



COMMUNITY DEVELOPMENT DEPARTMENT

January 22, 2014

Mr. Chad Salewski  
Signs Now  
1451 91<sup>st</sup> Avenue NE  
Suite 100  
Blaine, MN 55449

Mr. Mike Martinson  
Trimetal  
2310 County Road D  
Roseville, MN 55113

**Re: 2310 County Road D - Master Sign Plan Draft**

On July 11, 2013, the Roseville Master Sign Plan Committee held the administrative hearing to review and consider the Master Sign Plan at 2310 County Road D. 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 2310 County Road D - Trimetal:

**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 102 feet (50 feet of west and 502 feet of south building length) and a signage multiplier of 1.5 (sq. ft.) for a total wall signage allowance of 153 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 cabinet or channel letters, that may be illuminated (preferably LED), and 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.
- All applications for wall signs shall be accompanied by a graphic that provides the City with the existing and proposed wall sign totals.
- No sign, or any portion thereof, shall project above the parapet or top wall portion upon which it is mounted.

## **.FREESTANDING SIGN REQUIREMENTS**

- The site shall be allowed one multi-tenant freestanding monument sign a maximum of 8 feet in height, setback a minimum of 5 feet from the property line adjacent to County Road D, and containing a maximum of 24 sq. ft. of signage. The sign construction will be comprised of aluminum and three changeable digital graphic panels.

## **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 or comments, regarding temporary signs, please feel free to call or email me at 651-792-7074 or [thomas.paschke@ci.roseville.mn.us](mailto:thomas.paschke@ci.roseville.mn.us).

*Respectfully,*

**CITY of ROSEVILLE**



*Thomas Paschke  
City Planner*



**COMMUNITY DEVELOPMENT**  
 2660 Civic Center Drive ♦ Roseville, MN 55113  
 Phone: (651) 792-7074 ♦ 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: Martinson First name: Mike  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Phone number: 651 442-5827 Email address: mmartinson@collier-it.com

**2. Applicant Information:** (if different from above)

Company name: Trimetal  
 Last name: Martinson First name: Mike  
 Address: 2310 West Cty. Rd. D City/State/Zip: Roseville, MN 55112  
 Phone number: 651-366-6446 Email address: mmartinson@collier-it.com

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

2310 West. County Road D. Roseville, MN 55112

**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: 5/28/2013  
 Applicant: [Signature] Date: 5/28/2013

## Thomas Paschke

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**From:** Chad Salewski <chad@signsnowblaine.com>  
**Sent:** Thursday, May 23, 2013 12:02 PM  
**To:** Thomas Paschke  
**Subject:** RE: 2310 County Road C  
**Attachments:** Master sign Plan for 2310 County Road D Roseville.docx; Collier\_Sign\_off.pdf

Thomas,

I have attached a preliminary draft of the Master sign plan for 2310 west county road D. I have forwarded this to the land owner to complete the Master Plan application as well as review the plan. We are looking to get a production approval for the proposed monument as soon as possible, it will take approximately 4 working weeks to complete. The monument is created with flexibility in mind. The current arrangement is a Primary tenant and two secondary tenants. The concept and layout is to provided consistency. Future tenants will also be required to have the light grey background to maintain its integrity. I outlined the awnings as well. As soon as we can get the completed master sign plan completed by the building owner I will submit that to you as well. Please provide feedback and input as we would like to keep this project moving.

Thanks,

Chad Salewski  
owner



design | service | solutions

**Twin Cities North Chamber Small Business of the Year 2012**

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Blaine, MN 55449

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Fax: 763.717.0141

[chad@signsnowblaine.com](mailto:chad@signsnowblaine.com)

[www.signsnowblaine.com](http://www.signsnowblaine.com)

[www.facebook.com](http://www.facebook.com)

### OUR PROOF & PRODUCTION POLICY

At Signs Now, we take pride in precision - but the final examination for accuracy is your responsibility. Before giving approval, please examine all proofs carefully for the accuracy of information presented including spelling, punctuation, numbers, graphics, colors, sizes and general layout.

Our normal production cycle will begin from the date approval is received. We cannot accept changes or approvals verbally.

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**From:** Thomas Paschke [<mailto:thomas.paschke@ci.roseville.mn.us>]

**Sent:** Friday, May 17, 2013 9:01 AM

**To:** [Chad@SignsNowBlaine.com](mailto:Chad@SignsNowBlaine.com)

**Subject:** 2310 County Road C

Chad;

## **Master sign Plan for 2310 County Road D West**

**Monument:** Proposed Multi Tennant monument sign located on Northwest corner of the property. The changeable monument sign has a current configuration is based on occupancy. The Primary panel is 30" tall x 72" wide the two secondary tenant panels are 18" x 36". The monument can be retrofitted to accommodate (3) identical 16" x 72" panels, (2) equal 24" x 72" panels, as well as one 48" x 72" panel based on building requirements. The Monument is constructed of all aluminum with permanent long term digital graphics.

**Building signs:** Current building sign is 36" x 96" light cabinet located on the West facing (primary entrance wall) Future building signs to include a maximum of (3) sign locations consisting of 40sq. ft. maximum per sign or a total of 120sq.ft. for the building future signs could be located on the west wall or the south facing wall near the rear entrance of the building. Signs may be created as custom lighted cabinet signs or custom lit LED Channel letter signs. Signs may also be created using non lit professionally created and approved non lit sign panels or non lit dimensional letters per approval from the city.

**Awning signs:** The building currently has an entrance awning for weather protection and character at both the west and south facing entrances. Future request may include adding company logo to the awning in addition to the building address

**Building configuration:** The building is a two level commercial building. The building is 50' x 104' x 24' with the entrance on the northwest corner. Proposed monument sign will be located near the entrance. See current images attached



West Facing



South facing





Company: COLLIER IT

Date: 4/15/2013

Fax:

E-mail



Qty: 1 Material: MONUMENT SIGN Size: \_\_\_\_\_ (H) \_\_\_\_\_ (W) Designer: Joe Metzger



1451 91st Avenue NE Suite 100  
Blaine, MN 55449  
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Fax: 763.717.0141

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Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_