



COMMUNITY DEVELOPMENT DEPARTMENT

November 21, 2016

Mark Krogh
Java Capital Partners
333 Washington Ave N
Suite 401
Minneapolis, MN 55401

Kathy A. Aamot
Chief Administrative Officer
TPI Hospitality
103 15th Avenue NW
Suite 200
Willmar, MN 56201

Andrew Mack
Director of Real Estate
ALDI Inc. Faribault Division
4201 Bagley Avenue North
Faribault, MN 55021

Re: 2020 Iona Lane, 2050 Iona Lane, 2005 Twin Lakes Parkway, 2035 Twin Lakes Parkway, and 2045 Twin Lakes Parkway - Master Sign Plan Draft

On October 13, 2016, the Roseville Master Sign Plan Committee met to consider the signage plan for the above addressed properties as a unified development. No citizens addressed the Committee and Committee members did not have any questions or issues with the proposal presented by the City Planner.

Since the Approval date and subsequent approval letter (October 14), a few inconsistencies between the language and the approved plans has been brought to the City's attention. The Master Sign Plan Committee has reviewed the previous letter and concluded that the details of three of the monument signs (Ione Lane, Mount Ridge Road, and Twin Lakes Parkway) was incorrect and in need of revision. As such, the Master Sign Plan Committee approves the revised language contained below as the Master Sign Plan requirements 2020 Iona Lane, 2050 Iona Lane, 2005 Twin Lakes Parkway, 2035 Twin Lakes Parkway, and 2045 Twin Lakes Parkway:

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 (including identity logos and/or symbols) shall be individual or channel letters that may be illuminated, have finished returns and/or be installed on raceways, and shall not exceed 30 inches in height.
- 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.
- No sign, or any portion thereof, shall project above the parapet or top wall portion upon which it is mounted.
- Wall signs shall be limited to the following for each of the five building within this development:
 1. Hotel 1 – Hampton Inn = Building limited to a total wall signage allowance of 423 sq. ft. (100% of the west and south building length times ratio of 1.5) Currently the building includes 3 internally illuminated letters equaling 137.25 sq. ft. on the north, south and west elevations for a total existing wall signage of 411.75 sq. ft.
 2. Hotel 2 – Home 2 Suites = Building limited to a total wall signage allowance of 360 sq. ft. (100% of west and 50% of the south building length times a ratio of 1.5). Currently the building includes 2 internally illuminated cabinets; east elevation at 96 sq. ft. and west elevation at 263 sq. ft. for a total existing wall signage of 359 sq. ft.
 3. Aldi = Building limited to a total wall signage allowance of 345 square feet (100% of west and 80% of south building length times a ratio of 1.5). Currently the building includes 2 internally illuminated tower panels at 74.9 sq. ft. each; 2 internally illuminated food market signs at 38.1 sq. ft.; and 1 corner cabinet at 46.8 sq. ft. for a total existing wall signage of 226 sq. ft.
 4. Denny's = Building limited to a total wall signage allowance of 148 sq. ft. (100% of east and north building length times a ratio of 1.5).
 5. Multi-tenant = Building limited to a total wall signage allowance of 318 sq. ft. (100% of the east and south building length times a ratio of 1.5).
- Wall signs meeting the total square footage allowed can be installed any façade of the building with City approval.
- A Sign Permit shall be required for all wall signs. Sign Permit applications for wall signs shall be accompanied by a graphic that provides the City with the existing and proposed wall sign totals.

FREESTANDING SIGN REQUIREMENTS

- Freestanding signs shall be required to meet the following standards:
 1. **Ione Lane access monument** – this freestanding monument shall be a multi-tenant sign limited to the following requirements (Attachment 1):
 - a. This multi-tenant freestanding monument sign shall not exceed a signage square footage of 65 sq. ft. per side.
 - b. This monument shall be limited to an overall height of 14 feet; limited to an overall length of 8 feet; and contain up to three internally illuminated cabinets – one for each of the hotels at a maximum of 20 sq. ft. (total) and one for the grocery store at a maximum of 26 sq. ft.

- c. This monument sign shall also accommodate up to seven panel signs, one a maximum of 6 sq. ft., and the others are each a maximum of 2.5 sq. ft.
- 2 **Mount Ridge Road access monument** – this freestanding monument shall be a multi-tenant sign limited to the following requirements (Attachment 1):
 - a. This multi-tenant monument sign shall not exceed a signage square footage of 90 sq. ft.
 - a. This monument shall be limited to an overall height of 14 feet; limited to an overall length of 12 feet; and contain three internally illuminated cabinets – two for the hotel at 28 sq. ft. (total) and one for the grocery store at 30 sq. ft.
 - b. This monument sign shall also accommodate up to seven panel signs totaling 29 sq. ft.; one a maximum of 8 sq. ft., and the others are each a maximum of 3.6 sq. ft.
- 3 **Twin Lakes Parkway access monument** – this freestanding monument shall be a multi-tenant sign limited to the following requirements (Attachment 1):
 - b. This multi –tenant monument sign shall not exceed a signage square footage of 90 sq. ft.
 - c. This monument shall be limited to an overall height of 14 feet; limited to an overall length of 12 feet; and contain three internally illuminated cabinets – two for the hotel at 28 sq. ft. (total) and one for the grocery store at 30 sq. ft.
 - d. This monument sign shall also accommodate up to seven panel signs totaling 29 sq. ft.; one a maximum of 8 sq. ft., and the others are each a maximum of 3.6 sq. ft.
- 4 **Cleveland Avenue at Twin Lakes Parkway monument (pylon)** - this freestanding monument shall be a multi-tenant sign limited to the following requirements (Attachment 2):
 - a. This multi-tenant monument sign shall not exceed a signage square footage of 250 sq. ft.
 - b. This monument shall be limited to an overall height of 40 feet; limited to an overall length of 16 feet; and contain four internally illuminated cabinets – two for each hotel and 42 sq. ft. each, one for the grocery store at 84 sq. ft., and one for the restaurant (Denny's) at 20 sq. ft.
 - c. This monument sign shall accommodate up to six panel signs each a maximum of 10 sq. ft.

OTHER REQUIREMENTS

- All monument sign shall be comprised of the same brick or stone base, which shall be a minimum of 4 feet tall.
- Any leasing information shall be incorporated into the freestanding monument sign (such as contact name and number), which shall not count against the sign total. Said leasing information shall be reviewed and approved by the Planning Division. A “for lease” sign can also be attached to the exterior of the multi-tenant building, which sign shall not be a banner or vinyl material, and not exceed 32 sq. ft. No freestanding leasing signs shall be allowed on the premises.

- A sign permit is required for the installation of all signs on the premises.

Should you have any questions or comments, regarding temporary signs, please feel free to call or email me at 651-792-7074 or thomas.paschke@cityofroseville.com

Respectfully,

CITY of ROSEVILLE

A handwritten signature in blue ink, appearing to read 'Thomas Paschke', written over the printed name.

*Thomas Paschke
City Planner*



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: HR, LLC First name: _____
 Address: 103 15th Ave NW - Suite 200 City/State/Zip: Willmar, MN 56201
 Phone number: 320-235-7207 Email address: kathy@tpimn.com

2. Applicant Information: (if different from above)

Company name: Cities Edge Architects
 Last name: Messner First name: Jesse
 Address: 103 15th Ave NW - Suite 300 City/State/Zip: Willmar, MN 56201
 Phone number: 608-643-4100 Email address: jmessner@citiesedgearchitects.com

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

2750 Cleveland Ave

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]

Date: 1/30/15

Applicant: [Signature]

Date: 1/30/15



COMMUNITY DEVELOPMENT

2660 Civic Center Drive ♦ Roseville, MN 55113

Phone: (651) 792-7005 ♦ Fax: (651) 792-7070

MASTER SIGN PLAN APPLICATION

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Phone number: 320-235-7207 Email address: kathy@tpimn.com

2. Applicant Information: (if different from above)

Company name: Cities Edge Architects
Last name: Messner First name: Jesse
Address: 103 15th Ave NW - Suite 300 City/State/Zip: Willmar, MN 56201
Phone number: 608-643-4100 Email address: jmessner@citiesedgearchitects.com

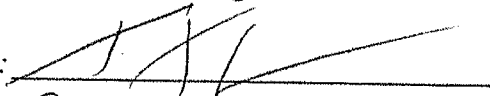
3. Address of Property Involved: (if different from above)

2750 Cleveland Ave

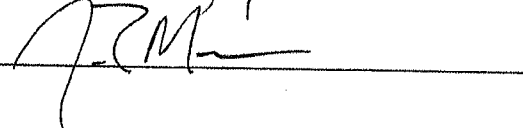
4. Additional Required Information:

- 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: 

Date: 1/30/15

Applicant: 

Date: 1/30/15

Master Sign Plan Regulations: (from §1010.03D of the Roseville City Code)

1. **Purpose:** The purpose of the Master Sign Plan is to establish fair and equitable criteria for complex signage situations that accommodate the need for a well-maintained, safe, and attractive community, and the need for effective communications, including business identification.
2. **Effect of Master Sign Plan:** Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of a new Master Sign Plan.
3. **Required:** A Master Sign Plan is required for:
 - a. Building complexes
 - b. Multi-tenant structures
 - c. Covered mall buildings, shopping centers, or strip malls
 - d. Planned Unit Developments
 - e. Area identification signs
 - f. Churches/places of worship/institutions/schools
4. **Criteria:** The following criteria should be used when developing a Master Sign Plan.
 - a. **Guideline:** If possible, the underlying zoning district regulations (pertaining to signage and listed in Section 1010.09) should be used as a guideline with minimum variations as needed to meet the intent of this Chapter.
 - b. **Location:** No freestanding sign shall be located closer than 5 feet to a property line, roadway easement, or other public easement. No freestanding sign shall be erected that, by reason of position, shape, or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. No freestanding sign shall be located within the Traffic Visibility Triangle. No freestanding sign shall impede/impair traffic.
 - c. **Quality:** All signage shall improve the aesthetics or functional use of the site. All freestanding signs shall include materials that complement the architectural design/existing building materials, including but not limited to face brick, natural or cut stone, integrally-colored concrete masonry units/rock-faced block, glass, pre-finished metal, stucco or similar cementation coating, and/or factory finished metal panels. Landscaping may be integrated into any freestanding sign.
 - d. **Type:** All types of signs are permitted except those prohibited by Section 1010.02C.
 - e. **Size:** The size of all signage (building wall and freestanding) shall be limited to 1.5 times the maximum allowed under Section 1010.08 (Wall Signage).
 - f. **Height:** The height of any freestanding sign shall be limited to a height of 40 feet.
 - g. **Number:** The number of freestanding signs shall be reasonably related to the number of access points to public streets and/or the number of tenants within the multi-tenant structure.
5. **Approval Process:** Submittal of a Master Sign Plan application, appropriate/applicable information, and fee (\$250 residential and \$350 commercial/industrial) is required with the Office of Community Development. The Planning Division shall hold an administrative hearing and take appropriate action on requests for Master Sign Plan approvals. The following shall apply:
 - a. The City Planner shall schedule an administrative hearing before a subset of the Development Review Committee, including the Community Development Director, Permits Coordinator, City Planner, Associate Planner and/or City Department representatives as determined by the Community Development Director, hereinafter referred to as the Master Sign Plan Committee (MSPC) the time and place for which shall be set by the City Planner, to consider the proposed Master Sign Plan with respect to the criteria in Section 1010.03D4 of this title.
 - b. The applicant and contiguous/affected property owners shall be notified by the City Planner of such time and place in writing not less than 10 days prior to such hearing. The City Planner may notify additional property owners if a determination is made that such additional notification is merited.
 - c. The MSPC shall hold the administrative hearing as scheduled by the City Planner.
 - d. The MSPC shall render and forward a recommendation to the Community Development Director or Designee for approval and the Community Development Director or Designee shall make the final decision.
 - e. Should the applicant or a contiguous property owner object to the decision of the Community Development Director or Designee on the Master Sign Plan, an appeal may be filed within 10 days following the administrative decision by the Community Development Director or Designee. The appeal shall be made in writing and shall be addressed to the City Manager. The City Council shall take up the appeal at a regular meeting within 45 days on the appeal. The Master Sign Plan appeal shall follow notice requirements and other procedures contained in Chapter 108 of the Title.

City of Roseville
651-792-7000

02/02/2015 11:49
Receipt No. 00401064

signplan
Master Sign Pl
an 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #410026
Charge 0.00

HAMPTON INN

Cashier: jill.hughes
Station: RVFIN301



RAMAKER
& ASSOCIATES, INC.



CITIES EDGE
ARCHITECTS

LETTER OF TRANSMITTAL

DATE: 01/30/15	JOB NO: 24277
RE: Roseville Home 2	

TO:
Roseville Community Development
2660 Civic Center Drive
Roseville, MN 55113

COPY:

WE ARE SENDING YOU:

- ATTACHED REPORT CHANGE ORDER CONTRACT COMPUTER DISK
 SHOP DRAWINGS PRINT/PLANS SPECIFICATIONS ESTIMATES OTHER (SEE BELOW)

COPIES	DATE	DESCRIPTION
	01/30	EXTERIOR ELEVATIONS
	01/30	ARCHITECTURAL SITE PLANS
1	01/30	APPLICATION
1	01/30	CHECK

THESE ARE TRANSMITTED AS CHECKED BELOW:

- FOR APPROVAL APPROVED AS SUBMITTED AS REQUESTED APPROVED AS NOTED
 FOR REVIEW AND COMMENT FOR REVIEW AND SIGNATURE FOR YOUR USE FOR BIDS DUE

REMARKS:

Jesse Messner

CORPORATE HEADQUARTERS
1120 Dallas St., Sauk City, WI 53583
Voice: (608) 643-4100 ▲ Fax: (608) 643-7999
Email: ramaker@ramaker.com ▲ Web: www.ramaker.com

WILLMAR OFFICE
103 15th Ave. NW, Suite 300, Willmar, MN 56201
Voice: (320) 235-7775 ▲ Fax: (320) 235-8673
Email: info@citiesedgearchitects.com



January 30, 2015

City of Roseville
Community Development
2660 Civic Center Drive
Roseville, MN 55113

SUBJECT: MASTER SIGN PLAN APPLICATION

Dear Mr. Thomas Paschke:

Attached please find our Master Sign Plan. Per our discussions we are requesting a variance for the monument sign located on the Northeast corner of the Hampton Inn at the entrance from Iona Lane. This sign is located within the 5 foot minimum separation requirement from the easement; it is however outside of the easement as requested by yourself and the City Engineer.

Please see the following attached sheets of the submittal for building and site signage:

- A001 – Site Plan
- A201 – 29639 Hampton Inn
- A201 – 24277 Home2
- A202 – 24277 Home2

Also included is the commercial application fee.

If you have any questions or comments, please do not hesitate to contact our office.

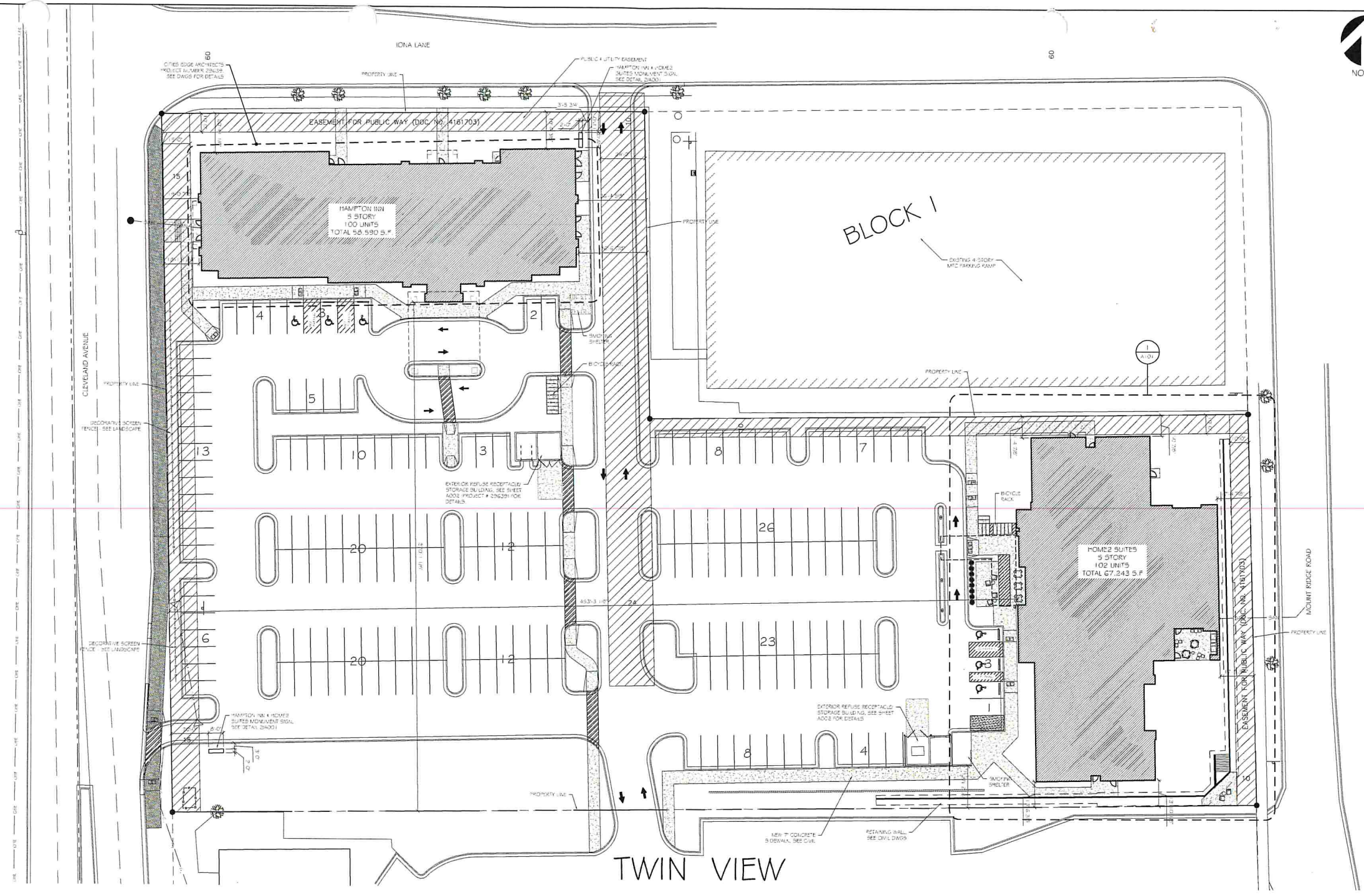
Sincerely,

CITIES EDGE ARCHITECTS

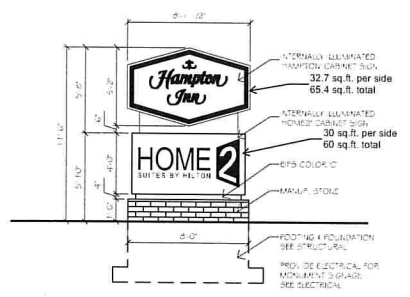
Jesse R. Messner
Project Manager

Enclosures

cc: Kathy Aamot – TPI Hospitality
Marc Culver, P.E. – Roseville City Engineer



1 SITE PLAN
 1" = 20'-0"



2 MONUMENT SIGN ELEVATION
 1/4" = 1'-0"

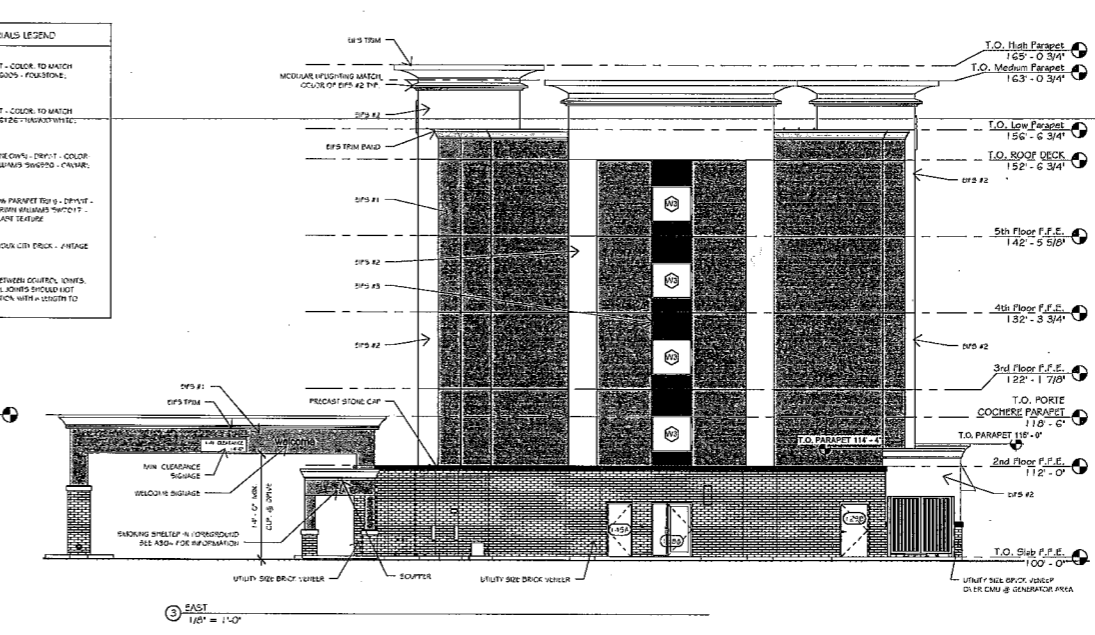
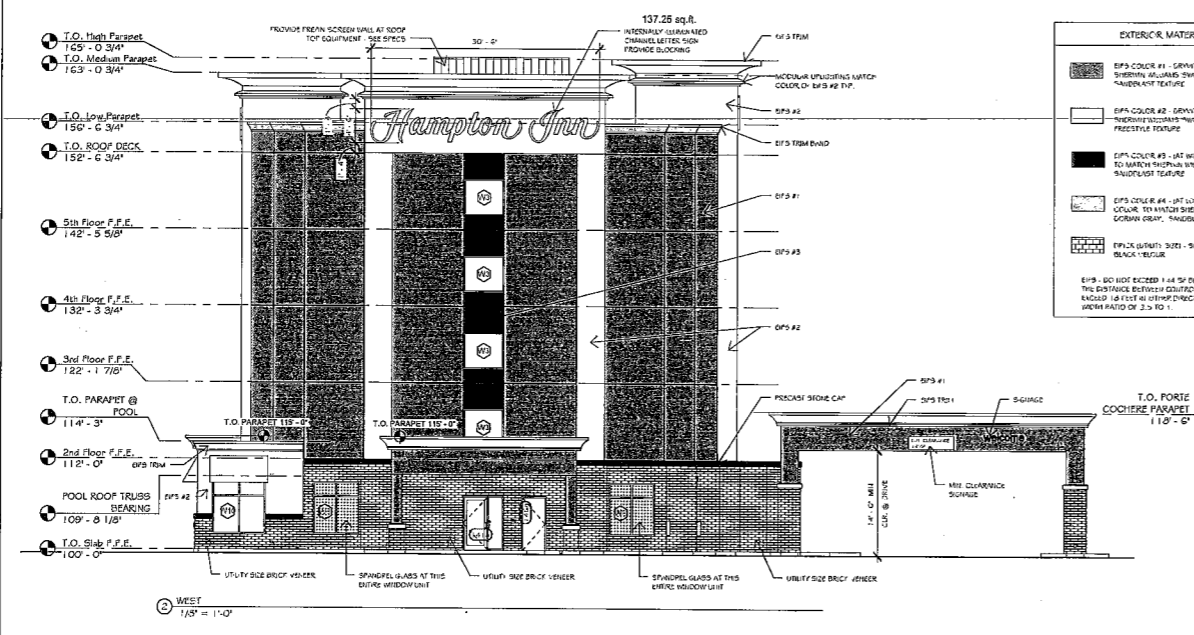
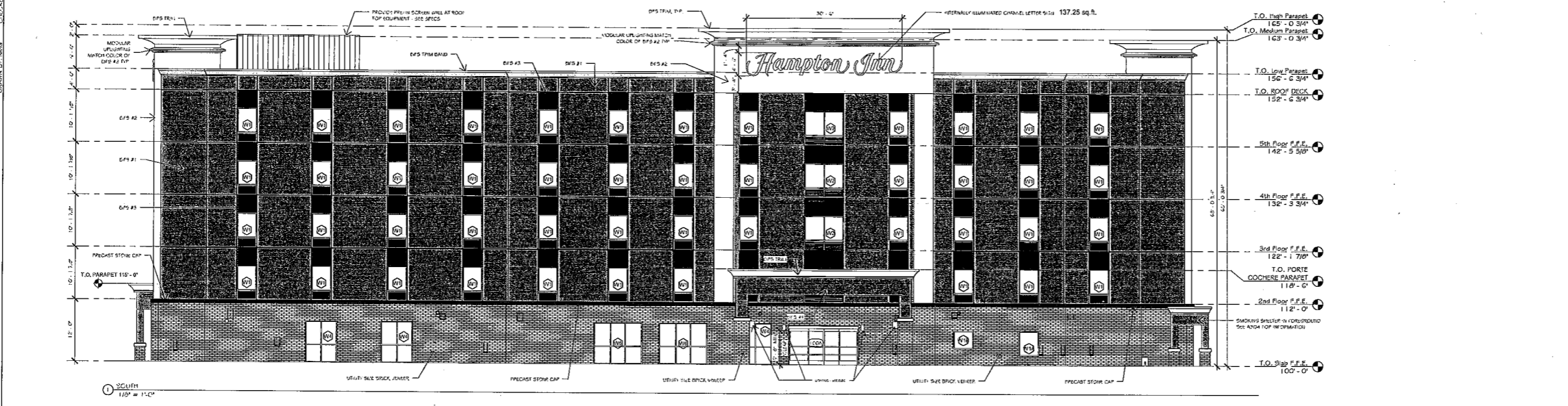
Continuation Sheet

MARK	DATE	DESCRIPTION
DATE ISSUED	01/09/2015	
ISSUE PHASE	50% FRANCHISE SUBMIT	
PROJECT TITLE	HOME2 SUITES 5 STORY 102 UNIT	
PROJECT OWNER	HR, LLC	
PROJECT LOCATION	ROSEVILLE, MN	
SHEET TITLE	SITE PLAN	
PROJECT NUMBER	24277	
SHEET NUMBER	A001	

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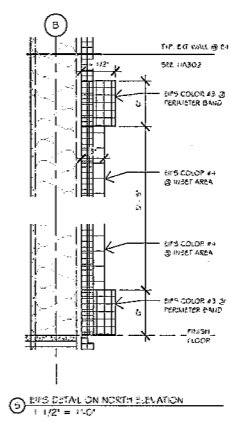
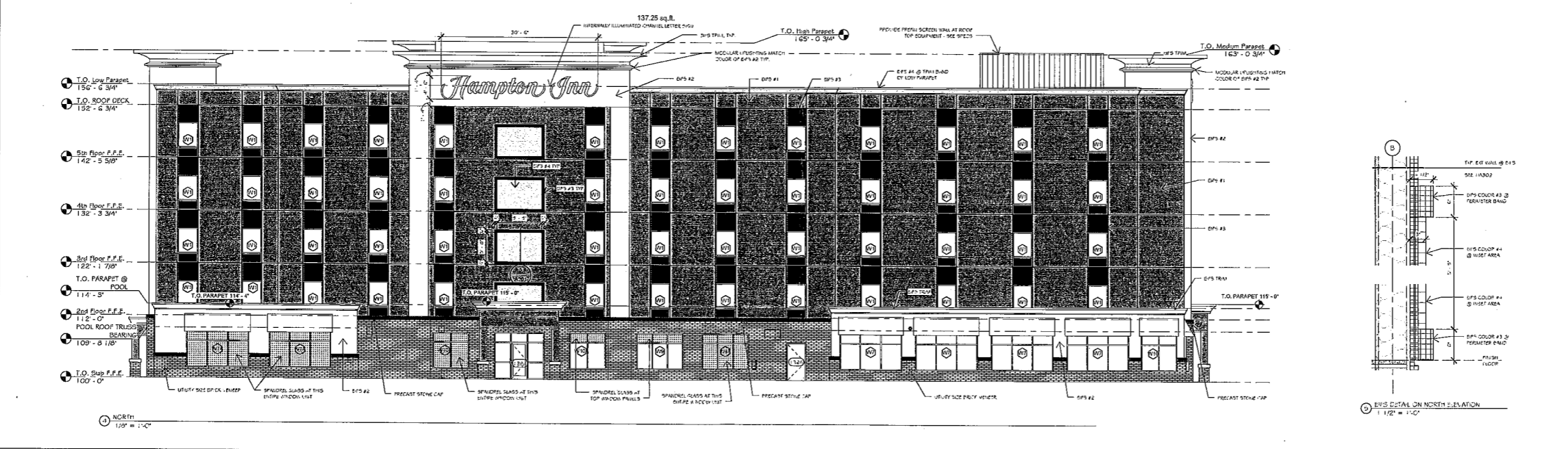
1/24/2015 8:25:00 AM
 2:15:30 PM 1/24/2015 8:25:00 AM



EXTERIOR MATERIALS LEGEND

- EFS COLOR #1 - GRAY - COLOR TO MATCH SHERRILL SQUARE BRICKS - FOUNDATION, HANDMADE TEXTURE
- EFS COLOR #2 - GRAY - COLOR TO MATCH SHERRILL SQUARE BRICKS - FOUNDATION, PRECAST STONE
- EFS COLOR #3 - AT WHITE OWLS - GRAY - COLOR TO MATCH SHERRILL SQUARE BRICKS - FOUNDATION, HANDMADE TEXTURE
- EFS COLOR #4 - AT LOW PARAPET TOP - GRAY - COLOR TO MATCH SHERRILL SQUARE BRICKS - FOUNDATION, HANDMADE TEXTURE
- EFS COLOR #5 - SOLID GRAY - PRECAST STONE

EFS - DO NOT EXCEED 1-1/4\"/>



Continuation of Sheet
 1/24/2015 8:25:00 AM
 2:15:30 PM 1/24/2015 8:25:00 AM

DATE	12-12-2014
PROJECT NAME	50% Franchise 2-Unit
PROJECT TITLE	HAMPTON INN 5-STORY 100 UNIT
PROJECT OWNER	HR, LLC
PROJECT LOCATION	ROSEVILLE, MN
SHEET TITLE	EXTERIOR ELEVATIONS
PROJECT NUMBER	29639
SHEET NUMBER	A201

