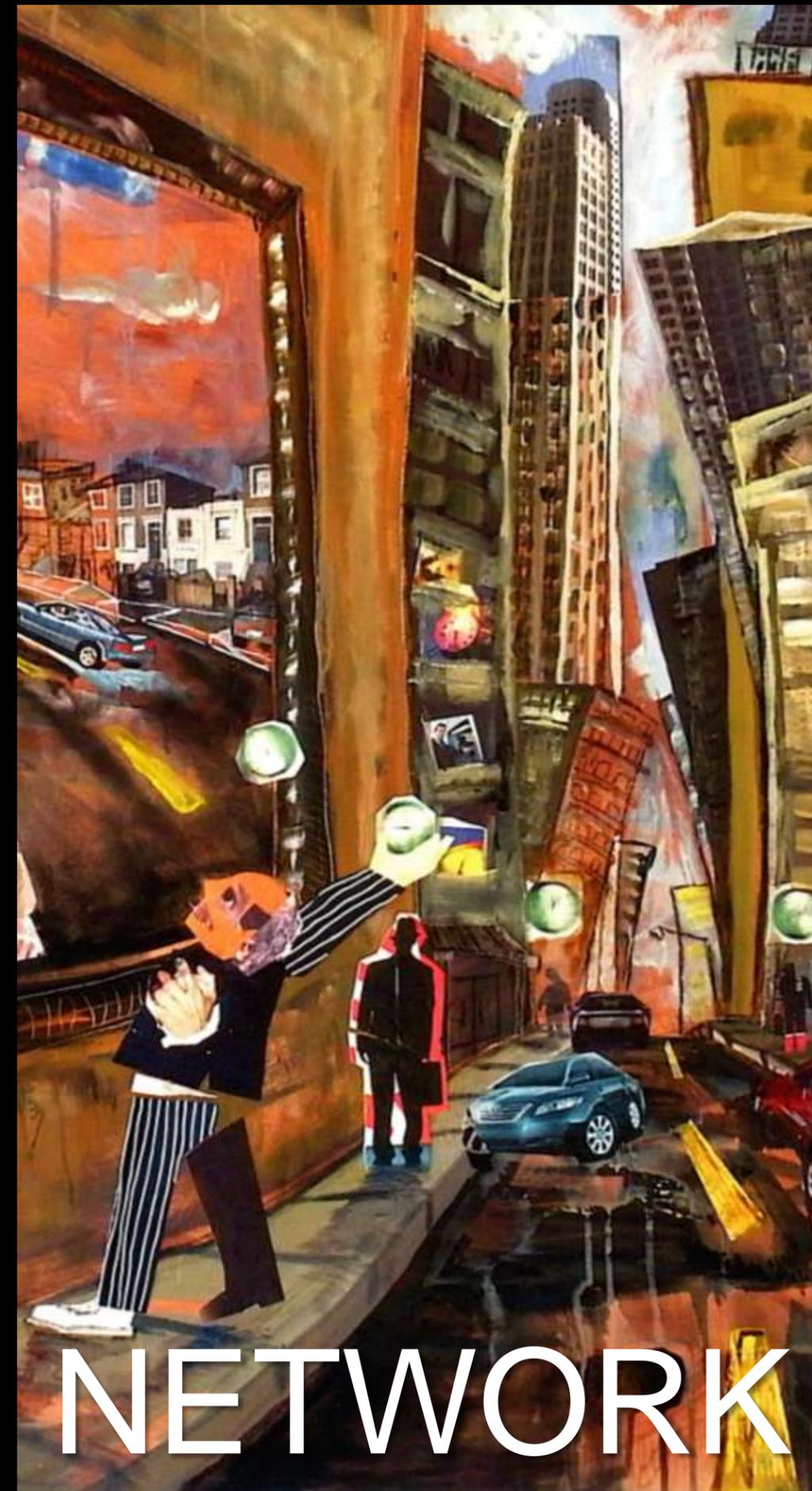


555
triplefive

 DLR Group

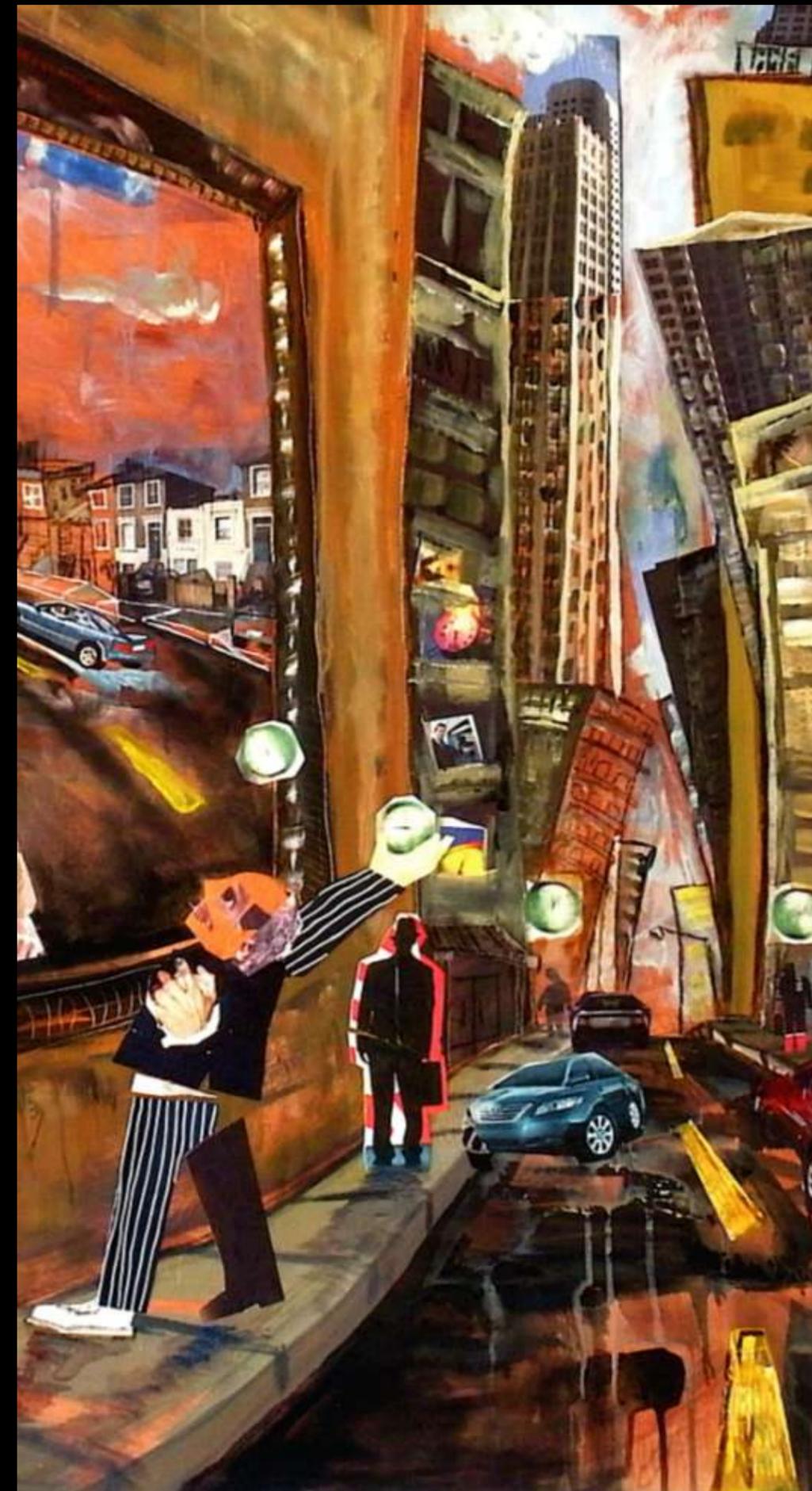
moa media



NETWORK

1.31.2013

PURPOSE AND INTENT



Mall of America (MOA) is a key development anchoring the City of Bloomington's vibrant and growing South Loop District. The City has initiated a long-term effort to brand the District for sustainability, quality, comfort, and safety, with a clear sense of place. Ultimately, development of the South Loop District will enhance the City's reputation as a forward looking, high quality community.

Mall of America's Comprehensive Signage Plan contributes to the vision for the District by supporting an exciting transformation of the exterior treatment of Mall of America, as a District landmark, emphasizing the use of high quality graphic images displayed by dynamic new media. In addition, public benefit is created by providing local arts organizations a unique and dramatic space for high quality installations and public service opportunities. As a result, commercial and noncommercial signs at Mall of America will add to the urban vibrancy of the District while creating an opportunity for marketers to use designated spaces for displays offering a high level of character and quality.

To achieve this vision, the owner of Mall of America and the sign vendor will adopt and enforce a clear set of criteria and standards to ensure a consistent level of quality, graphic display and architectural integration of commercial and noncommercial signage with building facades and structures. The character and quality of the advertisers and the displays that express their messages will support the objectives of the District and achieve the shared vision of the partners in this effort.

The intent of the Plan is to allow for the installation and use of custom, non-standard displays to enhance the character and identity of the area by encouraging exciting, iconographic and inventively illuminated graphics and signage. Since marketers change from time to time, as compared to long-term tenants, the criteria will create consistency and quality among the images and graphics displayed by multiple users.

To assure the displays contribute to the South Loop and present the values of color, energy, light, sophistication, outward orientation, dynamism and architectural integration, these minimum standards for the content of the displays will be consistently implemented by the sign vendor and marketers.

CASE STUDY DENVER THEATRE DISTRICT



- **Denver Colorado, Denver Theatre District**
Cities throughout the world, seeking to maintain, reassert or create their historic role as the central gathering place for their region have recognized the opportunity to use commercial signs to contribute to reinforce or create “bright light” districts to attract people to their centers. Times Square, New York (historic) and Westgate, Phoenix (non-historic) are examples of this.
- **Highlights**
Specific District Sign Plan in place since 2008.
Sixteen square block area.
Approximately 60,000 square feet of signage.
Denver previously had a 40+ year history of not allowing this type of opportunity.
- **Unique Differences**
Ordinance calls for Non-Standard Billboard type signage.
Billboard signage is typically horizontal with 1 to 3, height to length ratio.
Commercial signs in this district must be non-standard in size and dimension.
Static, Digital (static flip) and Full Motion all allowed.
“Off Premises” advertising focused

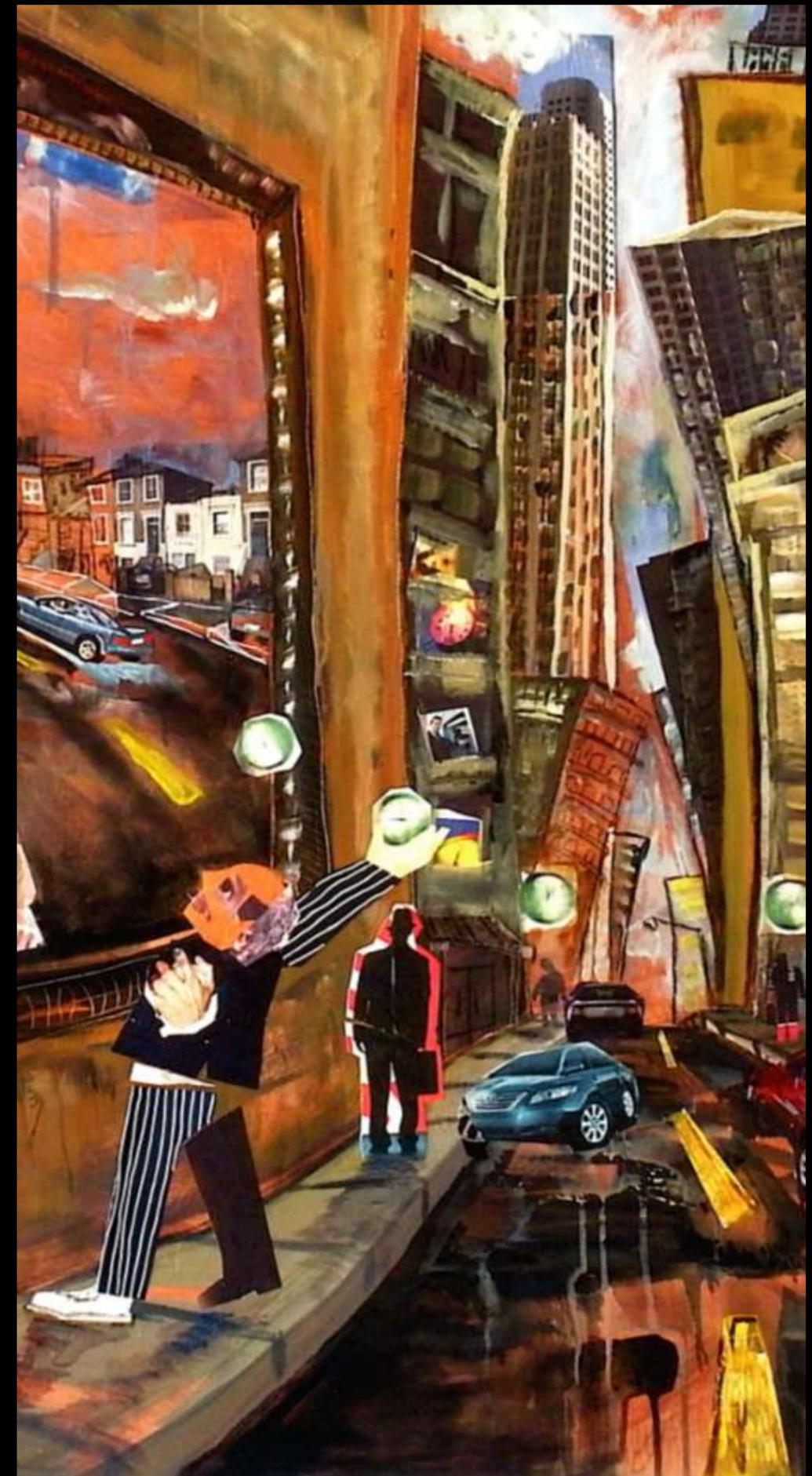


DENVER THEATRE DISTRICT

- URBAN VIBRANCY
- CONNECTION TO OUTDOORS
- OUTWARD EXPRESSION
- BALANCE OF MEDIA FORMAT
- ART



GUIDING PRINCIPLES



1. SOUTH LOOP INTEGRATION
2. SCALEABLE
3. COLORFUL & DYNAMIC
4. ARCHITECTURAL INTEGRATION
5. MODERN
6. SAFE & CONVENIENT
7. COMPREHENSIVE

1. SOUTH LOOP INTEGRATION

- URBAN VIBRANCY
- TRANSPARENT
- OUTWARD ORIENTATION

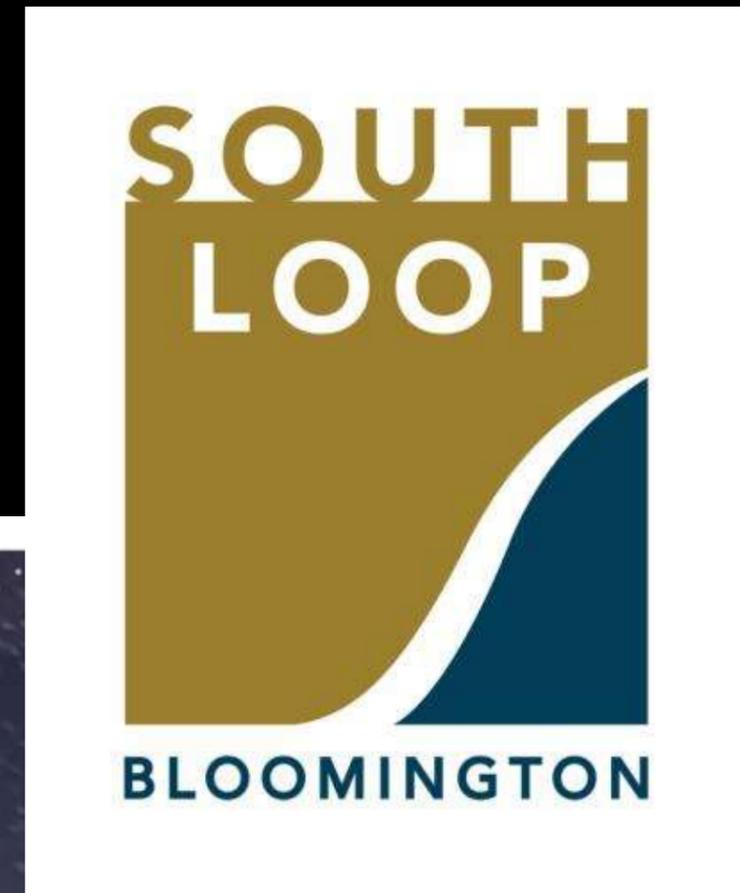
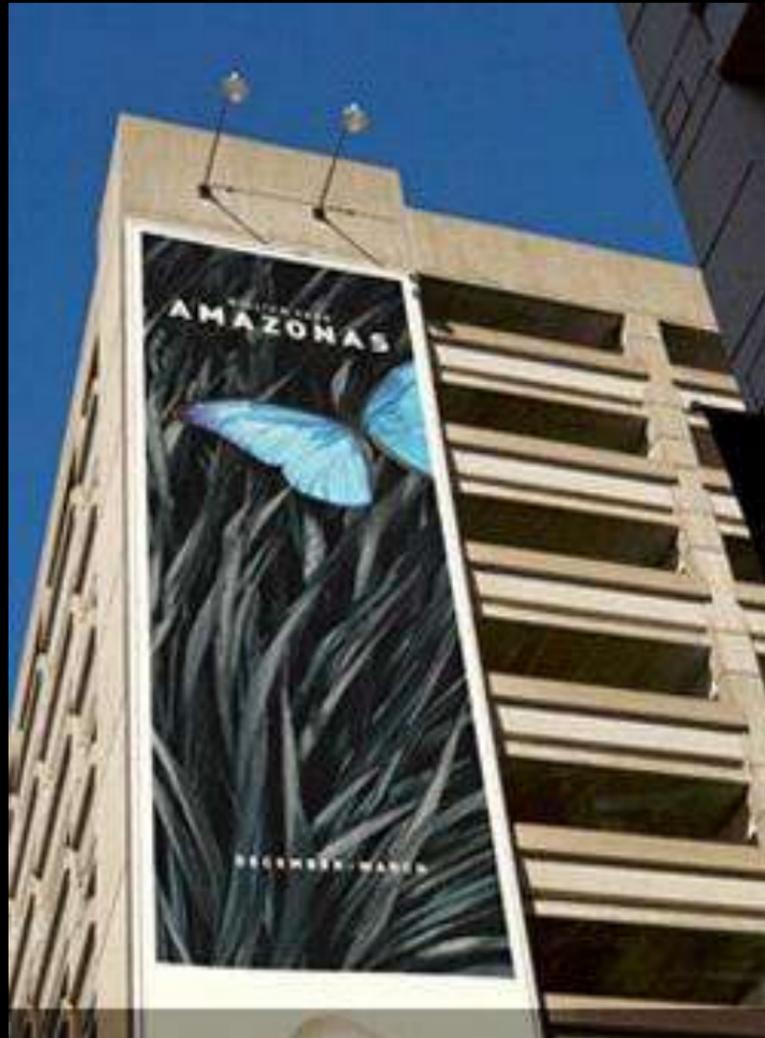


Figure 4.17 Lindau Link right scene



2. SCALEABLE
- PEDESTRIAN
 - VEHICULAR





YERBA BUENA CENTER FOR THE ARTS

3. COLORFUL & DYNAMIC

CHANGEABLE GRAPHICS



4. ARCHITECTURAL INTEGRATION

- PROPORTION
- SCALE
- CONTEXT



MOTORWERKS BMW, BLOOMINGTON



ERIK PEARSON MURAL BLOOMINGTON CITY HALL



5. MODERN



6. SAFE & CONVENIENT

- PEDESTRIAN
- VEHICULAR



DENVER THEATRE DISTRICT



7. COMPREHENSIVE

- SCALE
- STYLE
- MATERIALS
- LIGHTING
- LANDSCAPING
- GRAPHICS

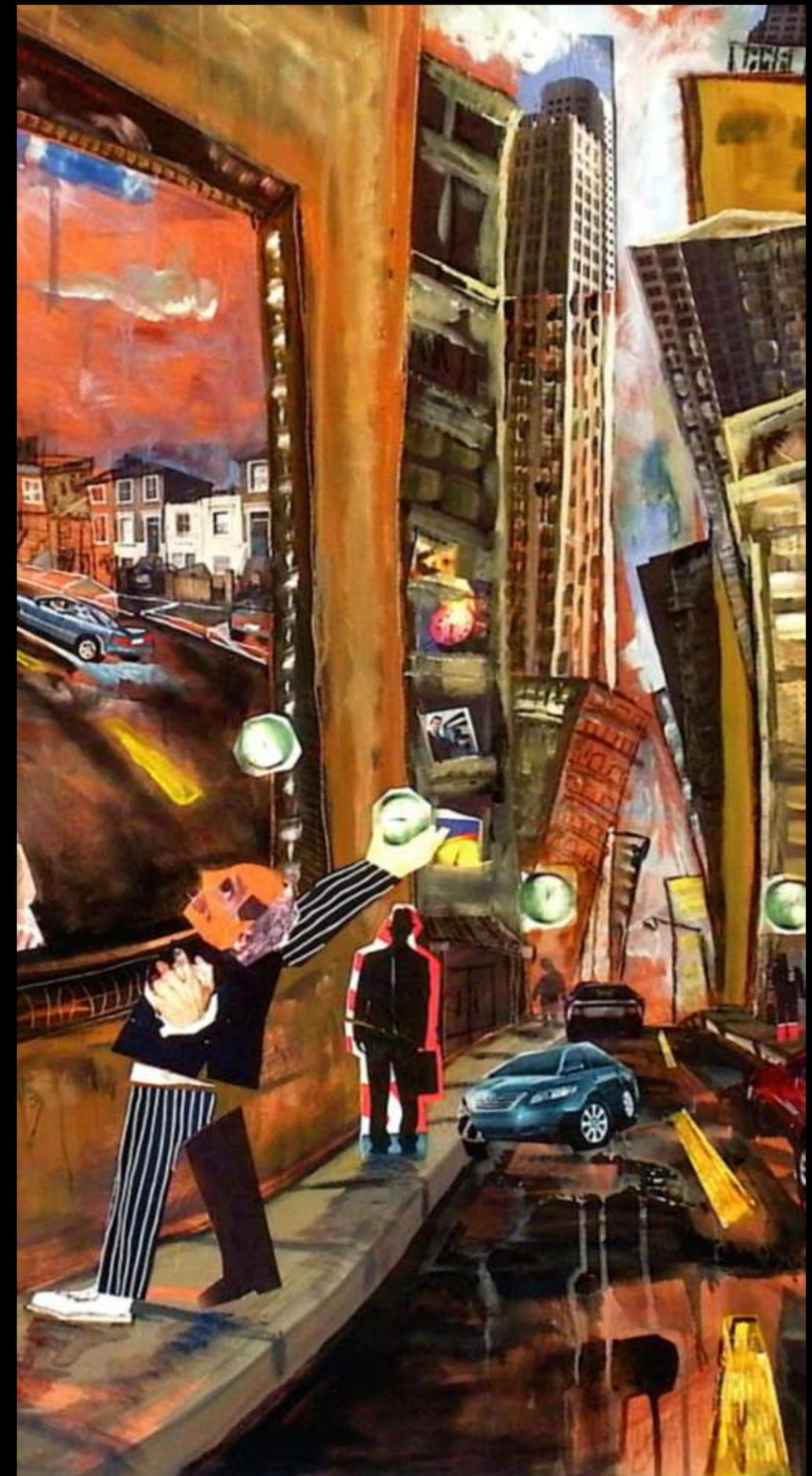
CITY CENTER, LAS VEGAS

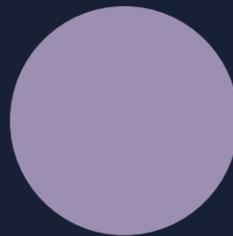
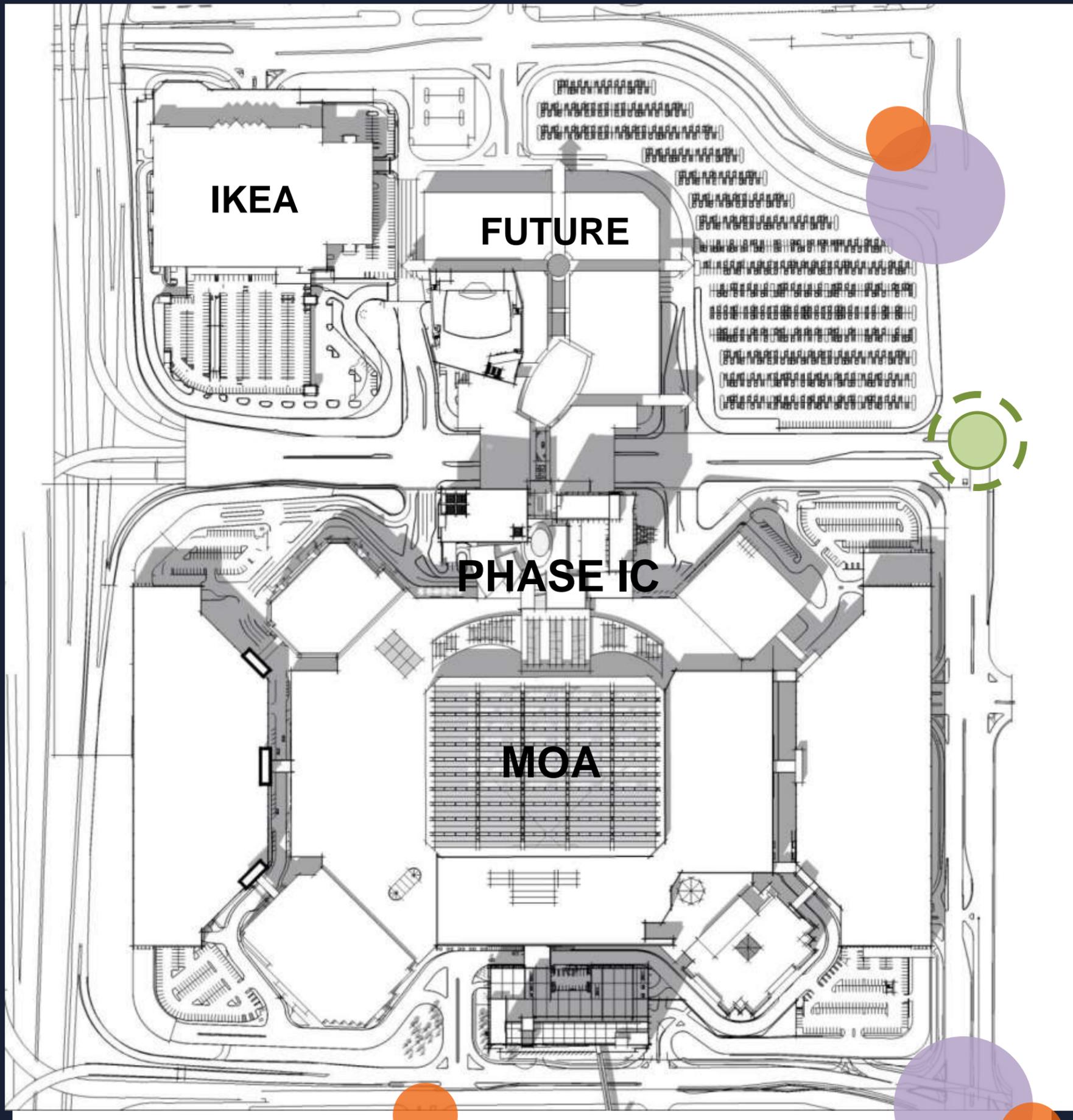


LA LIVE



COMPREHENSIVE SIGNAGE PLAN





**SOUTH LOOP DISTRICT
GATEWAY LOCATIONS**

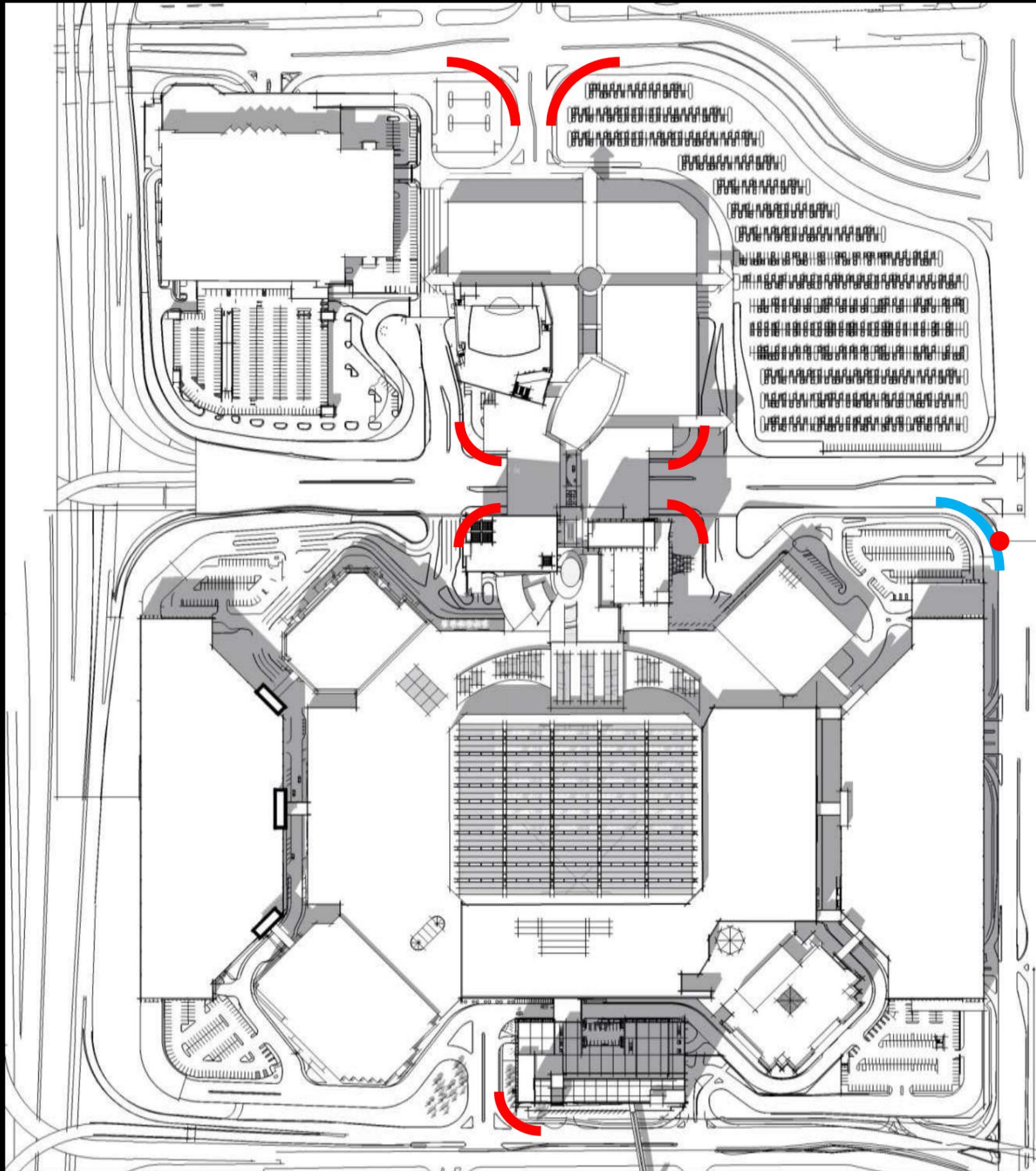


LINDAU GATEWAY



**DISTRICT SIGNATURE
SIGNAGE**

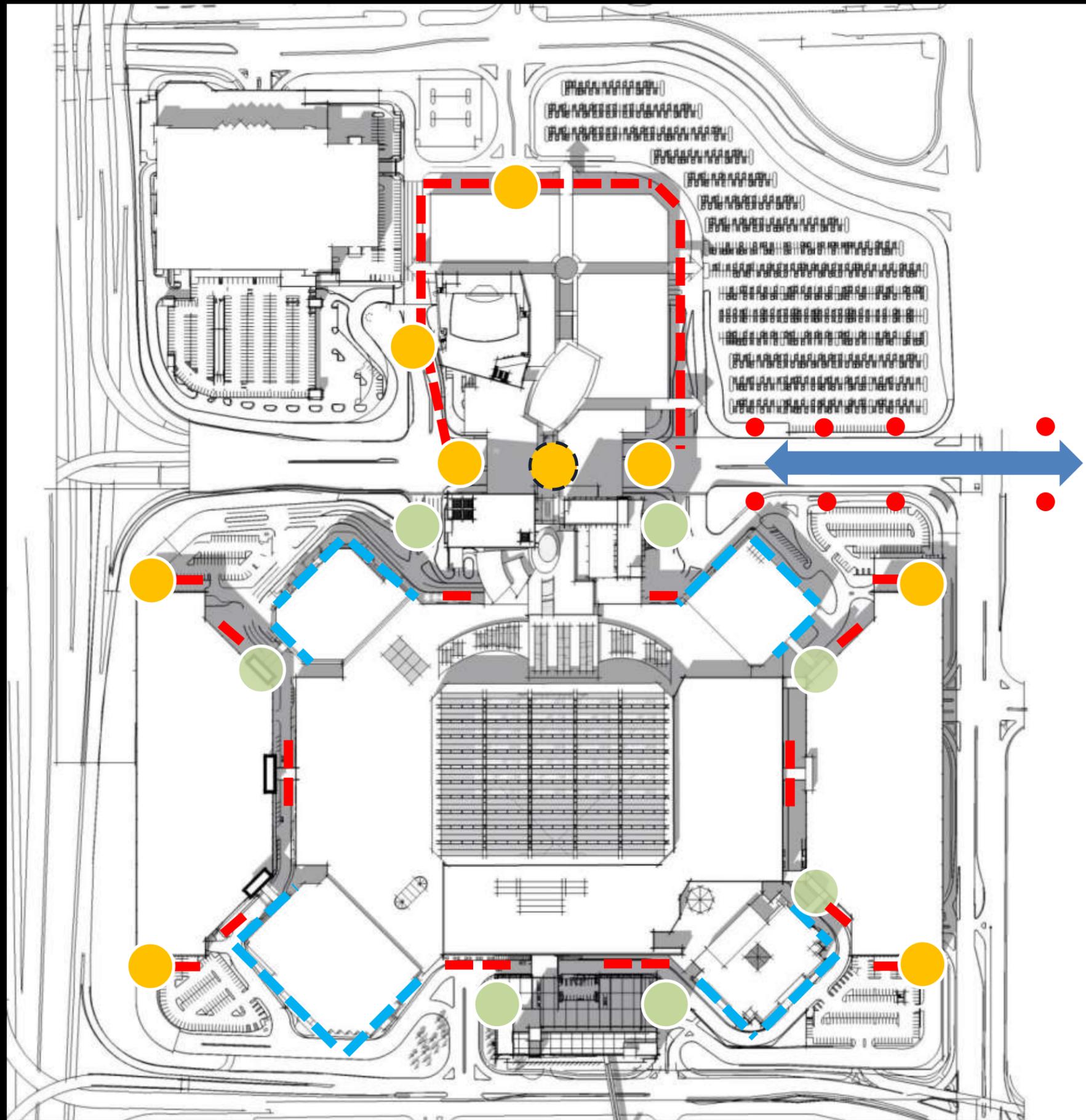




POTENTIAL MONUMENT
SIGNAGE LOCATIONS

EXISTING MONUMENT
SIGNAGE





--- RINGROAD
SIGNAGE LOCATIONS

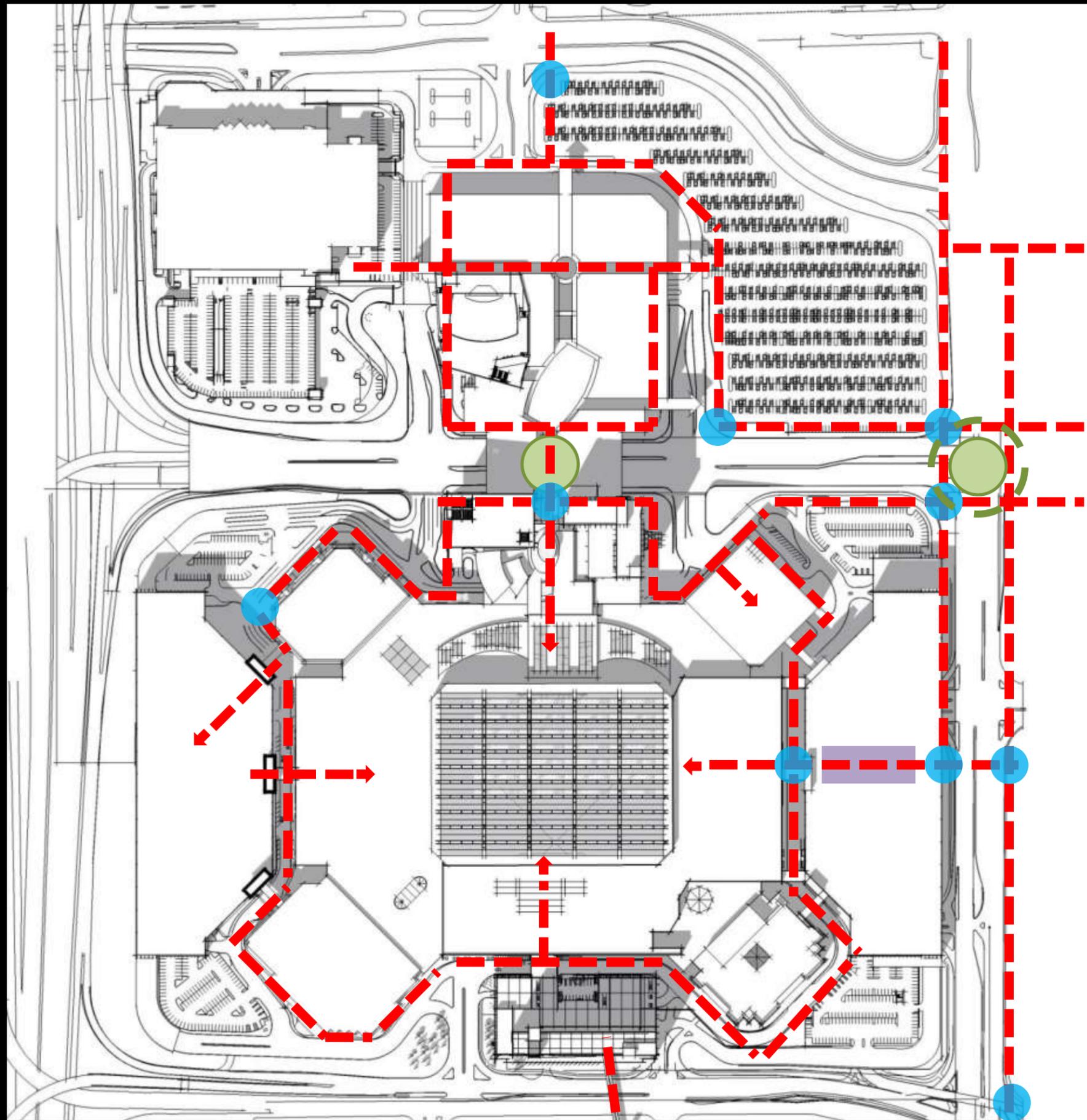
● CHANGEABLE
ELECTRONIC
SIGN LOCATIONS

--- ANCHOR SIGNAGE
LOCATIONS

● POTENTIAL
TOWER WALL GRAPHICS

● BANNERS

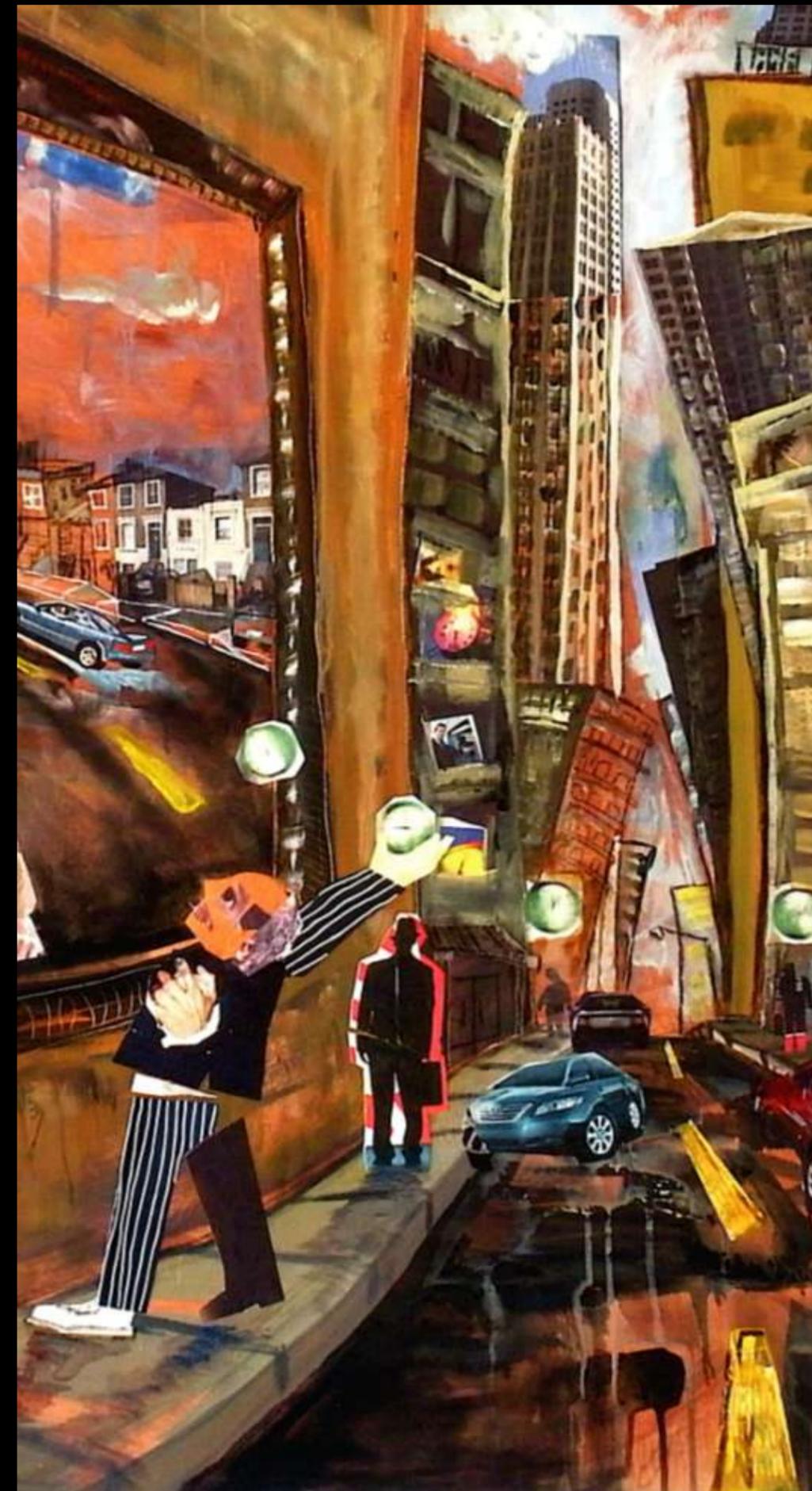




-  PUBLIC PLAZA (PHASE IC)
-  LINDAU GATEWAY
-  PEDESTRIAN DIRECTIONAL SIGNAGE
-  TRANSIT STATION



SIGNAGE LOCATIONS



SIGN TYPE KEY

A = AWNING SIGN

BS = BUILDING SIGN

C = CANOPY SIGN

D = DIRECTIONAL SIGN

E = ELECTRONIC CHANGEABLE COPY SIGN

M = MARQUEE SIGN

P = PROJECTING SIGN

WG = WALL GRAPHIC

WD = WINDOW DISPLAY

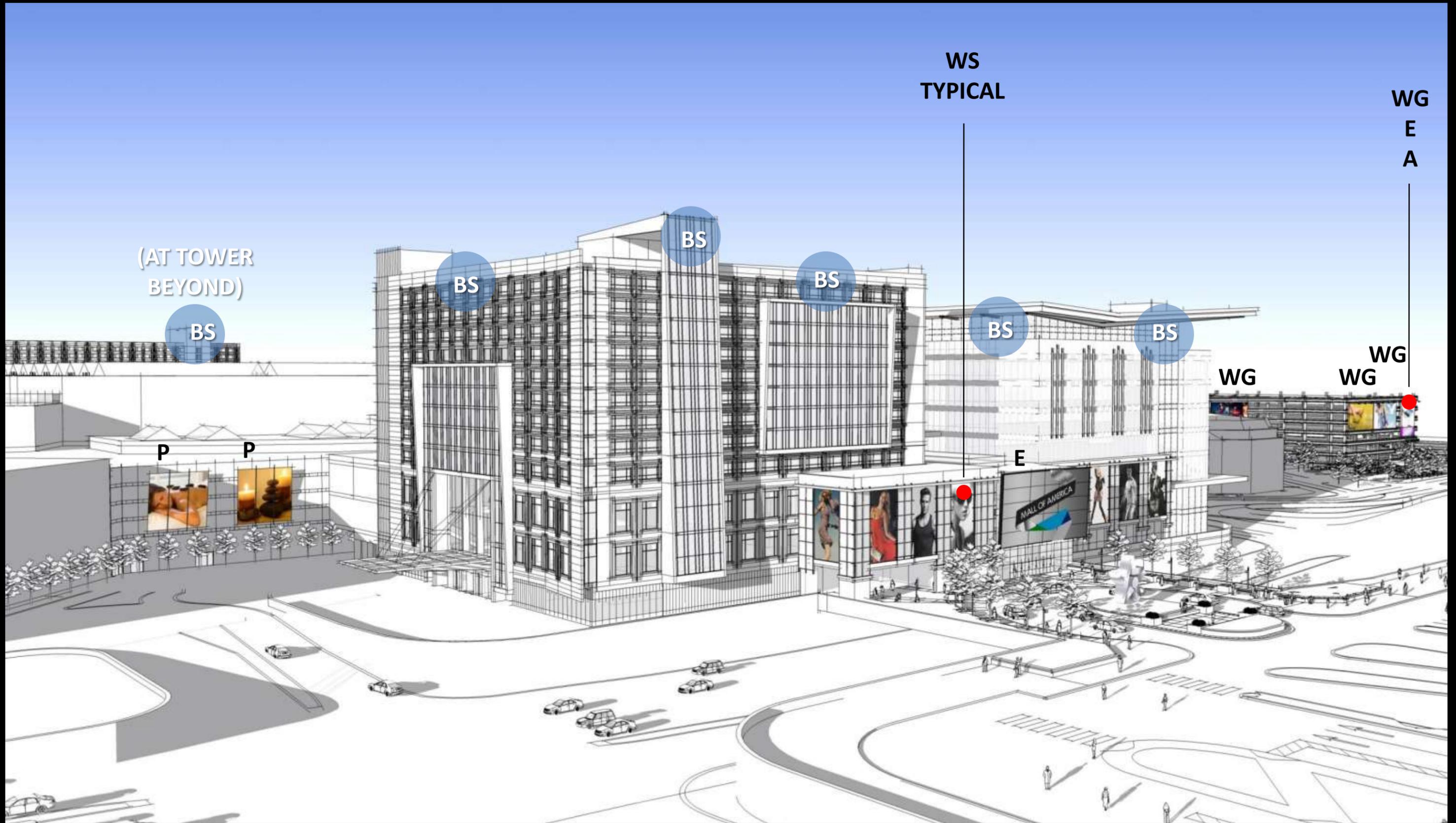
WS = WINDOW SIGN



OVERALL CONTEXT VIEW FROM 24TH AND 494 TOWARDS PHASE IC



OVERALL CONTEXT VIEW FROM 24TH AND AMERICAN TOWARDS PHASE IC



(AT TOWER BEYOND)

WS
TYPICAL

WG
E
A

BS

BS

BS

BS

BS

BS

WG

WG

WG

P

P

E

OVERALL CONTEXT VIEW FROM NE TOWARDS PHASE IC



OVERALL CONTEXT VIEW FROM NW TOWARDS PHASE IC

WG
TYP

WG
E
A

(AT TOWER
BEYOND)

(AT TOWER
BEYOND)

BS

BS

BS

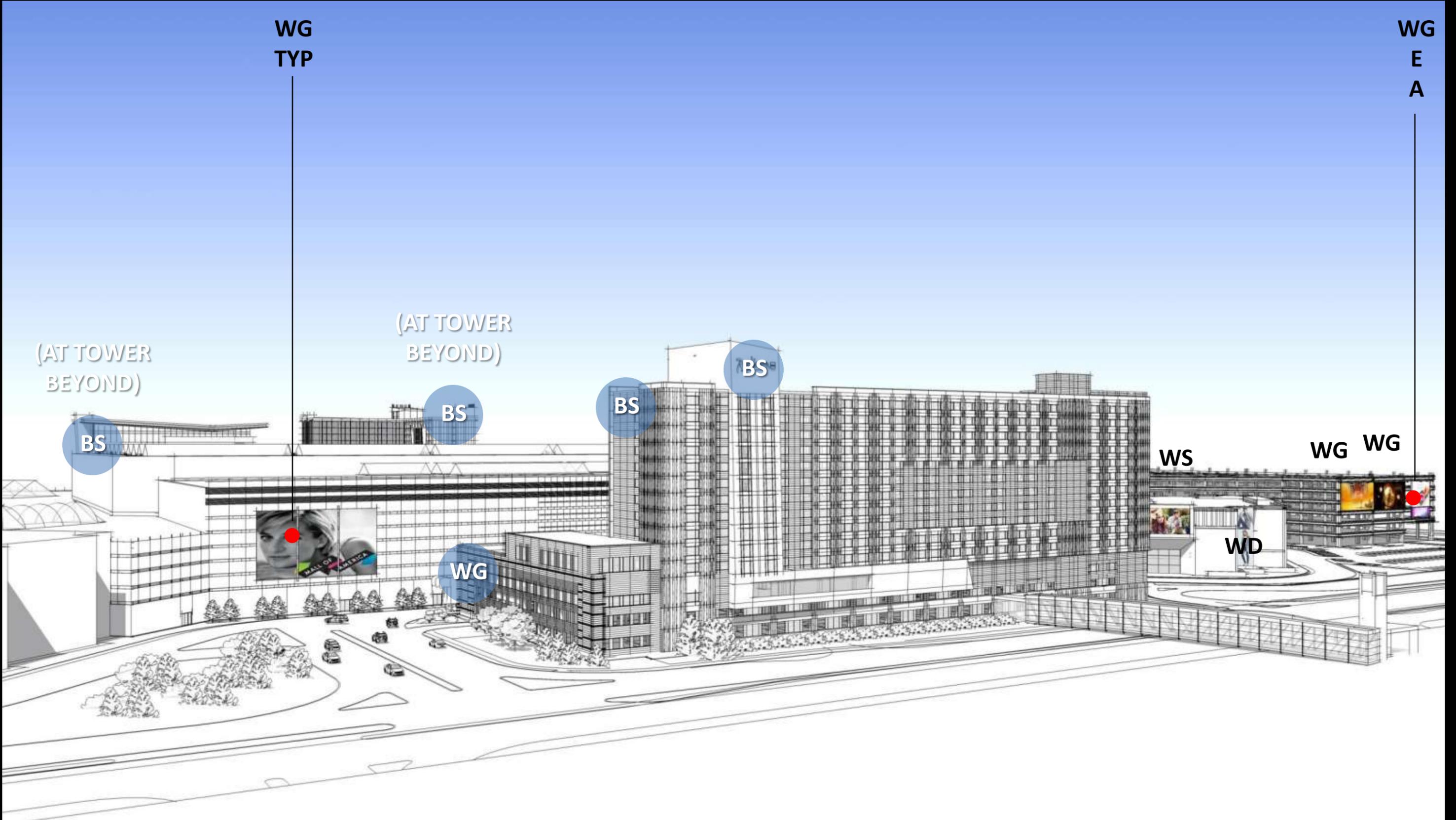
BS

WS

WG WG

WD

WG



OVERALL CONTEXT VIEW FROM SW TOWARDS RADISSON BLU

WG
E
A

WS
TYP



OVERALL CONTEXT VIEW FROM SE TOWARDS RADISSON BLU



30'H X13'W PROJECTING SIGNS
ANGLED TOWARD SKYWAY WITH
INTEGRATED METAL FRAME AND
VERTICAL METAL ACCENT

30'H X 27'W WALL GRAPHIC
ON METAL CHANNELS SET IN
EXISTING REVEALS

VIEW FROM NORTH BETWEEN WEST DECK AND WEST MALL
(SIMILAR AT EAST DECK)

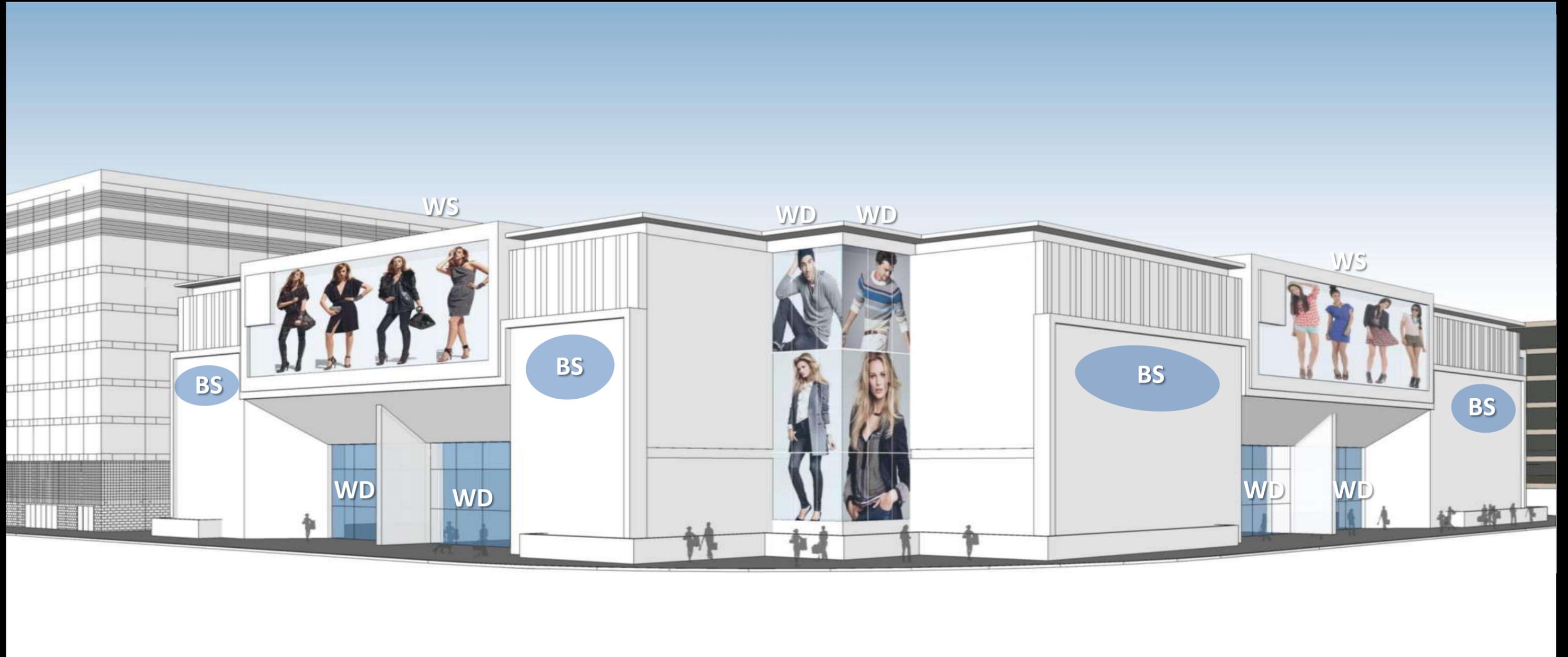




VIEW FROM WEST DECK AT
THIRD FLOOR SKYWAY
(SIMILAR AT EAST DECK)

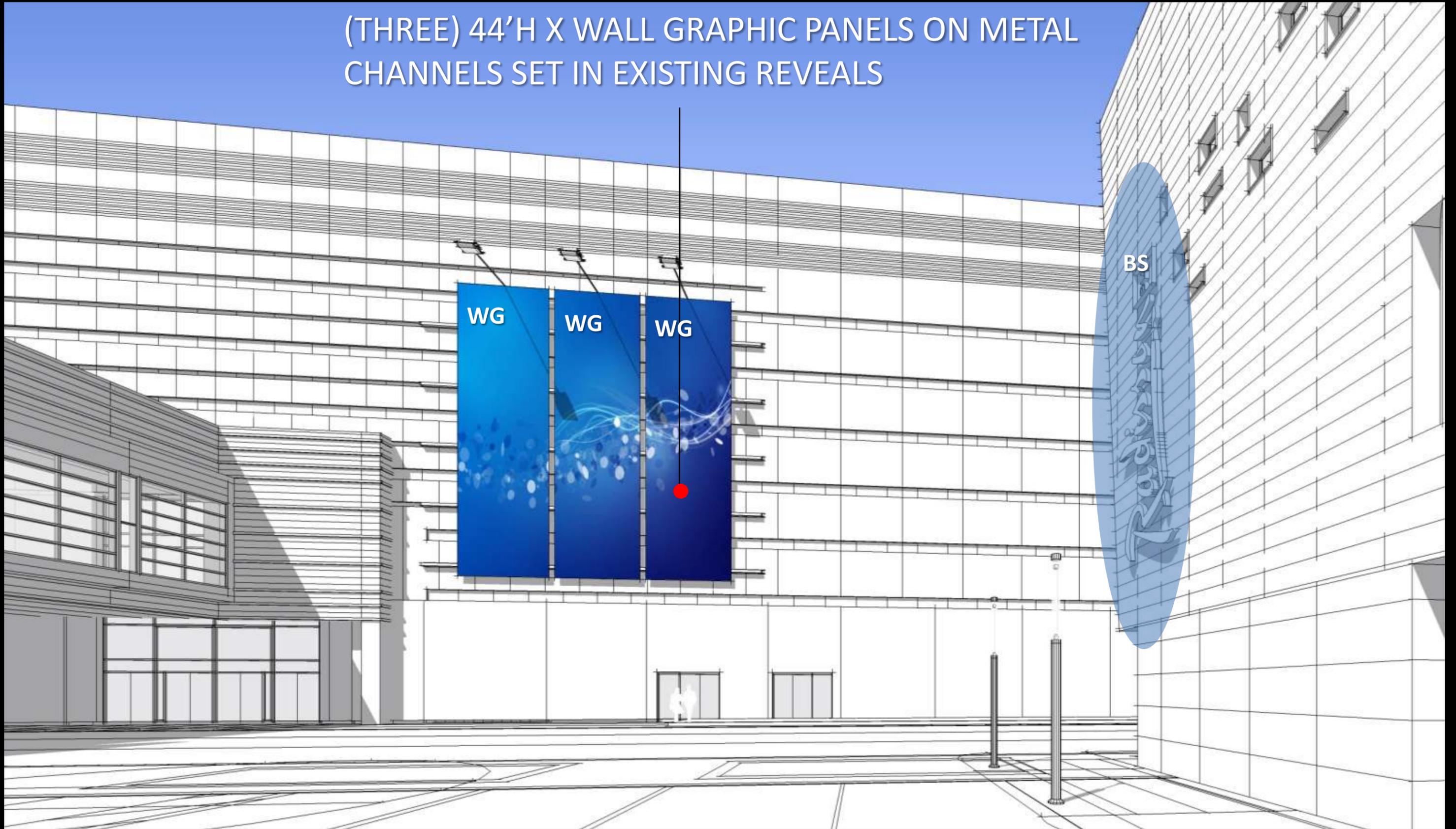


VIEW FROM WEST DECK AT
FIRST FLOOR CROSSWALK
(SIMILAR AT EAST DECK)



VIEW FROM SOUTH TOWARDS RENOVATED BLOOMINGDALES

(THREE) 44'H X WALL GRAPHIC PANELS ON METAL CHANNELS SET IN EXISTING REVEALS



VIEW TOWARDS NORTH AT RADISSON BLU ENTRY PLAZA

(THREE) 44'H X 25'W WALL GRAPHIC PANELS



VIEW TOWARDS NORTH AT RADISSON BLU

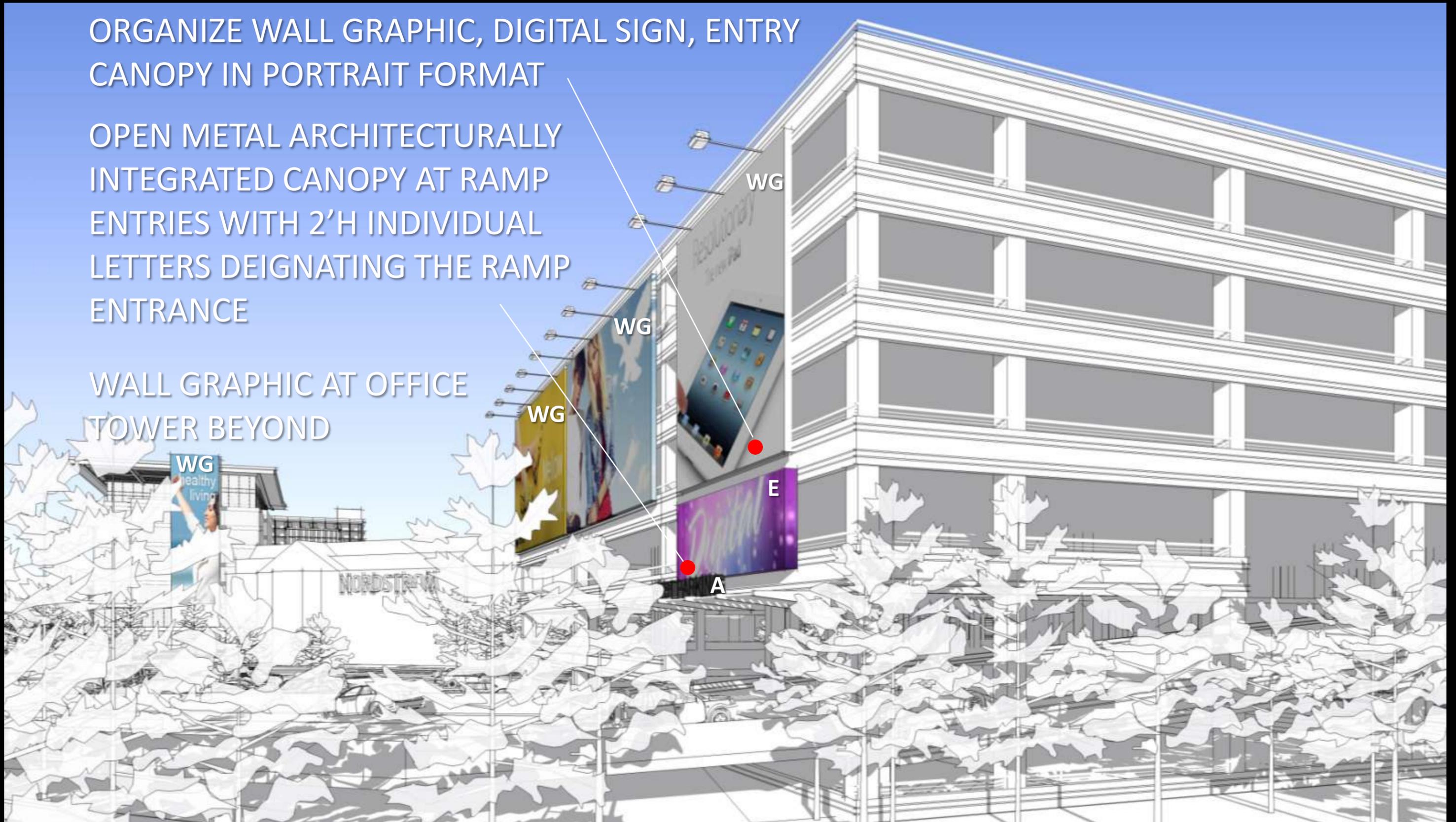


PROFILE OF LINDAU LANE RAMP TO CEDAR AVENUE

ORGANIZE WALL GRAPHIC, DIGITAL SIGN, ENTRY
CANOPY IN PORTRAIT FORMAT

OPEN METAL ARCHITECTURALLY
INTEGRATED CANOPY AT RAMP
ENTRIES WITH 2'H INDIVIDUAL
LETTERS DEIGNATING THE RAMP
ENTRANCE

WALL GRAPHIC AT OFFICE
TOWER BEYOND



VIEW FROM WEST AT CEDAR AVENUE
(SIMILAR AT SOUTH END OF WEST RAMP)



100'H X 18'W WALL GRAPHIC

WALL GRAPHIC, DIGITAL SIGN, ENTRY
CANOPY IN PORTRAIT FORMAT

33'-6" H X 41'W WALL GRAPHIC



EXISTING TREE CANOPY SHOWN

VIEW TOWARDS SOUTHWEST AT WEST RAMP





33'-6" H X 58'-6" W WALL GRAPHIC

ORGANIZE WALL GRAPHIC, DIGITAL SIGN, ENTRY CANOPY IN PORTRAIT FORMAT

WG

33'-6" H X 36" W WALL GRAPHIC

EXISTING PRECAST REVEAL

10'-6" H X 36" W ELECTRONIC SIGN

VIEW TOWARDS SOUTHWEST AT WEST RAMP



33'-6" H X 58'-6" W WALL GRAPHIC

ORGANIZE WALL GRAPHIC, DIGITAL SIGN,
ENTRY CANOPY IN PORTRAIT FORMAT

WG

33'-6" H X 36" W
WALL GRAPHIC

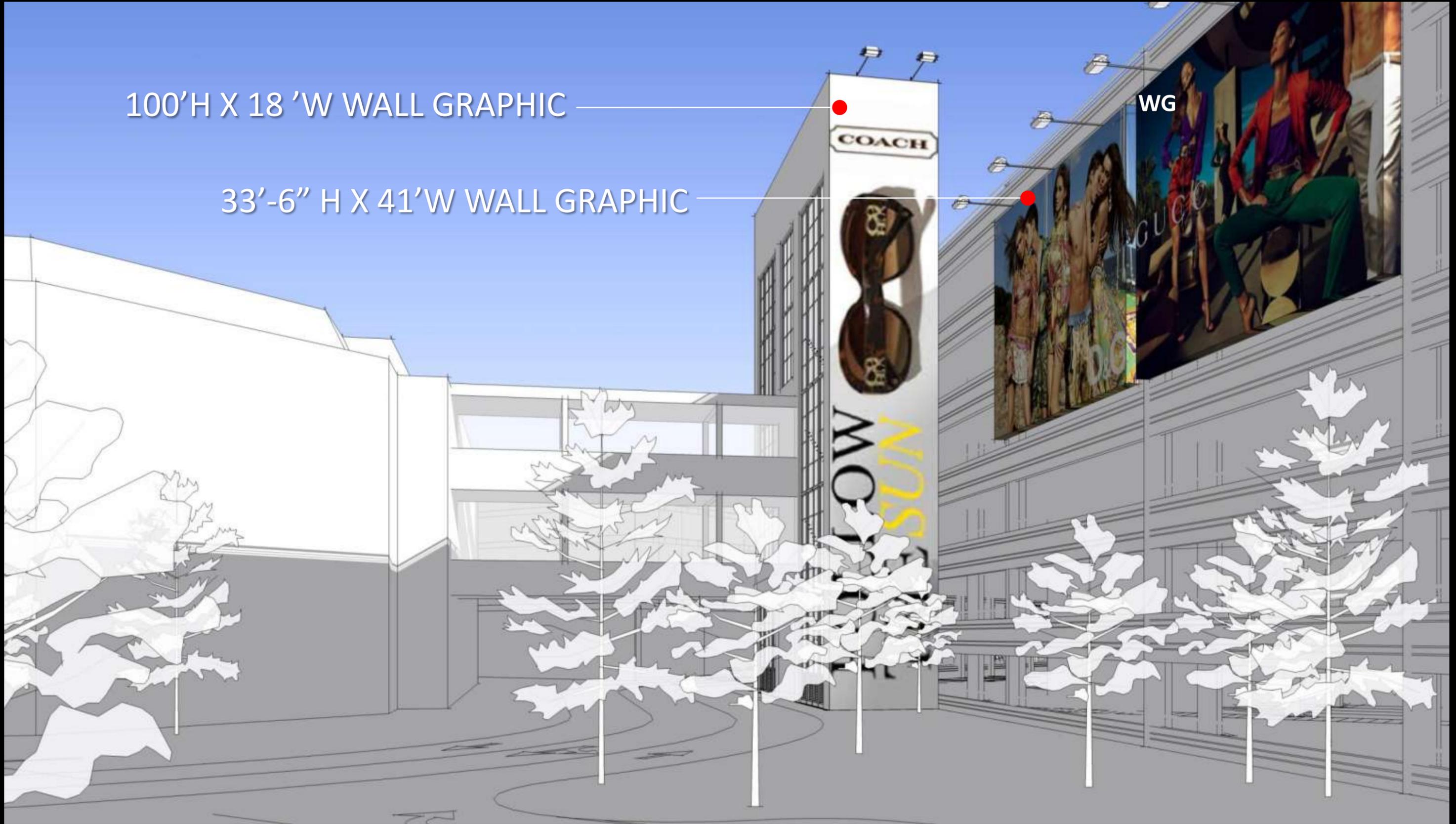
10'-6" H X 36" W
ELECTRONIC SIGN

OPEN METAL CANOPY W/
INDIVIDUAL LETTERS

100'H X 18 'W WALL GRAPHIC

33'-6" H X 41'W WALL GRAPHIC

WG



VIEW FROM NORTH AT NORDSTROM RING ROAD

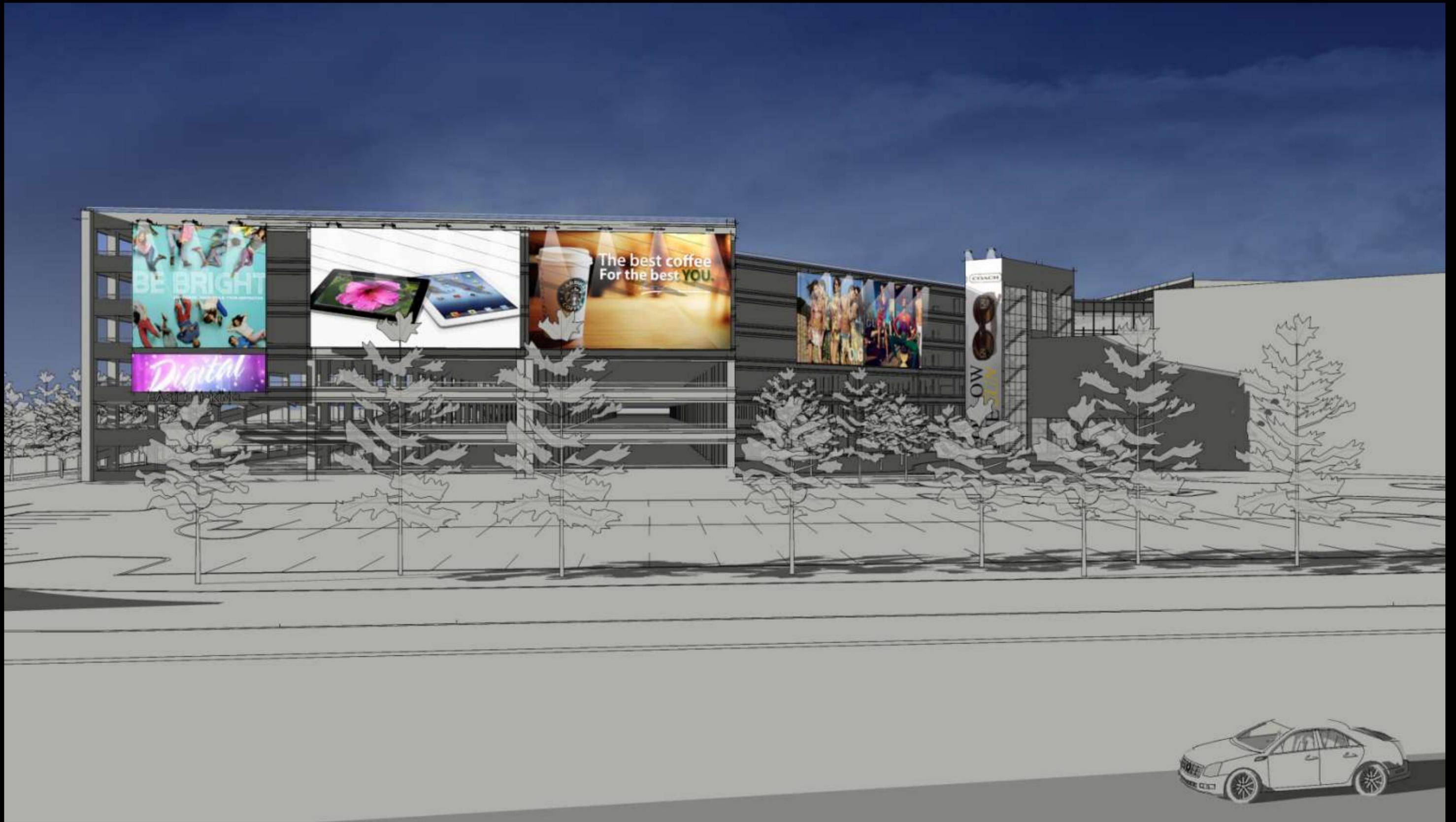


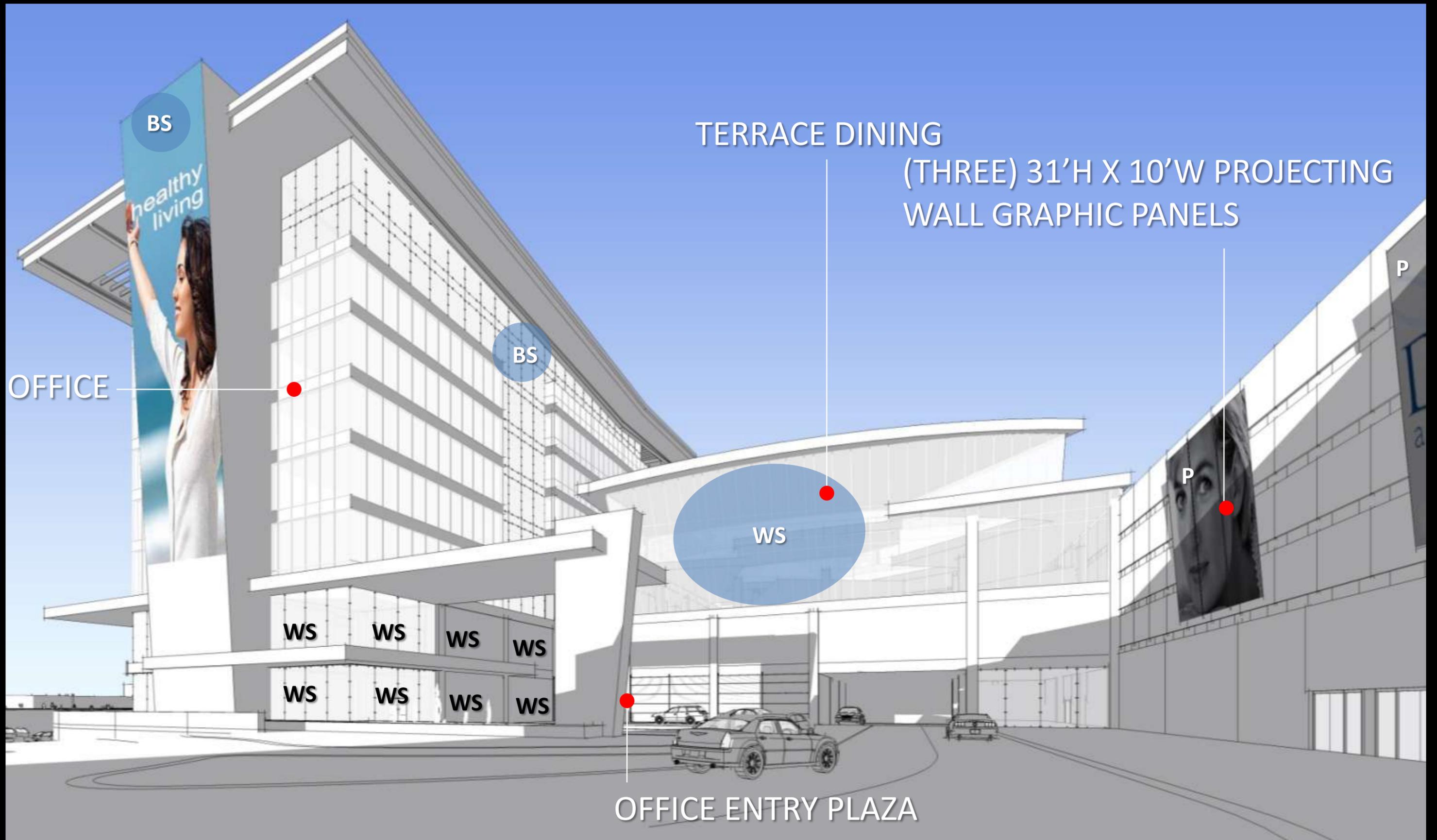
ORGANIZE WALL GRAPHIC, DIGITAL SIGN, ENTRANCE CANOPY IN PORTRAIT FORMAT

OPEN METAL ARCHITECTURALLY INTEGRATED CANOPY AT RAMP ENTRIES WITH 2'H INDIVIDUAL LETTERS DESIGNATING THE RAMP ENTRANCE



VIEW FROM NORTH TOWARDS EAST RING ROAD (SIMILAR AT SOUTH FACE OF DECK)





BS

healthy living

OFFICE

BS

TERRACE DINING

(THREE) 31'H X 10'W PROJECTING WALL GRAPHIC PANELS

WS

WS

WS

WS

WS

WS

WS

WS

WS

OFFICE ENTRY PLAZA

P

P

VIEW FROM SOUTHWEST TOWARDS PHASE IC

36'H X 72'W ELECTRONIC
SIGN



100'H X 33'W WALL GRAPHIC

WS WD WD WS WS
WS WD WD WS WS

VIEW FROM WEST TOWARDS PHASE IC

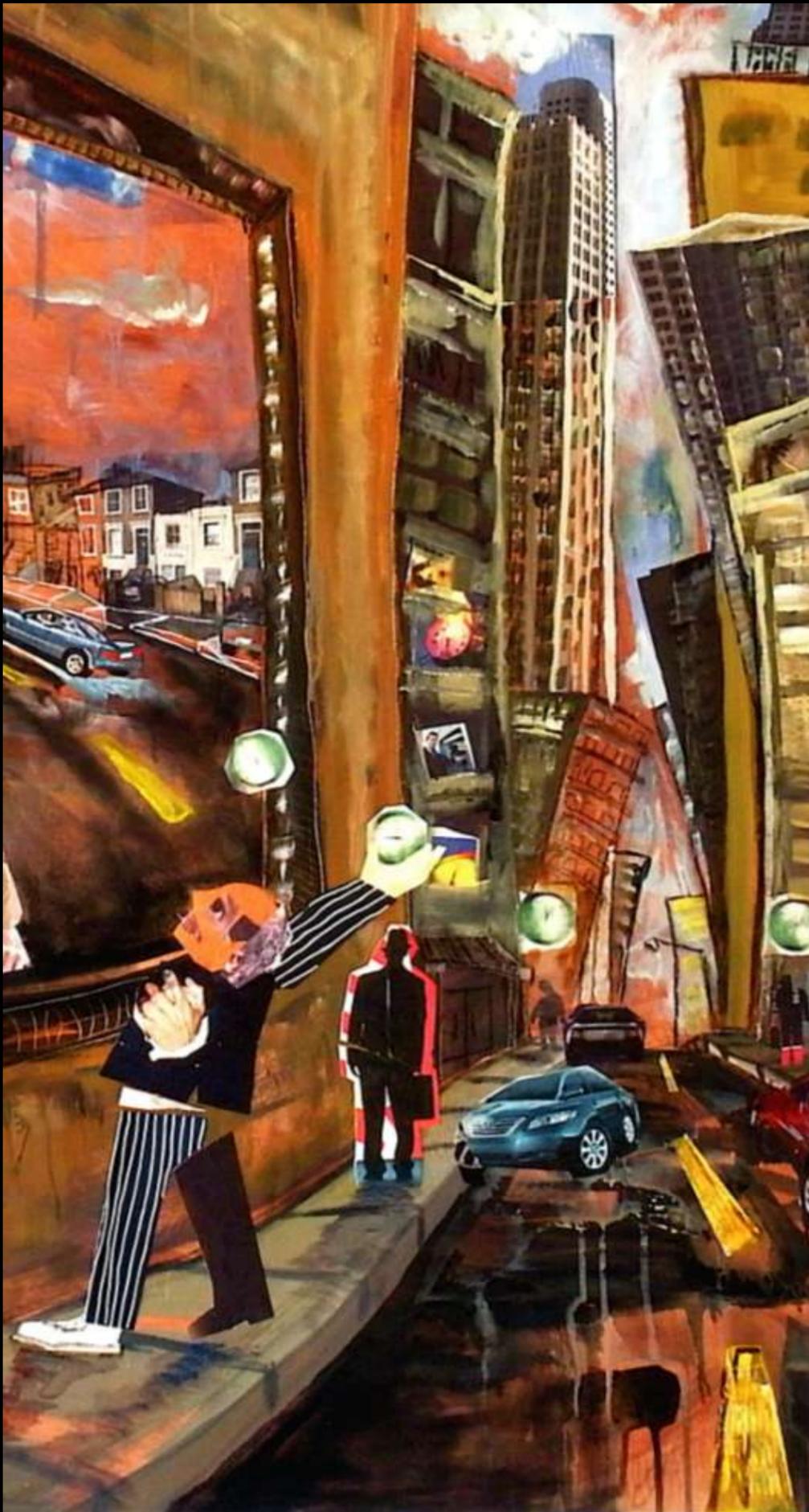
(THREE) 31'H X 10'W PROJECTING
WALL GRAPHIC PANELS

33'H X 18'W WINDOW SIGN TYPICAL



VIEW FROM NORTHEAST TOWARDS PHASE IC HOTEL PORTE COCHERE

STANDARDS CHARACTER OF THE DISPLAY

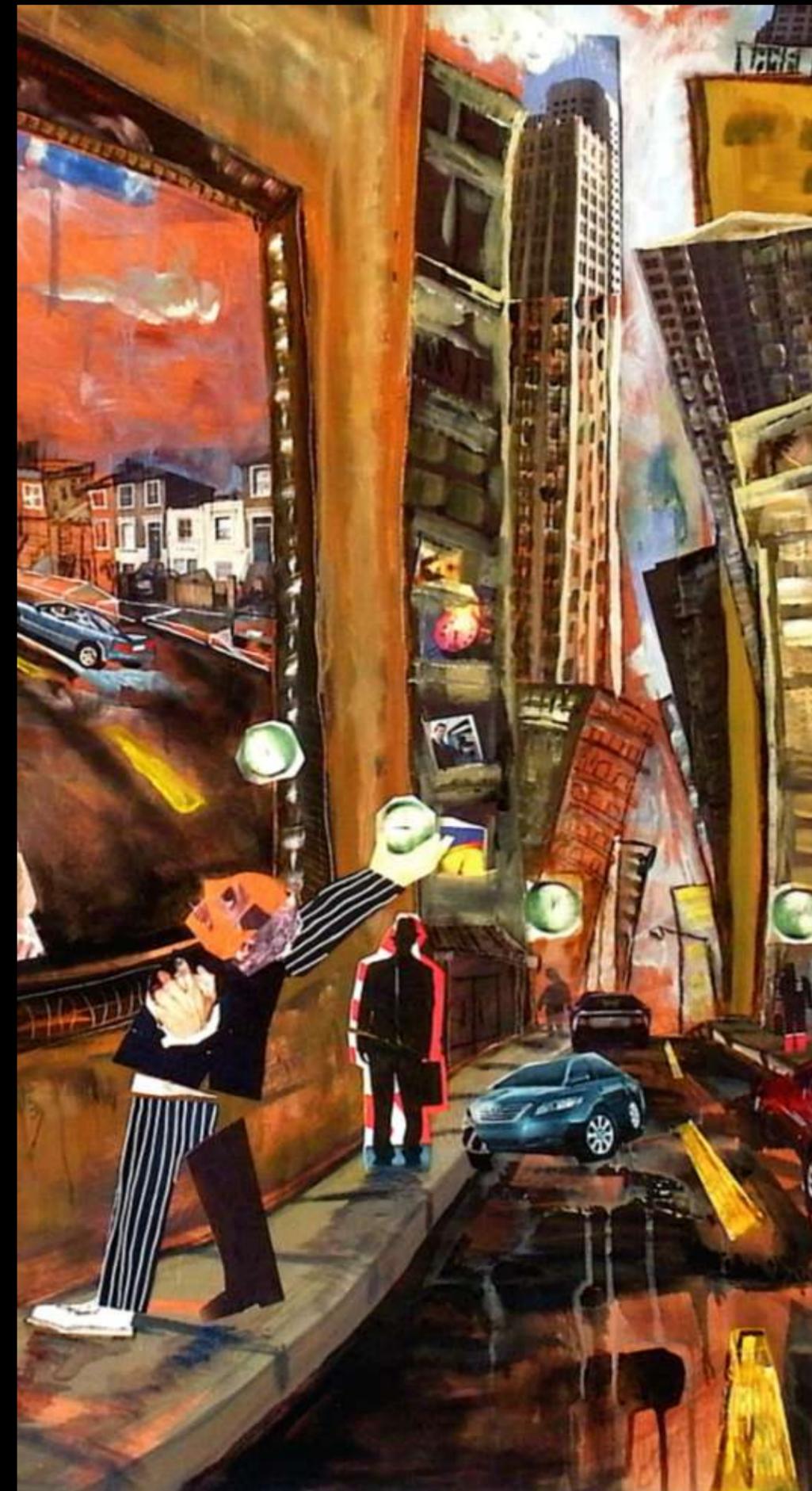


- Each wall sign display will contain both graphic and text elements unless the copy, in its entirety, is only one word or phrase or a single image, trademark or logo or group of images, trademarks or logos.
- Each wall sign display will be primarily graphic in nature, allocating more of the non-background area of the display to an image or logo than to text. Should the display contain only a single word or phrase of text for compliance with this standard the word or phrase shall be considered an image. Certain text treatments or typography design can be treated as graphic element rather than straight text. For example, a campaign that incorporates a single word with an image or logo would be considered graphic rather than text.
- Each wall sign display will be used for a single message and not divided for multiple messages for multiple unrelated advertisers.
- Serial, linked messages extending across adjacent displays will be encouraged.
- A mix of static and electronic changeable message displays will be installed.

- Electronic changeable message displays that are intended to be viewed from a public right-of-way must only contain static and stable text and/or images. The owner of Mall of America and sign vendor acknowledge that the primary regulatory control of displays adjacent to public right of way is found within the City Code and development conditions. However, to ensure the highest quality of display, modes of signage displaying messages, including scrolling, are prohibited. Modes of display that cause the message to flash are prohibited. The interval between serial messages or changes of the display shall be at least 8 seconds. The transition from one static and stable display to another must be direct and immediate without any special effects including scrolling, fading, wiping or dissolving. The electronic changeable message displays shall be equipped with a light sensor that automatically adjusts the illumination of the changeable message display as ambient lighting changes.

- One non-commercial, arts-related sign structure will be constructed for each of the two phases of construction of the signage. The non-commercial arts-related sign structures will be static, single-faced illuminated sign structures that will be placed in a prominent location on the exterior of the mall and the content of these displays will be determined in conjunction with and approved by Mall of America and production and installation funded by the designated non-profit arts entity, such as the Fine Arts Council, as determined by the City. To the extent the arts-related sign is unoccupied, Mall of America shall be permitted to use the sign for MOA events and MOA shall be responsible for all production and installation costs for such event signage.

STANDARDS CONTENT OF THE DISPLAY



- Generally, only advertising copy that would be considered tasteful by a reasonable and prudent person will be permitted.
- The wall sign displays may advertise products and services that are and are not available for purchase or consumption within the Mall of America.
- No wall sign display will be used for political, religious, pornographic, offensive or editorial messages. In addition, no wall sign display shall be used to promote any tobacco product, competing mall or shopping center, amusement park or attraction, or any other matter that the owner of Mall of America reasonably construes as harmful to its image, brand or guest experience.
- No wall sign display will be used for a message for a product or service the City of Bloomington has identified in Chapter 19 Zoning Article VIII. Anti-Blight Regulations.

STANDARDS ANNUAL REVIEW AND LEASE PROVISIONS



- Annual Review:

Representatives of the owner of Mall of America, sign vendor and the City of Bloomington shall convene at least annually to informally review the copy that has been displayed on the wall signs over the previous year for implementation of the purpose and intent of the criteria and standards set forth in this document.

- Lease Provisions:

These criteria and standards for wall sign displays are intended to supplement but not amend standards contained in the Lease between Mall of America and Branded Cities, dated _____, 2012. In particular, Section 4.4 of the Lease shall govern approval of the form and content of all wall sign displays.

DISCUSSION

