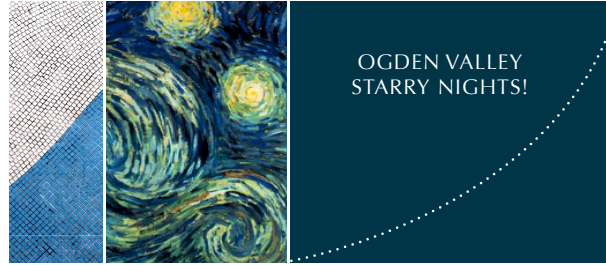


To: Ronda Kippen, Scott Mendoza  
From: Janet Muir, Kari Gittus

Re: Wells Fargo Signage  
Date: March 25, 2016 (Revised 3.0)



---

**Situation:** OVSN plans not to approve Wells Fargo Design Review as filed.

1. The sign ordinance needs to be strictly interpreted according to its language. Under the Ogden Valley dark sky sign ordinance, the only signs permitted to be internally illuminated are *pan-channel, reverse pan-channel or routed letters on an opaque (no light shining through) background*. That's it. No large panel internally illuminated signs like both the Wells Fargo current and proposed, and many other signs, particularly at Eden junction.

The SLC Historic District sign guidelines (developed in advance of the 2002 Olympics and upon which the Ogden Valley ordinance clearly was based) are useful in understanding our ordinance. See following page.

There is absolutely no shame in our ordinance having been misinterpreted all these years and under which misinterpretation the first Wells Fargo sign was approved. The error, however, should not be perpetuated.

According to Shanna Francis (who was involved along with Sharon Holmstrom in the dark sky ordinance pre-2000), the citizens' effort began with installation of the Chevron internally illuminated sign in Huntsville. Folks got upset. The original draft of the ordinance banned internally illuminated signs but the language was changed in Planning, apparently, to track the SL Historic District guidance. That's how we got where we are - pioneers in dark sky but derailed by white-plastic-faced, translucent, cabinet style "glare bombs," as they are sometimes called, unbalancing the nature/commerce equation of a scenic, gateway community.

2. Wells Fargo knows how to sign appropriately in Amenity West and gateway communities. See examples from Point Reyes Station, CA, Driggs, ID, and Aspen, CO on following pages.
3. The proposed monument sign adds illuminated size to the sign - it will be brighter - it's smaller only because the base was eliminated; the yellow illuminated side is garish and shines out to the side (yellow is a color avoided in gateway communities - see Sedona, AZ McDonald's in blue); the sign is distinctly suburban in feel and illumination, just like its predecessor. The only opaque portion is the stagecoach in profile - minimal. Not permitted under the ordinance. Also proposed is a second internally illuminated sign - pan channel on exterior wall. Net effect will be brighter.
4. Involved are: corporate (in Boston), a San Diego sign company, a local YESCO implementer. A new local manager for the Eden office will be in place April 4. Perfect test case.

### **Suggested Process**

1. Speak with corporate in Boston and explain Ogden Valley as Amenity West/gateway community.
2. Meet new manager and talk about how OVSN can celebrate an appropriately illuminated sign and how Wells Fargo can set the standard for canopy lighting (which we can take to the gas stations).
3. Go for rustic monument and wall sign (if wall sign wood and rustic, perhaps size could increase).

## Salt Lake City Historic District Sign Guidelines



*This type of sign is discouraged.*

### Guideline 19

**The use of internally illuminated sign faces should be limited to individual cut out letters. The use of large panel internally illuminated signs is not recommended.**

- The plastic or vinyl faces used for internally illuminated signs are discouraged in the historic district.
- Individual pan-channel letters with a plastic face or individual cutout letters and letters routed out of the face of an opaque cabinet sign may be used.
- The light source for internally illuminated signs should be white.

## Ogden Valley Sign Ordinance

### 32B-13 Sign Materials and Display Standards

1. Sign materials. All materials used to construct signs, supports or fasteners shall conform to the following standards:
  1. Signs may be constructed of painted, stained, sandblasted or carved wood, brick, stone, textured concrete or similar material. Glass (including plexi-glass), metal, or metallic leaf, which is painted, anodized, or otherwise treated to prevent reflective glare may also be used. Copper, brass, wrought iron, and other metals may remain untreated and allowed to develop a natural patina.
  2. Support structures may be constructed of painted, stained, sandblasted or carved wood, brick, stone, textured concrete or similar material. Glass, metal, or metallic leaf, which is painted, anodized, or otherwise treated to prevent reflective glare may also be used. Copper, brass, wrought iron, and other metals may remain untreated and allowed to develop a natural patina. Support structures shall use natural, muted earth-tone colors including browns, black, grays, rusts, etc. White shall not be used as a predominant color, but may be used as an accent.
2. Display standards. The display of all signs regulated by this Zoning Ordinance shall conform to the standards of this section.
  1. No obstruction Permitted. No sign shall obstruct a clear view to and from traffic along any street right-of-way, entrance or exit.
  2. No projection within right-of-way. No signs, except traffic signs and similar regulatory notices shall be allowed to project or be located within a public right-of-way.
  3. External illumination. Signs may be unlighted or lighted externally, provided that the light is shielded such that the light source causes no glare, and does not encroach upon neighboring properties or on-coming traffic. No exposed light sources are permitted. Colored and flashing lights are prohibited. All lighting shall be shielded and directed only at the sign surface. Illumination source shall be included with the Master Sign Plan.
  4. Internal Illumination. Individual pan-channel letters with a plastic face or individual cut-out letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. The plastic face or backing of the letters shall be ivory colored. Reversed pan-channel letters with an internal light source reflecting off of the building face may also be used for "halo" or "silhouette" lighting. The light source for internally illuminated signs shall be white.
3. External illumination. Signs may be unlighted or lighted externally, provided that the light is shielded such that the light source causes no glare, and does not encroach upon neighboring properties or on-coming traffic. No exposed light sources are permitted. Colored and flashing lights are prohibited. All lighting shall be shielded and directed only at the sign surface. Illumination source shall be included with the Master Sign Plan.
4. Internal Illumination. Individual pan-channel letters with a plastic face or individual cut-out letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. The plastic face or backing of the letters shall be ivory colored. Reversed pan-channel letters with an internal light source reflecting off of the building face may also be used for "halo" or "silhouette" lighting. The light source for internally illuminated signs shall be white.

Proposed Clarification Ogden Valley Sign Ordinance (February 2016)

**Internally Illuminated Sign Provision [Sec 110-2-12(4)]**

(4) Internal illumination. Individual pan-channel letters with a plastic face or individual cut-out letters (i.e., letters routed out of the face of an opaque, meaning dark and light blocking, cabinet sign) are permitted. The plastic face or backing of the letters shall be ivory colored. Reversed pan-channel letters with an internal light source reflecting off of the building face may also be used for "halo" or "silhouette" lighting. The light source for internally illuminated signs shall be white and the background shall be opaque. The total surface area of a cabinet sign that emits lighting shall not exceed 15% of the overall surface of the sign.



Point Reyes, CA (external illumination)



Driggs, ID (internal illumination but large opaque section + landscaping)



Aspen CO



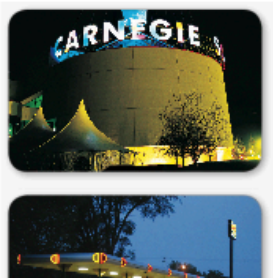
Napa Junction Mall Sign: white background by day, black by night

IDA: *most problems have a solution.*

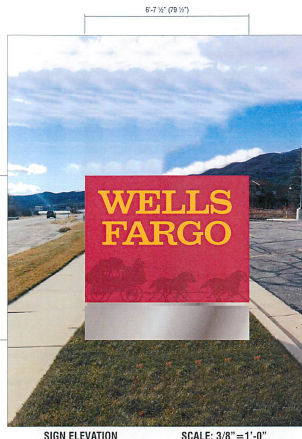
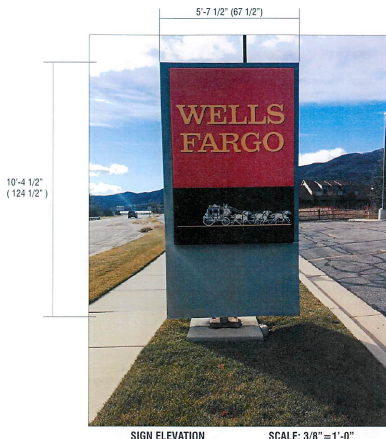


### 3635-20, 3635-22

- For blocking out light when applied to internally-illuminated signs
- Creates a neon-type effect when used on the second surface of clear acrylic substrate
- Screen printable using 3M™ Screen Printing Ink Series 1900
- Compatible overlaminate: 3M™ Scotchcal™ High Gloss Overlaminate 3640GPS high gloss overlaminate
- Appearance:
  - 3635-20: white with black adhesive
  - 3635-22: black with a white adhesive



**3M Commercial Graphics**  
3M™ Light Management Film Series 3635

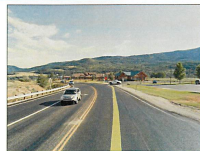


SIGN ELEVATION SCALE: 3/8" = 1'-0"

SIGN ELEVATION SCALE: 3/8" = 1'-0"

E01 EXISTING MONUMENT

E01 PROPOSED M-34-L



100 YARDS LOOKING TO SIGN

100 YARDS LOOKING TO SIGN

CUSTOM COMMENTS:



**Signtech**

4444 Federal Blvd., San Diego CA 92102  
Phone: (619) 527-6100 / Fax: (619) 527-6111  
www.signtechUSA.com



**Wells Fargo**  
# 104114

Ogden Valley  
2487 N HWY 158  
Eden, UT 84310 USA

Initial Date: 12/16/15  
Salesperson: Art Navarro  
Coordinator: Julie L. Horton  
Designer: O Lemus  
Scale: As noted

**CUSTOMER APPROVAL**

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

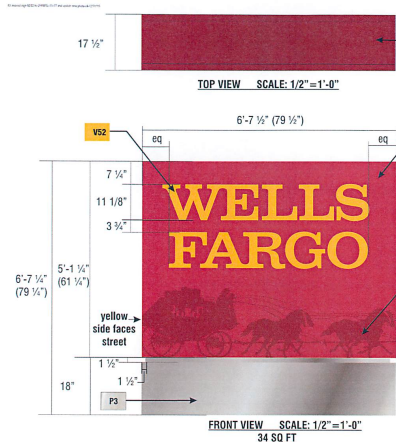
**COPY COLORS & SIZES**

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

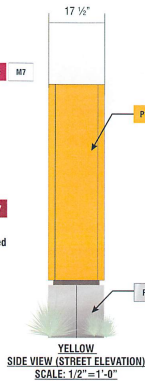
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Drawing Number: 16-00140  
Project ID: WELLS\_FARGO\_104114\_1



TOP VIEW SCALE: 1/2" = 1'-0"

FRONT VIEW SCALE: 1/2" = 1'-0"



YELLOW SIDE VIEW (STREET ELEVATION) SCALE: 1/2" = 1'-0"



RED SIDE VIEW SCALE: 1/2" = 1'-0"

**SPECIFICATIONS**

- 1 SIGNCOMP #2008 DOUBLE FACE HINGE BODY (TOP & BOTTOM)
- 2 SIGNCOMP #2107 FLAT BLEED RETRO FRAME II (TOP & BOTTOM)
- 3 SIGNCOMP #2121 FLAT BLEED RETRO FRAME COVER (TOP & BOTTOM)
- 4 2" X 2" X 3/16" THICK ALUMINUM ANGLE CORNER BODY
- 5 2" X 2" X 1/8" THICK ALUMINUM ANGLE CORNER RETRO FRAME
- 6 2" X 2" X 1/4" THICK STEEL ANGLE CORNER
- 7 SIGNCOMP #5357 FRAME BRACE
- 8 1" X 1 1/2" X 1/8" THICK ALUMINUM RECTANGLE SUPPORT
- 9 9 1/2" X 8 1/2" X 3/8" THICK STEEL SADDLE PLATE
- 10 9 1/2" X 8 1/2" X 3/8" THICK STEEL SADDLE PLATE
- 11 SIGNCOMP #5990 #6 X 1/2" LENGTH COUNTERSUNK SCREW
- 12 SIGNCOMP #5178 #10 X 5/8" LENGTH HINGE CLOSURE SCREW
- 13 1" X 1/8" THICK ALUMINUM FLAT BAR
- 14 1/2-13 HEX NUT
- 15 4" X 3/16" THICK STEEL SQUARE TUBE
- 16 3/8-16 X 1" LENGTH STAINLESS STEEL HEX BOLT W/WASHER & NUT
- 17 1/2-13 X 6" LENGTH HEX STEEL BOLT W/WASHER & NUT
- 18 1/4-20 X 3/4" LENGTH HEX STEEL BOLT
- 19 SIGNCOMP #5360 TENSION CLIP - CLIP & MANDREL
- 20 HIGH OUTPUT GE TETRA POWER STRIPS 4100K GEDSH1-1
- 21 ALUMINUM POLE CLADDING WITH POWER SUPPLY ACCESS DOOR

E01 SIGNTYPE WF-M-34-L

MANUFACTURE AND INSTALL ONE (1) DOUBLE FACED INTERNALLY ILLUMINATED MONUMENT SIGN

**VINYL**

- V52 TRANSLUCENT YELLOW VINYL  
3M ENVISION 3730-3790
- V53 TRANSLUCENT RED VINYL  
3M ENVISION 3730-2222
- V17 OPAQUE DARK RED VINYL  
3M SCOTCHCAL 7725-1802
- V18 CLEAR MATTE FILM  
3M 3620

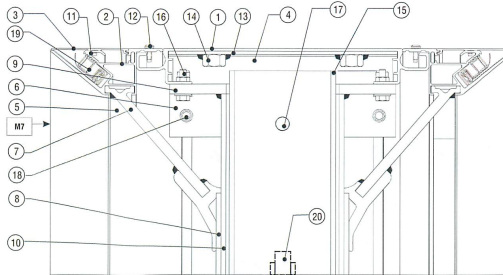
**PAINT**

- P3 LIGHT BRONZE WITH CLEARCOAT, SEMI GLOSS  
MATTHEWS MP75296
- P10 YELLOW WITH CLEARCOAT, SEMI GLOSS  
MATTHEWS MP69895
- P11 DARK RED WITH CLEARCOAT, SEMI GLOSS  
MATTHEWS MP01126

**MATERIALS**

- M7 3M PANOGRAPHICS III, WHITE

Custom Comments:



SECTION DETAIL

artwork file name: 13\_WF\_Cabinet.eps



**Signtech**

4444 Federal Blvd., San Diego CA 92102  
Phone: (619) 527-6100 / Fax: (619) 527-6111  
www.signtechUSA.com



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Initial Date: 12/16/15  
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Coordinator: Julie L. Horton  
Designer: O Lemus  
Scale: As noted

**CUSTOMER APPROVAL**

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**COPY COLORS & SIZES**

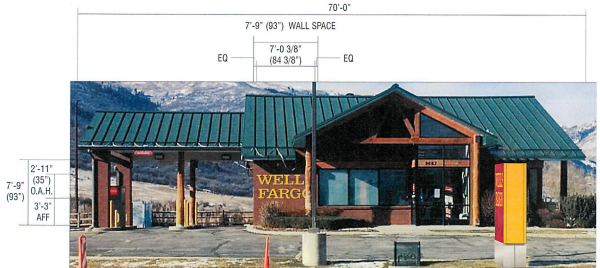
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Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Drawing Number: 16-00140  
Project ID: WELLS\_FARGO\_104114\_1





**CUSTOM COMMENTS:**  
 SLIMLINE RACEWAY SUGGESTED NOTE: ELECTRICAL MAY BE REQUIRED



PHOTO LOOKING AWAY FROM SIGN



**Wells Fargo # 104114**  
 Ogden Valley  
 2487 N HWY 158  
 Eden, UT 84310 USA

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**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

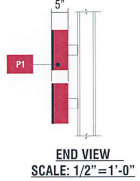
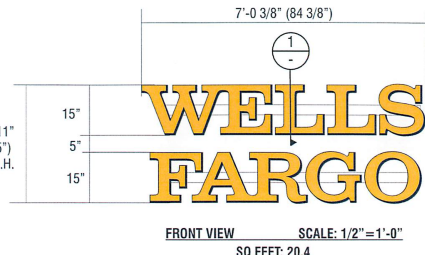
**COPY COLORS & SIZES**

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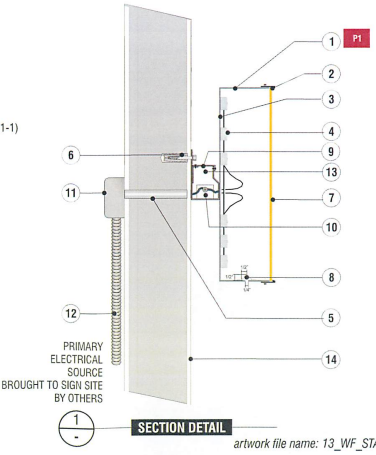
Drawing Number: 16-00140  
 Project ID: WELLS FARGO\_104114\_1



NE02 SIGNTYPE WF-CHRWSL-15-ST SLIMLINE RACEWAY  
 MANUFACTURE AND INSTALL ONE (1) SET(S) OF INTERNALLY ILLUMINATED CHANNEL LETTERS ON SLIMLINE RACEWAY



- SPECIFICATIONS**
- 5" X .040" THICK ALUMINUM RETURNS
  - 3/4" JEWELITE BLACK TRIMCAP
  - .063" ALUMINUM BACK - WHITE
  - GE TETRA MINIMAX WARM WHITE 4100K (GEMM41-1)
  - EMT
  - 3/8" HARDWARE
  - .177" THICK CLEAR ACRYLIC FACE
  - 1/4" Ø WEEP HOLES/ LIGHT BAFFLE
  - SLIMLINE RACEWAY
  - LED POWER SUPPLY
  - JBOX
  - 1/2" CONDUIT
  - DISCONNECT SWITCH
  - FASCIA MATERIAL - BRICKS



SECTION DETAIL artwork file name: 13\_WF\_STA\_10\_12\_LETTERS\_13Feb15.eps



**Wells Fargo # 104114**  
 Ogden Valley  
 2487 N HWY 158  
 Eden, UT 84310 USA

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**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

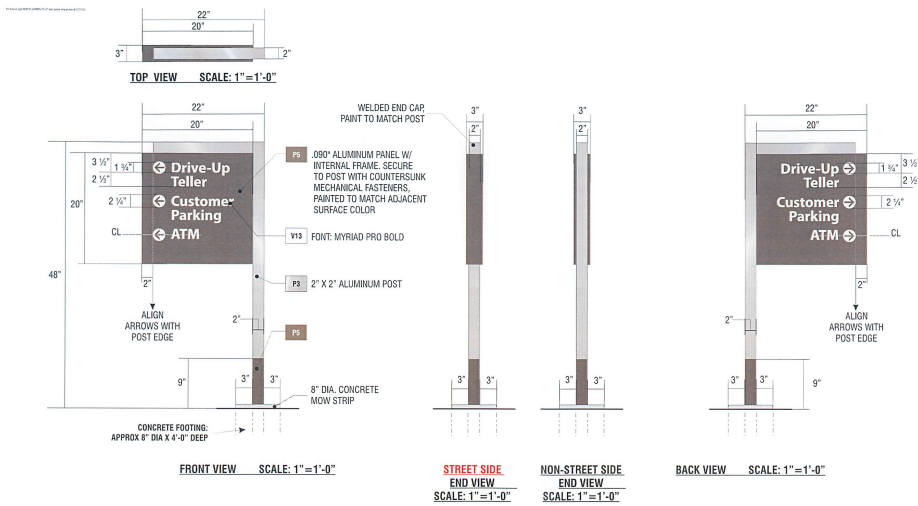
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Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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 Project ID: WELLS FARGO\_104114\_1



**E03** SIGNTYPE: WF-DS-20-48 MANUFACTURE AND INSTALL ONE (1) NON-ILLUMINATED INFORMATIONAL SIGN - POLE MOUNTED

| PAINT   | VINYL   | NOTES  |
|---|---|--|
| P3 LIGHT BRONZE WITH CLEARCOAT, SEMI GLOSS MATTHEWS MP73296 | V13 WHITE, OPAQUE, GRAY ADHESIVE 3M CONTROLTAC 180-10 | 1) ALL WELDS TO BE GROUND SMOOTH PRIOR TO PAINTING.<br>2) ALL SURFACES TO BE FREE OF VISIBLE SEAMS.<br>3) FOOTINGS TO BE ENGINEERED BASED ON EXISTING CONDITIONS, LOCAL WINDLOADS, AND WEATHER CONDITIONS. |
| P5 WARM GRAY WITH CLEARCOAT, SEMI GLOSS MATTHEWS MP20148    |   |  |



Wells Fargo # 104114  
Ogden Valley  
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Eden, UT 84310 USA

Initial Date: 12/15/15  
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Designer: O Lemus  
Scale: As noted

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
COPY COLORS & SIZES

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Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 16-00140  
Project ID: WELLS FARGO\_104114\_1

**E04** SIGNTYPE IS-18-60



**E04** EXISTING INFORMATIONAL SIGN

**E04** PROPOSED IS-18-60

CUSTOM COMMENTS:



Wells Fargo # 104114  
Ogden Valley  
2487 N HWY 158  
Eden, UT 84310 USA

Initial Date: 12/15/15  
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Coordinator: Julie L. Horton  
Designer: O Lemus  
Scale: As noted

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
COPY COLORS & SIZES

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Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 16-00140  
Project ID: WELLS FARGO\_104114\_1

Ogden Valley Starry Nights Chapter, International Dark Sky Association



Above: (L) scenic Ogden Valley; (R) local example of well-designed, contextual business sign

# Ogden Valley Dark Sky Sign Ordinance

Public Service  
Informational Brochure

Ogden Valley Starry Nights Chapter, International Dark Sky Association

Ogden Valley Sign Ordinance

[adopted February 2000 in conjunction with the dark sky lighting ordinance]

**BENEFITS**

- ❑ Ogden Valley can strengthen retention of its distinctive community character and be neither overwhelmed nor devalued by suburban-style, brightly illuminated, predominantly white, large cabinet signs: increasingly considered the bane of scenic communities and historic districts across America.
- ❑ Ogden Valley businesses can advance the effectiveness of their signs and remain competitive with the businesses of other resort-economy scenic communities that have adopted dark sky lighting and signage controls aimed at preventing the synthetic look of formula malls and strip developments.
- ❑ Residents and visitors can continue to enjoy Ogden Valley's remarkable dark skies.
- ❑ North Fork Park, the world's 21<sup>st</sup> International Dark Sky Park, will better be able to retain its accreditation (rigorously monitored annually by Weber State University with precise night sky quality measurements).

**OGDEN VALLEY**

Ogden Valley is renowned as a place of exceptional beauty that attracts both residents and visitors, creating tremendous growth pressure. In order to help preserve the Valley's legacy rural character and for its businesses to remain competitive (offering something other than what appears to be a typical suburban experience), Utah's first dark sky ordinances were adopted for Ogden Valley in 2000 and included coverage, by zoning district, of new and altered installations of signs.

**DISCLAIMER**

This brochure has been produced as a public service by a local non-profit organization, Ogden Valley Starry Nights ([www.starrynightsutah.org](http://www.starrynightsutah.org)), and is intended as an informational adjunct only. It is not, in any way, a substitute for provisions of the Ogden Valley Sign Ordinance, found in full at:

[\[http://planning.utah.gov/Index\\_files/PDFs/weber32b.pdf\]](http://planning.utah.gov/Index_files/PDFs/weber32b.pdf)





## Ogden Valley Starry Nights Chapter, International Dark Sky Association

### 1. Use Permitted Materials

[Comment: intended to reinforce community character based upon a mountain valley agricultural history]

**Sign Face:** Signs may be constructed of “painted, stained, sandblasted or carved wood, brick, stone, textured concrete or similar material. Glass (including plexi-glass), metal, or metallic leaf, which is painted, anodized, or otherwise treated to prevent reflective glare may also be used. Copper, brass, wrought iron and other metals may remain untreated and allowed to develop a natural patina.” [Ogden Valley Sign Ordinance]

**Support Structure:** “Support structures may be constructed of painted, stained, sandblasted or carved wood, brick, stone, textured concrete or similar material. Glass, metal, or metallic leaf, which is painted anodized, or otherwise treated to prevent reflective glare may also be used. Copper, brass, wrought iron, and other metals may remain untreated and allowed to develop a natural patina. Support structures shall use natural, muted earth-tone colors including browns, black, grays, rusts, etc. White shall not be used as a predominant color, but may be used as an accent.” [Ogden Valley Sign Ordinance]



### 2. Illuminate Appropriately

[Comment: external illumination is greatly preferable to internal illumination, now banned in many scenic areas]

#### A. External Illumination

Fully Shielded (downward-directed)



Fully Shielded (upward-directed)



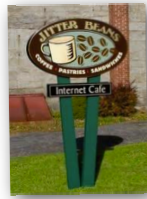


Ogden Valley Starry Nights Chapter, International Dark Sky Association

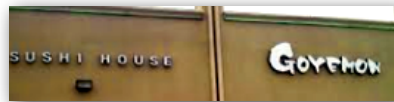
**B. Internal Illumination**

**Permitted:** Opaque Background and Routed Letters (two examples below)

[Note: “opaque” in the ordinance does not mean translucent. An opaque face is generally dark and does not allow light - any light - to pass through. A white light source does not mean a white sign face.]



**Permitted:** Pan Channel and Reverse Pan Channel (two examples below)



**Not Permitted:** Predominantly White-Faced, Cabinet-Style [opacity issue] (two examples below)



Permit Applications and Assistance:

Weber County Planning Division  
2380 Washington Blvd. Suite 240  
Ogden, UT 84401  
801-399-8791

For additional dark sky information:  
[www.starrynightsutah.org](http://www.starrynightsutah.org)

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