



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