



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:** Palisades Apartments  
 Last name: Beto First name: Kimberley - agent  
 Address: 5801 Cedar Lk. Rd S City/State/Zip: St. Louis Park, MN 55416  
 Phone number: 952-540-4148 Email address: Kim@kmsapartments.com
2. **Applicant Information:** (if different from above)  
 Company name: Imagivality Designs  
 Last name: Schuda First name: Christi  
 Address: 6182 Olson Memorial Hwy City/State/Zip: Minneapolis, MN 55422  
 Phone number: 763-545-4123 Email address: christi@imagivalitydesigns.com
3. **Address of Property Involved:** (if different from above)  
560 W Sandhurst Drive
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: Kimberley & Beto

Date: 12/6/12

Applicant: Christi Schuda

Date: 1-3-13

## **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.



Thomas Paschke  
Roseville City Planner  
City of Roseville  
2660 Civic Center Drive  
Roseville, MN 55113

**Date 1/3/13**

6182 Olson Memorial Hwy  
Minneapolis, MN 55422  
T 763-545-4123  
F 763-545-4266  
[christi@imaginalitydesigns.com](mailto:christi@imaginalitydesigns.com)

Thomas,

Enclosed is the submittal for the Master Sign Plan for the Palisades Apartment Development located at 560 W Sandhurst Drive.

We are proposing a total of 5 new freestanding signs. All of the existing signage will be removed upon installation of the new.

Sign A - Orange Dot - Monument on 36  
12' long X 3' high = 36 sq ft of sign area  
Overall height 7'  
Setback minimum 15' from property line

Sign B - Yellow Dot - Sandhurst Entrance Directional  
3' long X 4' 10" high = 14.5 sq ft of sign area  
Setback 5' from property line

Sign C - Green Dot - Clubhouse Monument Sign  
8' long X 4' 10" high = 38.72 sq ft of sign area  
Setback 15' from property line

Sign D - Red Dot - Clubhouse Entrance ID Sign  
3' long X 4' 10" high = 14.5 sq ft of sign area  
Setback 5' from property line

Sign E - Blue Dot - County Rd B Entrance Sign  
8' long X 2' high = 16 sq ft of sign area  
Overall height 4'  
Setback 15' from property line

Total 5 signs with 119.72 accumulative square feet. This property has 5 apartment buildings and 1 Clubhouse/Rental Office building. The main access entrances to the property are off of Sandhurst Dr. W and County Rd B W, with multiple private entrances off of Sandhurst and an additional private access off of County Rd B W.

We feel the proposed signage plan properly identifies the property, without being too overstated, and aids in proper traffic flow throughout the development. The client will also be adding Iron Mountain Flag Stone around the signage with additional minimal landscaping elements to further enhance the signage and property.

Please review the enclosed documents and let me know if you have any questions. We look forward to working with you on this and hope to hear from you soon.

Thank you,

Christi Schuda

City of Roseville  
651-792-7000

01/09/2013 13:03  
Receipt No. 00311048

signplan  
Master Sign Pl  
an 250.00

-----  
Receipt Total 250.00

Cash 0.00  
Check 250.00 Check #1283  
Charge 0.00

IMAGINALITY DESIGNS

Cashier: jill.hughes  
Station: RVFIN701

HIGHWAY 36 W

HIGHWAY 36 SERVICE RD

SANDHURST DR W

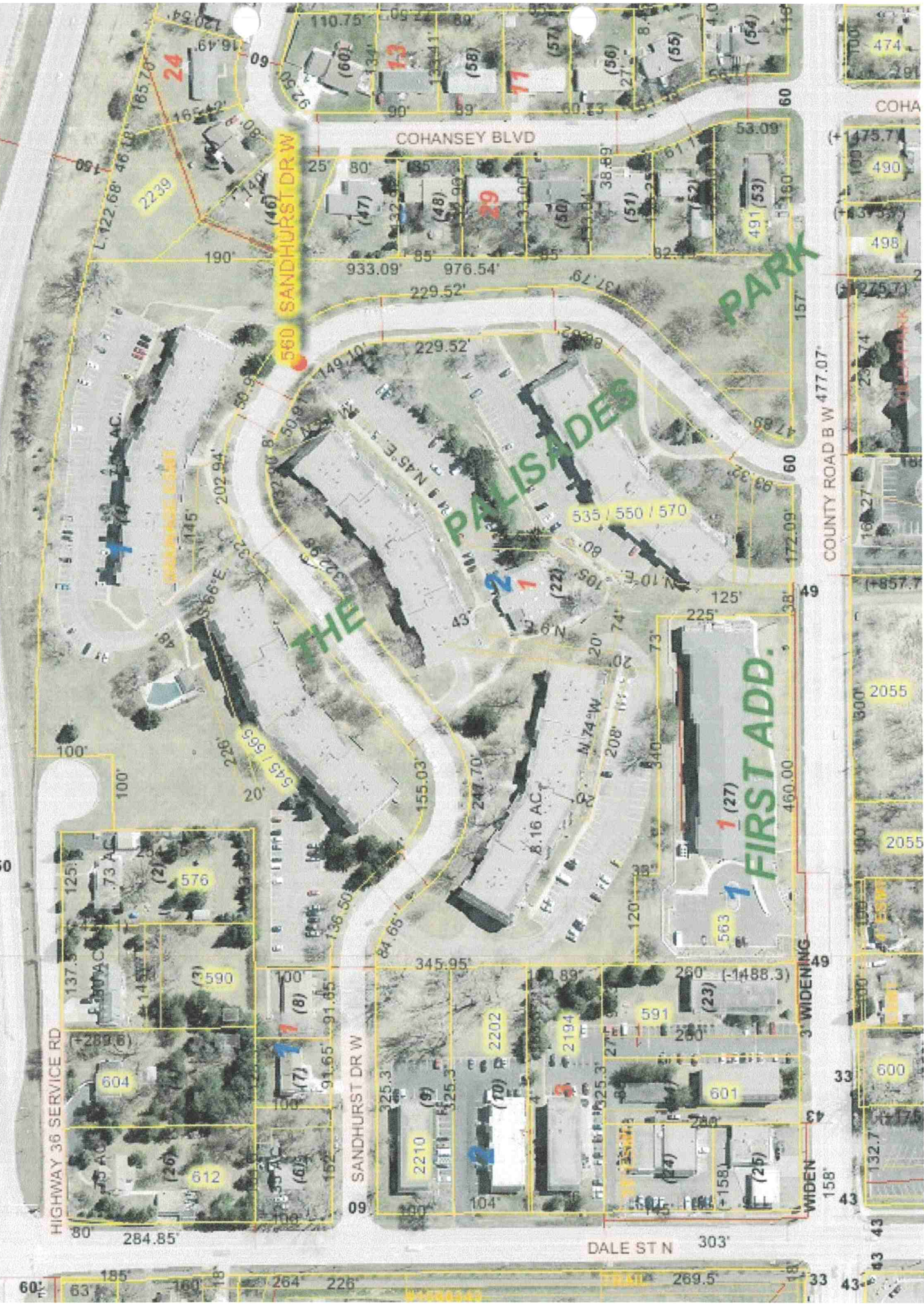
COHANSEY BLVD

THE PALISADES PARK

COUNTY ROAD B W 477.07

FIRST ADD.

DALE ST N



# KMS - PALISADES Apartment Signage Key

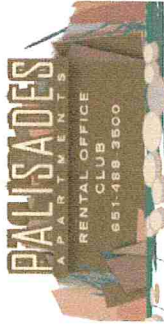
by Imaginality Designs



**A** Monument on 36



**B** Sandhurst Entrance Monument



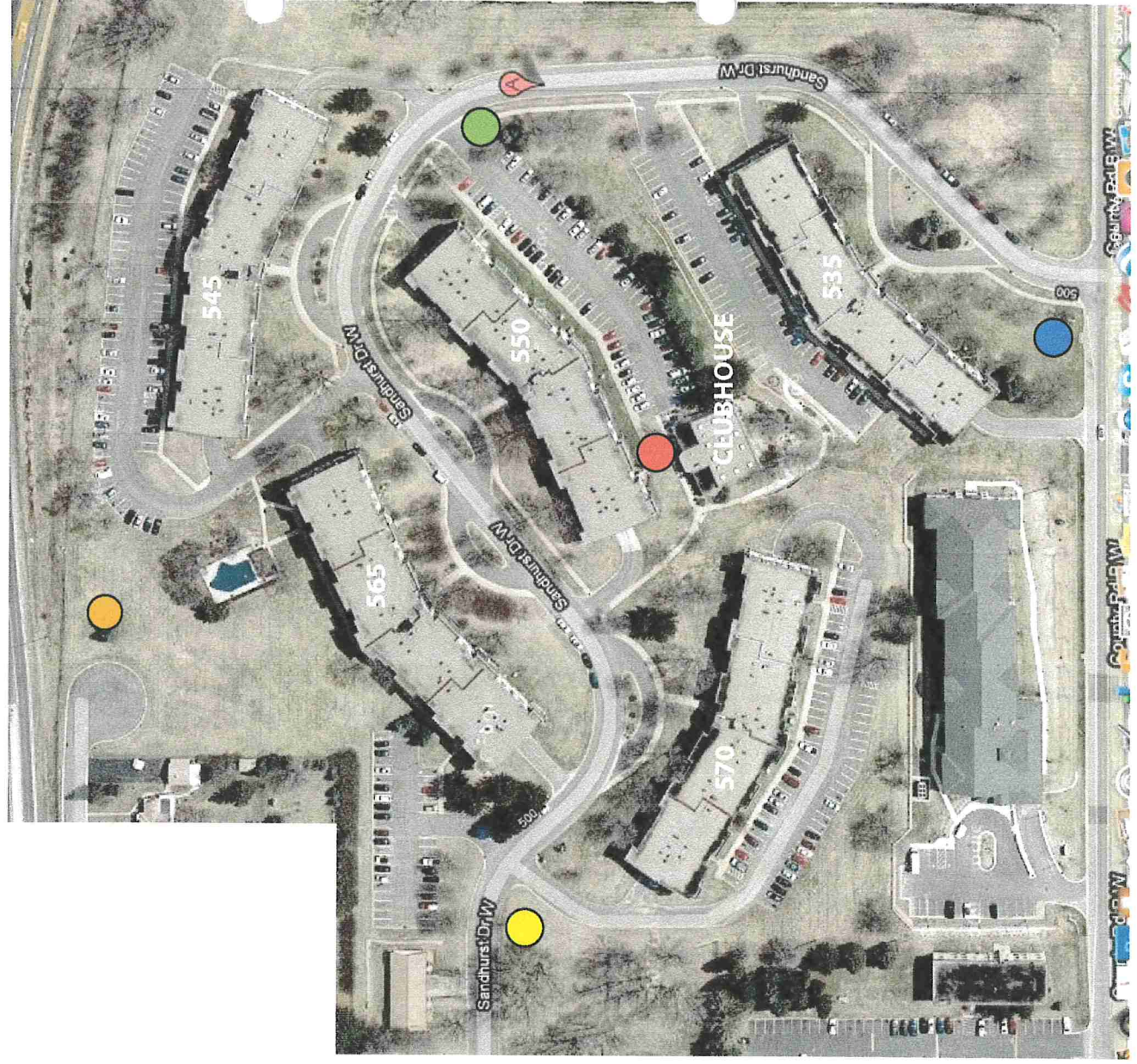
**C** Clubhouse Monument



**D** Clubhouse Sign



**E** County Rd B Entrance Monument

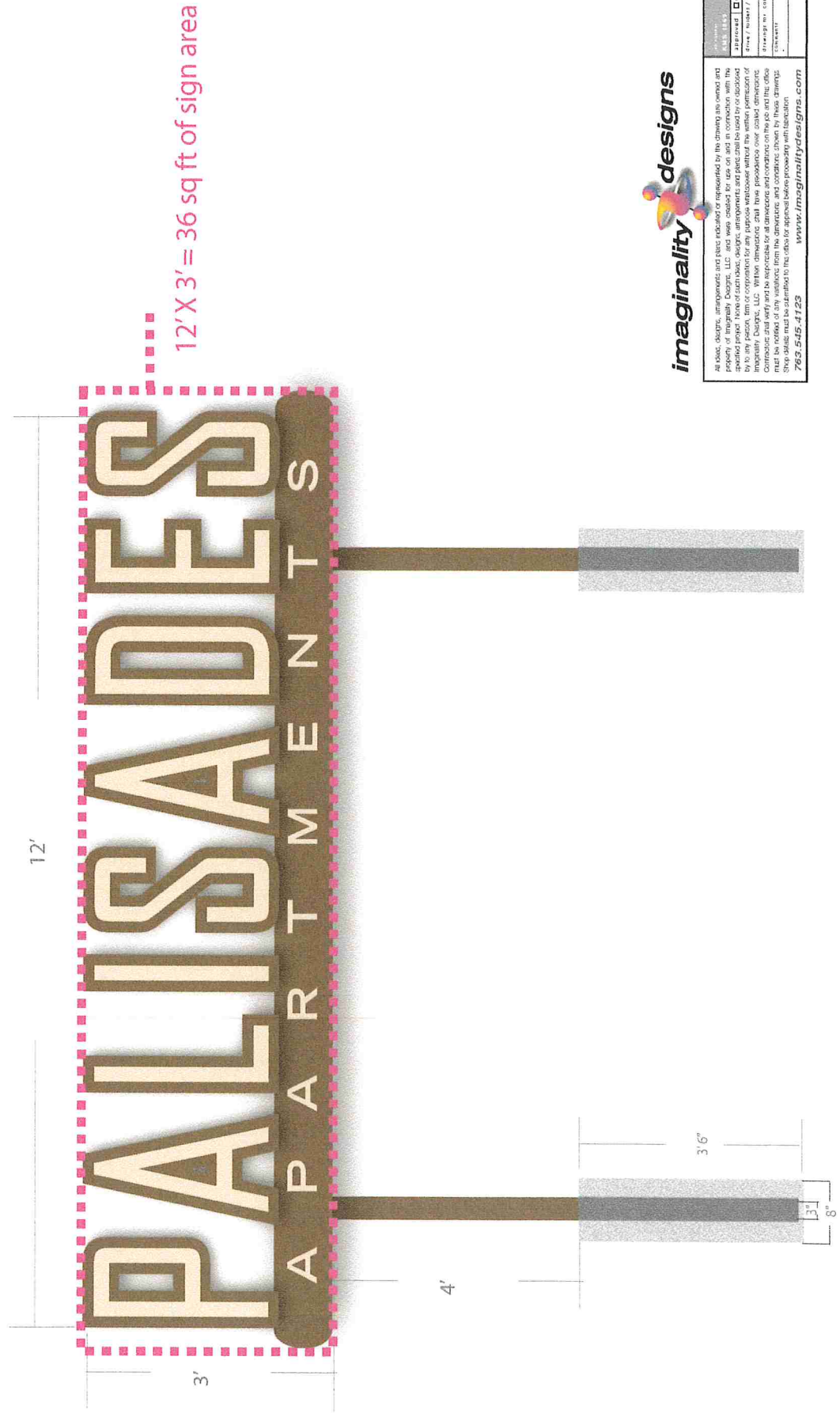


# KMS - PALISADES Apartments - Sign on 36 A Monument on 36

by Imaginallity Designs

## Monument on 36 - Single Faced

- Sign Area 12' long X 3' high 36 sq ft
- 1/4" thick aluminum backer panel custom cut to shape of outline of letters
  - powder coated finish
- 3/8" thick 36" high flat cut dimensional acrylic letters "PALISADES" - painted finish
  - spaced off of backer with 1" spacers
- "APARTMENTS" vinyl applied to painted aluminum backer
  - 3" square aluminum tube supports - powder coated finish
  - ran into ground 42" with concrete footings
- Will NOT have stone background

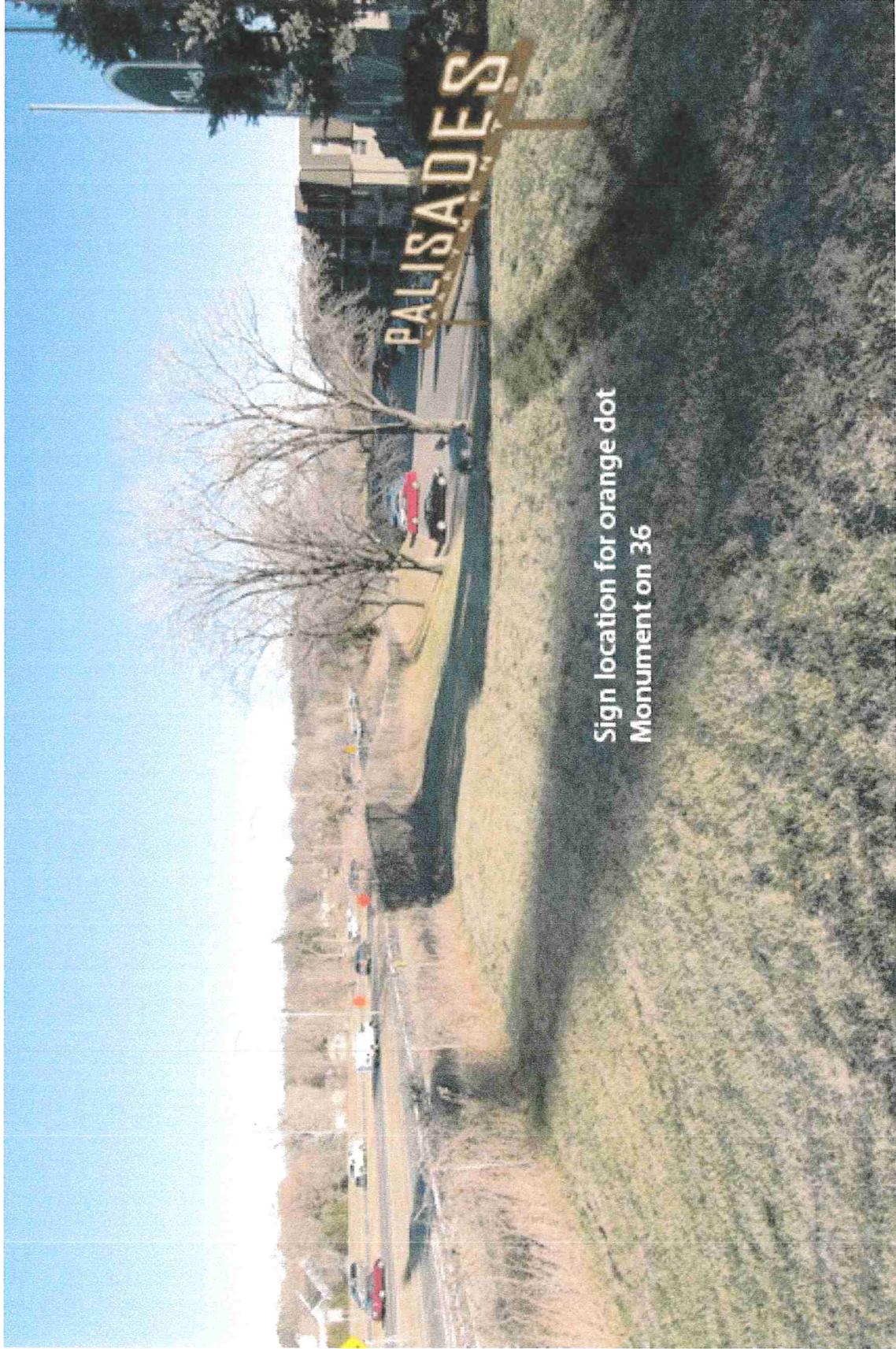


**imaginallity** designs

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763.545.4123 [www.imaginallitydesigns.com](http://www.imaginallitydesigns.com)

DATE ISSUED	11/20/12
DESIGNED BY	IMAGINALLITY DESIGNS
APPROVED BY	IMAGINALLITY DESIGNS
CLIENT / PROJECT / ADDRESS	
DATE OF CONTRACT SIGNATURE	
DATE OF PROJECT COMPLETION	



Sign location for orange dot  
Monument on 36



# KMS - PALISADES Apartments

**B** Sandhurst Entrance Monument

## Sandhurst Entrance Monument & Clubhouse Entrance ID

**D** Clubhouse Sign

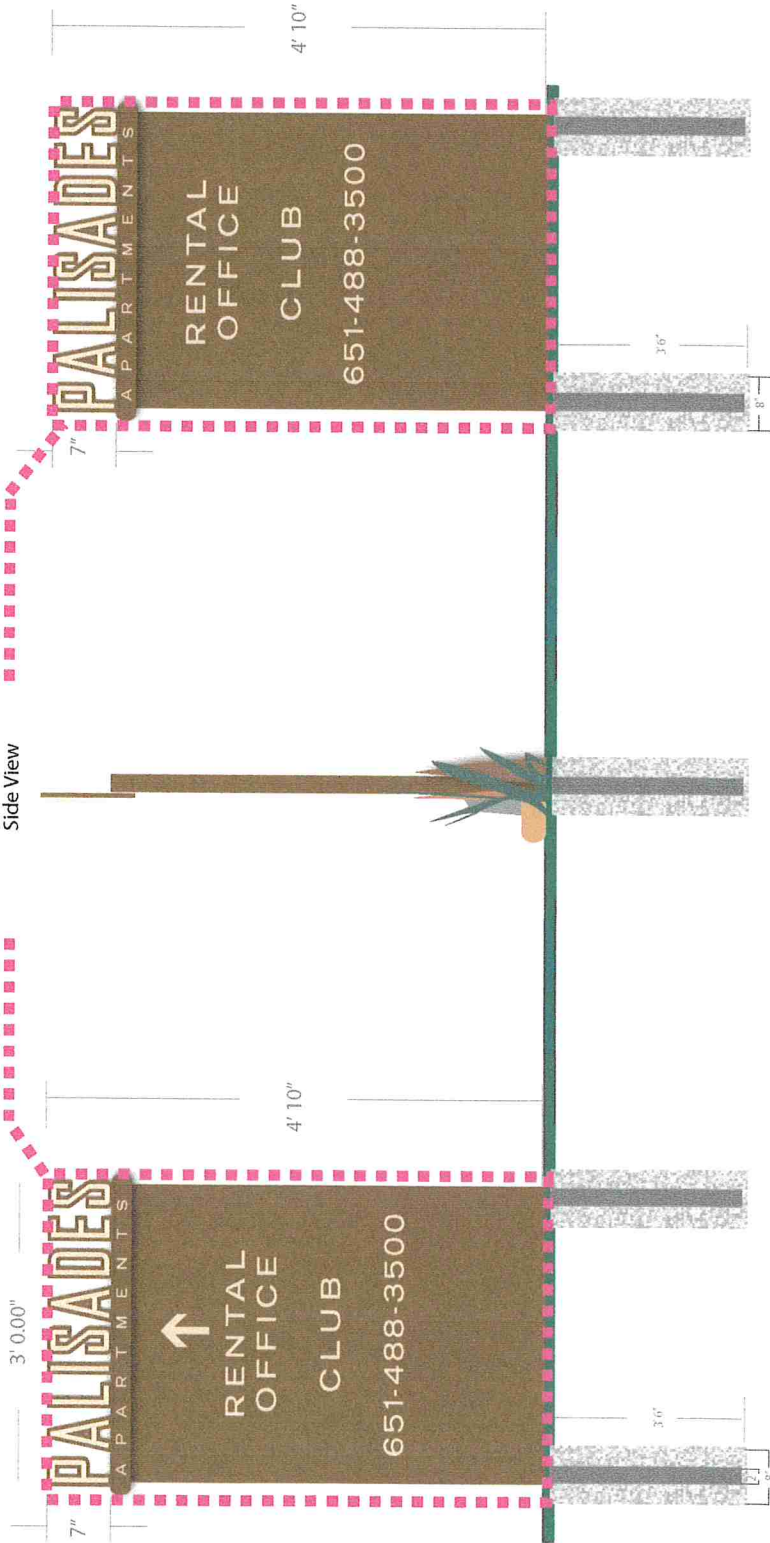
by Imaginativity Designs

### Sandhurst Entrance Monument - Single Faced

- 4' 10" high X 3' wide X 2" deep
- Pre-finished aluminum substrate face and back - dark bronze
- 1/4" thick X 7" high flat cut dimensional acrylic letters "PALISADES" - painted finish
- mounted to custom cut shape outline backer of same pre-finished material as faces
- "APARTMENTS" vinyl applied 1st surface
- Vinyl copy applied 1st surface to faces
- 2" square aluminum tube frame
- ran into ground 42" with concrete footings

3' X 4' 10" = 14.5 sq ft of sign area per sign

Side View



### Clubhouse Entrance ID - Single Faced

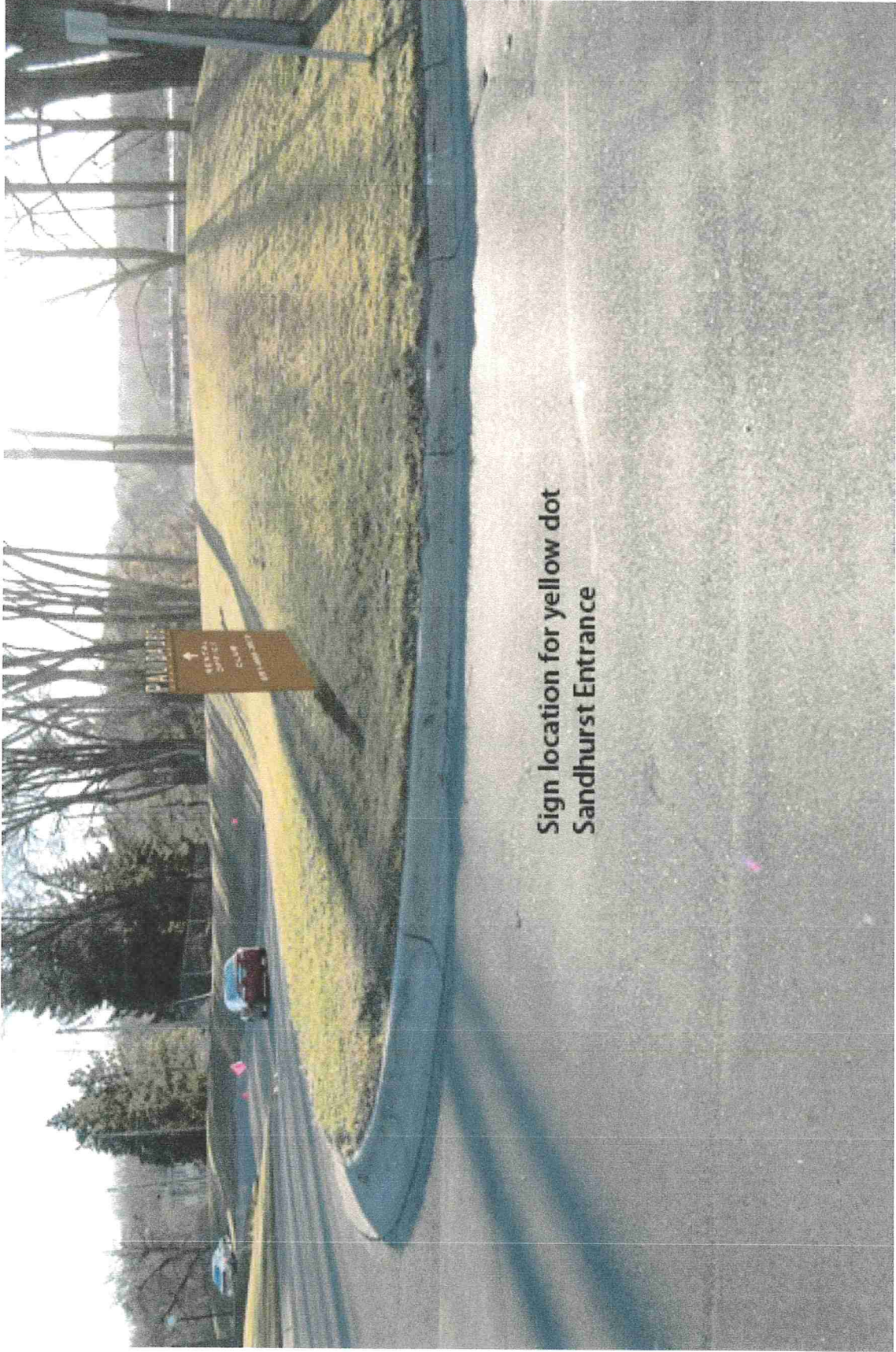
- 4' 10" high X 3' wide X 2" deep
- Pre-finished aluminum substrate face and back - dark bronze
- 1/4" thick X 7" high flat cut dimensional acrylic letters "PALISADES" - painted finish
- mounted to custom cut shape outline backer of same pre-finished material as faces
- "APARTMENTS" vinyl applied 1st surface
- Vinyl copy applied 1st surface to faces
- 2" square aluminum tube frame
- ran into ground 42" with concrete footings

**imaginativity designs**

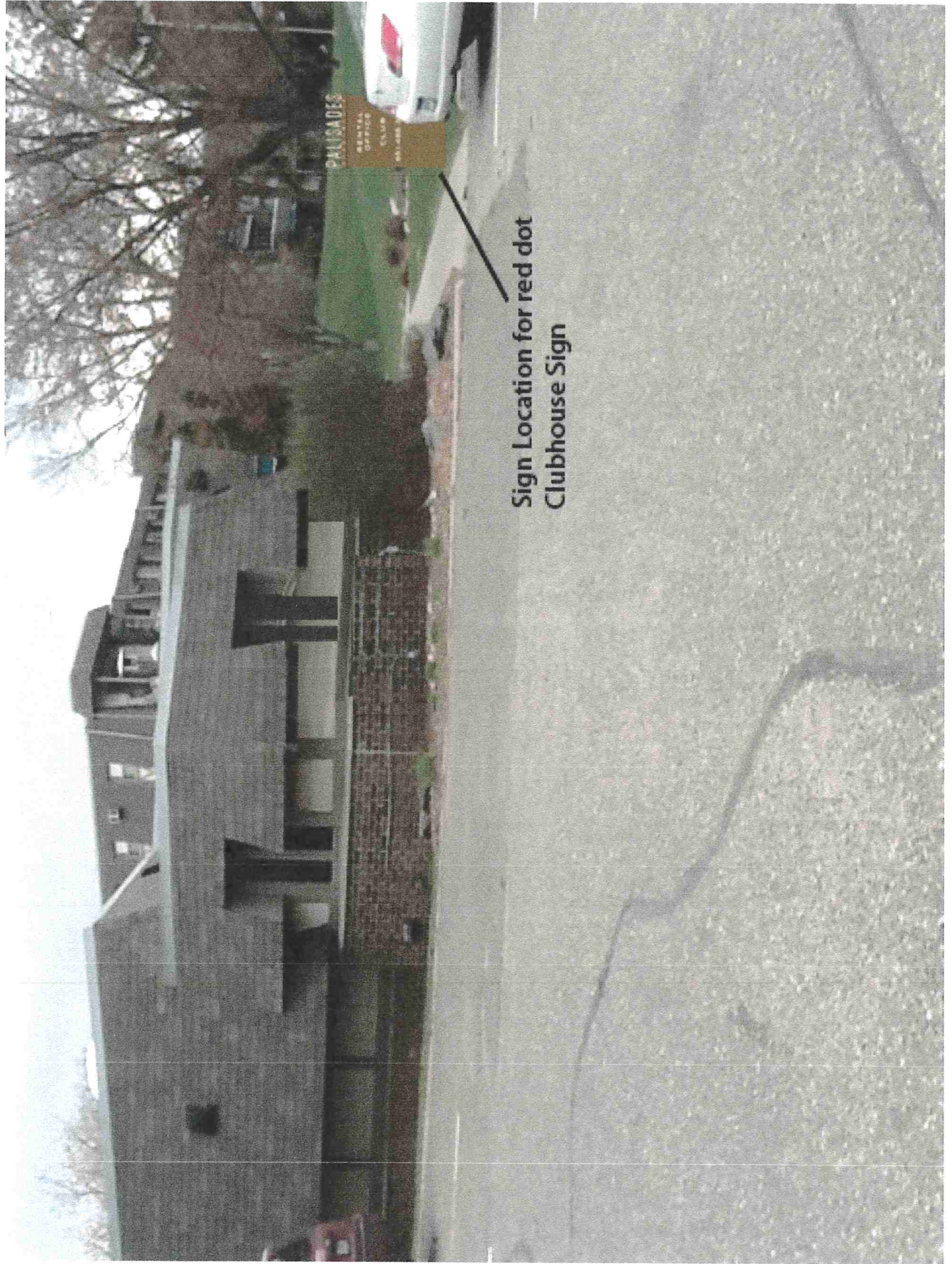
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783.545.4123 [www.imaginativitydesigns.com](http://www.imaginativitydesigns.com)

DATE: 11/14/12	BY: [initials]
APPROVED: [initials]	DATE: [initials]
DESIGNER: [initials]	DATE: [initials]
CHECKER: [initials]	DATE: [initials]



Sign location for yellow dot  
Sandhurst Entrance



Sign Location for red dot  
Clubhouse Sign

# KMS - PALISADES Apartment Clubhouse Monument Sign

Clubhouse Monument

by Imaginativity Designs

## Clubhouse Monument Sign - Double Faced

Overall 8' wide X 4' 10" high

Dimensional acrylic letters (PALISADES) painted finish mounted to aluminum backer cut to shape of letters - powder coat finish

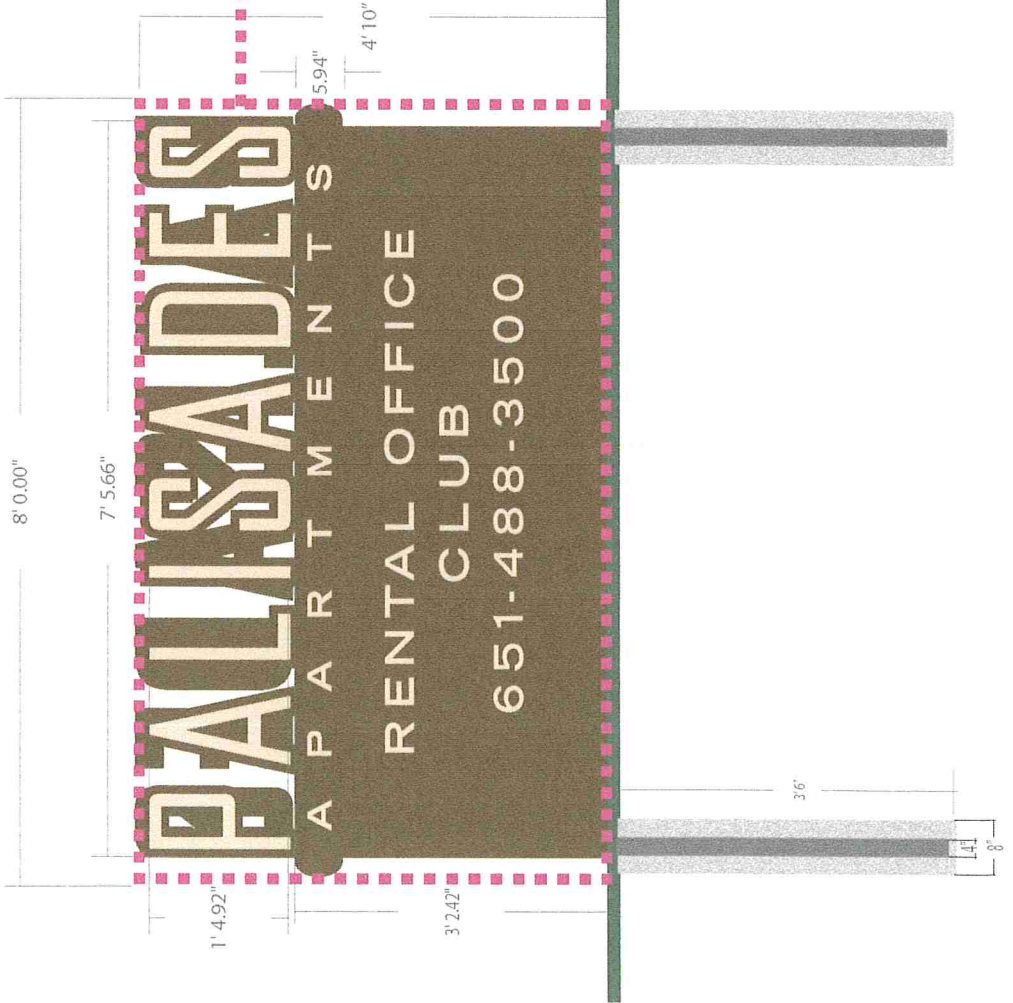
APARTMENTS, RENTAL OFFICE and phone number - vinyl applied 1st surface

Pre-finished aluminum substrate (dark bronze finish), 4" square aluminum tube framing set into ground with concrete footings

- stone set with hardware in between to create a "middle" between the 2 backers on framing so name is readable

## Clubhouse Monument Sign - Double Faced Stone Landscaping Accent

Side View



4' 10" X 8' = 38.72 sq ft of sign area

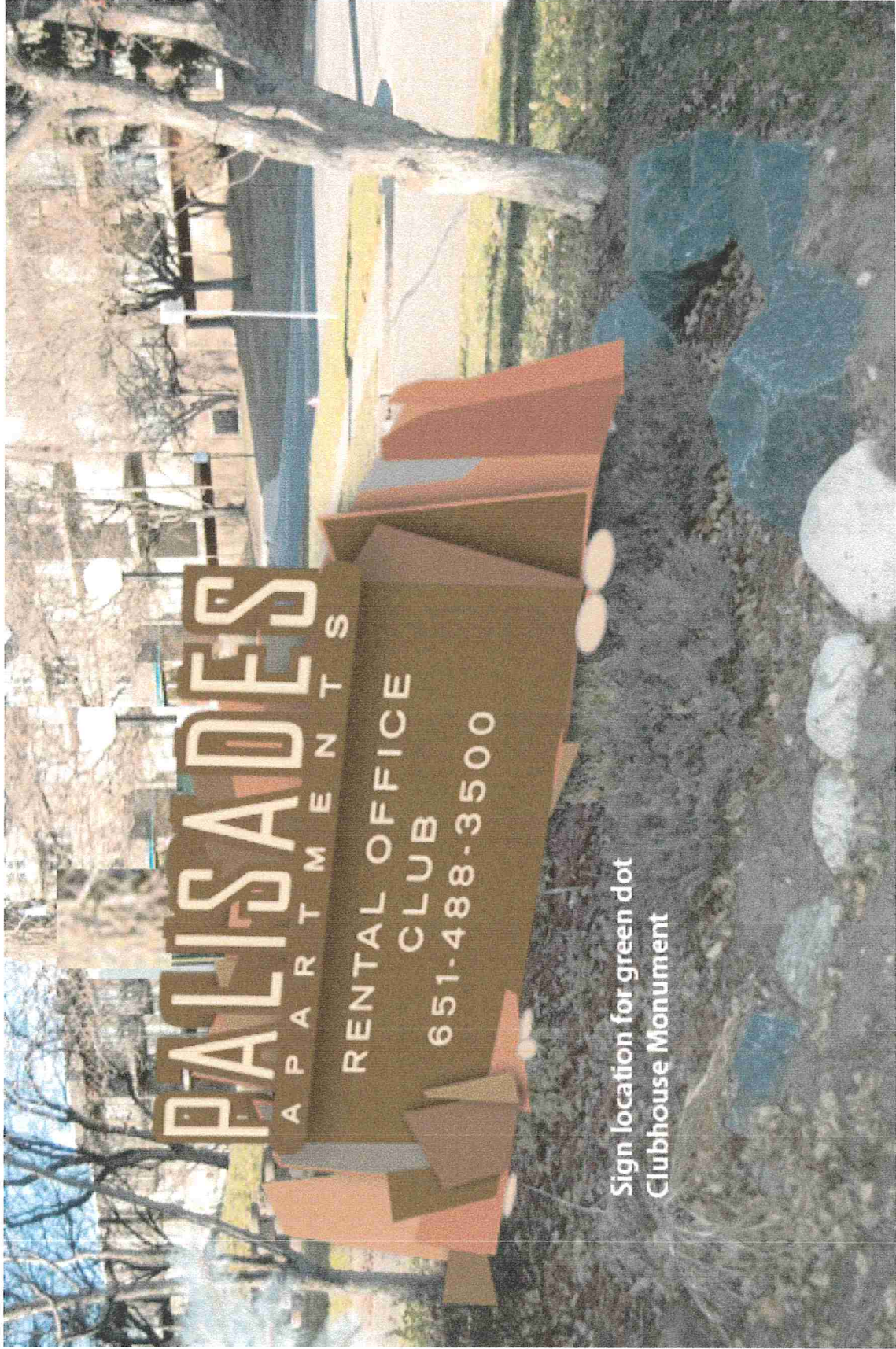


**imaginativity designs**

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763.545.4123 [www.imaginativitydesigns.com](http://www.imaginativitydesigns.com)

DATE	11/20/12
APPROVED	<input type="checkbox"/> CLIENT <input type="checkbox"/> DATE <input type="checkbox"/> DESIGN
DRAWN / CHECKED / REVISION	
DESIGNED BY	IMAGINATIVITY DESIGNS
COMMENTS	



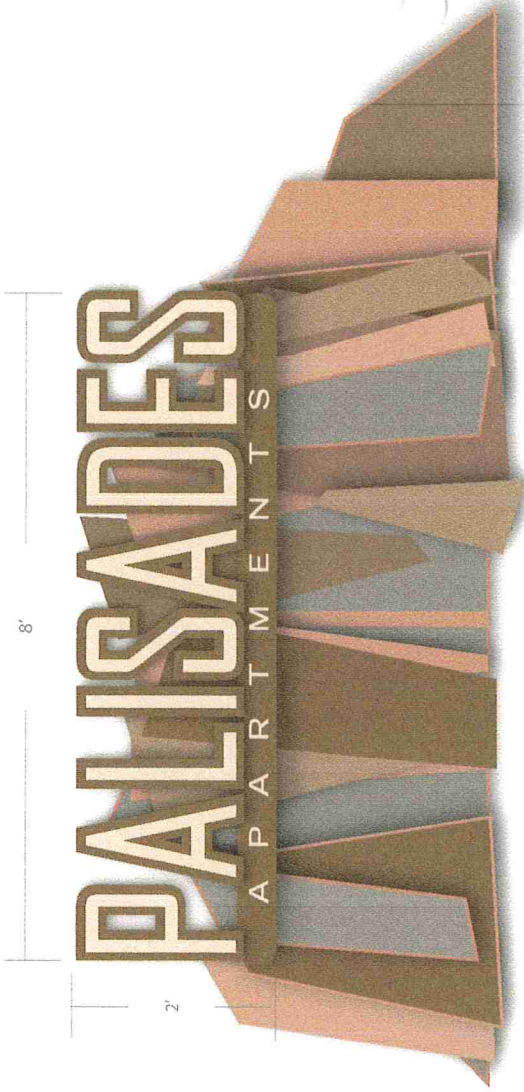
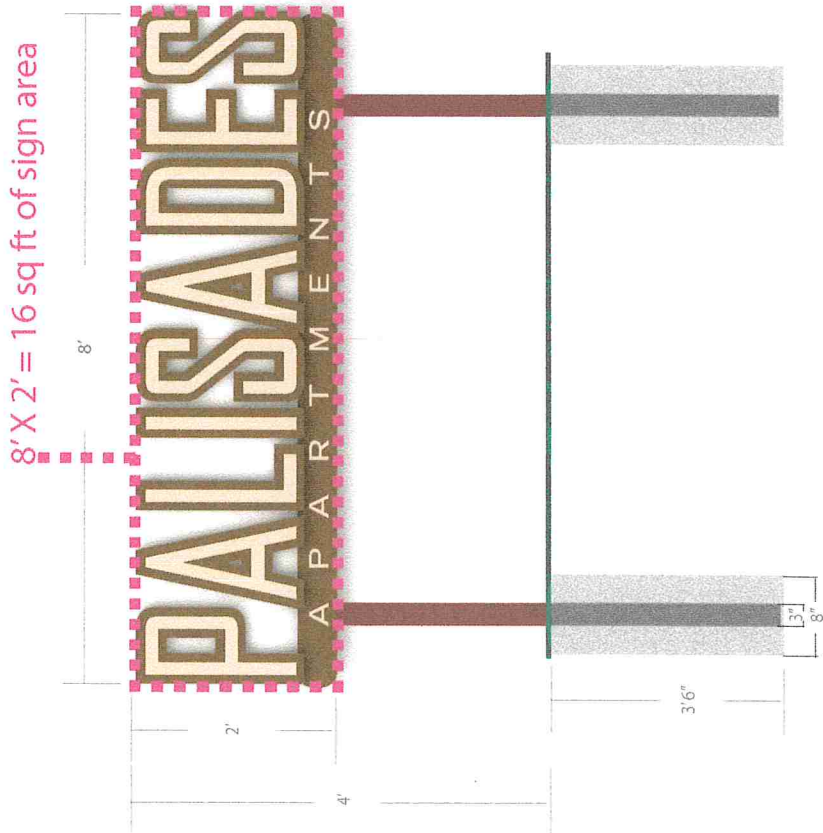
Sign location for green dot  
Clubhouse Monument

# KMS - PALISADES Apartments - County Rd B Entrance Monument

**E** County Rd B Entrance Monument by Imaginativity Designs

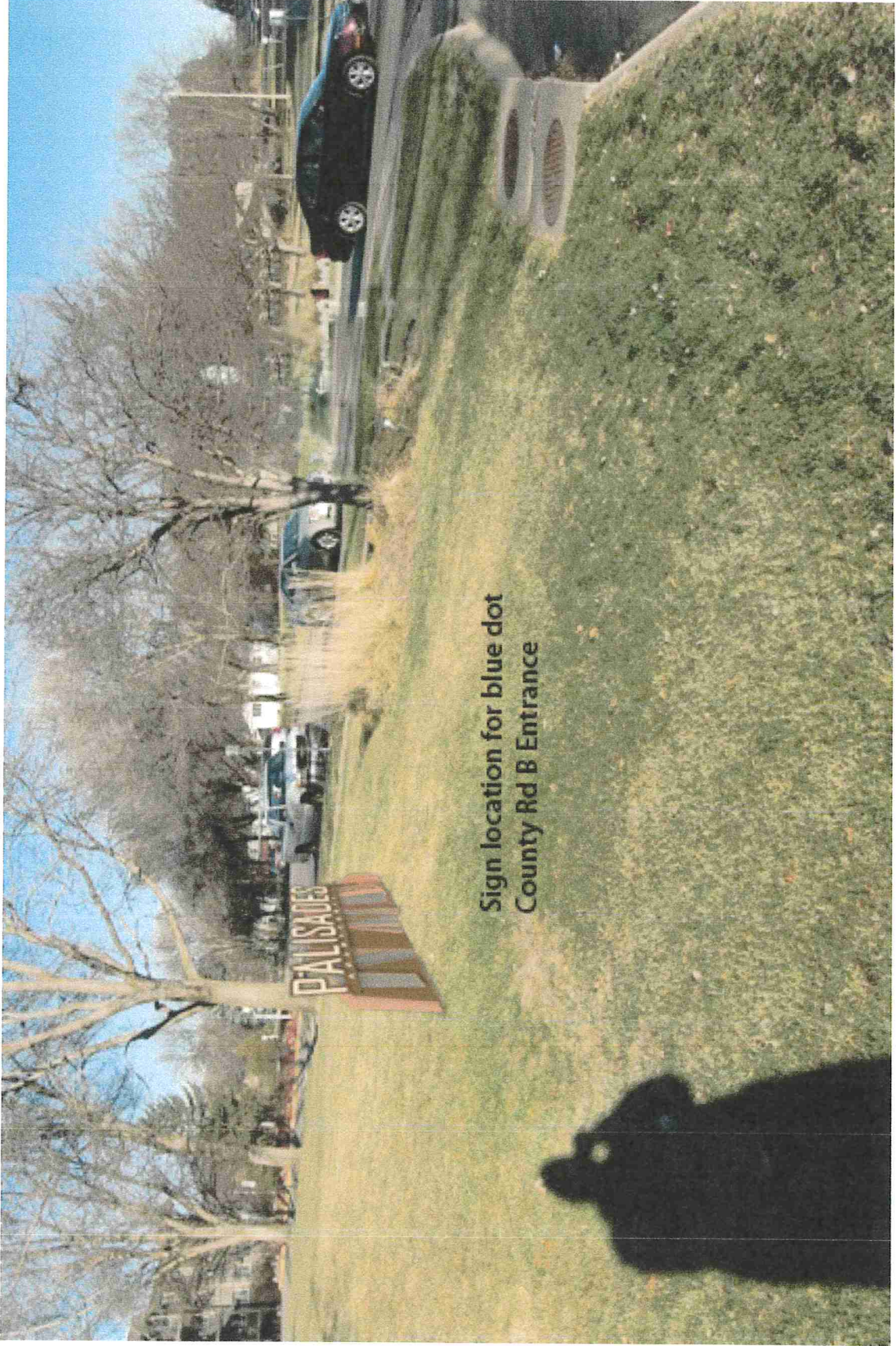
- County Rd B Entrance Monument - Single Faced
- Sign Area 8' long X 2' high = 16 sq ft
- 1/8" thick aluminum backer panel custom cut to shape of outline of letters
- powder coated finish
- 3/8" thick X 30" high flat cut dimensional acrylic letters "PALISADES" - painted finish
- spaced off of backer with 1" spacers
- "APARTMENTS" vinyl applied 1st surface to painted aluminum backer
- 3" square aluminum tube supports - powder coated finish
- ran into ground 42" with concrete footings
- Iron Mountain Flag Stone Background Accent Wall

With Stone Wall Backer



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DATE: 11/20/12	BY: [Signature]
APPROVED: [Signature]	DATE: 11/20/12
DESIGNED BY: [Signature]	BY: [Signature]
CHECKED BY: [Signature]	BY: [Signature]
PROJECT: [Signature]	BY: [Signature]
COMMENTS:	



Sign location for blue dot  
County Rd B Entrance



Community Development Department  
651-792-7074 ♦ fax: 651-792-7070

February 4, 2013

Ms. Kimberley Beto  
KMS Management  
5801 Cedar Lake Road South  
St. Louis Park, MN 55416

**Re: 560 Sandhurst Drive – Palisades Apartments, Master Sign Plan Draft Approval**

On January 31, the Roseville Master Sign Plan Committee held the duly noticed hearing regarding the Palisades Apartments, 560 Sandhurst Drive, Master Sign Plan request. 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.

The MSP Committee has reviewed the proposal and approves the following as the MSP for Palisades Apartments, 560 Sandhurst Drive:

#### **FREESTANDING SIGN REQUIREMENTS**

- The Palisades Apartment Complex shall be allowed to install five freestanding identification/directional signs on the premises and which signs shall be installed according to the following details as well as the attached illustrations:
  - Monument sign facing Highway 36: This sign shall be set back a minimum of 10 feet from the property line adjacent to Highway 36. This sign shall be no greater than 36 sq. ft. (12 feet by 3 feet). And this sign shall have an overall height no greater than 8 feet.
  - Directional sign at property entrance off Sandhurst Drive: This sign shall be set back a minimum of 5 feet from the property line adjacent to Sandhurst Drive and the rear property line of 2210 Dale Street. The sign shall be no greater than 15 sq. ft. (5 feet by 3 feet). And this sign shall have an overall height no greater than 5 feet.
  - Clubhouse monument sign: This sign, since it is internal to the Palisades property, shall have no minimum setback requirement. The sign shall be no greater than 40 sq. ft. (5 feet by 8 feet). And this sign shall have an overall height no greater than 5 feet.
  - Clubhouse entrance ID sign: This sign, since it is internal to the Palisades property, shall have no minimum setback requirement. The sign shall be no greater than 15 sq. ft. (5 feet by 3 feet). And this sign shall have an overall height no greater than 5 feet.



## Community Development Department

651-792-7074 ♦ fax: 651-792-7070

- County Road B entrance monument sign: This sign shall be set back a minimum 10 feet from the property adjacent to County Road B and Sandhurst Drive. The sign shall be no greater than 15 sq. ft. (5 feet by 3 feet). And this sign shall have an overall height no greater than 5 feet.

### OTHER REQUIREMENTS

- Should additional freestanding or wall signs be desired to direct residents/visitors in the future, an amended plan shall be submitted for review and approval by the Planning Division.
- A sign permit is required for the installation of all signs on the premises.

Should you have any questions or comments, please call me at 651-792-7074.

*Respectfully,*

**CITY of ROSEVILLE**



*Thomas Paschke*  
*City Planner*