

December 02, 2020

City of Bloomington Planning Division
1800 West Old Shakopee Road
Bloomington, MN 55431

RE: Uniform Sign Design (USD) for Bloomington Subaru and Bloomington Acura

The USD presented for Bloomington Subaru (500 American Boulevard West) and Bloomington Acura (7801 Lyndale Avenue South), two separate automobile dealerships on a single site in the city of Bloomington. These separate automobile dealerships are regulated under the proposed amendments to the sign regulations set forth in Section 19.122 Signs for Class I (New) Motor Vehicle Sales.

KEY DEALERSHIP

Sx.x Bloomington Subaru

Ax.x Bloomington Acura

TYPE OF SIGN

x1.x Freestanding Identification Sign

x2.x Wall Signs (Primary Elevation)

x3.x Wall Signs (Secondary Elevation)

x4.x Directional Signage

x5.x Incidental Signage

SIGN NUMBER

x.x.1 Number Designation

Example: S1.1 would be the first Freestanding Identification Sign for Bloomington Subaru.

TOTAL SIGN AREA (not including directional or incidental signs)

<u>BLOOMINGTON SUBARU</u>	<u>Allowed</u>	<u>Proposed</u>
Freestanding Identification Sign	75 SF (second on site)	70.72 SF
Primary Elevation	$(25' \text{ H}) \times (231' \text{ W}) \times (0.06) = 347 \text{ SF}$	308.76 SF
Secondary Elevation	$(25' \text{ H}) \times (237' \text{ W}) \times (0.04) = 237 \text{ SF}$	189.10 SF
Total	659 SF	568.58 SF
<u>BLOOMINGTON ACURA</u>	<u>Allowed</u>	<u>Proposed</u>
Freestanding Identification Sign	100 SF (first on site)	100.00 SF
Primary Elevation	$4,416 \text{ SF} \times (0.06) = 265 \text{ SF}$	76.00 SF
Secondary Elevation	$4,758 \text{ SF} \times (0.04) = 190 \text{ SF}$	NOT USED
Total	350 SF	176.00 SF

BLOOMINGTON SUBARU

S1.1 Freestanding Identification Sign

Description: Pylon sign, double faced, reading 'SUBARU' w/ 'Star Cluster' Logo
Location: Southwest corner of property line along American Boulevard
Materials: Steel, Aluminum, and Arlon

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	75 SF	6'-4" H x 11'-2" W = 70.72 SF
Overall Height:	30'-0"	21'-0"
Setback:	20'-0"	20'-0"
Illumination:	Yes	LED

S2.1 Wall Signs (Primary Elevation)

Description: 50" H channel letters reading 'SUBARU' with 74"H 'Star Cluster' cabinet sign
Location: North elevation facing Interstate 494
Materials: Aluminum, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	6%	50" H x 32'-1 5/8" W = 133.90 SF (letters) 74" H x 12'-6 5/8" W = 60.76 SF (oval) 201.20 SF (total)
Illumination:	Yes	LED
Elevation Width:	80%	20%
Cabinet to Channel Ratio:	33% (1/3)	30%

S2.2 Wall Signs (Primary Elevation)

Description: 36"H channel letters reading 'BLOOMINGTON'
Location: North elevation facing Interstate 494
Materials: Aluminum, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	6%	36" H x 35'-10 1/4" W = 107.56 SF
Illumination:	Yes	LED
Elevation Width:	80%	14%

S3.1 Wall Signs (Secondary Elevation)

Description: 36"H channel letters reading 'SUBARU' with 53"H 'Star Cluster' cabinet sign
Location: South elevation facing American Boulevard on entrance slate tower
Materials: Aluminum, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	4%	36" H x 23'-1 3/4" W = 69.44 SF (letters) 53" H x 9'-0" W = 31.20 SF (oval) 106.80 SF (total)
Illumination:	Yes	LED
Elevation Width:	80%	14%
Cabinet to Channel Ratio:	33% (1/3)	29%

S4.3 Directional Signage

Description: Two pole, ground sign, single faced, reading:
South Face: 'SALES' w/ Arrow
'SERVICE' w/ Arrow
'PARTS' w/ Arrow
North Face: 'EXIT' w/ Arrow.
Location: South entrance on American Boulevard in between parking lots
Material: Steel, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	2'-0" H x 3'-0" W = 6.00 SF
Overall Height	6'-0"	4'-0"
Setback:	20'-0"	Greater than 20'-0"
Illumination:	Yes	No

S4.4 Directional Signage

Description: Two pole, ground sign, double faced, reading:
East Face: 'SALES' w/ Arrow
'SERVICE' w/ Arrow
'PARTS' w/ Arrow
'PARKING' w/ Arrow
West Face: 'SALES' w/ Arrow
'PARTS' w/ Arrow
'PARKING' w/ Arrow
'EXIT' w/ Arrow
Location: South of building entrance in parking lot
Material: Steel, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	2'-0" H x 3'-0" W = 6.00 SF
Overall Height	6'-0"	4'-0"
Setback:	20'-0"	Greater than 20'-0"
Illumination:	Yes	No

S4.5 Directional Signage

Description: Two pole, ground sign, double faced, reading:
East Face: 'SERVICE' w/ Arrow
'ACURA ENTRANCE' w/ Arrow
West Face: 'SALES' w/ Arrow
'SERVICE' w/ Arrow
'PARTS' w/ Arrow
'PARKING' w/ Arrow
'EXIT' w/ Arrow
Location: South of building service entrance in parking lot
Material: Steel, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	2'-0" H x 3'-0" W = 6.00 SF
Overall Height	6'-0"	4'-0"
Setback:	20'-0"	Greater than 20'-0"
Illumination:	Yes	No

S4.6 Directional Signage

Description: Two pole, ground sign, double faced, reading:
South Face: 'SUBARU ENTRANCE' w/ Arrow
'ACURA ENTRANCE' w/ Arrow
North Face: 'EXIT' w/ Arrow
Location: South of building at north end of access easement entrance
Material: Steel, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	6 SF	2'-0" H x 3'-0" W = 6.00 SF
Overall Height	3'-0"	3'-0"
Setback:	10'-0"	10'-0"
Illumination:	Yes	No

S4.7 Directional Signage

Description: Two pole, ground sign, double faced, reading:
East Face: 'SUBARU ENTRANCE' w/ Arrow
West Face: 'SUBARU ENTRANCE' w/ Arrow
Location: South entrance on American Boulevard at access easement
Material: Steel, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	6 SF	2'-0" H x 3'-0" W = 6.00 SF
Overall Height:	3'-0"	3'-0"
Setback:	10'-0"	10'-0"
Illumination:	Yes	No

S5.1 Incidental Signage

Description: Wall mounted, 12" H channel letters reading 'SERVICE'
Location: Above center service drive overhead door entrance
Material: Aluminum, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	12" H x 6'-10 5/8" W = 6.89 SF
Overall Height:	First Story	Within First Story
Setback:	40'-0"	Greater than 40'-0"
Illumination:	Yes	LED

S5.2 Incidental Signage

Description: Wall mounted, 12" H channel letters reading 'SERVICE'
Location: Above east service drive overhead door entrance
Material: Aluminum, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	12" H x 6'-10 5/8" W = 6.89 SF
Overall Height:	First Story	Within First Story
Setback:	40'-0"	Greater than 40'-0"
Illumination:	Yes	LED

S5.3 Incidental Signage

Description: Wall mounted, changeable text reading 'ENTER' or 'EXIT' cabinet sign
Location: Above west service drive overhead door entrance
Material: Aluminum, LED

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	10" H x 26" W = 1.81 SF
Overall Height:	First Story	Within First Story
Setback:	40'-0"	Greater than 40'-0"
Illumination:	Yes	LED

S5.4 Incidental Signage

Description: Wall mounted, changeable text reading 'ENTER' or 'EXIT' cabinet sign
Location: Above center service drive overhead door entrance
Material: Aluminum, LED

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	10" H x 26" W = 1.81 SF
Overall Height:	First Story	Within First Story
Setback:	40'-0"	Greater than 40'-0"
Illumination:	Yes	LED

S5.5 Incidental Signage

Description: Wall mounted, changeable text reading 'ENTER' or 'EXIT' cabinet sign
Location: Above east service drive overhead door entrance
Material: Aluminum, LED

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	10" H x 26" W = 1.81 SF
Overall Height:	First Story	Within First Story
Setback:	40'-0"	Greater than 40'-0"
Illumination:	Yes	LED

BLOOMINGTON ACURA

A1.1 Freestanding Identification Sign (Existing)

Description: Pylon sign, double faced, reading 'ACURA' w/ 'ACURA Logo'
Location: Northwest corner by I-494 and Lyndale Avenue
Material: Steel, Lucuabond

	<u>Allowed</u>	<u>Existing</u>
Sign Area:	175 SF	100 SF
Overall Height:	30'-0"	28'-4 ½"
Setback:	20'-0"	20'-0"
Illumination:	Yes	Fluorescent

A2.1 Wall Signs (Primary Elevation) (Existing)

Description: 18" H channel letters reading 'BLOOMINGTON ACURA', *omitting 'SUBARU' at the end of the current sign
Location: West elevation facing Lyndale Avenue
Material: Aluminum, Poly

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	265 SF	18" H x 26'-8" W = 40.00 SF
Illumination:	Yes	Neon
Elevation Width:	80%	13%

A2.2 Wall Signs (Primary Elevation) (Existing)

Description: Wall mounted, single faced, reading 'SERVICE ENTRANCE'
Location: Above north service drive overhead door entrance
Material: Aluminum

	<u>Allowed</u>	<u>Existing</u>
Sign Area:	265 SF	3'-0" H x 6'-0" W = 18.00 SF
Illumination:	Yes	None
Elevation Width:	80%	3%

A2.3 Wall Signs (Primary Elevation) (Existing)

Description: Wall mounted, single faced, reading 'ACCELERATED SERVICE ENTRANCE'
Location: Above south service drive overhead door entrance
Material: Aluminum

	<u>Allowed</u>	<u>Existing</u>
Sign Area:	265 SF	3'-0" H x 6'-0" W = 18.00 SF
Illumination:	Yes	None
Elevation Width:	80%	3%

A3.1 Wall Signs (Secondary Elevation)

NOT USED

A4.1 Directional Signage

Description: Ground sign, double faced, reading:
West Face: 'SALES' w/ Arrow
'SERVICE' w/ Arrow
'PARTS' w/ Arrow
'PARKING' w/ Arrow
'SUBARU ENTRANCE' w/ Arrow
East Face: 'SALES' w/ Arrow
'SERVICE' w/ Arrow
'PARTS' w/ Arrow
'PARKING' w/ Arrow
'EXIT' w/ Arrow
Location: Southwest entrance on Lyndale Avenue in parking lot
Material: Steel, Acrylic, and Vinyl

	<u>Allowed</u>	<u>Proposed</u>
Sign Area:	12 SF	3'-6" H x 3'-0" W = 10.50 SF
Overall Height	6'-0"	4'-6"
Setback:	20'-0"	Greater than 20'-0"
Illumination:	Yes	No

A4.2 Directional Signage (Existing)

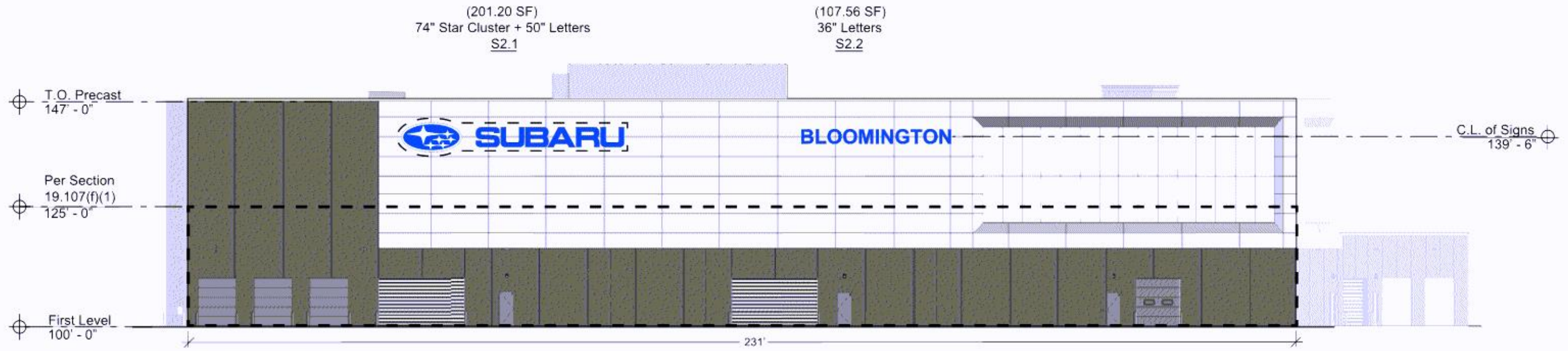
Description: Wall mounted, single faced, reading 'EXIT ONLY'
Location: Above overhead door at southeast corner of building
Material: Aluminum

	<u>Allowed</u>	<u>Existing</u>
Sign Area:	12 SF	1'-11" H x 3'-4" W = 6.39 SF
Overall Height:	First Story	Within First Story
Setback:	20'-0"	Greater than 20'-0"
Illumination:	Yes	None

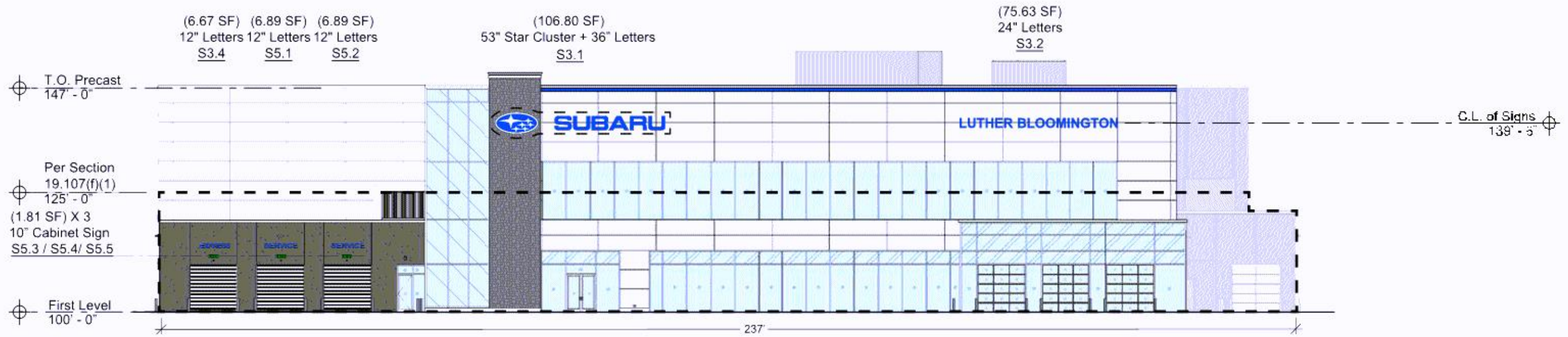
A5.1 Incidental Signage (Existing)

Description: Non-conforming, wall mounted, reading 'SALES & SERVICE ENTRANCE' w/
'Arrow', 1'-11" H x 6'-11" W = 13.26 SF
Location: South elevation on the far east side in the back of the building
Material: Aluminum

END OF DOCUMENT



NORTH ELEVATION Primary Elevation



SOUTH ELEVATION Secondary Elevation



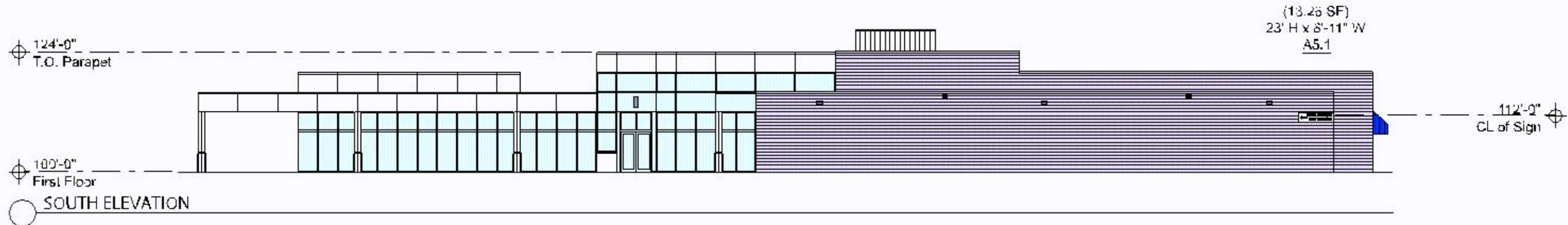
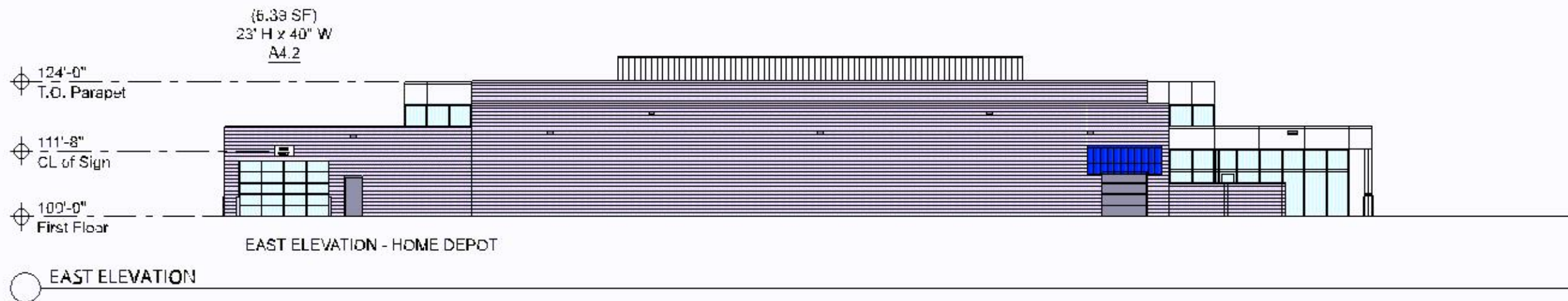
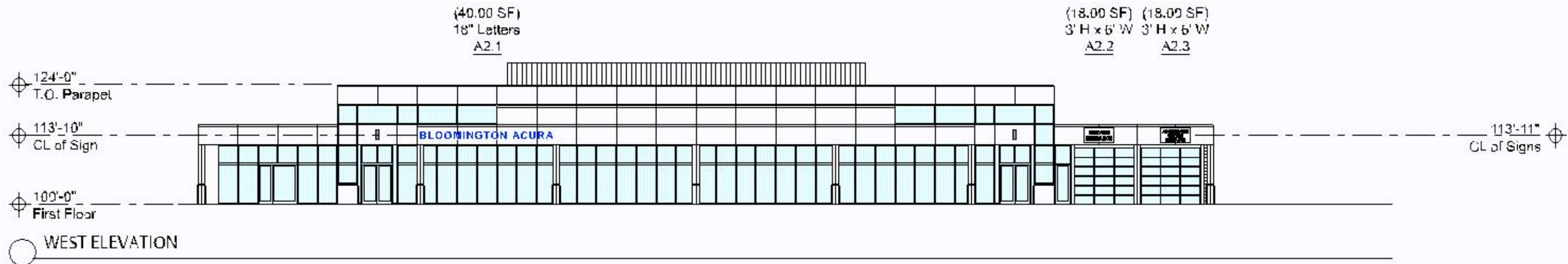
LUTHER BLOOMINGTON
SUBARU

TOTAL SIGN AREA

	Allowed	Proposed
Freestanding Identification Sign	75 SF (second on site)	70.72 SF
Primary Elevation	$(25' H) \times (231' W) \times (0.06) = 347 SF$	308.76 SF
Secondary Elevation	$(25' H) \times (237' W) \times (0.04) = 237 SF$	189.10 SF

BUILDING SIGNS

Project number	2571
Date	1.20.2020
Drawn by	EH
Checked by	NH



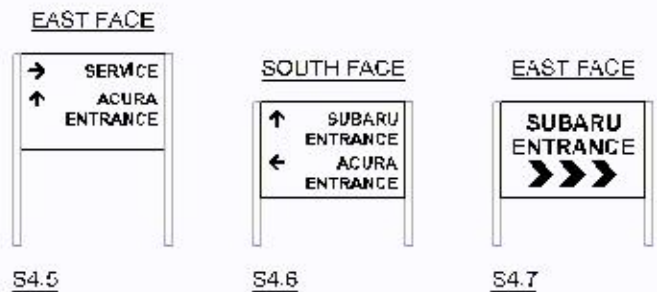
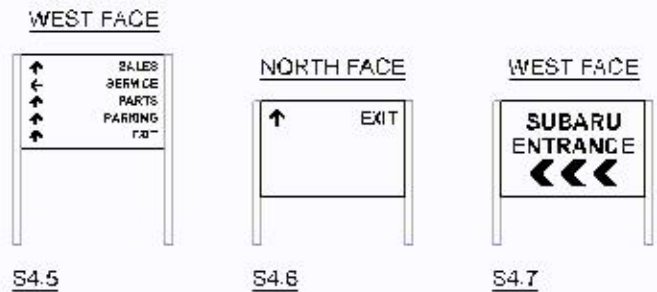
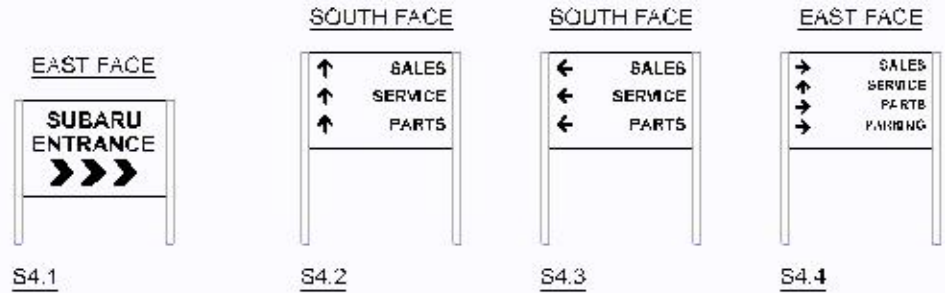
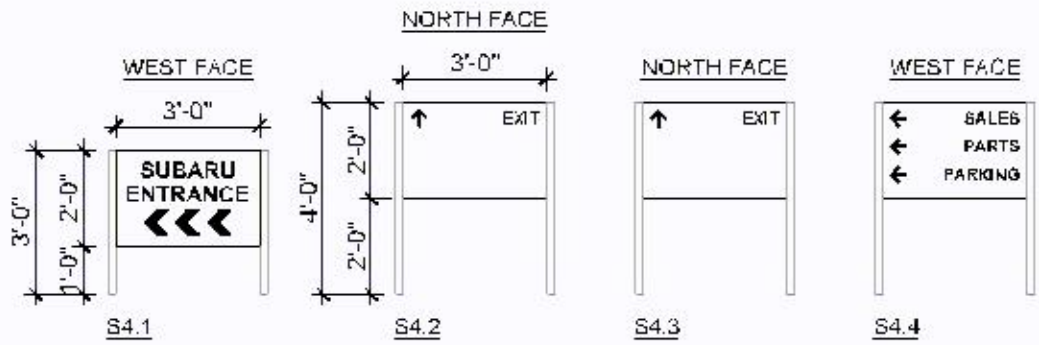
LUTHER BLOOMINGTON
ACURA

TOTAL SIGN AREA

	Allowed	Proposed
Freestanding Identification Sign	100 SF (first on site)	100.00 SF
Primary Elevation	4,416 SF x (.006) = 265 SF	76.00 SF
Secondary Elevation	4,758 SF x (0.04) = 190 SF	NOT USED

BUILDING SIGNS

Project number	2571
Date	1.2.02.2020
Drawn by	EH
Checked by	NH



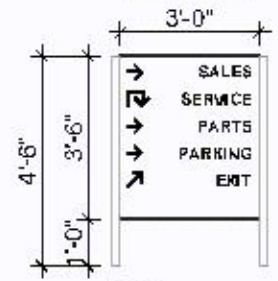
520 Nicollet Mall Suite 305
 Minneapolis, MN 55402
 Telephone: (612) 330-0400

LUTHER
 BLOOMINGTON
 SUBARU

Directional Signs

Project No.	2011
Date	12/05/2011
Drawn by	LP
Checked by	KH

EAST FACE



A4.1

WEST FACE



A4.1



520 Nicollet Mall Suite 305
Minneapolis, MN 55402
Telephone: (612) 330-0400

**LUTHER
BLOOMINGTON
ACURA**

Directional Signs

Project No.	2011
Date	12/05/2011
Drawn by	LF
Checked by	KH