



Community Development Department

651-792-7074 ♦ fax: 651-792-7070

**April 9, 2012**

Mr. John Lohmann  
ZLZ Company LLC  
5220 West 56<sup>th</sup> Street  
Edina, MN 55436

Ms. Mary Ferraro  
Spectrum Sign  
9278 Isanti Street Northeast  
Blaine, MN 55449

**Re: 1909-1911 Highway 36 - Master Sign Plan Approval**

The following is the draft MSP for 1909-1911 Highway 36 as considered by the Planning Division:

**WALL SIGN REQUIREMENTS**

- Advertising, flashing, pulsating, rotating light (or lights), rooftop, banners, mobile signs, and portable signs shall be prohibited, as well as other prohibited signs covered under Section 1010 of the Roseville City Code.
- Wall signs shall be limited to total of 394 square feet calculated as follows: for the Mattress Firm tenant space 125 lineal feet x 1.75 = 219 square feet of signage and for the Spire tenant space 100 lineal feet x 1.75 = 175 square feet of signage.
- Wall signs shall be individual or channel letters that may be illuminated, have finished returns and/or be installed on raceways. Identity logos and/or symbols shall be allowed. Letter and/or logo heights shall not exceed 36 inches.
- Letter returns and raceways may be painted, prefinished, or utilize exposed metal; and exposed metal shall be stainless steel, titanium, bronze, aluminum, or other non-corrosive material.
- Sign panels/cabinets may be used in place of individual or channel letters.
- Sign material shall be limited to metal and acrylic with UV inhibitors. All materials shall be made of high quality durable materials and finishes, and be of the highest quality fabrication.
- Window graphics/signs shall be limited to 25% of the window area.

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**FREESTANDING SIGN REQUIREMENTS**

- The site shall be allowed two freestanding signs, one at the property front adjacent to the frontage road, and one at the rear adjacent to West Perimeter Drive.
- The existing freestanding pole sign is allowed to remain and was permitted to be replaced with a new face for Mattress Firm. In the event there is a name change and/or a new tenant that will assume this sign, the size of the sign shall be reduced to 100 square feet and the pole shall be encased with a decorative panel of other material approved by the Planning Division. This sign shall also be allowed to be replaced with a new freestanding multi-tenant sign with a maximum of 100 square feet, a minimum of a 10 foot setback from property line and an overall height of 25 feet. The sign shall include a minimum 2 foot tall base comprised of brick, block, stone or metal. Plans for the new sign shall be submitted to the Planning Division for review and approval.
- The post and panel sign adjacent to West Perimeter Drive (Spire), which sign is 40 square feet in size, can remain. In the event that the sign seeks a change or replacement, the new sign shall be limited to a new multi-tenant monument design that is no greater than 50 square feet, 6 feet in height, set back a minimum of 10 feet from the rear or north property line, and which sign is comprised of brick, block, stone and/or metal.
- Any leasing information shall be incorporated into one or both freestanding signs (such as contact name and number), or a maximum 24 sq. ft. leasing sign may be placed on the building. No freestanding leasing sign are permitted on the premises.

**OTHER REQUIREMENTS**

- Landlord//owner sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.
- A sign permit is required for the installation of all signs on the premises.

Should you have any questions or comments, please call me at 651-792-7074.

*Respectfully,*

**CITY of ROSEVILLE**

*Thomas Paschke*  
*City Planner*

# ROSEVILLE

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:**

Last name: ZLZ Company LLC First name: Attn: John M Lohmann  
 Address: 5220 West 56th Street City/State/Zip: Edina Minnesota 55436  
 Phone number: 952.270.7325 Email address: jmlohmann@gmail.com

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

Company name: Spectrum Sign Systems, Inc.  
 Last name: Ferraro First name: Mary  
 Address: 9278 Isanti Street NE City/State/Zip: Blaine, MN 55449  
 Phone number: (763) 432-7449 Email address: Mary@spectrum-signs.com

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

1908-11 West Highway 36 Roseville Minnesota

**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] Mgr. Director Date: 2-6-2012

Applicant: Mary R. Ferraro Date: 2-17-2012



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

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1908-11 West Highway 36 Roseville Minnesota

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Property Owner: [Signature] Mgr. Director Date: 2-6-2012

Applicant: Mary L. Ferraro Date: 2-17-2012





# SPECTRUM

SIGN SYSTEMS, INC

9278 Isanti Street NE  
Blaine, MN 55449

763-432-7447 OFFICE  
763-208-9159 FAX

[www.spectrum-signs.com](http://www.spectrum-signs.com)

Custom Signs.  
Simple Solutions.

## Re: 1911 Minnesota Highway 36 Master Sign Plan

The elevations included with this Master Sign Plan package are showing preliminary design intent only. According to the proposed design, the main façade has 242' of lineal frontage.

Based on the current Sign Code allotments the building can have 1.5 times the lineal foot frontage in square feet – 363 square feet.

- (1) Freestanding Sign (Existing Structure) – 112.5 square feet (See Exhibit 1)
  - (1) Post & Panel sign (Existing Structure) – 40 square feet (See Exhibit 5)
  - (2) Spire Federal Credit Union Letter Sets – 31.9 square feet each (See Exhibits 2 & 4)
  - (2) Mattress Firm (formerly Mattress Giant) Letter Sets – 67.23 square feet each (See Exhibits 2 & 3)
- Additional tenant signage (future use) – 167.74 square feet

The above signage is all existing and the building still has 167.74 square feet of allowable wall signage for any future tenants..

## Sign Construction

All Signs shall be made of high quality materials and finishes. The scale and proportions of graphics shall be compatible with the buildings' architectural character and approved in writing by the landlord.

All electrical signs and their installation must comply with all local building and State electrical codes.

All electrical service to signs shall be fully concealed. No sign shall have exposed wiring, ballasts, conduit or transformers.

Permissible sign types: Illuminated Awnings, Face Illuminated Letters, Wall Cabinets.

**Maintenance**

Tenants are responsible for maintaining their signage appearance at all times.

**Freestanding Signage**

1911 Minnesota Highway 36 has an existing freestanding pylon sign 26'-6" tall along Highway 36 for "Mattress Firm" (formerly Mattress Giant). There is also a post and sign along Perimeter Drive. (See Exhibits 1 & 5)

Enclosed 5 Site Plan-Page 7

# **Master Sign Plan**

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**Mattress Firm  
1917 Highway 36 West  
Roseville, MN**

**2.16.2012**

2. | Exhibit 1



(1) Existing D/F Pylon Sign



3. Exhibit 2



See Attached Mattress Firm  
Layouts For Sizing

South Elevation

4. | Exhibit 3



See Attached Mattress Firm  
Layouts For Sizing

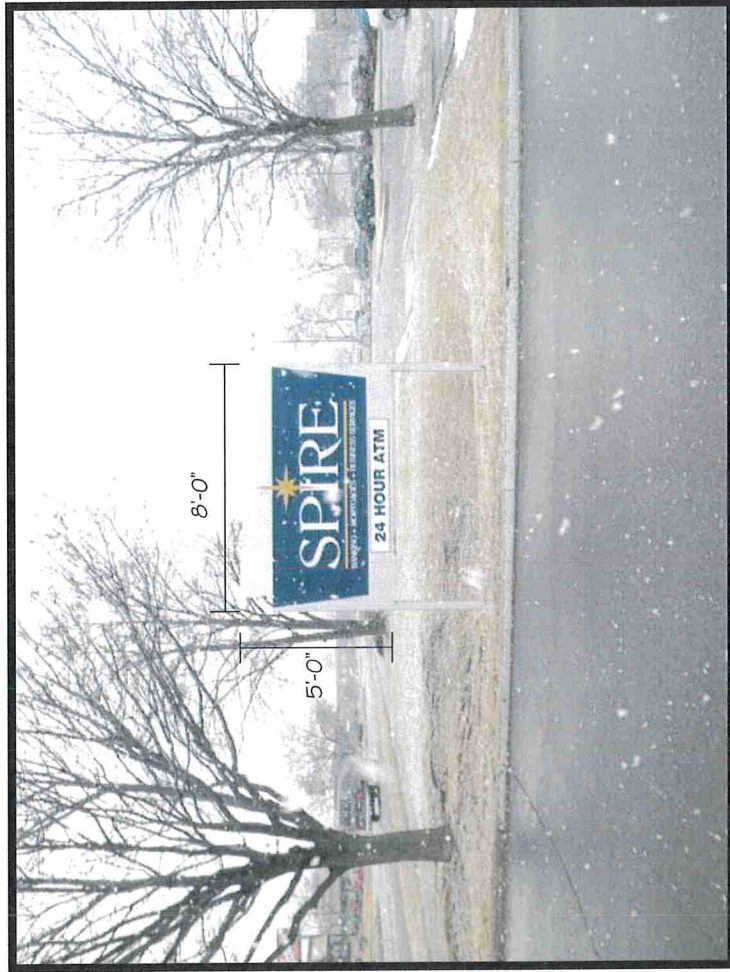
North Elevation

5. | Exhibit 4



East Elevation

6. | Exhibit 5



(1) Existing Post and Panel



7. | Map

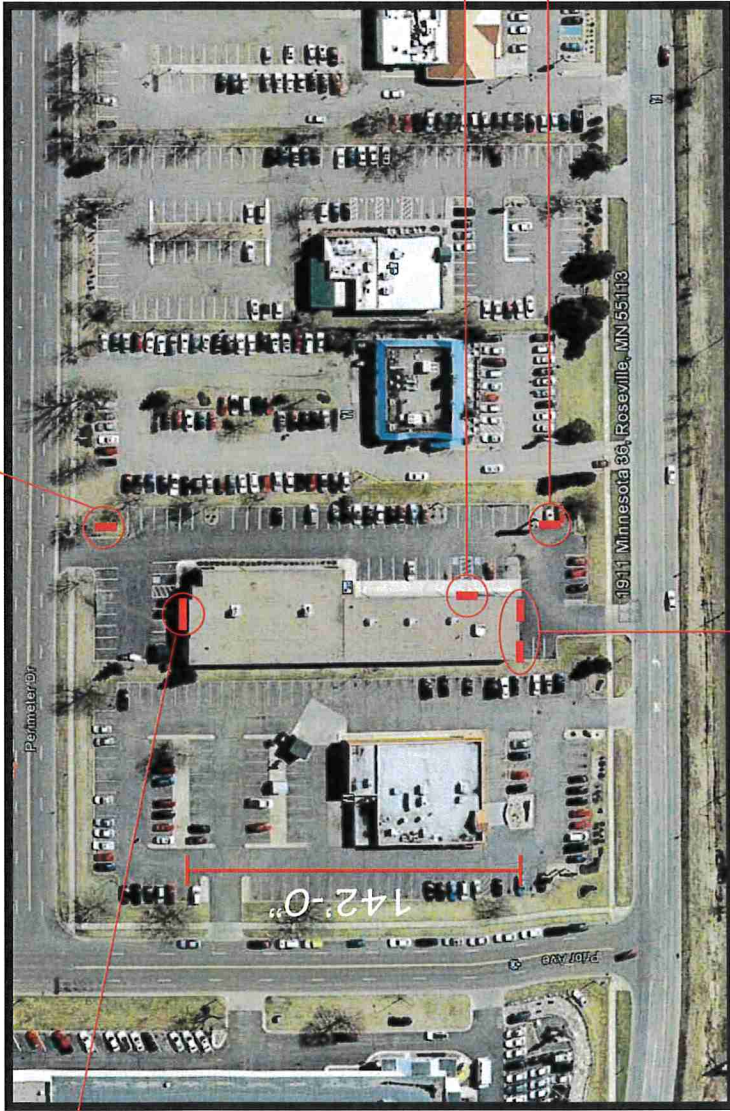


Exhibit 5

Exhibit 4

Exhibit 1

Exhibit 2

Exhibit 3

142'-0"

1911 Minnesota St, Roseville, MN 55113

Perimeter Dr

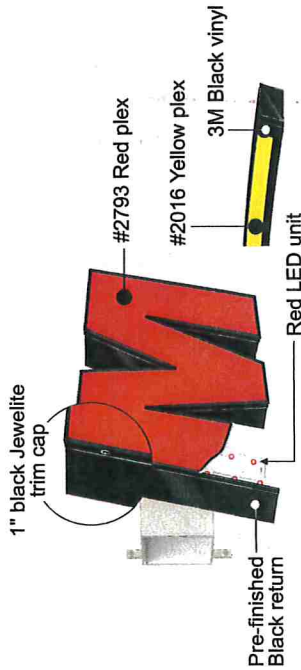
Pilot Ave



S3

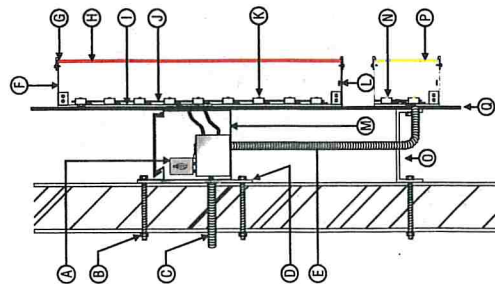
## Raceway Mounted Face-Lit Channel Letters - Red - Background Panel

All letters to have 5" deep aluminum returns with 3/16" #2793 Red plex faces. Returns to be pre-finished black. Faces to be attached via 1" Jewellite Black trim cap retainer system. Illumination to be provided by red LEDs. "Swoosh" underscore to be constructed as a channel letter with 3/16" #2016 Yellow plex with 3M black vinyl applied first surface. Illumination to be provided by amber LEDs. Attach letters and "Swoosh" to background panel (.125" thick aluminum, painted black). Entire assembly to be mounted to raceway (painted to match building SW7562).



### Raceway Wired Letter Cross Section Detail

A	listed disconnect switch
B	mounting varies
C	primary electrical source
D	mounting plate (2" x 1/4")
E	power supply
F	5" (.040) aluminum return
G	1" black Jewellite trim cap
H	3/16" #2793 Red plex face
I	.040 aluminum back
J	supply wire (equidistant)
K	red LED module
L	weep holes
M	8" x 8" aluminum raceway
N	amber LED module
O	aluminum angle kicker
P	3/16" #2016 Yellow plex w/ black vinyl applied
Q	.125" alum. background panel



note: aluminum kicker only required on 36" and 48" lettersets

Raceway to be painted to match fascia unless dictated otherwise by city or landlord.

after



before



Square Footage

BxC
67.23

A	B	C	D	E	F	G	H
24"	3'-2 1/8"	21'-1 13/16"	13'-3 1/16"	7'-5 11/16"	8 1/2"	7'-1 15/16"	2"

Revisions:



File Location: Art/Dept/Core/Color/Vakuar's Firm  
 Date: 12-08-11  
 City/State: St. Paul, MN  
 Designer: EPL  
 PM: KJ  
 Address: 1911 Highway 36 W

Drawing #

C32777-S3

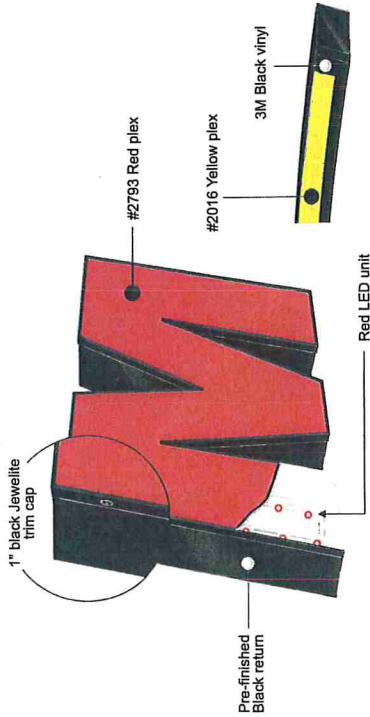
Site Name

73

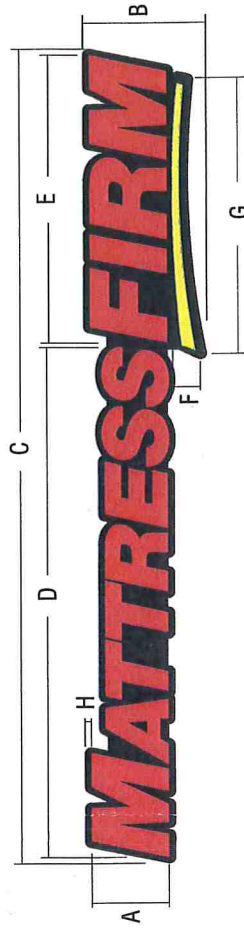
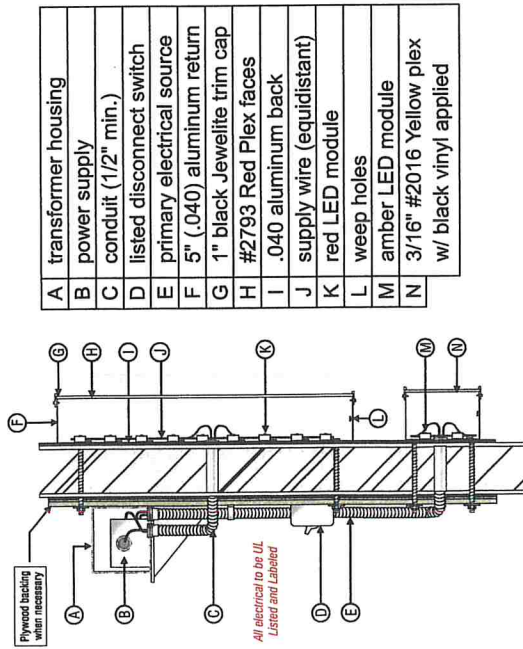
S2

## Remote Wired Face-Lit Channel Letters - Red - Background Panel

All letters to have 5" deep aluminum returns with 3/16" #2793 Red plex faces. Returns to be pre-finished black. Faces to be attached via 1" Jewelite Black trim cap retainer system. Illumination to be provided by red LEDs. "Swoosh" underscore to be constructed as a channel letter with 3/16" #2016 Yellow plex with 3M black vinyl applied first surface. Illumination to be provided by amber LEDs. Attach letters and "Swoosh" to background panel (.125" thick aluminum, painted black). Entire assembly to be mounted flush to fascia.



### Remote Wired Letter Cross Section Detail



Square Footage	
BxC	67.23

A	B	C	D	E	F	G	H
24"	3'-2 1/8"	21'-1 13/16"	13'-3 1/16"	7'-5 11/16"	8 1/2"	7'-1 15/16"	2"

Revisions:



Date: 12-08-11

City/State: St. Paul, MN

Drawing #

PM: KJ

Address: 1911 Highway 36 W

Designat: EPL

File Location: ARD-pc\Care\Cuba\Mattress Firm

Site Name

C32777-S2

73

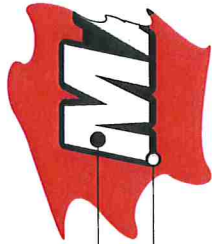


S1

### Replacement Faces - (Qty. 2)

Remove existing faces from D/F pylon sign and replace with (2) new 3/16" white lexan faces decorated with first surface vinyl (colors listed below).

Technical survey required prior to manufacture.



Weeded out to expose white face

3M #3630-22 Black

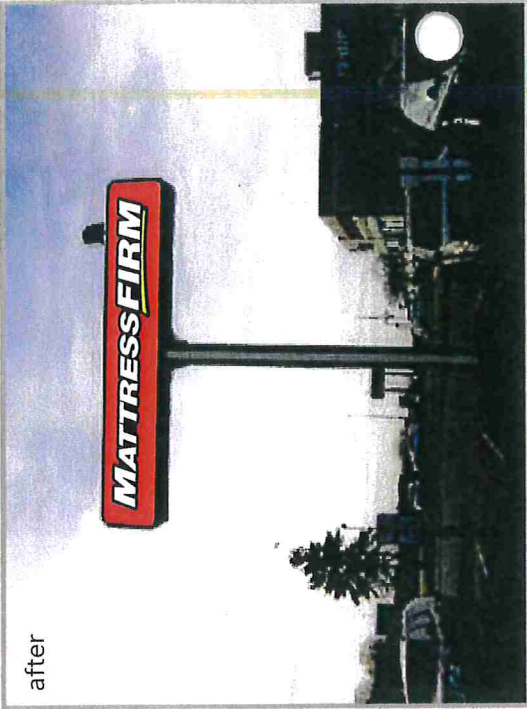
3M #3630-25 Sunflower



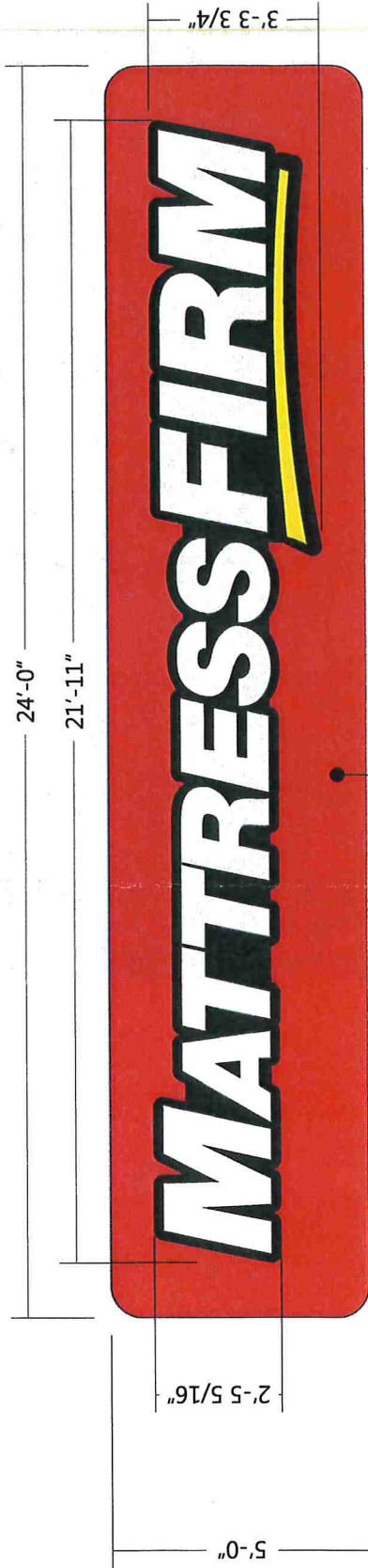
3M #3630-22 Black



before



after



3M #3630-33 Red

NOTE: Dimensions to be verified

Scale: 1:40

Revisions:



File Location:  
ArtDsp\Corr\Clon\Mattress Firm

Date: 12-08-11

Designer: EPL

City/State: St. Paul, MN

Address: 1911 Highway 36 W

PM: KJ

Drawing #

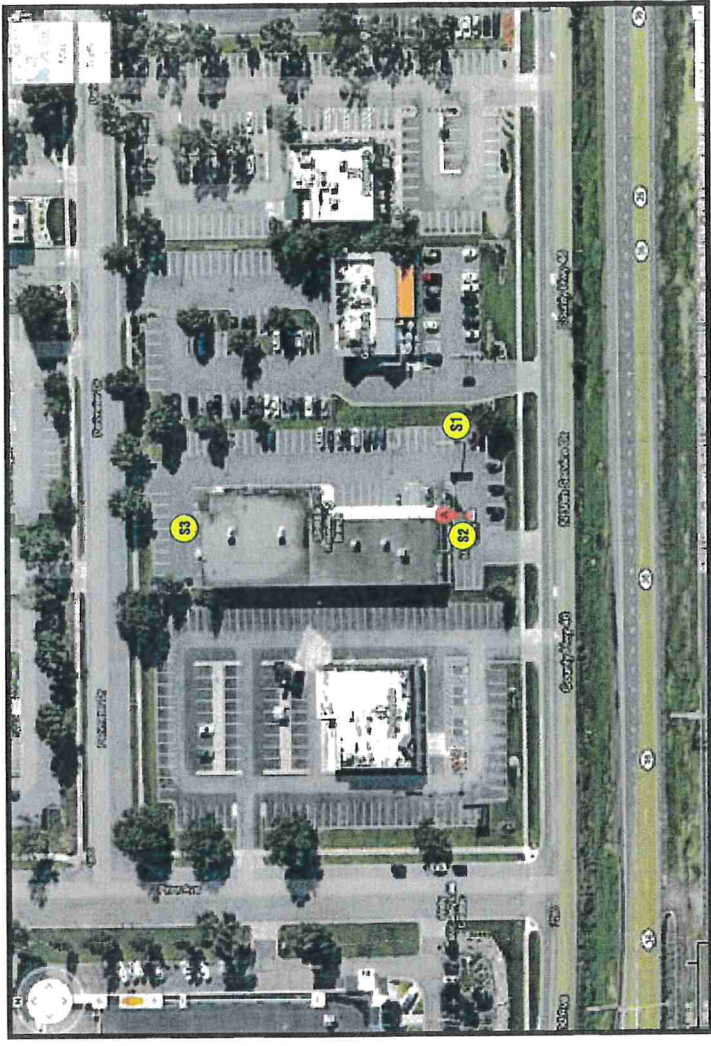
C32777-S1

Site Name

73

# Site Plan

- S1** Replacement Faces - (Qty. 2)
- S2** Remote Wired Face-Lit Channel Letters -  
Red - Background Panel
- S3** Raceway Mounted Face-Lit Channel Letters -  
Red - Background Panel



revisions:

Rev	Description	Date
1	Initial	12-08-11
2	Revised	
3	Revised	

File Location:  
Arboret-Corrections-Multi-us Firm

Date: 12-08-11

Designer: EPL

City/State: St. Paul, MN

Address: 1911 Highway 36 W

Drawing #

C32777-Site

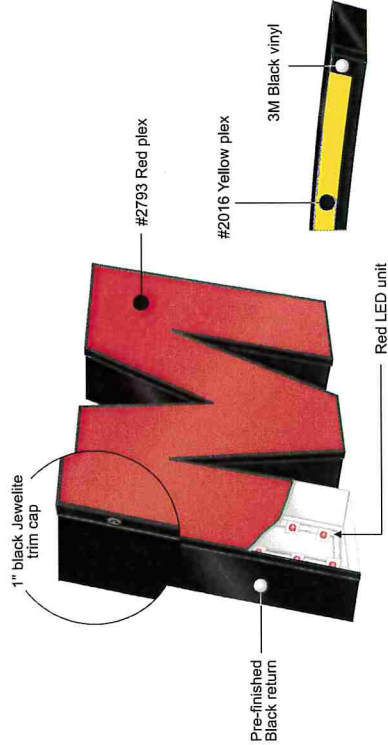
Site Name

73

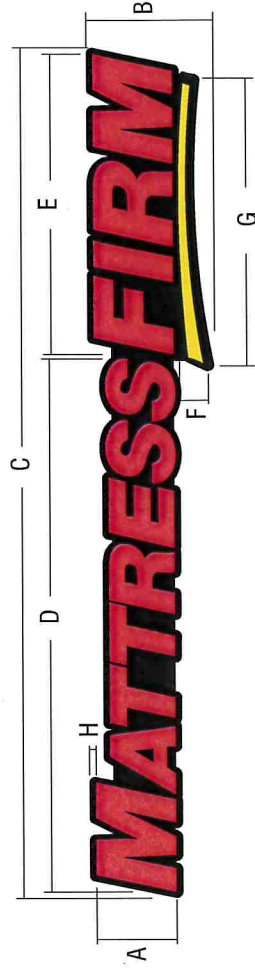
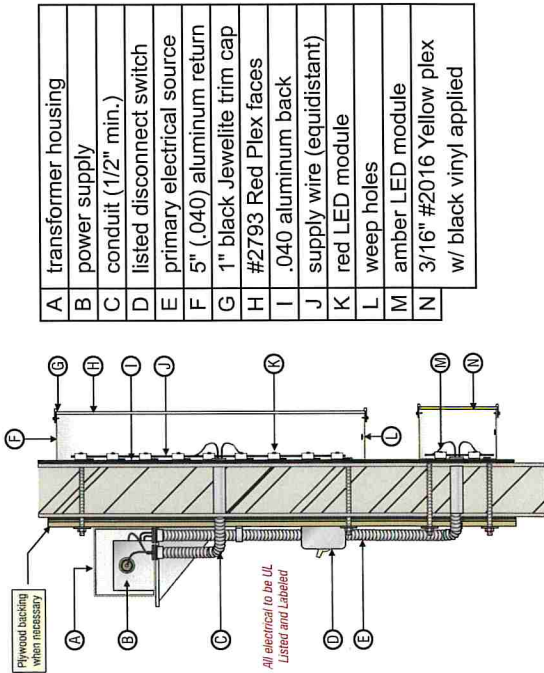


# Remote Wired Face-Lit Channel Letters - Red - Background Panel

All letters to have 5" deep aluminum returns with 3/16" #2793 Red plex faces. Returns to be pre-finished black. Faces to be attached via 1" Jewelite Black trim cap retainer system. Illumination to be provided by red LEDs. "Swoosh" underscore to be constructed as a channel letter with 3/16" #2016 Yellow plex with 3M black vinyl applied first surface. Illumination to be provided by amber LEDs. Attach letters and "Swoosh" to background panel (.125" thick aluminum, painted black). Entire assembly to be mounted flush to fascia.



## Remote Wired Letter Cross Section Detail



Square Footage

BxH	67.23
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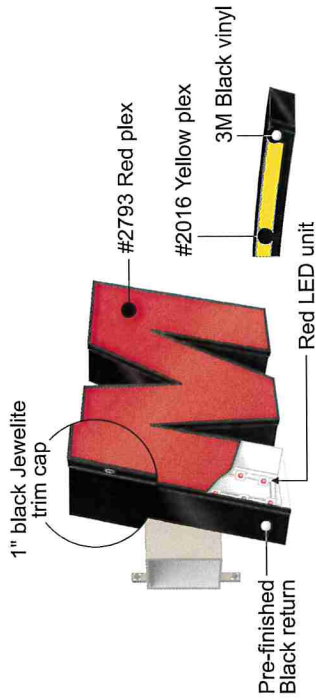
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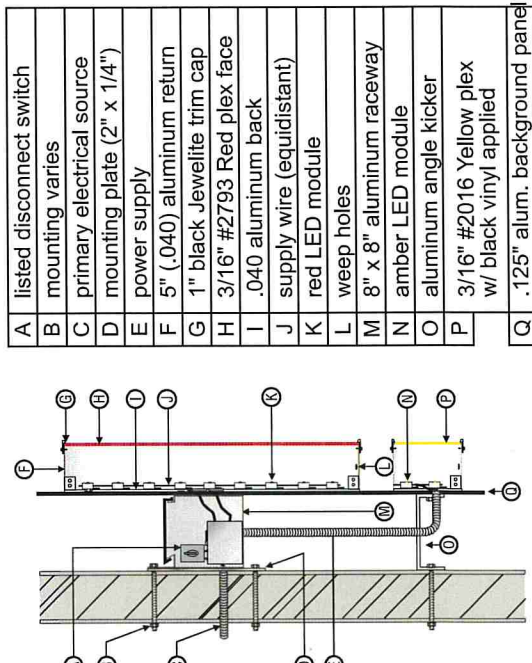
S3

## Raceway Mounted Face-Lit Channel Letters - Red - Background Panel

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### Raceway Wired Letter Cross Section Detail

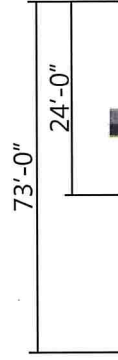


note: aluminum kicker only required on 36" and 48" lettersets

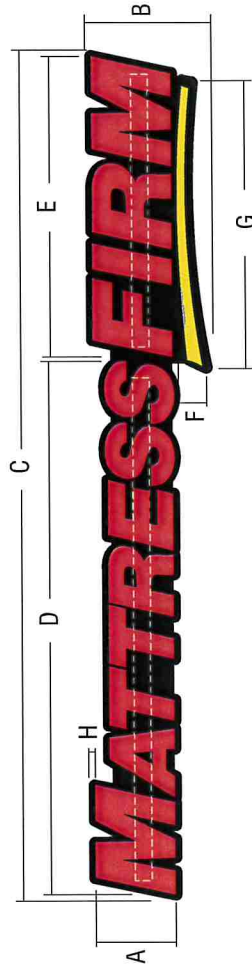
Raceway to be painted to match fascia unless dictated otherwise by city or landlord.

Revisions:  
 X  
 X  
 X

after



before



Square Footage

BxC	
67.23	

A	B	C	D	E	F	G	H
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Date: 12-08-11  
 Designer: EPL  
 PM: KJ

City/State: St. Paul, MN  
 Address: 191 Highway 36 W

File Location:  
 ArtDept\ColorColors\Mattress Firm

Drawing #  
 C32777-S3

Site Name  
 73

# Master Sign Plan

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**Mattress Firm**

**1911 Highway 36 West**

**Roseville, MN**

**2.16.2012**



2. Exhibit 1



(1) Existing D/F Pylon Sign

3. Exhibit 2



See Attached Mattress Firm  
Layouts For Sizing

South Elevation



4. Exhibit 3



See Attached Mattress Firm  
Layouts For Sizing

North Elevation



5. Exhibit 4



East Elevation



(1) Existing Post and Panel



7. | Map

