

Community Development Department
651-792-7074 ♦ fax: 651-792-7070

January 6, 2012

Mr. Kyle Jones
Upper Midwest Management Corporation
4900 HWY 169 North
Suite 100
New Hope, MN 55426

Mr. Tom Jones
Lawrence Sign
945 Pierce Butler Route
Saint Paul, MN 55104

RE: 2780 Snelling Avenue Master Sign Plan.

Gentlemen;

On April 20, 2011, the Roseville Master Sign Plan Committee met to review and approve the submitted Master Sign Plan (MSP) for 2780 Snelling Avenue. Nor adjacent property owner's or citizens were present to address the committee. However, committee members did have additional questions that needed clarification, mainly information on the freestanding sign. After City Planner inspection and discussion with the members of the Committee, the Master Sign Plan for 2780 Snelling Avenue was approved as follows:

WALL SIGN REQUIREMENTS

- Based on the Planning Division's calculation, the building has a length of 132 feet along the front (that facing Snelling Avenue) and the Division has determined that the maximum sign square footage ratio shall be 2 square feet per lineal foot of building front of a maximum total of 264 square feet of wall signage.
- The building shall be limited to 4 wall signs.
- 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 constructed of internally illuminated channel letters and face lit and placed on a raceway. Identity logos and/or symbols shall be allowed.
- 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.
- The scale and proportion of graphics shall be compatible with the building's architectural character and mass.
- Letter heights shall not exceed 35 inches.

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- Sign area shall be computed per section 1010.04 of the City Code.
- Wall signs shall not project more than 13 inches from the face of the structure to which the sign is attached.
- Sign material shall be limited to metal and acrylic materials with UV inhibitors. All materials shall be made of high quality durable materials and finishes, and be of highest quality fabrication.

FREESTANDING SIGN REQUIREMENTS

- The existing pre-existing non-conforming freestanding sign can remain and be reused and/or refaced (replacement of individual tenant panels). However, should there ever be a need to improve or modify, other than the tenant signs, the sign shall be replaced.

- The future freestanding sign shall include up to 14 tenant signs of approximately 17.5 sq. ft. and shall not exceed a total of 238 sq. ft (tenant panel size) or a height of 26 feet or The new freestanding sign shall include a brick base on no less than 2 feet in height.

- The freestanding sign shall be setback a minimum of 10 feet from the property line.
- The address at the top of the sign shall be excluded from the signs total size.

- In addition to the above freestanding sign requirements, all leasing information (contact and number) shall be incorporated into the freestanding and which shall be excluded from the sign total size. All existing freestanding leasing sign on the premises shall be removed by the completion date of the new freestanding multi-tenant sign.

OTHER REQUIREMENTS

- Landlord sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.
- A sign permit is required for the installation of all signs on the premises, except the reinstallation of the for lease information on the freestanding sign when vacancies occur.

I have attached copied of the proposed wall and freestanding signage as well as the existing freestanding sign, all of which have been incorporated into the final approval. Should you have any questions or comments, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE

Thomas Paschke
City Planner

ROSEVILLE

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.

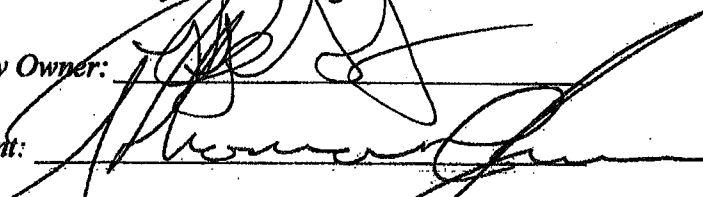
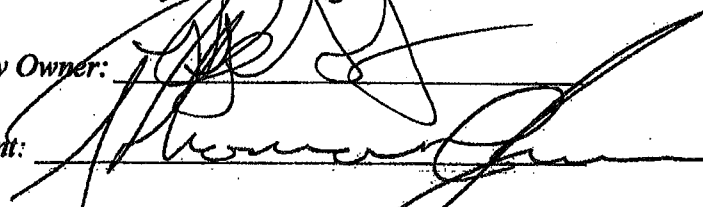
1. **Property Owner Information:** SH Roseville, LLC c/o
Last name: Upper Midwest Management Corporation *First name:* Kyle Jones
Address: 4900 Hwy 169 N, Suite 100 *City/State/Zip:* New Hope, MN 55428
Phone number: 763-535-4914 *Email address:* kjones@ummccorp.com

2. **Applicant Information:** *(if different from above)*
Company name: Lawrence Sign
Last name: Jones *First name:* Tom
Address: 945 Pierce Butler Route *City/State/Zip:* St. Paul, MN 55104
Phone number: 651-488-6711 *Email address:* tjones@lawrencesign.com

3. **Address of Property Involved:** *(if different from above)*
2780 Snelling Avenue

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:  *Date:* 3/11/11
Applicant:  *Date:* 3/11/11

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

03/18/2011 14:51
Receipt No. 00233426

signplan
Master Sign Pl
an 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #35261
Charge 0.00

LAWRENCE SIGN/

Cashier: jill.hughes
Station: RVFIN701

MASTER SIGN PLAN

2780 SNELLING AVENUE

FREESTANDING SIGNAGE

Existing pylon sign is approximately 15'6" tall x 14'1" wide. Sign has an illuminated address cabinet on top section approximately 2' x 7'. There are five separated tenant cabinets with pan formed white Lexan faces. Tenant copy is 1st surface vinyl. Pylon tenant panels may be used based on agreement with Landlord (if pylon panels are available). Panels may be combined or split as Landlord sees fit.

See attached Lawrence drawing dated 1-25-11 (revised 2-1-11) for proposed pylon sign revisions Landlord proposed to make to existing structure. This double sided pylon sign will have multi-tenant panels that may be used by the tenants based on availability and agreement with Landlord.

All pylon graphics must have Landlord and City approval prior to application on sign panels.

WALL SIGNAGE

B2 Zoning allows for 1.5 square feet of signage per linear foot of building frontage. Based on the building frontage of 127', building is allowed 190.5 square foot of signage.

Currently "Thrivent Financial" is the only tenant with building signage – see attached photo. This sign is located on the west facing elevation of building and is 106.95 square foot in size. This leaves 83.55 square foot available for other tenant signage. Landlord has allowed "Securitas USA" to install signage on building as detailed on Lawrence drawing dated 1-19-11 (revised 1-25-11). This sign has been permitted but will not be installed until April 15th when tenant moves into building.

In the future as space becomes available on building, other tenant sign(s) may be place on building based on availability and agreement with Landlord as long as overall square footing of all building signs does not exceed 190.5 square feet.

All signage must meet city code allowances.

Tenant signs shall be constructed of internally illuminated channel letters may be either raceway mounted or individual letters mounted direct to wall. Identity logos and/or symbols shall be allowed.

All signage must have Landlord and City approval prior to installation.

2780



Thrivent Financial®

Anderson & Roers
CPAs, LLC



EAGLE
REALTY

651-638-1919

Center for
Christian
Psychological
Services, P.A.

D.F. BOYD CPA
TAX PREPARATION
651-633-3326

NADIG
CHIROPRACTIC
CLINIC

RAMSAY
RESULTS.
Charles A. Ramsay
& Associates, PLLC
(651) 604-0000



- Drug Testing / Finger Printing
- Paramedical Examinations
- DNA Testing

Barbara J. May
Attorney at Law

Existing Pylon

1945



EXISTING SIGN 106.95 sq. ft.

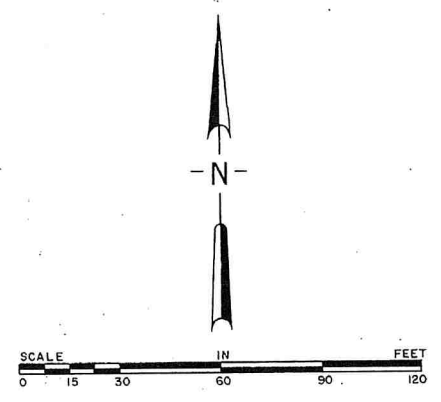
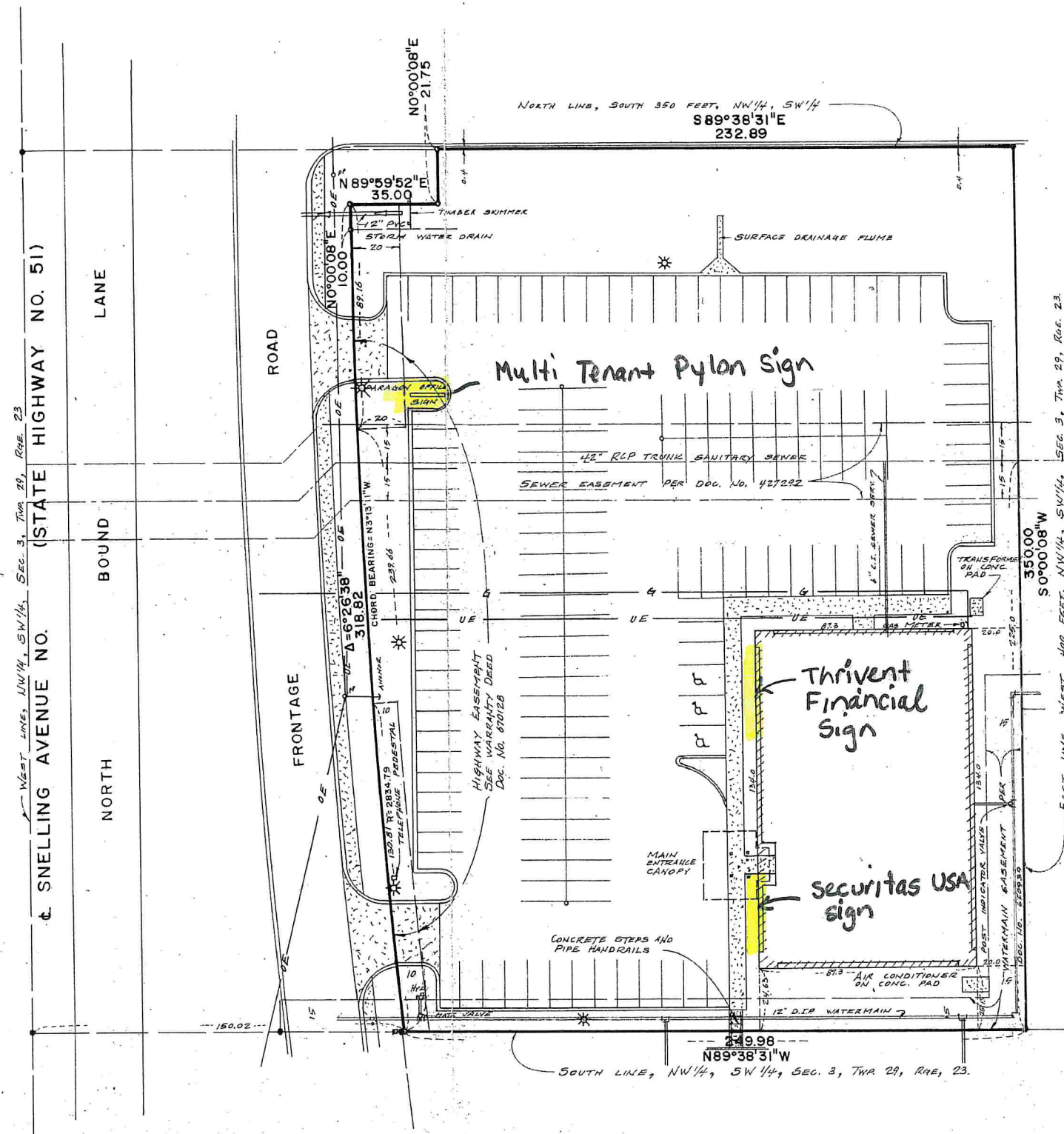


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NOTE:
 24" LONG IRON MONUMENT AND IDENTIFICATION DISC (ACTUAL SIZE) SET AT ALL POINTS INDICATED. MINN. REG. LAND SURVEYOR #7095

- o Denotes iron monument set, see note
- Denotes iron monument found
- OE — Denotes overhead electric lines
- UE — Denotes underground electric service
- G — Denotes natural gas service
- * Denotes site light fixture
- ▨ Denotes concrete surface
- ▩ Denotes concrete curb and gutter
- ♿ Denotes handicapped parking space

Note:
 Parking lot is bituminous pavement

PARKING SPACES

Regular	157
Handicapped	3
Total	160

PROPERTY DESCRIPTION:
 Tract A. The South 350 feet of the West 400 feet of the Northwest Quarter of the Southwest Quarter of Section 3, Township 29 North, Range 23 West, Ramsey County, Minnesota, which line westerly of Line 1 described below:
 Line 1. Commencing at the southwest corner of the Northwest Quarter of the Southwest Quarter of said Section 3; thence westerly on azimuth of 89 degrees 03 minutes 18 seconds (azimuth oriented to Minnesota State Plane Coordinate System, South Zone) along the south line of said Northwest Quarter of the Southwest Quarter, 150.02 feet to the point of beginning of Line 1 to be described; thence northerly 318.42 feet on a non-tangential curve concave to the east, having a radius of 2834.75 feet and a central angle of 06 degrees 28 minutes 38 seconds (the chord azimuth of said curve bears 355 degrees 28 minutes 38 seconds) thence on an azimuth of 358 degrees 41 minutes 56 seconds for 10 feet; thence on an azimuth of 88 degrees 41 minutes 56 seconds for 35 feet; thence on an azimuth of 358 degrees 41 minutes 56 seconds, 21.76 feet, more or less, to the north line of Tract A hereinbefore described and there terminating; and situate in Ramsey County, Minnesota.

Containing 91,099 square feet / 2.09135 acres.

ADDRESS:
 2780 Snelling Avenue North
 Roseville, Minnesota

I HEREBY CERTIFY TO Rose Building Partnership, a Minnesota Partnership, Fidelity National Title Insurance Company of New York, Citizens Bank of New Ulm and Roseville, LLC, a Limited Liability Company, that this is a true and correct representation of a survey of the boundaries of the herein described property.

And of the location of all buildings thereon; and of the location of any encroachments on or from said land; and of the location of all utilities and all easements that are visible on the land, known to me or of record. I certify there are no easements or encroachments upon the land except as shown on the survey as surveyed by me or under my direct supervision.

Dated this 10th day of FEBRUARY, 1997.

James E. Boerhave
 James E. Boerhave, R.L.S.
 Minn. Reg. No. 7095

ALTA/ACSM LAND TITLE SURVEY
 Prepared for
 ROSE BUILDING PARTNERSHIP

I hereby certify that this survey, plan or report was prepared by me or under my direct supervision and that I am a duly Registered Land Surveyor under the laws of the State of Minnesota.
James E. Boerhave
 James E. Boerhave, R.L.S.
 Date JANUARY 25, 1997 Reg. No. 7095

BOERHAVE LAND SURVEYING, INC.
 14243 Mitoka Circle N.E.
 Prior Lake, Minnesota 55372
 612-443-9154

ROSEVILLE, MN

SQUARE FOOTAGE: 77.625

Lawrence
Sign

945 PIERCE BUTLER ROUTE, ST. PAUL, MN 55104
WWW.LAWRENCESIGN.COM



SECURITAS
CLIENT-

ROSEVILLE, MN
LOCATION-

TED KROSKA
ACCOUNT EXECUTIVE-

JON JASPER
DESIGNER-

SECURITAS - ROSEVILLE, MN
DRAWING-

1-19-11
DATE-

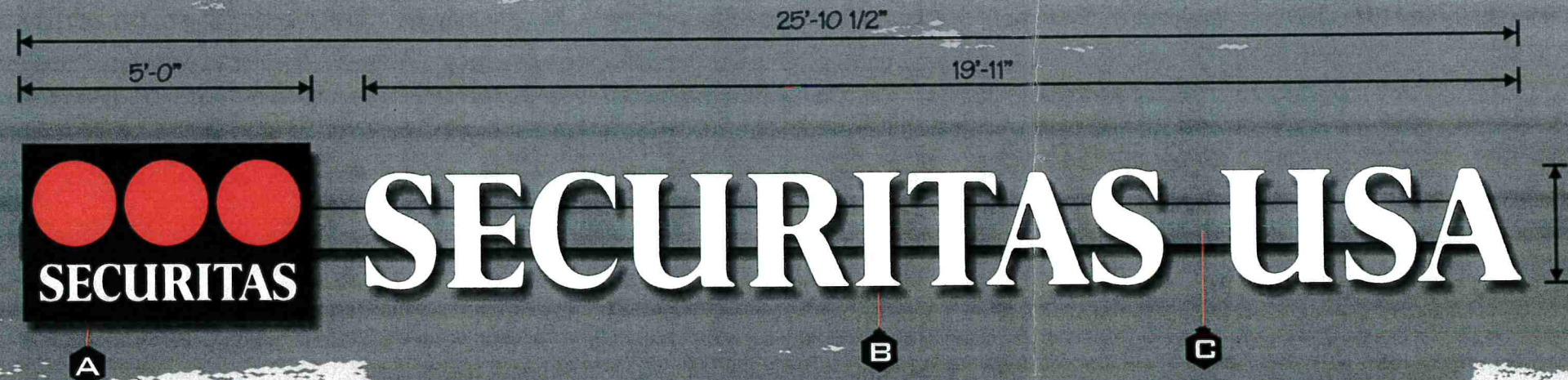
1-25-11
REVISION-

~~X~~
CUSTOMER APPROVAL

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ELECTRIC
SIGN

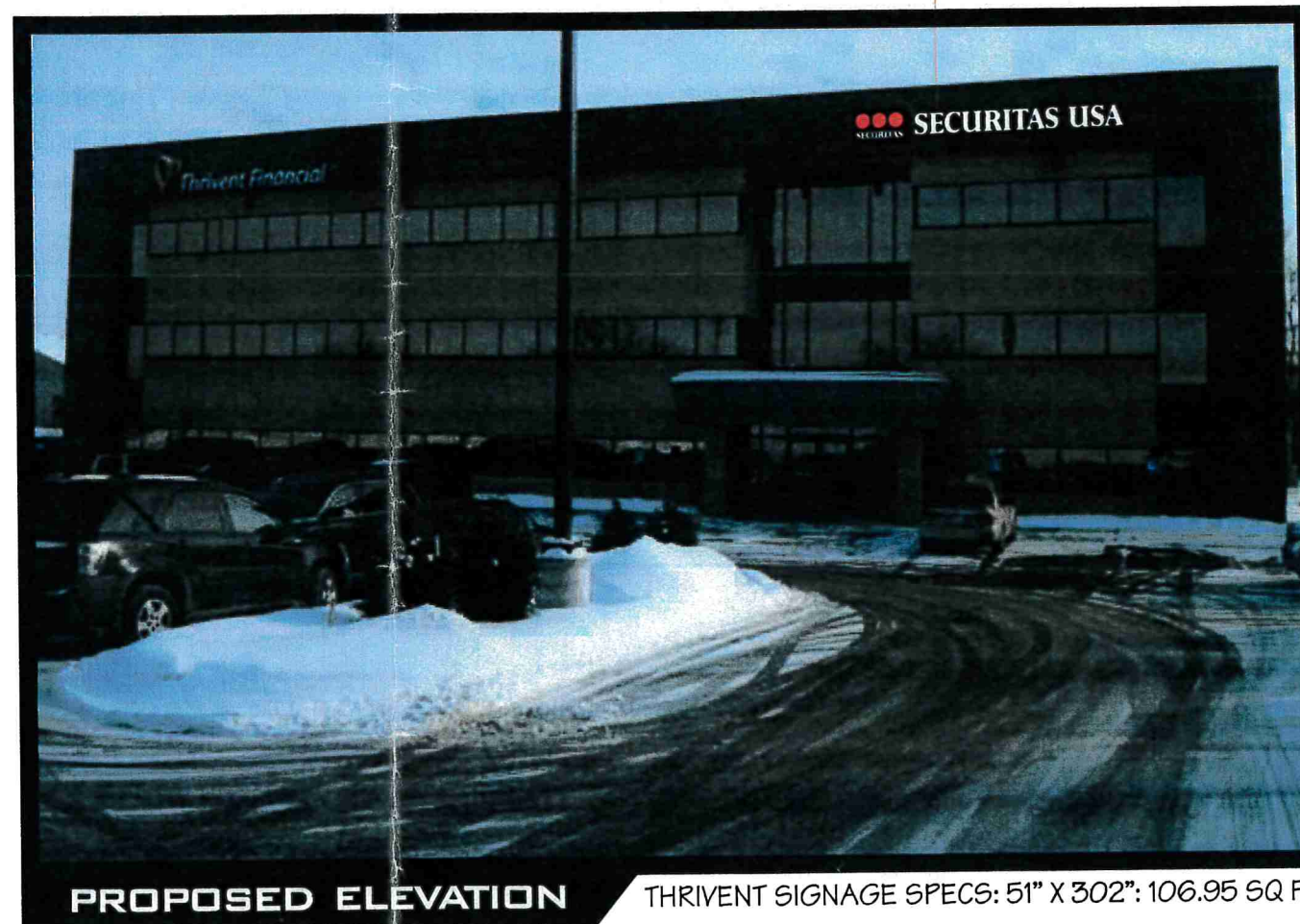


A LOGO CABINET WILL HAVE A WHITE PLEX FACE WITH BLACK 1" TRIM CAP & 5" RETURNS. FACE WILL HAVE OPAQUE BLACK & TRANSLUCENT RED VINYL GRAPHICS APPLIED TO 1ST SURFACE. COPY WILL BE REVERSED OUT WHITE. CABINET WILL BE INTERNALLY ILLUMINATED WITH HIGH INTENSITY WHITE LED CLUSTERS.

B CHANNEL LETTERS WILL HAVE WHITE PLEX FACES WITH BLACK 1" TRIM CAP & 5" RETURNS. LETTERS WILL BE INTERNALLY ILLUMINATED WITH HIGH INTENSITY WHITE LED CLUSTERS.

C FABRICATED ALUMINUM RACEWAY WILL BE PAINTED TO MATCH WALL

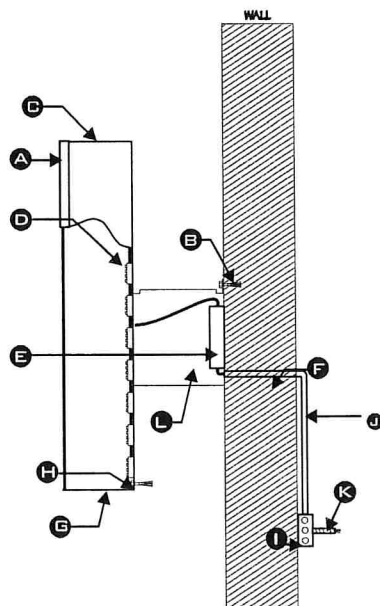
WATER DOWN SPOUT AKA SCUPPER



PROPOSED ELEVATION

THRIVENT SIGNAGE SPECS: 51" X 302": 106.95 SQ FT

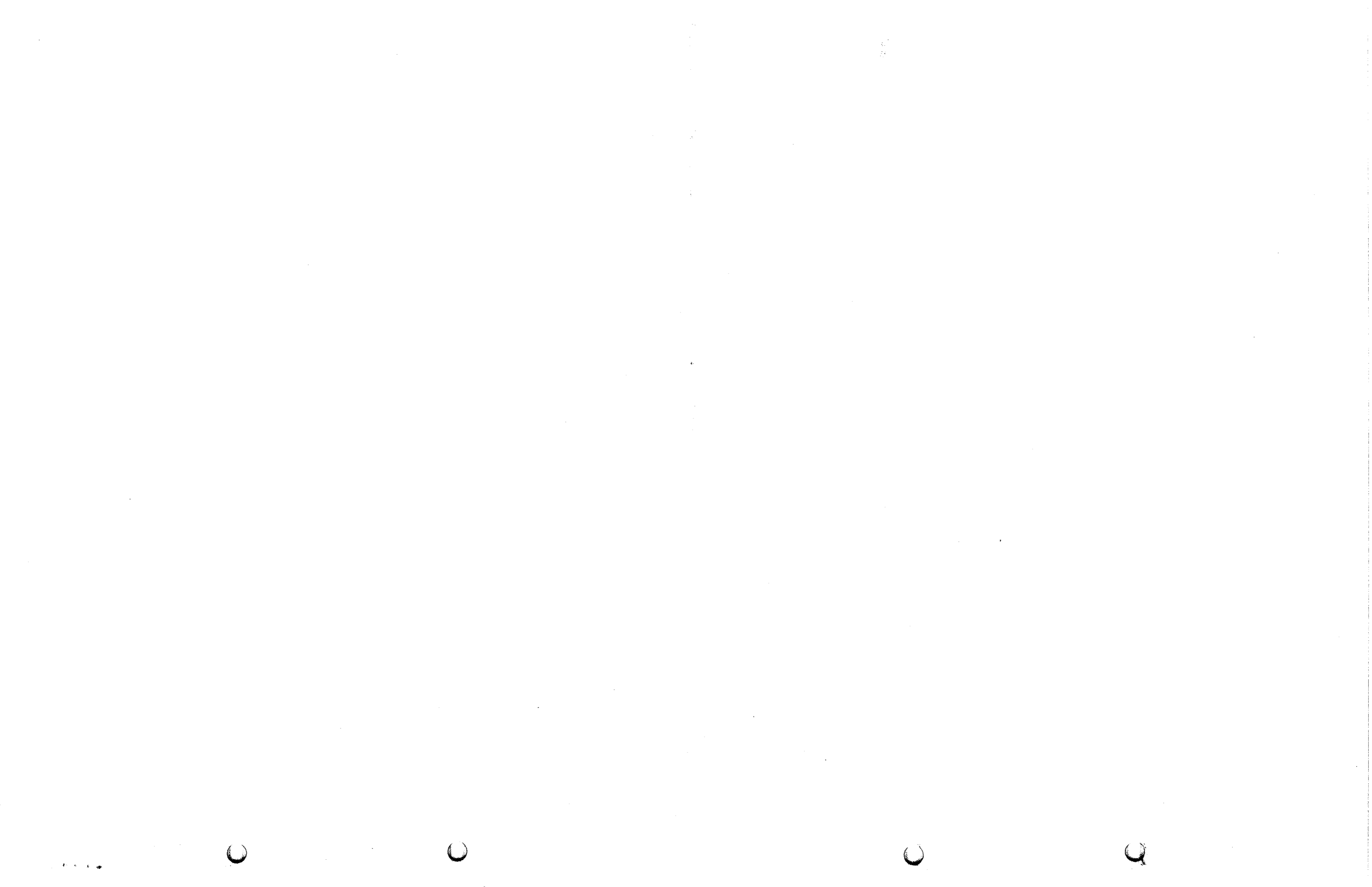
- A** 1" TRIM CAP
- B** 3/8" LAG BOLTS AS REQUIRED PER WALL STRUCTURE
- C** .060" ALUMINUM RETURNS
- D** HIGH INTENSITY LED CLUSTERS
- E** LED POWER SUPPLY
- F** 1/2" SEALTITE CONDUIT RUNNING TO SECONDARY CONNECTION
- G** 1/4" DRAIN HOLES
- H** SILICONE BEAD TO SEAL SEAM BETWEEN RETURN & ALUMINUM BACK
- I** HOV BOX FOR CONNECTION TO PRIMARY ELECTRICAL
- J** EACH LETTER WILL HAVE A 5'-6" WHIP / WIRE & CONNECTOR
- K** PRIMARY ELECTRICAL
- L** FABRICATED ALUMINUM RACEWAY

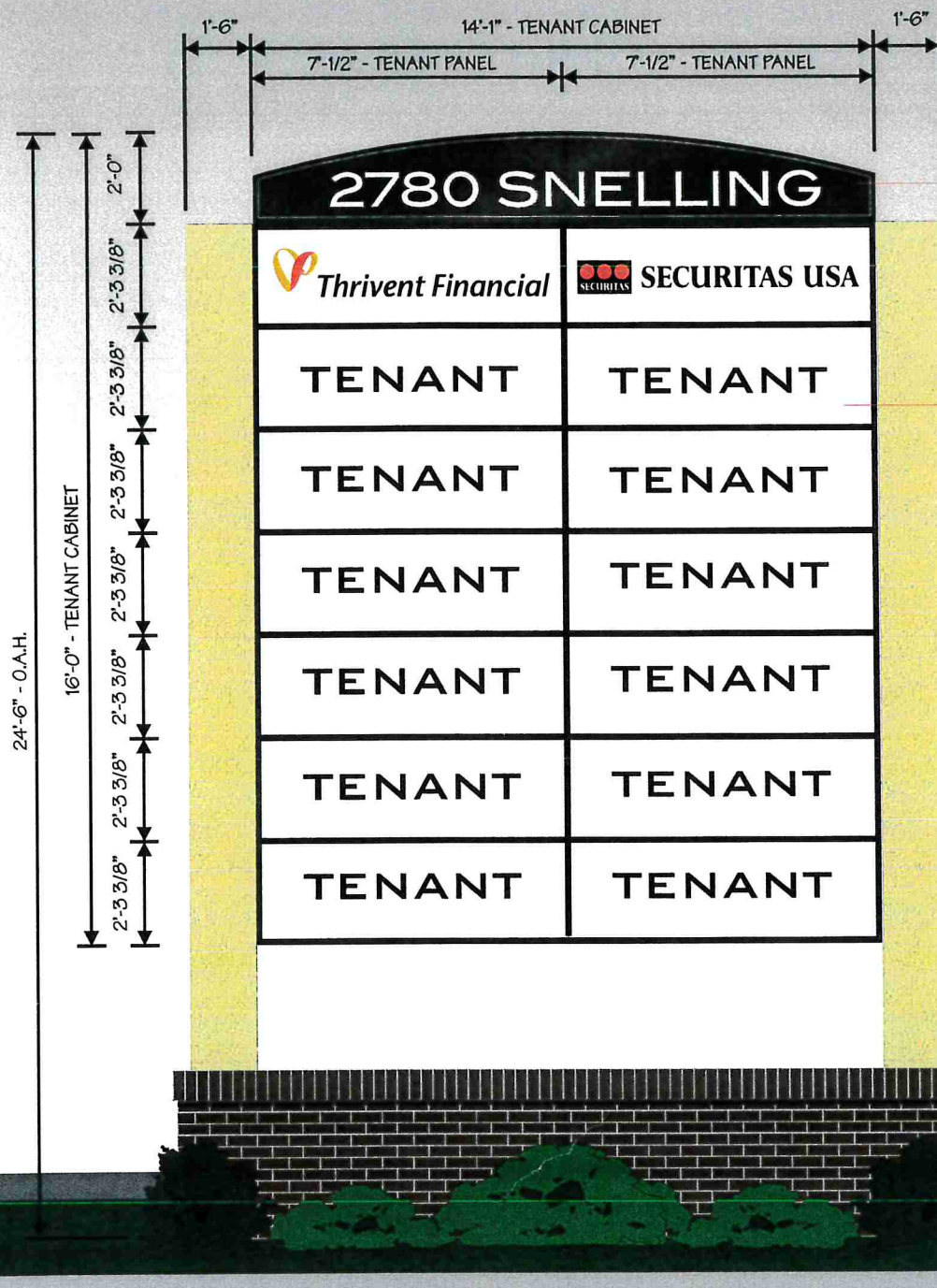


PRINTED COLORS & GRADIENTS AS SHOWN MAY VARY FROM ACTUAL FINISHED COLOR.

ILLUMINATED CHANNEL LETTER SET

SCALE: 3/8" = 1'-0"





HEADER CABINET

CABINET & RETAINERS WILL BE PAINTED EXTRA DARK BRONZE. FLAT WHITE LEXAN FACES WILL HAVE A FULL COVERAGE OPAQUE DURANODIC BRONZE VINYL BACKGROUND WITH REVERSED OUT WHITE COPY. CABINET WILL BE INTERNALLY ILLUMINATED WITH HIGH OUTPUT FLUORESCENT LIGHTING.

NEW TENANT CABINET

ALUMINUM CABINET, RETAINERS & T-BARS WILL BE PAINTED EXTRA DARK BRONZE. CABINET WILL SUPPORT (14) 2'-7 3/8" x 7'-1/2" WHITE LEXAN TENANT PANELS. PANELS WILL BE DECORATED WITH TRANSLUCENT VINYL GRAPHICS. (TENANTS TO SUPPLY PRODUCTION READY ARTWORK AND COLOR SPECIFICATIONS). CABINET WILL BE INTERNALLY ILLUMINATED WITH HIGH OUTPUT FLUORESCENT LIGHTING.

NEW ALUMINUM POLE WRAPPERS

1'-6" x 1'-6" ALUMINUM POLE WRAPPERS WILL BE PAINTED TAN TO MATCH EFIS ON BUILDING. POLE WRAPPERS WILL HAVE TEXTURED FINISH AND INSTALLED ON EXISTING STEEL SUPPORT STRUCTURE.

NEW MASONRY BASE

NEW BRICK BASE TO MATCH BUILDING - BY LL

2780 SNELLING
CLIENT-

ROSEVILLE, MN
LOCATION-

TED KROSKA
ACCOUNT EXECUTIVE-

JON JASPER
DESIGNER-

2780 SNELLING - ROSEVILLE, MN
DRAWING-

1-25-11
DATE-

2-1-11
REVISION-

~~X~~
CUSTOMER APPROVAL

THESE PLANS ARE THE EXCLUSIVE PROPERTY OF LAWRENCE SIGN AND ARE THE RESULT OF THE ORIGINAL WORK OF ITS EMPLOYEES. THEY ARE SUBMITTED TO YOUR COMPANY FOR THE SOLE PURPOSE OF YOUR CONSIDERATION OF WHETHER TO PURCHASE THESE PLANS OR TO PURCHASE FROM LAWRENCE SIGN A SIGN MANUFACTURED ACCORDING TO THESE PLANS. DISTRIBUTION OR EXHIBITION OF THESE PLANS TO ANYONE OTHER THAN EMPLOYEES OF YOUR COMPANY OR USE OF THESE PLANS TO CONSTRUCT A SIGN SIMILAR TO THE ONE EMBODIED HEREIN IS EXPRESSLY PROHIBITED AND WILL RENDER THE USER LIABLE FOR DAMAGES. COPYRIGHT 2008 © LS, INC. ALL RIGHTS RESERVED.

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REFURBISHED PYLON

SCALE: 1/4" = 1'-0"



