



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

January 5, 2012

RSI Holding LLC  
Attn: Ron Raymond  
2400 Prior Avenue  
Roseville, MN 55113

**Re: 2400 Prior Avenue - Master Sign Plan Approval**

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

The Master Sign Plan Committee voted to approve the Master Sign Plan for 2400 Prior Avenue as follows:

**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 totaling no more than 1.75 sq. ft. of signage per lineal foot of building front (110 feet) or 175 sq. ft.
- Wall signs shall be individual or channel letters that may be illuminated, have finished returns and/or be installed on raceways. Identity logos and/or symbols shall be allowed. Letter and/or logo heights shall not exceed 48 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/cabinets may be used in place of individual or channel letters.
- 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 graphics/signs shall be limited to 25% of the window area.

**FREESTANDING SIGN REQUIREMENTS**

- The property at 2400 Prior Avenue shall be allowed a single freestanding sign that is limited to 100 square feet of signage, a height of 25 feet, and shall have a 10 foot minimum setback from the property line adjacent to Prior Avenue.

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- All leasing information shall be incorporated into the freestanding sign (such as contact name and number) or a maximum 24 sq. ft. leasing sign may be placed on the building. No freestanding leasing sign are permitted on the premises.

### **OTHER REQUIREMENTS**

- Landlord//owner 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

City of Roseville  
651-792-7000

12/08/2011 14:37  
Receipt No. 00264692

signplan  
Master Sign Pl  
an 350.00

-----  
Receipt Total 350.00

Cash 0.00  
Check 350.00 Check #6436  
Charge 0.00

RSI HOLDINGS

Cashier: jill.hughes  
Station: RVFIN701



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

[X] 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: RSI Holdings LLC First name: contact person Ron Raymond
Address: 2400 Prior Ave N City/State/Zip: Roseville MN 55113
Phone number: 651-639-0644 Email address: r.raymond@rroffspec.com

2. Applicant Information: (if different from above)

Company name: Sign A Rama
Last name: Stample First name: Chuck
Address: 2400 Prior Ave N City/State/Zip: Roseville MN 55113
Phone number: 651-649-0675 Email address: chuck@sarsigns.com

3. Address of Property Involved: (if different from 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: [Signature]

Date: 11/28/11

Applicant: [Signature]

Date: 11/22/11

Handwritten text, possibly bleed-through from the reverse side of the page.

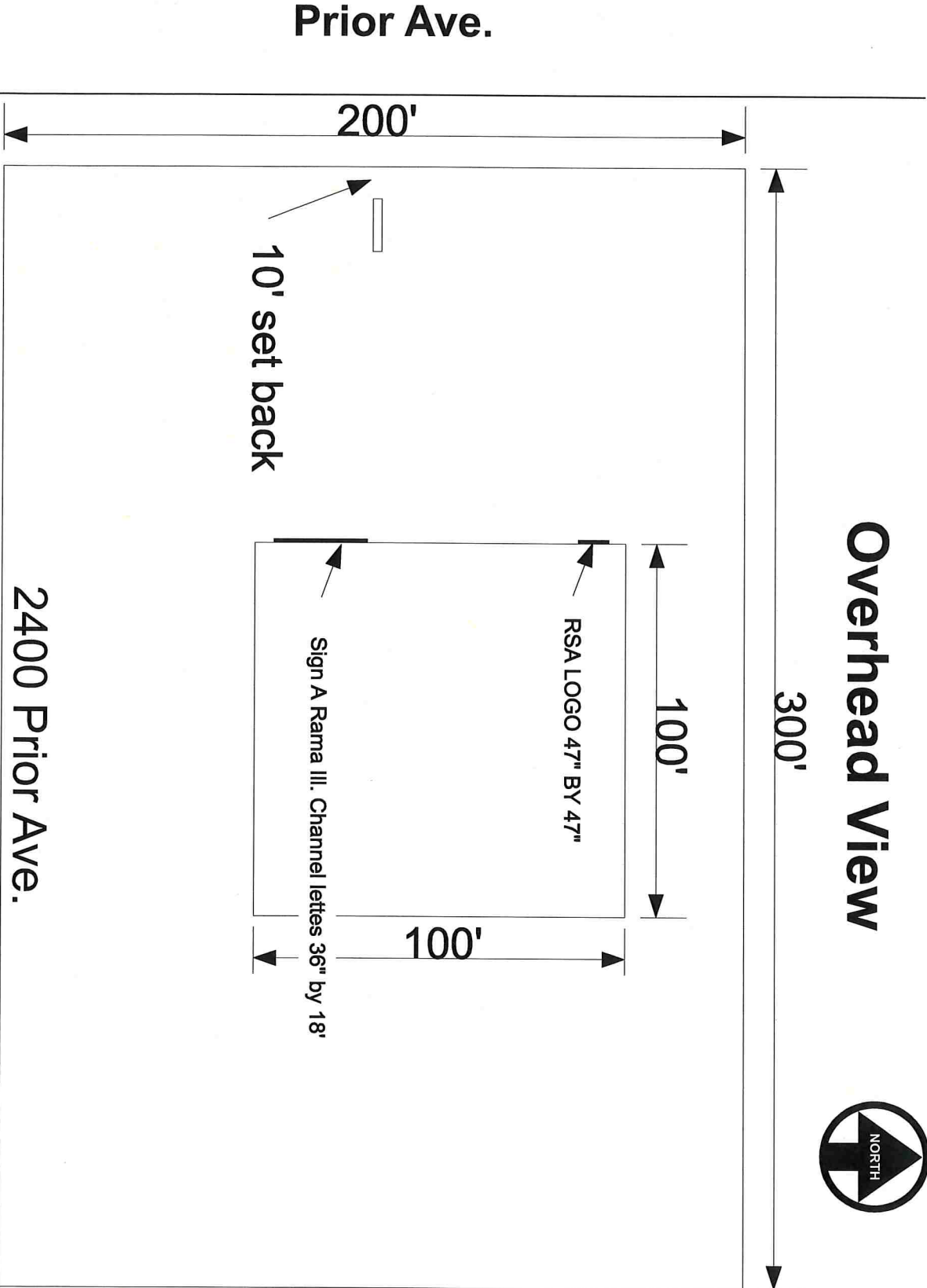
Handwritten text, possibly bleed-through from the reverse side of the page.



**SIGN\*A\*RAMA**  
SAINT PAUL

(651) 649-0675 FAX (651) 649-0657  
e-mail: [production@sarsigns.com](mailto:production@sarsigns.com)

# Overhead View





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(651) 649-0675 FAX (651) 649-0657  
e-mail: [production@sarsigns.com](mailto:production@sarsigns.com)

# Monument Sign

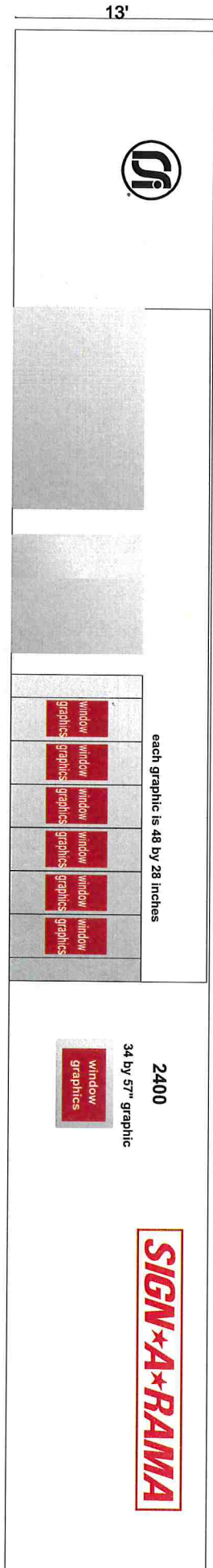






(651) 649-0675 FAX (651) 649-0657  
e-mail: production@sarsigns.com

# Front Elevation



47' logo

100'

24" letters

13'



each graphic is 48 by 28 inches

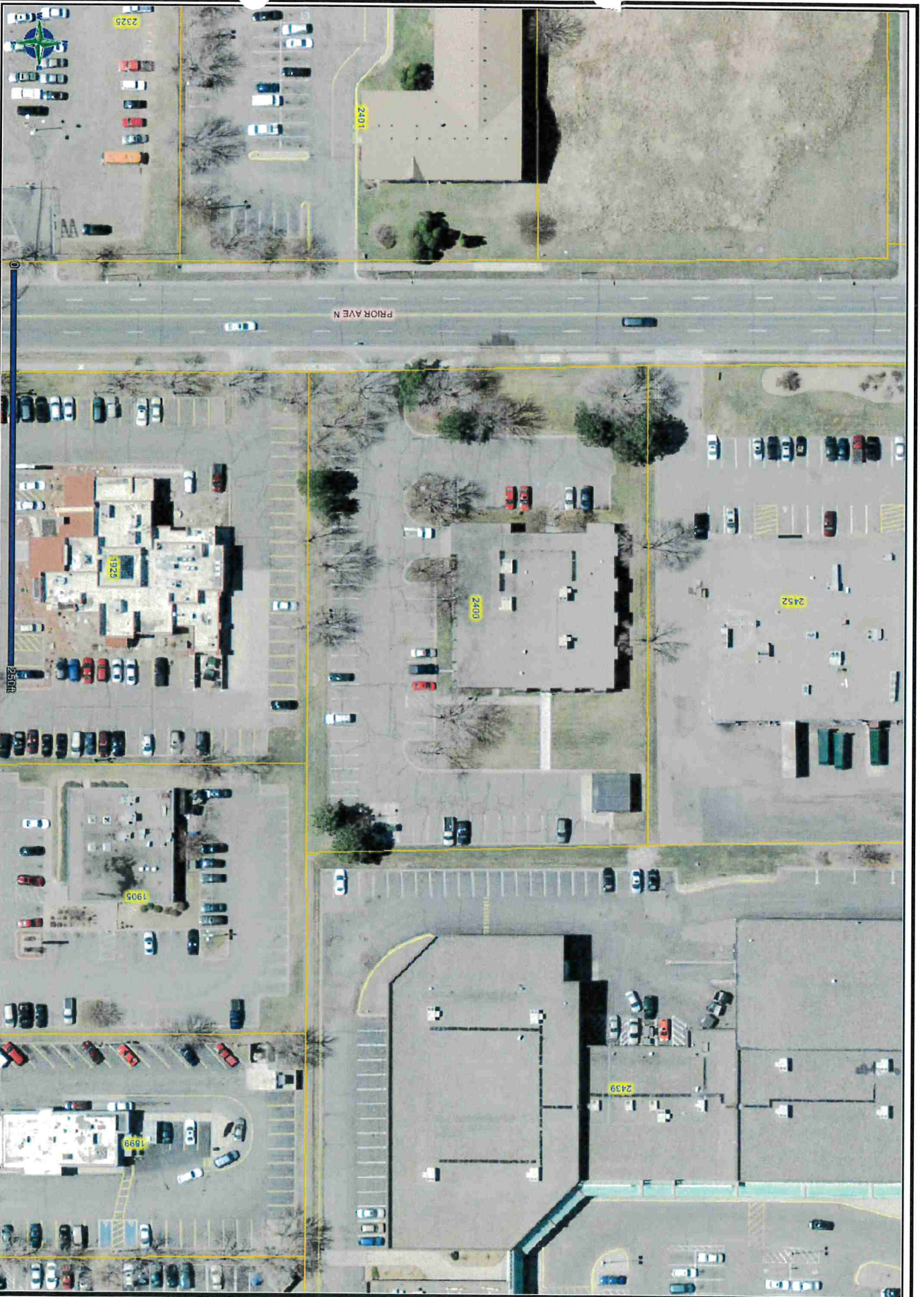
window graphics

2400  
34 by 57" graphic

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window graphics





DISCLAIMER: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This map is a compilation of records, information and data located in various city, county, state and federal offices and other sources regarding the area shown, and is to be used for reference purposes only.

SOURCES: City of Roseville and Ramsey County, The Lawrence Group; November 1, 2011 for City of Roseville data and Ramsey County property records data, November 2011 for commercial and residential data, April