



COMMUNITY DEVELOPMENT DEPARTMENT

July 27, 2015

Ms. Sara Marlow
CSM Corporation
500 Washington Avenue South
Minneapolis, MN 55415

Re: 2100 County Road C - Master Sign Plan Draft

On Thursday, July 23, 2015, the Roseville Master Sign Plan (MSP) Committee held the required hearing regarding the Master Sign Plan request by CSM for 2100 County Road C. No adjacent property owners or citizens were present to address the committee and the City Planner did not receive any calls, email, or letters concerning the proposal. Similarly, there were no questions or concerns raised by Committee Members.

The MSP Committee has reviewed the proposal and approves the following as the MSP for Gateway Business Center, 2100 County Road C:

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 shall be limited a lineal footage of 525 feet (north facing wall and ½ of each curve end) and a signage multiplier of 1.5 (sq. ft.) for a total wall signage allowance of 788 sq. ft. Each tenant shall use a multiplier of 1.25 per lineal foot of tenant frontage. The remaining .25 per lineal foot shall be used as a landlord digression.
- Wall signs meeting the total square footage allowed can be installed on all sides of the building.
- Wall signs and logos shall be centered between the brick band on the exterior elevation.
- Two types of wall signs shall be allowed:
 - **Single line signs:**
 - 24 inch maximum letter height
 - Reverse channel metal letters
 - Clear anodized aluminum color
 - Halo/black lighting optional
 - 30 inch maximum logo height
 - May be internally illuminated
 - **Multiple line signs:**
 - 30 inch maximum letter height
 - 36 inch maximum overall text height
 - Reverse channel metal letters
 - Clear anodized aluminum color
 - Halo/black lighting optional
 - 36 inch maximum logo height

- 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 the 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.

FREESTANDING SIGN REQUIREMENTS

- The existing freestanding monument sign is allowed to remain and continue to identify the site development – Gateway Business Center. The sign shall be allowed, if the property owner/landlord so chooses in the future, to be replaced or modified to increase height to a maximum of 8 feet and increase the length to a maximum of 10 feet. The maximum signage on the freestanding monument sign shall be limited to 50 sq. ft. A 2 foot tall brick base of larger shall be included with any replacement or modification.
- A new sign shall be allowed to be erected in the northeast corner of the property. This sign shall be placed a minimum of 10 feet from the property line; shall have a maximum height of 22 feet; shall be limited to a sign cabinet of no greater than 100 sq. ft.; and shall include a pole wrap or shroud a minimum of 48 inches wide to cover pole.

OTHER REQUIREMENTS

- Any leasing information shall be incorporated into the development identification freestanding monument sign (such as contact name and number), which shall not count against the sign total. A “for lease” sign can be attached to the exterior of the building, which sign shall not be a banner or vinyl material, and not exceed 32 sq. ft. Said leasing information shall be reviewed and approved by the Planning Division. All existing freestanding leasing signs shall be removed within 30-days of MSP approval.
- 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@ci.roseville.mn.us.

Respectfully,

CITY of ROSEVILLE



Thomas Paschke
City Planner