

June 4, 2019

City of Bloomington
Planning Division – Mike Centinario
1800 W. Old Shakopee Rd
Bloomington, MN 55431

RE: Uniform Sign Design for CIC No 2091, Bloomington Commercial Condominiums
Hilton Tru/Home2Suites & WhirlyBall Twin Cities, 2405 – 2435 E Old Shakopee Rd

This development includes a dual branded hotel of 182 rooms on four floors, as well as a two level entertainment center. This Uniform Sign Design is presented as required by City Code §19.109. The signage for the hotel building within the development is in accordance with §19.121 – Signs For Hotels. The signage for the entertainment center is in accordance with §19.113 – Class IV Sign District (Zoning CS-1).

A. FREESTANDING IDENTIFICATION SIGN

1. Monument – Double faced, 3 panels, 1 each for Home2Suites, Tru, and WhirlyBall, 9'5" x 10' 7"

Location – North side of property near driveway off Old Shakopee Rd.

Material – Limestone, Aluminum, Acrylic

Sign Regulations:	<u>ALLOWED</u>	<u>PROPOSED</u>
Sign Area	150 SQ FT ¹	150 SQ FT
Overall Height	20'	20'
Setback	20'	20'
Illumination	YES	YES

B. WALL SIGNS

[Hotel Building]

1. Channel Letters – Letters w/ Logo, 7'6" logo w/ 3' 3½" letters x 15'4&3/8"

Location – East Elevation

Material –Aluminum, Acrylic, Vinyl

Sign Status – Large wall sign

Sign Regulations:	<u>ALLOWED</u>	<u>PROPOSED</u>
Elevations	2	1 of 2
Sign Area	250 SQ FT	115 SQ FT
Max Height from roof	20'	3'
Illumination	YES	YES

¹ The entertainment center has 148' lineal feet of building length on the North street frontage, the hotel has 63', for a total of 211 lineal feet. Per §19.113(a)(5)(B), the maximum sign size is 100 SF plus 1 SF per 1' of length over 100 (=111) up to a maximum of 150 SF.

2. Channel Letters – Letters w/ Logo, 7'6" logo w/ 3' 3 1/2" letters x 15' 4 3/8"

Location – North Elevation

Material –Aluminum, Acrylic, Vinyl

Sign Status – Large wall sign

Sign Regulations:	<u>ALLOWED</u>	<u>PROPOSED</u>
Elevations	2	2 of 2
Total Sign Area	250 SQ FT	250 SQ FT
Max Height from roof	20'	3'
Illumination	YES	YES

[WhirlyBall Building]

3.&4. Primary Elevation

Channel Letters –

1st sign: Letters w/ logo, 3'6" letters x 25' 11",

2nd sign letters w/ logo [Future Sign details TBD]

Location – North Elevation

Material –Aluminum, Acrylic, Vinyl

Sign Status – Primary elevation

Elevation area of wall – 148' length by 25' height = 3,700 SF x 10% = 370 SF Permitted

Sign Regulations:	<u>ALLOWED</u>	<u>PROPOSED</u>
Number of Signs	ANY	2
Total Sign Area	370 SQ FT	367.33 SQ FT
Illumination	YES	YES

5. Secondary Elevation

Channel Letters – Letters w/ logo, 4'1" letters x 29' 11.5"

Location – East Elevation

Material –Aluminum, Acrylic, Vinyl

Sign Status – Secondary elevation

Elevation area of wall – 150' length x 25' height plus additional 17' length x 12' height = 3954 SF x 7% = 276.78 SF Permitted

Sign Regulations:	<u>ALLOWED</u>	<u>PROPOSED</u>
Number of Signs	ANY	1
Total Sign Area	276.78 SQ FT	272 SQ FT
Illumination	YES	YES

C. DIRECTIONAL SIGNS

1. Freestanding Sign – Single (North) face reading Home2Suites / Tru, 2'6" x 4'7"

Location – East side of property where hotel/WhirlyBall traffic diverge

Material – Aluminum, Acrylic, Vinyl

Sign Regulations:	<u>ALLOWED</u>	<u>PROPOSED</u>
Sign Area	12 SQ FT	12 SQ FT
Overall Height	6'	6'
Setback	20' R.o.W. and 5' Property	270' and 7'
Illumination	YES	YES



PROJECT: WHIRLYBALL
2435 E OLD SHAKOPEE ROAD
BLOOMINGTON, MN

[illegible]

Signature SLB Date 2018.10.01

Andrew M. Berenberg Printed name 25126

Reg. No.

06/30/2020

My license renewal date is:

11 pages

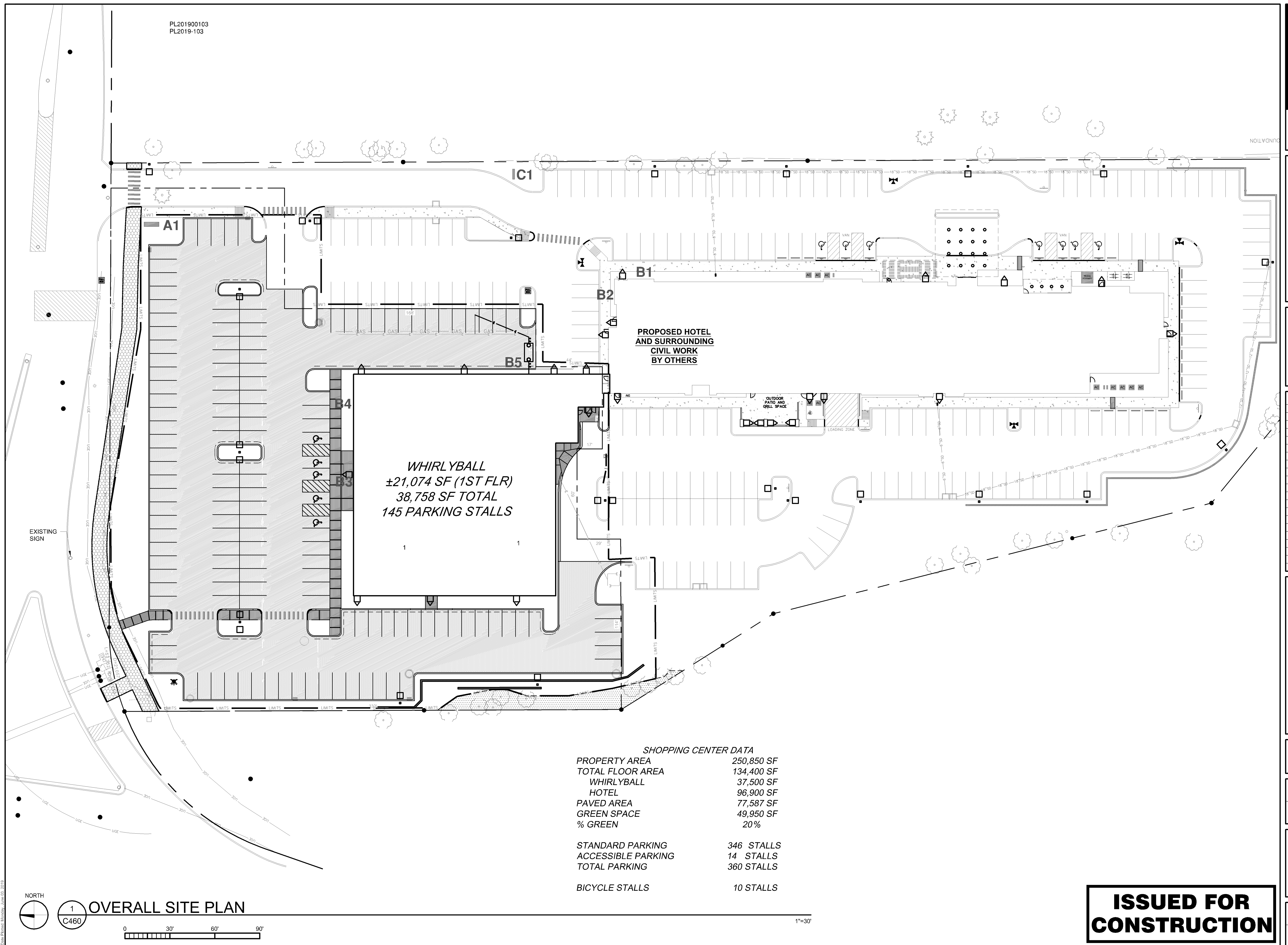
Pages or sheets covered by this seal

DATE: 07/05/17		DRAWN: TSH	
DESIGNED: AMB	CHECKED: PDK	APPROVED: ---	

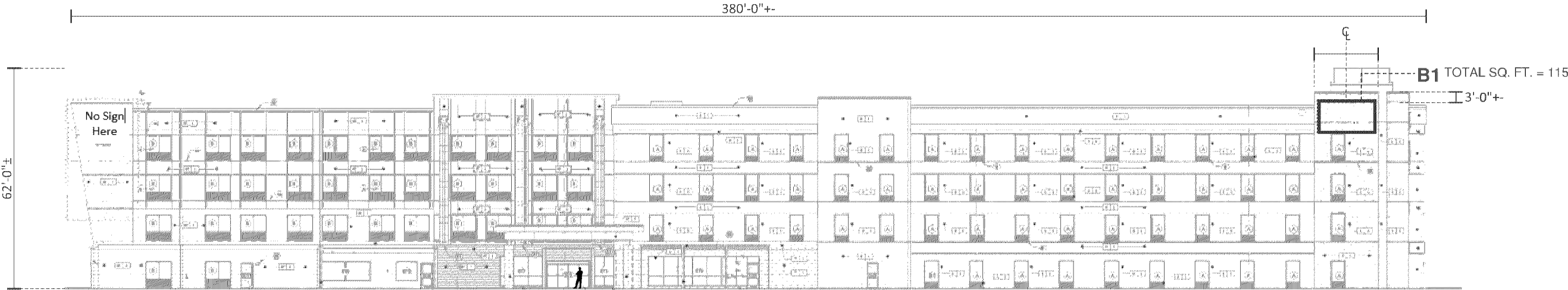
OVERALL SITE PLAN

C460

SCALE:
AS NOTED



PL201900103
PL2019-103

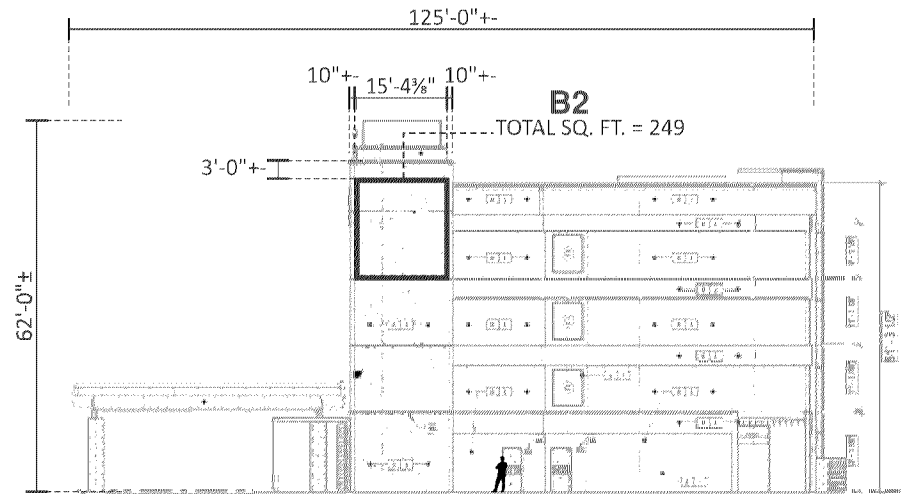


EAST ELEVATION | PROPOSED SIGNAGE

SCALE: 1/32" = 1'-0"

B1 - 115 SQ FT (15' 4&3/8" x 7' 6") - 7'6" logo w/ 3' 3½" letters x 15' 4&3/8"

B2 - 249 SQ FT (15' 4&3/8" x 16' 4") - 7'6" logo w/ 3' 3 ½" letters x 15' 4&3/8"



NORTH ELEVATION | PROPOSED SIGNAGE

SCALE: 1/32" = 1'-0"



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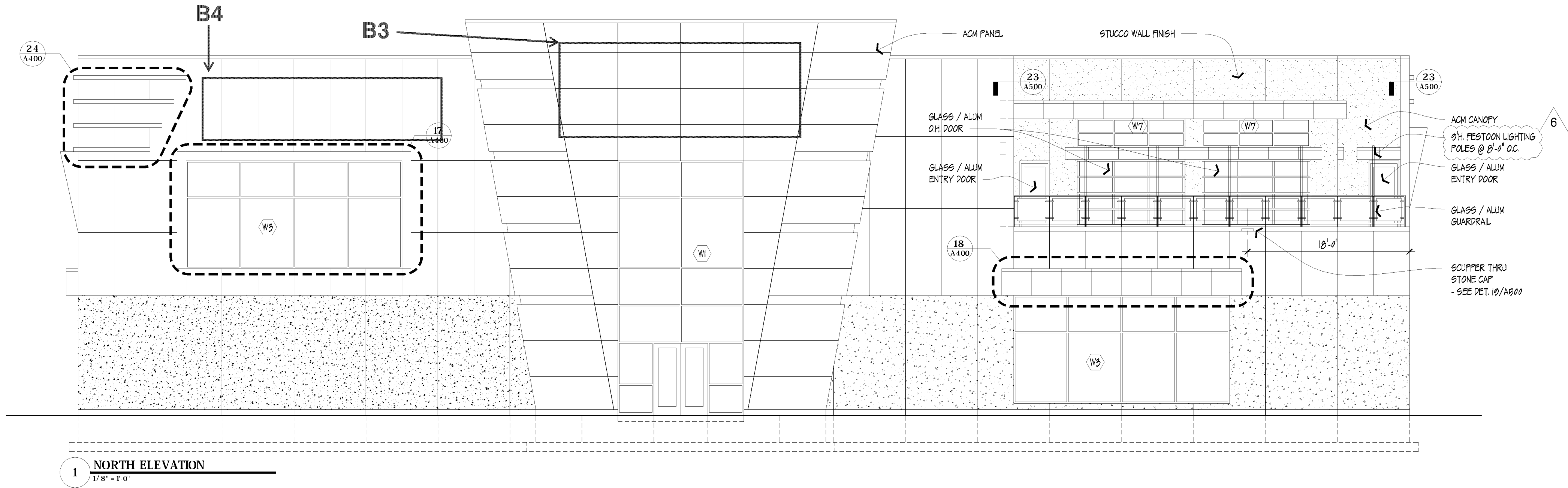
National Headquarters	14201 Sovereign Road #101 Fort Worth, TX 76155 (214) 902-2000 Fax (214) 902-2044
	17315 San Pedro Avenue Suite 200 San Antonio, TX 78232 (210) 349-3804 Fax (210) 349-8724
San Antonio	3220 Executive Ridge Drive Suite 250 Vista, CA 92081 (760) 734-1708 Fax (760) 734-3752
West Coast	2301 River Road Suite 201 Louisville, KY 40206 (502) 897-9800 Cell (502) 554-2575
Northeast US	2584 Sand Hill Point Circle Davenport, FL 33837 (866) 420-1100 Fax (866) 424-1160
Florida	111 Woodstone Place Dawsonville, GA 30534 (678) 725-8852 Fax (210) 349-8724
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South Texas	

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FINAL ELECTRICAL
CONNECTION BY
CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED
IN ACCORDANCE WITH ARTICLE 610 OF THE
NATIONAL ELECTRICAL CODE AND/OR OTHER
APPLICABLE LOCAL CODES. THIS INCLUDES
PROPER GROUNDING & BONDING OF THE SIGN.
SIGN WILL BEAR UL LABEL (S)

PL201900103
PL2019-103



Studio 55 Architects, LLP
10700 Highway 55, suite 275
Plymouth, MN 55441
763.544.8370
studio55architects.com

B3 207.33 SQ FT (8' x 25' 11") Logo with 3'6" letters x 25' 11"

B4 160 SQ FT Logo with channel letters

B5 272 SQ FT (9' 1" x 29' 11.5") Logo with 4'1" letters x 29' 11.5"

