



INDIRECT STORE



129884
NEW ORLEANS (1) LA
900 POYDRAS ST STE 103,
NEW ORLEANS, LA 70112

EXTERIOR SIGNAGE SUBMITTAL

50010
2024-09-12

DESIGN APPROVAL:

SUBMITTAL RECORD	
DATE	REMARKS
2024-09-12	Ext.ISP

Updated 2019-06-18



LEGEND

		QTY
1	NORTH ELEVATION - WALL SIGN	1
2	ENTRY DOOR VINYL	1

KEY

SIGN LOCATION ———

BUILDING OUTLINE - - - - -



OUTLET ID: 129884
PROJ # 50010

ADDRESS: 900 POYDRAS ST STE 103,
NEW ORLEANS, LA 70112

SHEET TITLE: SIGN LOCATION PLAN

DATE: 2024.09.12
REV 0 IDV

Agent Name: RUSSELL CELLULAR

PREPARED BY: IDENTITI

SHEET NUMBER: 2

Landlord and/or Zoning Restrictions

City:

-Building Signage: 1 sf per linear ft of bldg frontage, min 20 sf permitted. This is not an aggregate total. All elevations allow signage.

-Window / Door Vinyl: Permit required. 10% of the surface of the total window area. Does not count towards total sf allowance.

Landlord:

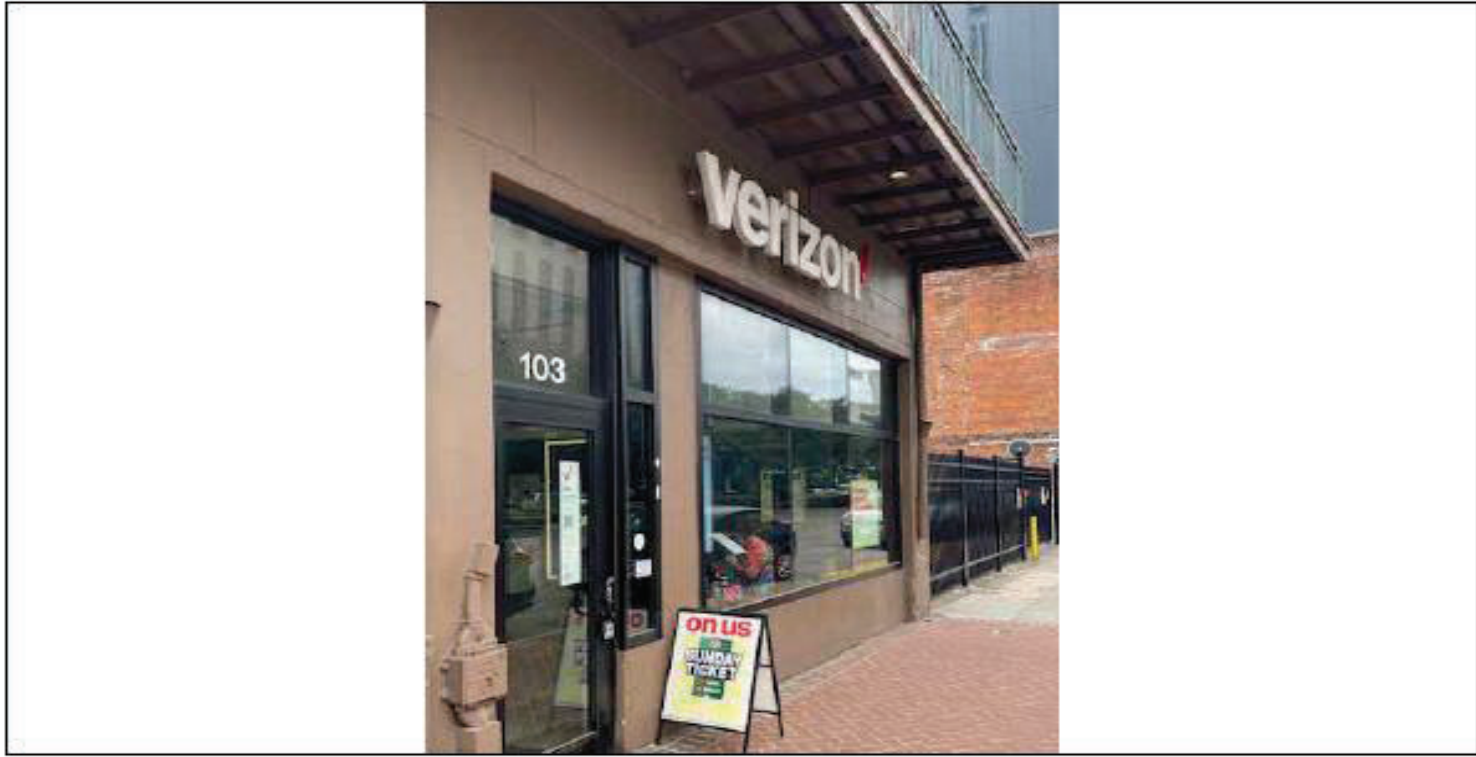
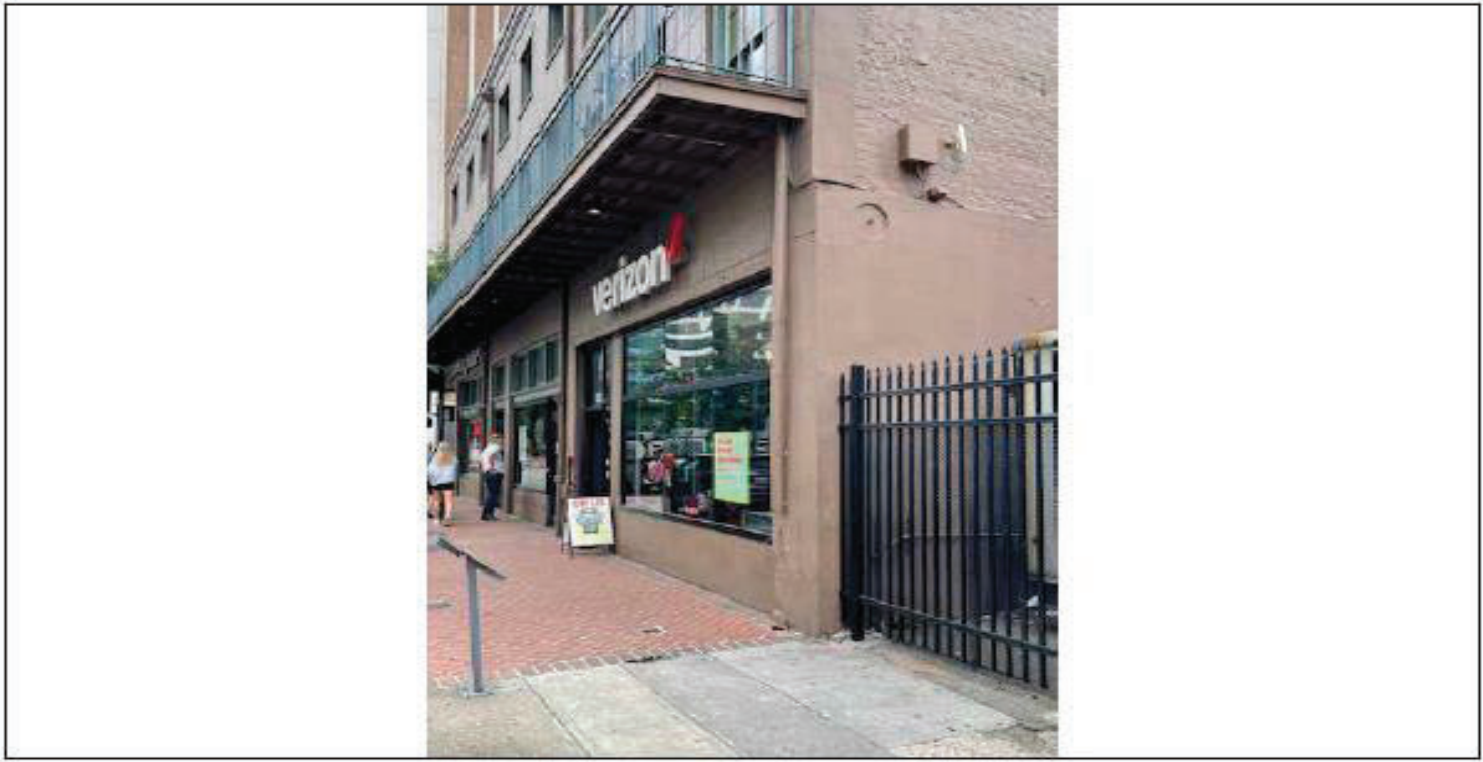
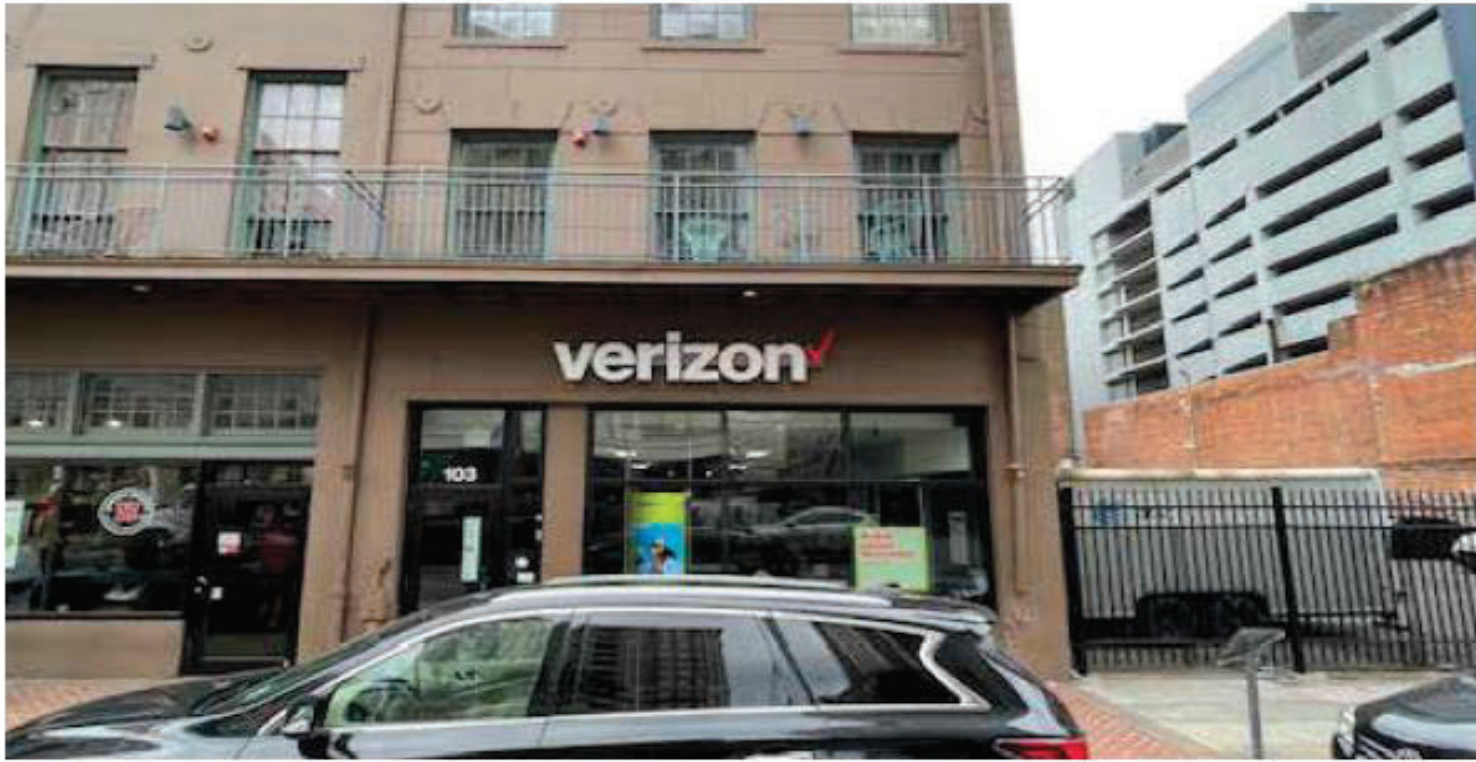
Landlord does not have any specific requirements for signage.

Location:	Permitted	Proposed
North Elevation (Entry Facade)	24' x 1 sqft = 24 SF Allowed	23.85 SF
Entry Door Vinyl	10% X (71.5' X 26.25') = 1.3 SF Allowed	N/A

Verizon Guideline Conformance, Exception Request and Justification:

Wall Signs - We proposed raceway-mounted LED channel letters following standard clear space checkmarks and as per best fit in the sign band.





OUTLET ID: 004
129884
PROJ # 50010

ADDRESS
900 POYDRAS ST STE 103,
NEW ORLEANS, LA 70112

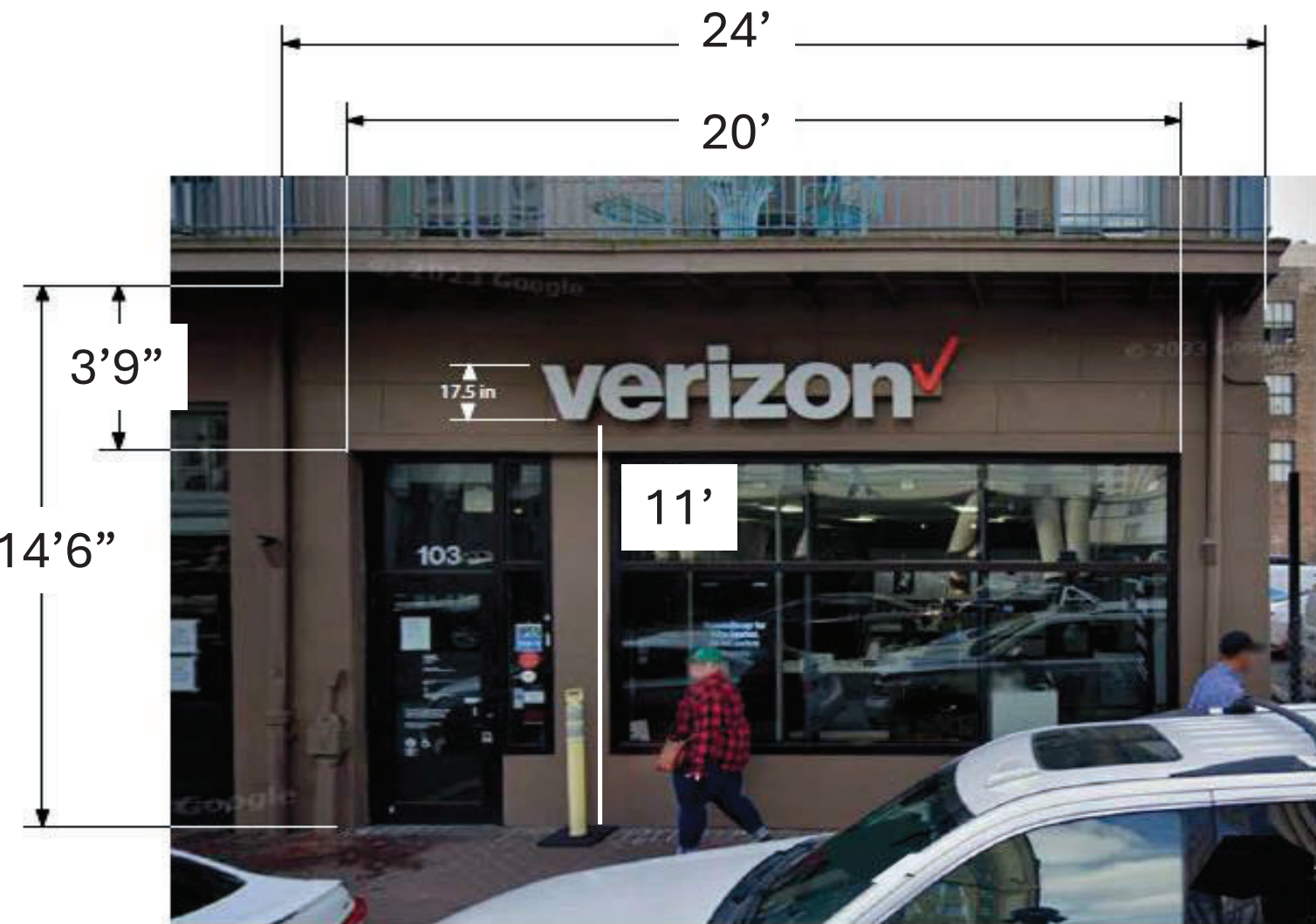
SHEET TITLE
STREET/CONTEXT PHOTOS

DATE
2024.09.12
REV 0 IDV

Agent Name
RUSSELL CELLULAR

PREPARED BY
IDENTITI

SHEET NUMBER
4



EXISTING SIGNAGE: 121.125" (W) X 26.875" (H)
 EXISTING V-HEIGHT: 17.5
 EXISTING ADJACENT TENANT SIGNAGE HEIGHT: N/A

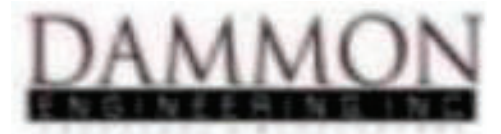
EXISTING CONDITION



PROPOSED V-HEIGHT: 20"

REVISED CONDITION

NOTE:
 ALL EXISTING, NON-STANDARD GRAPHICS AND SIGNAGE TO BE REMOVED
 AND REPLACED WITH NEW STANDARD (TO BE COMPLETED BY OTHERS)



OUTLET ID OR SW
 129884
 PROJ # 50010

ADDRESS
 900 POYDRAS ST STE 103,
 NEW ORLEANS, LA 70112

SHEET TITLE
 SIGN 1 - NORTH ELEVATION - WALL SIGN - RENDERING

DATE
 2024.09.12
 REV 0 IDV

Agent Name
 RUSSELL CELLULAR

PREPARED BY
 IDENTITI

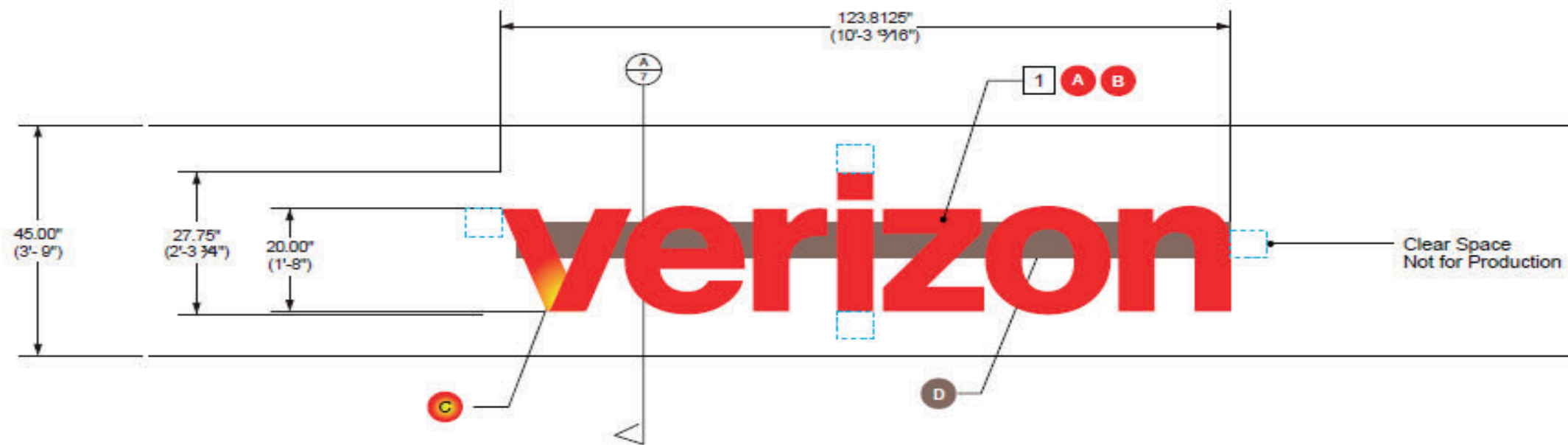
SHEET NUMBER
 5

KEY NOTES

1	LED CHANNEL LETTERSET, FRONT-LIT RACEWAY MOUNTED
---	---

COLORS

- A** DIGITAL PRINT PMS RED 032
- B** TRIMS AND RETURNS PAINTED PMS 032
- C** DIGITAL PRINT PMS 032 C WITH APPROVED OPTION C
(12% OPACITY ADD WITH 4% PULL ON THE GRADIENT)
- D** RACEWAY: SW 2836
TO MATCH FACADE, WITH SATIN PAINT FINISH
LRV = 16



SIGN 1 - NORTH ELEVATION
SCALE 1/2" = 1'



OUTLET ID/REV	ADDRESS	SHEET TITLE	DATE	Agent Name	PREPARED BY	SHEET NUMBER
129884 PROJ # 50010	900 POYDRAS ST STE 103, NEW ORLEANS, LA 70112	SIGN 1 - NORTH ELEVATION - WALL SIGN - FABRICATION DETAIL	2024.09.27 REV 1 MM	RUSSELL CELLULAR	IDENTITY	6

verizon

GLOW "V" SPECIFICATIONS

- ① 0.040 ALUMINUM RETURNS (3" DEPTH); PAINTED PMS 032 C
- ② 3/4" TRIM CAP: WITH PHILLIPS JEWELITE SCREWS PAINTED PMS 032 C
- ③ 3/16" ACRYLIC FACE: PLEXIGLASS #7328 WHITE WITH FIRST SURFACE APPLIED DIGITAL PRINT PMS 032 C WITH APPROVED OPTION C (12% OPACITY ADD WITH 4% PULL ON THE GRADIENT)
- ④ LED LAYOUT: GLOW STEM TO BE WHITE & RED STEM TO BE RED, SEPARATED BY CUSTOM LIGHT BAFFLE - ALL LEDS TERMINATED WITH WIRENUTS LAYOUT CUSTOM TO MATCH CURRENT VERIZON BRIGHTNESS

"erizon" SPECIFICATIONS

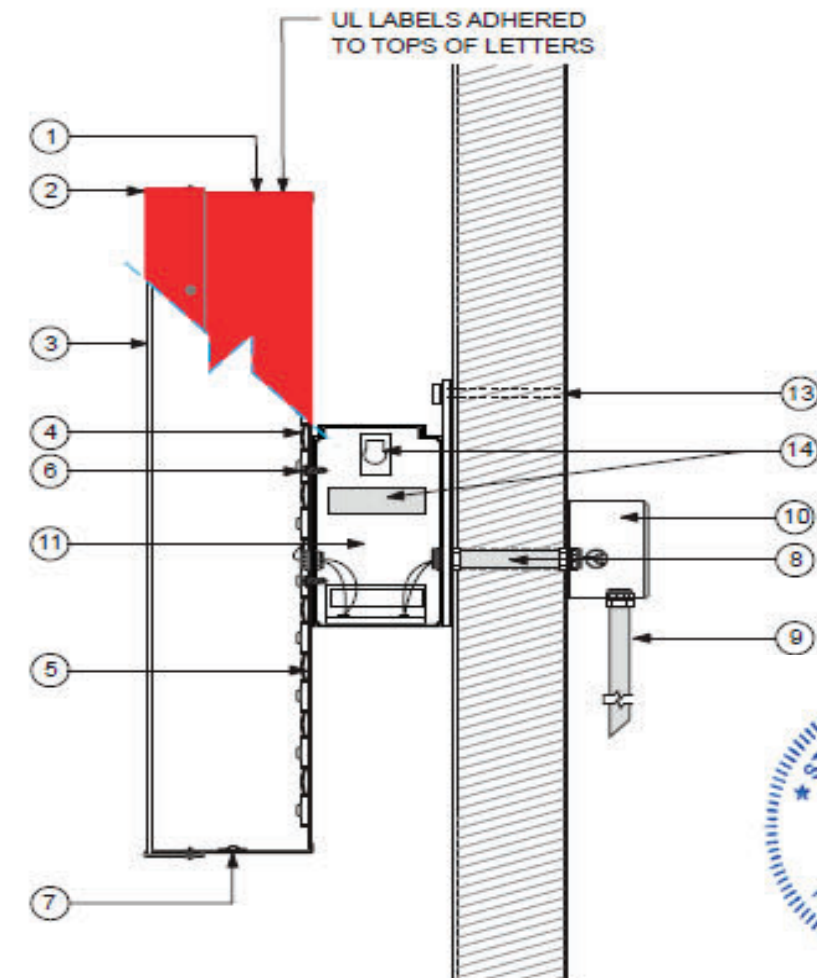
- ① 0.040 ALUMINUM RETURNS (3" DEPTH); PAINTED TO MATCH PMS 032 C
- ② 3/4" TRIM CAP: WITH PHILLIPS JEWELITE SCREWS PAINTED TO MATCH PMS 032 C
- ③ 3/16" ACRYLIC FACE: PLEXIGLASS #7328 WHITE WITH FIRST SURFACE APPLIED VINYL (DIGITAL PRINT)
- ④ LED UNITS (RED): ALL LEDS TERMINATED WITH WIRENUTS LAYOUT CUSTOM TO MATCH CURRENT VERIZON BRIGHTNESS

IDENTICAL SPECIFICATIONS

- ⑤ 0.053 ALUMINUM BACK: PRECOAT WHITE FINISH
- ⑥ MOUNTING HARDWARE: APPROPRIATE TO SECURE LETTERS TO STRUCTURE
- ⑦ WEEP HOLES W/ LIGHT BAFFLES

RACEWAY SPECIFICATIONS

- ⑧ WATERPROOF FLEXIBLE CONDUIT: GROUNDED WALL PASS-THRU (WATER TIGHT SEAL)
- ⑨ PRIMARY POWER CIRCUIT (PROVIDED/PERMITTED BY OTHERS) TO BE PLACED WITHIN 5 FEET OF CENTER OF SIGN
- ⑩ CONDUIT: SECONDARY ELECTRICAL RUN (WHEN NEEDED)
- ⑪ 7" x 4.5" DEPTH UL LISTED EXTRUDED RACEWAY W/ UL HOUSING W/ PWR SUPPLY (QTY VARIES)
- ⑫ RACEWAY COLOR: PAINTED TO MATCH FACADE
- ⑬ MOUNTING HARDWARE: APPROPRIATE TO SECURE TO FACADE (SUPPLIED WITH 3/8" THREADED SPEED CLIPS)
- ⑭ DISCONNECT SWITCH AND SERVICE LABEL

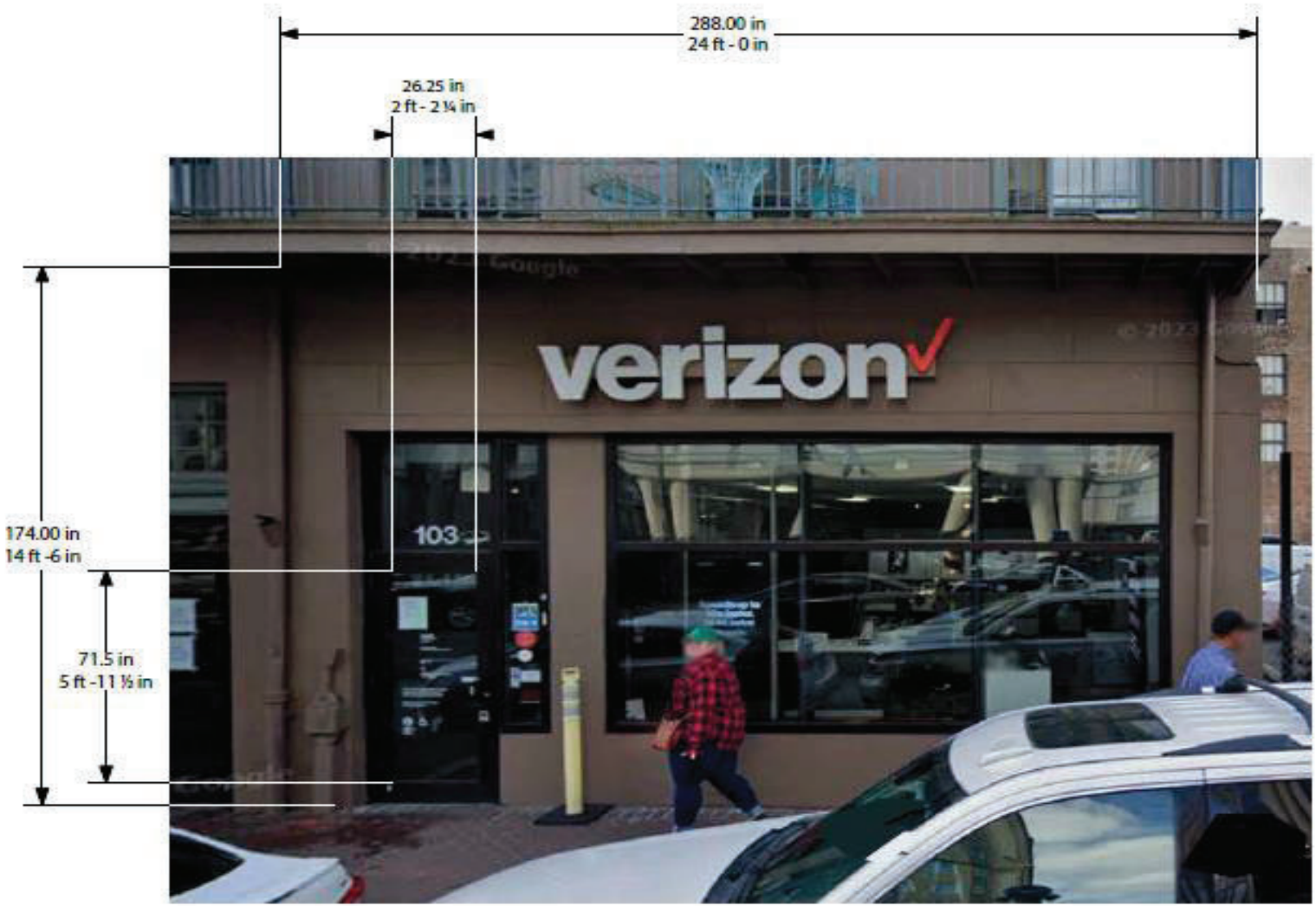


A - SECTION DETAIL
NOT TO SCALE

Electrical Notes: All electrical components to be UL approved Customer is responsible for one (1) 120v/20a dedicated circuit with ground per sign within 6' of sign Lock out switch installed at panel box for all electrical signs Install in accordance with N.E.C. article 600 and/or local codes. This includes proper grounding and bonding of signs



OUTLET ID OR #	ADDRESS	SHEET TITLE	DATE	Agent Name	PREPARED BY	SHEET NUMBER
129884 PROJ # 50010	900 POYDRAS ST STE 103, NEW ORLEANS, LA 70112	SIGN 1 - SECTION DETAIL A	2024.06.12 REV 0 IDV	RUSSELL CELLULAR	IDENTITI	7



EXISTING SIGNAGE: N/A
 EXISTING V-HEIGHT: N/A
 EXISTING ADJACENT TENANT SIGNAGE HEIGHT: N/A

EXISTING CONDITION



PROPOSED V-HEIGHT: N/A

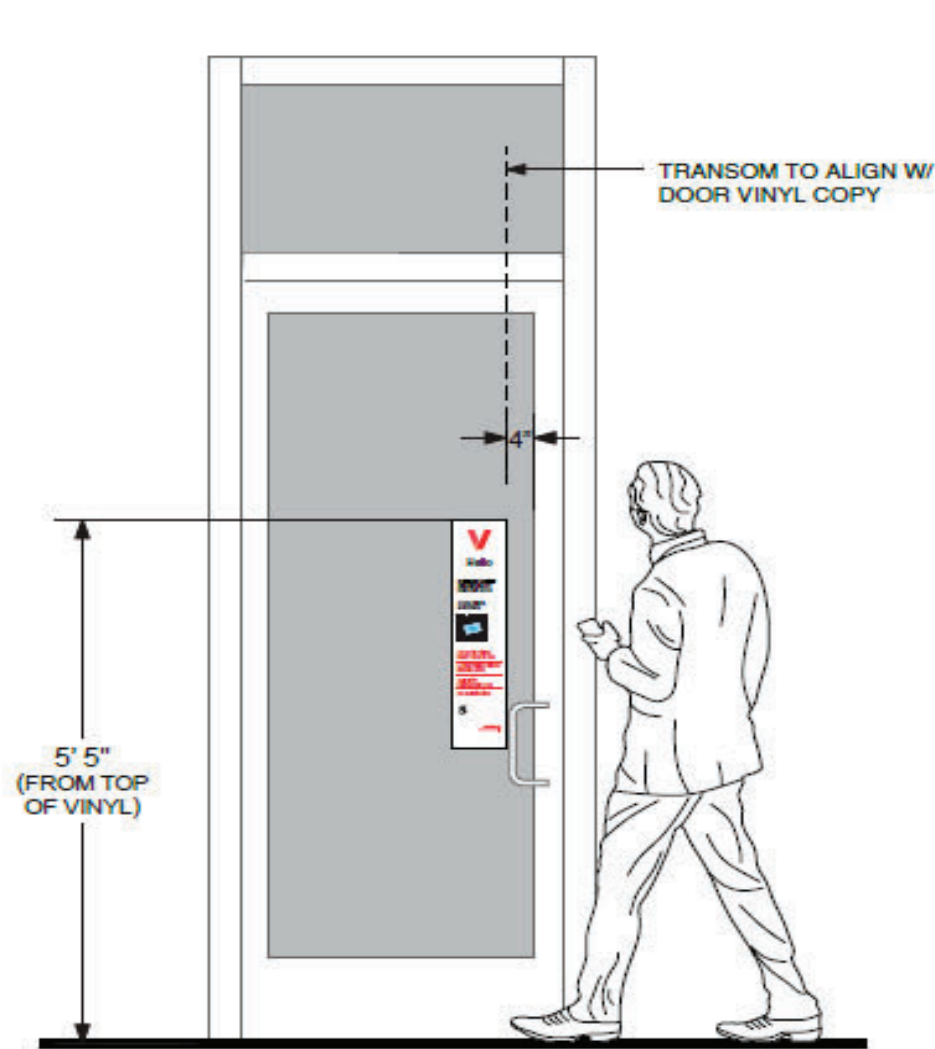
REVISED CONDITION

NOTE:
 ALL EXISTING, NON-STANDARD GRAPHICS AND SIGNAGE TO BE REMOVED
 AND REPLACED WITH NEW STANDARD (TO BE COMPLETED BY OTHERS)



OUTLET ID/REV	ADDRESS	SHEET TITLE	DATE	Agent Name	PREPARED BY	SHEET NUMBER
129884 PROJ # 50010	900 POYDRAS ST STE 103, NEW ORLEANS, LA 70112	SIGN 2 - ENTRY DOOR VINYL - RENDERING	2024.09.12 REV 0 IDV	RUSSELL CELLULAR	IDENTITI	8

Window Vinyl

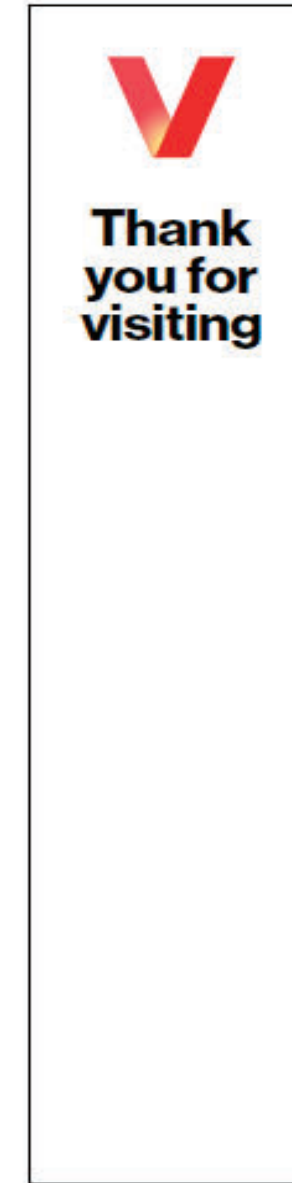


INSTALL GUIDE EXAMPLE
SCALE: NTS

****ALL EXISTING VINYL TO BE REMOVED**
(STORE HOURS, QR CODE, SECURITY MESSAGES, STOP SIGN, ACCESSIBILITY ICON)



FRONT



BACK

KEY NOTES

- 2 - LEFT JUSTIFIED 4" FROM DOOR FRAME/MULLION IS PREFERRED. MAY VARY DUE TO FIELD CONDITIONS.
- TOP OF VINYL DECAL 5' 5" FROM GROUND
- VINYL DECAL CANNOT OVERLAP WITH OTHER PROMOTIONAL CLINGS, CDC, WEAR MASK SIGN
- SECOND SURFACE APPLICATION

*Sign Vendor to verify with client correct QR code & address prior to fabrication

*QR Door Vinyl- Done by Others

COLORS

- A - DIGITALLY PRINTED ON 3M™ CONTROLTAC™ GRAPHIC FILM WITH COMPLY™ V3 ADHESIVE U180CV3-10

2 A



OUTLET ID OR ID#
129884
PROJ # 50010

ADDRESS
900 POYDRAS ST STE 103,
NEW ORLEANS, LA 70112

SHEET TITLE
SIGN 2 - ENTRY DOOR VINYL - FABRICATION DETAIL

DATE
2024.09.12
REV 0 IDV

Agent Name
RUSSELL CELLULAR

PREPARED BY
IDENTITI

SHEET NUMBER
9