



COMMUNITY DEVELOPMENT  
2660 Civic Center Drive ❖ Roseville, MN 55113  
Phone: (651) 792-7005 ❖ [planning@cityofroseville.com](mailto:planning@cityofroseville.com)



**MASTER SIGN PLAN APPLICATION**

CITY CODE SECTION 1010.03  
[www.cityofroseville.com](http://www.cityofroseville.com)

RESIDENTIAL APPLICATION FEE: \$250 + \$5.00\*

COMMERCIAL APPLICATION FEE: \$350 + \$7.00\*

*Fee should be made payable to City of Roseville upon submittal of application.*

*\*2% processing fee (or \$2.00 minimum) is added to all permits as of January 1, 2018.*

Please complete the application by typing or printing in ink. Use additional paper if necessary.

**1. Property Owner Information:**

Last name: McGough First name: Thomas J. Jr.  
Address: 2737 Fairview Ave N City/State/Zip: St. Paul, MN 55113  
Phone number: 651.634.7787 Email address: andy.mcintosh@mcgough.com  
Vice President, Finance

**2. Applicant Information: (if different from above)**

Company name: Archetype  
Last name: Kruse First name: Jennifer  
Address: 9611 James Ave S City/State/Zip: Minneapolis, MN 55431  
Phone number: 952.641.9602 Email address: jennyk@archetypesign.com

**3. Address of Property Involved: (if different from above)**

3 Addresses to form McGough Campus: 2785 / 2737 / 2711 Fairview Ave N

**4. Additional Required Information:**

- a. **Site plan** illustrating on-site improvements and location of proposed signage
- b. **Sign details** including sign dimensions, area calculations, and construction specifications for each sign being contemplated, as well as elevations showing wall signs and/or freestanding signs as appropriate

**5. Signature(s):** By signing below, you attest that the information above and attached is true and correct to the best of your knowledge.

Property Owner: *Thomas J. McGough Jr.* Date: 10/10/19

Applicant: *Jennifer R Kruse* Date: 10/10/19

**Master Sign Plan Regulations:** (from §1010.11 of the Roseville City Code)

- A. Purpose: The purpose of a Master Sign Plan is to establish a fair and equitable process for complex signage situations that accommodate the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification.
- B. Effect of Master Sign Plan: Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of an amended Master Sign Plan.
- C. Required: A Master Sign Plan is required for the following:
  - 1. Building complexes
  - 2. Multi-tenant structures
  - 3. Covered mall buildings, shopping centers, or strip malls
  - 4. Planned unit developments
  - 5. Area identification signs
  - 6. Churches/places of worship/institutions/schools
  - 7. Unified Development (Ord. 1425, 6-18-2012)
- D. Guideline: Where applicable the underlying signage requirements of Section 1010.05 shall be used as the minimum base standard for signage in the proposed Master Sign Plan.
- E. Criteria: To assist property owners and their tenants with signage needs, the City has established the following criteria that shall be used in developing, reviewing, and approving each Master Sign Plan.
  - 1. Location: No freestanding sign shall be located closer than 5 feet to a property line, roadway easement, or other public easement. No freestanding sign shall be erected that, by reason of position, shape, or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. No freestanding sign shall be located within the Traffic Visibility Triangle. No freestanding sign shall impede/impair traffic.
  - 2. Quality: All signage shall improve the aesthetics or functional use of the site. All freestanding signs shall include materials that complement the architectural design/existing building materials, including but not limited to face brick, natural or cut stone, integrally colored concrete masonry units/rock faced block, glass, pre-finished metal stucco or similar cementation coating, and/or factory finished metal panels. Landscaping may be integrated into any freestanding sign.
  - 3. Type: All types of signs are permitted except those prohibited by Section 1010.03C of this Chapter.
  - 4. Size: The size of all signage (building wall and free-standing) shall be limited to 2 times the maximum allowed under Section 1010.05 of this Chapter. (Ord. 1425, 6-18-2012)
  - 5. Height: The height of any free-standing sign shall be limited to 40 feet. (Ord. 1425, 6-18-2012)
  - 6. Number: The number of freestanding signs shall be reasonably related to the number of access points to public streets and/or the number of tenants within the multi-tenant structure.
- F. Master Sign Plan Process: The following has been established by the City of Roseville for reviewing and approving Master Sign Plans:
  - 1. Application Requirements: The property owner, his/her agent/manager, a design, architectural, or consulting firm, or a sign company, acting on behalf thereof, shall submit a completed Master Sign Plan Application to the Community Development Department. A

completed application includes completion of the application form, submittal of all applicable proposed plans and specifications, and the submittal of the required fee as set forth in Chapter 314 of this Code.

2. **Submittal Review:** Upon submittal of a Master Sign Plan application, the Community Development Department will review the information provided for completeness and determine whether modifications and/or clarification is necessary. Once an application has been determined complete, the Community Development Department will set the administrative hearing before the Master Sign Plan Committee (MSPC).
3. **Establishment of Administrative Hearing and Notice:** The Community Development Department will provide notice (postcard) to the applicant and contiguous/effected property owners not less than one week prior to a Master Sign Plan hearing. The Community Development Department may notify additional property owners if a determination is made that such additional notification is merited.
4. **Hearing and Approval:** The MSPC shall hold an administrative hearing for each Master Sign Plan proposal, take public comment, and provide a recommendation to the Community Development Director or Designee for approval. The Community Development Director or Designee shall make the final decision and provide written approval of a Master Sign Plan to the applicant.

- G. **Appeal:** Should the applicant or a contiguous property owner object to the Community Development Director or Designee decision on the Master Sign Plan, an appeal may be filed within 10 days following the administrative decision by the Community Development Director or Designee. The appeal shall follow the requirements listed in Section 1009.08 of this Code

City of Roseville  
651-792-7000

SP19-004

12/13/2019 02:53 PM  
Receipt No. 00603508

signplan  
Master Sign Pl  
an 357.00

-----  
Receipt Total 357.00

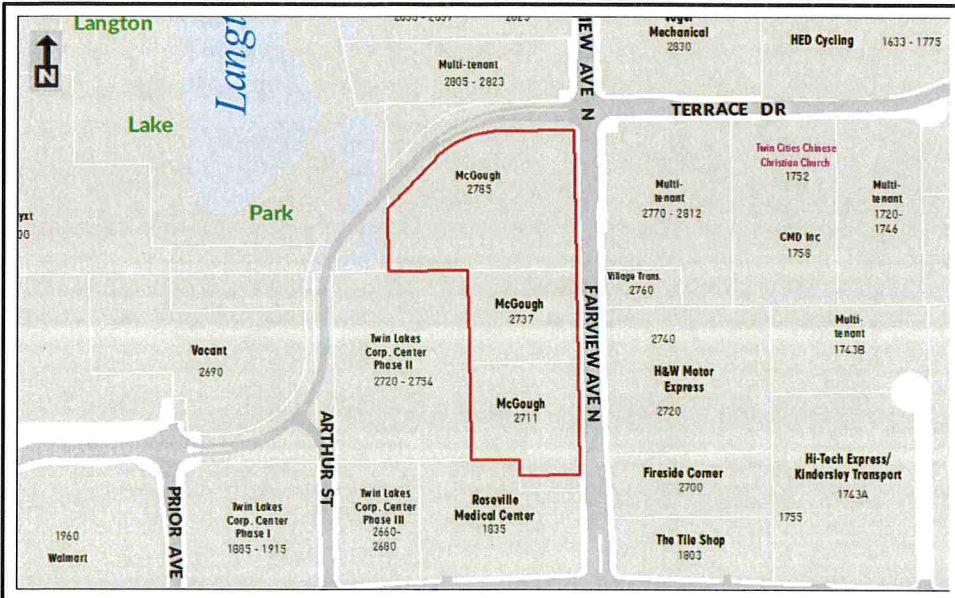
Cash 0.00  
Check 357.00 Check #48934  
Charge 0.00

Archetype Signmakers INC

Station: RVFIN801

**MASTER SIGN PLAN ADMINISTRATIVE HEARING NOTICE**

You are receiving this administrative hearing notice because you own property directly adjacent to **2785, 2737, and 2711 Fairview Avenue.**



**WHAT, WHEN, & WHERE:**  
 The Master Sign Plan Committee will meet at 3:30 pm on **Thursday, November 7, 2019**, in the Roseville City Hall Aspen Room. The purpose of this meeting is to conduct the administrative hearing regarding a proposed Master Sign Plan by **McGough Construction** for their three buildings.

**APPLICANT:** McGough Construction  
**SITE ADDRESS:** 2785, 2737, and 2711 Fairview Avenue  
**MSP FILE:** 19-004

Prepared by: Community Development Department      500 ft. Notification Area      October 25, 2019

**About the Master Sign Plan Process**

**Purpose of Master Sign Plan (MSP)**

The purpose of a MSP is to afford qualifying properties a mechanism to develop an all-encompassing signage plan to assist property owners and their tenants with signage needs. The MSP is looked upon as fair and equitable process for complex signage situations that accommodate the need for a well maintained, safe, and attractive community, and the need for effective communication including business identification. The “plan” addresses current and future wall and freestanding signage needs/desires, and in some instances directional signage.

**Purpose of Administrative Hearing**

The purpose of the hearing is to gather and comments and concerns regarding a given MSP and determine whether modifications to the proposal shall be made prior to approval. The Master Sign Plan Committee will either approve an acceptable plan at the meeting or at a later date with notice of this decision provided to those in attendance.

**Current Plan Proposal**

This Master Sign Plan includes the existing signage at 2737 Fairview and the proposed signage for 2785 Fairview (2711 Fairview does not have any signage is not planned to have signage the future). The proposed signage for 2785 Fairview includes two freestanding monument signs (one adjacent to Fairview and the other adjacent to Twin Lakes Parkway) and an internal directional sign. The primary monument (Fairview) is to be setback 5 feet from the property line and include no greater than 50 square feet of signage on a 6 foot tall by 9-1/2 foot wide monument. The secondary monument (Twin Lakes Parkway) is to be setback the same distance and contain no greater than 25 square feet of signage on a 5-1/2 tall by 3-1/3 foot wide monument. Please see attached illustrations for signage details.



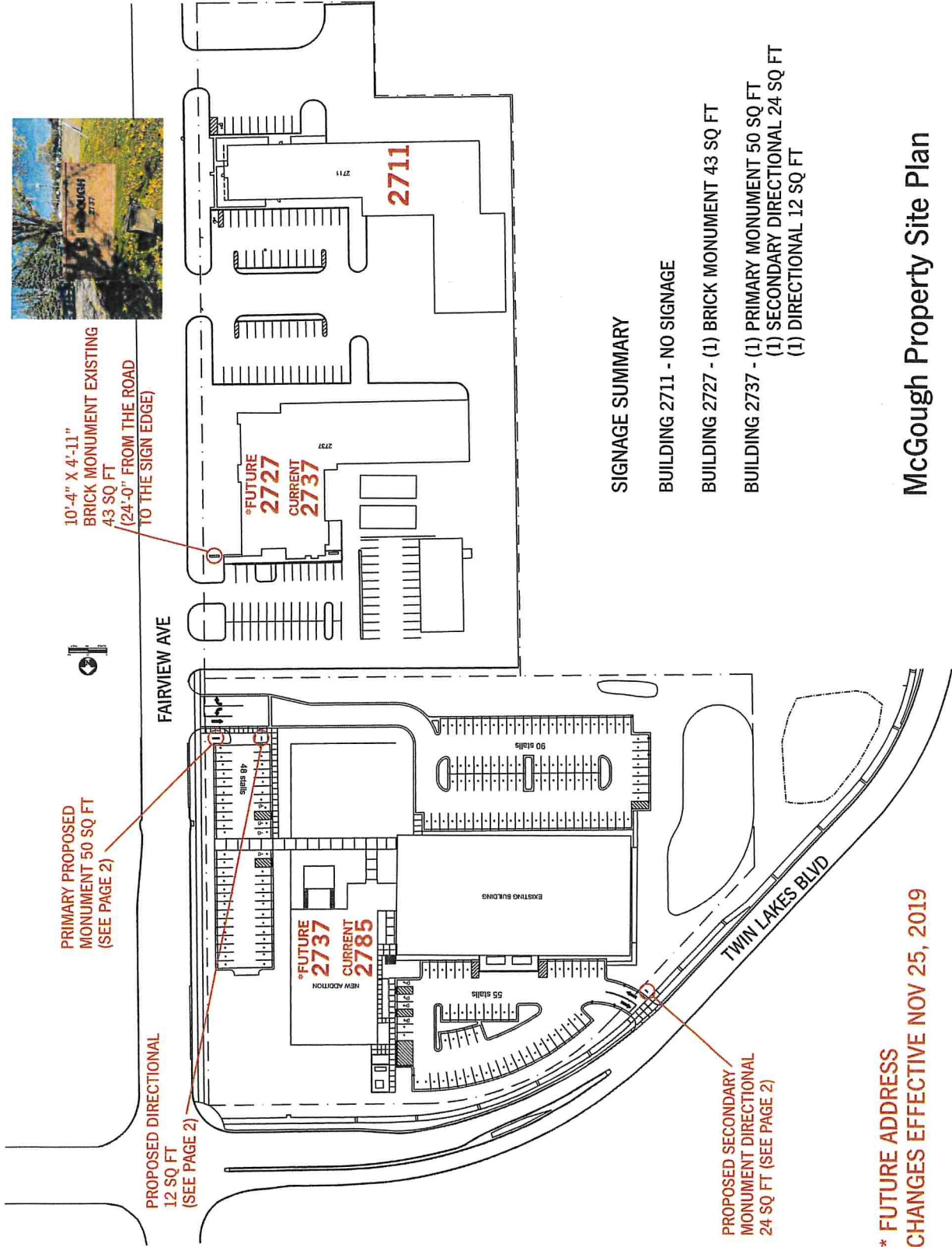
---



**10'-4" X 4'-11"**  
**BRICK MONUMENT EXISTING**  
**43 SQ FT**  
**(24'-0" FROM THE ROAD**  
**TO THE SIGN EDGE)**

**PRIMARY PROPOSED**  
**MONUMENT 50 SQ FT**  
**(SEE PAGE 2)**

**PROPOSED DIRECTIONAL**  
**12 SQ FT**  
**(SEE PAGE 2)**



**PROPOSED SECONDARY**  
**MONUMENT DIRECTIONAL**  
**24 SQ FT (SEE PAGE 2)**

**SIGNAGE SUMMARY**

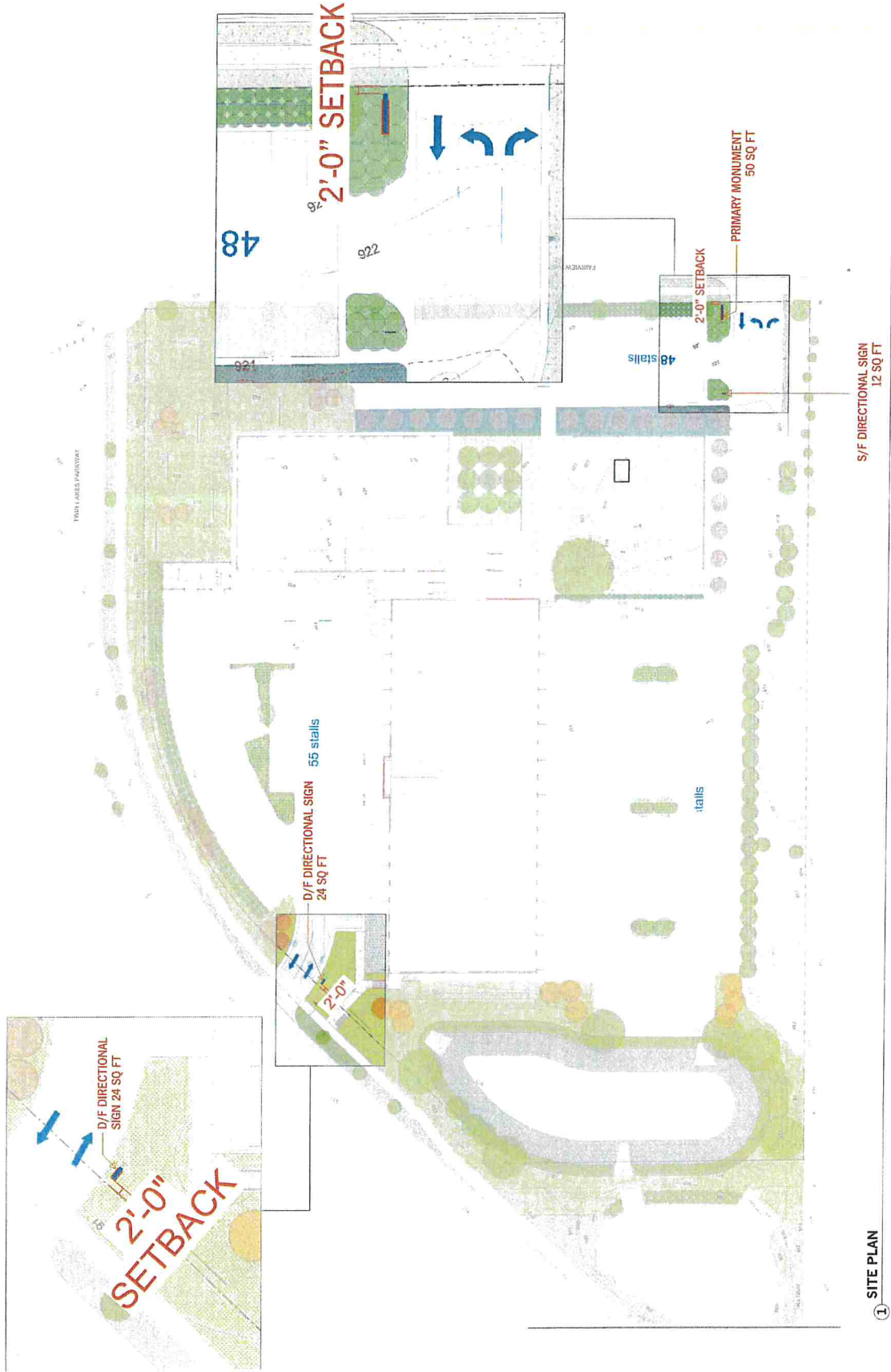
**BUILDING 2711 - NO SIGNAGE**

**BUILDING 2727 - (1) BRICK MONUMENT 43 SQ FT**

**BUILDING 2737 - (1) PRIMARY MONUMENT 50 SQ FT**  
**(1) SECONDARY DIRECTIONAL 24 SQ FT**  
**(1) DIRECTIONAL 12 SQ FT**

**McCough Property Site Plan**

**\* FUTURE ADDRESS**  
**CHANGES EFFECTIVE NOV 25, 2019**

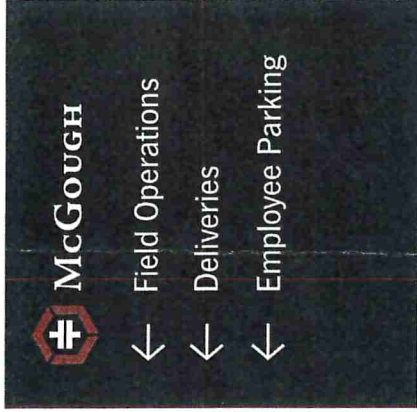
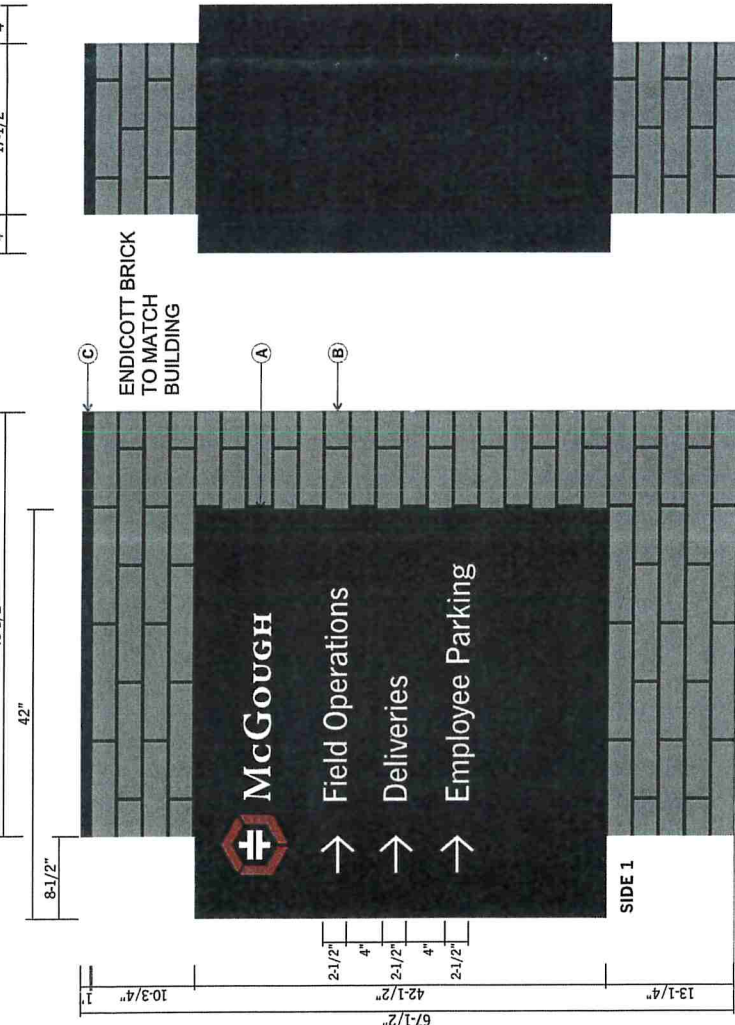






**Description**

- (A) CABINET**
  - (2) ANGLE FRAME 4"x4"x1/4"
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUOROPON BLACK
  - 1/8" ALUMINUM FACES | CNC
  - .050" WHITE ALUM. BACKER | CNC
  - FACES BACKED W/ 3/16" 7328 WHITE ACRYLIC | CNC
  - 1ST SURFACE 3M 3630-49 BURGUNDY VINYL APPLIED TO WHITE ACRYLIC
  - INTERNALLY LIT WITH SLOAN WHITE PRISM 6500 K LEDS
  - OVERHANG TO BE SKINNED W/ 1/8" ALUM. AND ANGLE CLIPS PAINTED MP BLACK | CNC
- (B) BRICK BASE**
  - BY OTHERS
- (C) ALUMINUM TOP CAP**
  - 1" ALUMINUM ANGLE SKINNED W/ .090" ALUMINUM ON TOP TO FORM TOP CAP | CNC
  - 1/2" ALUM. ANGLE MOUNTED TO TOP OF BRICK BASE
  - 1/2" ANGLE FASTENED TO 1/2" ANGLE W/ C/S SCREWS
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUOROPON BLACK



SIDE 2

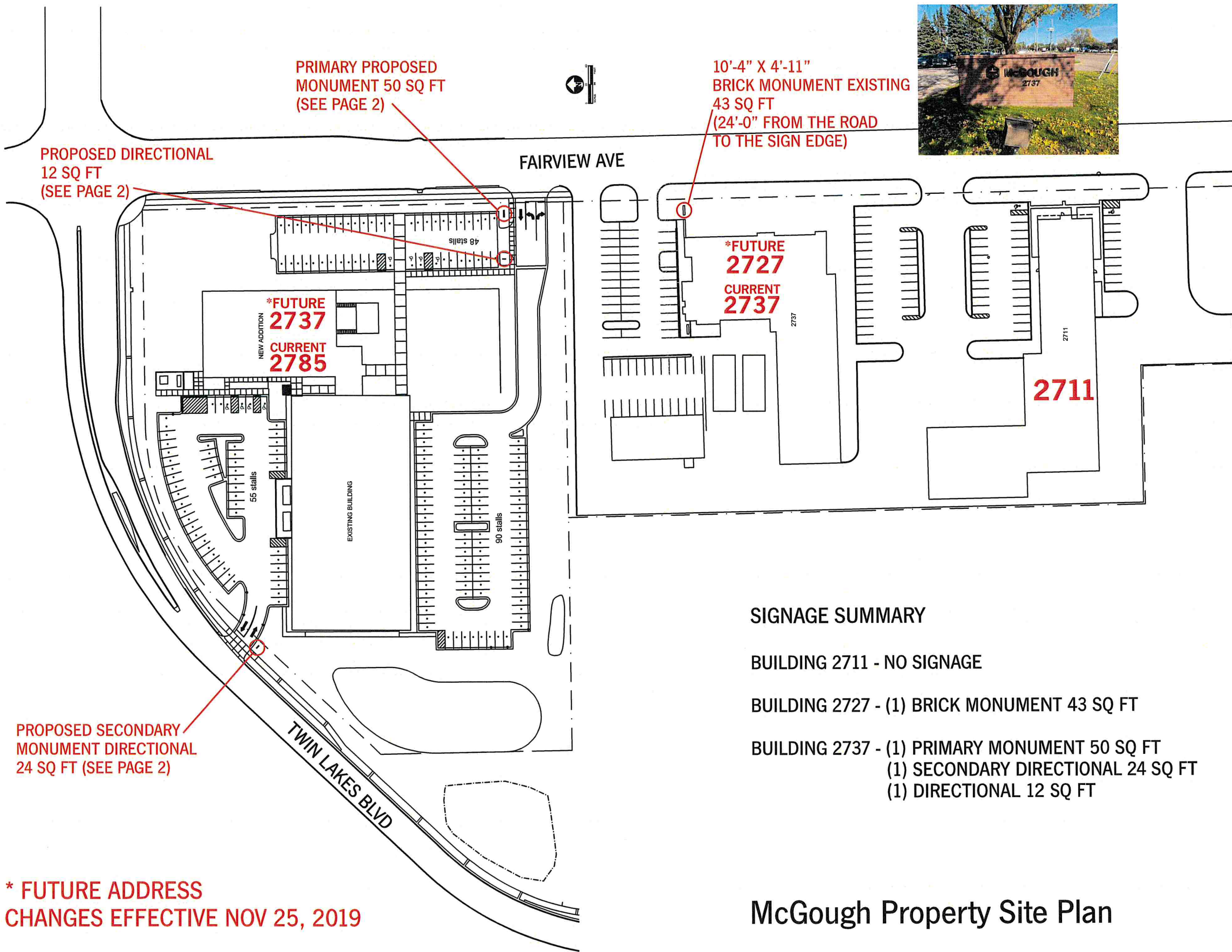
① DIRECTIONAL - DOUBLE FACE

Scale: 1"=1'-0"

Approved:

Type:

Description:  
**D/F DIRECTIONALS**



PRIMARY PROPOSED  
MONUMENT 50 SQ FT  
(SEE PAGE 2)

10'-4" X 4'-11"  
BRICK MONUMENT EXISTING  
43 SQ FT  
(24'-0" FROM THE ROAD  
TO THE SIGN EDGE)

PROPOSED DIRECTIONAL  
12 SQ FT  
(SEE PAGE 2)

PROPOSED SECONDARY  
MONUMENT DIRECTIONAL  
24 SQ FT (SEE PAGE 2)

\* FUTURE ADDRESS  
CHANGES EFFECTIVE NOV 25, 2019



**SIGNAGE SUMMARY**

- BUILDING 2711 - NO SIGNAGE
- BUILDING 2727 - (1) BRICK MONUMENT 43 SQ FT
- BUILDING 2737 - (1) PRIMARY MONUMENT 50 SQ FT  
(1) SECONDARY DIRECTIONAL 24 SQ FT  
(1) DIRECTIONAL 12 SQ FT

**McGough Property Site Plan**

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913  
Date: 09.23.19  
Rev. 1: 10.09.19 TD  
Rev. 2:  
Rev. 3:  
Rev. 4:  
Rev. 5:



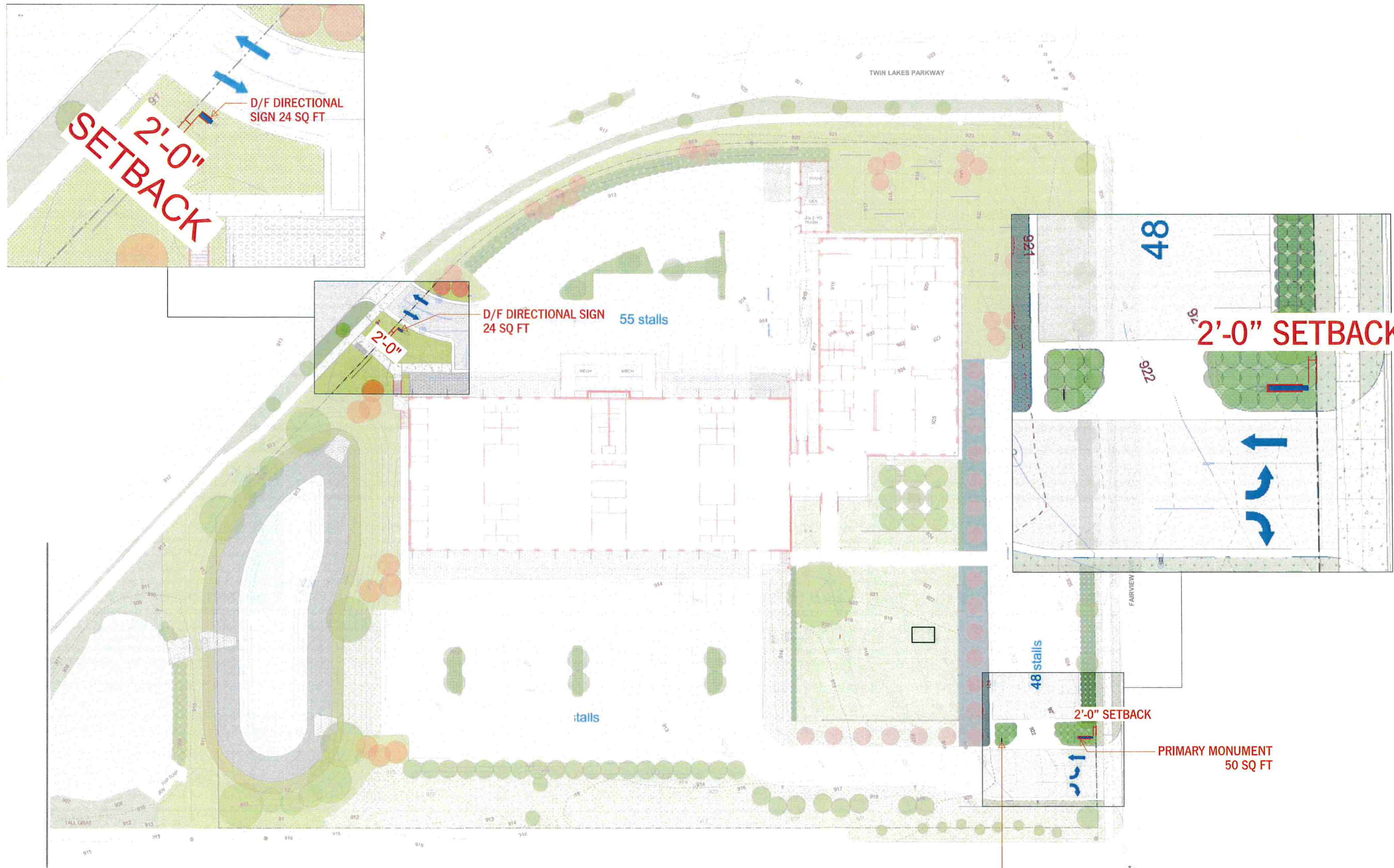
9611 James Ave S.  
Minneapolis, Minnesota 55431  
952 641 9600  
[archetypesign.com](http://archetypesign.com)

Contact:  
Jenny Kruse  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

Type: \_\_\_\_\_  
Description: \_\_\_\_\_



1 SITE PLAN

Scale: 1/64"=1'-0"

Project:  
**McGough Construction**  
 Exterior

Designer: TD  
 Job Number: 121913  
 Date: 09.23.19  
 Rev. 1: 10.09.19 TD  
 Rev. 2:  
 Rev. 3:  
 Rev. 4:  
 Rev. 5:



9611 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600  
[archetypesign.com](http://archetypesign.com)

Contact:  
**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved:

Type:  
 Description:



DARK CONDITIONS

**Description**

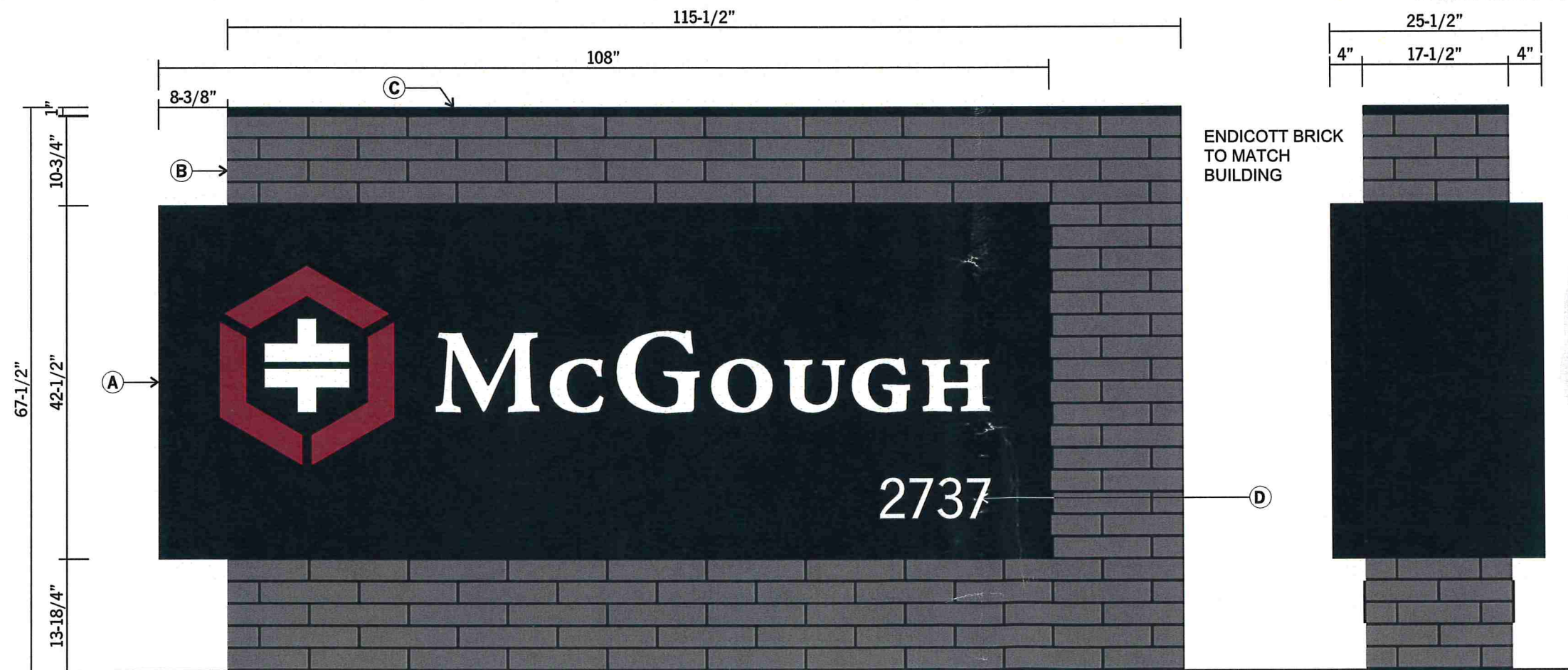
- (A) CABINET**
    - (2) ANGLE FRAME 4"X4"X1/4"
    - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK
    - 1/8" ALUMINUM FACES ROUTED OUT | CNC
    - .050" WHITE ALUM. BACKER | CNC
    - 3/4" THICK CLEAR ACRYLIC PUSH THRU W/ 1/2" PROJECTION | CNC
    - 2ND SURFACE DIFFUSER VINYL APPLIED TO PUSH THRU
    - 1ST SURFACE 3M 3630-49 BURGUNDY VINYL APPLIED TO PUSH THRU
    - INTERNALLY LIT WITH SLOAN WHITE PRISM 6500 K LEDS
    - OVERHANG TO BE SKINNED W/ 1/8" ALUM. AND ANGLE CLIPS PAINTED MP BLACK | CNC
  - (B) BRICK BASE**
    - BY OTHERS
  - (C) ALUMINUM TOP CAP**
    - 1" ALUMINUM ANGLE SKINNED W/ .090" ALUMINUM ON TOP TO FORM TOP CAP | CNC
    - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK
  - (D) ADDRESS FCOs**
    - 1/4" ALUMINUM FLAT CUT OUTS | CNC
    - PAINTED MP WHITE
    - STUD MOUNTED INTO BRICK BASE BOTH SIDES
- ELECTRICAL**
- LEDS: SLOAN LED - PRISM 6500K MODULES
  - 44 LED MODULES TOTAL (22 PER CABINET)
  - (2) - 60W2-60W (701507-60W2) POWER SUPPLIES (1) PER CABINET
  - 120V / 2 AMPS TOTAL
- INSTALL**
- CABINETS SECURED W/ LAG BOLTS TO BRICK BASE

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913

Date: 09.23.19

Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



ENDICOTT BRICK  
TO MATCH  
BUILDING

① MONUMENT SIGN

Scale: 3/4"=1'-0"



9611 James Ave S.  
Minneapolis, Minnesota 55431

952 641 9600

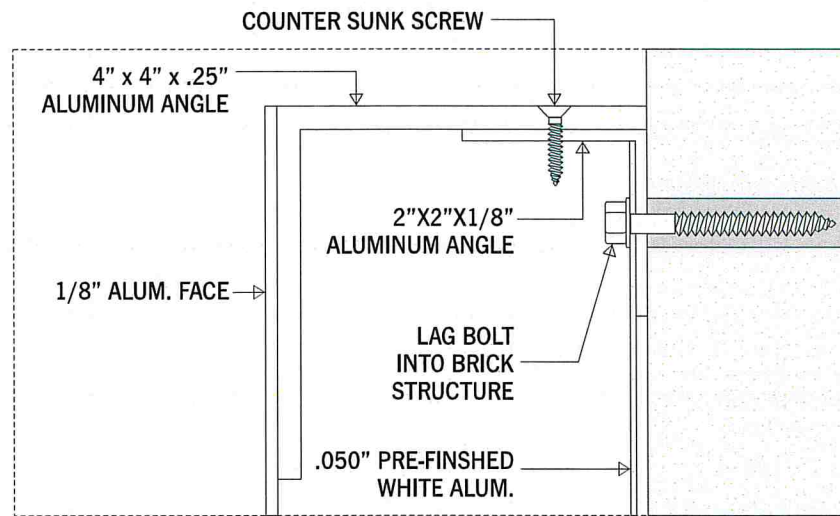
[archetypesign.com](http://archetypesign.com)

Contact:  
Jenny Kruse  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

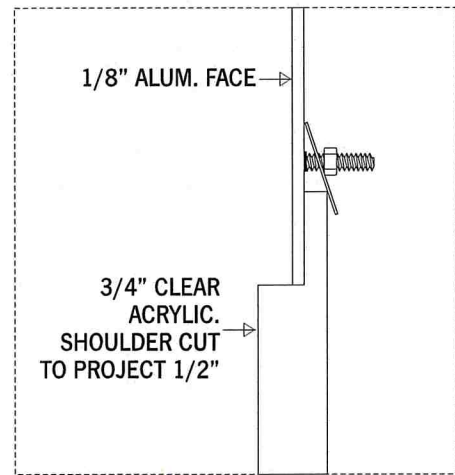
This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

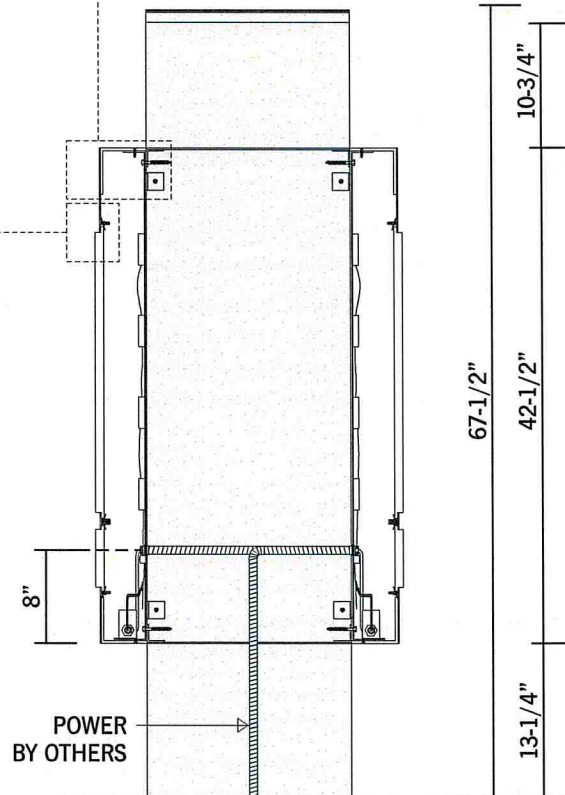
Type:  
Description:  
D/F MONUMENT



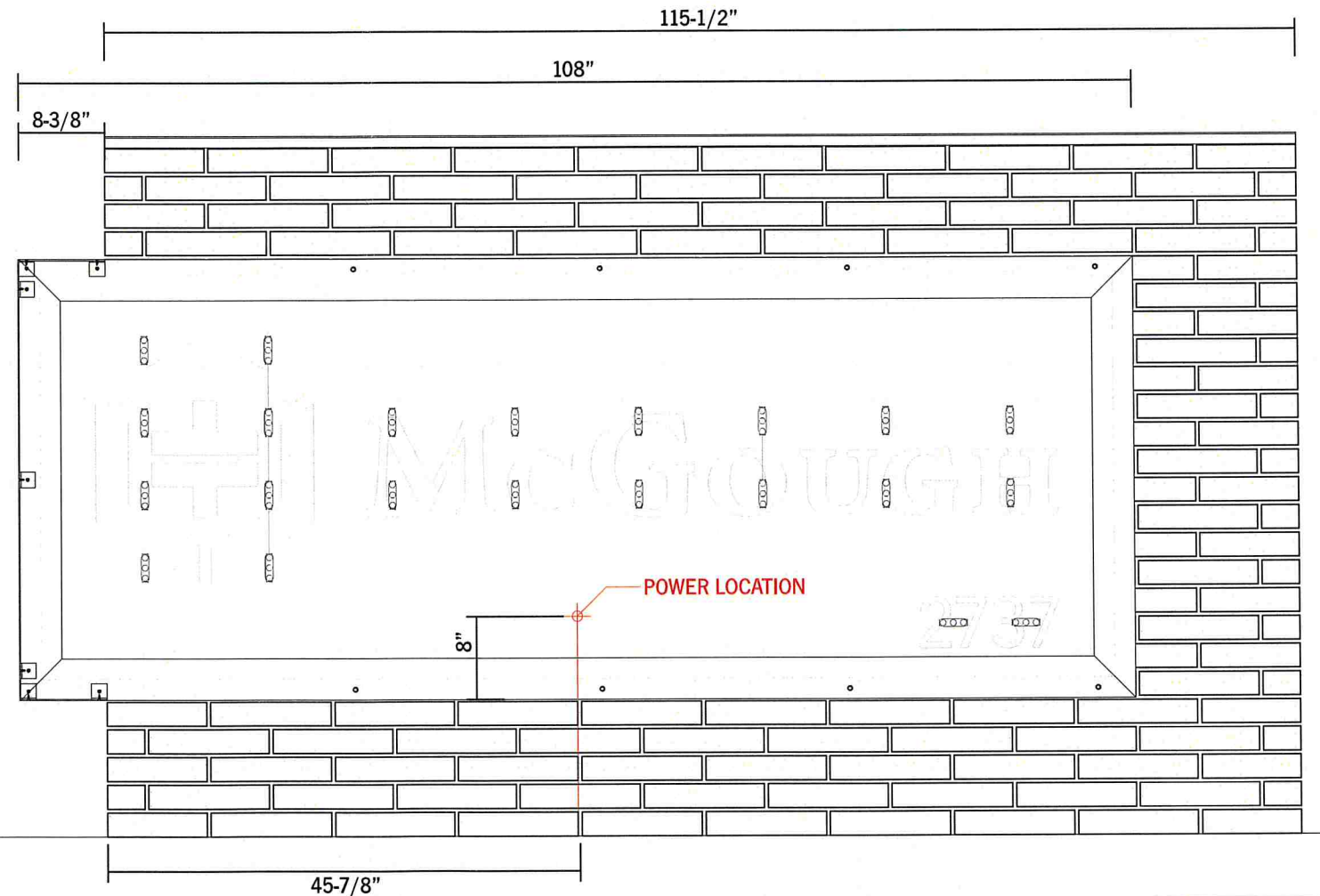
Scale: 1:2



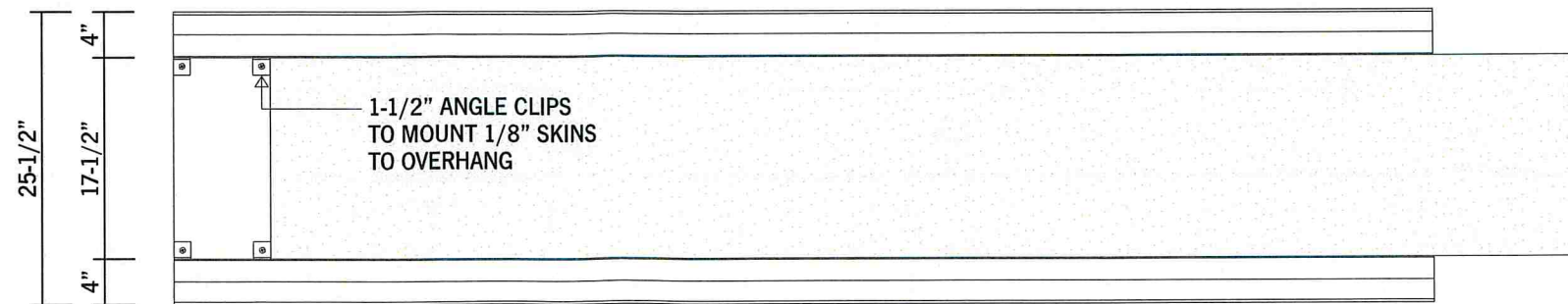
Scale: 1:2



1 FAB DETAIL



Scale: 3/4\"/>



2 TOP DOWN VIEW

Scale: 3/4\"/>

Project:  
**McGough Construction**  
 Exterior

Designer: TD  
 Job Number: 121913

Date: 09.23.19

Rev. 1: 10.02.19 TD  
 Rev. 2: 10.07.19 TD  
 Rev. 3: 10.09.19 TD  
 Rev. 4:  
 Rev. 5:



9611 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600

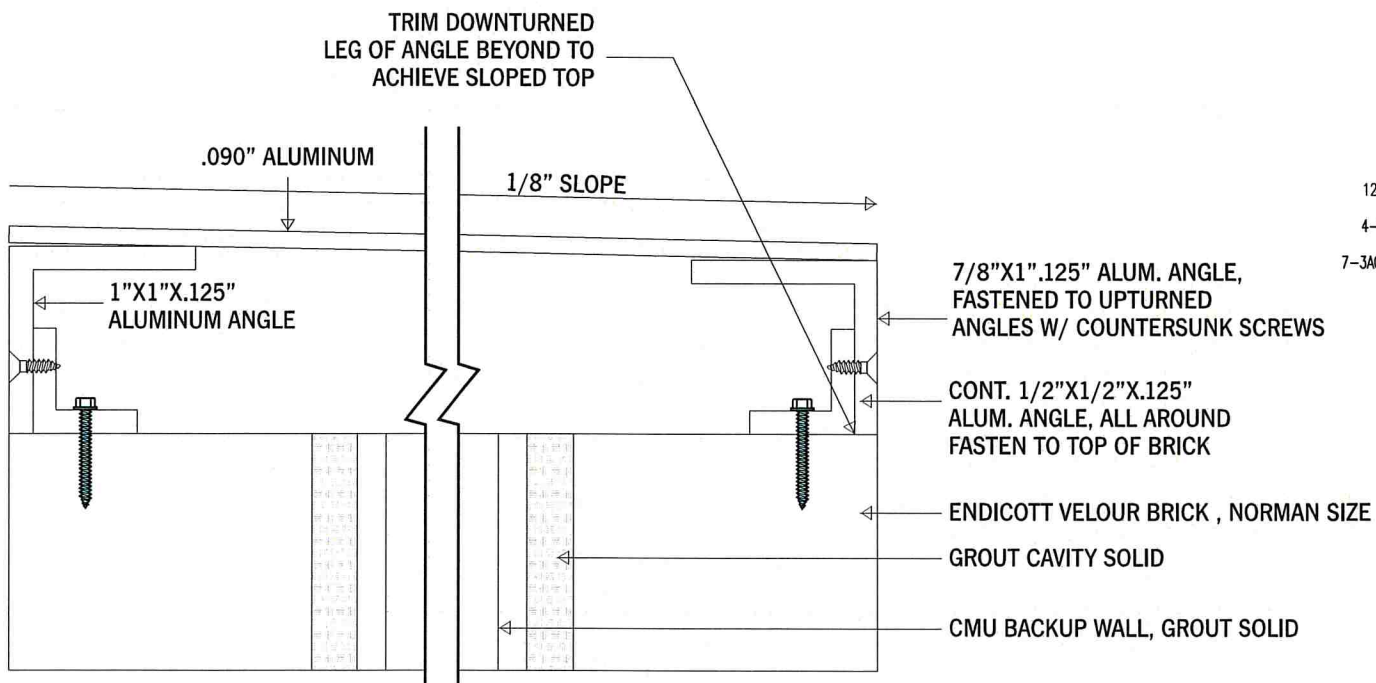
[archetypesign.com](http://archetypesign.com)

Contact:  
**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

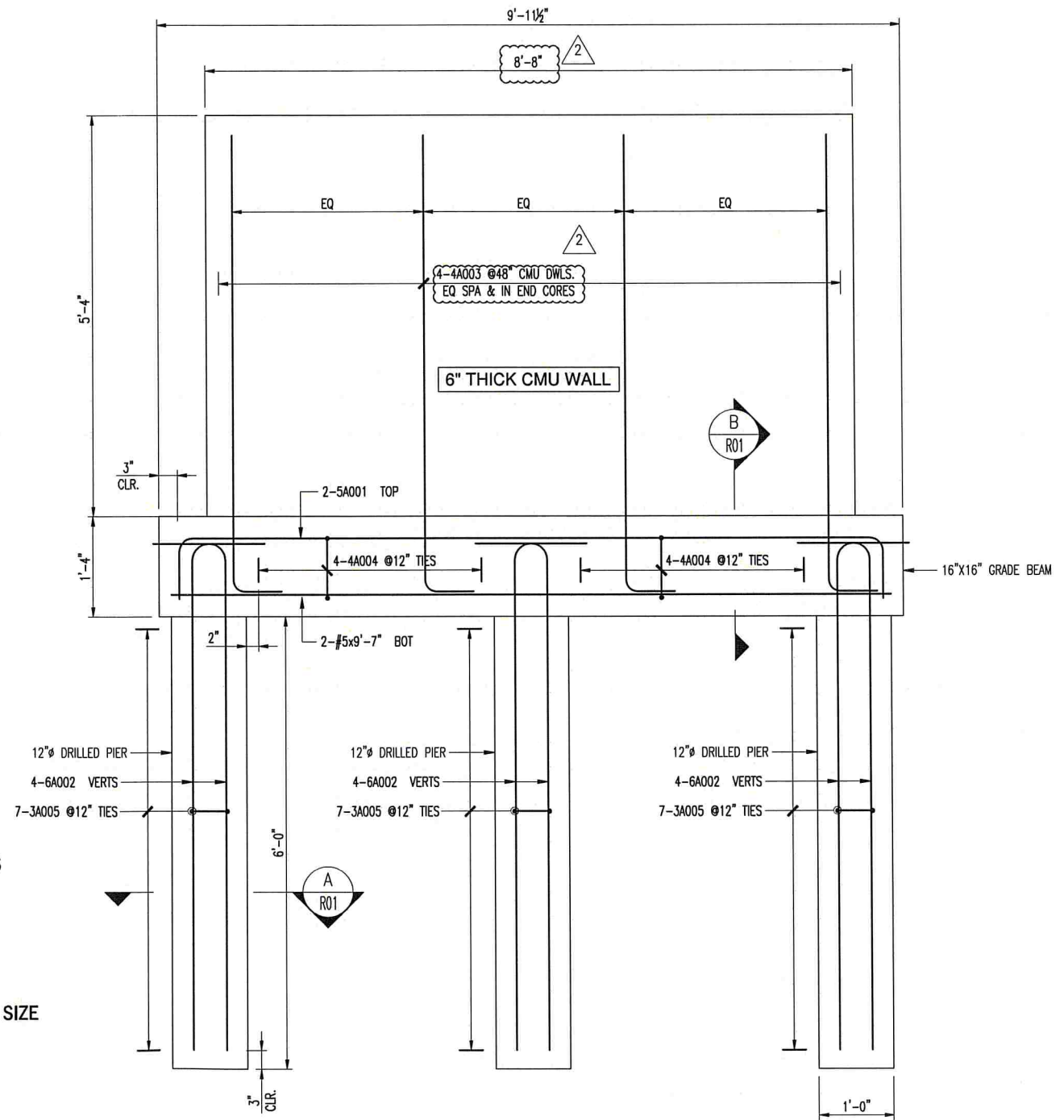
Approved:

Type:  
 Description:  
**D/F MONUMENT**



**1 ALUMINUM TOP**

Scale: 1:1



**MONUMENT SIGN DETAILS**

SCALE: 3/4"=1'-0"  
 REF: CONCEPT DESIGN (DT.06/21/19)



**archetype**

9611 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600

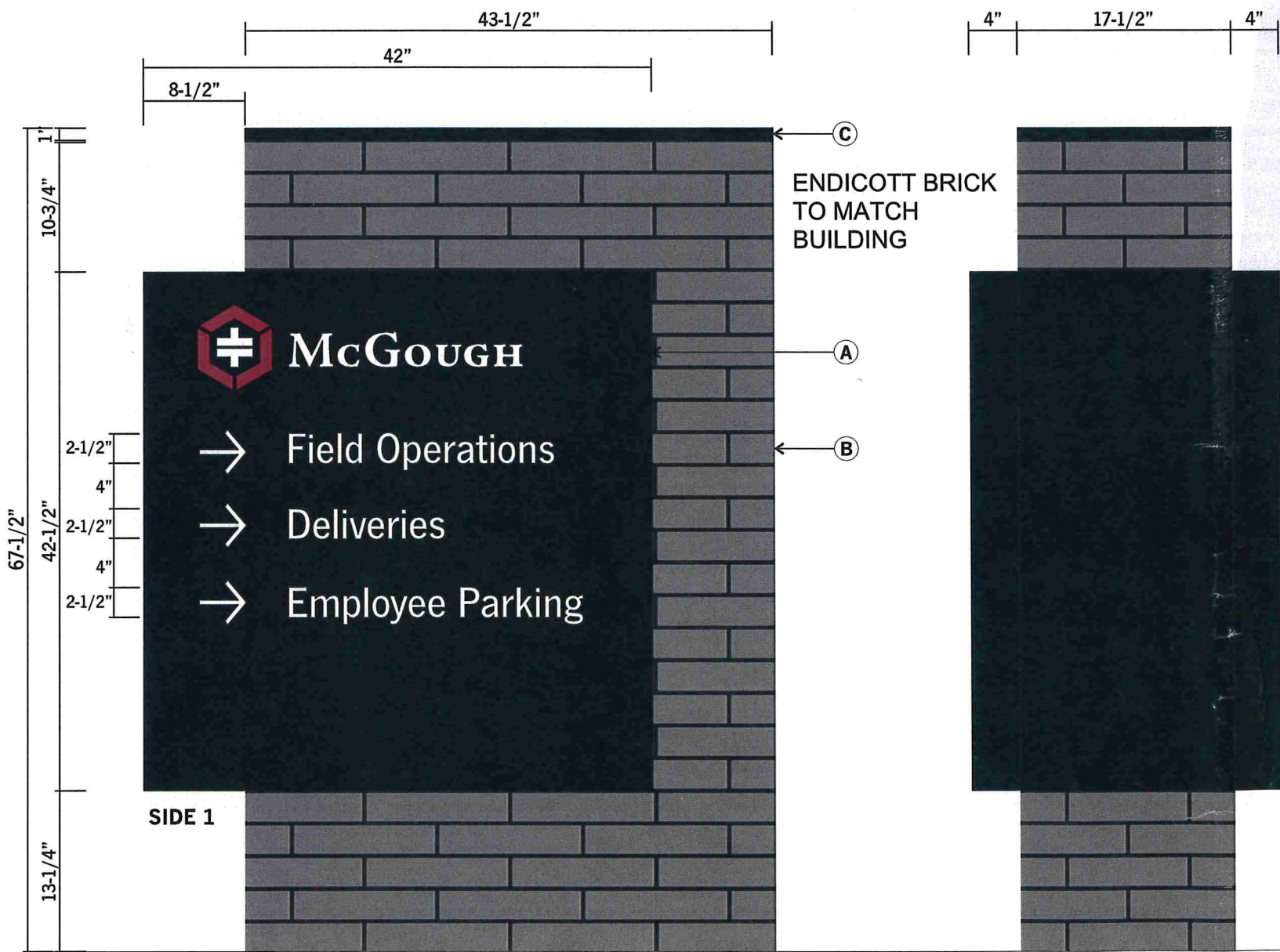
[archetypesign.com](http://archetypesign.com)

Contact:  
**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

Type:  
 Description:  
**D/F MONUMENT**



**Description**

- (A) CABINET**
  - (2) ANGLE FRAME 4"X4"X1/4"
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK
  - 1/8" ALUMINUM FACES | CNC
  - .050" WHITE ALUM. BACKER | CNC
  - FACES BACKED W/ 3/16" 7328 WHITE ACRYLIC | CNC
  - 1ST SURFACE 3M 3630-49 BURGUNDY VINYL APPLIED TO WHITE ACRYLIC
  - INTERNALLY LIT WITH SLOAN WHITE PRISM 6500 K LEDS
  - OVERHANG TO BE SKINNED W/ 1/8" ALUM. AND ANGLE CLIPS PAINTED MP BLACK | CNC

- (B) BRICK BASE**
  - BY OTHERS

- (C) ALUMINUM TOP CAP**
  - 1" ALUMINUM ANGLE SKINNED W/ .090" ALUMINUM ON TOP TO FORM TOP CAP | CNC
  - 1/2" ALUM. ANGLE MOUNTED TO TOP OF BRICK BASE
  - 1" ANGLE FASTENED TO 1/2" ANGLE W/ C.S. SCREWS
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK

- ELECTRICAL**
- LEDS: SLOAN LED - PRISM 6500K MODULES
  - 30 LED MODULES TOTAL (15 PER CABINET)
  - (2) - 60W2-60W (701507-60W2) POWER SUPPLIES (1) PER CABINET
  - 120V / 2 AMPS TOTAL

**INSTALL**  
CABINETS SECURED W/ LAG BOLTS TO BRICK BASE

FONTS: NEWS GOTHIC MEDIUM

Project:  
**McGough Construction Exterior**

Designer: TD  
Job Number: **121913**

Date: **09.23.19**  
Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



9611 James Ave S.  
Minneapolis, Minnesota 55431  
952 641 9600  
[archetypesign.com](http://archetypesign.com)  
Contact:  
**Jenny Kruse**  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign shown in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblances. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

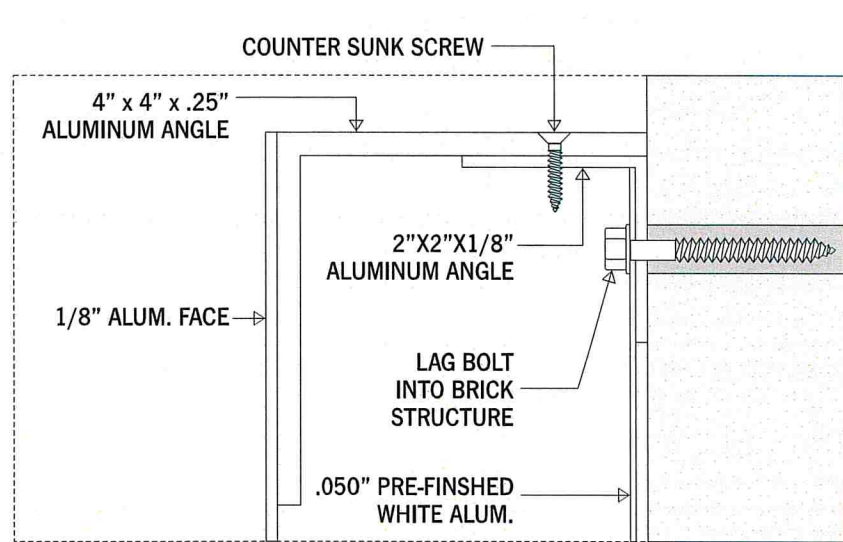
Approved: \_\_\_\_\_

Type:  
Description:  
**D/F DIRECTIONALS**

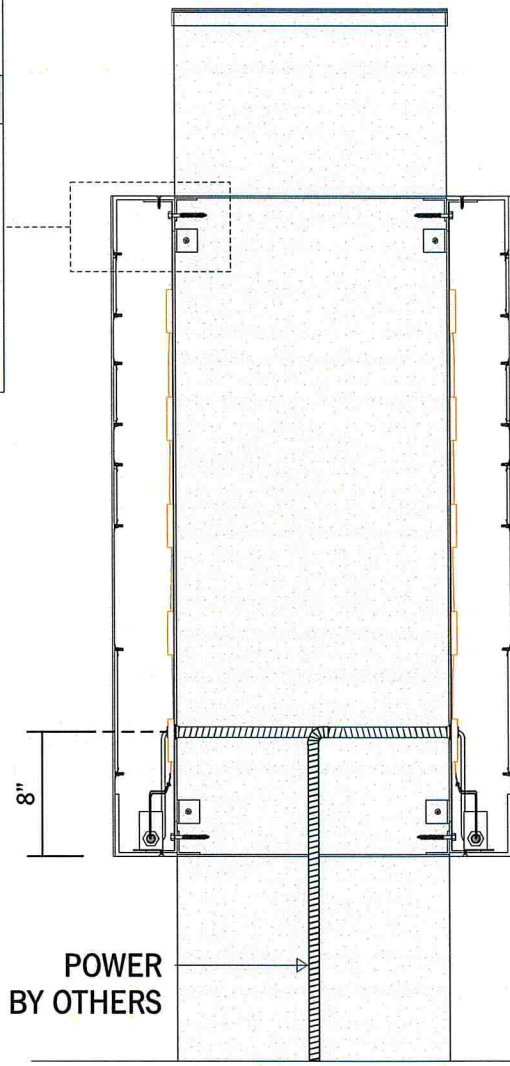
**1 DIRECTIONAL - DOUBLE FACE**

Scale: 1"=1'-0"

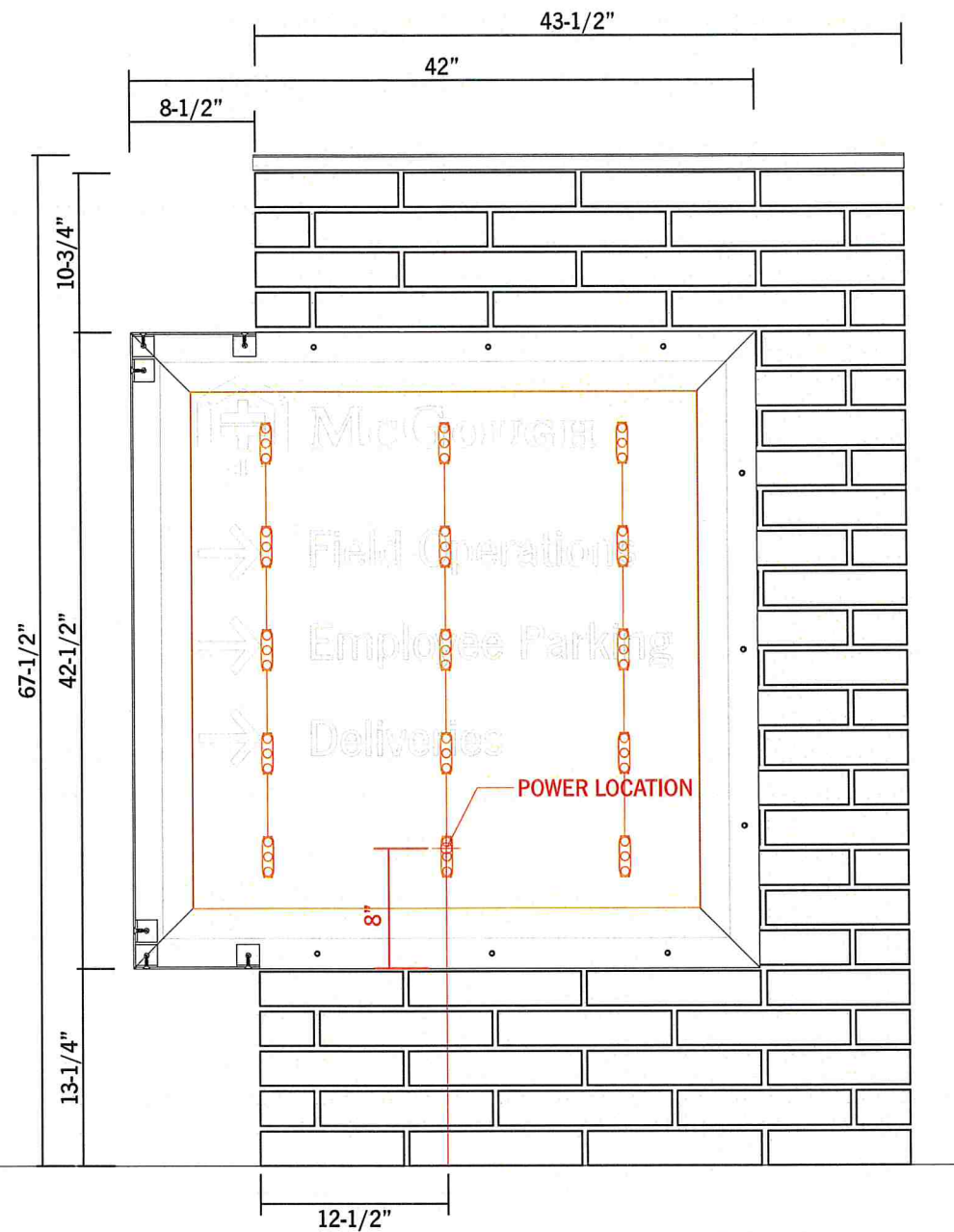




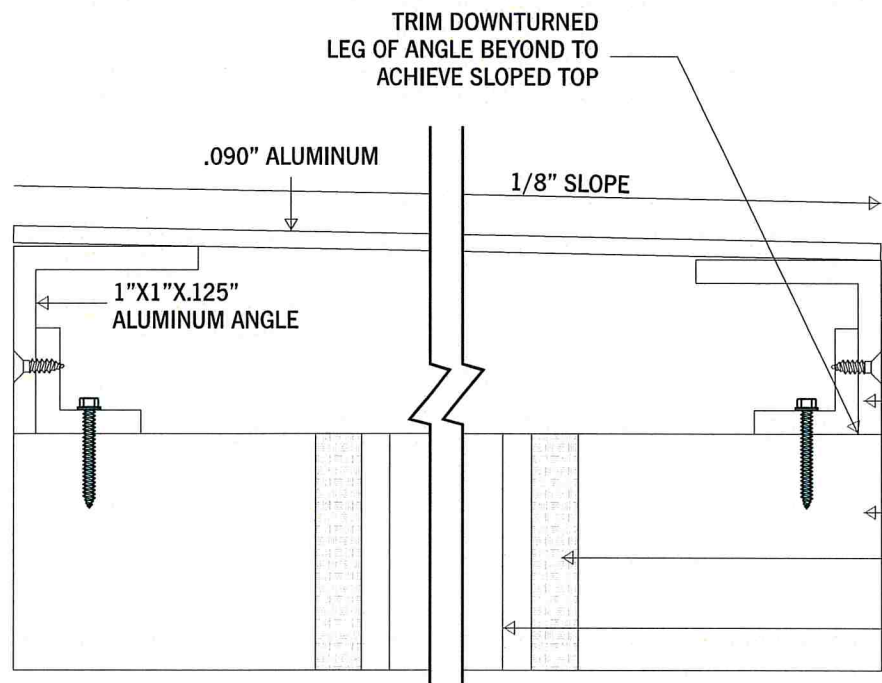
Scale: 1:2



1 DIRECTIONAL - DOUBLE FACE

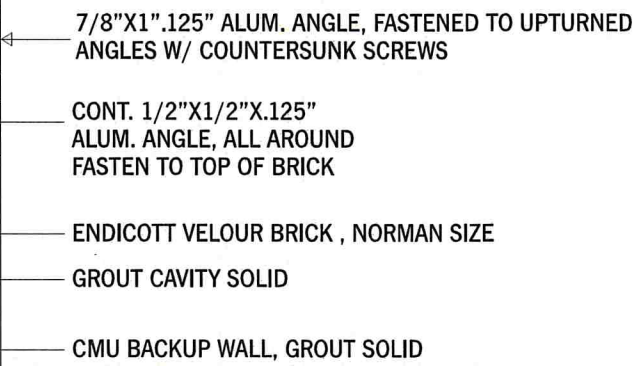


Scale: 1"=1'-0"

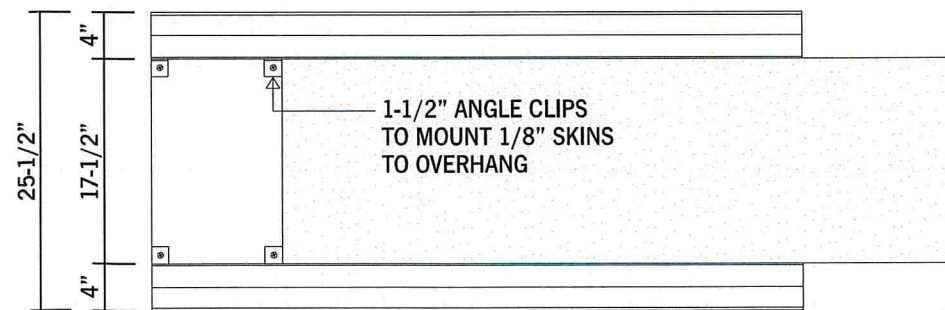


3 ALUMINUM TOP

Scale: 1:1



2 TOP DOWN VIEW



Scale: 3/4"=1'-0"

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913  
Date: 09.23.19  
Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



9611 James Ave S.  
Minneapolis, Minnesota 55431

952 641 9600

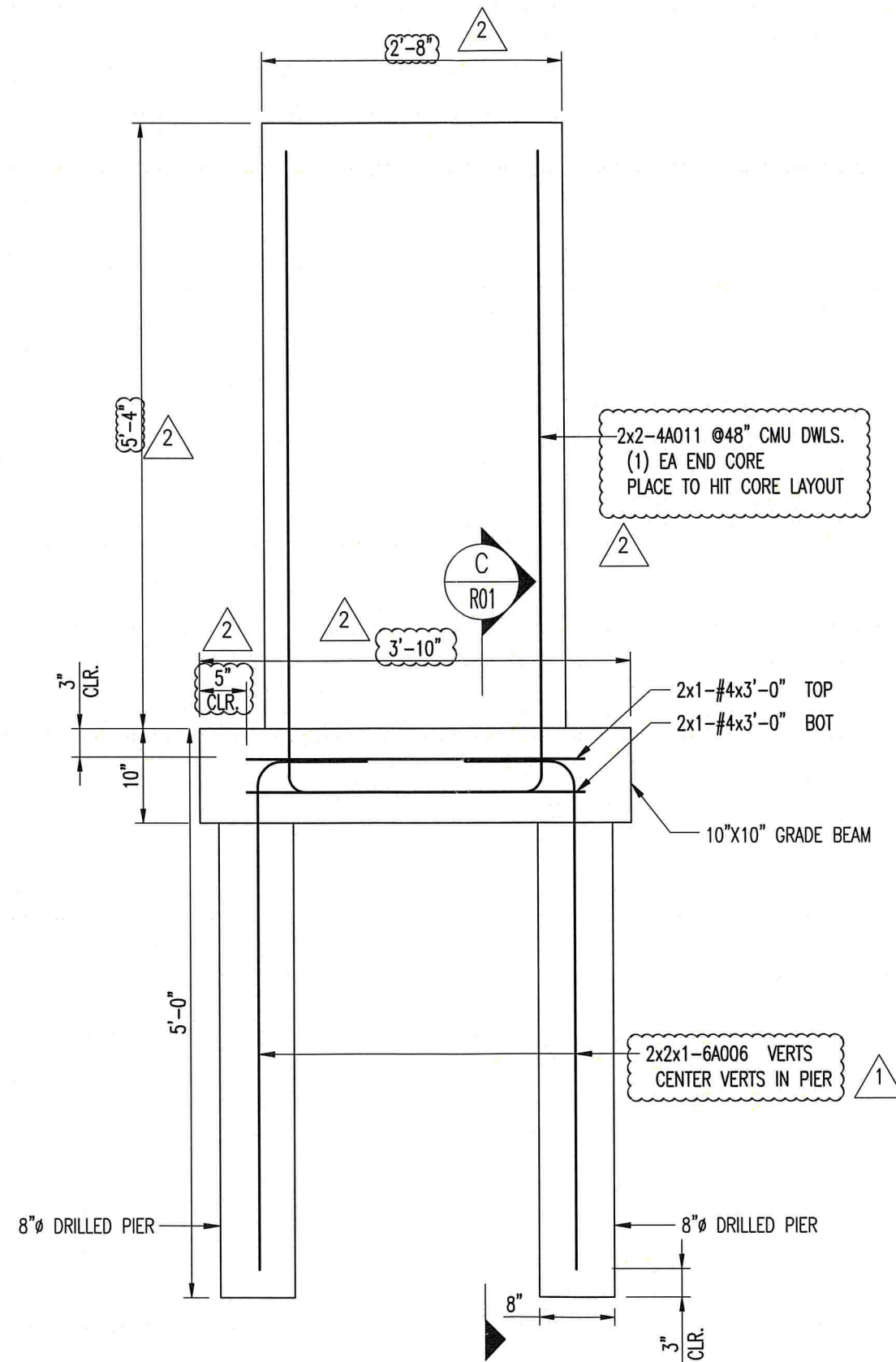
[archetypesign.com](http://archetypesign.com)

Contact:  
Jenny Kruse  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

Type:  
Description:  
D/F DIRECTIONALS



2 THUS 1

### DIRECTIONAL SIGN DETAILS

SCALE: 3/4"=1'-0"  
 REF: CONCEPT DESIGN (DT.06/21/19)

Project:  
**McGough Construction  
 Exterior**

Designer: TD  
 Job Number: 121913

Date: 09.23.19

Rev. 1: 10.02.19 TD  
 Rev. 2: 10.07.19 TD  
 Rev. 3: 10.09.19 TD  
 Rev. 4:  
 Rev. 5:



9611 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

Contact:  
**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

Type:  
 Description:  
**D/F DIRECTIONALS**

**Description**

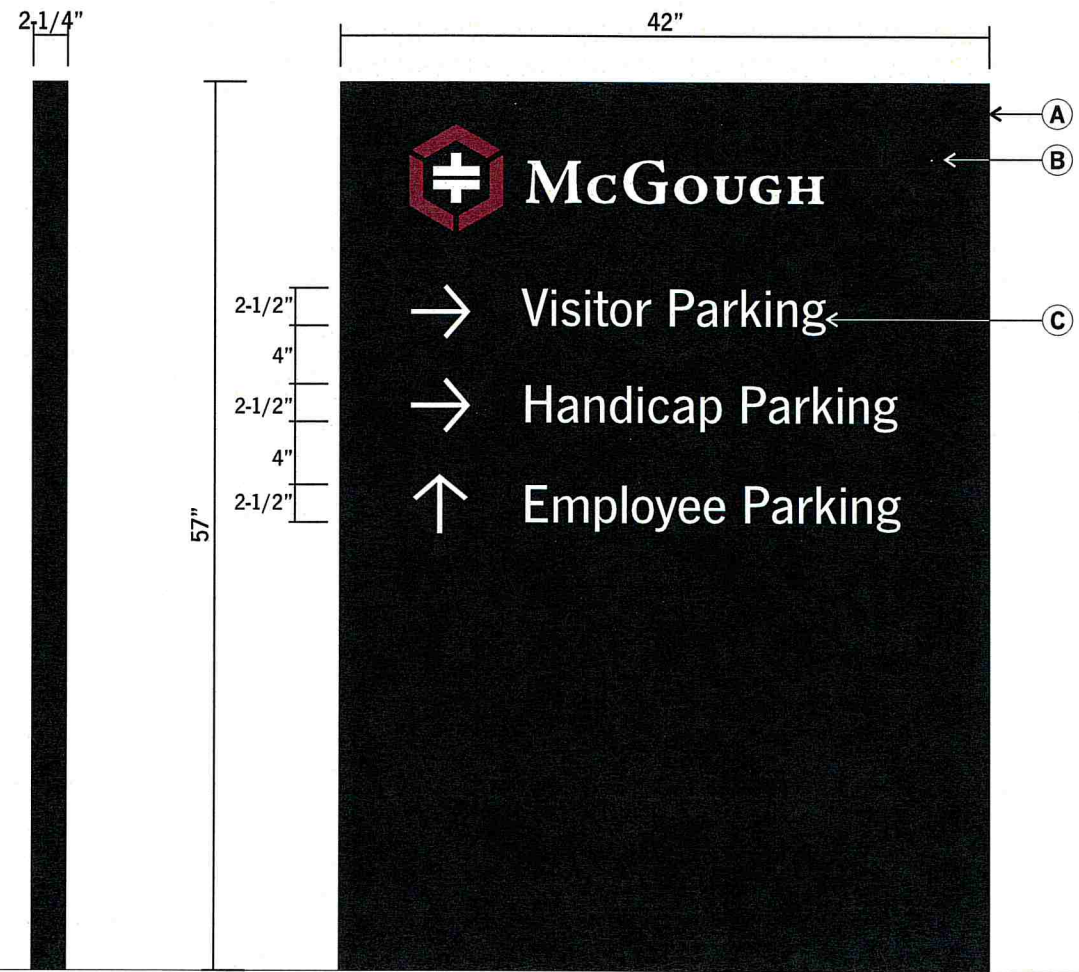
- (A) FRAME**
  - 2" X 2" X 1/8" ALUM. CHANNEL
  - MITER CORNERS, WELDS GROUND SMOOTH
- (B) FACE**
  - .125" ALUMINUM PAINTED PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK | CNC
- (C) COPY**
  - 3M OPAQUE WHITE VINYL APPLIED 1ST SURFACE
  - 3M 3630-49 BURGUNDY LOGO APPLIED 1ST SURFACE

FONTS: NEWS GOTHIC MEDIUM

Project:  
**McGough Construction  
Exterior**

Designer: TD  
Job Number: 121913

Date: 09.23.19  
Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



**2 DIRECTIONAL SIGN 2 - SINGLE FACE**  
Scale: 1"=1'-0"



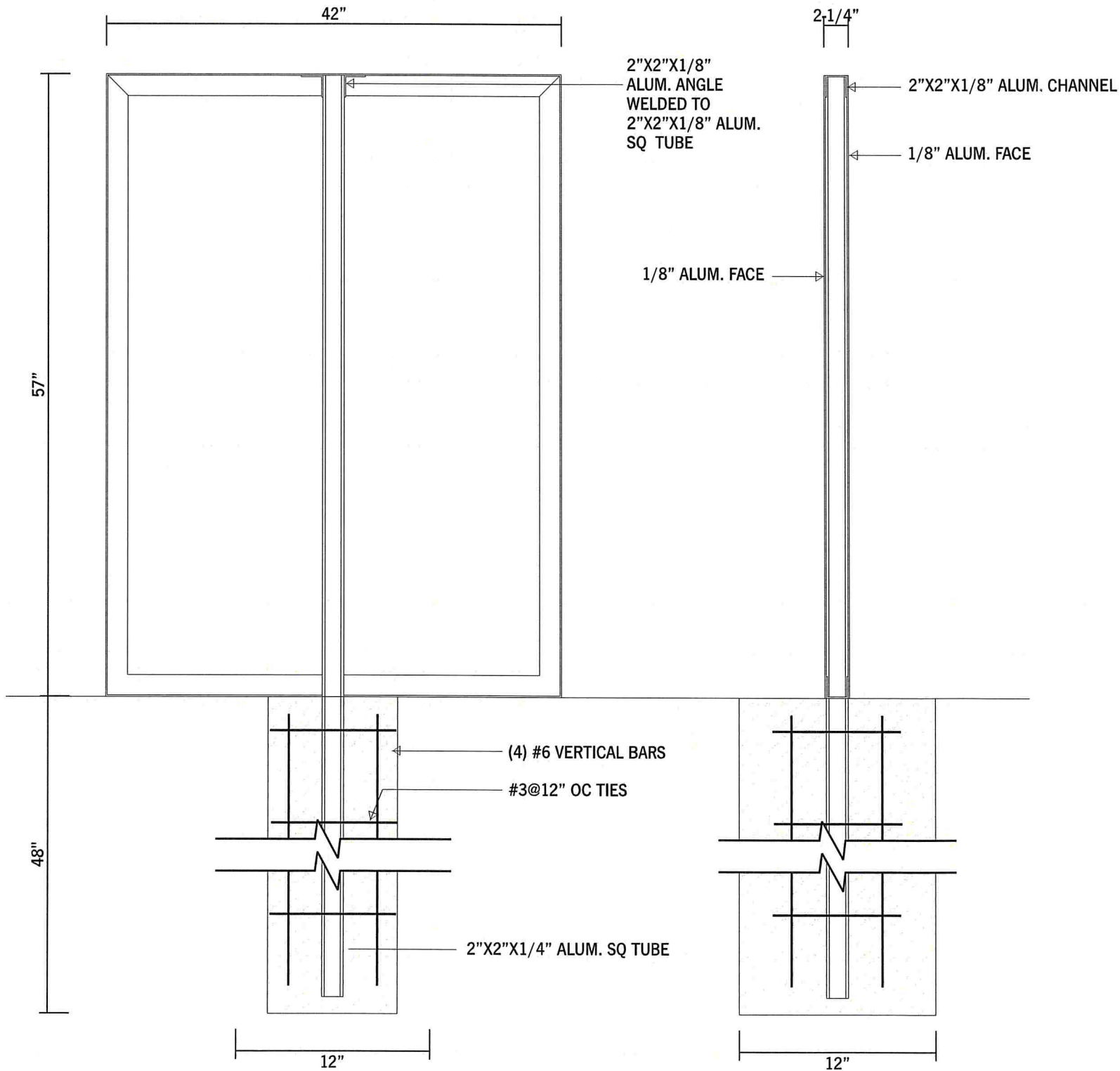
**archetype**

9611 James Ave S.  
Minneapolis, Minnesota 55431  
952 641 9600  
[archetypesign.com](http://archetypesign.com)

Contact:  
**Jenny Kruse**  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_  
Type:  
Description:  
**S/F DIRECTIONALS**



1 SECTION DETAIL

Scale: 1" = 1'-0"



archetype

9611 James Ave S.  
Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

Contact:

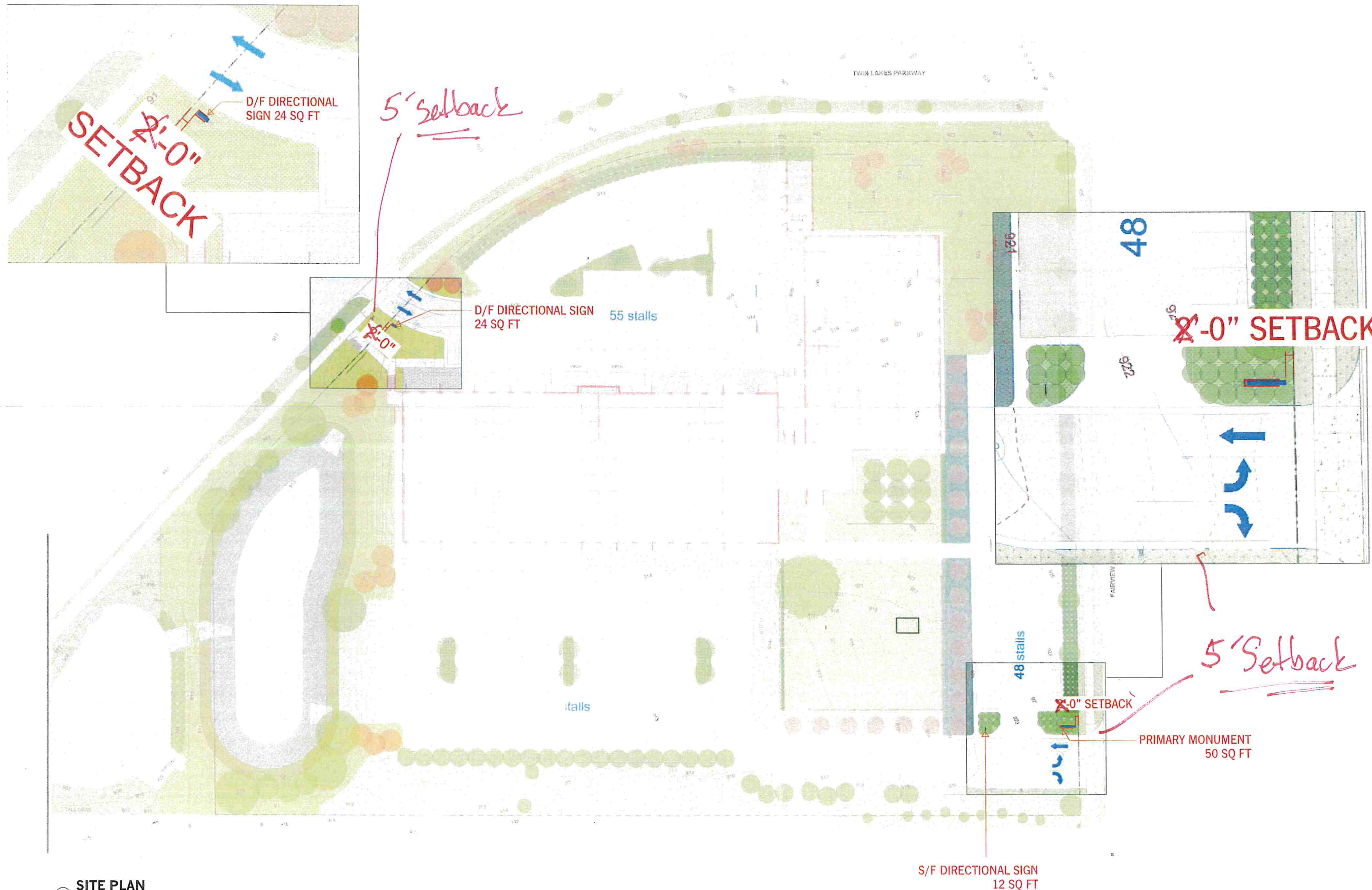
Jenny Kruse  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved:

Type:

Description:  
S/F DIRECTIONALS



① SITE PLAN

Scale: 1/64"=1'-0"

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913  
Date: 09.23.19  
Rev. 1: 10.09.19 TD  
Rev. 2:  
Rev. 3:  
Rev. 4:  
Rev. 5:



9611 James Ave S.  
Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

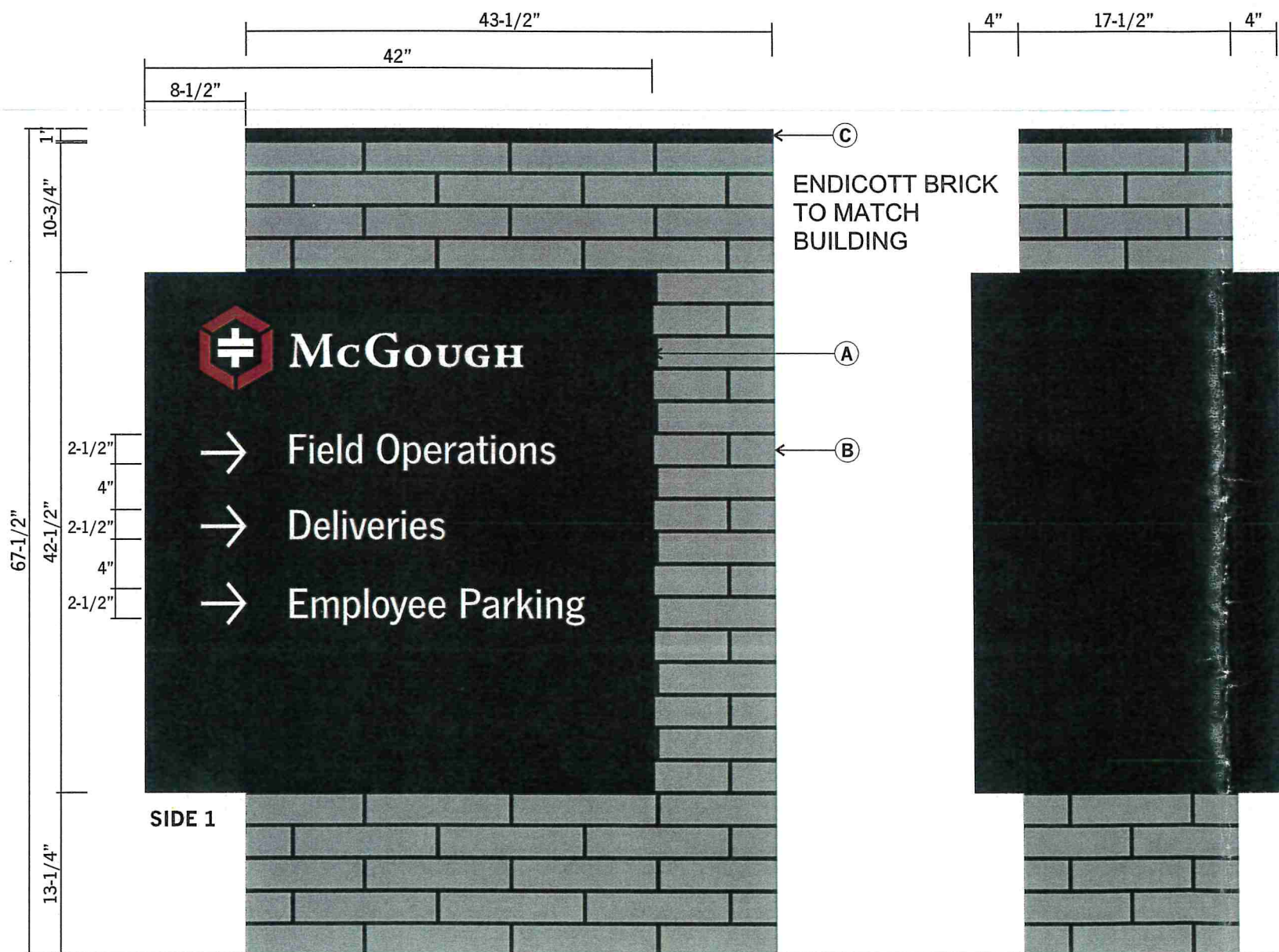
Contact:

Jenny Kruse  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

Type: \_\_\_\_\_  
Description: \_\_\_\_\_



**Description**

- (A) CABINET**
  - (2) ANGLE FRAME 4"X4"X1/4"
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK
  - 1/8" ALUMINUM FACES | CNC
  - .050" WHITE ALUM. BACKER | CNC
  - FACES BACKED W/ 3/16" 7328 WHITE ACRYLIC | CNC
  - 1ST SURFACE 3M 3630-49 BURGUNDY VINYL APPLIED TO WHITE ACRYLIC
  - INTERNALLY LIT WITH SLOAN WHITE PRISM 6500 K LEDS
  - OVERHANG TO BE SKINNED W/ 1/8" ALUM. AND ANGLE CLIPS PAINTED MP BLACK | CNC
- (B) BRICK BASE**
  - BY OTHERS
- (C) ALUMINUM TOP CAP**
  - 1" ALUMINUM ANGLE SKINNED W/ .090" ALUMINUM ON TOP TO FORM TOP CAP | CNC
  - 1/2" ALUM. ANGLE MOUNTED TO TOP OF BRICK BASE
  - 1" ANGLE FASTENED TO 1/2" ANGLE W/ C.S. SCREWS
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK

**ELECTRICAL**

- LEDS: SLOAN LED - PRISM 6500K MODULES
- 30 LED MODULES TOTAL (15 PER CABINET)
- (2) - 60W2-60W (701507-60W2) POWER SUPPLIES (1) PER CABINET
- 120V / 2 AMPS TOTAL

**INSTALL**

CABINETS SECURED W/ LAG BOLTS TO BRICK BASE

FONTS: NEWS GOTHIC MEDIUM

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913

Date: 09.23.19

Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



**archetype**

9611 James Ave S.  
Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

Contact:  
Jenny Kruse  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

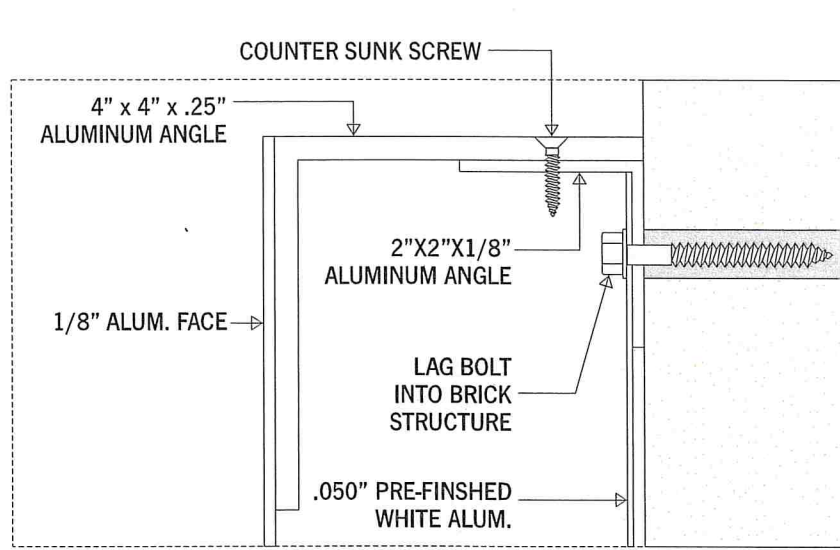
This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved: \_\_\_\_\_

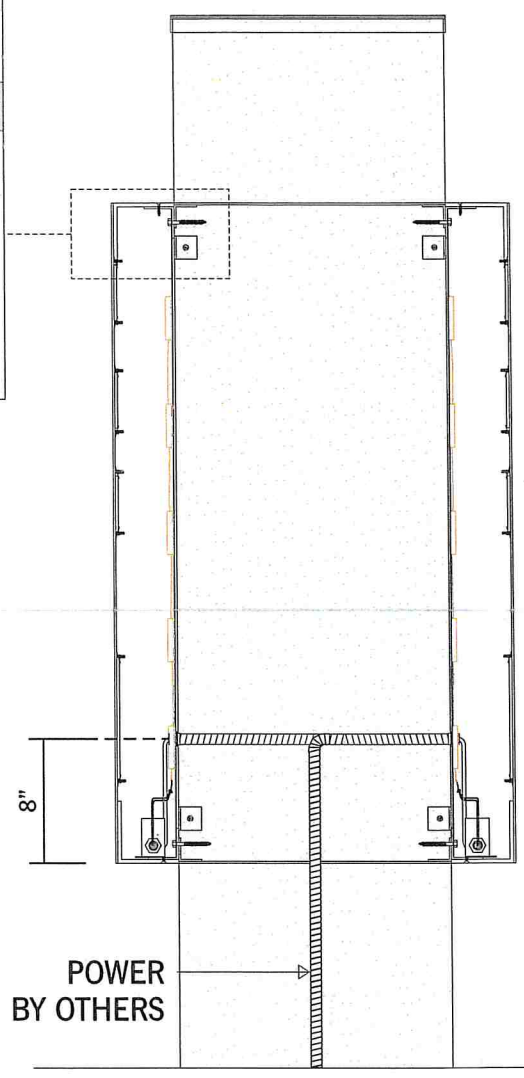
Type:  
Description:  
D/F DIRECTIONALS

① DIRECTIONAL - DOUBLE FACE

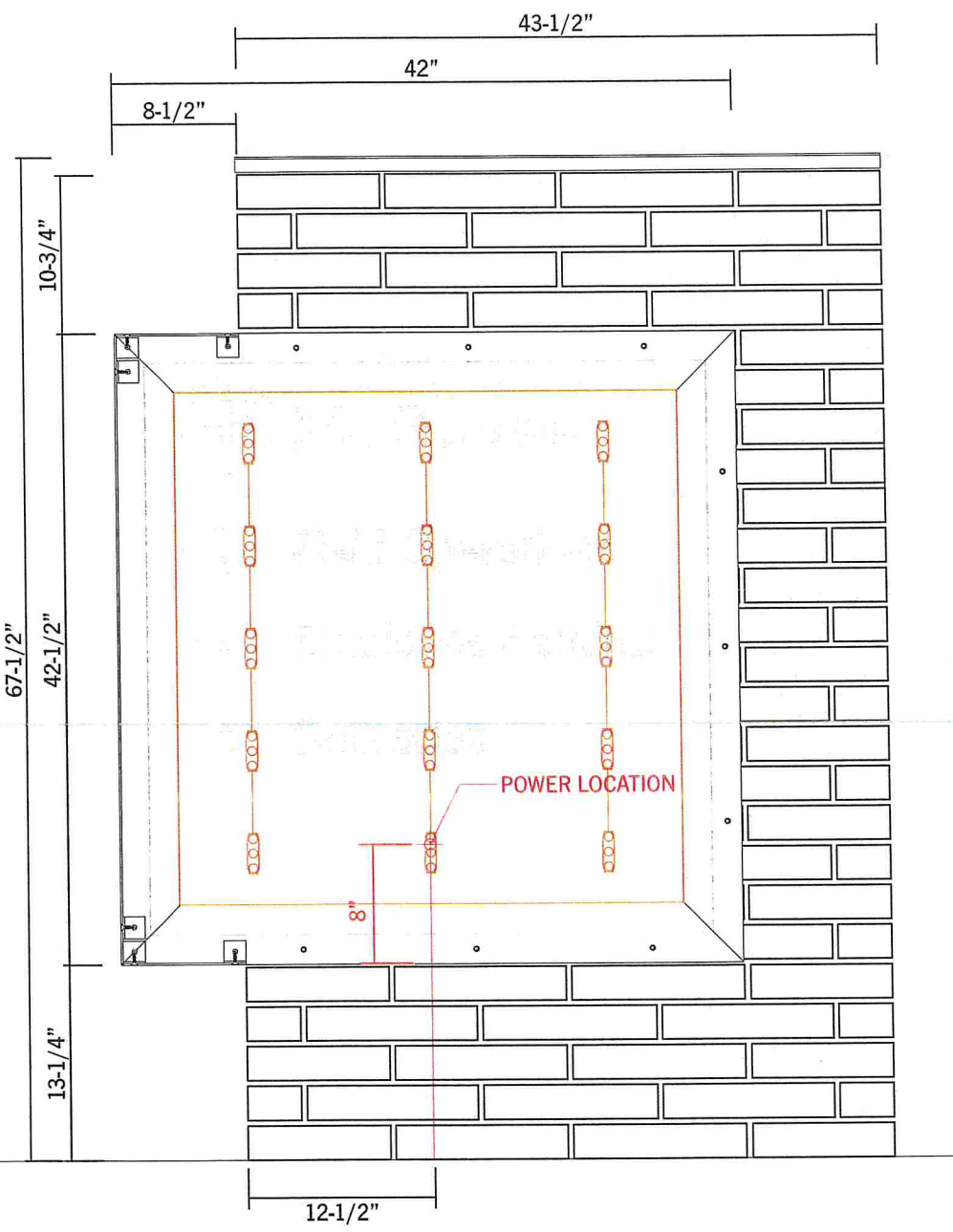
Scale: 1"=1'-0"



Scale: 1:2



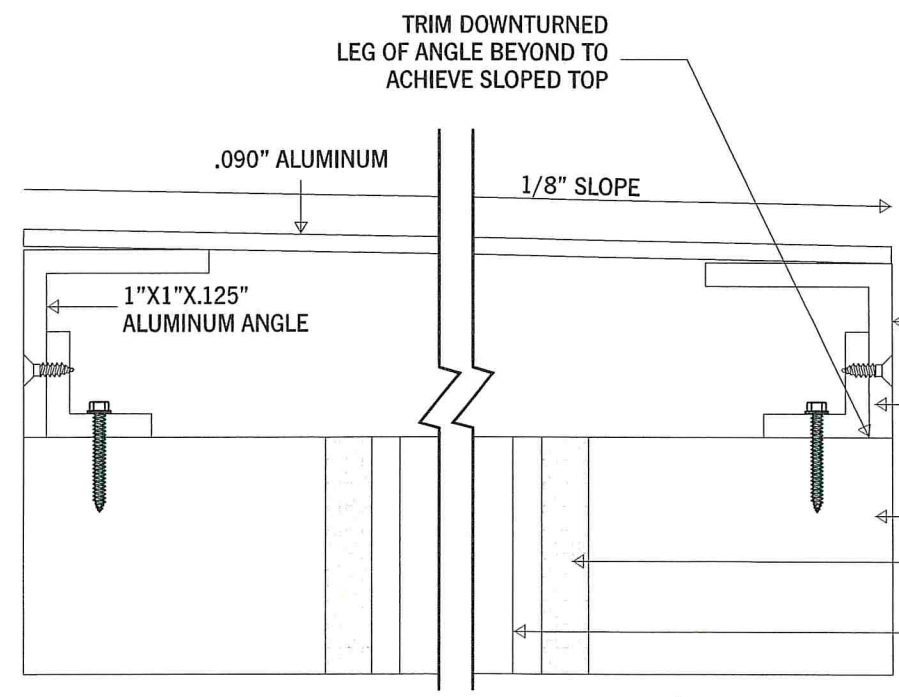
POWER BY OTHERS



POWER LOCATION

① DIRECTIONAL - DOUBLE FACE

Scale: 1"=1'-0"

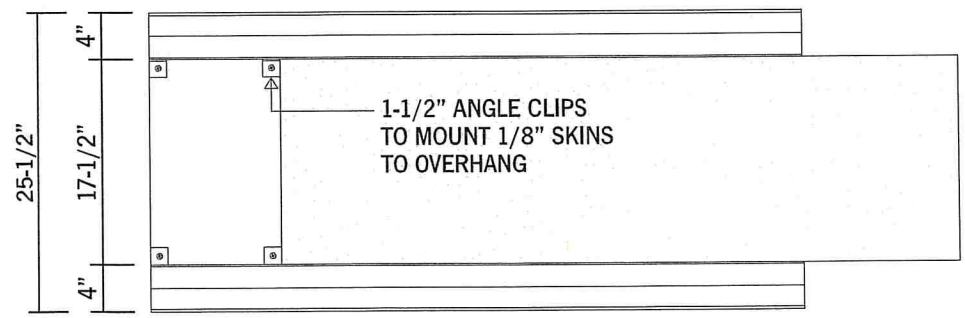


③ ALUMINUM TOP

Scale: 1:1

- 7/8"X1".125" ALUM. ANGLE, FASTENED TO UPTURNED ANGLES W/ COUNTERSUNK SCREWS
- CONT. 1/2"X1/2"X.125" ALUM. ANGLE, ALL AROUND FASTEN TO TOP OF BRICK
- ENDICOTT VELOUR BRICK , NORMAN SIZE
- GROUT CAVITY SOLID
- CMU BACKUP WALL, GROUT SOLID

② TOP DOWN VIEW



Scale: 3/4"=1'-0"

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913  
Date: 09.23.19  
Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



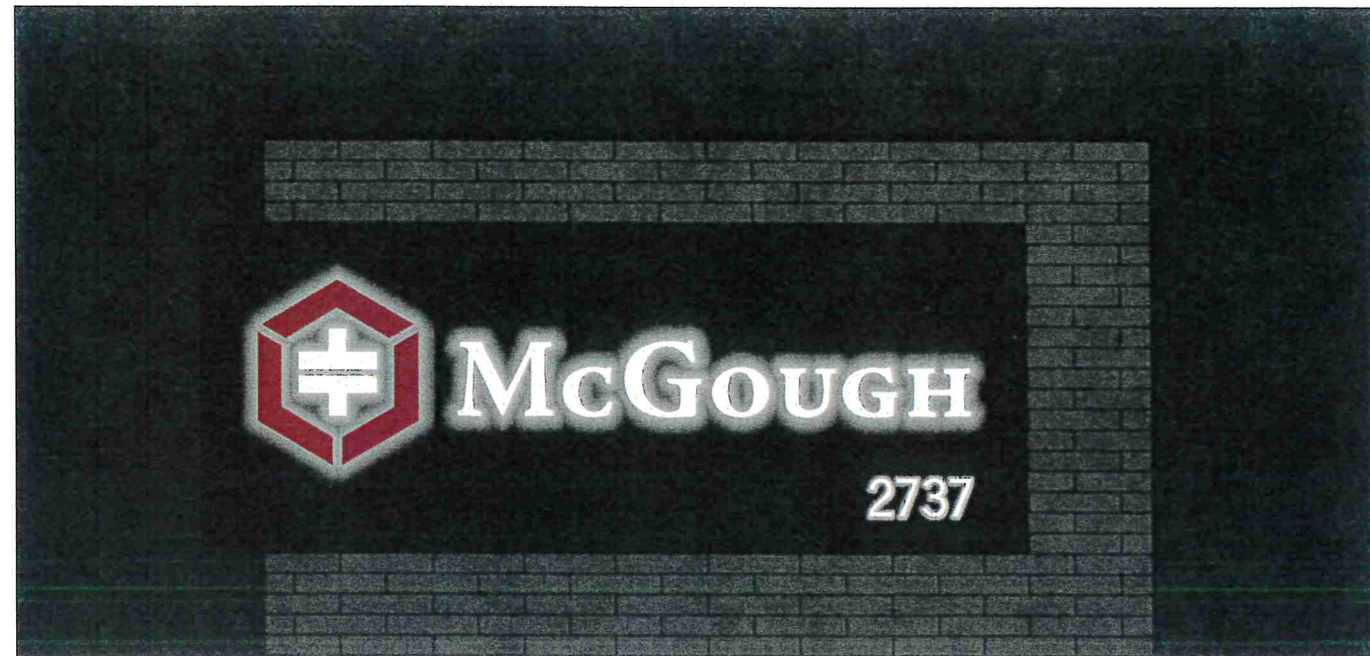
9611 James Ave S.  
Minneapolis, Minnesota 55431  
952 641 9600  
archetypesign.com

Contact:  
Jenny Kruse  
952 641 9602  
jennyk@archetypesign.com

This print is meant as a representation of a sign show win consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenters, owner. ©Archetype

Approved:

Type:  
Description:  
D/F DIRECTIONALS



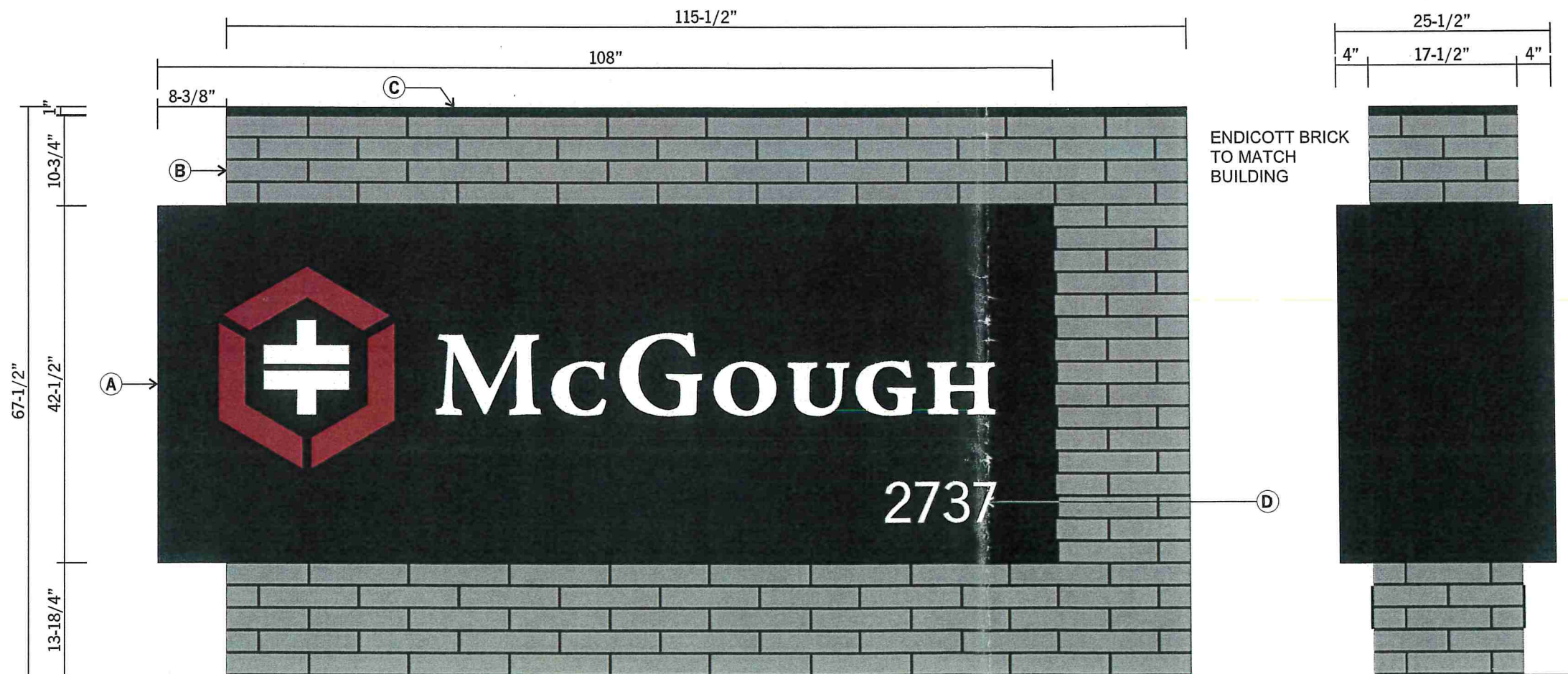
DARK CONDITIONS

**Description**

- (A) CABINET**
  - (2) ANGLE FRAME 4"X4"X1/4"
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK
  - 1/8" ALUMINUM FACES ROUTED OUT | CNC
  - .050" WHITE ALUM. BACKER | CNC
  - 3/4" THICK CLEAR ACRYLIC PUSH THRU W/ 1/2" PROJECTION | CNC
  - 2ND SURFACE DIFFUSER VINYL APPLIED TO PUSH THRU
  - 1ST SURFACE 3M 3630-49 BURGUNDY VINYL APPLIED TO PUSH THRU
  - INTERNALLY LIT WITH SLOAN WHITE PRISM 6500 K LEDS
  - OVERHANG TO BE SKINNED W/ 1/8" ALUM. AND ANGLE CLIPS PAINTED MP BLACK | CNC
- (B) BRICK BASE**
  - BY OTHERS
- (C) ALUMINUM TOP CAP**
  - 1" ALUMINUM ANGLE SKINNED W/ .090" ALUMINUM ON TOP TO FORM TOP CAP | CNC
  - PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK
- (D) ADDRESS FCOs**
  - 1/4" ALUMINUM FLAT CUT OUTS | CNC
  - PAINTED MP WHITE
  - STUD MOUNTED INTO BRICK BASE BOTH SIDES
- ELECTRICAL**
  - LEDS: SLOAN LED - PRISM 6500K MODULES
  - 44 LED MODULES TOTAL (22 PER CABINET)
  - (2) - 60W2-60W (701507-60W2) POWER SUPPLIES (1) PER CABINET
  - 120V / 2 AMPS TOTAL
- INSTALL**
  - CABINETS SECURED W/ LAG BOLTS TO BRICK BASE

Project:  
**McGough Construction**  
 Exterior

Designer: TD  
 Job Number: 121913  
 Date: 09.23.19  
 Rev. 1: 10.02.19 TD  
 Rev. 2: 10.07.19 TD  
 Rev. 3: 10.09.19 TD  
 Rev. 4:  
 Rev. 5:



① MONUMENT SIGN

Scale: 3/4"=1'-0"



**archetype**

9611 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

Contact

**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

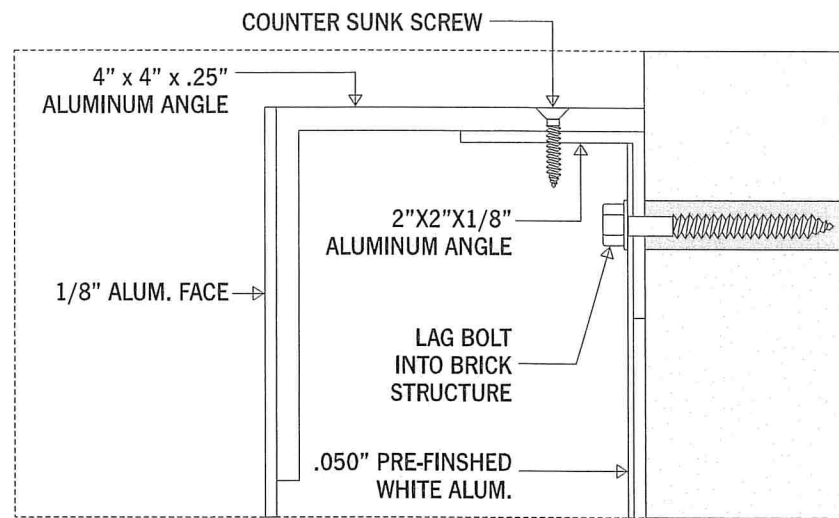
This print is meant as a representation of a sign show win consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved \_\_\_\_\_

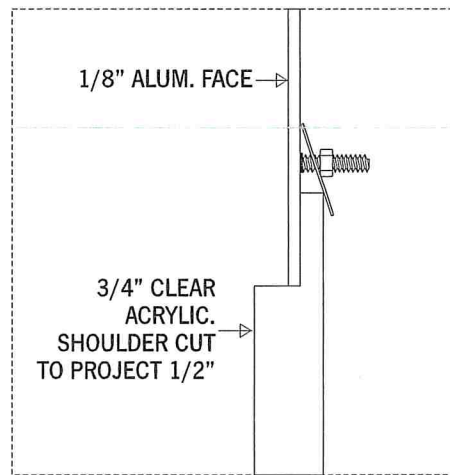
Type \_\_\_\_\_

Description:  
**D/F MONUMENT**

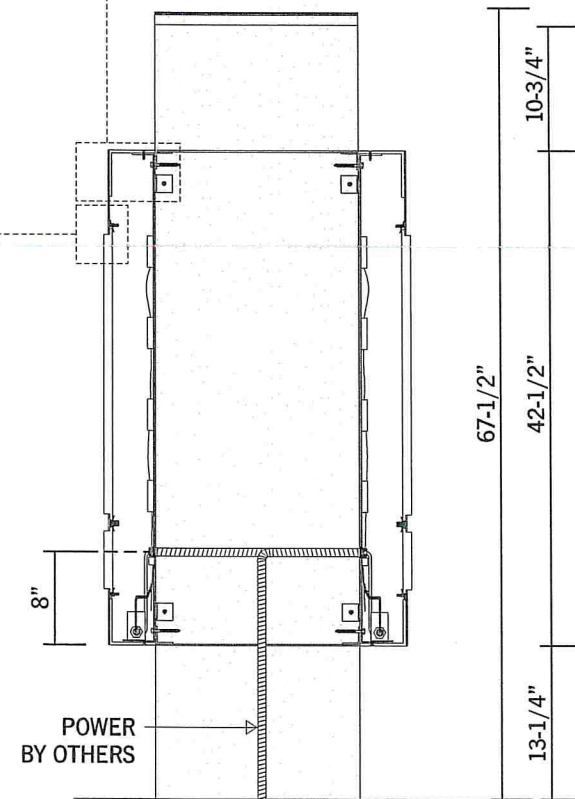




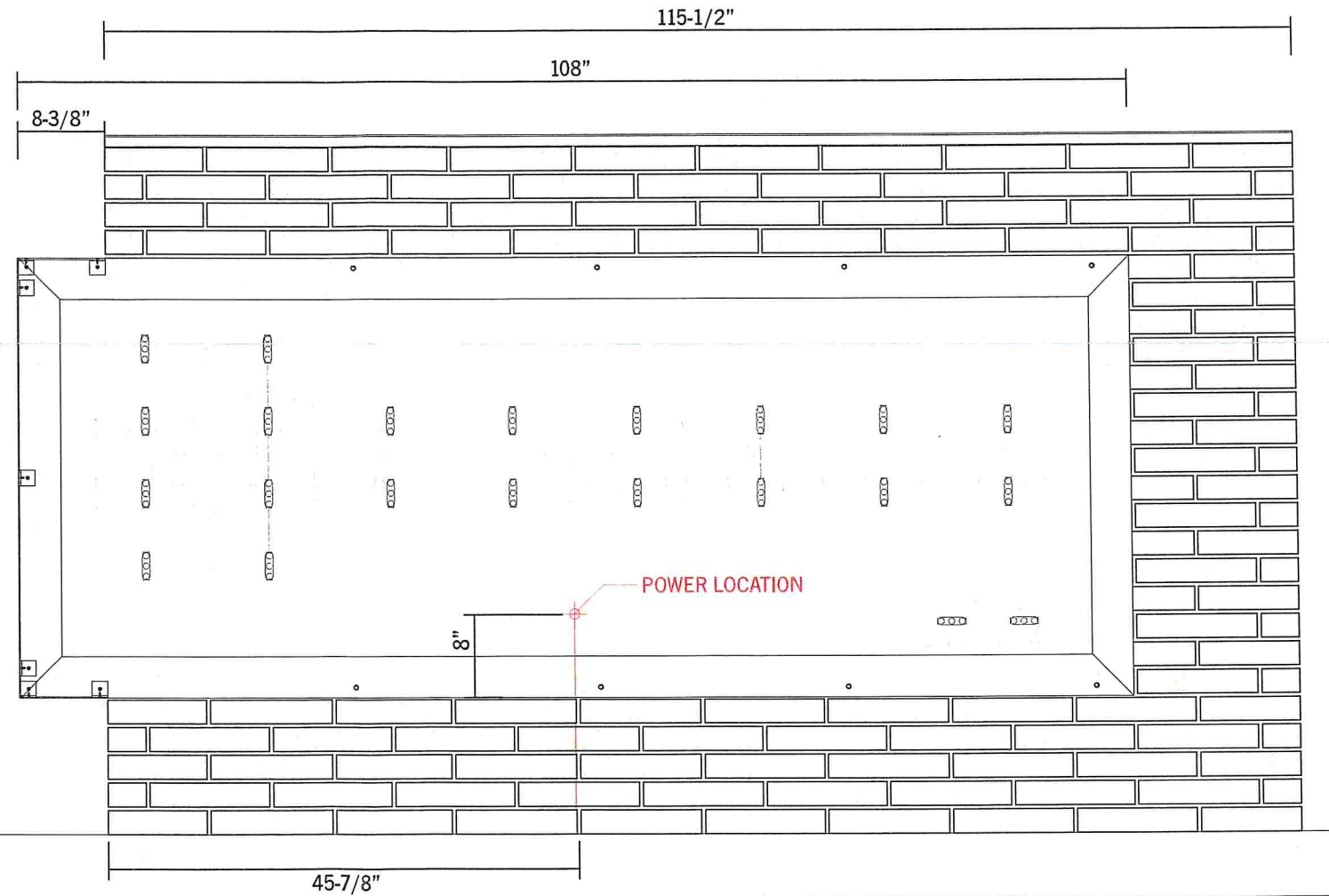
Scale: 1:2



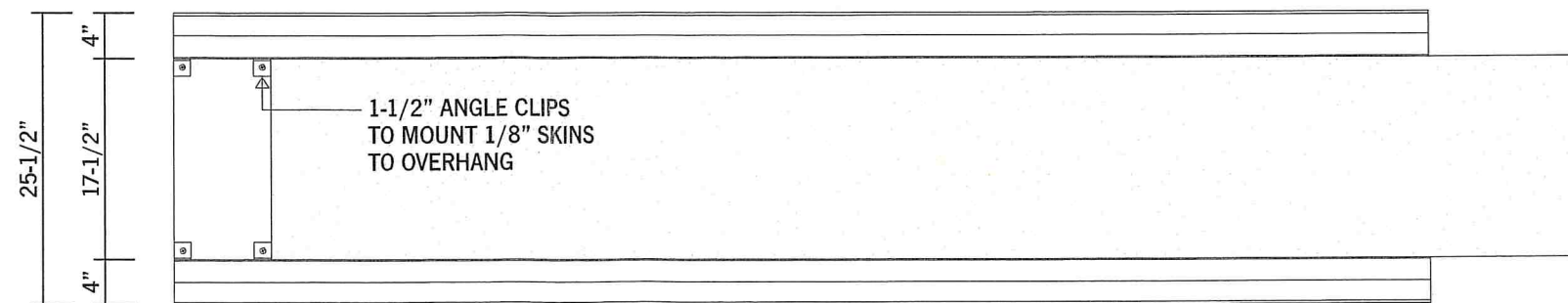
Scale: 1:2



① FAB DETAIL



Scale: 3/4\"=1'-0\"



② TOP DOWN VIEW

Scale: 3/4\"=1'-0\"



9611 James Ave S  
 Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

Contact:

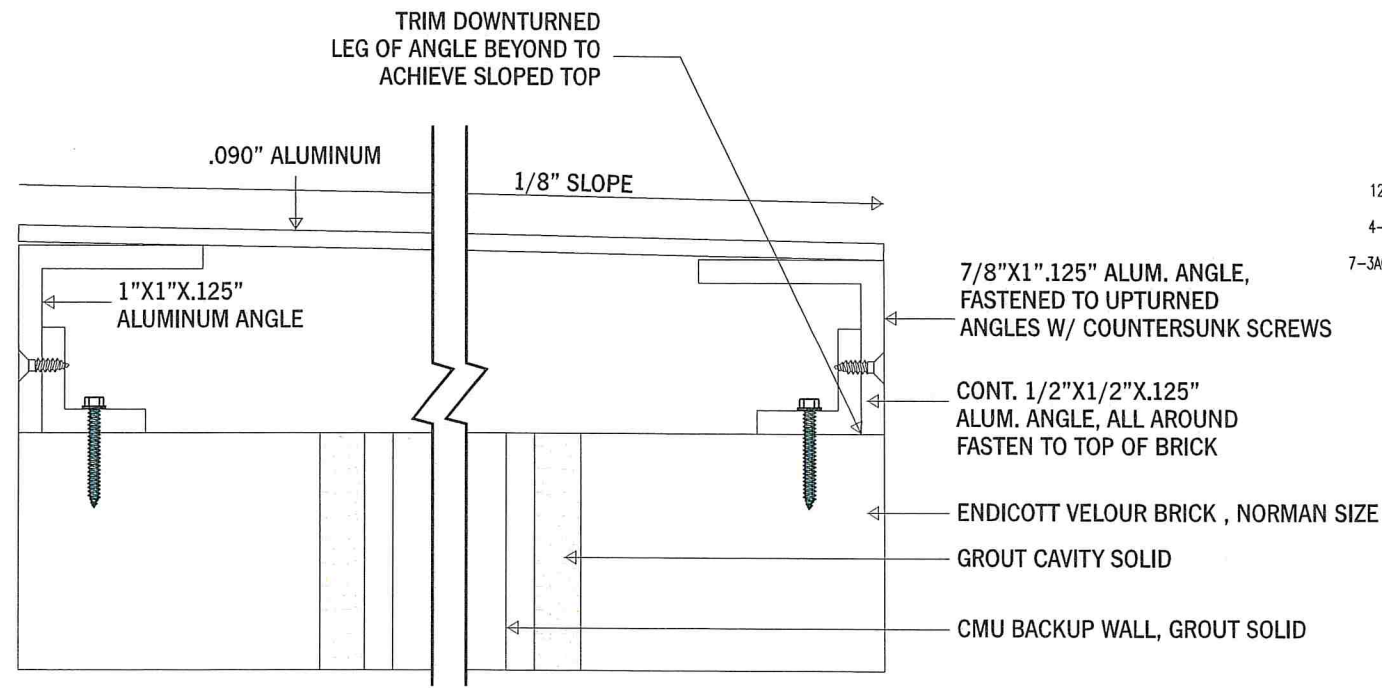
**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show win consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved:

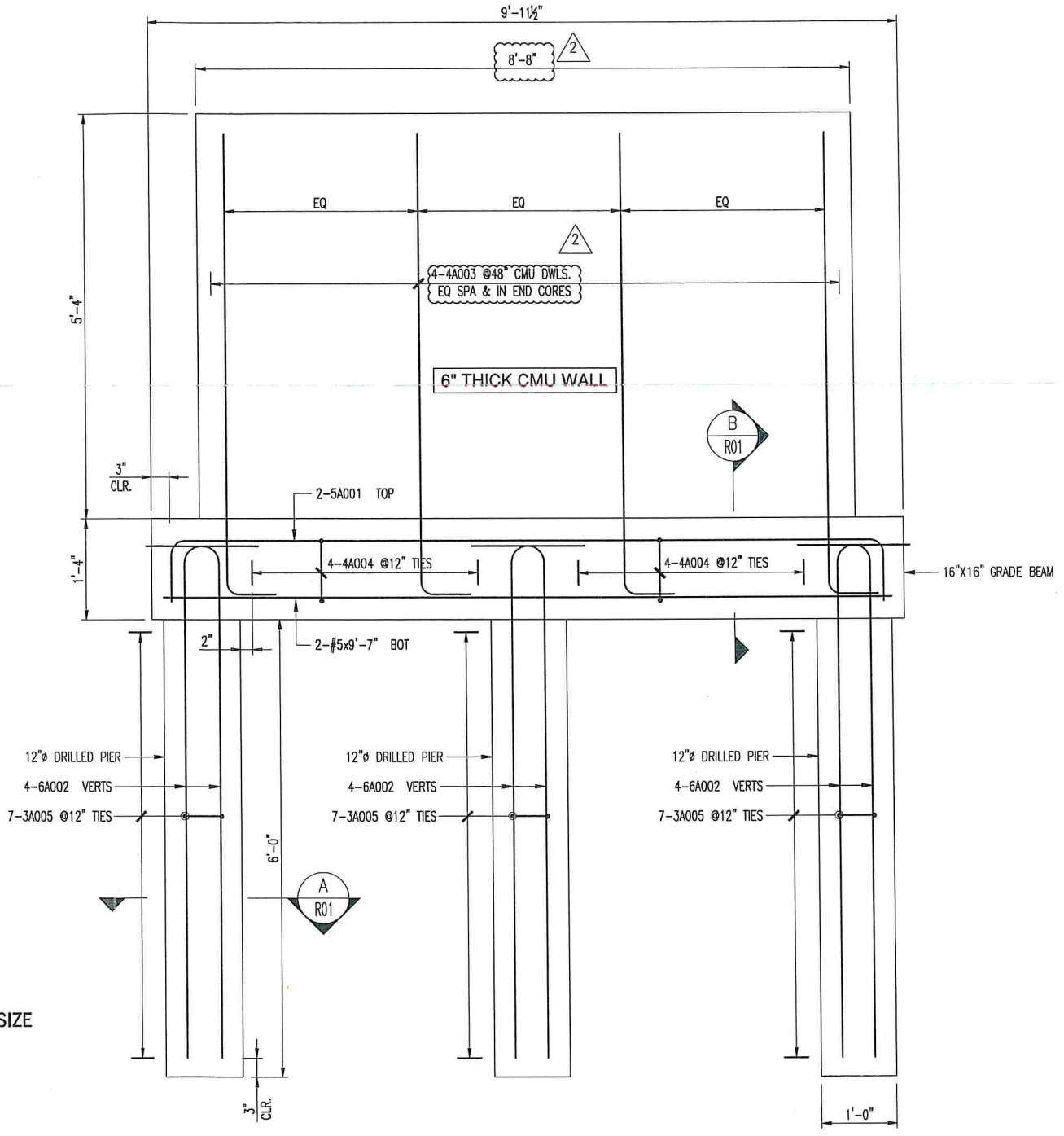
Type:

Description:  
**D/F MONUMENT**



1 ALUMINUM TOP

Scale: 1:1



MONUMENT SIGN DETAILS

SCALE: 3/4"=1'-0"  
 REF: CONCEPT DESIGN (DT.06/21/19)



**archetype**

9511 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600

archetypesign.com

Contact:  
**Jenny Kruse**  
 952 641 9602  
 jennyk@archetypesign.com

This print is meant as a representation of a sign show win consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner, ©Archetype

Approved

Type:  
 Description:  
 D/F MONUMENT

**Description**

- (A) FRAME**
  - 2" X 2" X 1/8" ALUM. CHANNEL
  - MITER CORNERS, WELDS GROUND SMOOTH
- (B) FACE**
  - .125" ALUMINUM PAINTED PAINTED SHERWIN-WILLIAMS 398A1581, FLUROPON BLACK | CNC
- (C) COPY**
  - 3M OPAQUE WHITE VINYL APPLIED 1ST SURFACE
  - 3M 3630-49 BURGUNDY LOGO APPLIED 1ST SURFACE

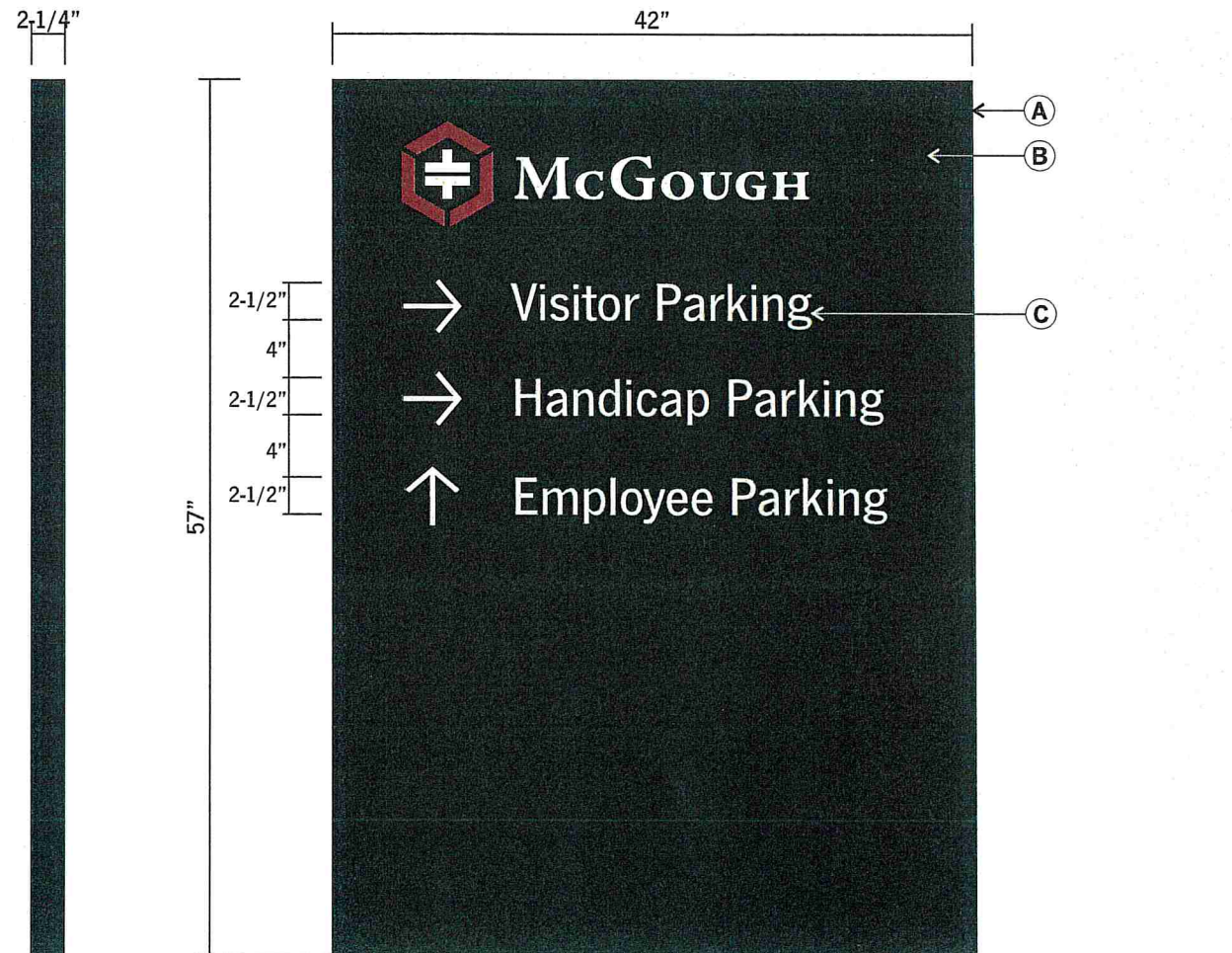
FONTS: NEWS GOTHIC MEDIUM

Project:  
McGough Construction  
Exterior

Designer: TD  
Job Number: 121913

Date: 09.23.19

Rev. 1: 10.02.19 TD  
Rev. 2: 10.07.19 TD  
Rev. 3: 10.09.19 TD  
Rev. 4:  
Rev. 5:



② DIRECTIONAL SIGN 2 - SINGLE FACE

Scale: 1"=1'-0"



**archetype**

9511 James Ave S.  
Minneapolis, Minnesota 55431

952 641 9600

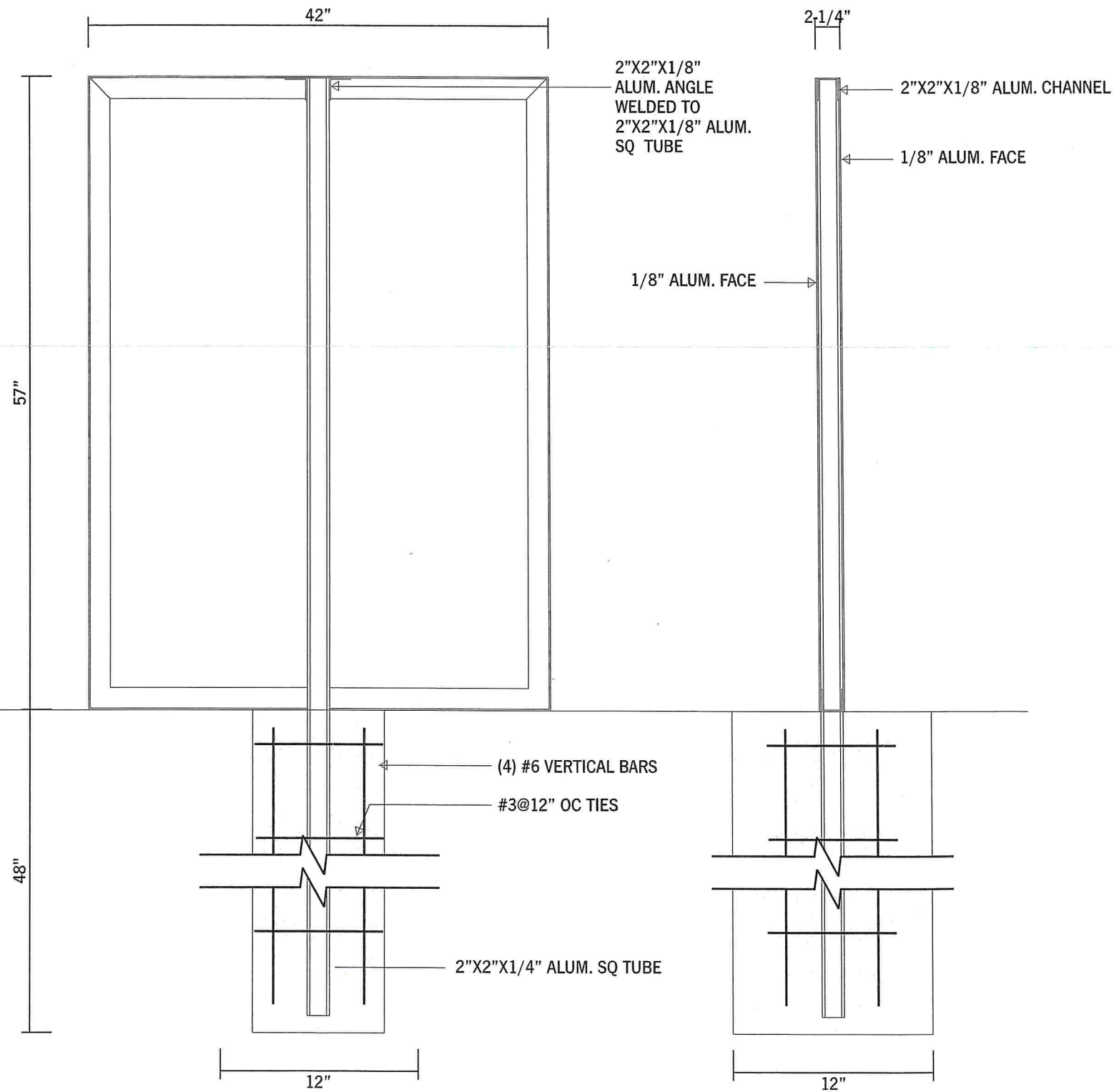
[archetypesign.com](http://archetypesign.com)

Contact:  
**Jenny Kruse**  
952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show with consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved:

Type:  
Description:  
S/F DIRECTIONALS



① SECTION DETAIL

Scale: 1" = 1'-0"



9611 James Ave S.  
 Minneapolis, Minnesota 55431

952 641 9600

[archetypesign.com](http://archetypesign.com)

Contact:

**Jenny Kruse**  
 952 641 9602  
[jennyk@archetypesign.com](mailto:jennyk@archetypesign.com)

This print is meant as a representation of a sign show in consideration of being manufactured by Archetype. Materials may influence final result. Samples available upon request. Graphic Design time is included in the total purchase price. Designs contained herein are not meant to be exhibited to others outside of included parties and employees. Designs received from Archetype may not be manufactured by others without reimbursement for time spent in the creation of these designs or any resemblance. Drawings may contain elements considered artistic intellectual property of Steve Carpenter, owner. ©Archetype

Approved:

Type:

Description:  
**S/F DIRECTIONALS**