

Bloomington Central Station

Master Sign Plan Narrative

PL202300005

January 18, 2023

Developer:

McGough Development
2737 Fairview Avenue North
St. Paul, MN 55113

Prepared by:

Elness Swenson Graham Architects, Inc.

The following is a brief narrative outlining our proposed Master Sign Plan for the **Bloomington Central Station Planned Development**.

Bloomington Central Station is a 1,996,421 square foot (approx. 46 acre) development located in Bloomington, Minnesota and managed by McGough Companies. The development consists of three (3) existing residential buildings, one (1) residential building currently under construction, one (1) existing parking ramp, one (1) existing hotel, and one (1) existing office building.

Design of freestanding signs and wall signs is regulated as a Class VII Sign District (HX-R District) under the sign regulations as set forth in Section 19.115.01 of the City Sign Regulations. In addition, the wall signs for the hotel and planned office building adhere to standards set in Section 19.121(b) for Hotels and Section 19.124(b) for Offices over seven stories tall of the City Sign Regulations.

The Master Sign Plan includes concept drawings and general locations for freestanding ground signs and outlines the maximum signage allowed for all wall signage. Permits for specific signs will be applied for by project phase. Detailed location plans, dimensions and sight triangle analysis will be submitted as required with the specific application. McGough Companies is responsible for having all signage conform with this document. All drawings submitted for permitting must be signed by McGough Companies.

All ground signage was designed in a consistent character with like materials. Freestanding Ground Signs indicating Tenant Identity sit atop a concrete base (See Drawings). Freestanding Ground Signs for Vehicular Wayfinding consist of an aluminum cabinet atop a concrete base with white pressure-sensitive letters for directional purposes (See Sheet MSP.02).

Wall signage will be designed in a consistent character with like materials. All buildings will adhere to the maximum wall signage limits as outlined in the Master Sign Plan.

This document addresses the previously approved existing buildings and buildings under construction as follows:

Health Partners, Office

14 stories; 302 rooms

Reflections Condominiums, Multifamily Residential

17 stories; 282,000 sf building

Hyatt Regency, Hotel

8 stories; 303 guest rooms

IndiGO, Multifamily Residential Apartment #1

6 stories; 650,043 sf building

The Fenley, Multifamily Residential Apartment #2

6 stories; 632,176 sf building

Carbon/31, Multifamily Residential Apartment #3 (Under Construction)

6 stories; 623,872 sf building

Parking #1, Phase 1

8 levels; 1,650 parking stalls

Additionally, this document also addresses other Development areas as follows:

Central Station Park; 96,243 sf

Retail #1 (*Hyatt Regency*): 3,034 sf

Retail #2 (*The Fenley*), Phase 2: 2,050 sf

Retail #3 (*Carbon/31*), Under Construction: 14,213 sf

Master Sign Plan: Apart from the requested exceptions outlined below, all existing and proposed signage for the various buildings and sites comprising the Bloomington Central Station planned development site shall follow the regulations of the underlying Class VII Sign District (HX-R) or Sign Regulations hereafter amended by the City of Bloomington.

Development Application: This submittal includes application for:

- Master Sign Plan

The Master Sign Plan requests the following deviations from the City of Bloomington Article X Sign Regulations and Class VII Sign District standards:

1. Monument Sign, American Boulevard (Sign **FS-D01**; See Plans): The two-sided freestanding sign is proposed as the signature development sign for Bloomington Central Station. Positioned along American Boulevard at the east side of the future intersection with 31st Avenue South, it functions as a strategic marker for the BCS campus, signaling the location of this significant mixed-use enclave within the South Loop District. It also serves to identify key commercial uses and public amenities located within the development. Visibility and legibility are essential to its function.

With this in mind, the proposed sign is designed to be 198 square feet in area (18 feet tall x 11 feet wide). This sign would qualify as a monument sign since its size exceeds both the maximum surface area and the maximum height for a “ground sign” under the Sign Regulations. Monument signs are not allowed within the Class VII Sign District.

The proposed sign is appropriate for the application and the character of the project for the following reasons:

- The scale of the Development (46 acres) with its multiple parcels and buildings, especially when considering its future growth, warrants a significant and recognizable identification sign beyond an allowed 100 square foot ground sign.
- The proposed monument sign is compatible with the placemaking strategy for the larger Bloomington Central Station Development with its quality of design and construction. The material finish, detailing, and usage of branding elements is consistent with the character of existing signage around the Development.
- The proposed monument sign is mostly intended for passersby in vehicles traveling along American Boulevard, with the goal of attracting people to enter into the Development and broader South Loop district.
The American Boulevard Right Of Way along the north frontage of Bloomington Central station is approximately 110 feet to 120 feet in width with four to five lanes of traffic plus a sizeable median. The scale of this roadway combined with the normal speed of traffic along this route calls for a properly sized sign to ensure legibility from distance and promote driver safety. The goal is to tastefully publicize the Bloomington Central Station campus location and its on-site commercial tenant and public amenities to passersby – in a safe and effective manner.

2. Monument Sign, East Old Shakopee Road (Sign **FS-D02**; See Plans): The two-sided freestanding sign is proposed as a second signature development sign for Bloomington Central Station along its southerly frontage. The precise location of the sign will be considered and determined at a future time. Similar to the requested monument sign (FS-D01) on American Boulevard, it will function as a strategic marker for the BCS campus, signaling the location of this significant mixed-use enclave. Similar to the proposed monument sign at American Boulevard, it will also serve to identify key commercial uses and public amenities located within the Development.

The proposed sign is designed to be 198 square feet in area (18 feet tall x 11 feet wide), the same size as the proposed American Boulevard monument sign. For the same reasons cited in #1 above, this sign is appropriate for the scale and character of the development.