that may be added to or deducted from the base bid amount if Owner decides to accept the corresponding change.

The cost or credit for each alternate is the net addition to or deduction from the Contract Sum to incorporate alternate into the Work. No other adjustments are made to the Contract Sum.

Revise or adjust affected adjacent work as necessary to completely integrate work of the alternate into Project. Include as part of each alternate, miscellaneous devices, accessory objects, and similar items incidental to or required for a complete installation whether or not indicated as part of alternate.

Execute accepted alternates under the same conditions as other work of the Contract.

Other

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

All Artwork and Shop Drawings required under the scope of these documents are to become the sole property of the Owner at the completion of the contract, with all original, or created artwork or drawings to be surrendered to the Owner at the end of fulfillment of the contract or sooner if requested in writing from the Owner.

All artwork and Drawings are not to be reproduced or circulated for use outside the scope of this contract without written consent of the Owner. Failure to comply will result in legal action to the fullest extent of the law.

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

GENERAL NOTES

SHEET NUMBER

03.0

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025

COLORS

White	City Blue	Dark Blue	Charcoal Grey	Medium Grey	Brass
NO PMS COLOR	NO PMS COLOR	NO PMS COLOR	NO PMS COLOR	NO PMS COLOR	NO PMS COLOR
CMYK 00-00-00-00 HEX# FFFFFF	CMYK 00-00-00-00 HEX# FFFFFF	CMYK 00-00-00-00 HEX# FFFFFF	CMYK 00-00-00-00 HEX# FFFFFF	CMYK 00-00-00-00 HEX# FFFFFF	CMYK 00-00-00-00 HEX# FFFFFF
P-1	P-2	P-3	P-4	P-5	P-6

Fire Safety Red	Photoluminescent	Black
NO PMS COLOR	Paint must comply with ASTM E2072 and/or IBC Section 1025	NO PMS COLOR
CMYK 00-00-00-00 HEX# FFFFFF		CMYK 00-00-00-00 HEX# FFFFFF
P-7	P-8	P-9

VINYL

White Vinyl	Dark Blue Vinyl
TBD	TBD
V-1	V-2

MATERIALS

Concrete	Acrylic	Aluminum
Engraved concrete	1/4" thick acrylic	1/2" thick aluminum
C-1	A-1	M-1

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

PROJECT REFERENCES

**SHEET NUMBER**  
05.0

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.

FONTS

HELVETICA NEUE COND. BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

FONTS GENERAL NOTES

CHARACTERS ON SIGNS SHALL BE SELECTED FROM FONTS THAT HAVE A WIDTH-TO-HEIGHT RATIO OF BETWEEN 3:5 (60 PERCENT) AND 1:1 (100 PERCENT) MEASURED BY THE WIDTH OF THE UPPERCASE LETTER "O" AND HEIGHT OF THE UPPERCASE LETTER "I", AND A STROKE WIDTH-TO-HEIGHT RATIO OF BETWEEN 1:5 (20 PERCENT) AND 1:10 (10 PERCENT) MEASURED BY THE WIDTH AND HEIGHT OF THE UPPERCASE LETTER "I".

SYMBOLS



PICTOGRAM GENERAL NOTES

THE INTERNATIONAL SYMBOL OF ACCESSIBILITY SHALL BE THE STANDARD USED TO IDENTIFY FACILITIES THAT ARE ACCESSIBLE TO AND USABLE BY PHYSICALLY DISABLED PERSONS AS SET FORTH IN THESE BUILDING STANDARDS AND AS SPECIFICALLY REQUIRED IN THIS SECTION. EXCEPTION: SIGNS NEED NOT BE PROVIDED FOR FACILITIES WITHIN AN ADAPTABLE DWELLING UNIT, OR WITHIN AN ACCESSIBLE PATIENT OR GUEST ROOM. 1117B.5.8.1.1 COLOR OF SYMBOL.

THE SYMBOL SPECIFIED ABOVE SHALL CONSIST OF WHITE FIGURE ON BLUE BACKGROUND. THE BLUE SHALL BE EQUAL TO COLOR NO. 15090 IN FEDERAL STANDARD 595B. EXCEPTION: THE APPROPRIATE ENFORCEMENT AGENCY MAY APPROVE OTHER COLORS TO COMPLEMENT DECOR OR UNIQUE DESIGN. THE SYMBOL CONTRAST SHALL BE LIGHT ON DARK OR DARK ON LIGHT.

VOLUME CONTROL TELEPHONES. WHERE TELEPHONES WITH VOLUME CONTROLS ARE REQUIRED TO BE IDENTIFIED, THE IDENTIFICATION SYMBOL SHALL BE A TELEPHONE HANDSET WITH RADIATING SOUND WAVE.

ASSISTIVE LISTENING SYSTEMS. WHERE ASSISTIVE LISTENING SYSTEMS ARE REQUIRED TO BE IDENTIFIED BY THE INTERNATIONAL SYMBOL OF ACCESS FOR HEARING LOSS.

SIGNS FOR TEXT TELEPHONES. WHENEVER SIGNS SHALL REFER TO TEXT TELEPHONES FOR PEOPLE WHO ARE DEAF OR HARD OF HEARING, THE TERM "TTY" SHALL BE USED; THE TERM "TDD" SHALL NOT BE USED.

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc..

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
 Steve Williams  
 3200 Southwest Fwy, #900  
 Houston, TX 77027

**PROJECT NAME**  
 Client: New York City Football Club  
 Project Number: 22.70086.00  
 Date: 07/25/2024

**PROJECT INFORMATION**  
 Scope: Package A: Architectural Wayfinding  
 Phase: Design Intent Documentation  
 Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

PROJECT REFERENCES

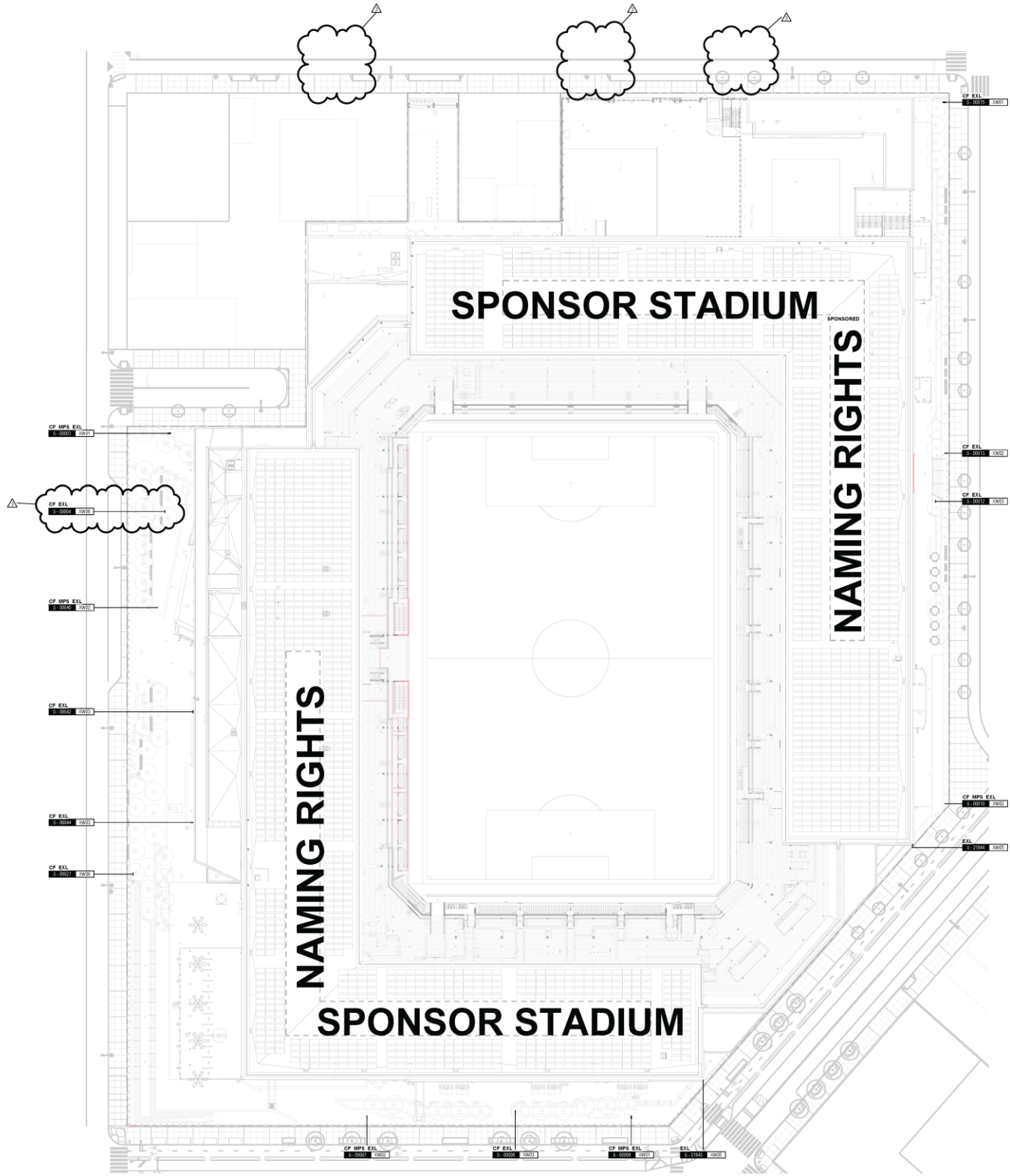
SHEET NUMBER  
 06.0

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



PHASE II - STADIUM PARCEL  
 STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
 SUBMISSION FOR CONCEPTUAL COMMENTS  
 FEBRUARY 24, 2025





1 ARCHITECTURAL GRAPHICS SITE PLAN AG.A  
1" = 30'-0"

ARCHITECTURAL GRAPHICS GENERAL NOTES

1. FINAL SIGN LOCATIONS ARE APPROXIMATE AND TBD.
  2. FINAL SIGN TYPES ARE TBD.
  3. ACCOUNT FOR 16 QTY DIGITAL PLAYER LOCKER IDS, 117 QTY DIGITAL AKA LOCKER IDS, 19 QTY FREE STANDING CASEWORK GRAPH DISPLAYS WITH POWER FOR LIGHTING ELEMENTS, AND 19 QTY PLAYER TEAM PARKING IDS.
  4. REFER TO 2024-25 21-0000 ARCHITECTURAL GRAPHICS, 10000, 11017 PDF FOR SIGN TYPE MATRIX AND ADDITIONAL INFORMATION.
  5. SEE "XXXX" FOR DESIGN INTENT DRAWINGS AND INSTALLATION GUIDELINES.
- REFERENCE AG000 SERIES FOR SIGNAGE SCHEDULES.

SIGN TAG KEY



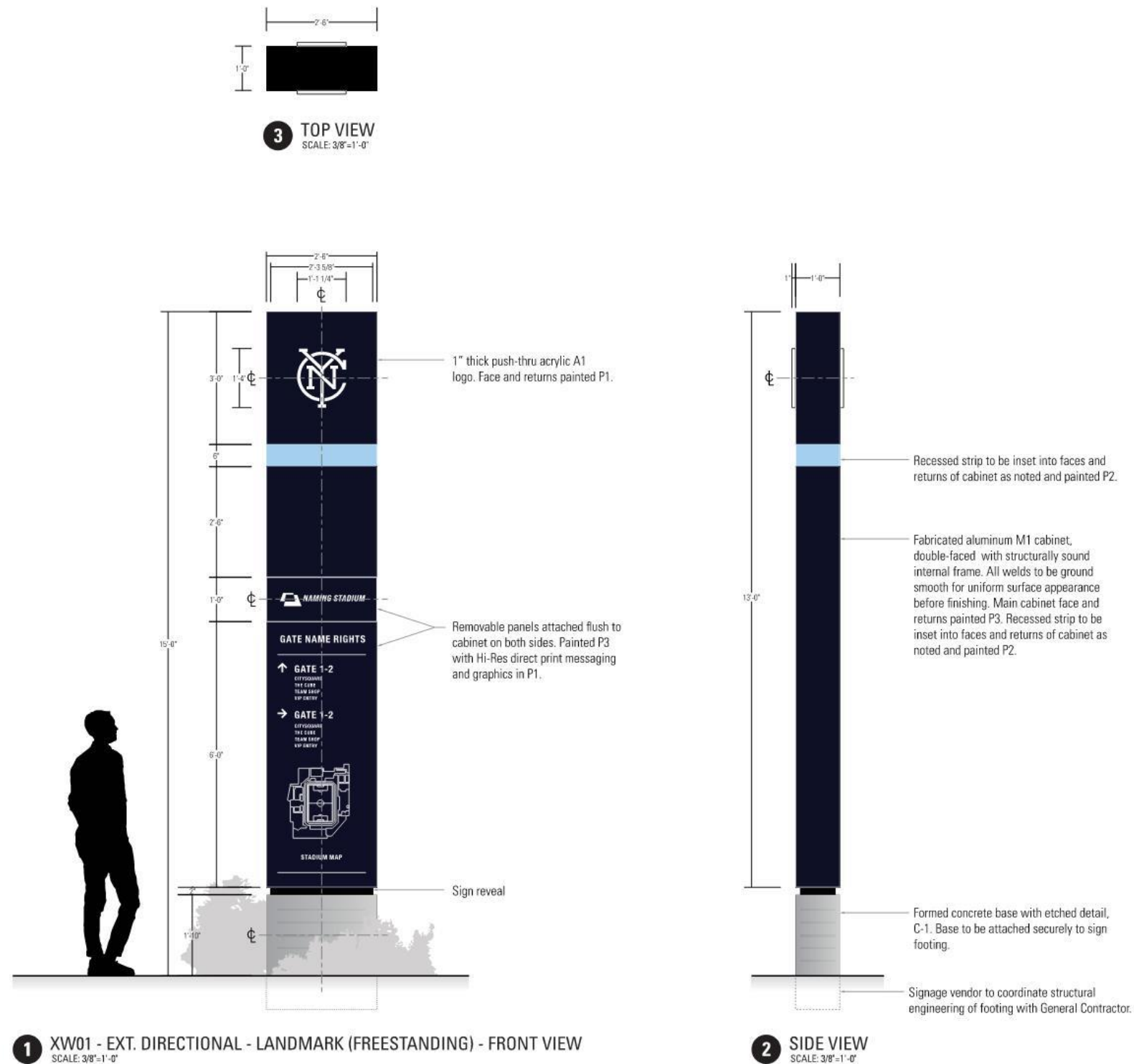
SITE LEGEND



SIGN TYPES

SIGN TYPE	SIGN DESCRIPTION
CR01	CLUB AND PARTNER ID
DR01	DIRECTIONAL - OVERHEAD
DR02.3	DIRECTIONAL - FREE STANDING - PREMIUM
DR04	DIRECTIONAL - WALL MOUNTED
DR04.3	DIRECTIONAL (WALL MOUNTED) - CLUB
DR05	DIRECTIONAL - FLAG
DR07	DIRECTORY - WALL MOUNTED
DR07.3	DIRECTORY - WALL MOUNTED - PREMIUM
EL01.1	ELEVATOR EVACUATION MAP - FKH
EL01.2	ELEVATOR EVACUATION MAP - BOH
ID01.1	BLADE ID (FKH)
L01	LOADING DOCK ID
L001	LEED AND SUSTAINABILITY
OC01	OCCUPANCY LOAD
OP01.1	STADIUM REGULATIONS (WALL MOUNTED)
OP01.2	STADIUM REGULATION
OP02	NO RE-ENTRY (WALL MOUNTED)
OP03.1	GUEST REGULATIONS (FREE STANDING POST & PANEL)
OP03.2	GUEST REGULATIONS (FREE STANDING SIGN FRAME)
OP03.3	GUEST REGULATIONS (WALL MOUNTED)
OP04.1	SUPPORTER REGULATIONS (FREE STANDING SIGN FRAME)
OP05	DO NOT ENTER FIELD (POST & PANEL)
OP06	ENTRY LOGOS (WALL MOUNTED)
OP07	MU PLAYER CODE OF CONDUCT (WALL MOUNTED)
OP08	GAME CREDENTIALS (WALL MOUNTED)
OP09	BENCH LOGOS (WALL MOUNTED)
OP10	BOX REGULATIONS (WALL MOUNTED)
OP11.1	GARAGE REGULATIONS (FREE STANDING SIGN FRAME)
OP11.2	GARAGE REGULATIONS (WALL MOUNTED)
RR01.1	ROOM ID - FKH
RR01.2	ROOM ID - BOH
RR01.3	ROOM ID - PREMIUM
RR01	REGULATORY ID
RR01.1	RESTROOM ID - FKH
RR01.2	RESTROOM ID - BOH
RR01.3	RESTROOM ID - PREMIUM
RR02.1	ALL GENDER RESTROOM ID - FKH
RR02.2	ALL GENDER RESTROOM ID - BOH
RR02.3	ALL GENDER RESTROOM ID - PREMIUM
RR03	ACCESSIBLE RESTROOM ID
SS01.1	STAIR ID - EXTERIOR STAIRWELL ID - FKH
SS01.2	STAIR ID - EXTERIOR STAIRWELL ID - BOH
SS02	STAIR ID - INTERIOR STAIRWELL FIRE CODE
SS03	STAIR ID - INTERIOR STAIRWELL ID
SS01	SUITE AND PARTNER ID
SS03	FLAG ID - SUITE
V01	VGM SECTION ID - WALL MOUNTED
V02	VGM SECTION ID - FASCIA MOUNTED
V03	VGM SECTION ID - OVERHEAD
V04	VGM ROW ID - WALL MOUNTED
V05	VGM ROW ID - HAIL MOUNTED
XW01	EXTERIOR DIRECTIONAL - LANDMARK (FREE STANDING)
XW02	EXTERIOR DIRECTIONAL - MONUMENT (FREE STANDING)
XW03	EXTERIOR DIRECTIONAL - (FREE STANDING)
XW05	EXTERIOR DIRECTIONAL - COLUMN MOUNTED
XW06	EXTERIOR INFORMATIONAL - OPEN SPACE (FREE STANDING)

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



GENERAL NOTES:

- 1. Contracted fabricator to verify all field conditions, field dimensions and all measurements shown on all drawings and elevations per each sign location prior to fabrication; fabricator to confirm that all locations can accept signage as designed.
- 2. Final artwork will be produced and provided by HOK once field verifications have been confirmed and provided.
- 3. Contracted fabricator to provide full size mock-up as noted; HOK to supply artwork of designated area for sampling.
- 4. Contracted fabricator shall submit shop drawings including, but not limited to size, text, layout, signage, architectural metal members, mounting, welds and connections.
- 5. See magenta dots on locations plans for coordination of in-ground lighting requested for illuminatin of wayfinding signage.
- 6. Please note that this design is subject to PDC review and approval, and is included in this certification set for illustrative purpose.
- 7. Materials and site furnishings shown for illustrative purposes only.
- 8. All messaging and content is TBD.

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

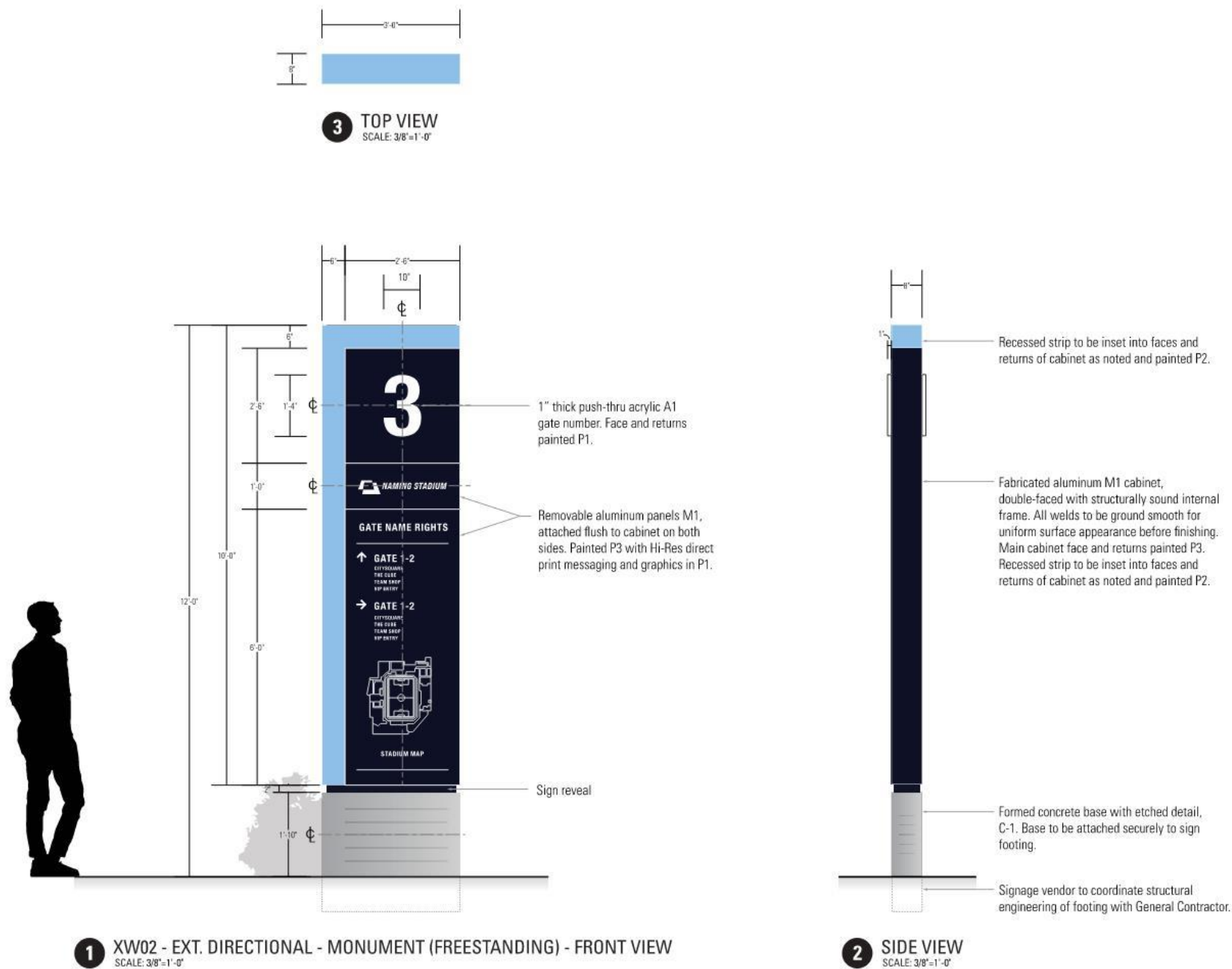
EXTERIOR DIRECTIONAL - LANDMARK (FREESTANDING)  
**XW01**

SHEET NUMBER  
**70.0**

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025



GENERAL NOTES:

1. Contracted fabricator to verify all field conditions, field dimensions and all measurements shown on all drawings and elevations per each sign location prior to fabrication; fabricator to confirm that all locations can accept signage as designed.
2. Final artwork will be produced and provided by HOK once field verifications have been confirmed and provided.
3. Contracted fabricator to provide full size mock-up as noted; HOK to supply artwork of designated area for sampling.
4. Contracted fabricator shall submit shop drawings including, but not limited to size, text, layout, signage, architectural metal members, mounting, welds and connections.
5. See magenta dots on locations plans for coordination of in-ground lighting requested for illuminatin of wayfinding signage.
6. Please note that this design is subject to PDC review and approval, and is included in this certification set for illustrative purpose.
7. Materials and site furnishings shown for illustrative purposes only.
8. All messaging and content is TBD.

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

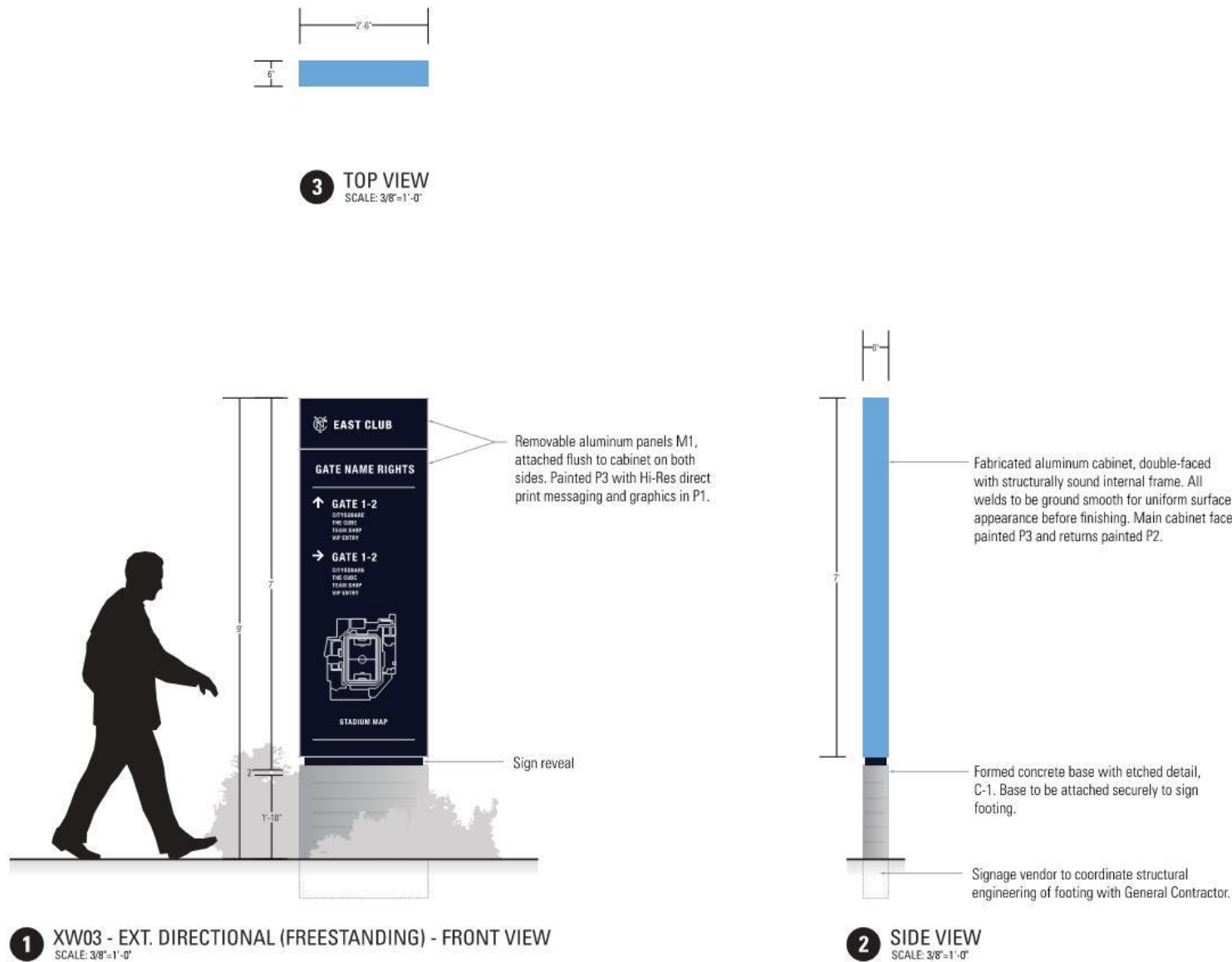
EXTERIOR DIRECTIONAL - MONUMENT (FREESTANDING)  
**XW02**

SHEET NUMBER  
**71.0**

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025



GENERAL NOTES:

- 1. Contracted fabricator to verify all field conditions, field dimensions and all measurements shown on all drawings and elevations per each sign location prior to fabrication; fabricator to confirm that all locations can accept signage as designed.
- 2. Final artwork will be produced and provided by HOK once field verifications have been confirmed and provided.
- 3. Contracted fabricator to provide full size mock-up as noted; HOK to supply artwork of designated area for sampling.
- 4. Contracted fabricator shall submit shop drawings including, but not limited to size, text, layout, signage, architectural metal members, mounting, welds and connections.
- 5. See magenta dots on locations plans for coordination of in-ground lighting requested for illuminatin of wayfinding signage.
- 6. Please note that this design is subject to PDC review and approval, and is included in this certification set for illustrative purpose.
- 7. Materials and site furnishings shown for illustrative purposes only.
- 8. All messaging and content is TBD.

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION



EXPERIENCE DESIGN  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

PROJECT NAME  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

PROJECT INFORMATION  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

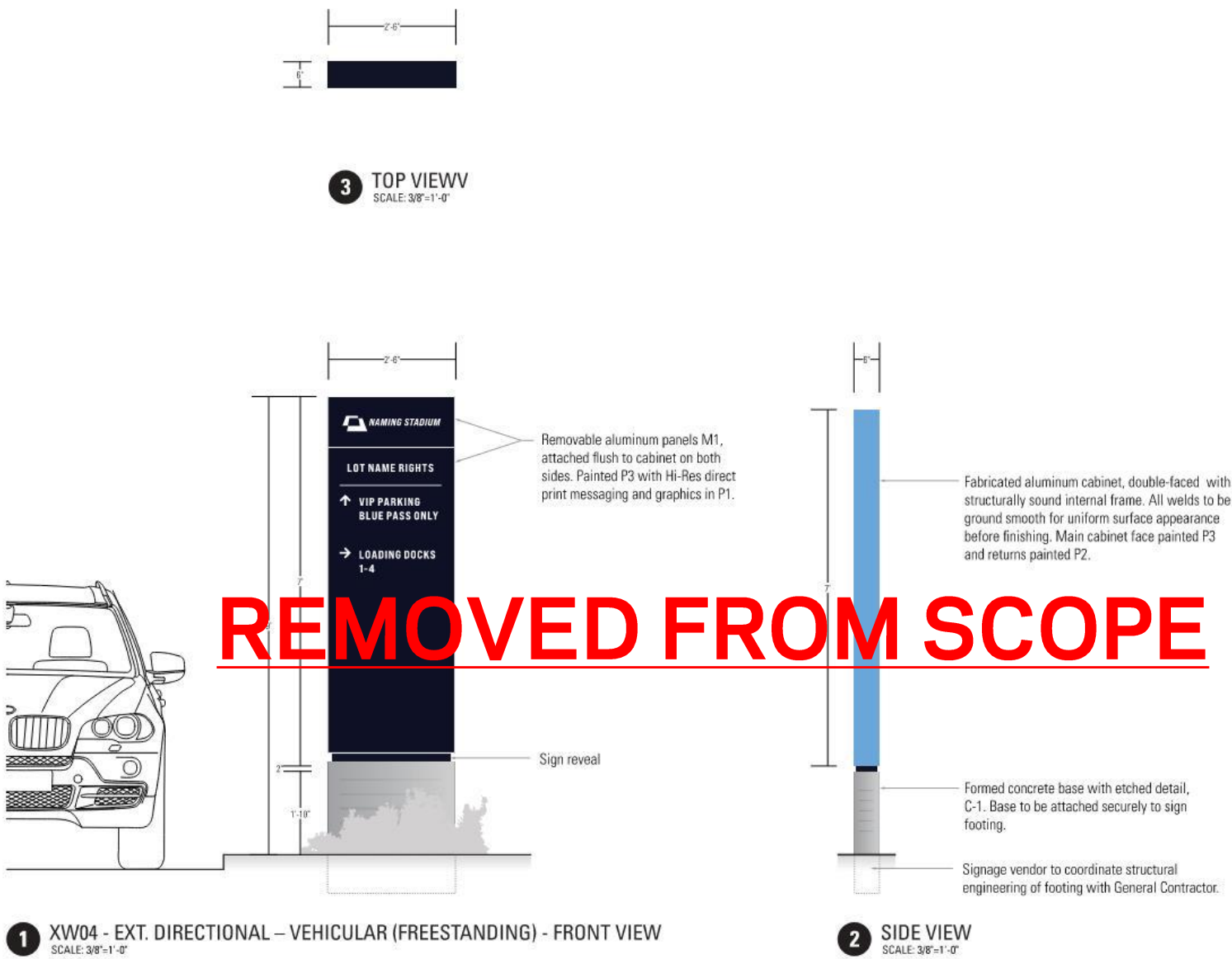
EXTERIOR DIRECTIONAL (FREESTANDING)  
**XW03**

SHEET NUMBER  
**72.0**

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025



- GENERAL NOTES:**
- 1. Contracted fabricator to verify all field conditions, field dimensions and all measurements shown on all drawings and elevations per each sign location prior to fabrication; fabricator to confirm that all locations can accept signage as designed.
  - 2. Final artwork will be produced and provided by HOK once field verifications have been confirmed and provided.
  - 3. Contracted fabricator to provide full size mock-up as noted; HOK to supply artwork of designated area for sampling.
  - 4. Contracted fabricator shall submit shop drawings including, but not limited to size, text, layout, signage, architectural metal members, mounting, welds and connections.
  - 5. See magenta dots on locations plans for coordination of in-ground lighting requested for illuminatin of wayfinding signage.
  - 6. Please note that this design is subject to PDC review and approval, and is included in this certification set for illustrative purpose.
  - 7. Materials and site furnishings shown for illustrative purposes only.
  - 8. All messaging and content is TBD.

ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION

**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**

Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**

Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

EXTERIOR DIRECTIONAL - VEHICULAR (FREESTANDING)

**XW04**

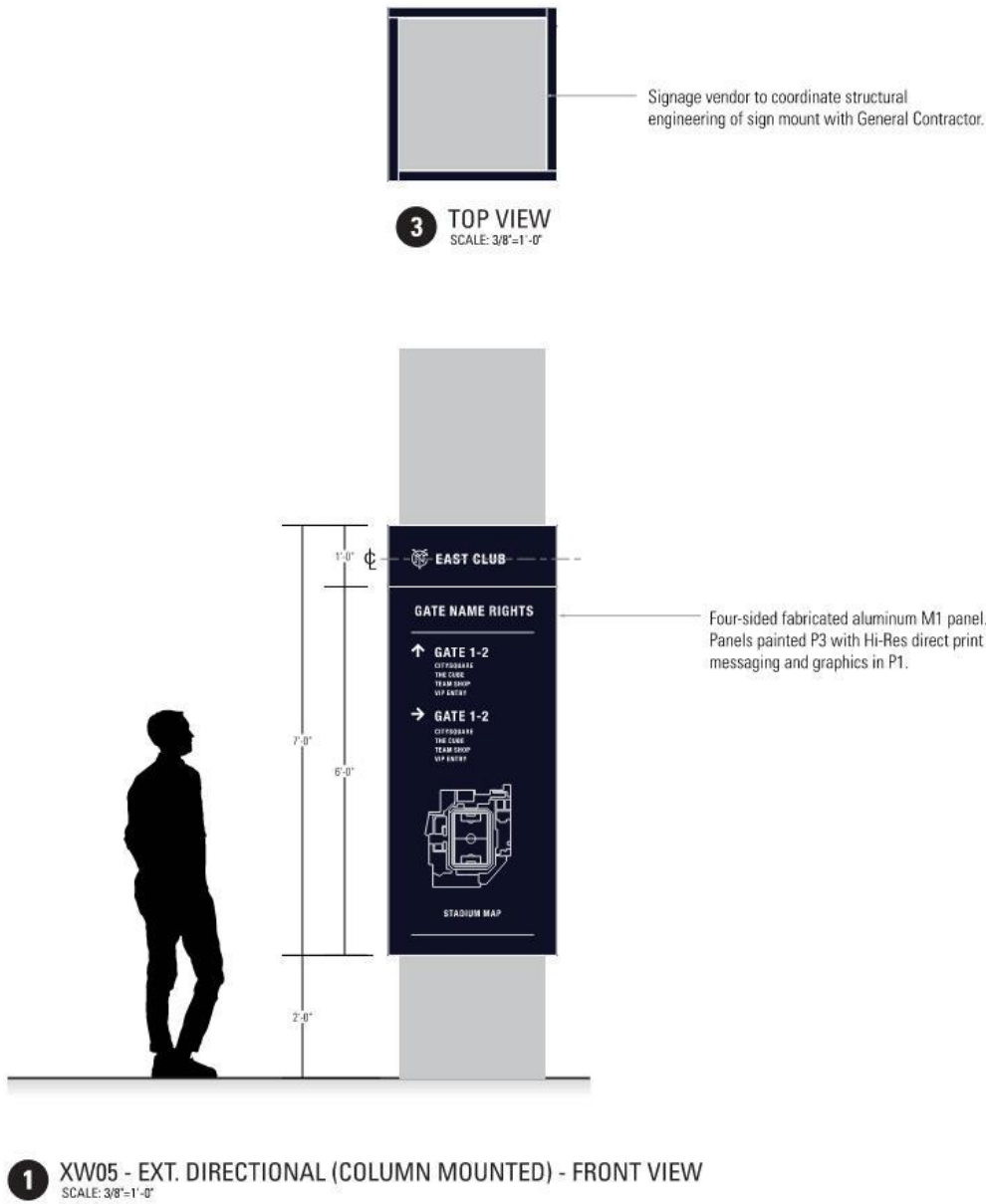
SHEET NUMBER

**73.0**

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.

GENERAL NOTES:

- 1. Contracted fabricator to verify all field conditions, field dimensions and all measurements shown on all drawings and elevations per each sign location prior to fabrication; fabricator to confirm that all locations can accept signage as designed.
- 2. Final artwork will be produced and provided by HOK once field verifications have been confirmed and provided.
- 3. Contracted fabricator to provide full size mock-up as noted; HOK to supply artwork of designated area for sampling.
- 4. Contracted fabricator shall submit shop drawings including, but not limited to size, text, layout, signage, architectural metal members, mounting, welds and connections.
- 5. See magenta dots on locations plans for coordination of in-ground lighting requested for illuminatin of wayfinding signage.
- 6. Please note that this design is subject to PDC review and approval, and is included in this certification set for illustrative purpose.
- 7. Materials and site furnishings shown for illustrative purposes only.
- 8. All messaging and content is TBD.



ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc.

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

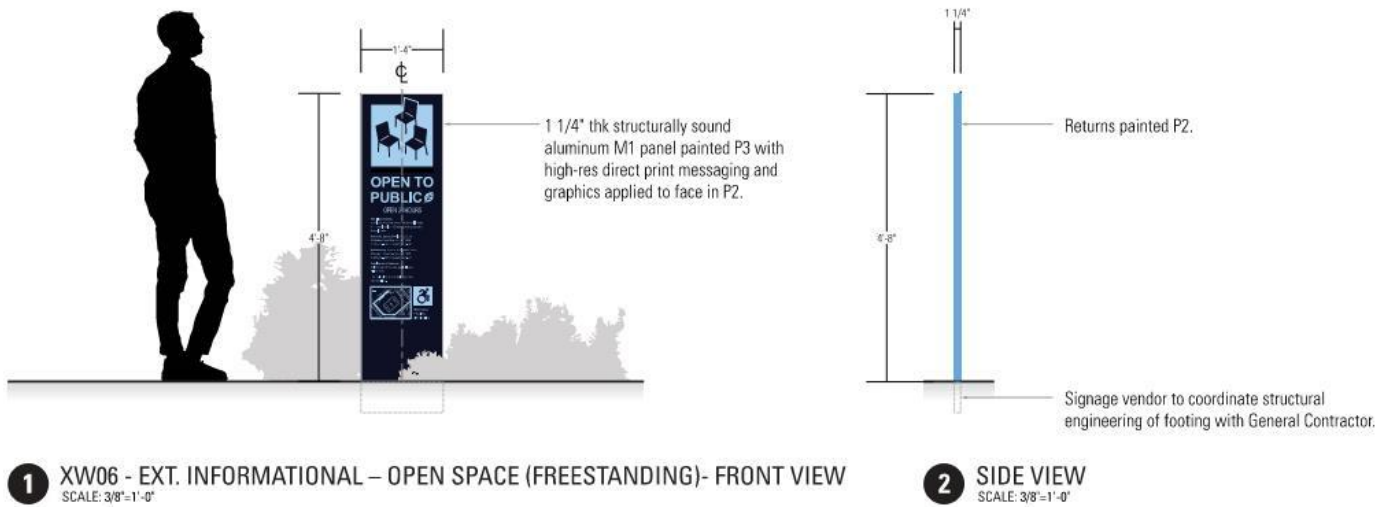
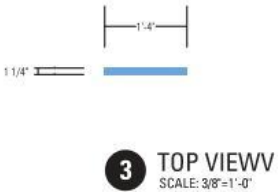
EXTERIOR DIRECTIONAL (COLUMN MOUNTED)  
**XW05**

SHEET NUMBER  
**74.0**

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.

GENERAL NOTES:

- 1. Contracted fabricator to verify all field conditions, field dimensions and all measurements shown on all drawings and elevations per each sign location prior to fabrication; fabricator to confirm that all locations can accept signage as designed.
- 2. Final artwork will be produced and provided by HOK once field verifications have been confirmed and provided.
- 3. Contracted fabricator to provide full size mock-up as noted; HOK to supply artwork of designated area for sampling.
- 4. Contracted fabricator shall submit shop drawings including, but not limited to size, text, layout, signage, architectural metal members, mounting, welds and connections.
- 5. See magenta dots on locations plans for coordination of in-ground lighting requested for illuminatin of wayfinding signage.
- 6. Please note that this design is subject to PDC review and approval, and is included in this certification set for illustrative purpose.
- 7. Materials and site furnishings shown for illustrative purposes only.
- 8. All messaging and content is TBD.



ORIGINAL DRAWING IS 11 X 17. DO NOT SCALE CONTENTS OF THIS DRAWING.

Copyright © 2024 Hellmuth, Obata & Kassabaum, Inc..

NOT FOR CONSTRUCTION



**EXPERIENCE DESIGN**  
Steve Williams  
3200 Southwest Fwy, #900  
Houston, TX 77027

**PROJECT NAME**  
Client: New York City Football Club  
Project Number: 22.70086.00  
Date: 07/25/2024

**PROJECT INFORMATION**  
Scope: Package A: Architectural Wayfinding  
Phase: Design Intent Documentation  
Issued For: Final CD / Preliminary GMP

No.	DESCRIPTION	DATE
1		
2		
3		

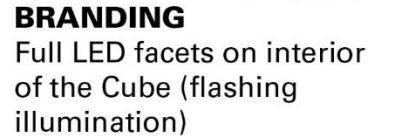
EXTERIOR INFORMATIONAL - OPEN SPACE (FREESTANDING)  
**XW06**

SHEET NUMBER  
**75.0**

GENERAL FEEDBACK 2: Exterior Wayfinding Booklet.



PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025



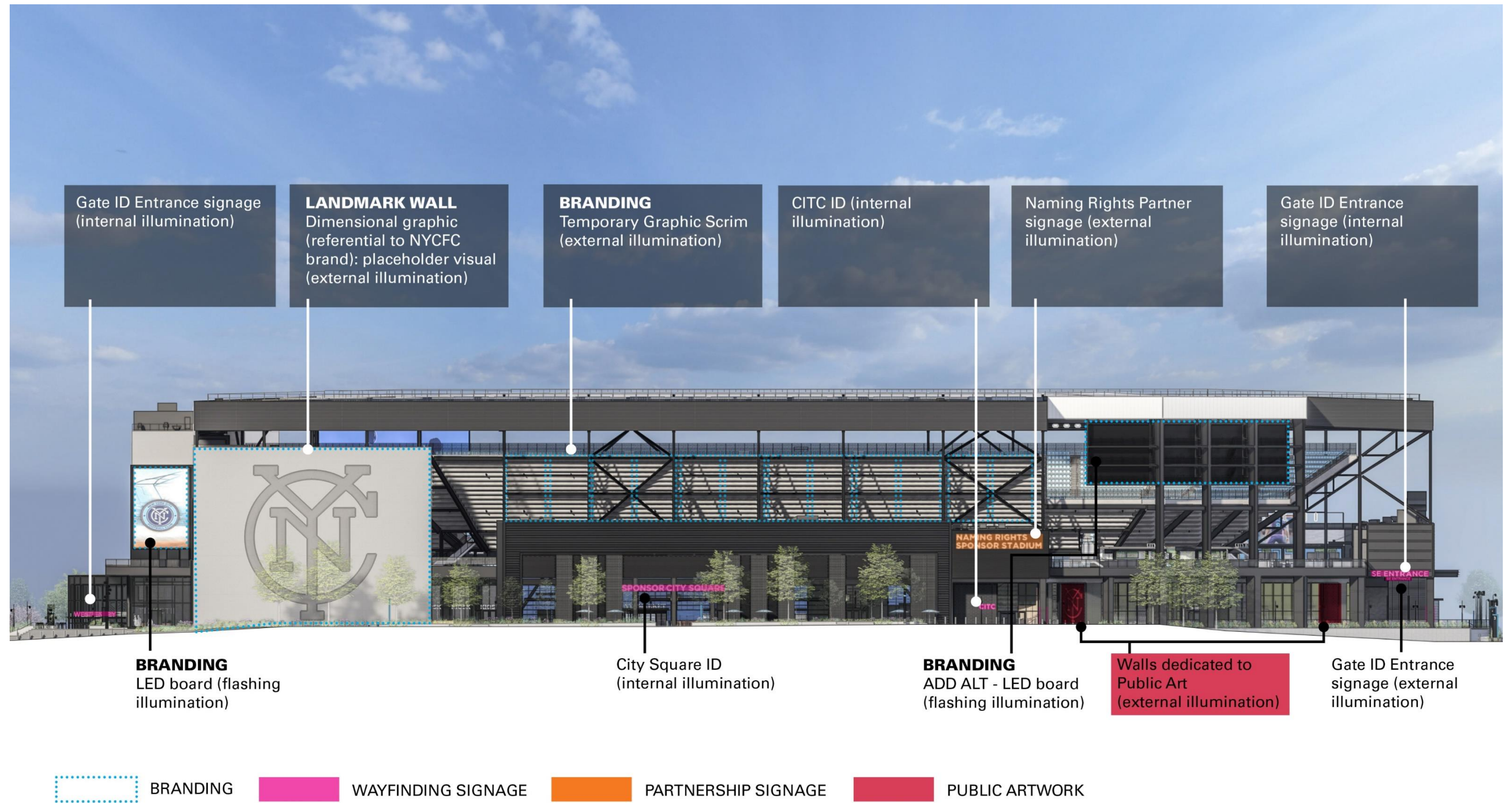
MPFP



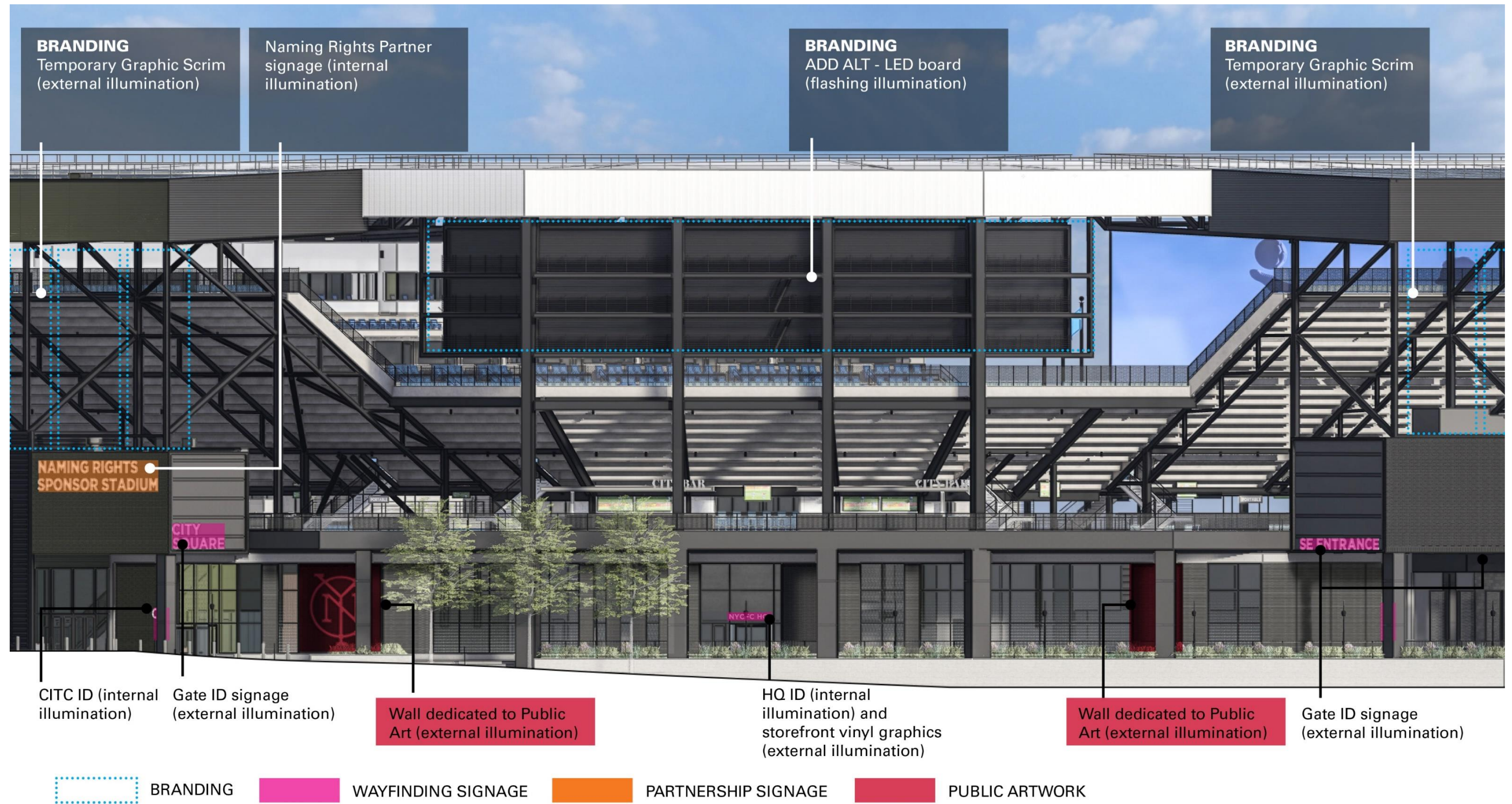
**NYC / EDC**



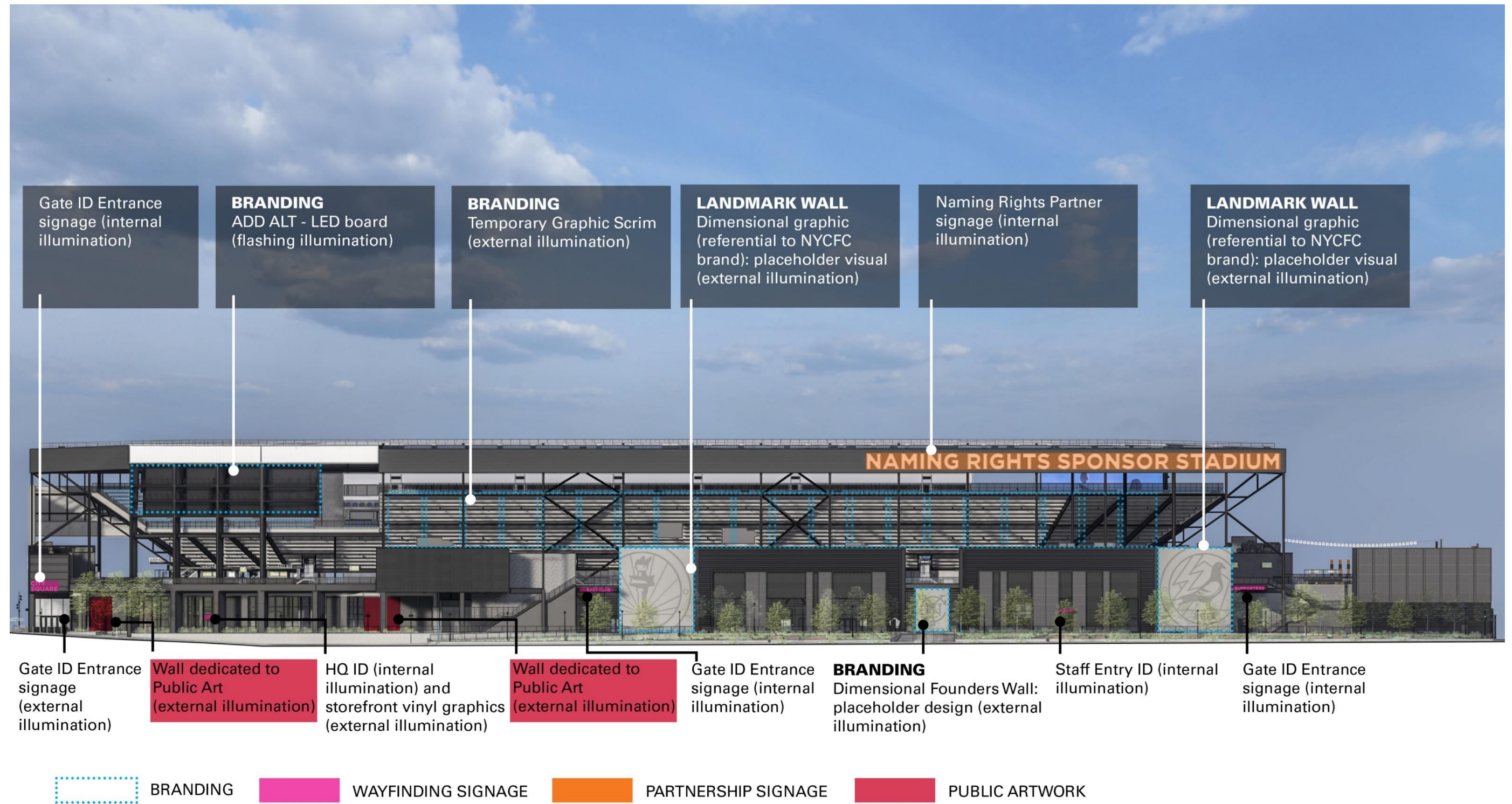
PHASE II - STADIUM PARCEL  
STADIUM LANDMARKS (PRECAST BRANDED WALLS)  
SUBMISSION FOR CONCEPTUAL COMMENTS  
FEBRUARY 24, 2025



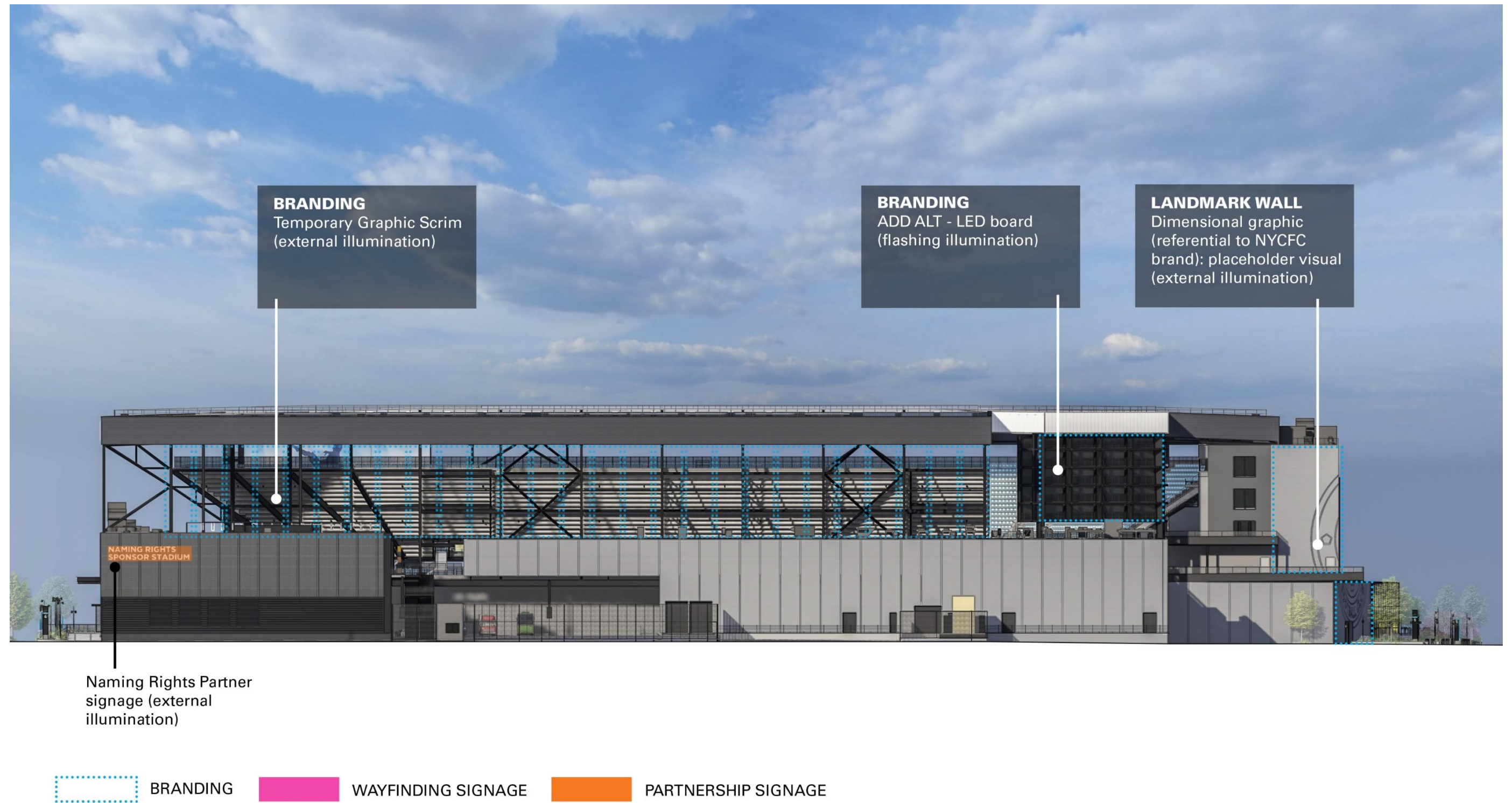
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



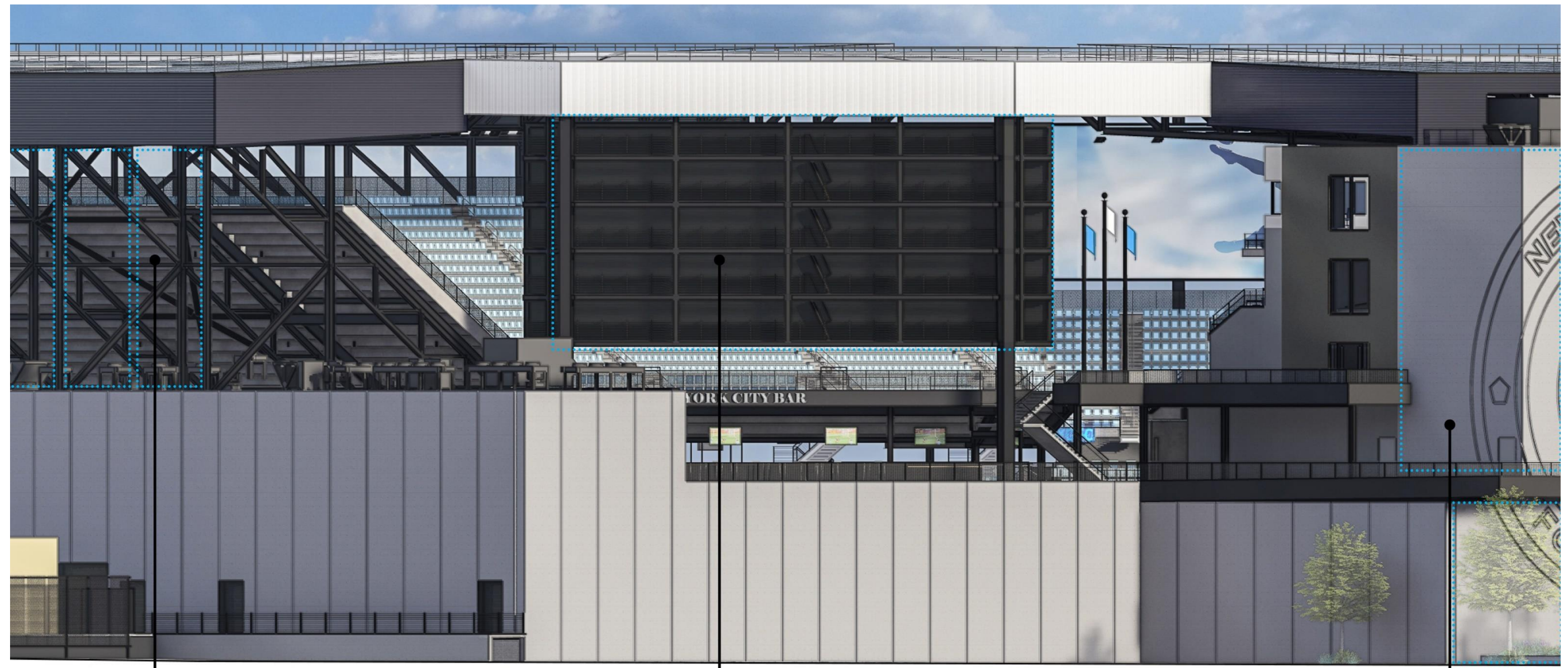
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



**BRANDING**  
Temporary Graphic Scrim  
(external illumination)

**BRANDING**  
ADD ALT - LED board  
(flashing illumination)

**LANDMARK WALL**  
Dimensional graphic  
(referential to NYCFC  
brand): placeholder visual  
(external illumination)

BRANDING
  WAYFINDING SIGNAGE
  PARTNERSHIP SIGNAGE

\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



### Internal Illumination

Signage includes a light source that is concealed or contained within the sign and becomes visible in darkness.



### External Illumination

Signage that does not include an internal light source. Illumination is affected by an artificial source of light attached to the building.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



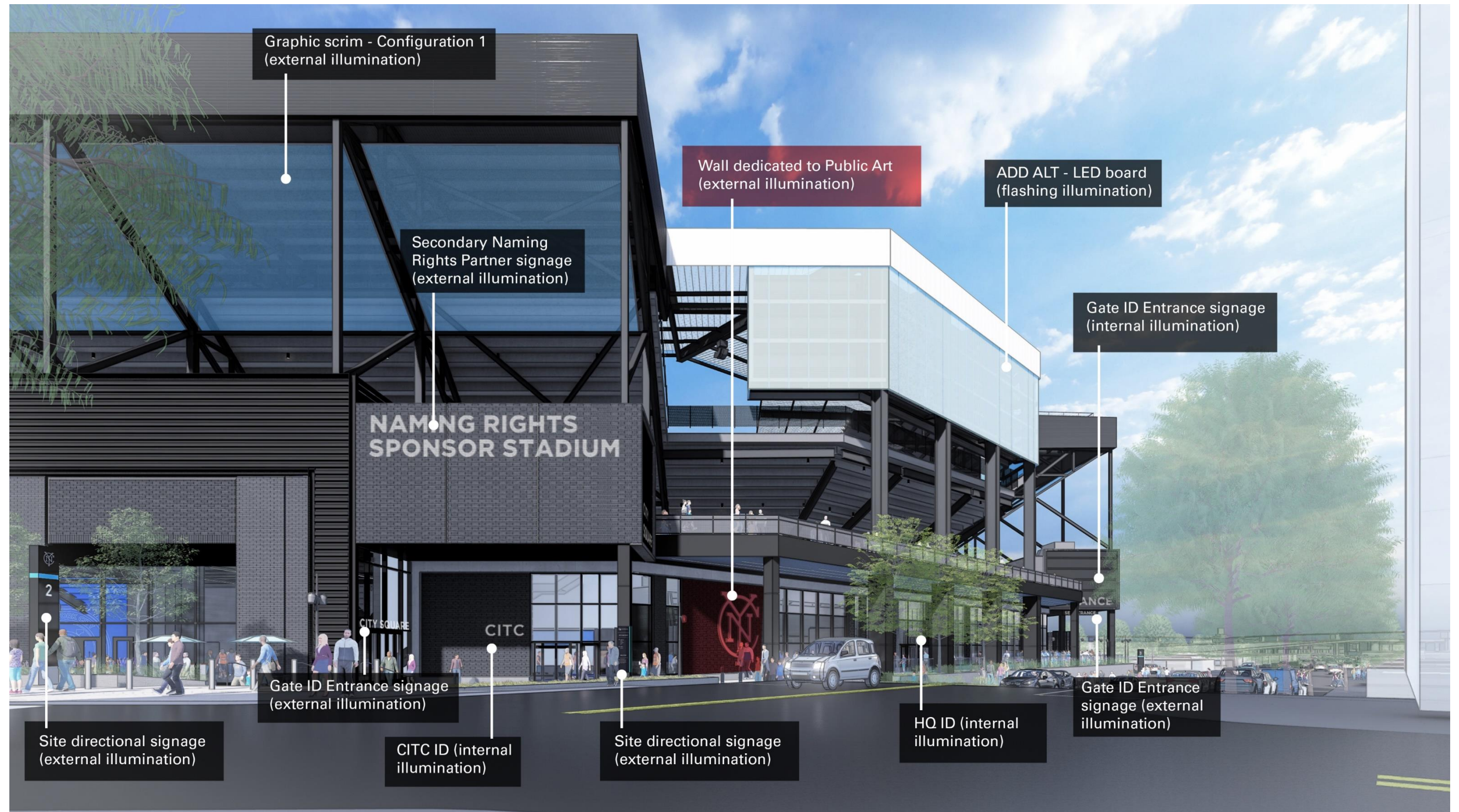
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



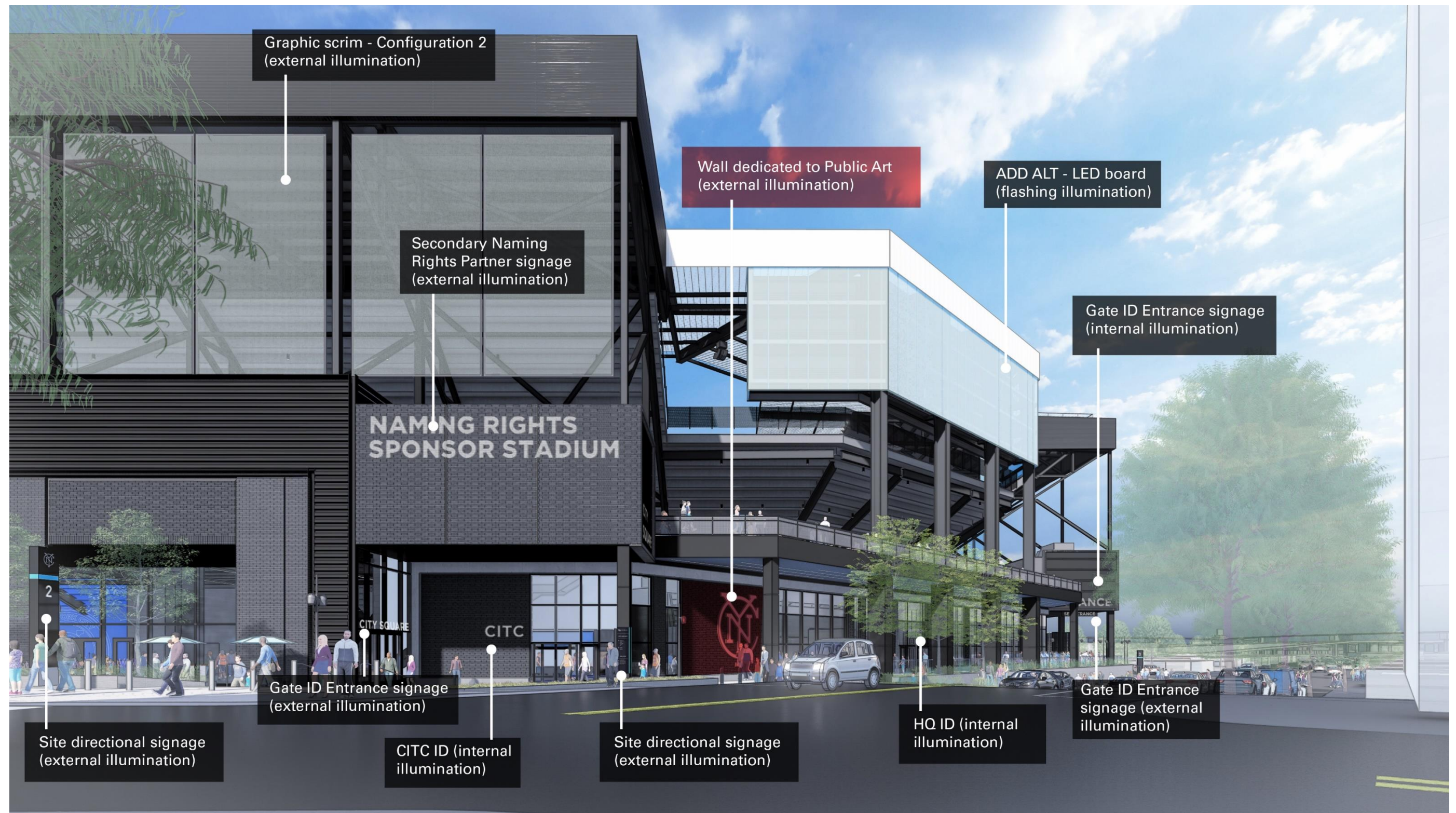
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



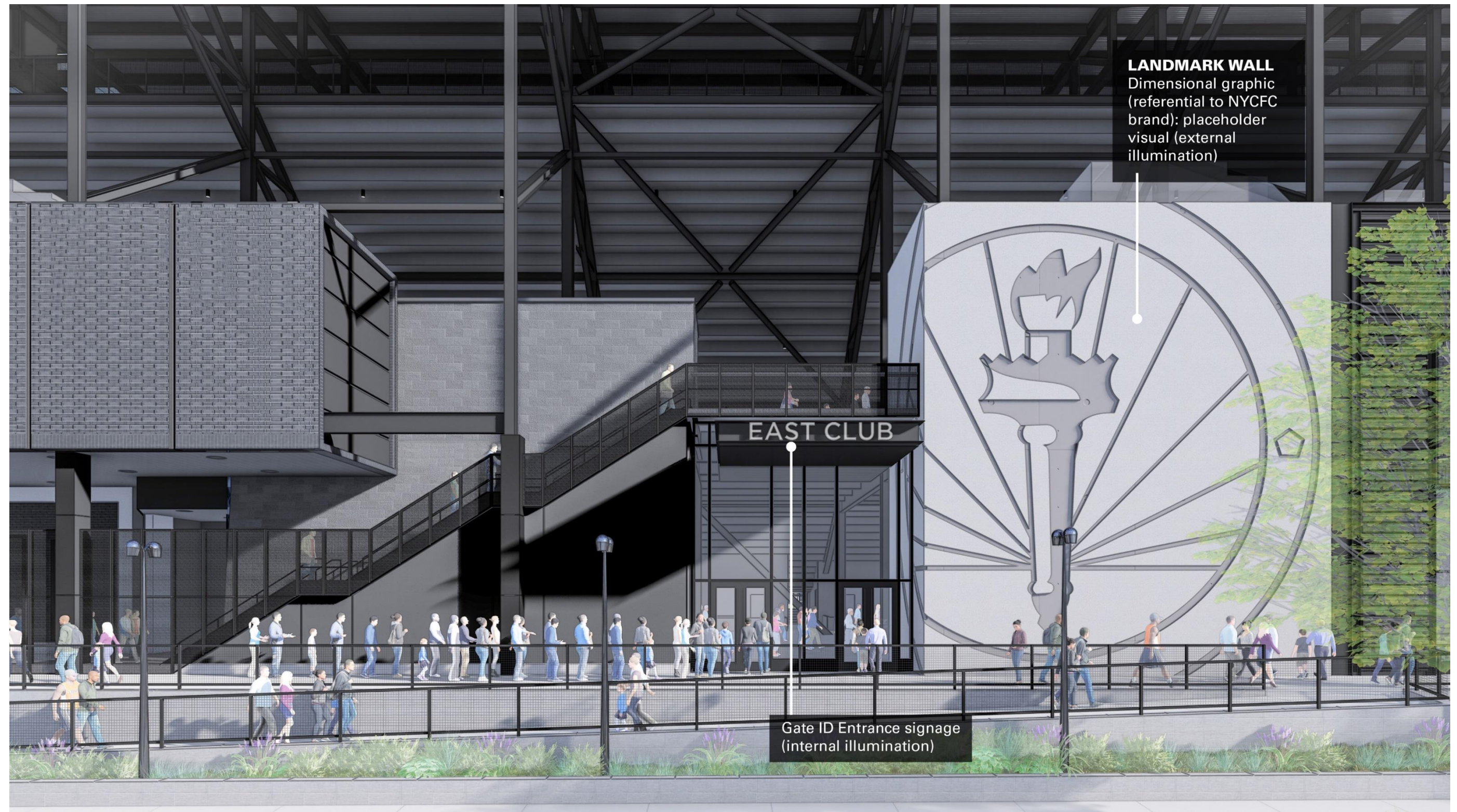
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



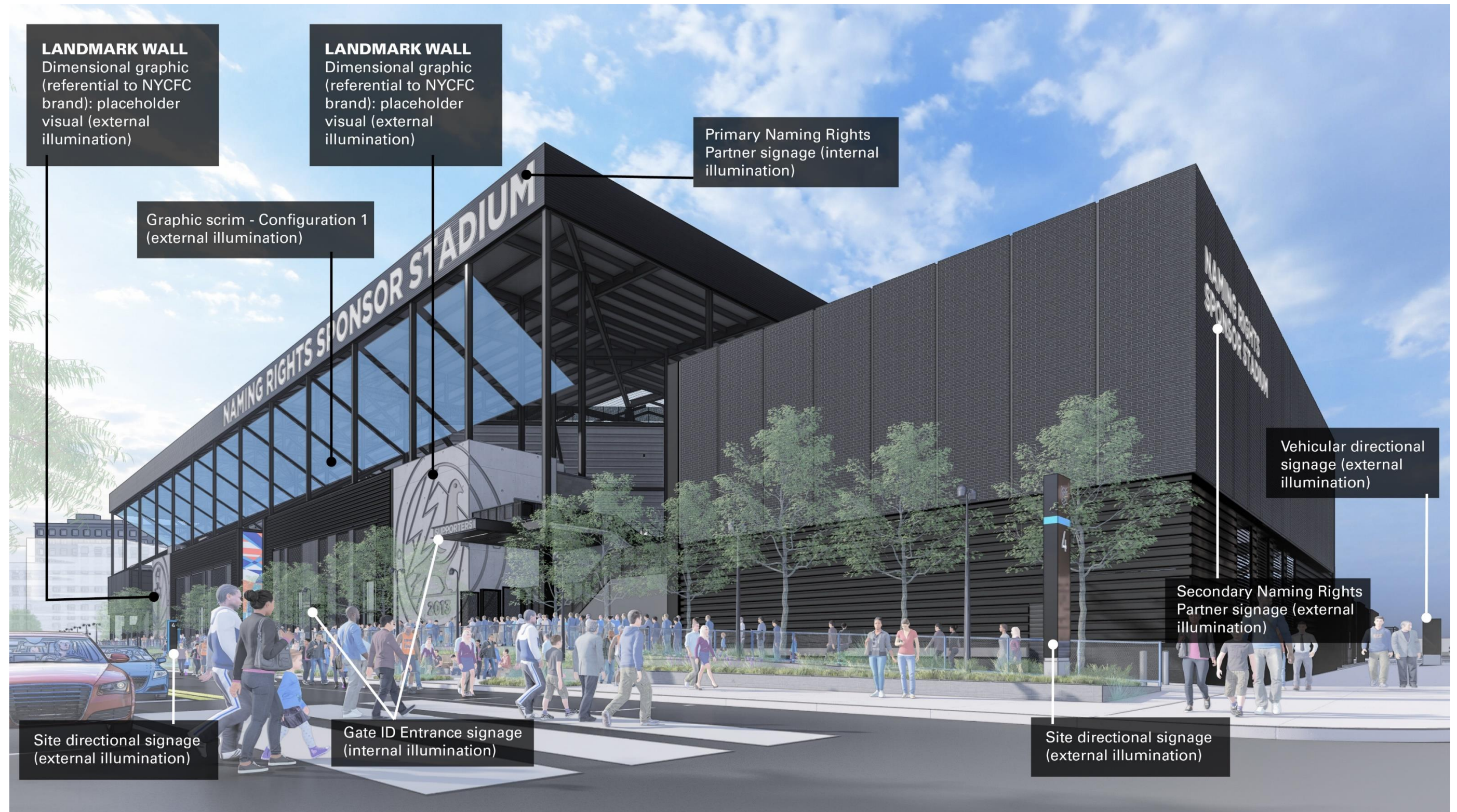
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



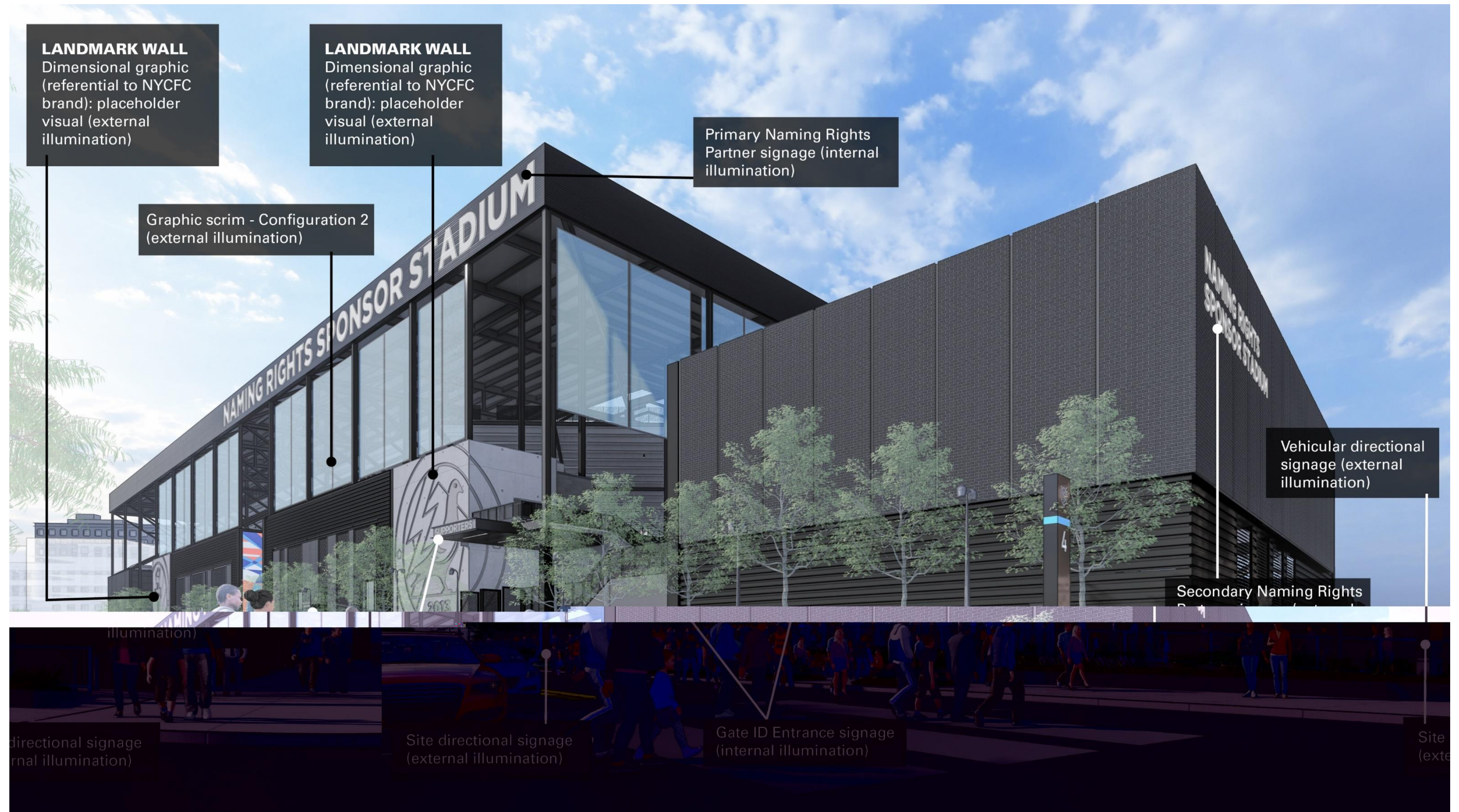
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



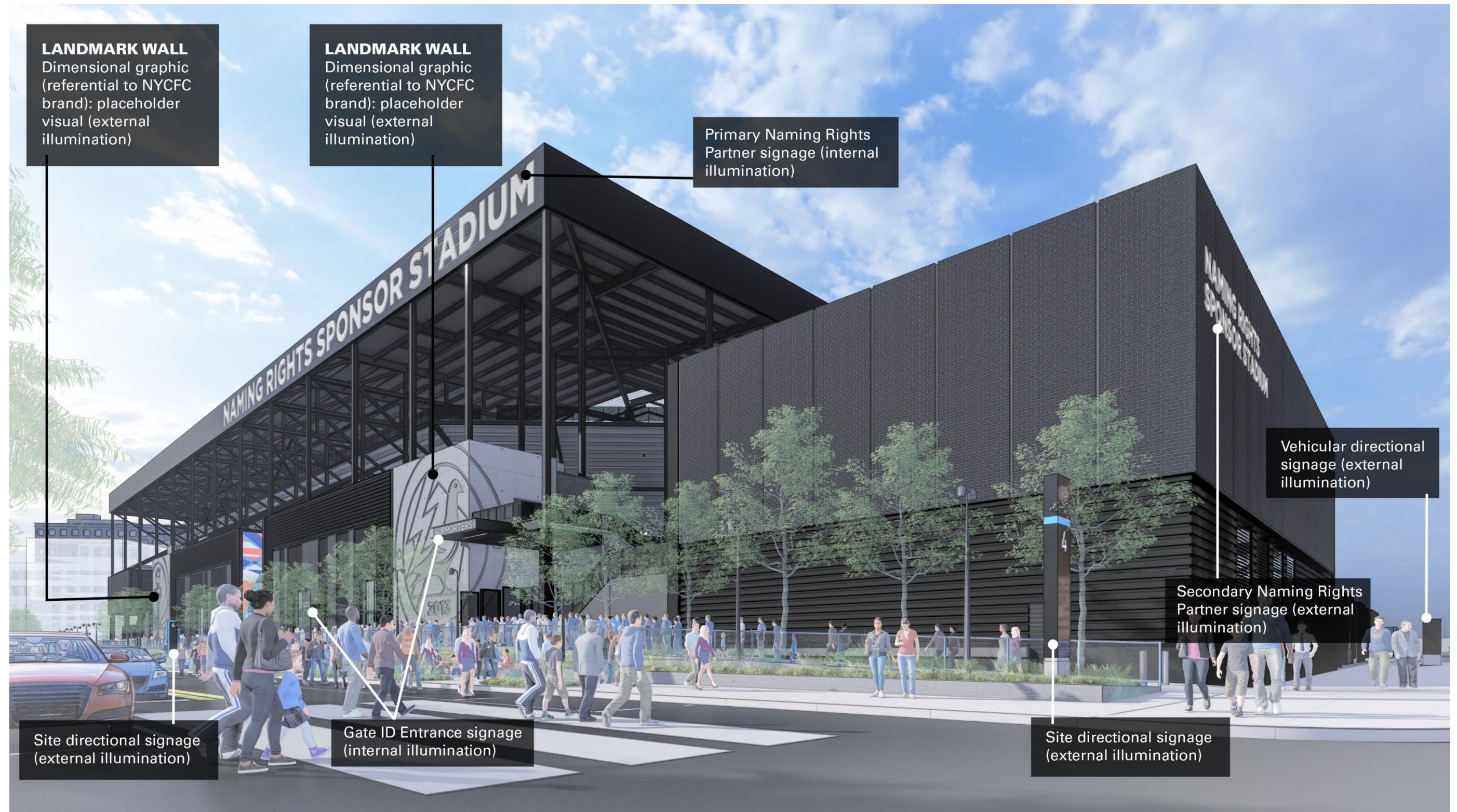
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



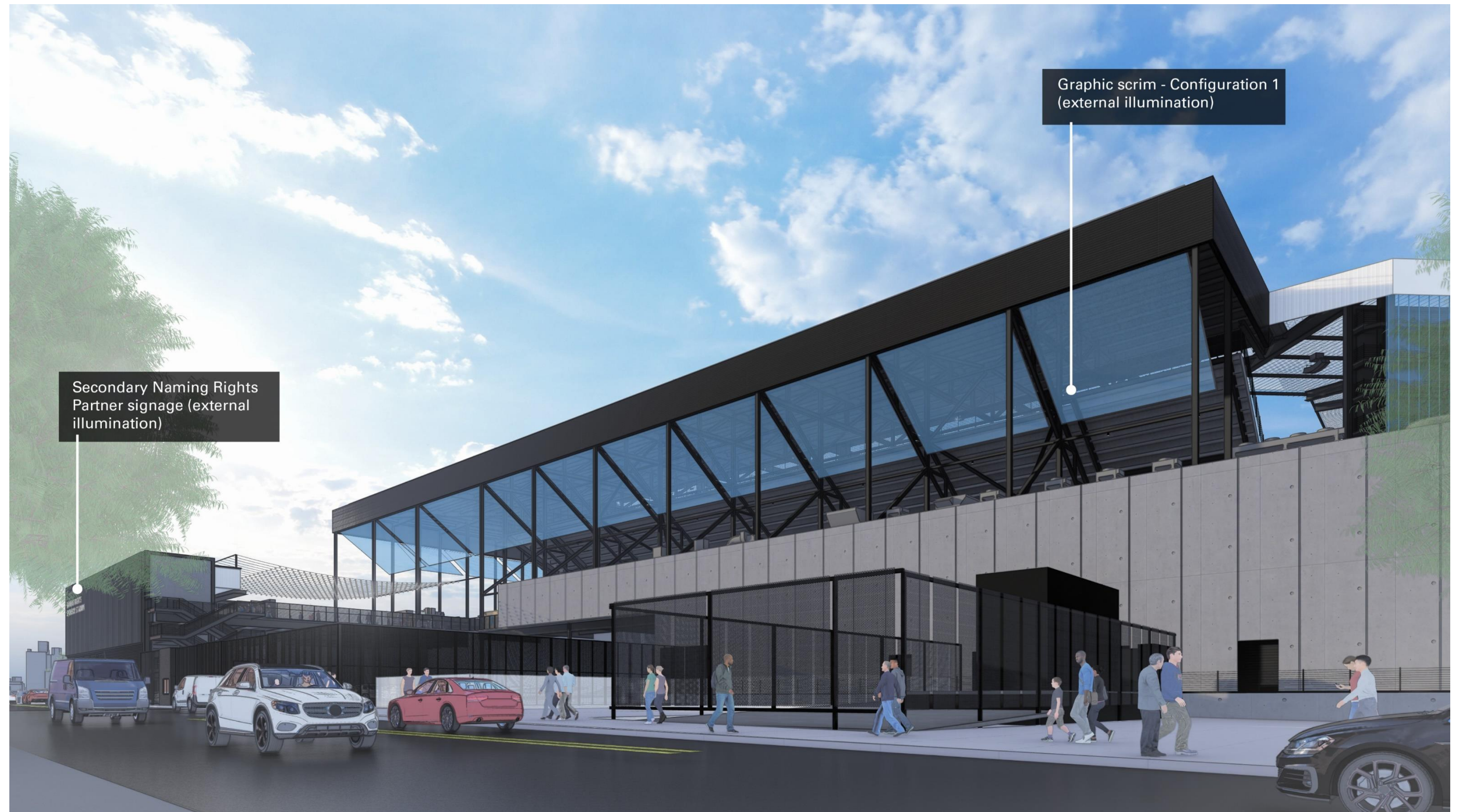
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



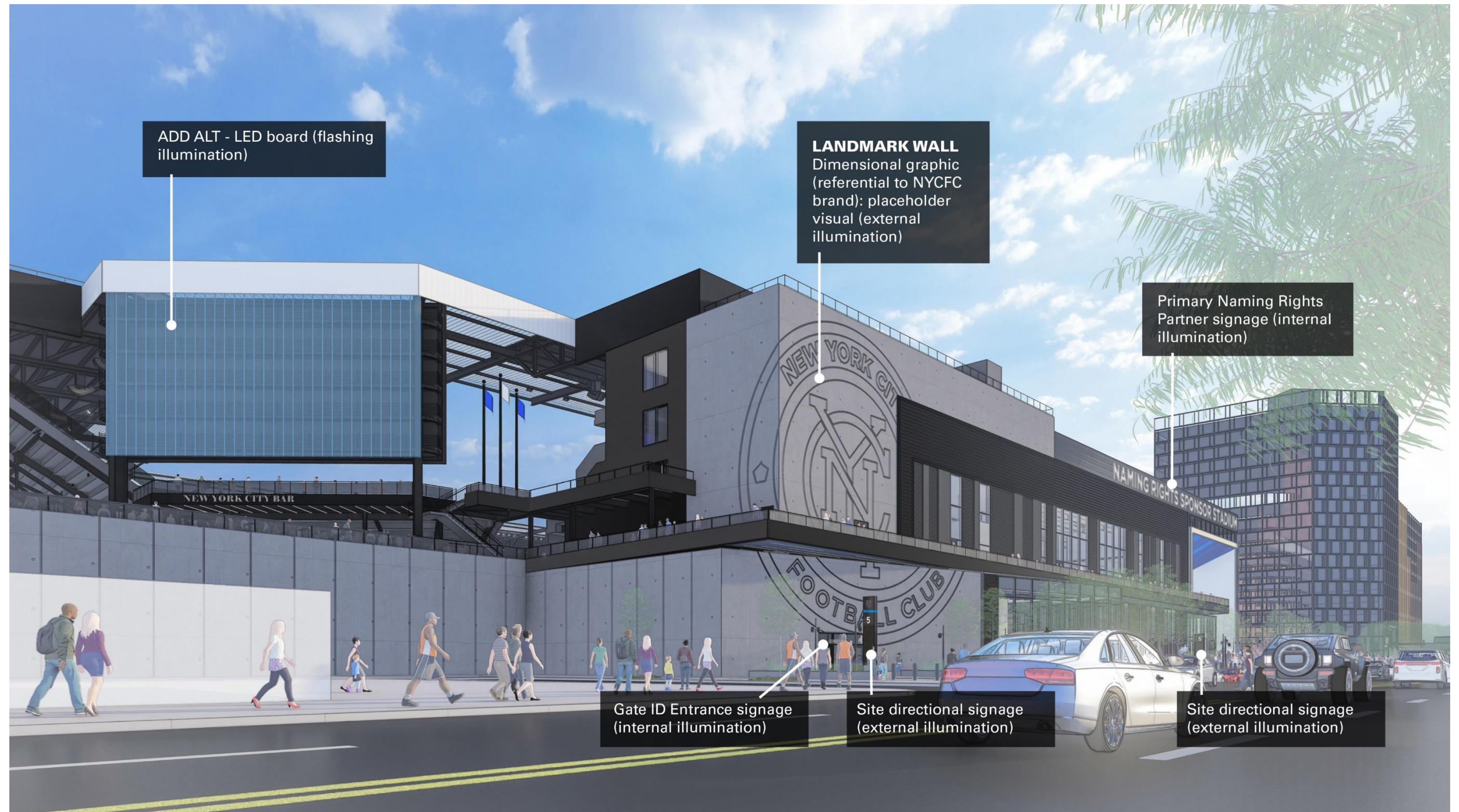
Secondary Naming Rights  
Partner signage (external  
illumination)

Graphic scrim - Configuration 1  
(external illumination)

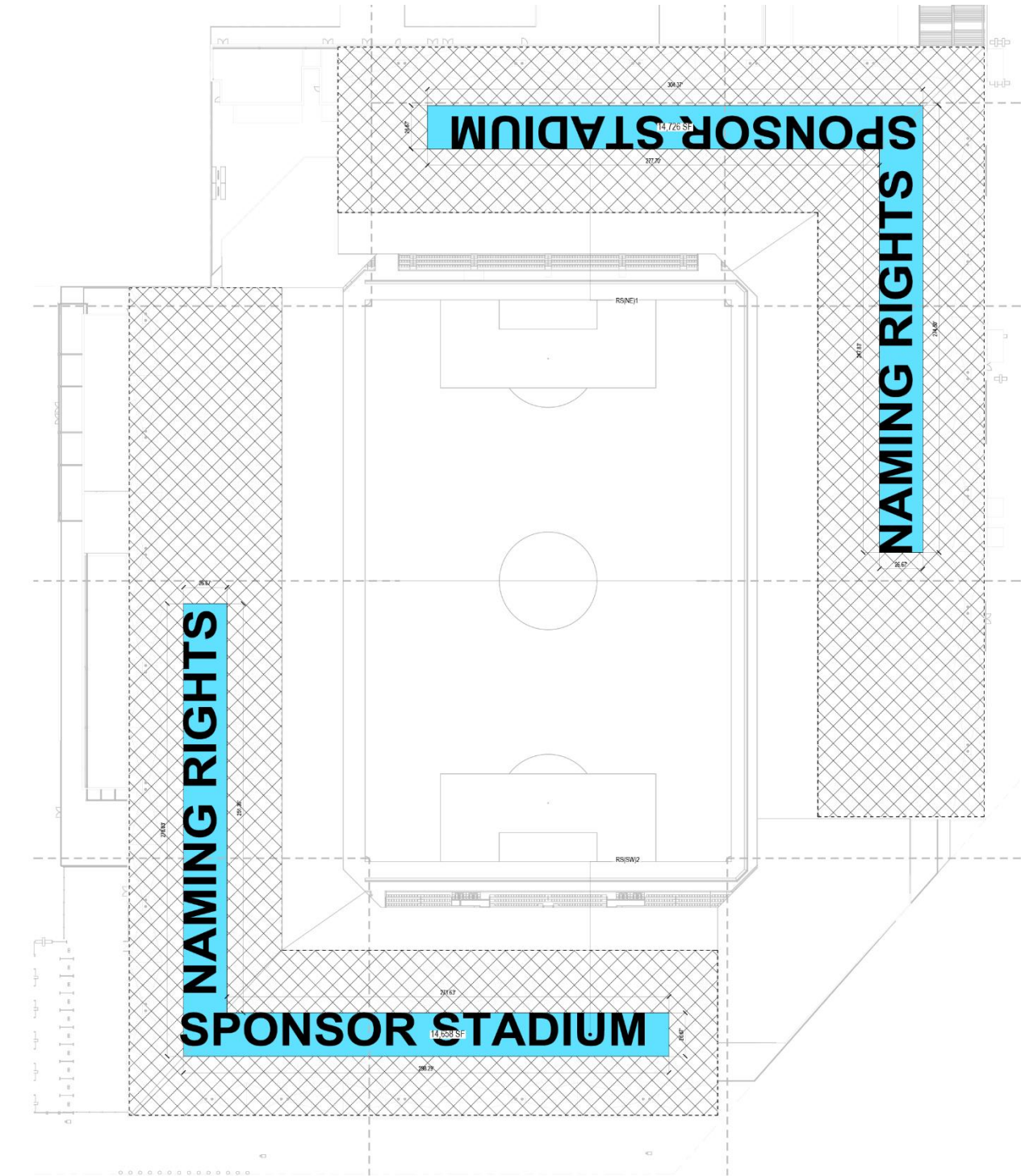
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



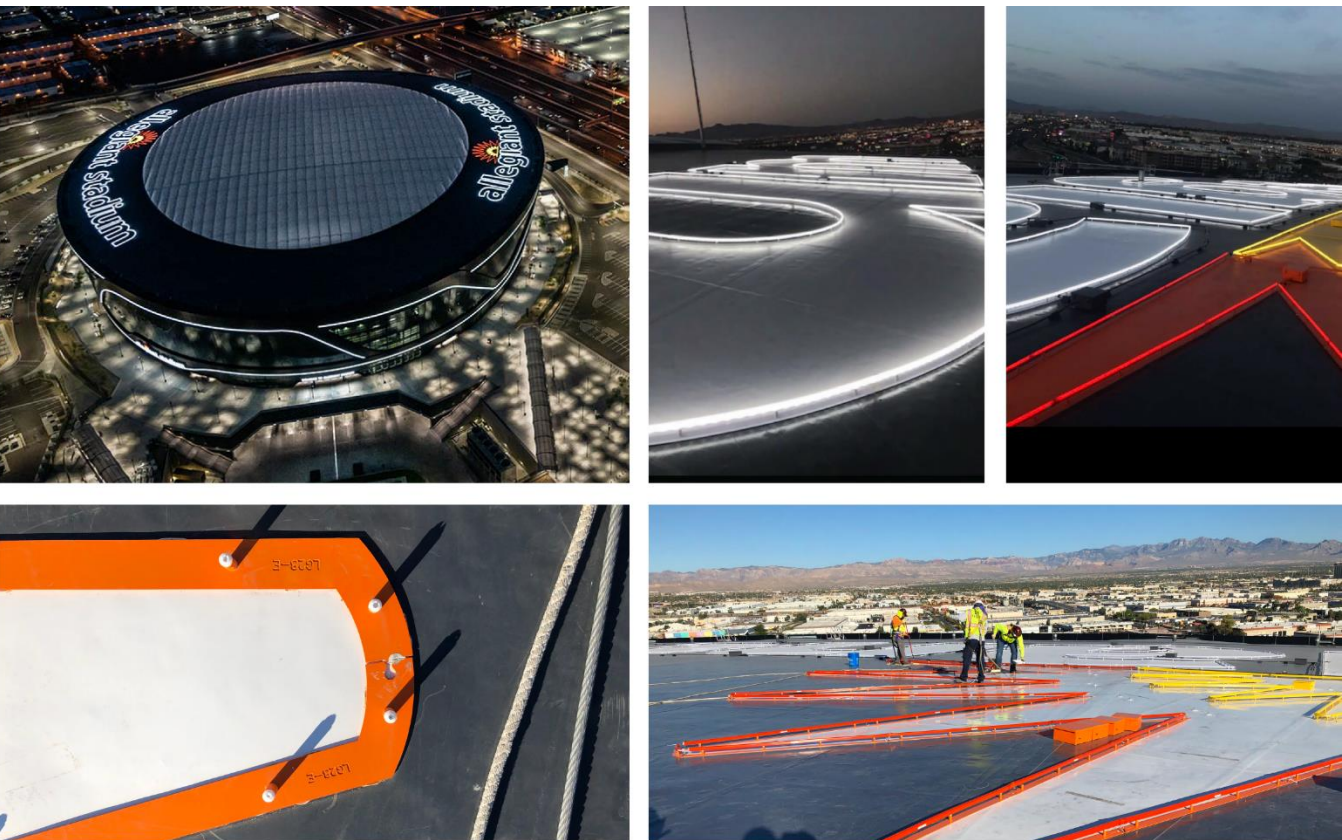
\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



\*This image reflects the current signage locations, but shows the previous landmark wall placeholders designs.



01 ROOF SIGNAGE PLAN  
SCALE: 1" = 32'



PRECEDENT

STADIUM ROOF								
RS1 (NE)	N/A	ILLUMINATED	N/A	NONE	14,726.00	NONE	100.5'	DOES NOT COMPLY
RS2 (SW)		ILLUMINATED			14,658.00			

ZR-SEC	ITEM	PERMITTED	PROPOSED	COMPLIANCE /REQUESTS
STADIUM ROOF SIGNAGE CALCULATIONS				
ZR 32-642	SIGNAGE AREA	IN C4 DISTRICTS FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT (IN FEET), BUT IN NO EVENT MORE THAN 500 SQ. FT. FOR INTERIOR OR THROUGH LOTS OR 500 SQ. FT. ON EACH FRONTAGE FOR CORNER LOTS	ROOF SIGNAGE TOTAL: 29,384SF NORTHEAST CORNER TOTAL: 14,726SF RS1(NE): 14,726SF	DOES NOT COMPLY
ZR 124-15 - E (WP)	MODIFICATION OF SIGNAGE AREA FOR STREET WALLS FACING 126TH STREET ABOVE A HEIGHT OF 35 FEET	IN SPECIAL WILLETS POINT DISTRICT (WP) E) SIGNS ON STREET WALLS FACING 126 STREET ABOVE 35 FEET IN HEIGHT COMPLY WITH THE SIGN REGULATIONS OF A C4 DISTRICT EXCEPT THAT ALL PERMITTED SIGNS, INCLUDING ILLUMINATED SIGNS AND FLASHING SIGNS, SHALL BE PERMITTED WITHOUT LIMITATION ON SURFACE AREA, PROVIDED THAT: (1) NO SUCH SIGNS ARE HIGHER THAN 85 FEET; (2) NO SUCH SIGNS ARE HIGHER THAN 85 FEET;	SOUTHWEST CORNER TOTAL: 14,658SF RS2(SW): 14,658SF	
ZR 32-644	ILLUMINATED OR FLASHING SIGNS	IN C4 DISTRICTS ILLUMINATED OR FLASHING SIGNS ARE PERMITTED WITH TOTAL SURFACE AREAS NOT EXCEEDING FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT (IN FEET), BUT IN NO EVENT MORE THAN 500 SQUARE FEET FOR INTERIOR OR THROUGH LOTS OR 500 SQUARE FEET ON EACH FRONTAGE FOR CORNER LOTS.	ROOF SIGNAGE TOTAL: 29,384SF NORTHEAST CORNER TOTAL: 14,726SF RS1(NE): 14,726SF SOUTHWEST CORNER TOTAL: 14,658SF RS2(SW): 14,658SF	DOES NOT COMPLY
ZR 32-655	HEIGHT OF SIGNS	IN C4 DISTRICTS ALL SIGNS MUST BE LOCATED BELOW A HEIGHT OF 40 FEET	NORTHEAST CORNER ROOF SIGNAGE EXTENTS OF PROPOSED SIGNAGE AREA LOWER LIMIT: 40.00' ABOVE CURB LEVEL UPPER LIMIT: 100.50' ABOVE CURB LEVEL	DOES NOT COMPLY
ZR 124-15 - E (WP)	MODIFICATION OF HEIGHT OF SIGNS FOR STREET WALLS FACING 126TH STREET ABOVE A HEIGHT OF 35 FEET	IN SPECIAL WILLETS POINT DISTRICT (WP) E) SIGNS ON STREET WALLS FACING 126 STREET ABOVE 35 FEET IN HEIGHT COMPLY WITH THE SIGN REGULATIONS OF A C4 DISTRICT EXCEPT THAT ALL PERMITTED SIGNS, INCLUDING ILLUMINATED SIGNS AND FLASHING SIGNS, SHALL BE PERMITTED WITHOUT LIMITATION ON SURFACE AREA, PROVIDED THAT: (1) NO SUCH SIGNS ARE HIGHER THAN 85 FEET; (2) NO SIGN ATTACHED TO A BUILDING OR OTHER STRUCTURE SHALL EXTEND ABOVE ANY PARAPET WALL OR ROOF OF SUCH BUILDING OR OTHER STRUCTURE	SOUTHWEST CORNER ROOF SIGNAGE EXTENTS OF PROPOSED SIGNAGE AREA LOWER LIMIT: 40.00' ABOVE CURB LEVEL UPPER LIMIT: 100.05' ABOVE CURB LEVEL	