



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

October 10, 2011

Mr. Nicholas Roberts
Roberts Commercial Properties, LLC
1851 Buerkle Road
White Bear Lake, MN 55110

Mr. Ward Sessing
Sessing Architects, Inc.
1172 Red Fox Road
Saint Paul, MN 55112

RE: 1928-1948 and 1950-1952 County Road C, Master Sign Plan

Dear Mr. Roberts:

On Thursday, October 6, 2011, the Roseville Master Sign Plan Committee held the administrative hearing to review and approve the Master Sign Plan for the above addressed properties. 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 supports the following as the MSP for this property:

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 to a sign area of 40 sq. ft. This sign area is where either individual letters, channel letters of a cabinet sign shall be placed, and can include logos.
- The 1928 – 1948 County Road C building shall be limited to 13 wall signs; 11 wall signs on the interior or west facing building wall and 2 wall signs along County Road C. The 1950-1952 County Road C building shall be limited to 9 wall signs; 5 on the interior or east facing wall and 4 along County Road C.
- Wall signs shall be individual letters that may be illuminated, have finished returns and/or be installed on raceways. Identity logos and/or symbols shall be allowed. Letter heights shall not exceed 18 inches.
- 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.

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- Sign panels shall be allowed and limited to the allowable sign area (40 sq. ft.).
- 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.
- Each building shall be allowed an address and landlord (Roberts Development) signage not exceeding 36 sq. ft.

FREESTANDING SIGN REQUIREMENTS

- The 1928-1948 and 1950-1952 County Road C properties shall each be allowed one freestanding sign. Each sign shall be limited to a height of 12 feet (with a sign face of 5 feet wide) and a length of 7 feet and include the address and owner name (Roberts Development) The sign shall be constructed of brick, stone, block and a combination thereof and be setback a minimum of 5 feet from the front (north) property line.
- Tenant leasing information (name/number) shall be incorporated into the site sign and approved by the City Planner.

OTHER REQUIREMENTS

- Landlord (RMPC) 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.

Should you have any questions or comments, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE

Thomas Paschke
City Planner



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:

Last name: Roberts First name: Nicholas
 Address: 1851 Buerkle Rd City/State/Zip: White Bear Lake, MN 55110
 Phone number: 651-773-3485 Email address: _____

2. Applicant Information: (if different from above)

Company name: Roberts Commercial Properties, LLC
 Last name: Gilbert First name: Timothy
 Address: 1851 Buerkle Rd City/State/Zip: White Bear Lake, MN 55110
 Phone number: 651-773-3485 Email address: tim@robertsmgmtgroup.com

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

1928 and 1950 W, Co Rd. C Roseville, MN 55113

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: 9-20-11
 Applicant: Date: 9-20-11

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~~August 24, 2011~~ September 15, 2011

RE: 1928-1948 and 1950-1952 County Road C

Dear _____:

On _____, 2011, the Roseville Master Sign Plan Committee held the administrative hearing to review and approve the Master Sign Plan for the above addressed properties. 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 supports the following as the MSP for this property:

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 to a sign area of 40 sq. ft. This sign area is where either individual letters, channel letters of a cabinet sign shall be placed, and can include logos.
- The 1928 – 1948 County Road C building shall be limited to 13 wall signs; 11 wall signs all within the interior or west facing building wall and 2 wall signs along County Road C. The 1950-1952 County Road C building shall be limited to 9 wall signs; 5 on the interior or east facing wall and 4 along County Road C.
- Wall signs shall be individual letters that may be illuminated, have finished returns and/or be installed on raceways. Identity logos and/or symbols shall be allowed. Letter heights shall not exceed 18 inches.
- 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 panels shall be allowed and limited to _____ the allowable sign area.
- 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.
- Each building shall be allowed an address and landlord (Roberts Development) signage not exceeding 36 sq. ft.

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FREESTANDING SIGN REQUIREMENTS

- The 1928-1948 and 1950-1952 County Road C properties shall each be allowed one freestanding sign. This signs shall be limited to a height of 5-12 feet with a sign face of 5 feet wide and a length of 7 feet and include the address and owner name (Roberts Development) The sign shall be constructed of brick, stone, block and a combination thereof and be setback a minimum of 5 feet from the front (north) property line.
- Tenant leasing information (name/number) shall be incorporated into the site sign and approved by the City Planner.

OTHER REQUIREMENTS

- Landlord (RMPC) 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.

Should you have any questions or comments, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE

Thomas Paschke
City Planner



Sessing Architects, Inc.
 1172 Red Fox Road
 St. Paul, MN 55112
 Telephone: (651) 490-1470
 Fax: (651) 490-1627

THE INFORMATION INDICATED ON THIS PLAN IS DEEMED RELIABLE, HOWEVER, NO WARRANTY OF REPRESENTATIONS MADE TO ITS ACCURACY OR COMPLETENESS. MODIFICATIONS OR CHANGES MAY HAVE BEEN MADE SUBSEQUENT TO THE PREPARATION OF THESE PLANS.

Roberts Commercial LLC
 White Bear Lake, MN 55110
 Phone: (651)-773-3485
 Fax: (651)-773-3480

Roberts
 Management
 Group

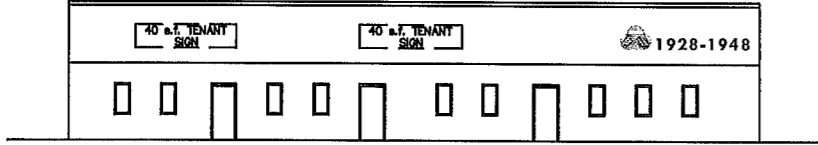
1928-1948 W. COUNTY RD. C
 ROSEVILLE, MN

NO.	REVISION	DATE

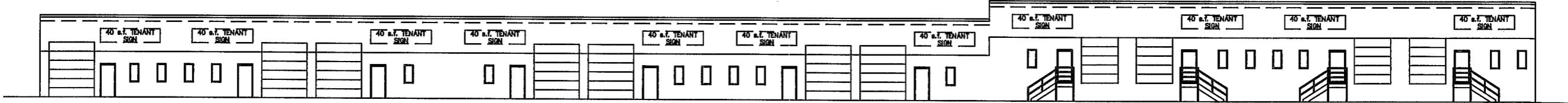
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1

SHEET 1 OF 1
 8/23/11
 XX-XXX
 DRAWN BY: JPJ | CHECKED BY: WAS



1 NORTH ELEVATION
 1 : 25 1,620 s.f.



2 WEST ELEVATION
 1 : 25 6,422 s.f.



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 1172 Red Fox Road
 St. Paul, MN 55112
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Roberts Commercial, LLC
 1851 Blumhoe Road
 White Bear Lake, MN 55110
 Phone: 651-773-9485
 Fax: 651-773-9460

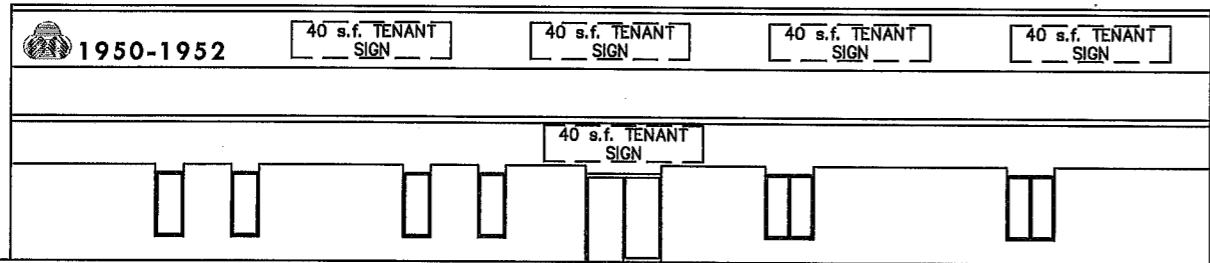
Roberts Management Group

1950-1952 W. COUNTY RD. C
 ROSEVILLE, MN

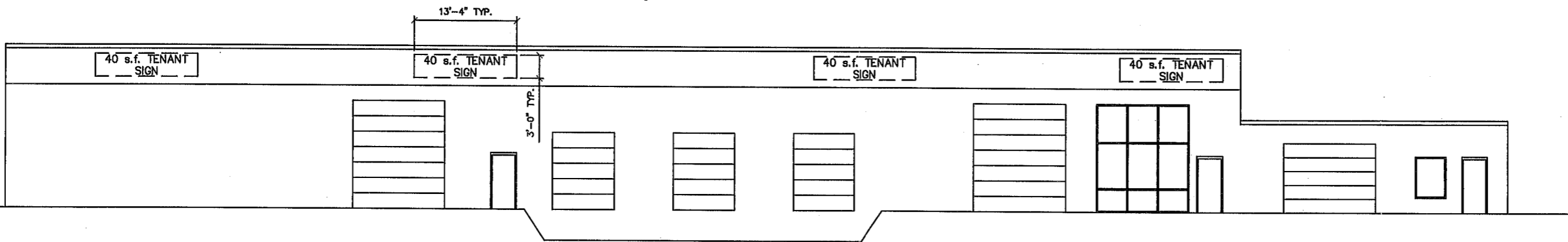
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 SHEET 1 OF 1
 8/23/11
 XX-XXX
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1 NORTH ELEVATION
 1/16" = 1'-0" 2,117 s.f.



2 EAST ELEVATION
 1/16" = 1'-0" 4,004 s.f.



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 1172 Red Fox Road
 St. Paul, MN 55112
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Roberts Commercial LLC
 1651 Blaine Road
 White Bear Lake, MN 55110
 Phone: 651-773-9485
 Fax: 651-773-9490

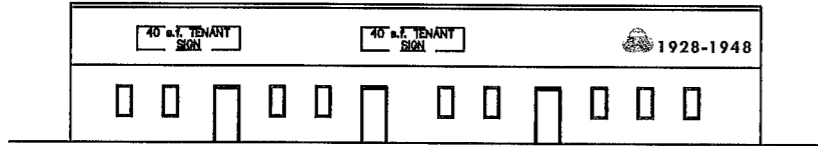
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 Group

1928-1948 W. COUNTY RD. C
 ROSEVILLE, MN

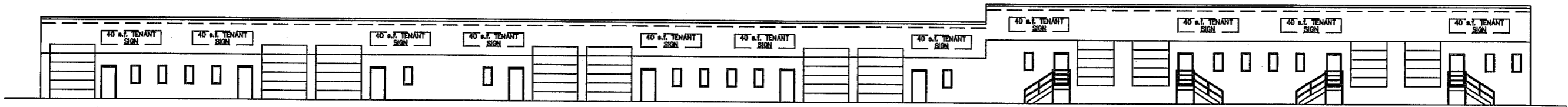
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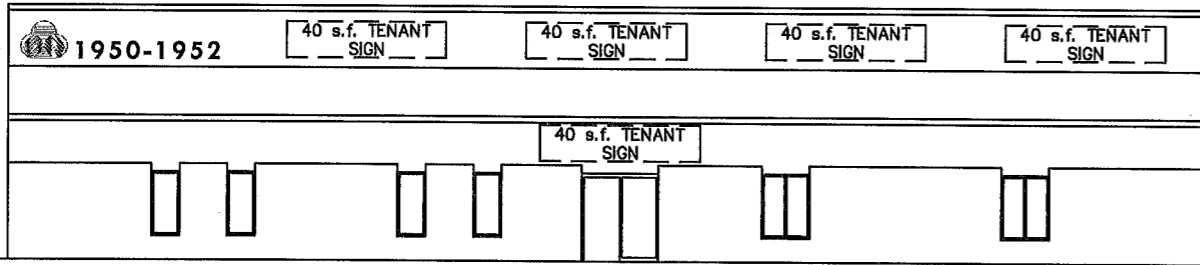
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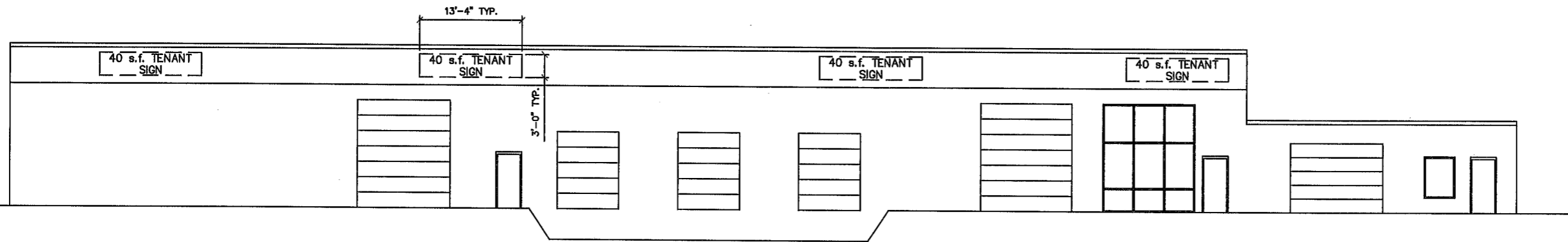
1 NORTH ELEVATION
 1 : 25 1,620 s.f.



2 WEST ELEVATION
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1 NORTH ELEVATION
 1/16" = 1'-0" 2,117 s.f.



2 EAST ELEVATION
 1/16" = 1'-0" 4,004 s.f.



Seasing Architects, Inc.
 1172 Red Fox Road
 St. Paul, MN 55112
 Telephone: (651) 490-1470
 Fax: (651) 490-1627

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Roberts Commercial LLC
 1851 Burnside Road
 White Bear Lake, MN 55110
 Phone: 651-773-9485
 Fax: 651-773-9490

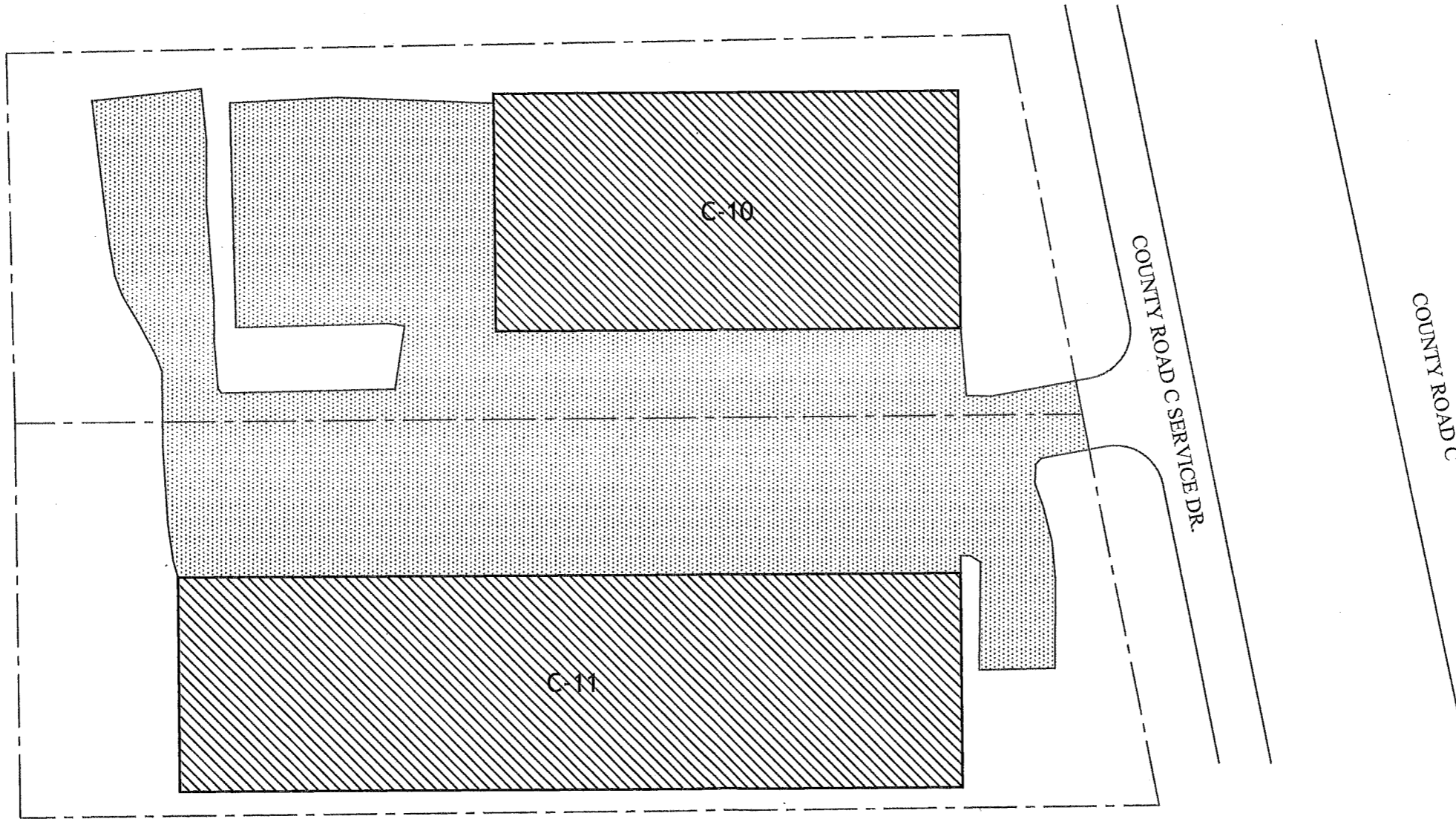
Roberts
 Management
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1950-1952 W. COUNTY RD. C
 ROSEVILLE, MN

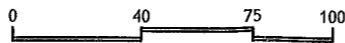
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1
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① SITE PLAN



Seising Architects, Inc.
1172 Red Fox Road
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Roberts Commercial LLC
1851 Burke Road
White Bear Lake, MN 55110
Phone: 651-775-3485
Fax: 651-775-3480

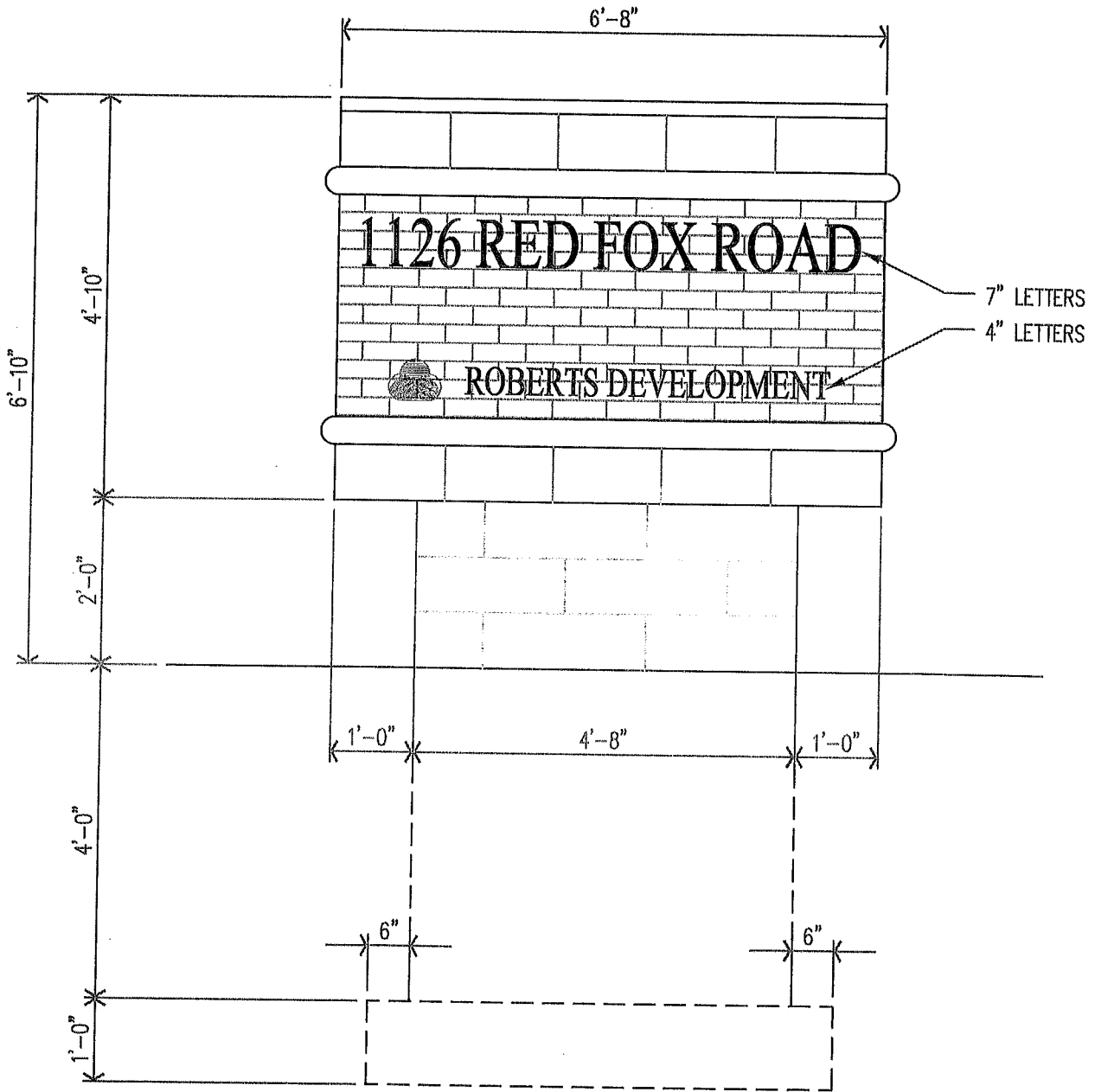
Roberts
Management
Group

1928-1952 W. COUNTY RD C
ROSEVILLE, MN

NO.	REVISION	DATE
1	C-10 AS-BUILT	6/10/08
2	C-11 AS-BUILT	9/07/08
3	REVISED BOOK	12/15/09
4	REVISED BOOK	1/31/11

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C-10 & 11
SHEET 1 OF 2
1/31/11
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○ SIGN DETAIL
NOT TO DETAIL

August 24, 2011

Mr. Thomas Paschke
City of Roseville
2660 Civic Center Drive
Roseville, Minnesota 55113

Re: Master Sign Plan Discussion
Roberts Management Group
1950 – 1952 County Road C
1928-1948 County Road C

Mr. Paschke,

1. Building Summaries:

- a. 1950 – 1952 County Road C
 - i. Total Building Length (N & E) 296'
 1. North Façade is 100' long
 2. East façade is 196' long
 - ii. The typical bay spacing is 39'
 1. 296' @ 1.0 s.f. = 296 s.f. signage allowed
 - iii. Proposed building wall signage
 1. 5 bays @ 40 s.f. = 200 s.f.
 2. 4 additional sign areas at North façade 4 @ 40 s.f. = 160 s.f.
 3. Landlord signage = 35 s.f.
 4. Discretionary signage = 35 s.f.
- b. 1928 – 1948 County Road C
 - i. Total Building Length (N & W) 420'
 1. North Façade is 90' long
 2. West façade is 330' long
 - ii. The typical bay spacing is 30'
 1. 420' @ 1.0 s.f. = 420 s.f. signage allowed
 - iii. Proposed building wall signage
 1. 11 bays @ 40 s.f. = 440 s.f.
 2. 2 additional sign areas 2 @ 40 s.f. = 80 s.f.
 3. Landlord signage = 35 s.f.
 4. Discretionary signage = 35 s.f.
- c. Future free standing sign
 - i. Sign area 3' x 7' = 21 s.f.

2. Allowable signage

- a. Wall signage 716 s.f.
- b. Freestanding 150 s.f. (total of two sides)
- c. Total 866 s.f. x 1.5 = 1,299 s.f. of signage allowed
 - i. Total sign area proposed 1,062 s.f.
 1. 1950 building = 430 s.f.
 2. 1928 building = 590 s.f.
 3. Free standing = 42 s.f.

3. Signage standards

- a. Signage areas will be restricted to a 3' x 13' – 4" sign area in locations identified on the elevations. Sign area can be a colored logo, white, non-illuminated, plastic lettering, maximum of 18" tall letters, or some combination of the two, not to exceed the 40 s.f. area.
- b. Discretionary signage placement?

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651-792-7074 ♦ fax: 651-792-7070

February 28, 2011

Ms. Elisa Richardson
Tanek Inc.
118 East 26th Street
Suite 300
Minneapolis, MN 55404

RE: *Rosedale Marketplace Master Sign Plan.*

Ms. Richardson:

Since we are near a Master Sign Plan that the Roseville Planning Division can support, I thought it would be beneficial put the proposal in writing for all to review. Should this be acceptable, I would schedule the hearing for the last week of March, since I will be out of the office the week of March 20 – 25.

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 constructed of internally illuminated channel letters and face lit and limited to, either on raceways or individual letters. Identity logos and/or symbols shall be allowed. No letter or logo/symbol shall be taller than 10 feet for Anchor Tenants, 6 feet for Major Tenants and 3 feet for Junior Tenants.
- 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.
- Maximum sign area allowed shall be limited to the following:

Building A

Anchor Tenants = 3 at 200 sq. ft.	600 sq. ft.
Anchor Tenant north side façade = 1 at 150 sq. ft.	150 sq. ft.
A-Tenants = 2 at 100	200 sq. ft.
Total Allowable Building A (at 1.5 sq. ft. per lineal foot) =	950 sq. ft.,

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Building B

Anchor Tenants = 2 at 200 sq. ft.	400 sq. ft.
Anchor Tenant east side façade = 1 at 150 sq. ft.	150 sq. ft.
A-Tenants = 3 at 100 sq. ft.	300 sq. ft.
B-Tenants = 5 at 60 sq. ft.	300 sq. ft.
Total Allowable Building (at 1.7 sq. ft. per lineal foot) =	1,150 sq. ft
Landlord discretionary Building A =	300 sq. ft.
Chili's	320 sq. ft.
Total Allowable all buildings/discretionary =	2,920 sq. ft.

- Sign area shall be computed per section 1010.04 of the City Code.
- Wall signs shall not project more than 8 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 Rosedale Marketplace site has five freestanding signs; three small mall identification signs and two large multi-tenant signs.
- The three existing mall identification monument signs shall be allowed to remain and can be upgraded with new identification graphics.
- The two existing freestanding multi-tenant signs shall be replaced by 2015. Each freestanding multi-tenant signs shall be limited to an overall height of 26 feet, afford the accommodate a minimum of five tenants signs not exceeding 20 sq. ft. (2 x 10 x 5) and four tenant sign not exceeding 30 sq. ft. (1.6 x 5 x 4), for a total of 130 sq. ft. each. The base shall be a minimum of 3 feet in height comprised of brick, and/or stone. The mall identification at the top of the sign does not count against the total freestanding sign limit (All per plans submitted January 31, 2010).
- Freestanding signs shall be allowed to be replaced in exact locations as current signs.
- In addition to the above freestanding sign requirements, all leasing information (contact and number) shall be incorporated into one of more of the five freestanding sign signs.
- All existing freestanding leasing sign on the premises shall be removed by the completion date of the new freestanding multi-tenant signs.
- The premises will also be allowed of lease signs on vacant tenant spaces not exceeding 24 square feet.

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- Directional signage shall be allowed in the future should the owner/landlord desire such interior directional signs. Final design and content and any future internal directional signage to be reviewed and approved by the Roseville Planning Division, prior to the issuance of a sign permit. These signs shall be limited to a maximum height of 8 feet and contain a maximum of 16 square feet of signage.

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.

Should you have any questions or comments, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE

Thomas Paschke
City Planner