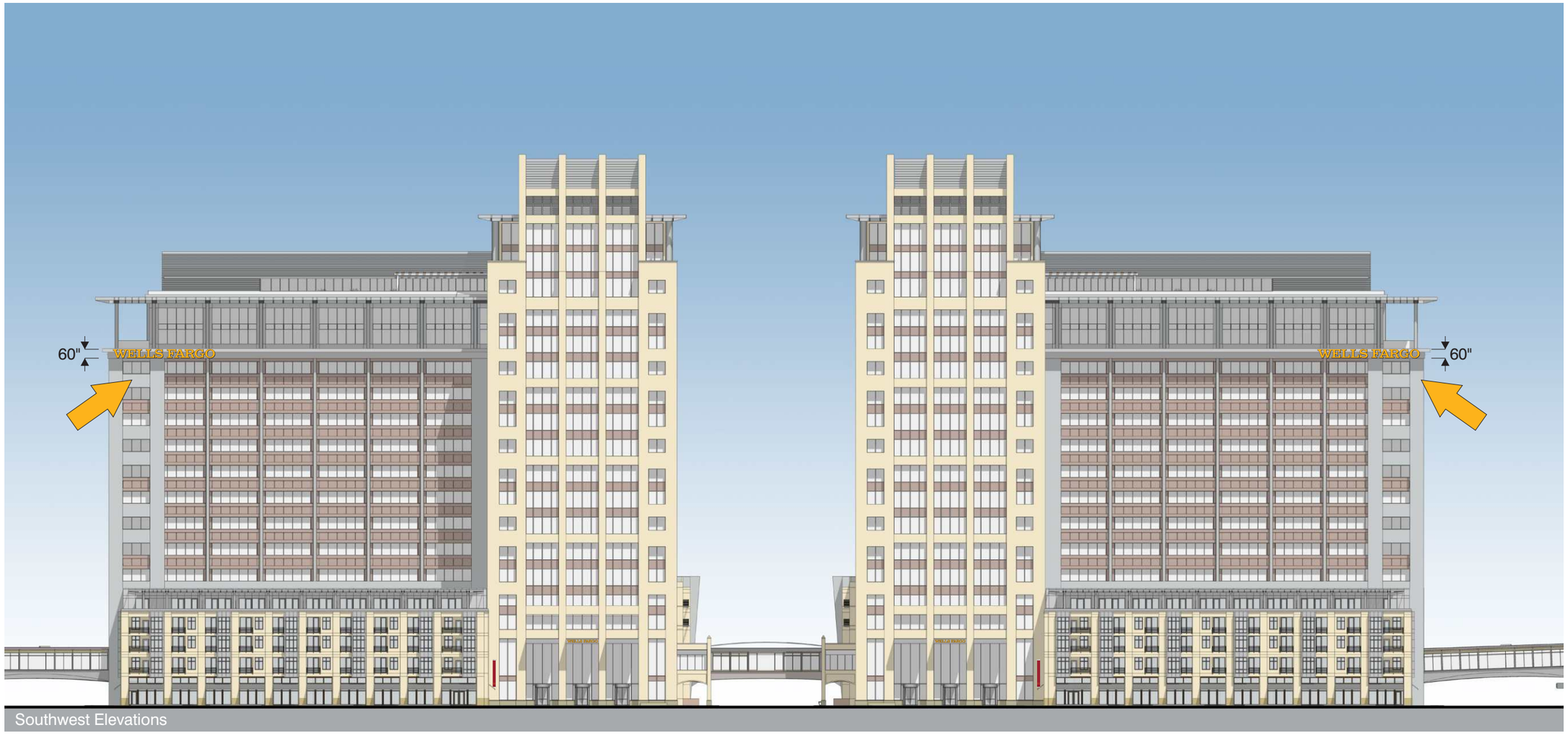
Preliminary Signage Overview - July 3, 2013

Street level signage to be further defined at a later date



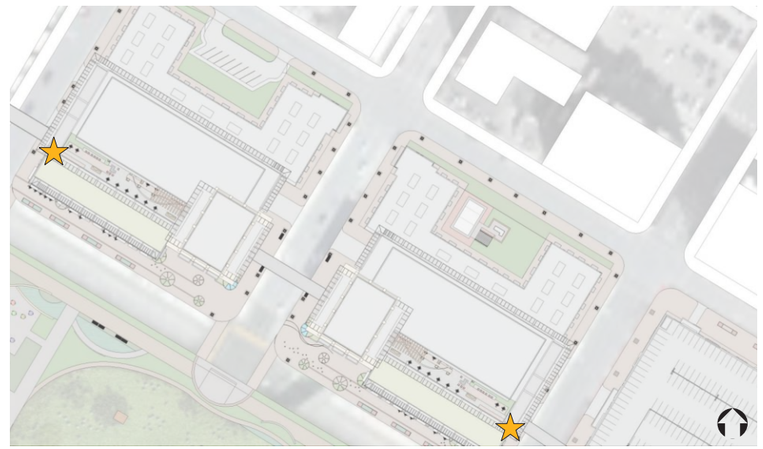
Southwest Elevations

Specific Standards for Signs in the Downtown Districts:
(Minneapolis Code Table 543-3)
•2.5 S.F. of signage per 1 ft of primary building wall.
•Minimum of 30 S.F. guaranteed for each ground floor nonresidential use with portion of wall
•Maximum area per sign: 120 SF
•Maximum height above ground: 28’

Wall Signs Conditional Use Permit:
(Minneapolis Code Section 543.470b)
Allows up to 2 additional signs for buildings above 84 feet / 6 stories, subject to following:
•Must be individual letters or elements permanently affixed to wall
•Shall not exceed 3 SF of sign area for each foot of building wall or 300 SF, whichever is less
•No more than 1 sign per wall
•Vertical dimension of sign shall not exceed 14 feet

Street Level Signage:
Assuming 2.5 SF / 1 ft Building Wall
2.5 x 310' = Minimum of 775 SF retail, office, and residential signage
in addition to 300 SF wall sign, per facade, per building

This would all occur below 28' above grade



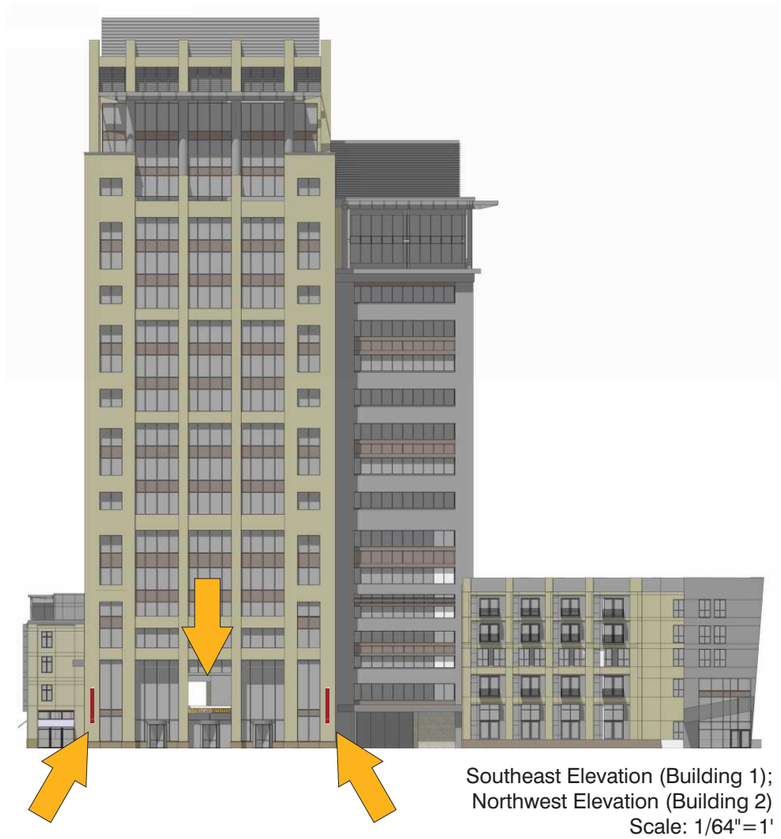
★ - Location of Signage

Southwest Elevations

★ - Location of Signage

Northeast Elevations

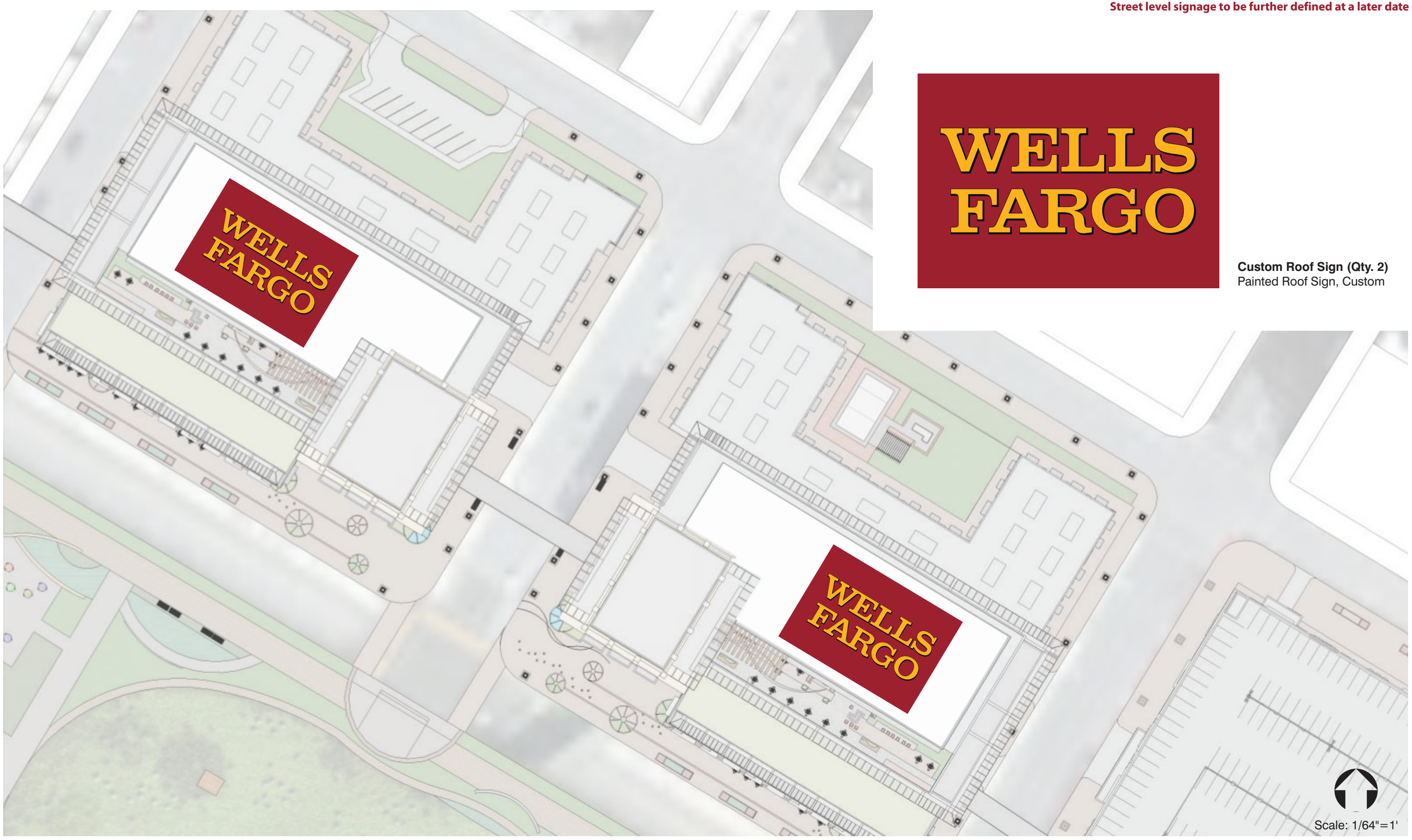
★ - Location of Signage



Southeast Elevation (Building 1);
Northwest Elevation (Building 2)
Scale: 1/64"=1'

Close-Up View of Proposed Signage

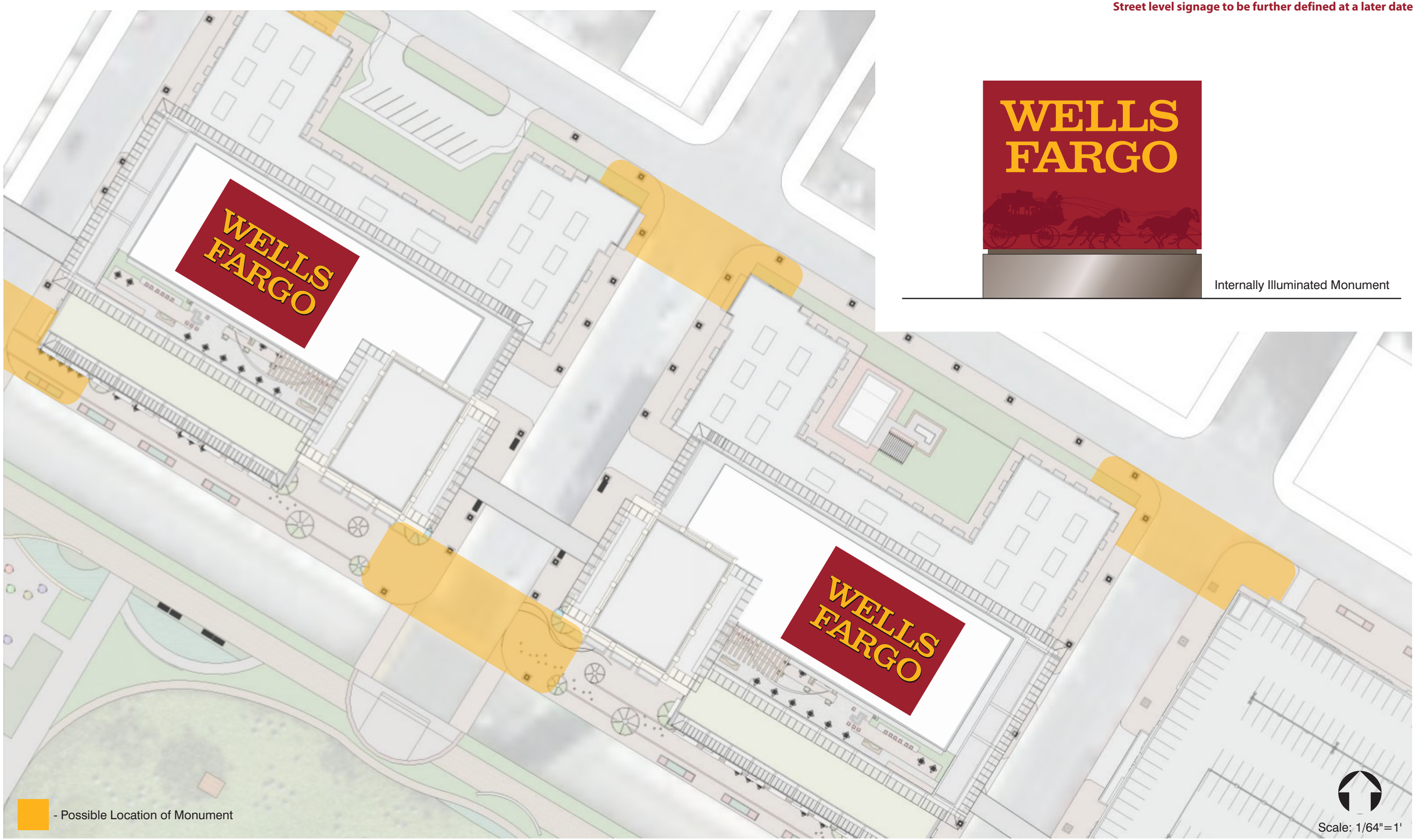
★ - Location of Signage



WELLS FARGO

Custom Roof Sign (Qty. 2)
Painted Roof Sign, Custom

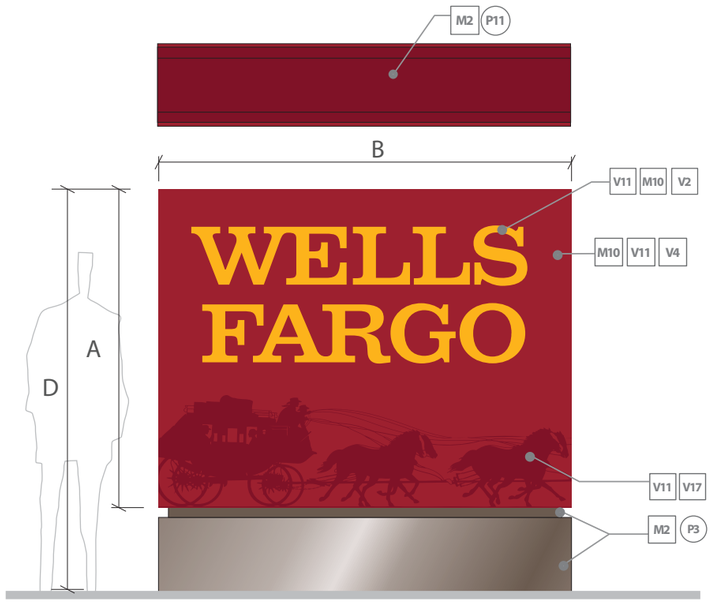
Internally Illuminated Monument



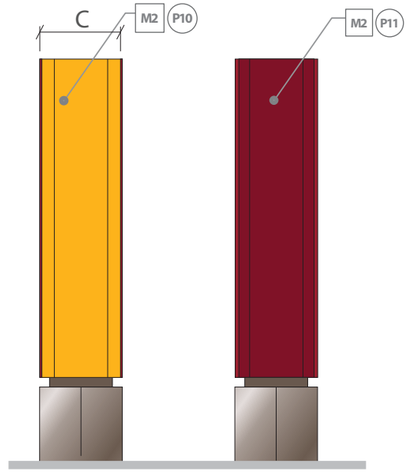
Possible placement of monument on corner of S. 4th Street and S. Park Ave also. Location not shown on above site plan.

Freestanding Monument (Qty. 1)

Description: Fabricated .090 aluminum sign cabinet with retainer-less clear matte finish polycarbonate faces. Illuminated with fluorescent lamps. Graphics to be applied vinyl.



FRONT



STREET SIDE SIDE

Color Legend			
	P1	Red w/Clearcoat, Semi-Gloss Matthews Paint MP 65837 R9666	Channel Letter Returns
	P2	Black w/Clearcoat, Full Gloss Matthews Paint MP 30132 Jet Black	High Rise Channel Letter Returns and Channel Letter Aluminum Trim Caps
	P3	Light Bronze w/Clearcoat, Semi-Gloss Matthews Paint MP 20090	Pylon Column Cladding, Monument Sign Base, Directional Sign Base
	P4	White w/Clearcoat, Semi-Gloss Matthews Paint MP 1147	Welcome Sign
	P5	Warm Gray w/Clearcoat, Semi-Gloss Matthews Paint MP 20148	Background/Panel: Directional Sign, Informational Sign
	P6	Opaque Warm Gray, 3M 9800 UV Ink to Match PMS Warm Gray 11	Copy on Window Bands, Copy on Door Bands
	P7	Opaque Yellow, 3M 9800 UV Ink to Match PMS 1235w/3M 9720i UV Clearcoat	Vinyl Material (WF Logo Square), Awning Copy (ATM)
	P8	Opaque Red, 3M 9800 UV Ink to Match Toyo CF 10065 w/3M 9720i UV Clearcoat	Vinyl Material (WF Logo Square)
	P9	Opaque White, 3M 9800 UV White	Awning Copy

*P6 - P9 are Screen Ink

Materials Legend		
M1	Maxx-Brite	Channel Letter Returns
M2	Aluminum	Channel Letter Returns, Staging Panels, Wall Sign Panels, Post Tubing, Directional/Regulatory Faces, Door ID Plaque
M3	Jewelite Black	Channel Letter Trim Caps
M4	Aluminum Retainers	Channel Letter Trim Caps
M5	Acrylic Yellow Translucent	Option 1: Evonik 1H15 Option 2: Aristeck (TBD)
M6	Alpolic ACM #WRY Wells Fargo Red, 4mm PE Core	Red Box Faces, Staging Panels, Logo "Squares"/Panels
M7	Alpolic ACM Faces/End Surfaces #RVW Sheet, White, 4mm PE Core	Discontinued, No Longer in Use
M8	⅛" Clear Acrylic Modified High Impact	Pushed-Thru Lettering on Red Box
M9	0.1875" Clear Acrylic Modified High Impact	Discontinued, No Longer in Use
M10	Acrylic/Polycarbonate Acrylite GP P-95, Matte	Sign Face Replacement
M11	Solution Dyed Acrylic Marine Cloth Sunbrella 6003-0000 Jockey Red	Awning Material
M12	0.177" & 0.1875" Clear Acrylic	Channel Letter Faces

Vinyl Legend			
	V1	Translucent Black 3M 3630-22	Drop Shadow Channel Letters
	V2	Translucent Yellow 3M Scotchcal 3630-4039	Sign Face Replacement Letters Face of Channel Letters
	V3	Reflective Yellow 3M Scotchlite 3971G	Bang Bar
	V4	Translucent Red 3M Scotchcal 3630-2280	ATM Canopy
	V5	Opaque Red 3M VEB-1441	Sign Face Replacements
	V6	Opaque Yellow 3M VEB-14450	Vinyl Letters on Red Staging Panel, Clearance Bar Stripes
	V7	Opaque Dark Gray 3M Scotchcal 7725-41	Copy
	V8	Opaque White Clear Adhesive 3M 7725-10	Door Graphics, Window Bands Door Decal Copy
	V9	Reflective Blue 3M 7725-10	ADA Symbol Background on Exterior Informational Signs
	V10	Clear Film 3M 180-114	Screen Printed Logo Square
	V11	White Diffuser Film, 70% 3M 7725-10	Sign Face Replacements, Channel Letters
	V12	White Barrier Film 3M FP032302	Discontinued, No Longer in Use
	V13	Opaque White Gray Adhesive 3M 180-10	Kiss Cut Letters for Directional Signs and Door Graphics, Parking Garage Sign
	V14	Opaque Black 3M 7725-12	Drop Shadow for Vinyl Letters on Staging Panel, Parking Sign, Cables
	V15	Opaque Blue 3M 7725-47 Intense Blue	ADA Symbol Background for Glass Entry Doors and Sidelights
	V16	Reflective Red 3M 680-72	Regulatory Graphic Background on Exterior Vehicular Signs

Urban Flagship Store

Urban flagship stores for Wells Fargo are characterized by high visibility and high profile sites in major cities. These high visibility sites usually face streets with a significant amount of pedestrian and vehicular tra c. As such, Wells Fargo desires optimum brand expression at these locations.

A Wells Fargo urban flagship store can have a combination of any of the brand components shown at right.

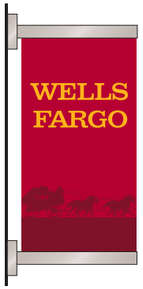
1 Reins and Road (internally illuminated)

2a Channel Letters (halo and facelit)

2b Channel Letters on Staging Panel (halo and facelit)

3 ATM Gold Tone-on-Tone Wall (internally illuminated)

4 Window Box Sign (internally illuminated, interior application)

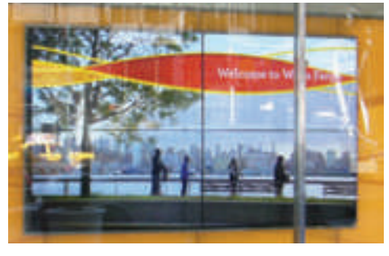


5 Exterior Perpendicular Mount Banner

6 Door Decals

7 Entry Canopy

8 Acquisition Window Message



9 Digital Window Display

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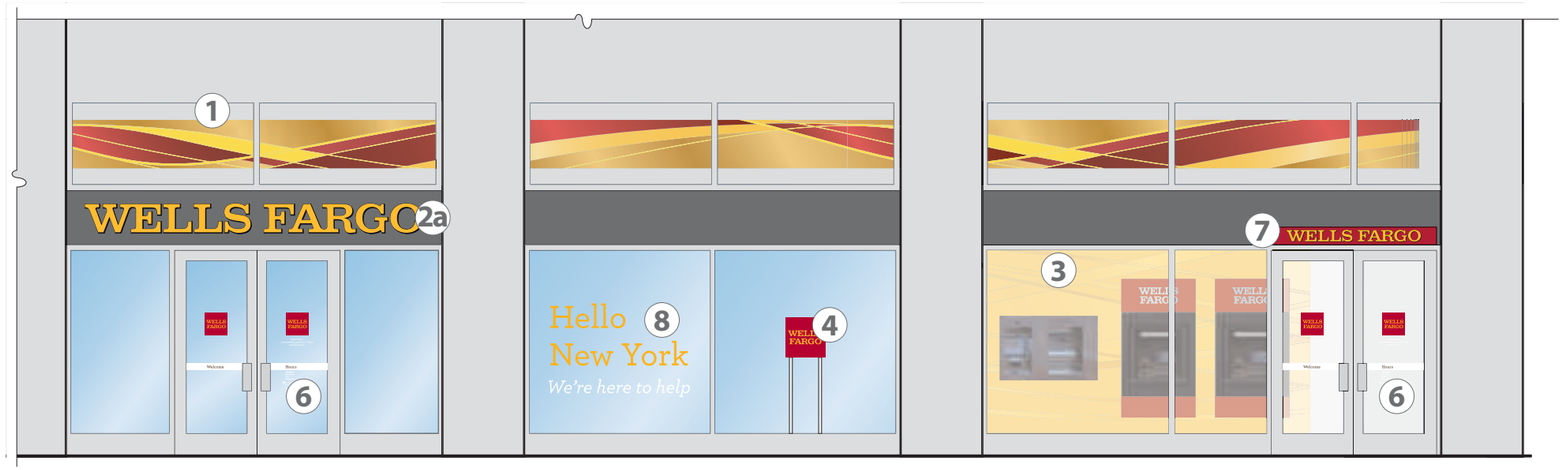
Urban Flagship Store

The Wells Fargo urban flagship store kit of brand components is comprised of carefully orchestrated signs to assist customers in finding the store and for providing brand presence. All signs are not necessarily used at all locations, but they usually utilize an internally illuminated reins and road sign (ceiling mounted on the inside of the glass) and an internally illuminated ATM gold tone-on-tone wall. Other brand components are placed for optimum visibility.

Examples of how these components are utilized are shown at right.

Shown:

1. Reins and Road (internally illuminated)
2a. Channel Letters (halo and facelit)
3. ATM Gold Tone-on-Tone Wall (internally illuminated)
4. Window Box Sign (internally illuminated, interior application)
5. External Perpendicular Mount Banner
6. Door Decals
7. Entry Canopy
8. Acquisition Window Message



Front Elevation

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