



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*