



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:

Name: GCCFC 2007-GG9 Arthur Street, LLC c/o Welsh Companies, LLC dba Colliers International its managing agent attn. John Brumback

Address: 4350 Baker Road, Suite 400

City/State/Zip: Minnetonka, MN 55343

Phone number: 952-897-7807

Email address: john.brumback@colliers.com

2. Applicant Information: (if different from above)

Company name: _____

Last name: _____ First name: _____

Address: _____ City/State/Zip: _____

Phone number: _____ Email address: _____

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


2720 -2754 Arthur Street Roseville MN

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:  Colliers International

Date: 9/30/13

Applicant: _____

Date: _____

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Master Sign Plan Regulations: (from §1010.03D of the Roseville City Code)

- A. 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.
- B. 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 an amended Master Sign Plan.
- C. Required: A Master Sign Plan is required for:
1. Building complexes
 2. Multi-tenant structures
 3. Covered mall buildings, shopping centers, or strip malls
 4. Planned unit developments
 5. Area identification signs
 6. Churches/places of worship/institutions/schools
 7. Unified Development
- D. Guideline: Where applicable the underlying signage requirements of Section 1010.05 shall be used as the minimum base standard for signage in the proposed Master Sign Plan.
- E. Criteria: To assist property owners and their tenants with signage needs, the City has established the following criteria that shall be used in developing, reviewing, and approving each Master Sign Plan.
1. Location: No freestanding sign shall be located closer than five 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.
 2. 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.
 3. Type: All types of signs are permitted except those prohibited by Section 1010.03C of this Chapter.
 4. Size: The size of all signage (building wall and free standing) shall be limited to 2 times the maximum allowed under Section 1010.05 of this Chapter
 5. Height: The height of any free standing sign shall be limited to 40 feet.
 6. 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.
- F. Master Sign Plan Process: The following has been established by the City of Roseville for reviewing and approving Master Sign Plans:
1. Application Requirements: The property owner, his/her agent/manager, a design, architectural, or consulting firm, or a sign company, acting on behalf thereof, shall submit a completed Master Sign Plan Application to the Community Development Department. A completed application includes completion of the application form, submittal of all applicable proposed plans and specifications, and the submittal of the required fee as set-forth in Chapter 314 of this Code.
 2. Submittal Review: Upon submittal of a Master Sign Plan application, the Community Development Department will review the information provided for completeness and determine whether modifications and/or clarification is necessary. Once an application has been determined complete, the Community Development Department will set the administrative hearing before the Master Sign Plan Committee (MSPC).
 3. Establishment of Administrative Hearing and Notice: The Community Development Department will provide notice (postcard) to the applicant and contiguous/effected property owners not less than one week prior to a Master Sign Plan hearing. The Community Development Department may notify additional property owners if a determination is made that such additional notification is merited.
 4. Hearing and Approval: The MSPC shall hold an administrative hearing for each Master Sign Plan proposal, take public comment, and provide a recommendation to the Community Development Director or Designee for approval. The Community Development Director or Designee shall make the final decision and provide written approval of a Master Sign Plan to the applicant.
- G. Appeal: Should the applicant or a contiguous property owner object to the Community Development Director or Designee decision 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 follow the requirements listed in Section 1009.08 of this Code.

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SIGN CRITERIA

1. GENERAL

- a. An area identification sign (ground sign) will be provided for the site containing only project name.
- b. No pylon signs will be permitted.
- c. Signage on the building façade will be permitted for those tenancies located in those areas of the buildings designed for combined office-warehouse use.
- d. The furnishing and installation of signs as provided for herein and the costs incurred will be the responsibility of the tenant.
- e. It is intended that the signage for each combination office/warehouse use be uniform in design and style of lettering and although previous and current signage practices of the tenant will be considered, it will not be the governing factor in the approval of signs to be installed.
- f. Services doors at the rear or service areas of the building may be identified with professionally applied signs, identifying the business name and address of the tenant only. Lettering shall not be larger than 3" in height and shall be uniformly placed at each tenant location as approved by the owner landlord.
- g. Tenant shall not post any signs other than those provided for herein.

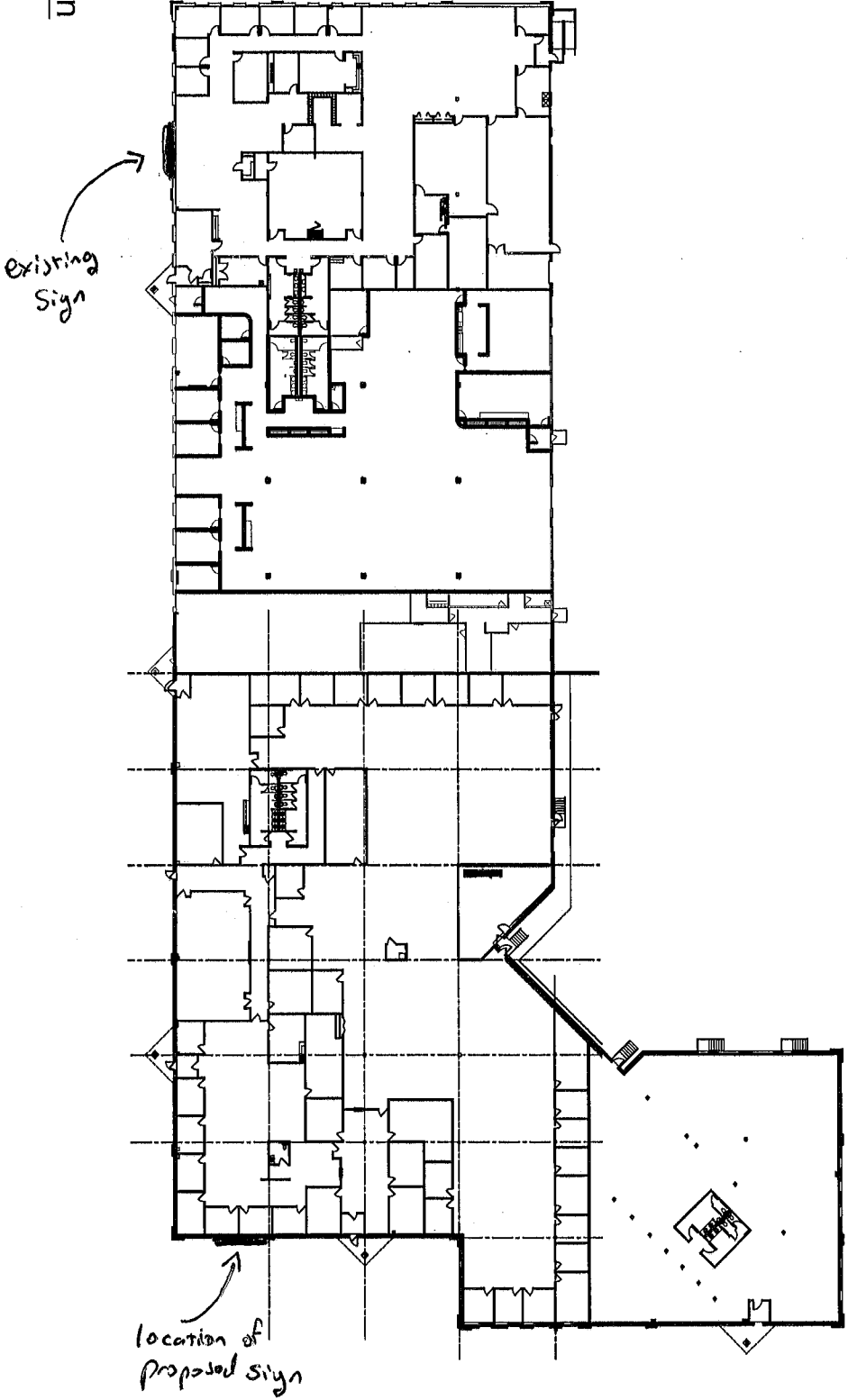
2. SIGN CRITERIA

- a. The wording of the signage provided for herein shall be limited to the tenant's business identification (name) only and shall not include items sold or services provided. (The intent being that of business identification and not product or service advertising).
- b. The use of corporate shields, logos, or insignias will be permitted (subject to Landlord's approval), provided such corporate shields, crests, logos, or insignias shall not exceed the allowable height for sign letters.
- c. Multiple or repetitive signage will be allowed only with the approval of the Landlord provided the area of such signage conforms to the limitations set forth herein.
- d. All signs and identifying marks shall be within the limitations of the sign fascia.
- e. Flood lighted signage will not be approved.
- f. The following standards will be adhere to:
 - i. Metal reverse channel individual letters with a 2" return. Primed and painted light beige. Letter style is Helvetica Medium.
 - ii. Letters will be 12", 18", 24" or 30" in height.
 - iii. Letter bars or continuous sign backing will not be permitted.

3. PROHIBITED TYPES OF SIGNS OR SIGN COMPONENTS

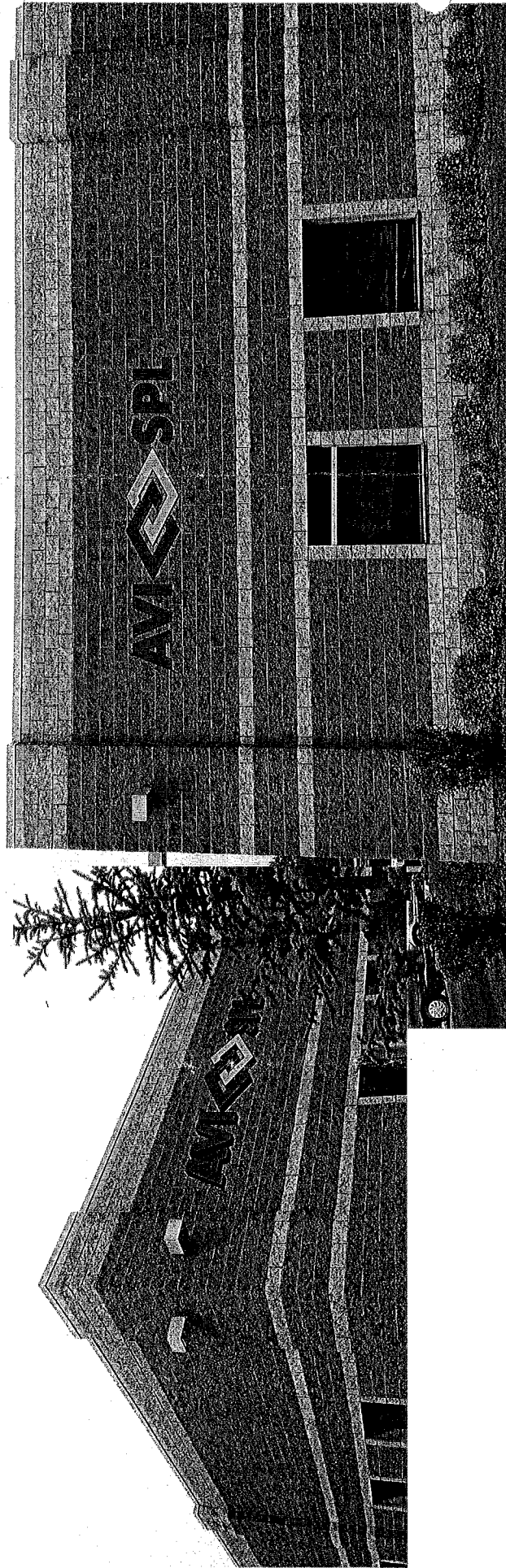
- a. Moving or rotating signs.
- b. Illuminated signs.
- c. Signs employing moving or flashing lights.
- d. Signs employing exposed raceways.

Building Key Plan
SCALE: 1" = 60'-0"



TWIN LAKES CORPORATE CENTER II
2720 ARTHUR STREET - ROSEVILLE, MN 55113

GENESIS
ARCHITECTURE
4350 Baker Road, Suite 400
Minnetonka, MN 55343



30" channel letters, internally illuminated
mounted on a raceway

City of Roseville
651-792-7000

10/08/2013 15:29
Receipt No. 00343778

signplan
Master Sign Pl
an 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #001122
Charge 0.00

GCCFC

Cashier: jill.hughes
Station: RVFIN301



COMMUNITY DEVELOPMENT DEPARTMENT

November 11, 2013

Mr. John Brumbach
GCCFC 2007-GG9 Arthur Street, LLC
4350 Baker Road
Suite 400
Minnetonka, MN 55343

Re: 2720-2754 Arthur Street/Twin Lakes Corporate Center II - Master Sign Plan Draft

On November 10, 2013, the Roseville Master Sign Plan Committee held the administrative hearing to review and consider the Master Sign Plan (MSP) at 2720-2754 Arthur Street. 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 2720-2754 Arthur Street:

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 730 feet (the length of the building facing Arthur Street and County Road C) and a signage multiplier of 1.5 (sq. ft.) for a total wall signage allowance of 1,095 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 channel letters, that may be illuminated (preferably LED), and shall not exceed 30 inches in height; dimensions allowed are 12", 18", 24", or 30" heights. For now no wall signs shall be illuminated.
- 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

- In the future the site shall be allowed 2 multi-tenant freestanding monuments sign a maximum of 8 feet in height, setback a minimum of 5 feet from the property line adjacent to County Road C and/or Arthur Street, and containing a maximum of 60 sq. ft. of signage each. The sign construction shall be comprised of brick, block, stone, and/or metal (or other similar approved material) and its location and design approved by the Community Development Department.

- The approval of this MSP, however, will support only an area identification sign at this time that is limited to 6 feet in height, setback a minimum of 5 feet from the property line, and include only the name of the project/development. This sign shall be constructed of brick, block, stone, and/or metal (or other similar approved material) and its location and design approved by the Community Development Department.

OTHER REQUIREMENTS

- Any and all 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.

Respectfully,



Thomas Paschke
City Planner