



COMMUNITY DEVELOPMENT

2660 Civic Center Drive ❖ Roseville, MN 55113
Phone: (651) 792-7005 ❖ Fax: (651) 792-7070

MASTER SIGN PLAN APPLICATION

CITY CODE SECTION 1010.03
www.ci.roseville.mn.us

- RESIDENTIAL APPLICATION FEE: \$250
COMMERCIAL APPLICATION FEE: \$350

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

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

1. Property Owner Information: Flame Development Company, LLP

Last name: Abramovitz First name: Mark
Address: 1660 South Highway 100, Ste. 532 City/State/Zip: St. Louis Park, MN 55416
Phone number: (952) 893-0729 Email address: brimar1036@yahoo.com

2. Applicant Information: (if different from above)

Company name: Perry Bolin Architecture, PLLC
Last name: Bolin First name: Perry
Address: 5009 Quail Avenue North City/State/Zip: Minneapolis, MN 55429
Phone number: (651) 208-1798 Email address: perryb@usfamily.net

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

1723 County Road B2 West, Roseville, MN 55113

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: [Signature]

Date: 04/04/2012

Applicant: Perry R Bolin

Date: 04/04/2012



Perry Bolin Architecture, PLLC

Perry R. Bolin, AIA, NCARB, LEED AP
www.perrybolinarchitecture.com

5009 Quail Ave. N.
Minneapolis, MN 55429

(651) 208-1798
perryb@usfamily.net

City of Roseville
651-792-7000

04/09/2012 11:31
Receipt No. 00278702

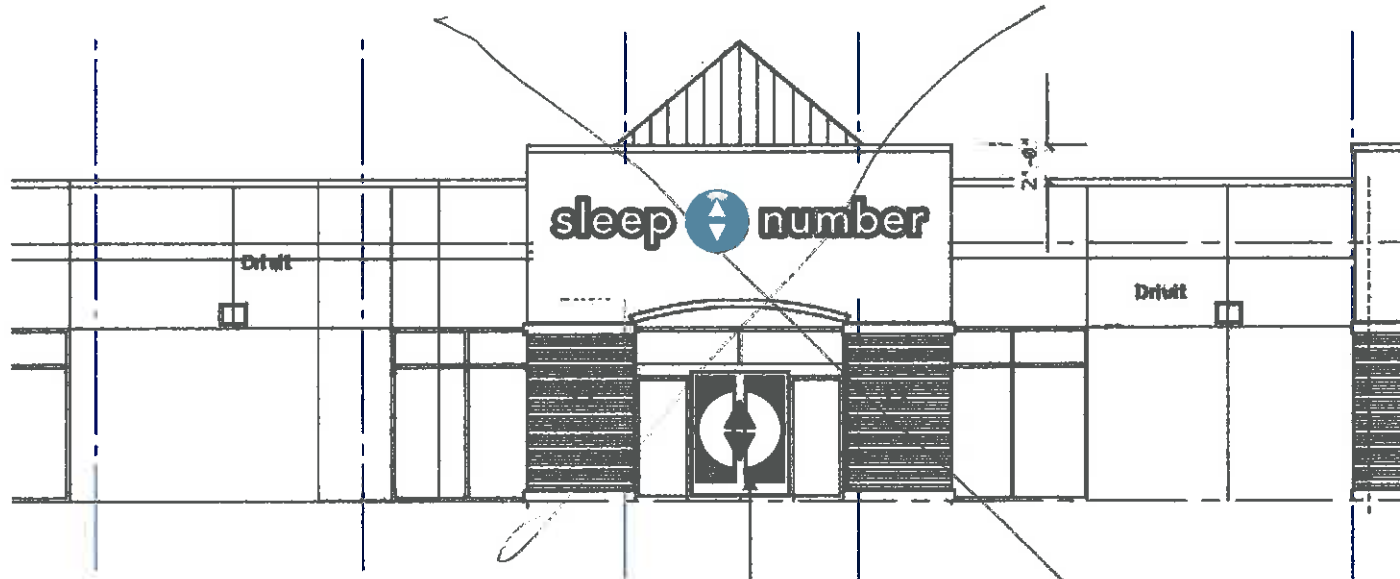
signplan
Master Sign Pl
an 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #3227
Charge 0.00

FLAME DEVELOPMENT

Cashier: jill.hughes
Station: RVFIN701



OPAQUE DARK BLUE VINYL
INSTALLED FIRST AND SECOND SURFACE

THESE SIGNS ARE 1.5 SQUARE FEET PER LINEAR FOOT. THIS HAS A MORE LIKELY CHANCE OF BEING APPROVED THAN PAGE 1 BUT WE WILL NOT KNOW FOR SURE UNTIL THE CITY REVIEWS THE LANDLORDS MASTER SIGN PLAN.

SEE PAGE 10
FOR SPECS

UNIVERSAL
Signs INC.

1033 THOMAS AVE
ST. PAUL, MN 55104

ph 651-645-0223
fax 651-645-2531

www.universalsignsinc.com

LOCATION

SLEEP NUMBER
1723 COUNTY RD B2
ROSEVILLE, MN

PAGE 5

DRAWN BY

SEP

REVISED

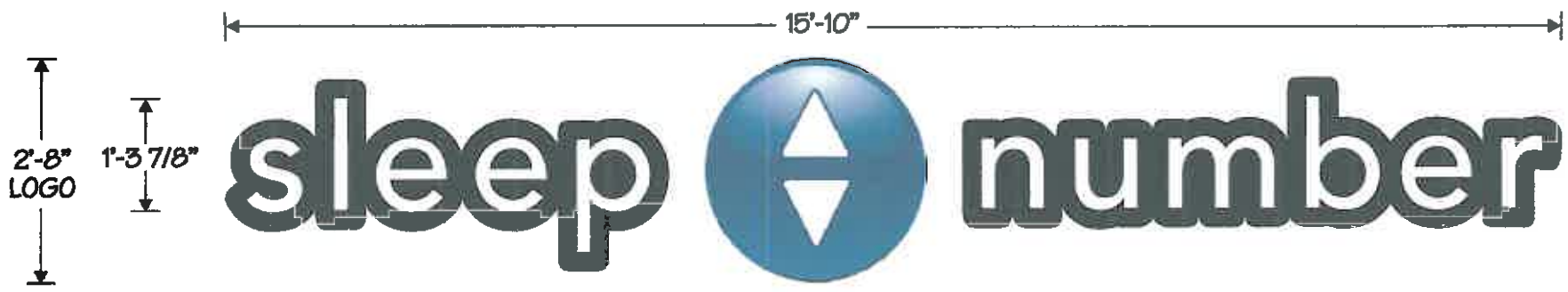
DATE

2/22/12

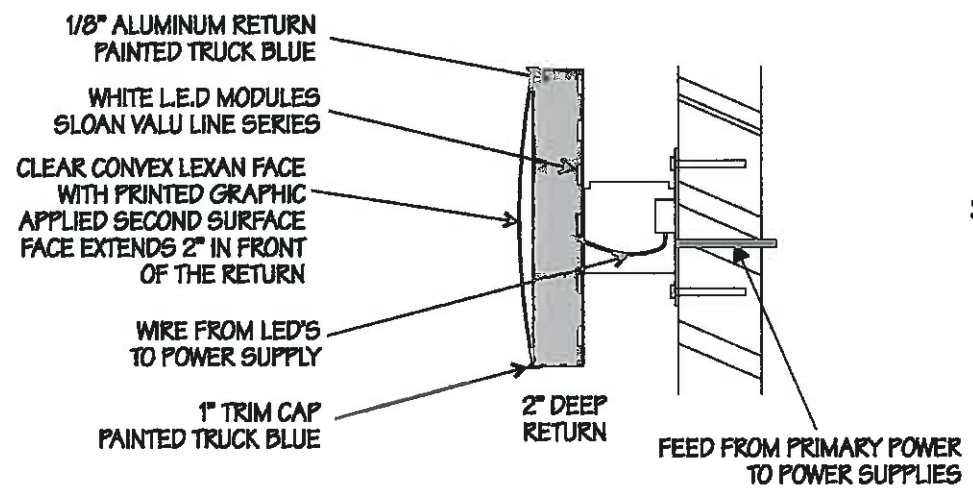
SCALE

3/32" = 1'-0"

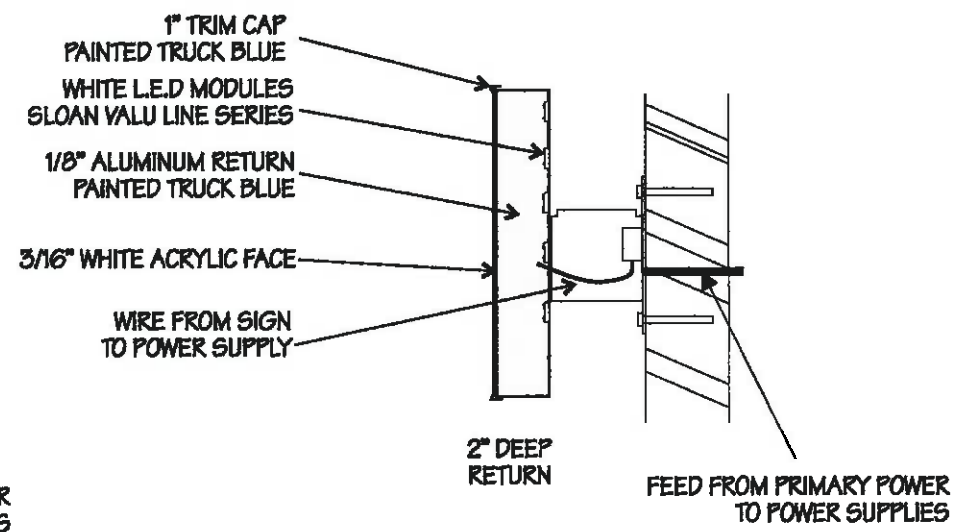
sleep  **number**



STORE FRONT SIGN 42 SQUARE FEET
 1/2" = 1'-0"



SECTION THROUGH LOGO
 NO SCALE



SECTION THROUGH LETTER
 NO SCALE

DRAWN BY SEP	REVISED
DATE 2/22/12	SCALE NOTED



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PAGE 7

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SEP

REVISED

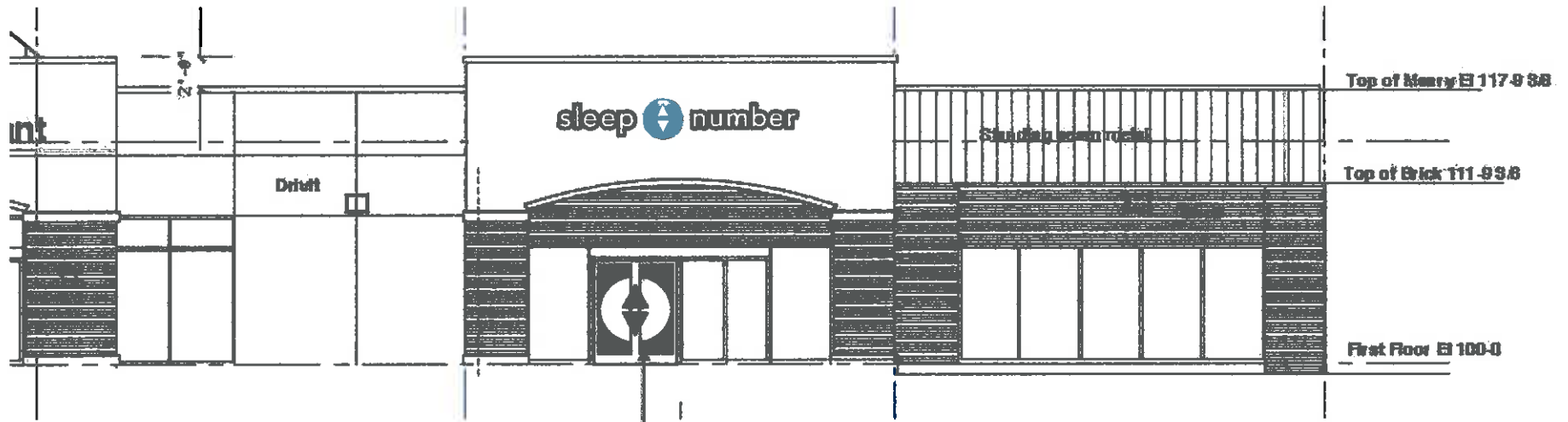
DATE

2/22/12

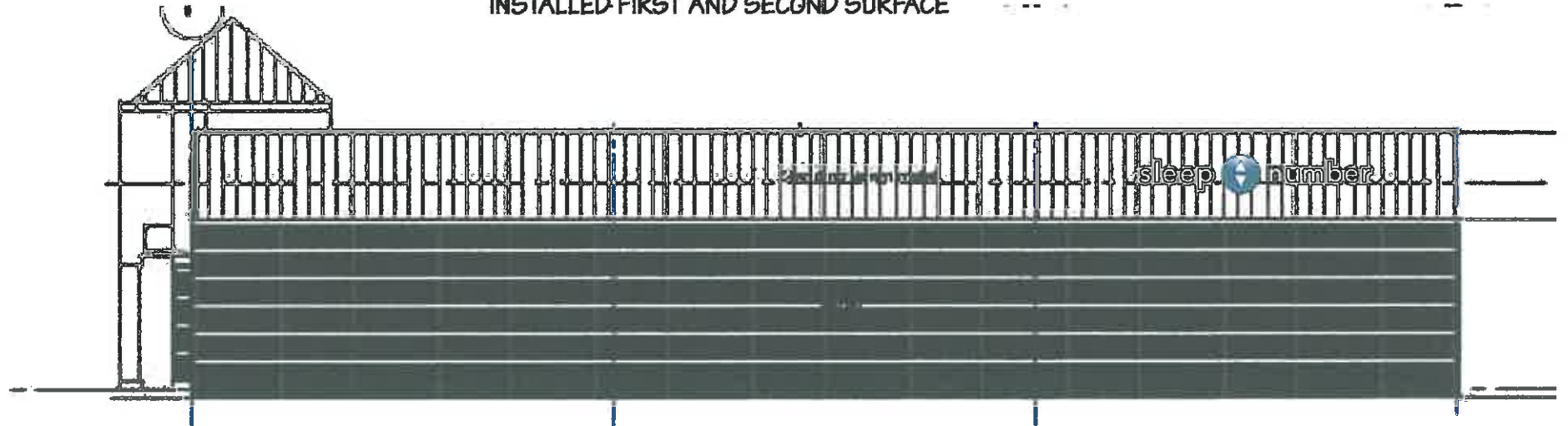
SCALE

NONE

sleep  number



SOUTH ELEVATION
 OPAQUE DARK BLUE VINYL
 INSTALLED FIRST AND SECOND SURFACE



EAST ELEVATION

THESE SIGNS ARE 1.5 SQUARE FEET PER LINEAR FOOT. THIS HAS A MORE LIKELY CHANCE OF BEING APPROVED THAN PAGE 1 BUT WE WILL NOT KNOW FOR SURE UNTIL THE CITY REVIEWS THE LANDLORDS MASTER SIGN PLAN.

SEE PAGE 4
 FOR SPECS

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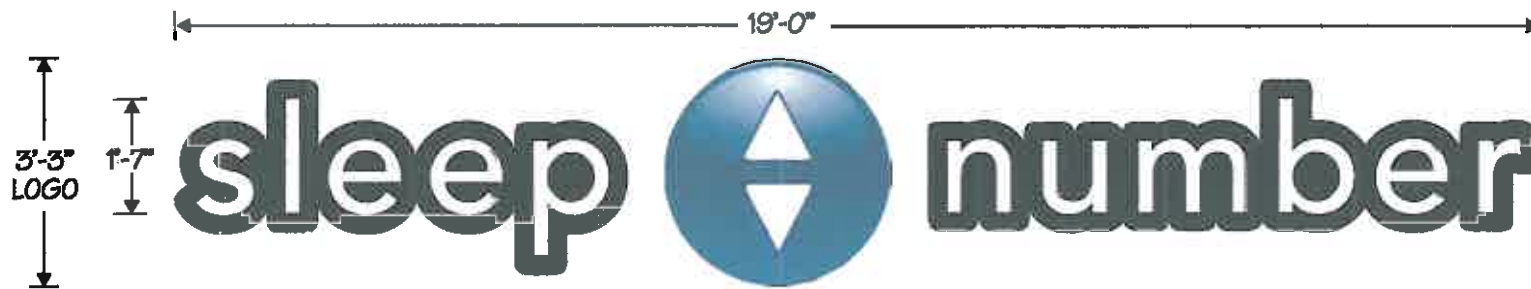
DRAWN BY
 SEP

REVISED

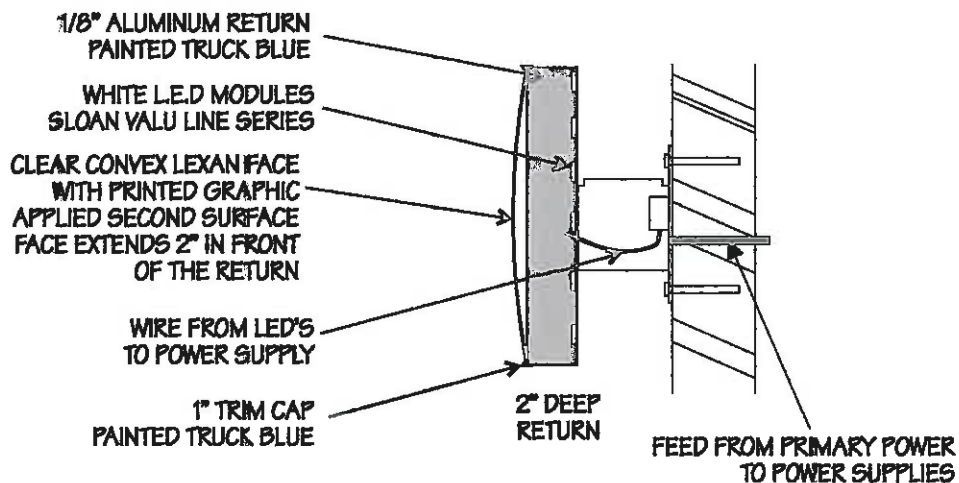
DATE
 2/22/12

SCALE
 3/32" = 1'-0"

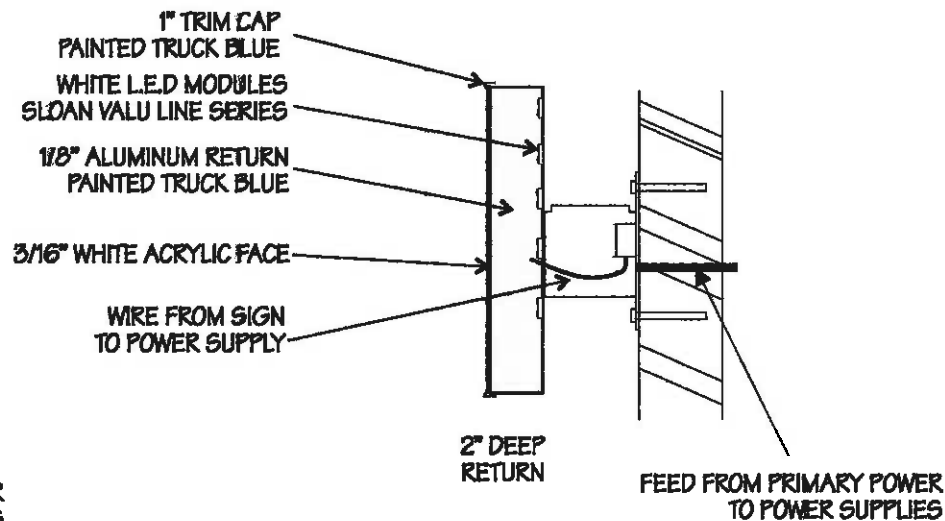
sleep number



STORE FRONT SIGN 61.75 SQUARE FEET
 $3/8" = 1'-0"$



SECTION THROUGH LOGO
 NO SCALE



SECTION THROUGH LETTER
 NO SCALE



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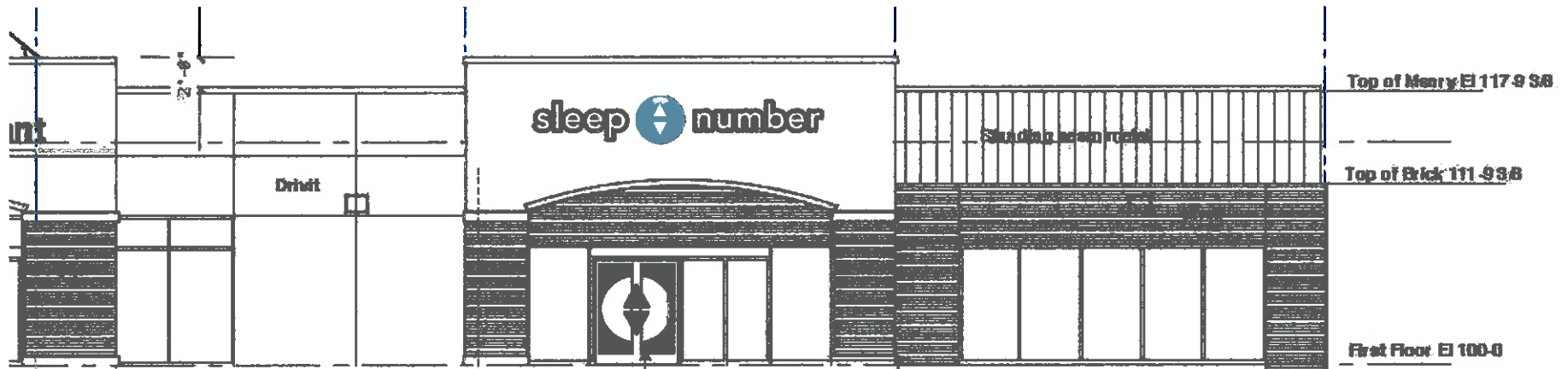
DATE

2/22/12

SCALE

NONE

sleep  number



OPAQUE DARK BLUE VINYL
INSTALLED FIRST AND SECOND SURFACE

SOUTH ELEVATION



EAST ELEVATION

THIS IS WHAT THE LANDLORD IS PROPOSING IN THEIR MASTER SIGN PLAN 2.5 SQUARE FEET PER LINEAR FOOT.
IT IS NOT LIKELY TO PASS BUT IF IT DOES THIS WOULD BE THE MAXIMUM ALLOWED SIGNAGE PER THE LL

SEE PAGE 4
FOR SPECS

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PAGE 1

DRAWN BY

SEP

REVISED

DATE

2/22/12

SCALE

3/32" = 1'-0"

sleep  **number**

Sign A	
Sign	33" Mattress Firm
Sign Type	Channel Letters on a Raceway w/ Backer Panel
Illumination	Internally Illuminated LED
Square Footage	87.09
To Grade	Top of Sign To Grade = 24'-11 1/2" Bottom of Sign To Grade = 21'-0 1/4"

Sign B	
Sign	27" Mattress Firm
Sign Type	Channel Letters on a Raceway w/ Backer Panel
Illumination	Internally Illuminated LED
Square Footage	58.33
To Grade	Top of Sign To Grade = 18'-9 5/8" Bottom of Sign To Grade = 13'-7"

Sign C	
Sign	Mattress Firm SuperCenter
Sign Type	Lexan panels with applied vinyl to be supplied by others
Actual Size	TBD
Viewable Size	TBD
Square Footage	TBD



NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION.



Client: Mattress Firm
 Site #: MF-A15694
 Address: 1723 Country Road B 2 West
 Roseville, MN 55113
 Rosedale

REVISION INFO	01/18/2012	Original Rendering	BC
	03/29/2012	Redrew Elevation Renderings	BC

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Sign A	Sign	30" Mattress Firm linear
	Sign Type	Channel Letters on a Raceway w/ Backer Panel
	Illumination	Internally Illuminated LED
	Square Footage	92.00
	To Grade	Top of Sign To Grade = 17'-5 1/4" Bottom of Sign To Grade = 13'-11 1/4"



Existing



NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION.

	
Jefferson House A1810	Hale Village A1827

Allowable Square Footage this Elevation:	142.50
Formula: Allowed 1.5 square feet per linear foot of store front for entire building 1.5 x 95 = 142.50	
Actual Square Footage this Elevation:	92.00



Client: Mattress Firm
 Site #: MF-A15894
 Address: 1723 Country Road B 2 West
 Roseville, MN 55113
 Rosedale

01/18/2012	Original Rendering	BC
03/29/2012	Redrew Elevation Renderings	BC

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1-800-213-8001

Sign B	
Sign	27" Mattress Firm
Sign Type	Channel Letters on a Raceway w/ Backer Panel
Illumination	Internally Illuminated LED
Square Footage	58.33
To Grade	Top of Sign To Grade = 18'-9 5/8" Bottom of Sign To Grade = 13'-7"



Existing



NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION.



Allowable Square Footage this Elevation:	142.50
Formula: Allowed 1.5 square foot per linear foot of store front for entire building 1.5 x 95 = 142.50	
Actual Square Footage this Elevation:	58.33



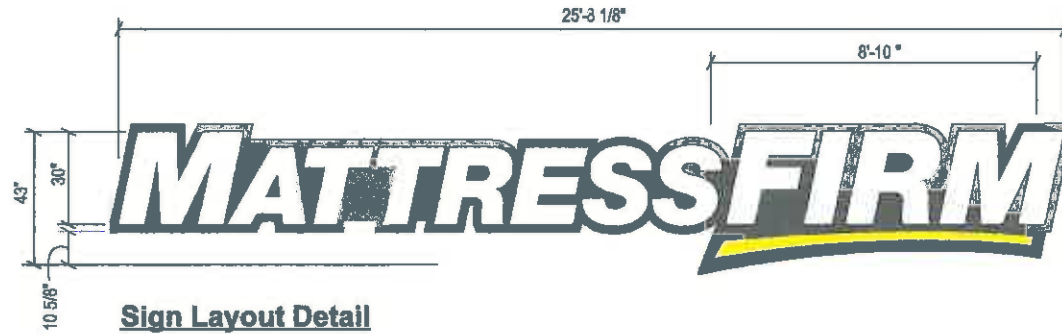
Client: Mattress Firm
 Site #: MF-A15694
 Address: 1723 Country Road B 2 West
 Roseville, MN 55113
 Rosedale

REVISIONS	01/18/2012	Original Rendering	BC
	03/29/2012	Redrew Elevation Renderings	BC

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Sign A	Sign	30" Mattress Firm linear
	Sign Type	Channel Letters on a Raceway w/ Backer Panel
	Illumination	Internally Illuminated LED
	Square Footage	92.00
	To Grade	Top of Sign To Grade = 17'-5 1/4" Bottom of Sign To Grade = 13'-11 1/4"



Sign Layout Detail

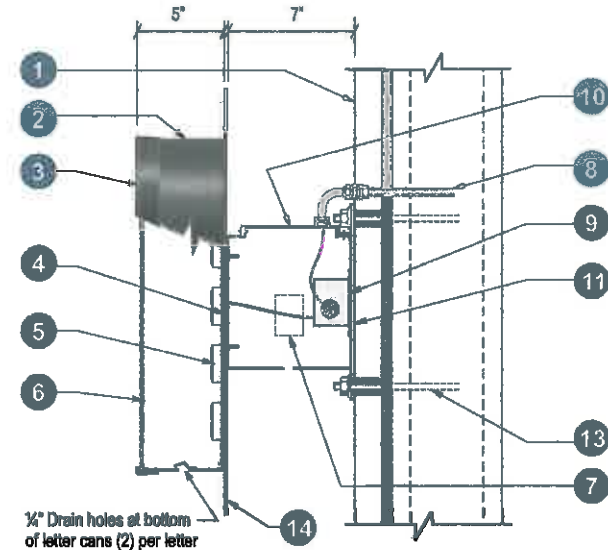
Scale: 1/4" = 1'-0"

Electrical Detail:
Agilight Tuffrayz White led's
() Titanium transformers
Total Amps:
() 20 amp 120V Circuit Req.

General Notes:
This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.
1) Grounded and bonded per NEC 600.7/NEC 250
2) Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
3) Sign is to be UL listed per NEC 600.3
4) UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer* *For multiple signs, a disconnect is permitted but not required for each section

NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION.

Specifications: Channel Letters/ Backer panel/ Raceway
1. Existing Facade: TBD
2. 0.040" Aluminum letter returns painted to match black
3. 0.125" x 1" trim cap to match black
4. 3mm Signabond Lite composite backs (interior of sign can painted ultra white for maximum illumination)
5. White LED's
6. 3/16" acrylic faces; <input type="checkbox"/> R&H #7328 White acrylic for letters <input checked="" type="checkbox"/> R&H #2016 Yellow for "Swoosh" w/ <input checked="" type="checkbox"/> 3m #7725-12 Gloss Black vinyl 'drop shadow' on swoosh
7. Waterproof disconnect switch per NEC 600-6
8. Primary electrical feed
9. Transformers
10. 0.080" Aluminum raceway painted to match the facade
11. 15" x 2" x 0.3875" Aluminum mounting tabs welded to raceway - Maximum: 6" from each end and every 48" o.c.
12. #12 x 1" TEC screws with 1/4" fender washers
13. Mounting hardware to suit
14. 0.080" Backer panel painted to match black

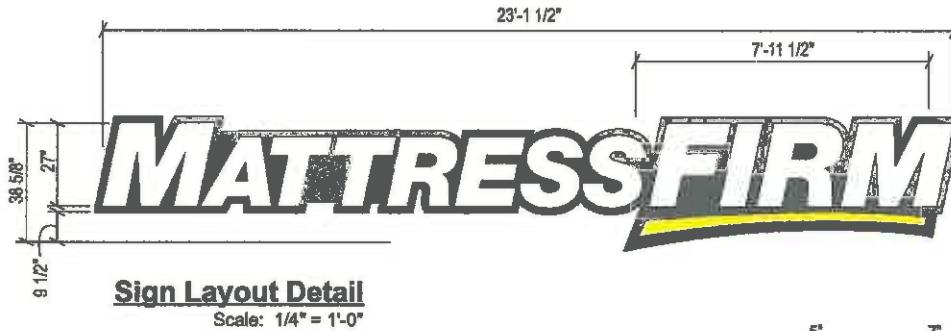


Section @ LED Channel Letter Backer Panel / Raceway Scale: N.T.S.

MATTRESS FIRM	Client: Mattress Firm	01/18/2012	Original Rendering	BC	This rendering is the property of Anchor Sign, Inc. It is for the exclusive use of Anchor Sign, Inc. and the party which requested the rendering. It is an unpublished original drawing not to be distributed, reproduced or exhibited without the consent of Anchor Sign, Inc. Please contact your account manager with questions regarding this statement.
	Site #: MF-A15694	03/29/2012	Redraw Elevation Renderings	BC	
Address: 1723 Country Road B 2 West Roseville, MN 55113 Rosedale					



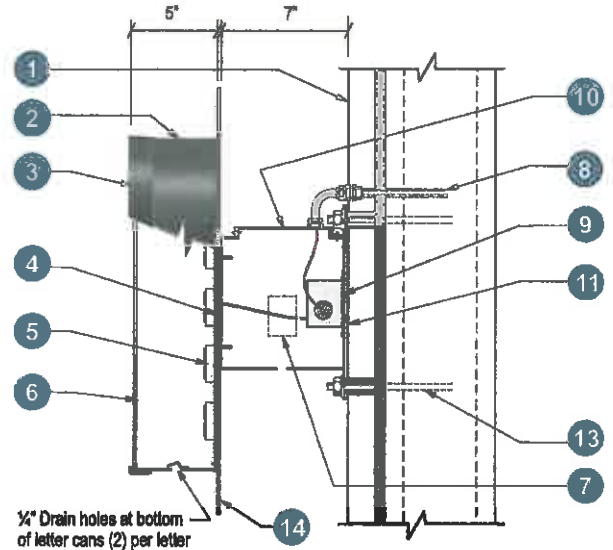
Sign	27" Mattress Firm
Sign Type	Channel Letters on a Raceway w/ Backer Panel
Illumination	Internally Illuminated LED
Square Footage	58.33
To Grade	Top of Sign To Grade = 16'-9 5/8" Bottom of Sign To Grade = 13'-7"



Electrical Detail:
Agilight Tuffrayz White led's
() Xitanium transformers
Total Amps:
() 20 amp 120V Circuit Req.

General Notes:
This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.
1) Grounded and bonded per NEC 600.7/NEC 250
2) Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
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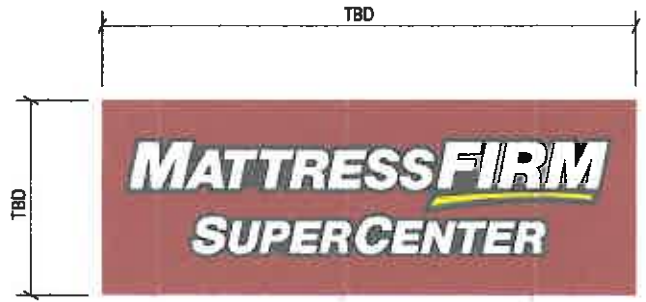


Client:	Mattress Firm	01/18/2012	Original Rendering	BC
Site #:	MF-A15694	03/29/2012	Redrew Elevation Renderings	BC
Address:	1723 Country Road B 2 West Roseville, MN 55113 Rosedale			

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Sign C	Sign	Mattress Firm SuperCenter
	Sign Type	Lexan panels with applied vinyl to be supplied by others
	Actual Size	TBD
	Viewable Size	TBD
	Square Footage	TBD



Applied Vinyl to Existing Panel
Qty. 2 (1 Set) N.T.S.



Pylon Elevation
N.T.S.



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Address:	1723 Country Road B 2 West					
	Roseville, MN 55113					
	Rosedale					





Perry Bolin Architecture, PLLC

Perry Bolin, AIA, NCARB, LEED AP

Memorandum

Date: 02/16/2012 Revised 04/04/12
By: Perry Bolin (PBA)
To: Mark Abramovitz
Project: 1723 County Road B, Roseville
Subject: Master Sign Plan Calculation - Mattress Firm, Select Comfort, & TBD

Master Sign Plan required by the City of Roseville Thomas Pashke 651-792-7005

The MAXIMUM allowable area of wall signs is 1.5 sf x 1.5 = up to 2.25 sf per front foot of the building for each tenant. Total allowable for all sides of the building. Total Wall Sign area 2.25 x 196 LF = 441 sf maximum allowable.

Wall Signs

Mattress Firm 99 lf x 2.25 = 222 SF of total wall sign area allowable
Proposed A 92 SF + B 58.33 = 150.33 SF

Sleep Express 56 lf x 2.25 = 125 sf of total wall sign area allowable
Proposed S 61.75 + E 42 = 103.75

To be determined 41 lf x 2.25 = 92 sf of total wall sign area allowable
Proposed S 54 + N 32 = 86 SF

Total Wall Sign area = 441 sf MAXIMUM
Proposed 150.33 + 103.75 + 86 = 340 SF = 77% of allowable

Freestanding Signs

Up to 150 SF for 3 tenants, maximum height 25 ft
Existing sign is 5 x 15' = 75 SF + 32 sf = 107 SF +/- , 20height +/-

Proposed Mattress Firm Sign C Freestanding Existing upper sign 5 x 15' = 75 SF
Proposed Select Comfort Freestanding lower sign = 1/2 x 32 sf = 16 SF
Proposed TBD Freestanding lower sign = 1/2 x 32 sf = 16 SF
Proposed Total 107 +/- SF (Existing Sign Area) = 71.33% of allowable

Mattress Firm Sign Proposal

Sign A South 25'8" ft long = 92 sf

Sign B West 23' 1 1/2" ft long = 58.33 sf

Sign C Freestanding Existing upper sign 5 x 15' = 75 SF

Select Comfort Sign Proposal

56 lf x 2.25 = 125 sf of total wall sign area

Proposed South 61.75 SF

Proposed East 42 SF

Freestanding lower sign = 1/2 x 32 sf = 16 SF

Future Tenant Signs

41 lf x 2.25 = 92 sf of total wall sign area

Proposed South 54 SF

Proposed North 32 SF

Freestanding Sign - 1/2 x 32 sf = 16 SF