

MASTER SIGN PLAN

EFFECTIVE 8/1/17

PROPERTY:

WINSOR OFFICE PLAZA
1935 CTY RD B2
ROSEVILLE, MN 55113

LANDLORD CONTACT INFORMATION:

724 ASSOCIATES, LLLP
1935 CTY RD B2, SUITE 440
ROSEVILLE, MN 55113
(612) 670-0576 / Curt.bsc@gmail.com

TOTAL ALLOWED WALL SIGNAGE ON BUILDING: 400 SQ FT

INTENT

The signage criteria is intended to control the size and quality of the signs in order to maintain uniformity and consistency. In the event of any conflict between the following signage requirements and local government ordinances, the more stringent will prevail.

All sign packages must be submitted to the landlord, and must show locations, sizes, styles, materials, types of illumination, and installation details. Upon approval, Landlord will issue a letter of approval to the tenant for use in obtaining a sign permit from the city. A sign permit must be obtained through the City of Roseville prior to the installation of any signage.

The cost of the fabrication, permitting, and installation shall be the responsibility of each individual tenant. Sign construction is to be completed in compliance with local building code requirements and sign ordinances, and the criteria contained in this plan. Tenant is responsible for all 120v primary connections. Upon vacating the property, it is the tenant's sole responsibility to have all signage removed and to restore the wall to its original condition with the terms set forth below.

EXTERIOR BUILDING SIGNAGE SPECIFICIATIONS

1. Tenant signage shall consist of store identification only. Copy is restricted to the Tenant's proper name and major product or service offered. The use of Tenant logos will be considered on an individual basis and must be approved by the Landlord.
2. Tenant will be allocated an area on the exterior of the office center for their signs on the south or west wall elevation at the discretion of the landlord. This area will be part of a continuous fascia band. Each tenant's signage shall not exceed the total linear feet of allowed sign space determined by landlord.

UPDATED



COMMUNITY DEVELOPMENT DEPARTMENT

September __, 2017

724 Associates LLP
Attn: Curt
1935 County Road B2
Suite440
Roseville, MN 55113

Re: 1935 County Road B2 - Master Sign Plan

Below is the draft approval for the MSP at the above addresses:

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.
- The office building will be permitted up to 504 square feet of wall signage (288 lineal feet x sign ration of 1.75).
- Wall signs meeting the total square footage allowed can be installed on east and south facades between the roofline and 4th floor windows or between the 3rd and 4th floor windows – at the discretion of the landlord.
- If all caps are used in sign, letters shall not exceed 36 inches in height. If sign is on two lines the total sign height shall not exceed 48 inches. Ascenders and descenders of lower case letters and logos shall not exceed 48 inches in height.
- Letters shall be directly mounted on a raceway. Raceway color must match the building exterior color, which shall be provided by the landlord.
- Wall signs (including identity logos and/or symbols) shall be 5-1/2 inch maximum return depth and shall be internally face illuminated with LED contained fully within the depth of the letter, no exposed lighting. Faces shall consist of 3/16 inch translucent acrylic or lexan with 1 inch trim.
- 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.
- All applications for wall signs shall be accompanied by a graphic that provides the City with existing and proposed wall sign totals.
- No sign, or any portion thereof, shall project above the parapet or top wall portion upon which it is mounted.

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All sign packages must be submitted to the landlord, and must show locations, sizes, styles, materials, types of illumination, and installation details. Upon approval, Landlord will issue a letter of approval to the tenant for use in obtaining a sign permit from the city. A sign permit must be obtained through the City of Roseville prior to the installation of any signage.

The cost of the fabrication, permitting, and installation shall be the responsibility of each individual tenant. Sign construction is to be completed in compliance with local building code requirements and sign ordinances, and the criteria contained in this plan. Tenant is responsible for all 120v primary connections. Upon vacating the property, it is the tenant's sole responsibility to have all signage removed and to restore the wall to its original condition with the terms set forth below.

EXTERIOR BUILDING SIGNAGE SPECIFICATIONS

1. Tenant signage shall consist of store identification only. Copy is restricted to the Tenant's proper name and major product or service offered. The use of Tenant logos will be considered on an individual basis and must be approved by the Landlord.
2. Tenant will be allocated an area on the exterior of the office center for their signs at the discretion of the landlord, located between the roofline and 4th story windows or between 3rd and 4th story windows on south elevation. This area will be part of a continuous fascia band. Each tenant's signage shall not exceed the total linear feet of allowed sign space determined by landlord.

TEMPORARY SIGNAGE ANNOUNCING A NEW TENANT

1. Subject to Landlord's prior written approval, Tenant may display a temporary fascia mounted banner or signage announcing the Tenant's name and, if desired, Tenant's opening date, for up to a maximum of thirty (30) days. All temporary signage shall be professionally constructed and shall not exceed the dimension standards described in B.2, B.3, B.4 and B.5 herein. Landlord retains full authority to approve or reject temporary signage design, construction and installation. If applicable, Tenant shall acquire a temporary sign permit and approval from all governing bodies prior to installing any temporary signage. Said temporary signage shall be removed the earlier of thirty (30) days following the installation of the temporary sign or the completion and installation of the permanent exterior signage.

PROHIBITED SIGNS

1. The following types of signs or sign components shall be **PROHIBITED**.
2. Moving or rotating signs.
3. Signs employing moving or flashing lights.
4. Illuminated sign cabinets with painted plastic faces or non-illuminated sign letters.
5. Signs employing luminous, vacuum-formed type plastic letters.
6. Signs, letters, symbols or identification of any nature painted directly on the surface's exterior to the premises.
7. Signs employing unedged or uncapped plastic letters or letters with no returns and exposed fastenings.
8. Cloth, vinyl, wood, paper or cardboard signs, stickers, decals or painted signs around or on the exterior surfaces (including doors and/or windows and fascia) of the premises.
9. Free-standing signs, port-a-signs, tenant signs.
10. Rooftop signs, advertising and/or promotional balloons.
11. Signs employing noise-making devices and components.
12. Signs exhibiting the names, stamps or decals of the sign manufacturer or installer.

PROCEDURES FOR OBTAINING APPROVALS FOR SIGN DRAWINGS

1. Prior to the commencement of construction of any sign, Tenant shall submit by email drawings and specifications for the proposed sign work. The drawings will clearly show the location and dimensions of the sign on the fascia of building, graphics, material, layout design, color and construction and attachment details.
2. Landlord will return one set of drawings to the Tenant. The drawings will either be marked "Approved as Noted" or "Disapproved". Sign drawings that have been disapproved are to be re-designed and re-submitted to Landlord for approval.
3. Signs once approved by Landlord must also be sent to the City of Roseville for approval.
4. All permits for signs and their installation shall be obtained by the Tenant or its representative. All signs and their installation shall comply with all applicable sign, building and electrical ordinances and codes.

3. If all caps are used, letters shall not exceed thirty-six (36") inches in height. If sign is on two lines, the total sign height shall not exceed 48". Ascenders and descenders of lower case letters, and logos may not exceed a total of forty (48") inches in height.
4. Tenant's sign shall be centered vertically and horizontally on the exterior fascia band except where approved or specified by Landlord.
5. Letter styles of Tenant's copy will be determined by the Tenant.
6. Letters shall be directly mounted on a raceway. Raceway color must match building color, which will be provided by Landlord.
7. Letters shall be 5-1/2" maximum return depth and shall be internally face illuminated with LED contained fully within the depth of the letter, no exposed lighting. Faces shall consist of 3/16" translucent acrylic or lexan with 1" edge trim.
8. The sign attachment devices must be non-corrosive fasteners.
9. All penetrations of the building structure and exterior fascia band required for sign installation shall be sealed in water-tight condition. If at any time during Tenant's occupancy of the leased premises, water is found to be leaking into the building structure via penetrations from Tenant's sign, then Tenant shall cause its sign contractor or others to make the necessary repairs to stop water leakage, said work to be done at Tenant's expense. Tenant shall be liable for any and all damage resulting from such water leakage.
10. Tenant shall be responsible for the maintenance of all signs. In the event that Tenant fails to adequately maintain its sign, Landlord may do so at Tenant's expense.

MONUMENT SIGNAGE SPECIFICATIONS

1. Landlord will allocate tenant panel space at their discretion.
2. Copy made from 3M or like quality vinyl, and/or outdoor rated digital prints are allowed. No other forms of copy are allowed.
3. Monument signage shall consist of tenant identification only. Copy is restricted to the Tenant's proper name and logo. The use of Tenant logos will be considered on an individual basis and must be approved by the Landlord. Copy is restricted to white lettering on black background.
4. Upon vacating the property, it is the tenant's sole responsibility to have pylon sign faces removed.

DOOR & WINDOW SIGNAGE

1. No Signage is allowed on entry/exit doors to the building or building windows.



