



ROSEVILLE
COMMUNITY DEVELOPMENT DEPARTMENT

June 9, 2020

Mr. Adam Schweizer
Wheelhouse Capital
161 Saint Anthony Avenue, Suite 925
St. Paul, MN 55103

Ms. Lisa Pelle
Spectrum Sign Systems, Inc.
8786 West 35W Service Drive
Blaine, MN 55449

Re: Master Sign Plan 11-03, 2780 Snelling Avenue, Roseville, MN

To Whom It May Concern,

Below please find the 2020 amended Master Sign Plan (MSP) for 2780 Snelling Avenue.

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 or a maximum total of 264 square feet of wall signage.
- The building shall be limited to 5 wall signs of 50 sq. ft., unless additional square footage approved by landlord.
- 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 and/or logo height shall not exceed 42 inches.
- 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.

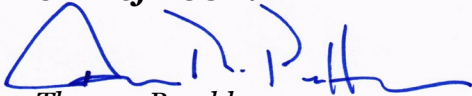
OTHER REQUIREMENTS

- 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.

Should you have any specific questions, please feel free to contact me at 651-792-7074 or thomas.paschke@cityofroseville.com.

Respectfully,

CITY of ROSEVILLE



*Thomas Paschke
City Planner*