



COMMUNITY DEVELOPMENT DEPARTMENT

June 25, 2013

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

Re: Master Sign Plan Submittal

Dear Ms. Cook-Haxby:

Thank you for your response regarding our comments pertaining to the revised Master Sign Plan submittal for the proposed Walmart and two outlots in the northeast corner of County Road C and Cleveland Avenue, Roseville.

After reviewing your comments and discussing them, the project, and the Code with staff, I have the following responses:

The Purpose Statement for Master Sign Plan reads as follows

Purpose: The purpose of a Master Sign Plan is to establish a fair and equitable process 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.

With respect to the proposal, the Planning Division still struggles to find adherence of the proposed signage plan for Walmart and the two outlots to the Purpose Statement found in the Master Sign Plan. That said, the Planning Division is interested in resolving our differences regarding the Code allowances and the proposal and would support a freestanding sign up to 35 feet tall, which is 10 feet taller than the maximum allowance of freestanding signs not processed under a Master Sign Plan. The Planning Division would also support a freestanding sign totaling 150 square feet, which is the maximum allowed under a Master Sign Plan, with the Walmart signage cabinet at a maximum of 80 square feet and each of the two outlot tenants at 35 square feet each. Although we still believe that there should be greater equity between the tenants' sign allotment and the Walmart sign, we are comfortable with supporting these square footages as meeting the purpose and intent of the Master Sign Plan requirements.

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

Respectfully,

CITY of ROSEVILLE

Thomas Paschke
City Planner