



COMMUNITY DEVELOPMENT DEPARTMENT

November 11, 2013

Ms. Jackolyn A. Cook-Haxby
SAIC
60 East Plato Boulevard
Suite 300
Saint Paul, MN 55107

Re: Walmart Master Sign Plan, 1690 County Road C

On November 10, 2013, the Roseville Master Sign Plan Committee held the administrative hearing to review and consider the Master Sign Plan (MSP) at 1960, 2020, and 2030 Twin Lakes Parkway. 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 approved the following as the MSP for 1960, 2020, and 2030 Twin Lakes Parkway:

WALL SIGN REQUIREMENTS - WALMART

- 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.
- Walmart wall signs shall not exceed 800 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 custom cabinets, individual, or channel letters, that may be illuminated (preferably LED).
- Wall sign height shall not exceed 66 inches for the two Walmart signs and 30 inches for all other wall signs.
- 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.
- All applications for wall signs shall be accompanied by a graphic that provides the City with the existing and proposed wall sign totals.

WALL SIGN REQUIREMENTS - OUTLOTS

- 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 for each building on an outlot shall not exceed 125 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 custom cabinets, individual, or channel letters, that may be illuminated (preferably LED).
- Wall sign height shall not exceed 30 inches in 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.
- No sign, or any portion thereof, shall project above the parapet or top wall portion upon which it is mounted.
- All 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

- The three lot site is permitted to have one freestanding multi-tenant sign. This sign shall be limited to a height of 40 feet and shall not exceed a square footage of 150 sq. ft.; 80 sq. ft. for Walmart and 35 sq. ft. for each of the two outlot tenants. The freestanding sign shall be placed between Lot 2 and 3, a minimum of 5 feet from the property line adjacent to Cleveland Avenue. The sign shall be constructed with the materials indicated on the plans dated September 5, 2013 and including brick, block, stone, EIFC and metal.

OTHER REQUIREMENTS

- A single freestanding leasing sign for the two outlots may be installed, which sign shall not exceed 24 sq. ft. and the sign must be approved by the Roseville Planning Division.
- 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*