



**1570 Alton Road**  
**Miami, FLORIDA**  
**Signage Package**

**FINAL SUBMITTAL**  
**MAY 6, 2019**  
**(FIRST SUBMITTAL – 4/15/19)**

**#everbetterplaces**

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**MIAT 3, 2019**  
**(FIRST SUBMITTAL – 4/15/19)**

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**GENERAL CORRECTION 04/16/19**

**STAFF FIRST SUBMITTAL REVIEW COMMENTS DESIGN REVIEW BOARD**

**SUBJECT: DRB19-0396 1570 Alton Road TD Bank**

**1. DEFICIENCIES IN ARCHITECTURAL PRESENTATION**

- a. Identify total SF of bank. **Addressed on pages 11 - 14**
- b. Identify total SF of signage See 1e below. **Addressed on pages 11 and 15**
- c. Sign does not meet definition of wall sign. Wall signs are signs attached to, and erected parallel to, the face of, or erected or painted on the outside wall of a building and supported throughout its length by such wall or building and not extending more than 12 inches from the building wall. Detail requested. As such size is restricted as below. **We have noted that the proposed signage calls for a variance request. Please see variance request and analysis in updated letter of intent.**
- d. Sign determined to be Sign, projecting means a sign which is attached to and projects more than 12 inches from the face of a wall of a building. As such maximum size of sign is 15 square feet. **Addressed on page 25**
- e. Include property lines on all drawings **We have noted that the proposed signage calls for a variance request. Please see variance request and analysis in updated letter of intent.**
- f. Signage SF to include all three faces of cubes towards overall SF. **Addressed on pages 11 and 15**
- g. Add site plan showing overall lengths of bank frontage. **Addressed on page 12**
- h. Page 12 add section marks through window façade at booths. Supply detail. Add detail of film to be applied to north window. Mural? **Addressed on page 14**
- i. Page 13 add bank deposit box to elevations **Addressed on page 15**
- j. Page 24 missing elevation to include dimensions above (a) metal fascia and from (b) wall of exterior building. See above comment 1a. **Addressed on page 26**
- k. Page 24 and 26 Indicate measurements—>inches? **Addressed on pages 26 and 28**
- l. Parking sign may require revocable r-o-w permit from PWD and approved by CC **Comment is noted – permit to be applied in a separate application.**
- m. Add “FINAL SUBMITTAL” to front cover title for heightened clarity of reference for next deadline. Also drawings need to be dated **Addressed on Front Cover.**
- n. Add narrative response sheet **Addressed on current sheet**

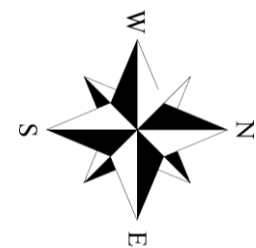
**2. DESIGN COMMENTS**

- a. Sign should be higher quality material. Green metal box frame with white letter either routed out of box or raised 3” reverse channel letter backlit. **Addressed on page 14**
- b. Lettering should be reduced in size to be more proportionate with architecture **The TD shield is a fixed brand logo where the lettering of the TD is a very precise proportion to the green rectangle. While the graphic is based on a stylized T and D, it is not intended to be read as traditional lettering. The proposed cube is formed from 3 shields, with intentional clean, crisp detailing. We believe the size of the cube is in an appropriate proportion to the bold gestures of the form of the buildings.**
- c. Explore incorporating a more traditional signage along new metal fascia for administrative approval. These comments have been provided as a preliminary review of the documents and plans submitted and are subject to additions and/or deletions pending further review. **Comment is noted and appreciated. We feel that the proposed cube is an appropriate design to provide the requisite branding.**

Comments issued on April 26

- 1. Provide a narrative responding to staff comments. **Addressed on current sheet**
- 2. The proposed box sign is considered a projecting sign. Projecting signs cannot exceed 15 sf. Therefore, a variance is required for the total area including the 3 signs. **Addressed on page 25**
- 3. A site plan showing outline of the canopy and exact location of the pole for sign shall be provided. Sign may be outside property line. Indicate length of the storefront that the bank will occupy on both streets. Length of both street sides can be measured to the center of the arch at the corner. The maximum area allowed is the length of the storefront X 0.75 sf. **Addressed on page 25**
- 4. Improve quality of drawings on page 13. **Addressed on page 15**
- 5. Sign indicating parking, as a sign directing traffic cannot have the TD sign and cannot exceed 2 sf. As a business sign it is subject to the maximum area allowed per street frontage that will be determined when length of the façade is submitted. **Addressed on pages 21, 22, 27 and 28**
- 6. Post, box sign and parking sign may require a revocable permit approved by the City Commission and the Public Works Department. **Comment is noted – permit to be applied in a separate application.**

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# PROPOSED ELEVATIONS

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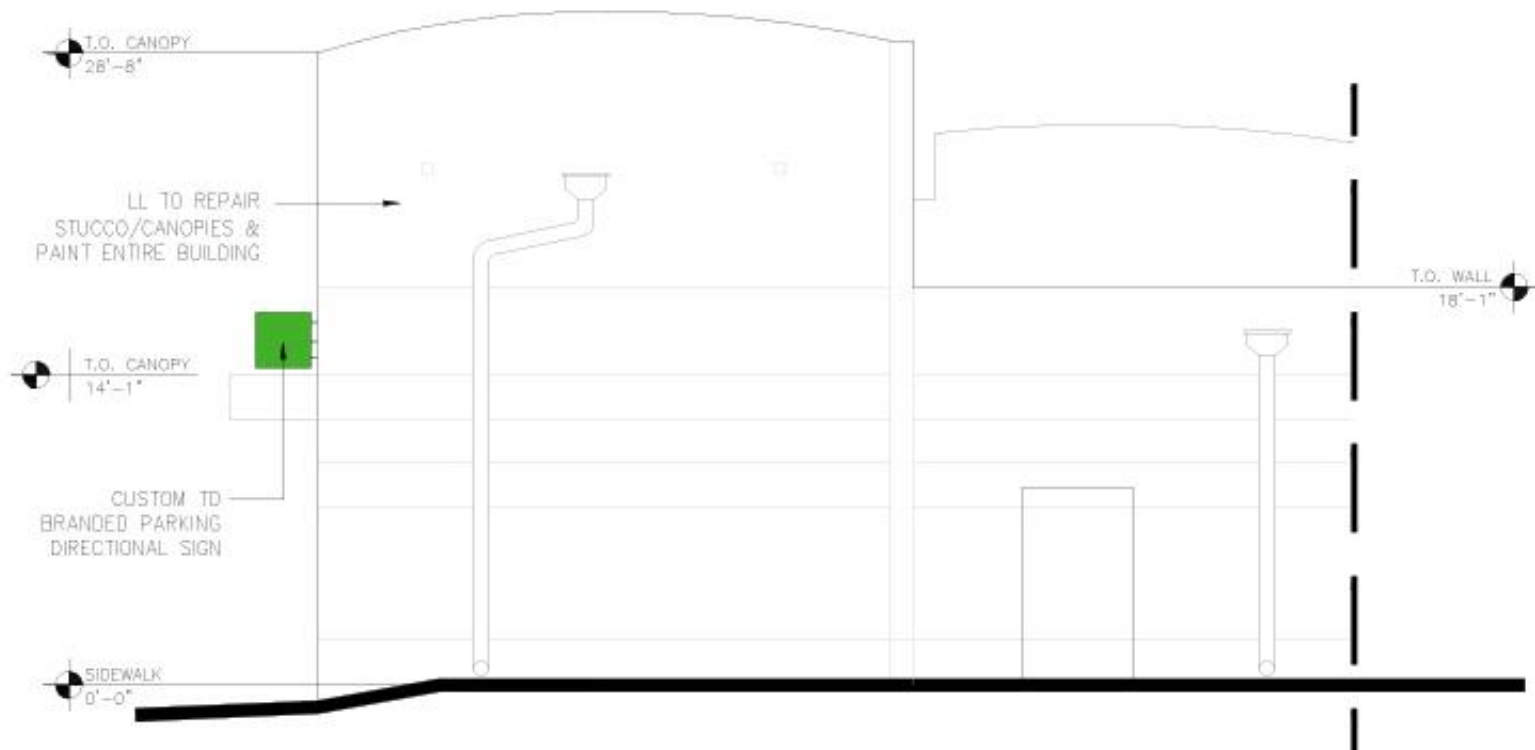
EAST ELEVATION

Approx. 1,307 SF



NORTH ELEVATION

Approx. 1,180 SF



WEST ELEVATION – Approx. 1,086 SF

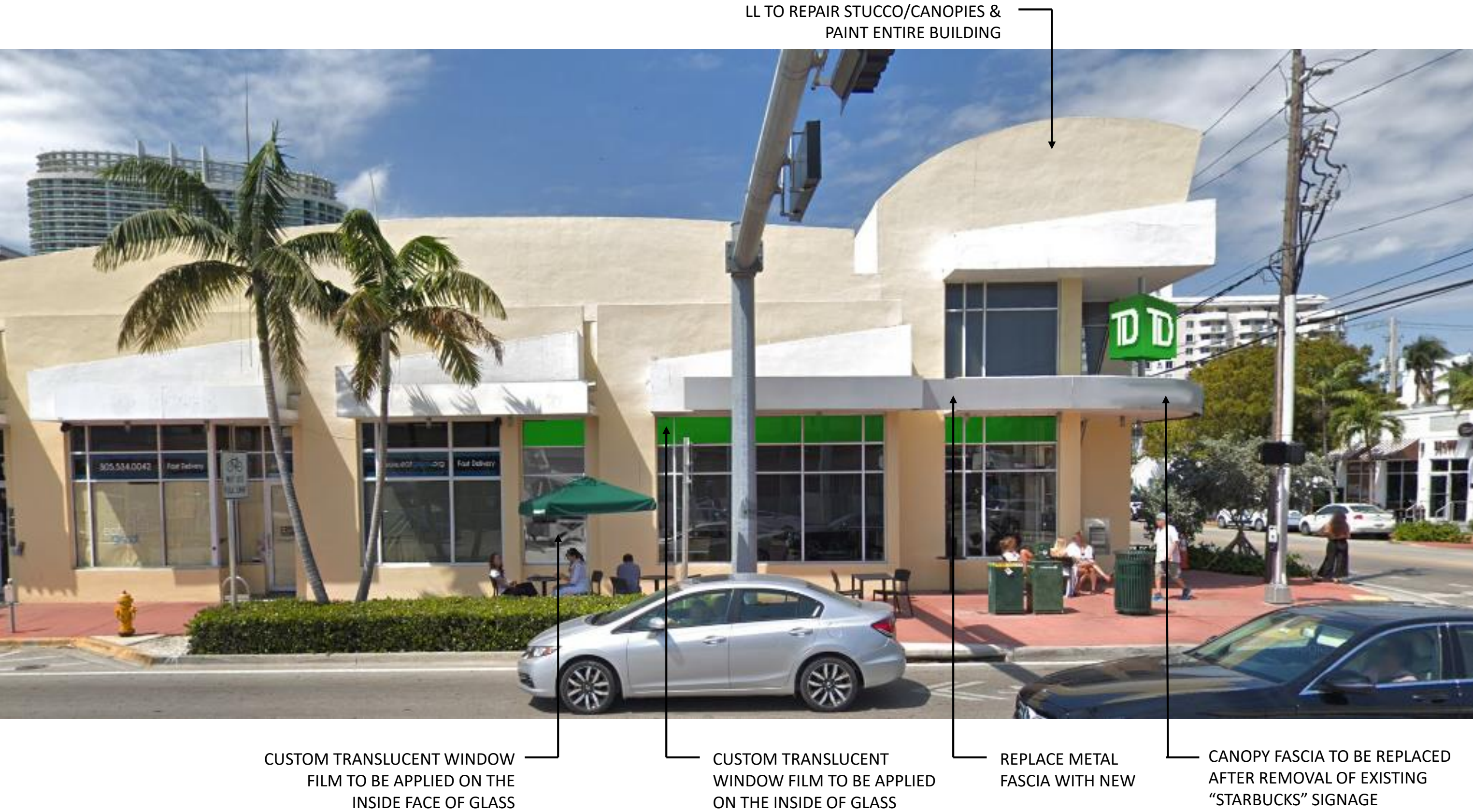
NOTE: TOTAL **ALLOWED SIGN AREA** OF THE BANK IS **40 S.F.** AND IS REPRESENTED ENTIRELY BY THE THREE SIDES OF THE GREEN CUBE BETWEEN THE TWO CANOPIES OF THE BUILDING. SEE CUBE DETAILS ON PAGES 24 & 25.

NOTE: ALL ELEVATIONS ARE NOT TO SCALE. DIMENSIONS ABOVE MAIN CANOPY ARE TO BE VERIFIED IN FIELD.



# PROPOSED EAST ELEVATION - DAY

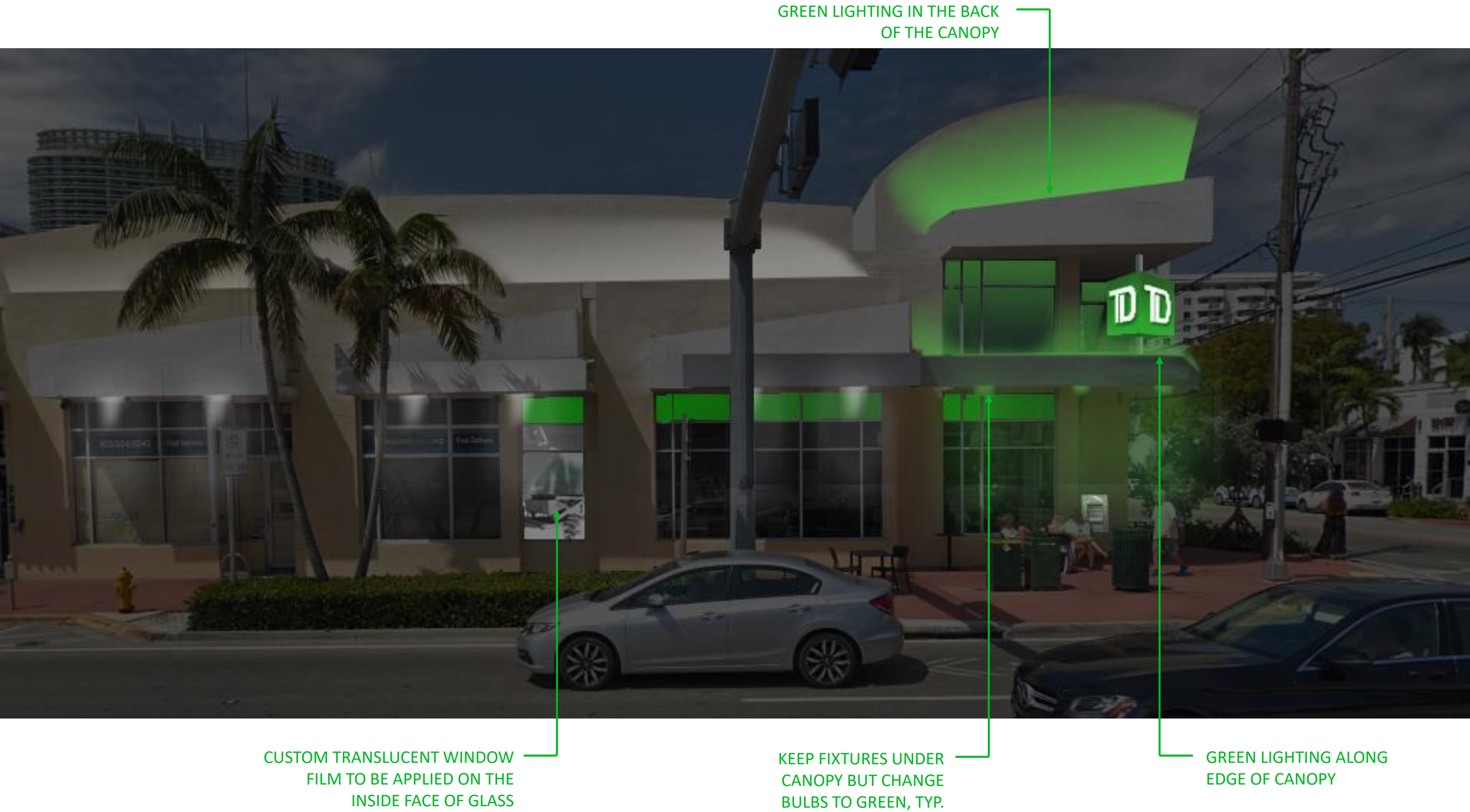
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# PROPOSED EAST ELEVATION – NIGHT

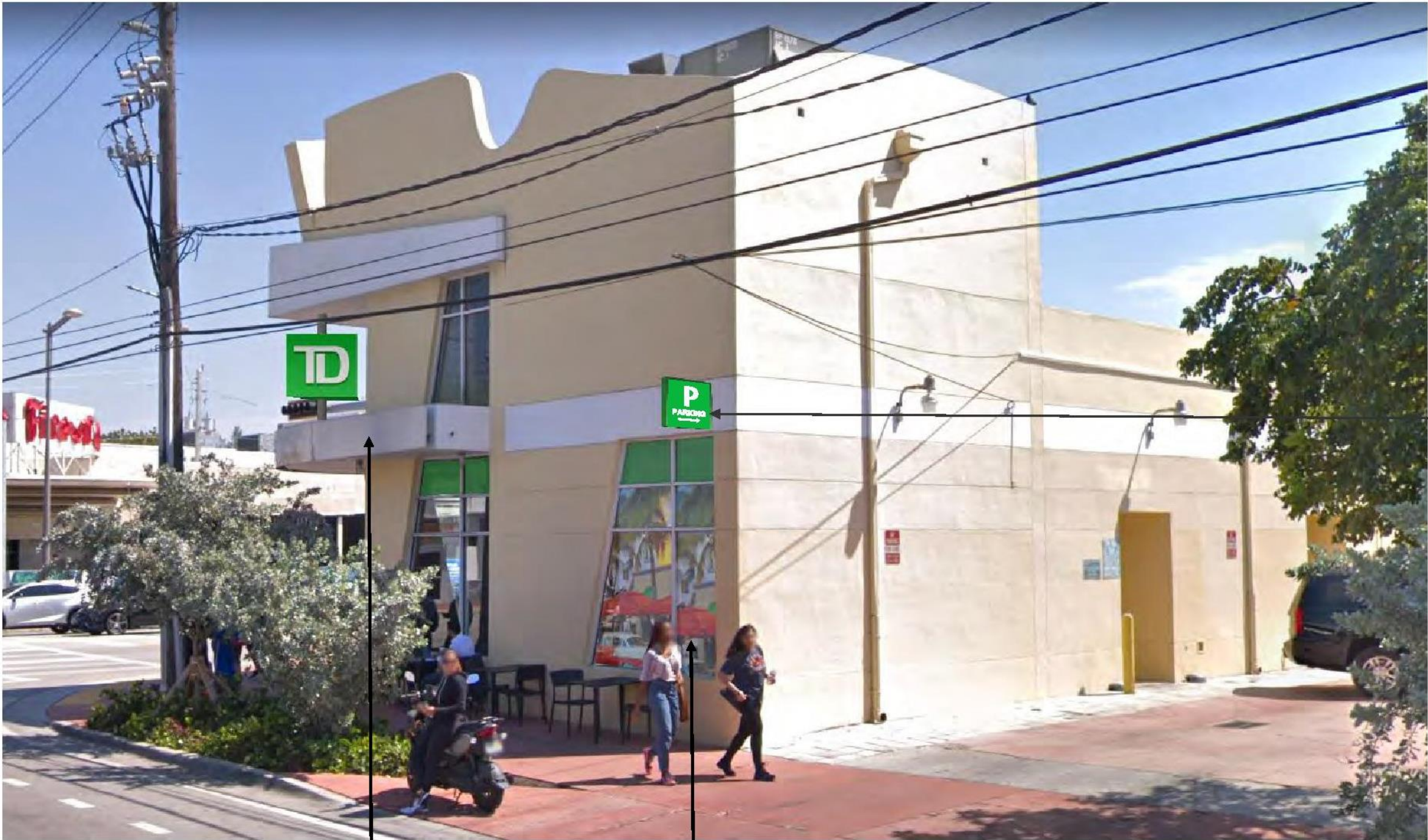
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# 16<sup>th</sup> STREET PERSPECTIVE - DAY

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2 S.F. BLADE SIGN TO  
DEMARCATÉ PARKING  
LOCATION

CANOPY FASCIA TO BE REPLACED  
AFTER REMOVAL OF EXISTING  
“STARBUCKS” SIGNAGE

CUSTOM TRANSLUCENT WINDOW FILM TO BE  
APPLIED ON THE INSIDE FACE OF GLASS



# 16<sup>th</sup> STREET PERSPECTIVE - NIGHT

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KEEP FIXTURES UNDER CANOPY BUT  
CHANGE BULBS TO GREEN, TYP.

CUSTOM TRANSLUCENT WINDOW FILM TO BE  
APPLIED ON THE INSIDE FACE OF GLASS



# EXTERIOR DAY TIME PERSPECTIVE

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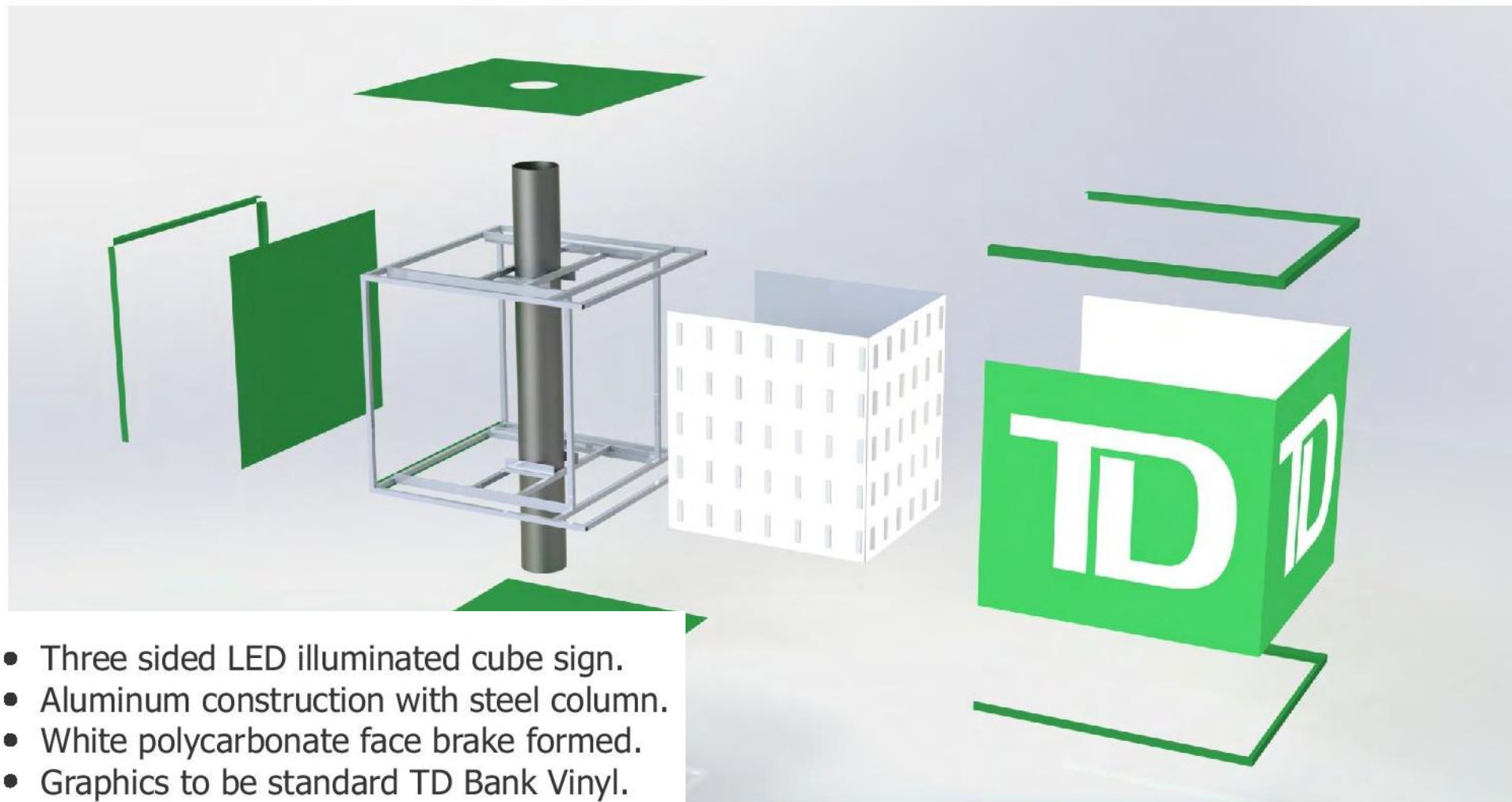
# EXTERIOR NIGHT TIME PERSPECTIVE

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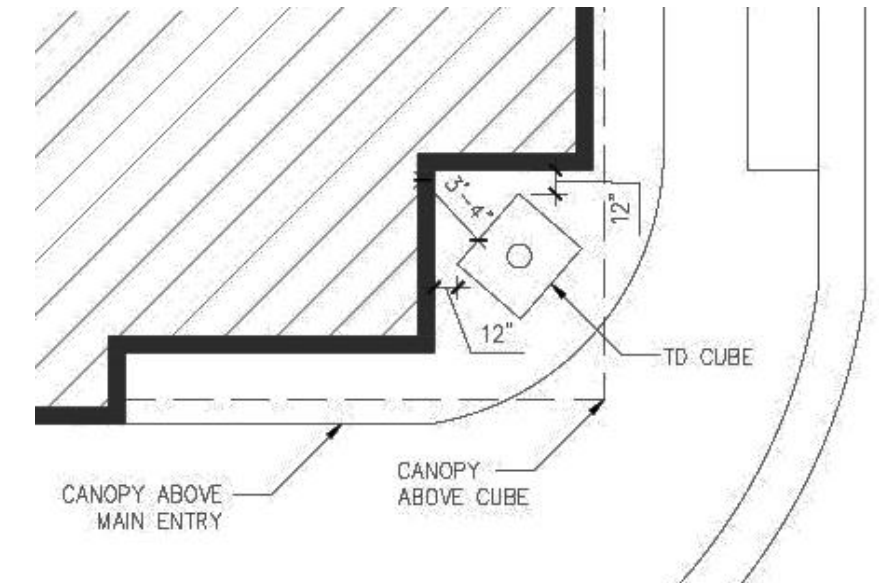




New TD shield cube sign to match the clean new polished identity of TD Banks sign program and family. Maintaining the integrity of the brand at all locations is a priority. The cabinet to be constructed of high grade aluminum with welded construction. The face to be one continuous face with brake formed corners for clean crisp illumination without obstruction. This face to be held into place with low profile retainers on the top and bottom. These retainers during the day will have minimal visibility and during the evening a zero visibility. All fasteners need to be non corrosive. All colors and finishes must adhere to TD Banks standards.



- Three sided LED illuminated cube sign.
- Aluminum construction with steel column.
- White polycarbonate face brake formed.
- Graphics to be standard TD Bank Vinyl.
- Painted finishes to be satin.
- High grade aluminum construction with steel column.
- White high impact polycarbonate face brake formed to have clean retainer-less corners.
- Graphics and over all visual esthetics to maintain TD Bank sign program and identity.
- Industrial/comercial grade painted finishes all to be satin.

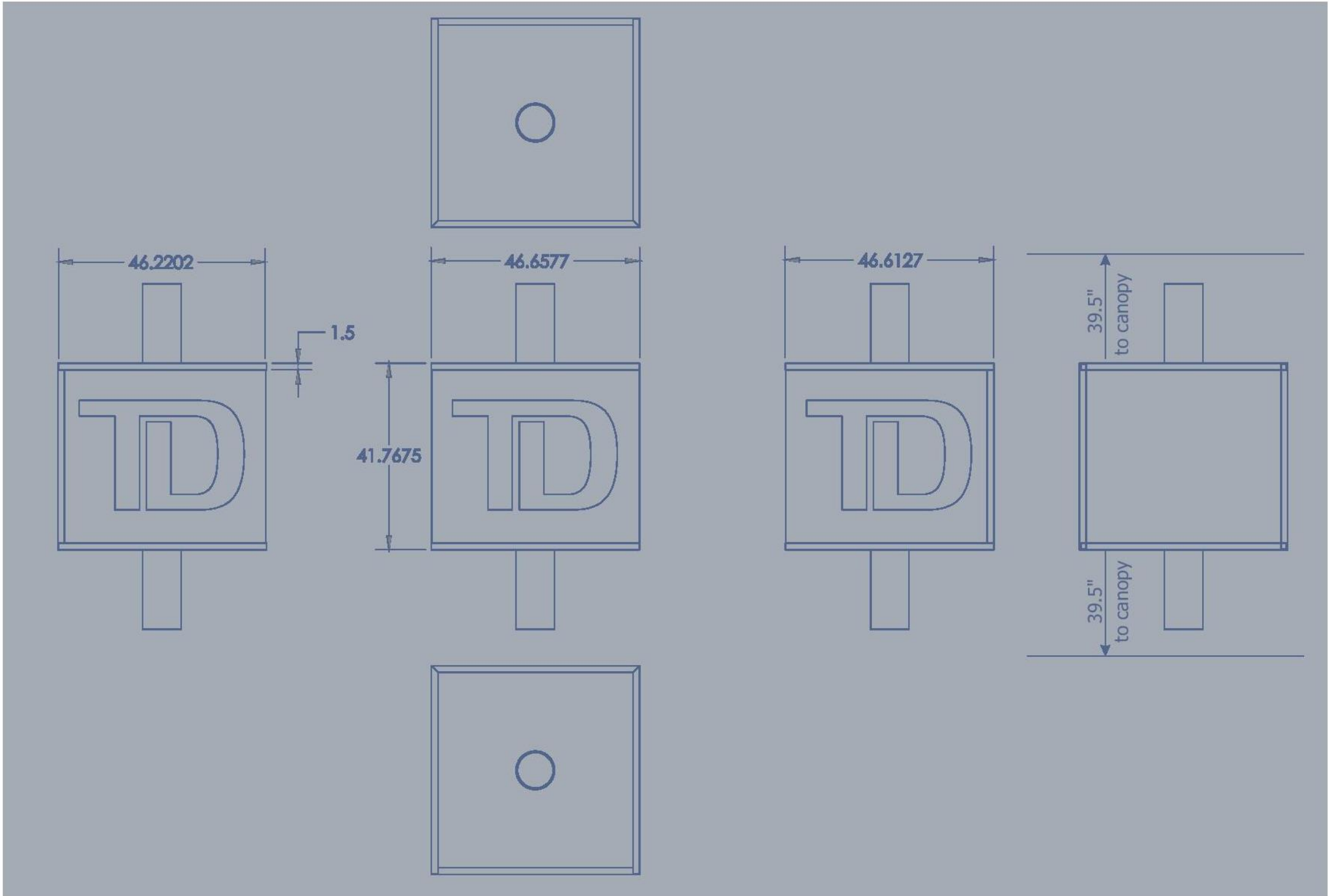


**TD CUBE PLACEMENT DETAIL**



# SIGN DETAILS

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NOTE: ALL DIMENSIONS ARE IN INCHES



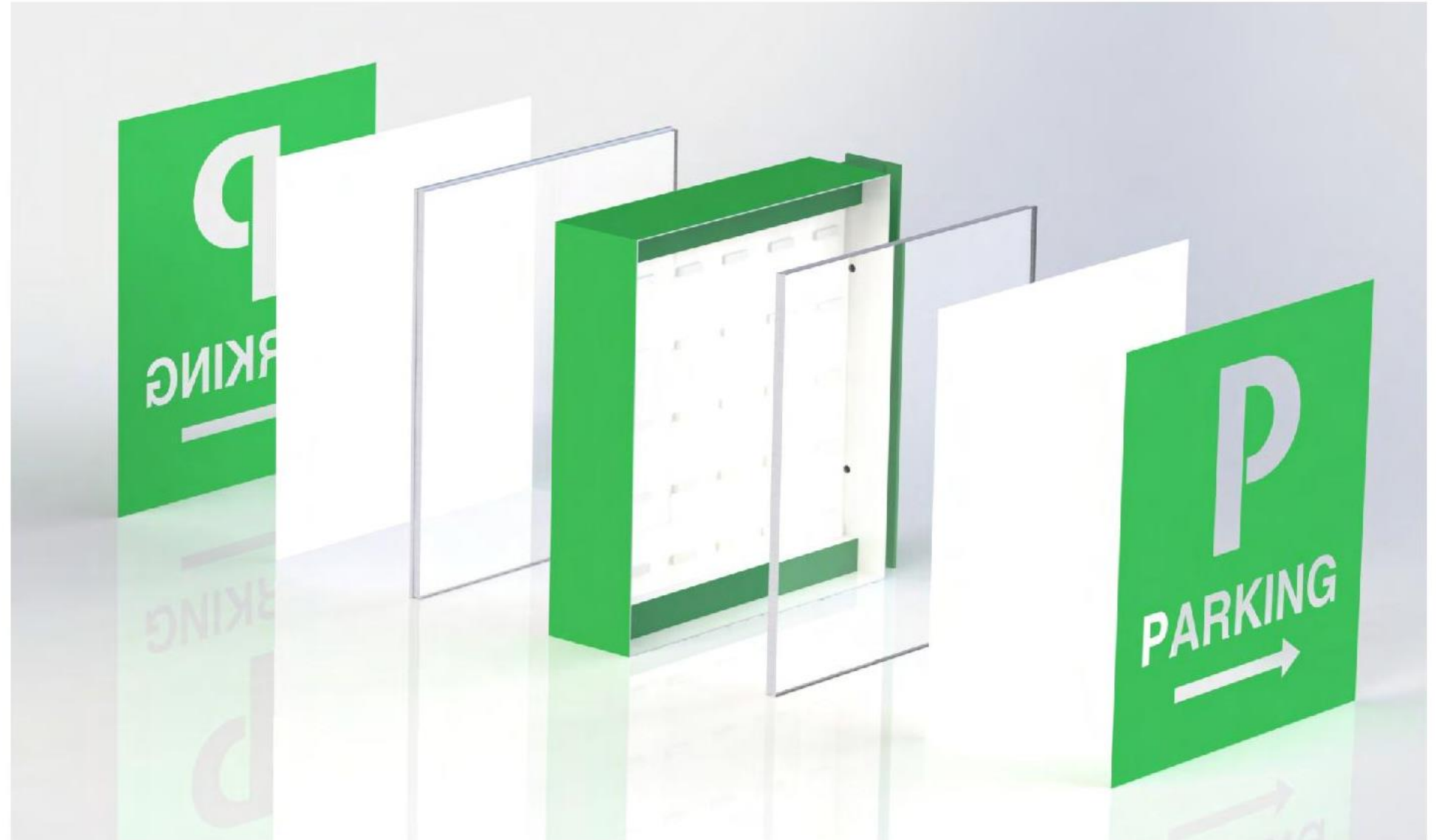
# SIGN DETAILS

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ENTERPRISE REAL ESTATE  
ARCHITECTURE + DESIGN



illuminated face edges besides graphics

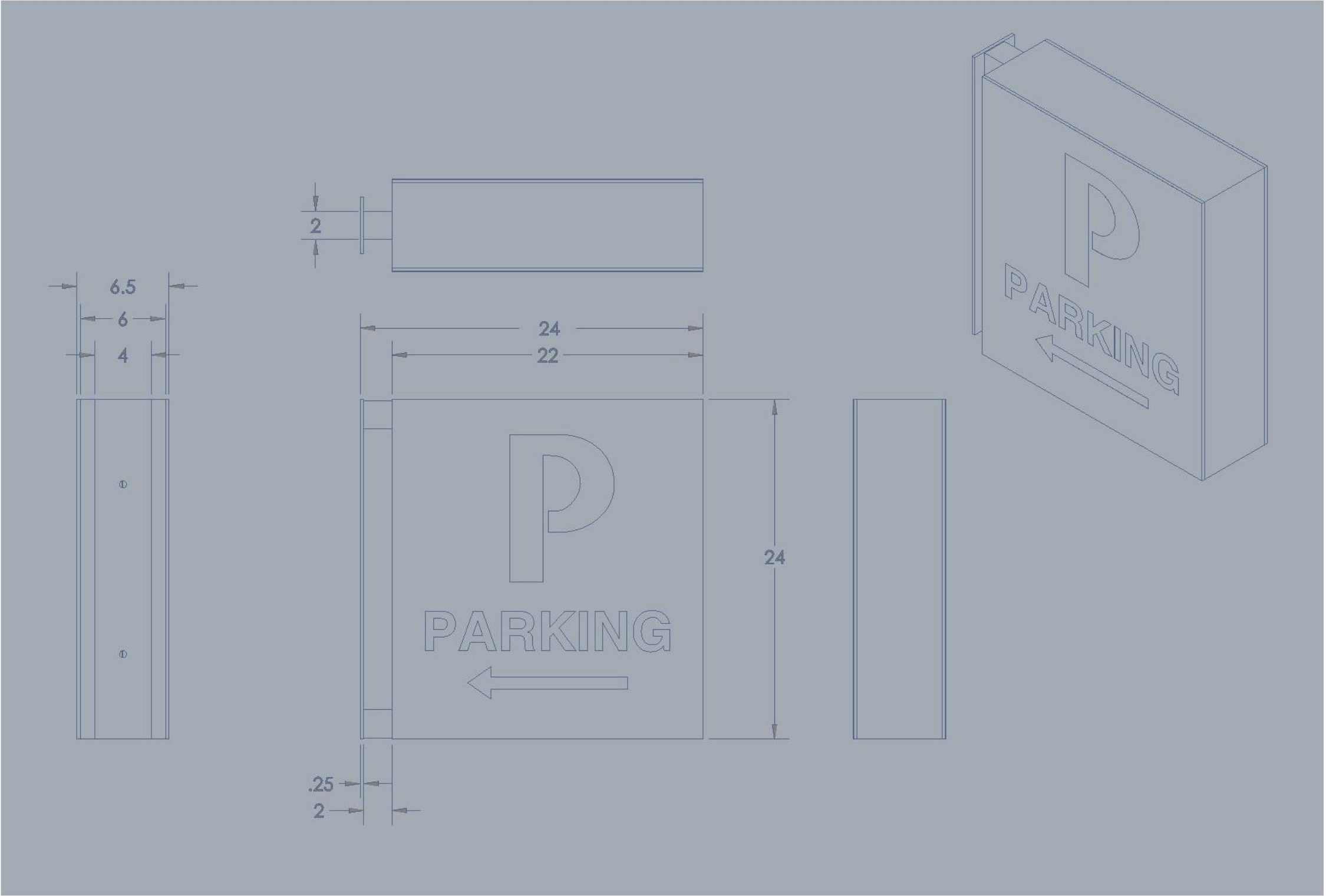


- Double sided LED illuminated blade sign.
- Aluminum construction with aluminum skin.
- Clear acrylic drop in faces. (retainerless)
- Graphics to be standard TD Bank Vinyl.
- Painted finishes to be satin.



# SIGN DETAILS

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NOTE: ALL DIMENSIONS ARE IN INCHES