



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

January 5, 2012

Spectrum Sign Systems
9278 Isanti Street Northeast
Blaine, MN 55449

Norm's Tire
Attn: Joy
2767 Long Lake Road
Roseville, MN 55113

RE: 2767 Long Lake Road, Norm's Tire

On December 22, 2011, the Roseville Master Sign Plan Committee held the require hearing regarding the proposed Master Sign Plan for the above addressed property. No citizens were present to address the committee and committee members had no questions of the City Planner.

The Master Sign Plan Committee voted to approve the Master Sign Plan for 2767 Long Lake Road as follows:

WALL SIGNS

- The Planning Division has determined that the building will be limited to a wall signage ratio of 2 square feet of signage for each lineal foot of building front or 80 feet of frontage times the 2 square foot allowance, equals a total wall signage allotment of 160 square feet.
- The proposal seeks three signs: Norm's Tire, an individual letter's sign which sign is roughly 88 square feet; American Car Care Center, a panel sign which is 24 square feet; and North Metro Automotive, an awning which includes 32 square of signage, for a total of 144 square feet of signage.
- Prohibited signs include advertising, flashing, pulsating, rotating light (or lights), rooftop, banners, mobile signs, and portable signs, as well as other prohibited signs covered under Section 1010 of the Roseville City Code. Please note these prohibited signs so that there an on future enforcement actions.
- 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. The letter height for Norm's shall not exceed 42 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 maximum total signage allowed.
- 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.
- Window signage shall be limited to 25% of the window area.

FREESTANDING SIGN REQUIREMENTS

- There shall be one freestanding pole sign not exceeding a panel size of 100 sq. ft., placed a minimum of 15 feet from the front property line and no greater than 25 feet in height.
- Should the owner decide in the future to change out the panel to multi tenant, the City would allow the panel not to exceed 125 square feet.

OTHER REQUIREMENTS

- Property owner/landlord shall sign-off of any sign proposal and this signature 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

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:

Last name: RENCO LLC First name: _____
Address: 2727 Longlake Rd City/State/Zip: Roseville MN 55113
Phone number: 651-483-4591 Email address: joy@renco.com

2. Applicant Information: (if different from above)

Company name: Same as above
Last name: _____ First name: _____
Address: _____ City/State/Zip: _____
Phone number: _____ Email address: _____

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

Same as above

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: Joy M Kokaisel

Date: 10/25/11

Applicant: _____

Date: _____



SPECTRUM
SIGN SYSTEMS, INC

9278 Isanti Street NE
Blaine, MN 55449

763-432-7447 OFFICE
763-208-9159 FAX

www.spectrum-signs.com

Custom Signs
Simple Solutions

Re: 2767 Long Lake Road Master Sign Plan

The elevations included with this Master Sign Plan package are showing preliminary design intent only. According to the proposed design, the main façade has 85' of lineal frontage.

Based on the current Sign Code allotments the building can have 1.5 times the lineal foot frontage in square feet – 127.5 square feet.

Norm's Tire Letter Set – 88 square feet (See Exhibit 1)
American Car Care Center Cabinet – 24 square feet (See Exhibit 2)
Additional tenant signage (future use) – 15.5 square feet (See Exhibit 3)

We would propose that the building be allowed to expand the future signage by 45 square feet to allow a future tenant with a sign that will give them sufficient exposure.

Sign Construction

All Signs shall be made of high quality materials and finishes. The scale and proportions of graphics shall be compatible with the buildings' architectural character and approved in writing by the landlord.

All electrical signs and their installation must comply with all local building and State electrical codes.

All electrical service to signs shall be fully concealed. No sign shall have exposed wiring, ballasts, conduit or transformers.

Permissible sign types: Illuminated Awnings, Face Illuminated Letters, Wall Cabinets.

Maintenance

Tenants are responsible for maintaining their signage appearance at all times.

Freestanding Signage

2767 Long Lake Road has an existing freestanding pylon sign 25'-0" tall for "Norm's Tires". No other freestanding signs shall be placed on the premise and no other tenant will have access to placement of a panel on the pylon sign.(See Exhibit 4)

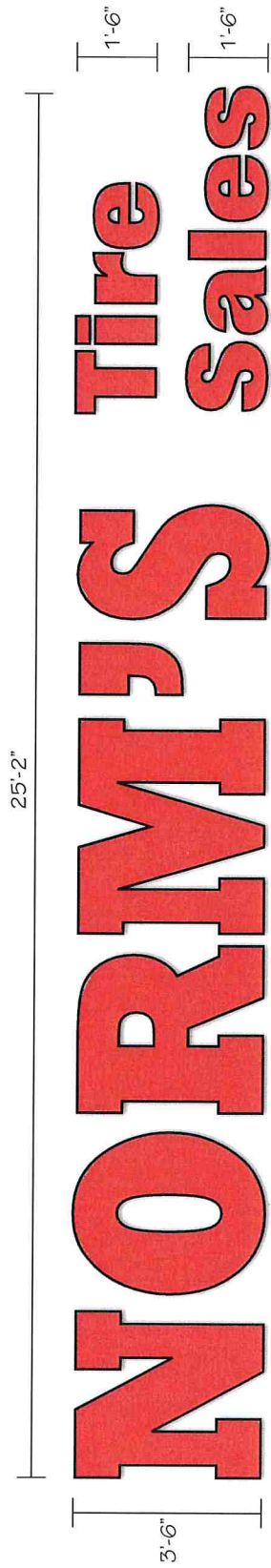
Enclosed Exhibit 5 Site Plan

Master Sign Plan

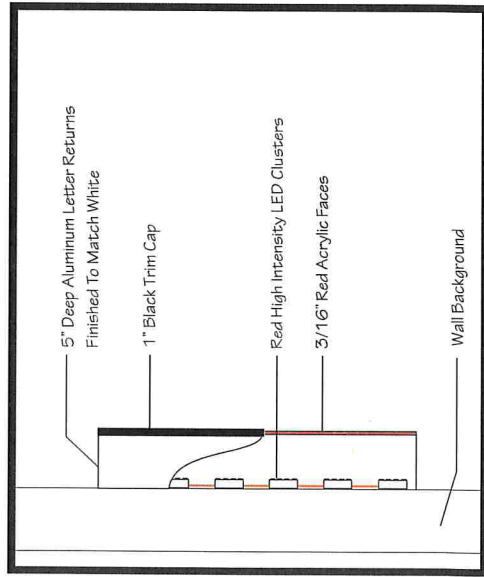
Norm's Tire Sales
2767 Long Lake Rd.
Roseville, MN

11.4.2011

2. | Exhibit 1



Furnish and Install (1) 3'-6" x 25'-2" Face Illuminated Remote Mount Letter Set

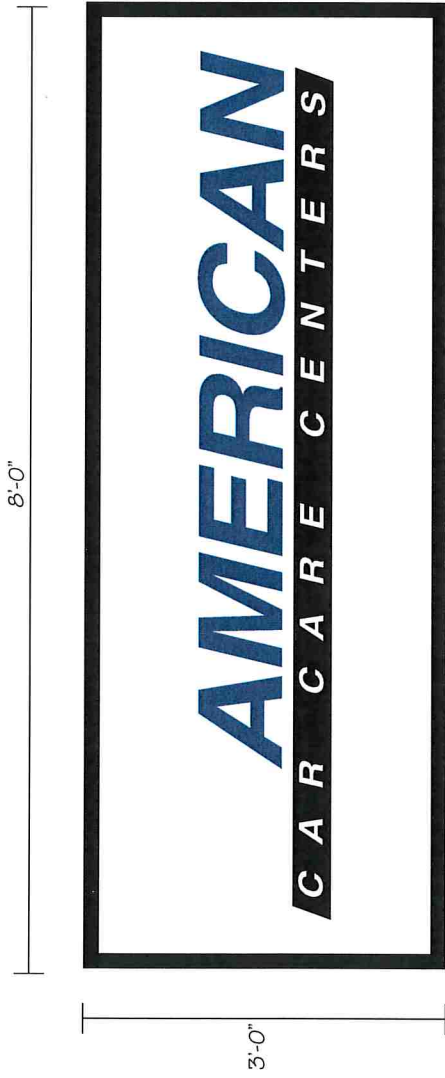


Side View



East Elevation

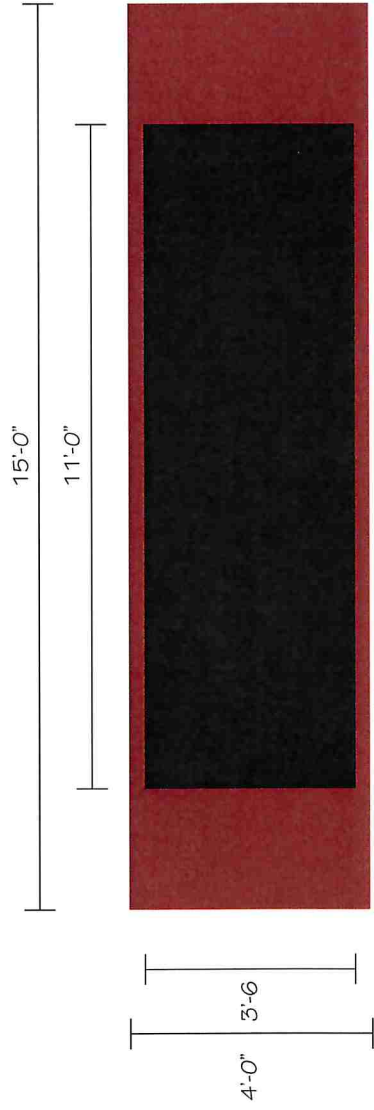
3. | Exhibit 2



South Elevation

Furnish and Install (1) 3'-0" x 8'-0" S/F Illuminated Wall Mount Sign

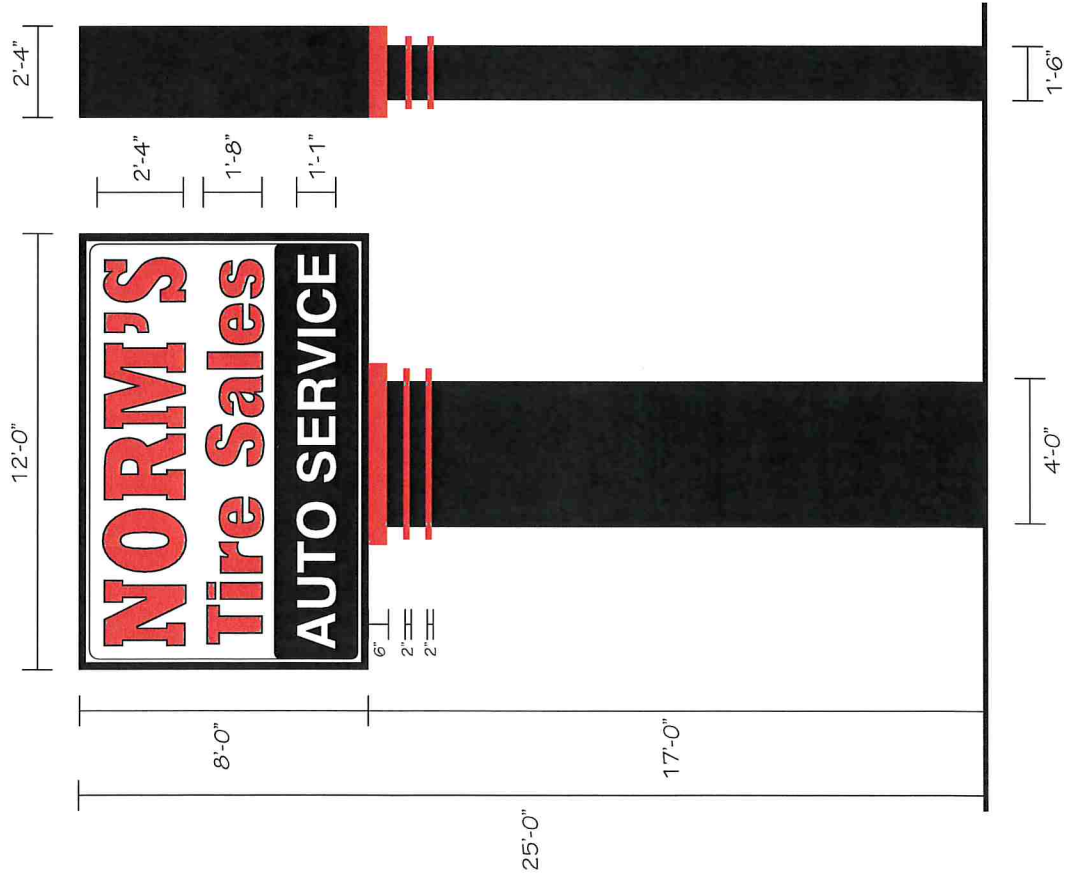
4. | Exhibit 3



Graphic Area

South Elevation

5. Exhibit 4



North Facing

Furnish and Install (1) 8'-0" x 12'-0" D/F Illuminated Pylon Sign

- A. PC Pan Face with Second Surface Sprayed Graphics
- B. Cabinet Finished to Match Black
- C. Aluminum Accents Finished to Match Red
- D. Aluminum Pole Cover Finished to Match Black

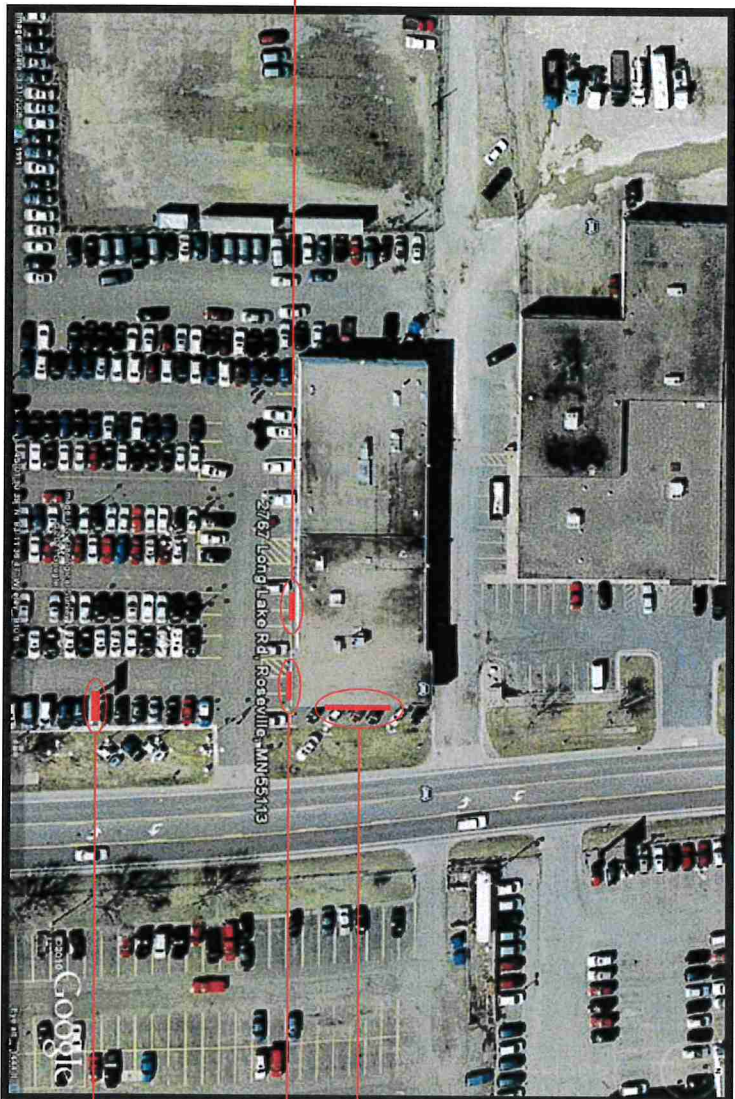


Exhibit 3

Exhibit 1

Exhibit 2

Exhibit 4

8'-0"



3'-0"



South Elevation

Furnish and Install (1) 3'-0" x 8'-0" S/F Illuminated Wall Mount Sign

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SIGN SYSTEMS, INC.
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PROJECT

Norm's Tire Sales

Client Information

Norm's Tire Sales
Attn: Mike & Joy Kokaisel
477 E. Little Canada Rd.
Little Canada, MN 55117

Phone

651-402-9817

Jobsite

2767 Long Lake Rd.
Roseville, MN

Date

10-7-11

Designer

Patrick Woller

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Customer Approval

Date