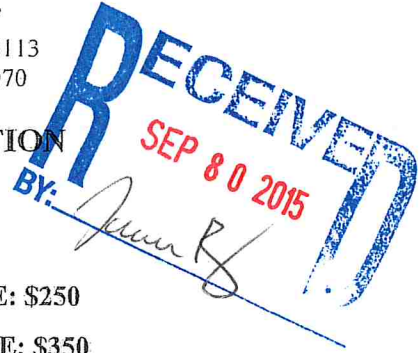


ROSEVILLE

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: Rancone First name: Mark
Address: 2575 No Fairview City/State/Zip: Roseville MN 55113
Phone number: 651-638-0864 Email address: _____

2. Applicant Information: (if different from above)

Company name: Lawrence Sign
Last name: King First name: Shari
Address: 945 Drew Bayler City/State/Zip: St Paul MN 55104
Phone number: 651-988-6711 Email address: shking@lawrenceesign.com

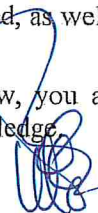
3. Address of Property Involved: (if different from above)

2575 No Fairview

4. Additional Required Information:

- Site plan illustrating on-site improvements and location of proposed signage
- 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:  MARK E. RANCONI, PRESIDENT
ROSEVILLE PROPERTIES GROUP CO. Date: 8-28-2015

Applicant:  Date: 8/21/15

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

09/09/2015 11:03
Receipt No. 00427022

signplan
Master Sign Pl
an 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #59009
Charge 0.00

LAWRENCE SIGN

Cashier: jill.hughes
Station: RVFIN301

MASTER SIGN PLAN

EFFECTIVE 8/13/15

PROPERTY:

2575 N FAIRVIEW AVE
ROSEVILLE, MN 55113

LANDLORD CONTACT INFORMATION:

ROSEVILLE PROPERTIES MANAGEMENT GROUP
2575 N FAIRVIEW AVE, SUITE 250
ROSEVILLE, MN 55113
(651) 405-1011 / INFO@ROSEPROP.COM

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 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 shopping center for their signs. This area will be part of a continuous fascia band. Each tenant's signage shall not exceed 1.5 times the total linear feet of lease space.
3. Tenant's sign shall be restricted to an area on the exterior fascia band, which shall not be higher than nine (9") inches from the top edge of the fascia band, and not lower than nine (9") inches from the bottom edge of the fascia band. If all caps are used, letters shall not exceed twenty-four (24") inches in height. If sign is on two lines, the total sign

height shall not exceed 36". Ascenders and descenders of lower case letters, and logos may not exceed a total of forty (40") inches in height.

4. The maximum length of Tenant's sign copy shall not be closer than sixteen (16") inches to the edge of the Tenant's lease lines.
5. Tenant's sign shall be centered vertically and horizontally on the exterior fascia band except where approved or specified by Landlord.
6. Letter styles of Tenant's copy will be determined by the Tenant.
7. Letters shall be directly mounted on a raceway. Raceway color must match building color, which will be provided by Landlord.
8. Letters shall be 5-1/2" maximum return depth and shall be internally illuminated with neon or 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.
9. The sign attachment devices must be non-corrosive fasteners.
10. The front façade consists of 2" of E.I.F.S., backer material and solid concrete brick. The raceway shall be anchored into the concrete with appropriate fasteners.
11. Upon removal or modification of Tenant's sign, Tenant, at its sole expense, shall pay the cost of restoration of the E.I.F.S., which includes patching the penetrations into the building structure, restoring and painting the E.I.F.S. to match the adjacent finish in a manner satisfactory to Landlord. Tenant shall use the contractor for said repairs as determined by Landlord.
12. 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.
13. 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.

PYLON SIGNAGE SPECIFICATIONS

1. Landlord will allocate pylon signage space at their discretion.
2. Pylon faces must be fabricated from UV rated Lexan material.
3. Copy made from 3M or like quality vinyl, and/or outdoor rated digital prints are allowed. No other forms of copy are allowed.

4. Pylon 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.
5. Upon vacating the property, it is the tenant's sole responsibility to have pylon sign faces removed and to provide blank UV rated lexan face inserts.

DOOR SIGNAGE

1. Tenants will not be required, but have the option to display store name and hours on main entry door.

PRODUCT SIGNS

1. No more than 25% of the gross surface display area of business signs is permitted for product signs which are not integral to the name of the business. These signs fail to highlight the important information, the business name, and clutter the appearance of the Center.

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

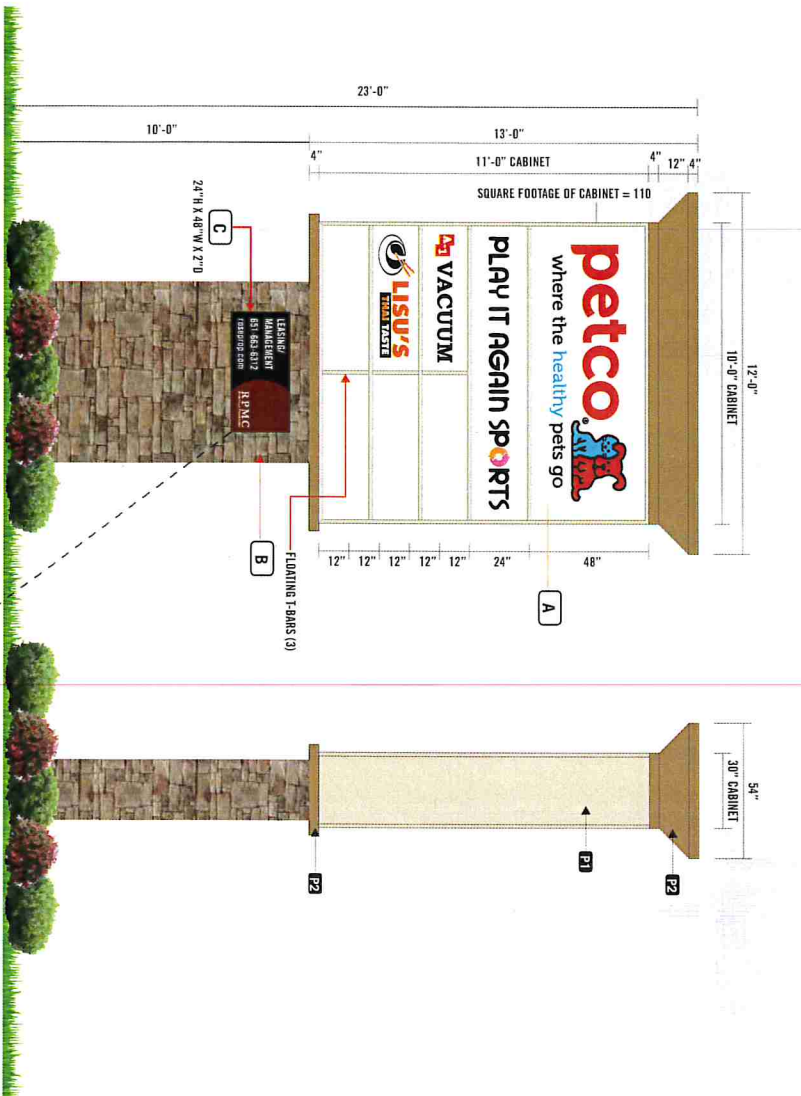
1. The following types of signs or sign components shall be PROHIBITED.
2. Moving or rotating signs.
3. Signs employing moving or flashing lights.
4. Illuminated sign cabinets with painted plastic faces or non-illuminated sign letters.
5. Signs employing luminous, vacuum-formed type plastic letters.
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.

38829

Space Graphics

10761 1 Drive

996.88 32821



1 D/F ILLUMINATED MONUMENT
SCALE: 1/4"=1'-0"

LEASING/
MANAGEMENT
651-663-6312
roseprop.com
RPMc
RENTAL PROPERTY MANAGEMENT

DESCRIPTION

- A**—PYLON REFURBISH
 - REMOVE AND DISPOSE OF EXISTING PYLON CABINET
 - SAVE AND REUSE EXISTING 12" ROUND POLE
 - FURNISH NEW LED ILLUMINATED PYLON CABINET
 - CORNICE/DECORATIVE ELEMENTS PAINTED WITH TEXTURE AND COLOR TO MATCH COLOR OF EFS ON BUILDING REMODEL
 - MAIN CABINET PAINTED COMPLEMENTARY COLOR WITH NON TEXTURE PAINT
 - WHITE LEXAN FACES
 - REMOVABLE T-BAR FOR BOTTOM SMALLER TENANT FACES
- B**—STONE VENEER BASE
 - STEEL ANGLE FRAME WORK SHEETED IN PLYWOOD
 - STONE VENEER BY OTHERS
- C**—PAN SIGN
 - 2" DEEP ALUMINUM PAN PAINTED WHITE
 - 1ST SURFACE V5, V6 VINYL
 - COPY TO BE RENESSED OUT
 - 24" H X 48" W
 - MOUNTED FLUSH TO BASE

FINISH SCHEDULE

- F1** SW 6112 BISCUIT
- P2** SW 6116 TATAMI TAN
- V1** BLACK VINYL
- V2** RED VINYL
- V3** TRANS. DIGITAL PRINTER/VINYL
- V4** TRANS. DIGITAL PRINTER/VINYL
- V5** 3M SAPPHIRE BLUE (220-37)
- V6** 3M BURGUNDY (220-58)



945 Pierce Butler Route, St. Paul, MN 55104
651-488-6711 • 800-998-8901

ROSEVILLE
PROPERTY MANAGEMENT

FARVIEW PROPERTIES
FARVIEW AVE. N
ROSEVILLE, MN 55113

ILLUMINATED PYLON
REFURBISH

CUSTOMER APPROVAL

NAME: _____
DATE: _____

REV1 08.11.15 JJ
REV2 10.12.15 RR
REV3 _____
REV4 _____
REV5 _____
REV6 _____
REV7 _____
REV8 _____
SALES DG PRG: _____
DESIGN RR _____
DATE: 03.26.15
DWG: 6506-07REV01

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PROPOSED CONDITIONS

ROSEVILLE
PROPERTY MANAGEMENT

FARVIEW PROPERTIES
FARVIEW AVE. N
ROSEVILLE, MN 55113

ILLUMINATED PYLON
REFURBISH

CUSTOMER APPROVAL

NAME: _____
DATE: _____

REV1: 08.11.15 JJ

REV2: 10.12.15 RR

REV3: _____

REV4: _____

REV5: _____

REV6: _____

REV7: _____

REV8: _____

SALES: DG PR

DESIGN: RR

DATE: 03.26.15

DWG: 6506-07REV01

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ROSEVILLE
PROPERTY MANAGEMENT
FAIRVIEW PROPERTIES
FAIRVIEW AVE. N
ROSEVILLE, MN 55113

ILLUMINATED PYLON
REFURBISH

CUSTOMER APPROVAL

NAME: _____
DATE: _____

REV1 08.11.15 JJ

REV2 08.14.15 RR (7/3)

REV3 10.12.15 RR

REV4 _____

REV5 _____

REV6 _____

REV7 _____

REV8 _____

SALES DG PRG

DESIGN RR

DATE 03.26.15

DWG 6506-07REV01

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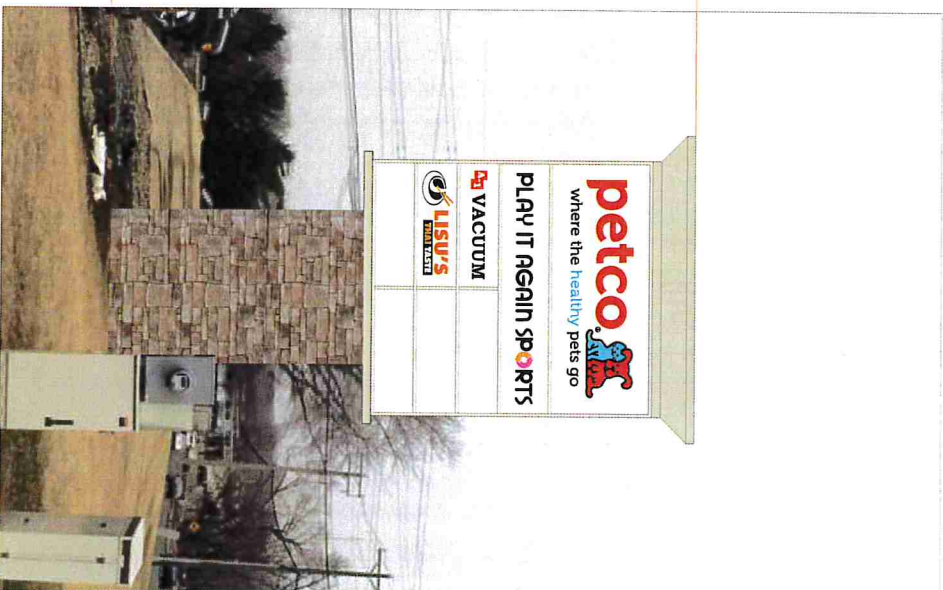


30'-0"

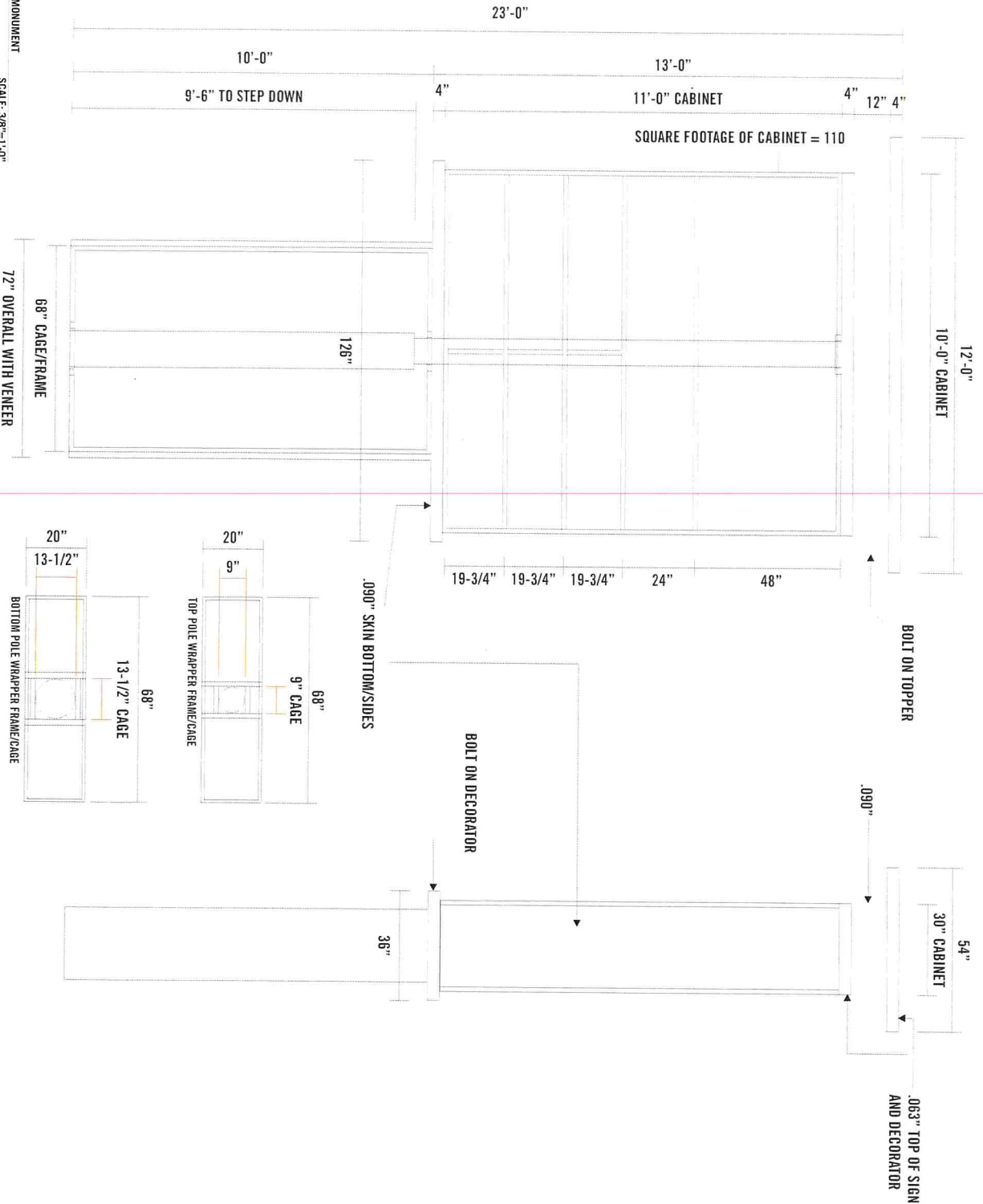


EXISTING

23'-0"



PROPOSED



Lawrence
Sign
www.lawrencesign.com

945 Pierce Butler Road, St. Paul, MN 55104
651.488.6711 • 800.998.8901

ROSEVILLE
PROPERTY MANAGEMENT
FAIRVIEW PROPERTIES
FAIRVIEW AVE. N
ROSEVILLE, MN 55113

ILLUMINATED PYLON
REFURBISH

CUSTOMER APPROVAL

NAME: _____
DATE: _____

REV1 08.11.15 JJ
REV2 10.12.15 RR
REV3 _____
REV4 _____
REV5 _____
REV6 _____
REV7 _____
REV8 _____

SALES: DG PR
DESIGN: RR
DATE: 03.26.15
DWG: 6506-07REV01

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COMMUNITY DEVELOPMENT DEPARTMENT

October 15, 2015

Mr. Mark Rancone
Roseville Properties Management Group
2575 Fairview Avenue
Suite 250
Roseville, MN 55113

Mr. Dave Gunderson
Lawrence Sign
945 Pierce Butler Route
Saint Paul, MN 55104

Re: 2575 Fairview Avenue - Master Sign Plan Approval

On October 15, 2015, the Roseville Master Sign Plan (MSP) Committee held the required hearing regarding the MSP request by Roseville Properties Management Group for 2575 Fairview Avenue. 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 for 2575 Fairview Avenue:

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 to 400 lineal feet x 1.25 ratio or 500 total sq. ft.
- Wall signs meeting the total square footage allowed can be installed on all sides of the building.
- 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.
- 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 sign may be replaced or reused with slots for up to 8 tenants of varying sizes, subject to the following:
 - PetCo slot – 4 feet by 12 feet
 - Play It Again slot – 2 feet by 12 feet
 - Remaining 6 tenant slots – 1 foot by 5 feet
 - Maximum square foot age of signage area - 115 square feet
 - Minimum setback - 15 feet from Oakcrest and Fairview Avenue's
 - If reused, the pole shall include a shroud or wrap of brick or stone, approximately 2/3 the width of the panel area.

OTHER REQUIREMENTS

- 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 be attached to the exterior of the building, which sign shall not be a banner or vinyl material, and not exceed 32 sq. ft. 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

No.	ParcelID	PrimaryTaxName1	PrimaryTaxName2	PrimaryTaxAddress	PrimaryTaxCityStateZIP	Notes
1	092923120031	Janet Lynn		2550 Fairview Ave N	Saint Paul MN 55113-2614	
2	092923120030	James E Coby	✓	2558 Fairview Ave N	Roseville MN 55113-2614	
3	092923210008	New Hope Distribution Center Llc	✓	2575 Fairview Ave N Ste 250	Roseville MN 55113-2607	
4	092923210009	Roseville Properties	✓	2575 Fairview Ave N #250	Roseville MN 55113-2615	
6	092923120019	Karen Fuller	✓	2578 Fairview Ave	Roseville MN 55113-2613	
7	092923120029	Bert C Hughes	✓	2562 Fairview Ave N	St Paul MN 55113-2614	
8	092923210010	Co Lynch Enterprises Inc	✓	2655 Fairview Ave N	Saint Paul MN 55113-2616	
10		Community Development Dept	✓	2660 Civic Center Drive	Roseville MN 55113	
Not Sent - Duplicate						
5	092923210007	Roseville Properties		2575 Fairview Ave N #250	Roseville MN 55113-2615	Property Owner Same as #4
9	092923210011	Roseville Properties		2575 Fairview Ave N #250	Roseville MN 55113-2615	Property Owner Same as #4

MSP 15-04

over R
10/2/15
Sent 10/5/15