



COMMUNITY DEVELOPMENT DEPARTMENT

**October 14, 2016**

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***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.

The Master Sign Plan Committee approves the following 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 ration 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 solely used by the hotels and limited to the following requirements (Attachment 1):
    - a. This multi-tenant freestanding monument sign shall not exceed a signage square footage of 125 sq. ft.
    - b. The monument shall be limited to an overall height of 12 feet; limited to an overall length of 8 feet; and contain two internally illuminated cabinets.
    - c. The top cabinet shall be limited to 32 sq. ft. and the bottom cabinet 30 sq. ft. (per face).
    - d. The monument sign shall have a base comprised of brick or stone and shall be the same for all four freestanding signs.

- 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 65 sq. ft.
  - b. This monument shall be limited to an overall height of 14 feet; limited to an overall length of 10 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.
- 3 **Twin Lakes Parkway 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.
  - b. 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 17 sq. ft.
  - c. This monument sign shall also accommodate up to seven panel signs, one a maximum of 8 sq. ft., and the others are each a maximum of 4 sq. ft.
- 4 **Cleveland Avenue and 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](mailto:thomas.paschke@cityofroseville.com)

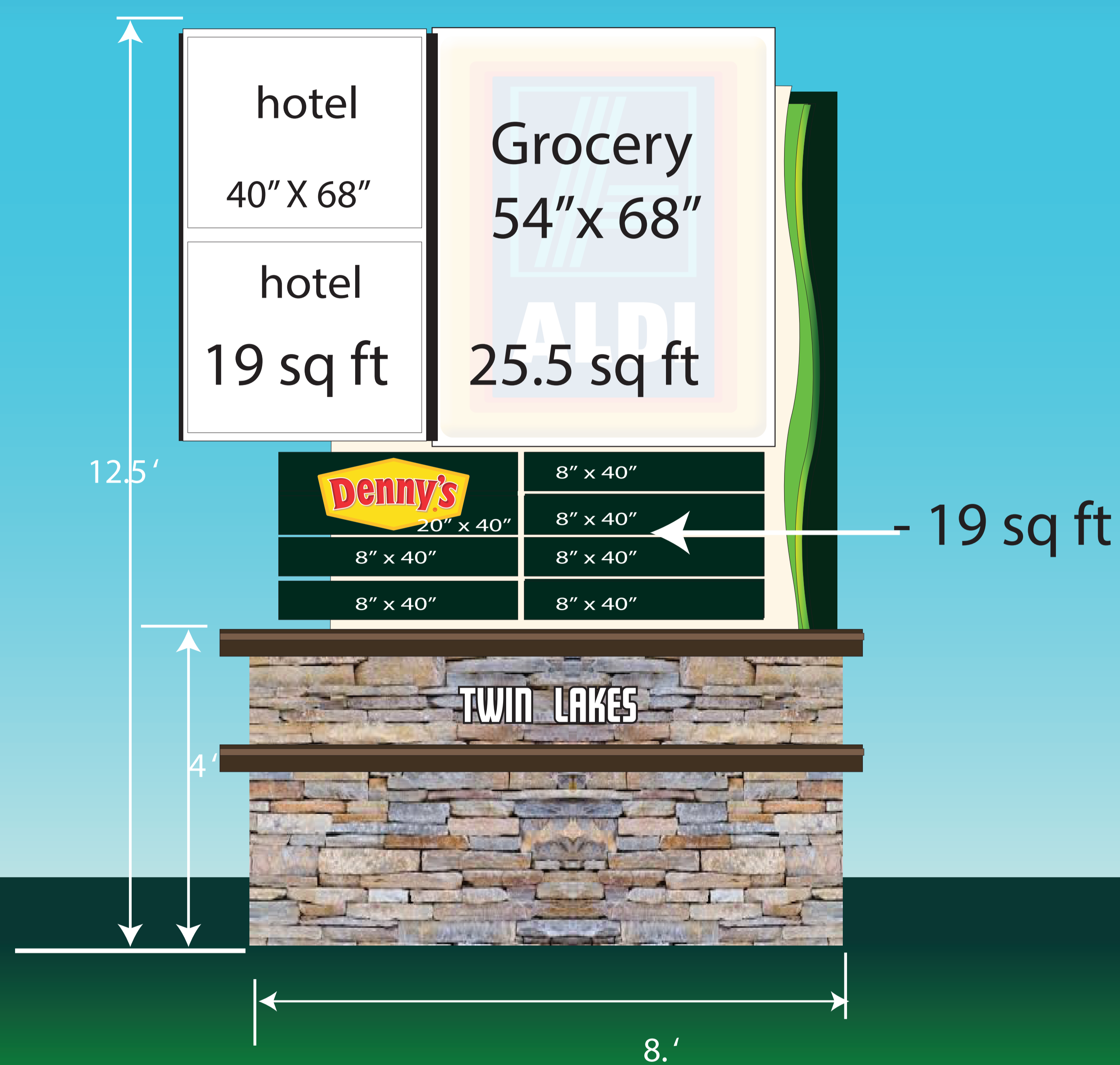
*Respectfully,*

***CITY of ROSEVILLE***

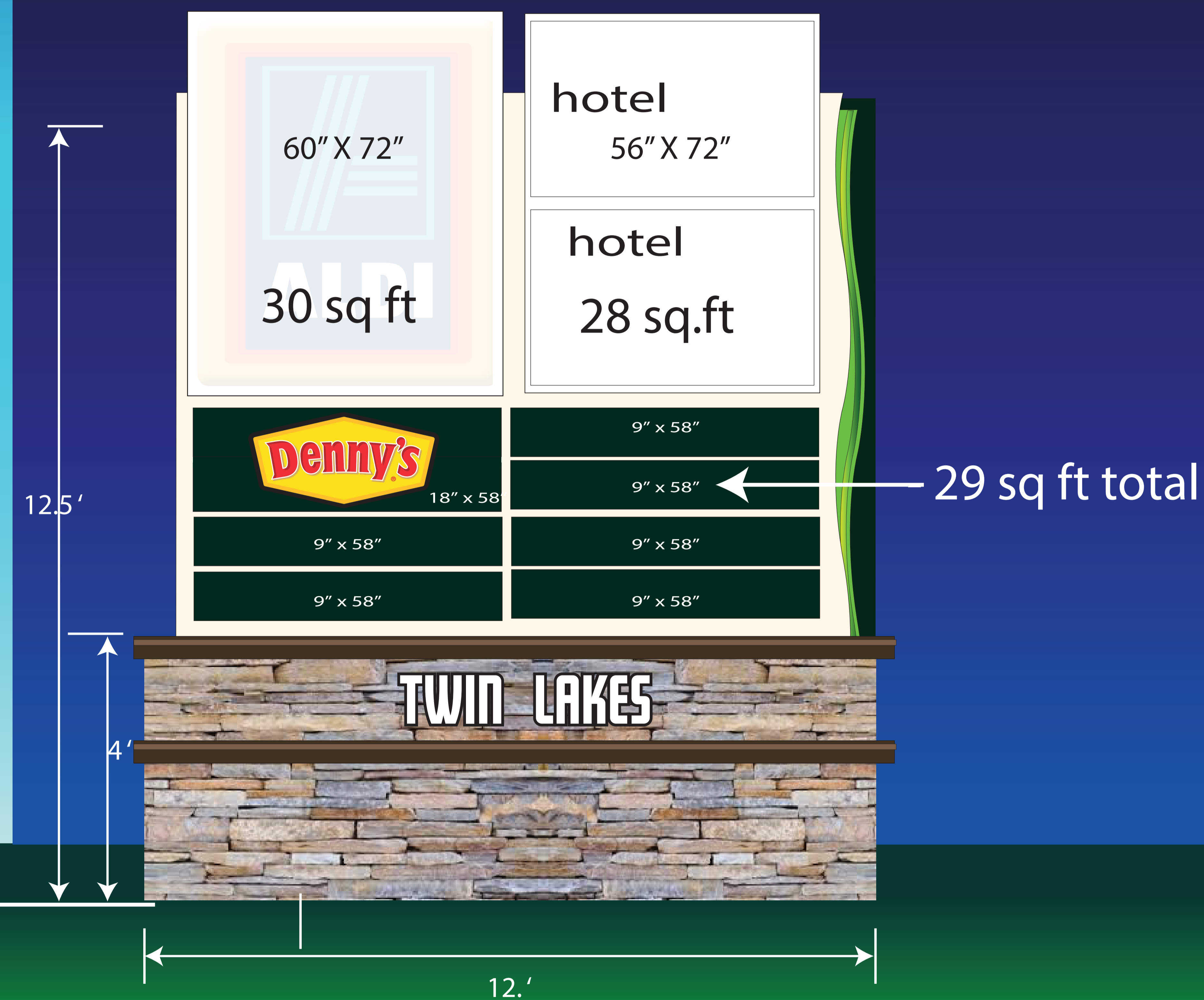


*Thomas Paschke*  
*City Planner*

Sign area total : 63.5 sq. ft



Sign area total : 87 sq. ft



### MONUMENT SIGN -Iona Lane

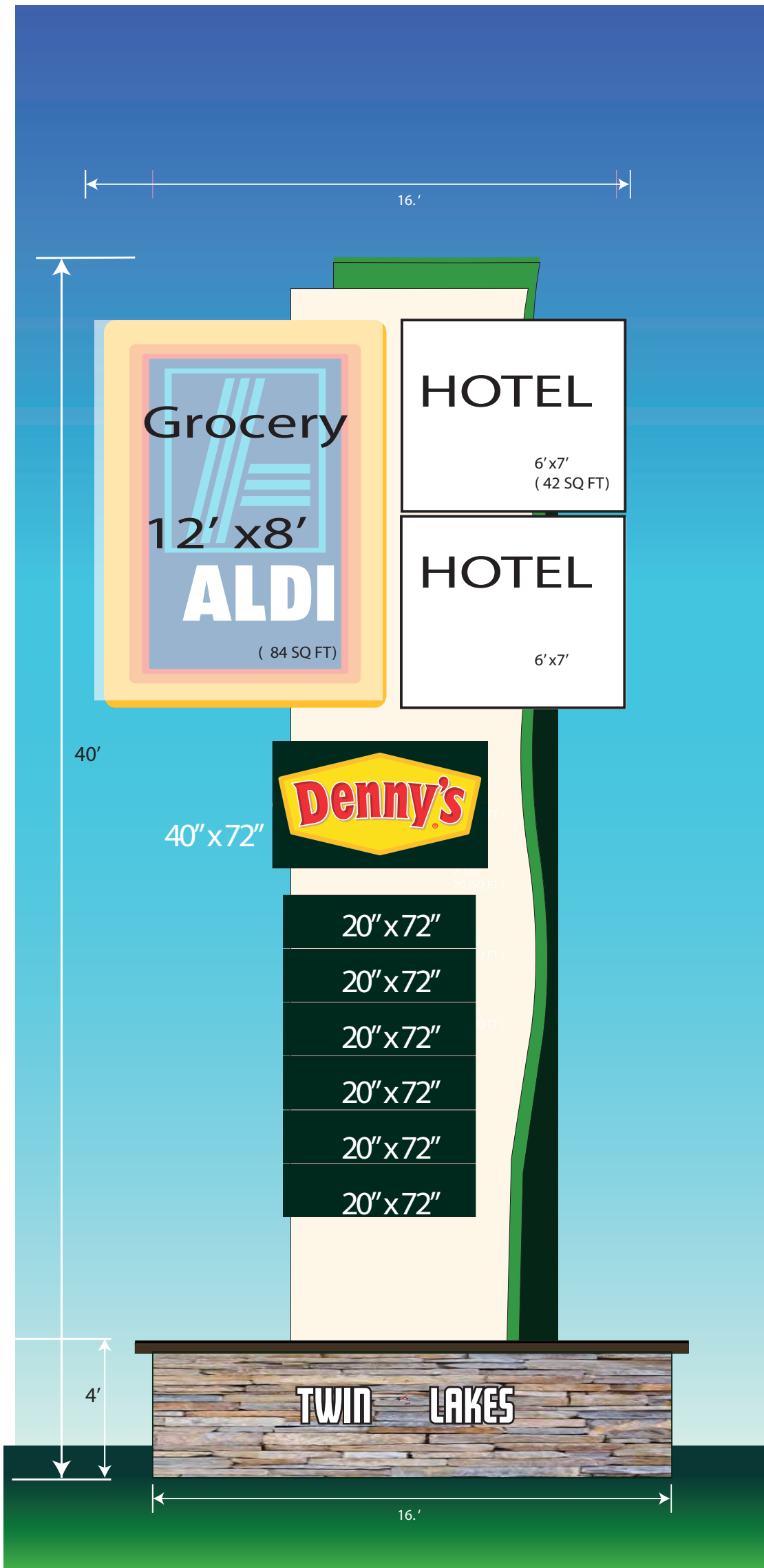
MONUMENT SIGN - hotel entrance( 1 )  
12.5' high x 8'wide

\* NOTE SQ FT SIZES ARE PER SIDE

### MONUMENT SIGNS - Twin lakes Pkwy / Mt Ridge

MONUMENT SIGN- grocery entrance ( 2 )  
12.5' high x 12'wide

\* NOTE SQ FT SIZES ARE PER SIDE



**PYLON SIGN**  
40' high X 16' wide

250 max sq ft total

84 sq ft for hotels (2 )

84 sq ft for major tenant  
**ALDI**

80 sq ft for smaller tenants

6 PANELS 20" X 72"  
2 panels used for restaurant

PYLON SIGN  
40' high X 16' wide

\* NOTE SQ FT SIZES ARE PER SIDE