



COMMUNITY DEVELOPMENT DEPARTMENT

July 11, 2013

Mr. Gerry Smith
2255 Walnut Street
Roseville, MN 55113

Ms. Mary Ferraro
Spectrum Sign Systems
9278 Isanti Street NE
Blaine, MN 55449

Re: Certifit, 2255 Walnut Street - Master Sign Plan Draft

On June 20, 2013, the Roseville Master Sign Plan Committee met to review the proposed Master Sign Plan (MSP) for Certifit and their desired wall and freestanding signage. No citizens were present and no members of the Committee had any questions or concerns regarding the proposed plan. The Master Sign Plan Committee has approved the MSP for Certifit at the above address as provided below:

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 a lineal footage of 375 feet and a signage multiplier of 1.50 (sq. ft.) for a total wall signage allowance of 562.5 sq. ft.
- Wall signs meeting the total square footage allowed can be installed on the north, east, and south sides of the building.
- Wall signs (including identity logos and/or symbols) shall be panels/cabinets, individual or channel letters, that may be illuminated, have finished returns and/or be installed on raceways, and shall not exceed 80 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 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.

FREESTANDING SIGN REQUIREMENTS

- The site/development shall be allowed one freestanding monument sign consisting of 50 sq. ft. of sign panel area, a maximum height of 12 feet, and setback a minimum of 7 feet from the property line. The monument sign shall be constructed of masonry materials or a decorative metal wrap so that the pole is concealed.

OTHER REQUIREMENTS

- Any leasing information shall be incorporated into the freestanding signs (such as contact name and number), which shall not count against the sign total. The leasing sign can be attached to the freestanding sign or mounted on the exterior of the building. Neither sign shall exceed 32 sq. ft. and the proposed leasing information shall be reviewed and approved by the Planning Division.
- A sign permit is required for the installation of all signs on the premises.

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

Respectfully,

CITY of ROSEVILLE



*Thomas Paschke
City Planner*



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: Smith First name: Gerry
 Address: 2255 Walnut Street City/State/Zip: Roseville, MN 55113
 Phone number: (651) 765-4200 Email address: gerry5@certifit.com

2. Applicant Information: (if different from above)

Company name: Spectrum Sign Systems, Inc.
 Last name: Ferraro First name: Mary
 Address: 9278 Isanti Street NE City/State/Zip: Blaine, MN 55449
 Phone number: (763) 432-7447 Email address: Mary@spectrum-signs.com

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

2255 Walnut Street

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: [Signature] Date: 4-5-2013
 Applicant: Mary L. Ferraro Date: 4-5-2013

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

04/26/2013 11:06
Receipt No. 00323814

signplan
Master Sign Pl
an 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #10683
Charge 0.00

SPECTRUM SIGN SYSTEMS

Cashier: jill.hughes
Station: RVFIN301



SPECTRUM
SIGN SYSTEMS, INC

9278 Isanti Street NE
Blaine, MN 55449

763-432-7447 OFFICE
763-208-9159 FAX

www.spectrum-signs.com

Custom Signs.
Simple Solutions.

Re: 2255 Walnut Street Master Sign Plan

The elevations included with this Master Sign Plan package are showing preliminary design intent only. According to the proposed design, the main façade has 375' of lineal frontage.

Based on the current Sign Code allotments the building can have 1.0 times the lineal foot frontage in square feet – 375 square feet.

Certifit Wall Cabinet – 278 square feet (See Exhibit 1)
Certifit Wall Cabinet – 50 square feet (See Exhibit 2)
Additional tenant signage (future use) – 234.5 square feet

We would propose that the property be allowed to expand the future wall signage by 1.5 times the lineal foot frontage – 562.5 square feet to allow a future tenant with a sign that will give them sufficient exposure.

Sign Construction

All Signs shall be made of high quality materials and finishes. The scale and proportions of graphics shall be compatible with the buildings' architectural character and approved in writing by the landlord.

All electrical signs and their installation must comply with all local building and State electrical codes.

All electrical service to signs shall be fully concealed. No sign shall have exposed wiring, ballasts, conduit or transformers.

Permissible sign types: Illuminated Awnings, Face Illuminated Letters, Wall Cabinets.

Maintenance

Tenants are responsible for maintaining their signage appearance at all times.

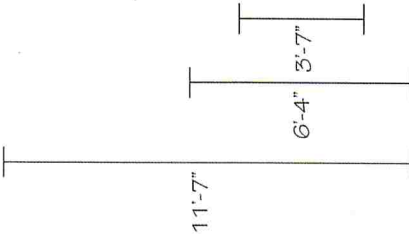
Freestanding Signage

2255 Walnut Street is proposing a multi-tenant, freestanding monument sign 10'-0" tall. No other freestanding signs shall be placed on the premise. We are requesting a setback requirement for this sign of 7'-6" from the property line to accommodate the sign being installed in the open area in front of the building. See Exhibit 3 for freestanding sign details.

Enclosed Exhibit 4 Site Plan

1 CertiFit

24'-0"



AUTO PARTS

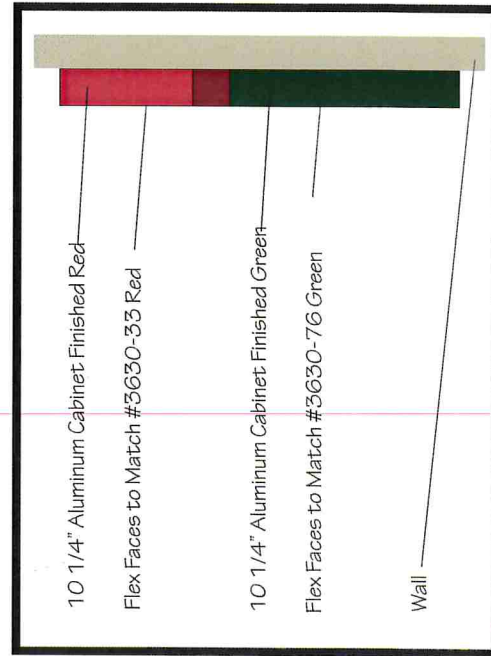
CertiFit™

Red, Green and Yellow PMS Colors to be Verified

Furnish and Install (1) 6'-4" x 24'-0" Illuminated Wall Mount Cabinet
 Furnish and Install (1) 4'-8" x 4'-8" Illuminated Wall Mount Cabinet



East Elevation



Side View

SPECTRUM
SIGN SYSTEMS, INC.
9278 Iarnti St. NE
Blaine, MN 55449
763.432.7447 OFFICE
763.208.9159 FAX
www.spectrum-signs.com

CLIENT INFORMATION

CertiFit
 Attn: Gerry Smith
 980 E Berwood Ave.
 #1700
 Vadnais Heights, MN 55111
 PHONE 651-765-4200

JOB SITE

2255 Walnut St.
 Roseville, MN

DATE/REVISIONS

4-17-13

DESIGNER

Patrick Woller

SALESPERSON

Ray Butler

This drawing is the exclusive property of Spectrum Sign Systems, Inc. It is not to be produced or duplicated without the written consent of Spectrum Sign Systems, Inc. Distribution of this drawing for the purpose of constructing the sign by any one other than Spectrum Sign Systems, Inc. is strictly prohibited. If such an event occurs, Spectrum Sign Systems will be reimbursed \$1,000.00 per occurrence.

Customer Approval

Date

CLIENT INFORMATION

CertiFit

Attn: Gerry Smith

980 E Berwood Ave.

#1700

Yadnais Heights, MN 55111

PHONE

651-765-4200

JOBSITE

2255 Walnut St.

Roseville, MN

DATE/REVISIONS

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Customer Approval

Date



New Location - South Elevation

Remove and Relocate (1) 5'-0" x 10'-0" Existing Illuminated Wall Mount Cabinet



Existing Sign

CLIENT INFORMATION

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Attn: Gerry Smith
980 E Berwood Ave.
#1700
Vadnais Heights, MN 55111
PHONE
651-765-4200

JOB SITE

2255 Walnut St.
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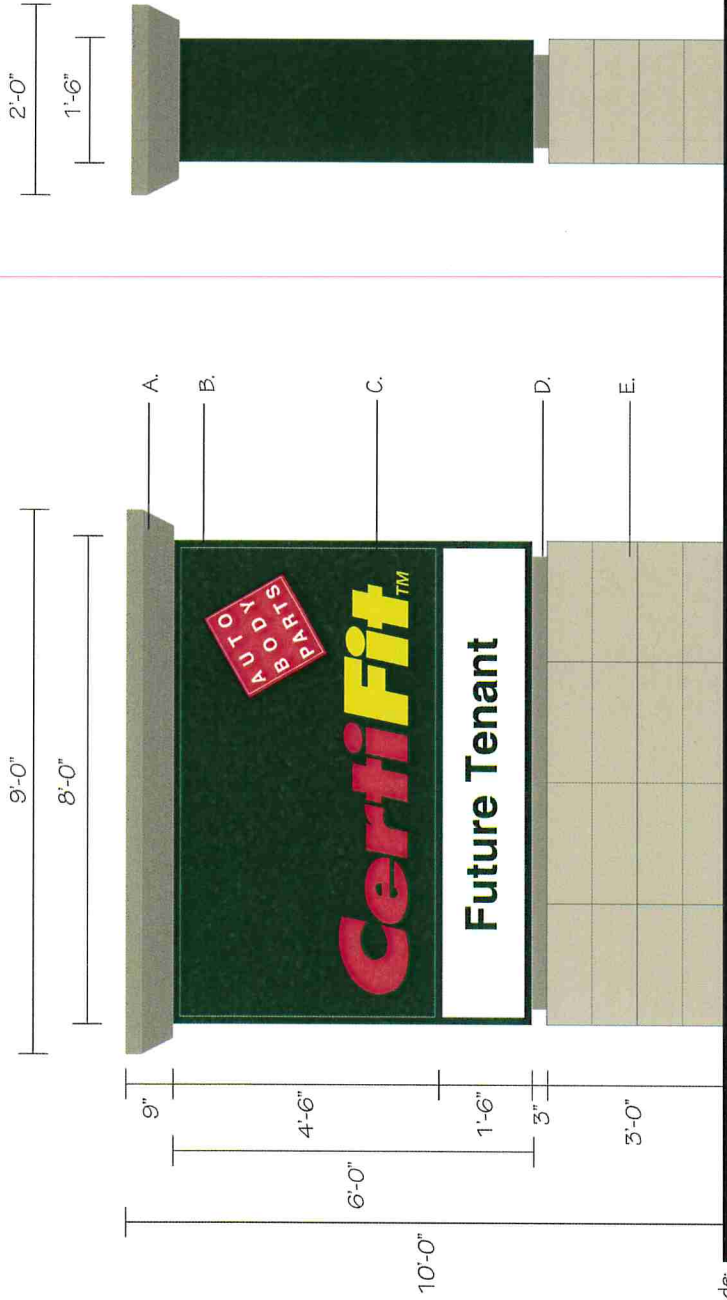
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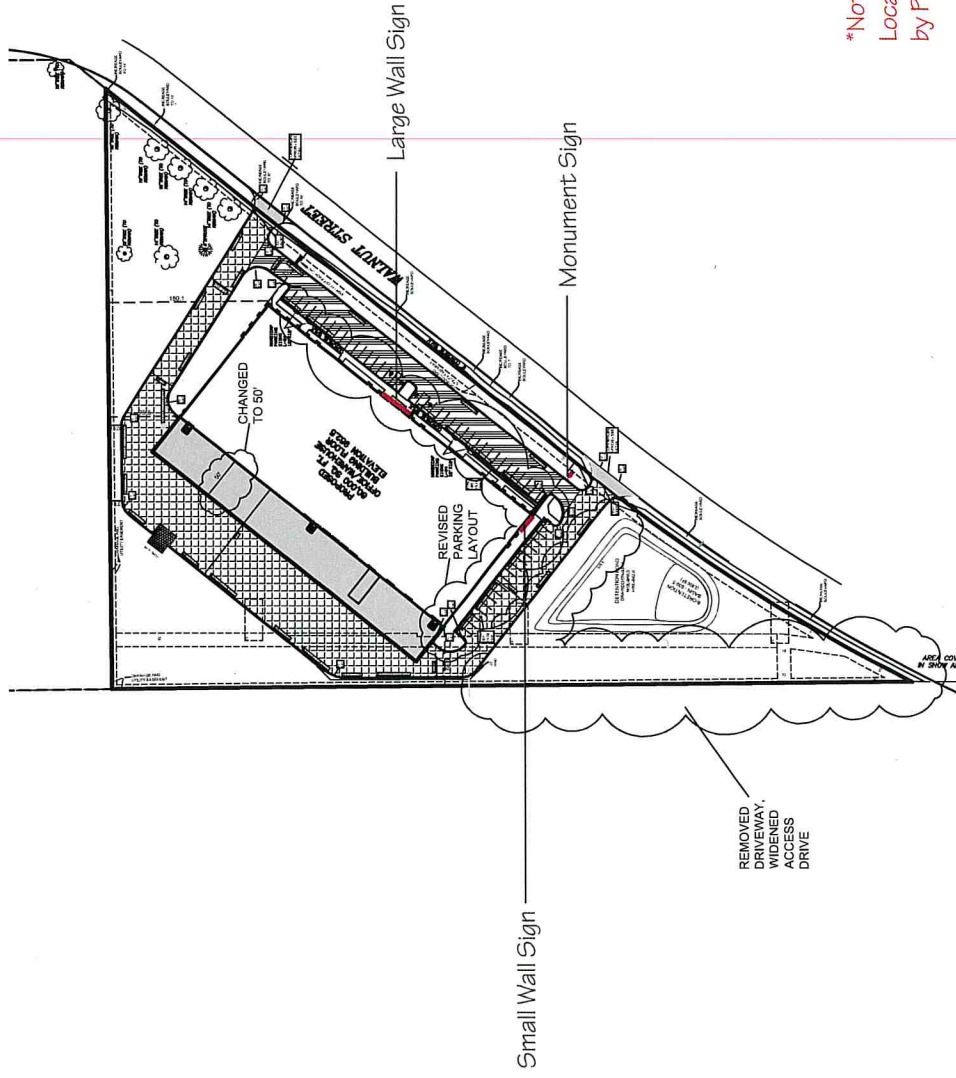
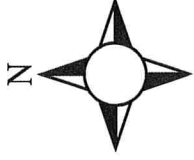
Date _____



Grade: _____

- Furnish and Install (1) 6'-0" x 8'-0" D/F Illuminated Monument Sign
- A. Aluminum Cap Finished to Match Accent on Building
 - B. Cabinet Finished to Match CertiFit Green
 - C. First Surface Translucent Vinyl
 - D. Aluminum Reveal Finished to Match Cap
 - E. Aluminum Pole Cover with Sprayed Stucco Finish to Match Building

Red, Green and Yellow PMS/Vinyl
Colors to be Verified



*Note: Future Tenant Signage Location to be Determined by Property Owner

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Customer Approval

Date