ROSEVILLE
Community Development Department
651-792-7074 ◆ fax: 651-792-7070

February 3, 2012

Attn: Tom Lodes
Intelica CRE
15455 Conway Road
Chesterfield, MO 63017

RE: 3225 – 2397 Fairview Avenue, Fairdale Shoppes Master Sign Plan.

Dear Mr. Lodes;

On April 9, 2009, the Roseville Planning Division held the original hearing regarding the Master Sign Plan (MSP) request for Fairdale Shoppes, 3225 – 2397 Fairview Avenue. No citizens were present to address the committee and the City Planner did not receive any calls, email, or letters concerning the proposal. However, additional information regarding the proposal was required by the Master Sign Plan Committee before approval would be granted. On July 10, 2009, the Committee met to consider revisions received, but details regarding freestanding signs were deemed inadequate. In December of 2011, after reviewing submitted information and previous MSP approvals, the MSP Committee voted to approve the Fairdale Shoppes MSP 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 internally illuminated or non-illuminated channel letters, either on raceways or individual letters. Identity logos and/or symbols shall be allowed. Sign letters shall be a minimum of 12 inches and a maximum of 24 inches in height. Anchor tenants shall be allowed op to 36 inches in height for their sign letters.
- 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.
- Corner tenants shall be allowed 2 wall signs at both buildings and the 2325-2355 Fairview Avenue building shall be allowed front and rear wall signs.
- Maximum sign area allowed shall be limited 1.5 sq. ft. per the lineal foot of the each tenant frontage or an overall maximum as follows: Building "A" shall be limited to 324 lineal feet and 486 sq. ft. of wall signage and Building "B: shall be limited to 512 lineal feet and 768 sq. ft. of wall signage.

lineal feet and 486 sq. ft. of wall signage and Building "B: shall be limited to 512 lineal feet and 768 sq. ft. of wall signage.

- Sign area shall be computed per section 1010.04 of the City Code.
- All signs shall be made of durable materials and finishes, and be of highest quality fabrication. Landlord sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.

FREESTANDING SIGN REQUIREMENTS

- The existing freestanding monument sign located in the southeast corner of the property shall be allowed to remain and can be, upon approval of a building permit, modified as follows:
  - The sign shall be improved to a height not greater than 26 feet.
  - The multi-tenant signage to be to be placed on the sign shall not exceed 130 sq. ft. This does not include full cabinet size which would be allowed at a larger square footage.
  - Mall identification shall be incorporated into the sign as shall the leasing information (contact name and number) for the site. Such signage shall not count against the signs total.
  - If the sign is replaced, the sign shall include a minimum 2 foot tall base of brick, block, and/or stone.
- Two new freestanding monument signs shall be allowed on the site, with their locations determined upon the submittal of site and design plans. However, their locations shall be in the vicinity of the western and northern property borders.
- The new freestanding signs shall be setback a minimum of 7 feet from any property line, be constructed to a height not exceeding 8 feet. And contain no greater than 80 square feet of multi-tenant signage.
- In addition, mall identification and leasing information (contact name and number) shall be incorporated into the two freestanding monument signs.

OTHER REQUIREMENTS

- Due to the advertisements on certain business use vehicles (currently Quizno's, Computer Renaissance and UPS Store) all business related vehicles with a name and/or logo shall be prohibited from parking in the stalls adjacent to Faiview Avenue. Parking in the second tier of parking spaces (middle row) is permitted. However, the preferable location for all vehicles is to be parked along the west side of the building. Failure to comply shall be deemed a violation of the Master Sign Plan and the City Code, and risk possible fine.

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- All temporary advertising signs shall be removed from the premises and those tenants/proprietors who desire such signs shall apply for and receive the required Temporary Sign Permit from the City Failure to comply will be deemed a violation of the Master Sign Plan and the City Code, and risk possible fine.
- 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 all signs, including the installation of and new freestanding sign.
- Failure to comply with any condition stipulated above will result in the Planning Division suspending the issuance of any sign permit.

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 Department
651-792-7074 ◆ fax: 651-792-7070

January 14, 2010

Attn: Tom Lodes
Fairdale Shoppes, LLC
c/o Walpert Properties
11457 Old Cabin Road
Suite 200
St. Louis, MO 63141

RE: 3225 – 2397 Fairview Avenue, Fairdale Shoppes Master Sign Plan.

Dear Mr. Lodes;

On April 9, 2009, the Roseville Planning Division held the original hearing regarding the Master Sign Plan (MSP) request for Fairdale Shoppes, 3225 – 2397 Fairview Avenue. No citizens were present to address the committee and the City Planner did not receive any calls, email, or letters concerning the proposal. However, additional information regarding the proposal was required by the Master Sign Plan Committee before approval would be granted. On July 10, 2009, the Committee met to consider the propose MSP after receiving most of the requested information, but details regarding freestanding signs was still absent from the proposal and final approval was not granted.

Since the Committee's two hearings, I have sent you email seeking the details regarding the proposed freestanding signs, but I have been unsuccessful in securing your reply and the required drawings. I would like to close this file and the subject property, Fairdale Shoppes, is required to have an approved MSP, therefore the Committee recently met to review and approve the following as the MSP for Fairdale Shoppes:

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 internally illuminated or non-illuminated channel letters, either on raceways or individual letters. Identity logos and/or symbols shall be allowed. Sign letters shall be a minimum of 12 inches and a maximum of 24 inches in height. Anchor tenants shall be allowed op to 36 inches in height for their sign letters.
- 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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- The scale and proportion of graphics shall be compatible with the building's architectural character and mass.
- Corner tenants shall be allowed 2 wall signs at both buildings and the 2325-2355 Fairview Avenue building shall be allowed front and rear wall signs.
- Maximum sign area allowed shall be limited 1.5 sq. ft. per the lineal foot of the each tenant frontage or an overall maximum as follows: Building "A" shall be limited to 324 lineal feet and 486 sq. ft. of wall signage and Building "B: shall be limited to 512 lineal feet and 768 sq. ft. of wall signage.
- Sign area shall be computed per section 1010.04 of the City Code.
- All signs shall be made of durable materials and finishes, and be of highest quality fabrication. Landlord sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.

Revised or relocated

FREESTANDING SIGN REQUIREMENTS

- The existing freestanding monument sign located in the southeast corner of the property shall be replaced on or before August 31, 2011. Not to be illuminated
- Two freestanding monument signs shall be allowed on the site. One sign shall be allowed in the general vicinity of the existing freestanding sign and the other sign shall be located along the west side of the site and both freestanding signs shall be setback a minimum of 7 feet from the property line. The height of each freestanding sign shall not exceed a maximum of 20 feet and the width shall not exceed 10 feet.
- Each tenant name on the freestanding signs shall be limited to 16 sq. ft. (24 inches by 96 inches). Mall identification shall be allowed, not exceed 30 inches in height, be channel letters, and be placed at the top of the sign.
- In addition to the above freestanding sign requirements, all leasing information (contact and number) shall be incorporated into the freestanding sign.
- The Roseville Planning Division shall receive on or before February 26, 2010, a site plan depicting the general location for each sign an detailed plans for each sign.

OTHER REQUIREMENTS

- Due to the advertisements on certain business use vehicles (Quizno's and Computer Renaissance noted) all business related vehicles with a name and/or logo shall be parked at the west side of the building. Failure to comply will be deemed a violation of the Master Sign Plan and the City Code.
- Landlord sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.

Confirm location of existing sign ok

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- A sign permit is required for the installation of the freestanding sign.
- Failure to comply with any condition stipulated above will result in the Planning Division suspending the issuance of any sign permit.

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 Department
651-792-7074 ◆ fax: 651-792-7070

March 20, 2009

Fairdale Shoppes, LLC
c/o Walpert Properties
11457 Olde Cabin Road
Suite 200
St. Louis, MO 63141

RE: Proposed Master Sign Plan

Dear Mr. Lodes:

Thank your for the submittal of the proposed Master Sign Plan (MSP) for Fairdale Shoppes. The purpose of the Master Sign Plan is to create a plan the gets properties that have been non-conforming and/or out-of-date, to be as close to compliant as possible. Another goal is to create a plan that is not cumbersome to administer. That said, on Tuesday, March 17, the Roseville Planning Division did sit down to review the proposal, for which we have the following comments:

- The hearing on the subject proposal has been scheduled for Tuesday, March 31, at 3:30 pm in the Elm Room at Roseville City Hall. Your attendance at this meeting is not necessary.

- The proposal indicated unit square footage, which is of interest but not useful in determining an equitable sign plan. The sign code is predicated on lineal footage of the building front (the main access/entry facing a street or parking lot). Therefore, it would be most helpful to get the exact lineal footage of the two structures.

- A Master Sign Plan needs to specify the maximum sign area to be allowed for each tenant instead of a formula for calculating the area; a Master Sign Plan also needs to illustrate acceptable locations for signs to be installed instead of relying on descriptions that may be interpreted differently by different people. This allows staff to verify that the total sign area on the site is within acceptable limits at the time the sign plan is approved, and further allows individual signs to be approved in the future by simply comparing a given application with the approved size and location contained in the Master Sign Plan. Each tenant space may have different allowances for sign area and location, but these allowances must be concretely defined in the Master Sign Plan.

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- The proposal is lacking information regarding where signs might be installed, such as at corner units on those with double frontage. The Planning Division is interested in whether such an option is of interest.

- The proposal is lacking information regarding freestanding signage. The property currently has a short multi-tenant sign in the southeast corner that could be modified or replaced to better serve the tenants. It is worth noting that without inclusion of an approved freestanding sign, the Planning Division would be unable to issue permits to replace any face in the existing sign.

In summary, please provide the Roseville Planning Division with additional details consistent with the above requests so that we may better direct and support you proposed Master Sign Plan, and should you have additional questions, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE

Thomas Paschke
City Planner

Thomas Paschke

From: Tom Lodes [tlodes@walpertproperties.com]
Sent: Tuesday, June 16, 2009 12:20 PM
To: Thomas Paschke
Subject: RE: Fairdale Shoppes Signage

Tom,

I have reviewed the requirements listed below and we will guarantee to resolve any and all issues as listed. We are currently obtaining drawings for the proposed two additional monument signs. Once we have picked a design I will forward it to the city for approval.

It is my understanding that the two permits pending in your office for Huntington Learning Center and Consignment Ventures would be approved and released for installation.

Thanks you for your help and cooperation. If you need anything further from me please don't hesitate to contact me.

Sincerely

Tom Lodes, CSM
Walpert Properties Inc.
Director of Property Management
tlodes@walpertproperties.com
314-567-1221 Office
314-567-0348 Fax

From: Thomas Paschke [mailto:thomas.paschke@ci.roseville.mn.us]
Sent: Wednesday, June 10, 2009 10:02 AM
To: 'kaufsign@aol.com'; Tom Lodes
Cc: Pat Trudgeon
Subject: Fairdale Shoppes Signage

Gentlemen;

The Planning Division has completed a review of the recently submitted information absent from the initial Master Sign Plan submittal. We would like to thank you for this additional and specific information and are very interested in issuing the two pending sign permits we are holding. Our review includes the following comments:

The lineal footage numbers provided have been accepted as the basis for signage allowed on building "A" and "B", which correlates into an overall allowance of 486 sq. ft. for building "A" and 768 sq. ft. for building "B" based on a 1.5 sq. ft. per lineal foot of building front.

The proposed sign criteria sheet has been accepted. However, the Master Sign Plan will require that owner/manager sign off on all sign permits prior to City Sign Permit application. There will also be a requirement of a photo elevation providing the City with a before and after illustration.

Support for two new freestanding signs has been accepted. However these signs need to of a

monument style/type and not a pole or pylon variety. Freestanding signs must be located a minimum of 5 feet from a property line with a maximum height determined by the number of tenant to be located on the monument. The sign for each tenant shall be limited to 24 inches by 96 inches or 16 sq. ft. with the monument to be no wider than 10 feet. The name of the mall - Fairdale Shoppes shall be channel letters and be placed at the top of the sign. Letter for the identification shall not exceed 30 inches.

Two sites shall be identified on a site plan that indicate the new locations for the freestanding signs. The existing location is unacceptable, however parking lot modifications would be accepted if placement near the existing location are desired. It is unclear when the new freestanding signs would be constructed, therefore a timeline shall be established for the new signs. Typically the trigger for required installation of a freestanding sign is directly tied to any new signage after the Master Sign Plan is approved. Currently the City is holding two permits for signs at the property - one a monument face replacement. We would accept a replacement date not to exceed the August 31, 2011 or the City would not issue any new sign permits. A design plan for the freestanding sign shall also be submitted.

Lastly, site inspections over the past few years has concluded that at least one truck is advertising the tenant more so than being used for deliveries. The dead grass under the portion of the truck that hangs over the parking lot curb is a give away that it rarely moves. Vehicles of this type would be deemed signage because the are advertising the tenant and not being utilized on a daily basis and as such must be relocated and parked at the rear adjacent to the building.

Assuming the Planning Division can receive a guarantee that the required information contained in this email will be forthcoming within a week, I would be supportive of signing and allowing the two pending sign permits (Huntington and Turn Style) to be issued.

I look forward to your response and the provision of the necessary items for approval of Fairdale Shoppes Master Sign Plan.

THOMAS PASCHKE
CITY PLANNER
City of Roseville
2660 Civic Center Drive, MN 55113
Direct # 651-792-7074

Thomas Paschke

From: Tom Lodes [tlodes@walpertproperties.com]
Sent: Wednesday, June 10, 2009 11:28 AM
To: Thomas Paschke; kaufsign@aol.com
Cc: Pat Trudgeon
Subject: RE: Fairdale Shoppes Signage

Tom,

Our understanding of the letter is as follows

1) The owner/property manager must sign off on all permits prior to submitting to the city.

2) A photo elevation must be submitted along with the permit application with a before and after illustration.

3) We have until August 31, 2011 to construct/install two new pylon signs at the approved location with the specifications outlined in the letter, after the city has approved the design.

4) The truck that is advertising one of our tenants needs to be relocated to the rear of the building.

You stated you need a guarantee that the required information needs to be received? Is there a form you need us to sign?

Please let me know if the above information is correct so that I am not missing anything and what you need for a guarantee.

Thanks

Tom Lodes

From: Thomas Paschke [mailto:thomas.paschke@ci.roseville.mn.us]
Sent: Wednesday, June 10, 2009 10:02 AM
To: 'kaufsign@aol.com'; Tom Lodes
Cc: Pat Trudgeon
Subject: Fairdale Shoppes Signage

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The proposed sign criteria sheet has been accepted. However, the Master Sign Plan will require that owner/manager sign off on all sign permits prior to City Sign Permit application.

ROSEVILLE
PLANNING COMMISSION
Meeting Agenda

Wednesday, January 6, 2010, 6:30 p.m.

Roseville City Hall Council Chambers, 2660 Civic Center Drive

The Planning Commission agenda and staff reports for the agenda items are available ON-LINE from the Planning Commission's web page at http://www.ci.roseville.mn.us/PlanningCommission

1. **Call to Order at 6:30 p.m.**
2. **Roll Call & Introduction**
3. **Review of Minutes:** December 16, 2009 meeting minutes
4. **Communications and Recognitions**
   - a. **From the public:** (Public comment pertaining to land use issues **not** on this agenda)
   - b. **From the Commission or staff**
   - c. **From the Parks and Recreation Department:** Update on the Park Master Planning effort
5. **Public Hearings**
   - a. **PLANNING FILE 09-032:** Request by Clearwire LLC for approval of a 125-foot telecommunication tower facility in Acorn Park, 286 County Road C, as a CONDITIONAL USE
   - b. **PLANNING FILE 10-003:** Request by Complete Building Maintenance for approval of outdoor storage of vehicles, equipment, and landscaping equipment as a CONDITIONAL USE at 2931 Partridge Road
   - c. **PLANNING FILE 10-002:** Request by Riaz Hussain for approval of an amendment to an existing CONDITIONAL USE PERMIT to allow the parking areas adjacent to Autumn Street to remain at 1901 Lexington Avenue
6. **Other Business**
   Introduction of the Consultant team; discussion of the role of the Commission in the code update process; ~~review of the issues and problems with existing Code identified during the first Staff Work Session(s) and collection of Commissioners' input on other items to consider~~; discussion of a draft outline of zoning districts, possible code organization, and format and content of the code; discussion of Community Open House process and encouragement of Commissioners' attendance; and review of proposed project schedule and necessary meeting dates
7. **Adjourn**

Future Meetings:

Variance Board (tentative): February 3 & March 3
Planning Commission (tentative): February 3 & March 3
zoning update open house meeting (tentative): February 4
City Council: January 11, 25 & February 8, 22
HRA: January 19 & February 16

There will also be a requirement of a photo elevation providing the City with a before and after illustration.

Support for two new freestanding signs has been accepted. However these signs need to of a monument style/type and not a pole or pylon variety. Freestanding signs must be located a minimum of 5 feet from a property line with a maximum height determined by the number of tenant to be located on the monument. The sign for each tenant shall be limited to 24 inches by 96 inches or 16 sq. ft. with the monument to be no wider than 10 feet. The name of the mall - Fairdale Shoppes shall be channel letters and be placed at the top of the sign. Letter for the identification shall not exceed 30 inches.

Two sites shall be identified on a site plan that indicate the new locations for the freestanding signs. The existing location is unacceptable, however parking lot modifications would be accepted if placement near the existing location are desired. It is unclear when the new freestanding signs would be constructed, therefore a timeline shall be established for the new signs. Typically the trigger for required installation of a freestanding sign is directly tied to any new signage after the Master Sign Plan is approved. Currently the City is holding two permits for signs at the property - one a monument face replacement. We would accept a replacement date not to exceed the August 31, 2011 or the City would not issue any new sign permits. A design plan for the freestanding sign shall also be submitted.

Lastly, site inspections over the past few years has concluded that at least one truck is advertising the tenant more so than being used for deliveries. The dead grass under the portion of the truck that hangs over the parking lot curb is a give away that it rarely moves. Vehicles of this type would be deemed signage because the are advertising the tenant and not being utilized on a daily basis and as such must be relocated and parked at the rear adjacent to the building.

Assuming the Planning Division can receive a guarantee that the required information contained in this email will be forthcoming within a week, I would be supportive of signing and allowing the two pending sign permits (Huntington and Turn Style) to be issued.

I look forward to your response and the provision of the necessary items for approval of Fairdale Shoppes Master Sign Plan.

THOMAS PASCHKE
CITY PLANNER
City of Roseville
2660 Civic Center Drive, MN 55113
Direct # 651-792-7074

Community Development Director and other department staff.

- Prepares and/or coordinates the preparation of the agenda for the Development Review Committee (twice monthly minimum) which provides intra department analysis of proposed development/redevelopment plans.
- Prepares and/or supervises the preparation of the agendas, mailings, hearings, and records for Development Review Committee members regarding all requested Setback Permits.
- Conducts special studies that affect the overall zoning code and land use administration within the City, including areas such as zoning setbacks, permitted land uses, consistency with the comprehensive plan, housing trends, required site improvements, and other topics as required or directed.
- Remains informed about current developments and trends in the project planning and zoning fields through professional journals, contacts, conferences and professional training.
- Responds to citizen inquires regarding zoning and land use issues at the customer service counter, over the phone and through various off site City functions.
- Assists and advises the general public, design professionals, and construction managers on matters relating to land use, zoning, subdivision, sign codes, and other city regulations.
- Supervises the maintenance of land use files and records, zoning and land use citations, complaints, land use permits fees, and related monthly and annual reports. Prepares records and reports with other divisions and departments.
- Assist the Community Development Director in supervising the work flow and priorities of the Department Assistant and Economic Development Assistant as needed.
- When designated, be responsible for all functions of the Community Development Department in the absence of the Community Development Director.
- Assists the Director with the creation of the department/division budget.
- Performs other duties as assigned by the Community Development Director.

Should you have any questions, please feel free to contact me at 651-792-7071.

Respectfully,

CITY of ROSEVILLE

Patrick Trudgeon, AICP
Community Development Director

Thomas Paschke

From:	Thomas Paschke
Sent:	Wednesday, June 10, 2009 10:02 AM
To:	'kaufsign@aol.com'; 'Tom Lodes'
Cc:	Pat Trudgeon
Subject:	Fairdale Shoppes Signage

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THOMAS PASCHKE
CITY PLANNER
City of Roseville
2660 Civic Center Drive, MN 55113
Direct # 651-792-7074

Thomas Paschke

From: Tom Lodes [tlodes@walpertproperties.com]
Sent: Wednesday, June 10, 2009 11:28 AM
To: Thomas Paschke; kaufsign@aol.com
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Subject: RE: Fairdale Shoppes Signage

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1) The owner/property manager must sign off on all permits prior to submitting to the city.

2) A photo elevation must be submitted along with the permit application with a before and after illustration.

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Please let me know if the above information is correct so that I am not missing anything and what you need for a guarantee.

Thanks

Tom Lodes

From: Thomas Paschke [mailto:thomas.paschke@ci.roseville.mn.us]
Sent: Wednesday, June 10, 2009 10:02 AM
To: 'kaufsign@aol.com'; Tom Lodes
Cc: Pat Trudgeon
Subject: Fairdale Shoppes Signage

Gentlemen;

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Thomas Paschke

From: Thomas Paschke
Sent: Wednesday, June 10, 2009 1:20 PM
To: 'Tom Lodes'; kaufsign@aol.com
Cc: Pat Trudgeon
Subject: RE: Fairdale Shoppes Signage

Tom;

To question 1 - YES - there needs to be a signature or brief letter that indicates the Walpert Properties and/or its agent has reviewed and approves the sign request as meeting the approved MSP.

To question 2 - YES

To question 3 - YES - I thought of this date as a way to give you time to perhaps work with the existing tenants. However, you could construct the two signs earlier. Also, we will need to confirm location and design prior to MSP approval.

To question 4 - Yes and any other vehicle that are not used on a daily basis.

I will accept a letter sent via email that indicates your guarantee to resolve all outstanding MSP matters by June 30, 2009. That should be ample time for you to develop the plans and select locations and for us to finalize the MSP.

I thank you for your continued efforts on the project.

THOMAS PASCHKE

CITY PLANNER

City of Roseville

2660 Civic Center Drive, MN 55113

Direct # 651-792-7074

From: Tom Lodes [mailto:tlodes@walpertproperties.com]

Thomas Paschke

From: Tom Lodes [tlodes@walpertproperties.com]
Sent: Tuesday, June 16, 2009 12:20 PM
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Subject: RE: Fairdale Shoppes Signage

Tom,

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It is my understanding that the two permits pending in your office for Huntington Learning Center and Consignment Ventures would be approved and released for installation.

Thanks you for your help and cooperation. If you need anything further from me please don't hesitate to contact me.

Sincerely

Tom Lodes, CSM
Walpert Properties Inc.
Director of Property Management
tlodes@walpertproperties.com
314-567-1221 Office
314-567-0348 Fax

From: Thomas Paschke [mailto:thomas.paschke@ci.roseville.mn.us]
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Cc: Pat Trudgeon
Subject: Fairdale Shoppes Signage

Gentlemen;

The Planning Division has completed a review of the recently submitted information absent from the initial Master Sign Plan submittal. We would like to thank you for this additional and specific information and are very interested in issuing the two pending sign permits we are holding. Our review includes the following comments:

The lineal footage numbers provided have been accepted as the basis for signage allowed on building "A" and "B", which correlates into an overall allowance of 486 sq. ft. for building "A" and 768 sq. ft. for building "B" based on a 1.5 sq. ft. per lineal foot of building front.

The proposed sign criteria sheet has been accepted. However, the Master Sign Plan will require that owner/manager sign off on all sign permits prior to City Sign Permit application. There will also be a requirement of a photo elevation providing the City with a before and after illustration.

Support for two new freestanding signs has been accepted. However these signs need to of a

Sign Criteria

FAIRDALE SHOPPES

1. Maximum height of letters shall be 24" (36" for anchor tenants) anchor tenants designated by landlord.

2. Maximum square footage allowed for signs shall be 1 ½ sq. ft. per lineal foot of storefront. (Minimum of 4 ft space between tenant signs)

3. All signs to be centered in sign band area.

4. Uncovered neon signs are not permitted.

5. Signs shall be individual letters. Construction shall be metal channel with plastic faces. Each letter shall be internally lighted.

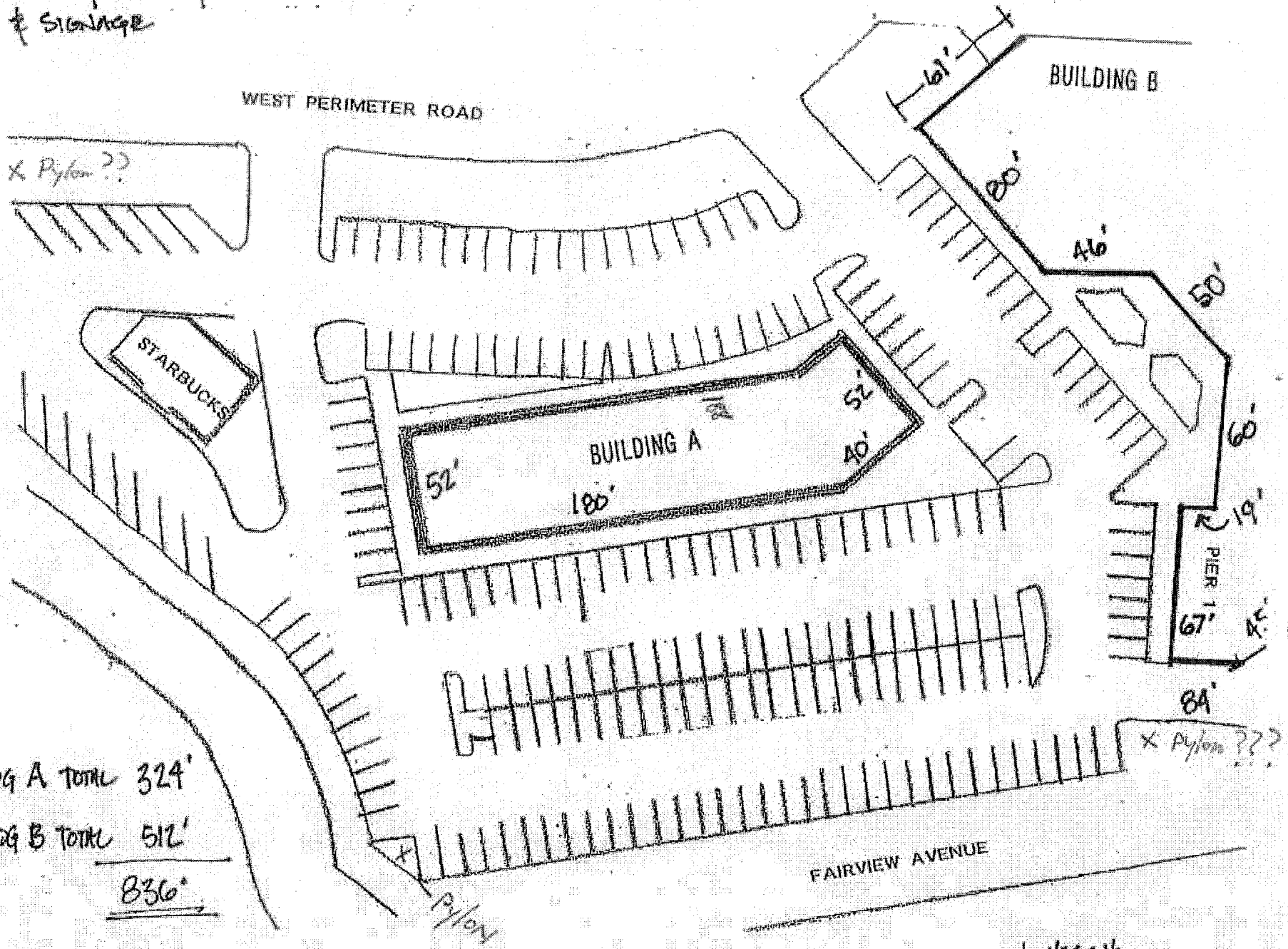
6. A corner tenant will be allowed 2 signs with maximum square footage of 1 ½ sq. ft. per lineal foot of wall area. (Building A - 2 signs front / back are allowed if needed by tenant. Each sign to have maximum square footage of 1 ½ sq. ft per lineal foot of wall area)

7. 2 multi tenant pylon signs allowed. Maximum 150 sq. ft. / sign, maximum height 24' (location to be determined)

BUILDING FACE W/ STOREFRONT GLASS & SIGNAGE

FAIRDALE SHOPPES

MARCH 23, 2007



BLDG A TOTAL 324'

BLDG B TOTAL 512'

836'

EXHIBIT C

SIGN CRITERIA

Sign Criteria:

1. Max height of letters shall be 24 inches
2. Max length of sign shall be 60% of tenants shop frontage
3. Letters shall not be located closer than 14.5 feet to outer or bottom of fascia
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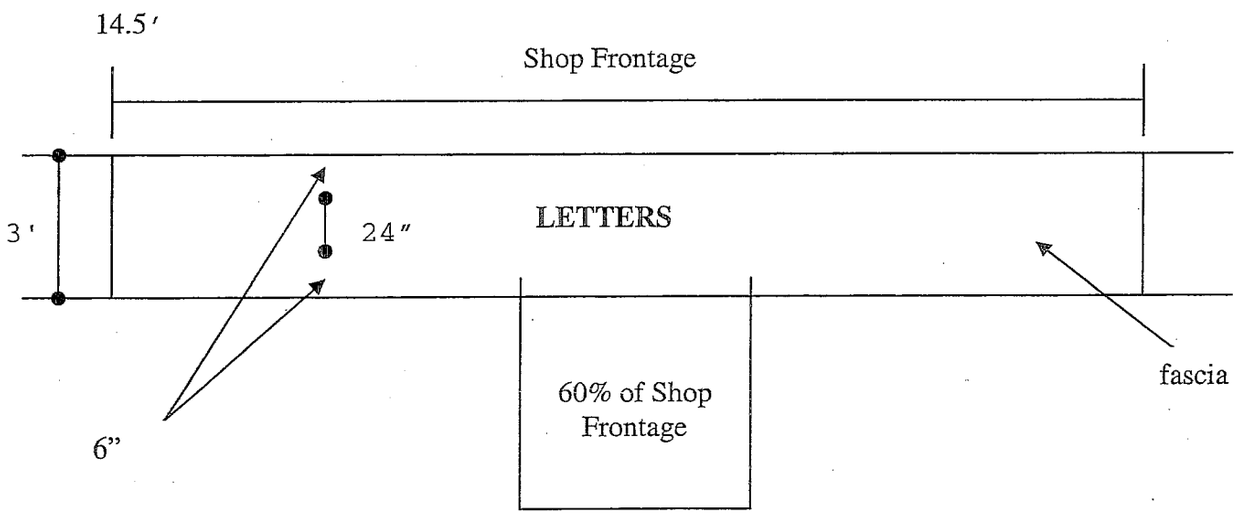

Note:

- Sign criteria to be used are tenant guideline and reference.
- All signs are subject to approval by Landlord as stated in Section 5.5 of subject lease.

T_____

L_____

ROSEVILLE

MASTER SIGN PLAN
REVIEW COMMITTEE
ADMINISTRATIVE HEARING NOTICE

The **MASTER SIGN PLAN** process has been created to afford property owners flexibility in designing site and building signage, and created to afford adjacent property owners the opportunity to review/comment on signage proposals, prior to their approval.

TIME & PLACE OF HEARING: The Master Sign Plan Review Committee will meet at 3:30 p.m. on Thursday, April 9, 2009 in the **Elm Room at City Hall**, 2660 Civic Center Drive.

PURPOSE: Review a request for a **MASTER SIGN PLAN** for Fairdale Shoppes

SITE: 2325 – 2397 Fairview Avenue

APPLICANT: Walpert Properties **(MSP0902)**

How to Participate:

1. Call or email Thomas Paschke, City Planner, at 651-792-7074 or thomas.paschke@ci.roseville.mn.us prior to the hearing. Mail a letter or fax it to 651-792-7070.
2. Attend the hearing and address the Committee.

Please see map on reverse side for property location.

ROSEVILLE

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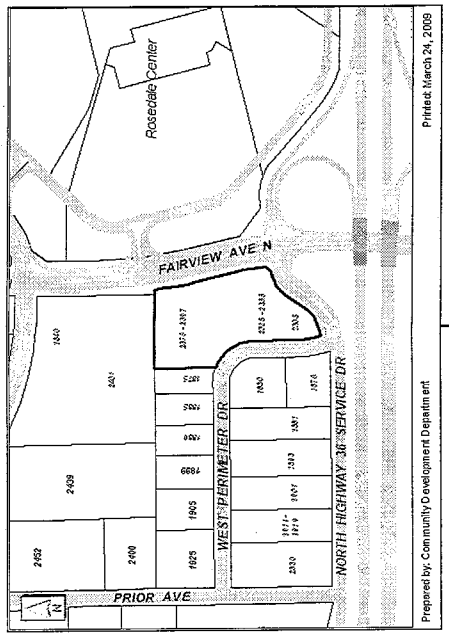
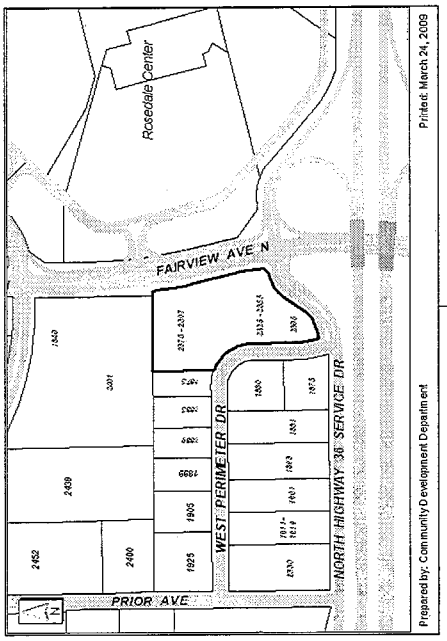


City of Roseville
Community Development
2660 Civic Center Drive
Roseville, MN 55113

«Next Record»«ENPN1»
«ENPN2»
«ENPADD1»
«ENPADD2»



City of Roseville
Community Development
2660 Civic Center Drive
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«ENPN1»
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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 1009.03
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: FAIRDALE SHOPPES, LLC. *First name:* _____

   Address: 11457 OLDE CABIN ROAD *City/State/Zip:* ST. LOUIS, MO. 63141

   Phone number: (314) 567-1221 *Email address:* TLODES@WALPERTPROPERTIES.COM

2. **Applicant Information:** *(if different from above)*

   Company name: FAIRDALE SHOPPES, LLC.

   Last name: _____ *First name:* _____

   Address: 2325-2397 FAIRVIEW AVE. *City/State/Zip:* ROSEVILLE, MN 55113

   Phone number: _____ *Email address:* _____

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: _____ *Date:* _____

   Applicant: [signature] *Date:* 3/9/09

Master Sign Plan Regulations: (from §1009.03D 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.

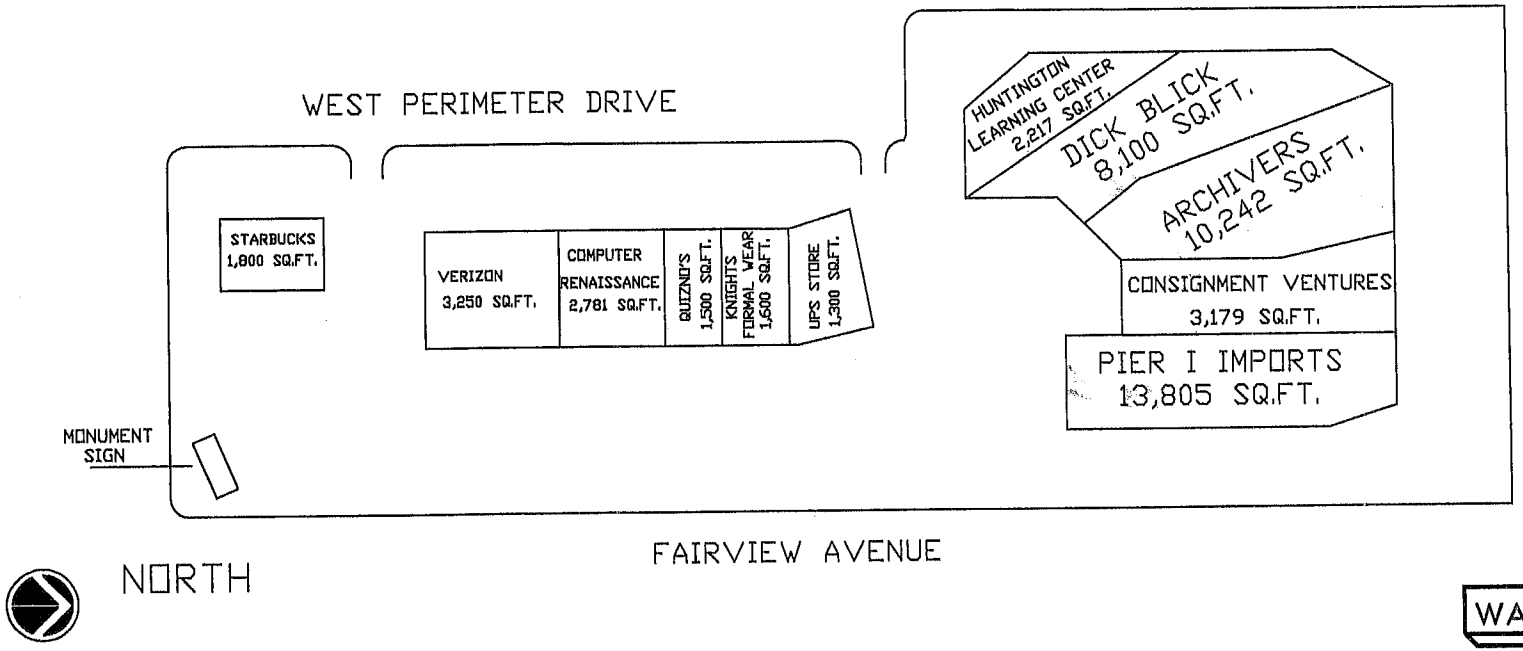
2. **Effect of Master Sign Plan:** Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of a new Master Sign Plan.

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 1009.10) 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 1009.02C.
   e. **Size:** The size of all signage (building wall and freestanding) shall be limited to 1.5 times the maximum allowed under Section 1009.08 (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 1009.03D4 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.

FAIRDALE SHOPPES



WALPERT PROPERTIES
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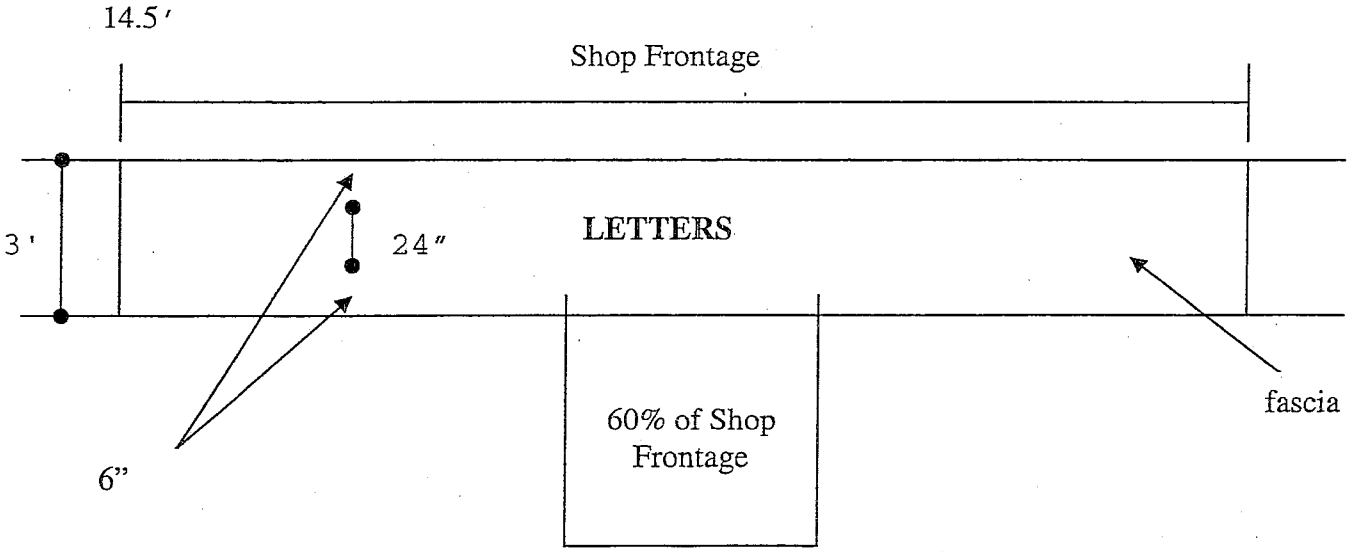

Note:

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City of Roseville
651-792-7000

03/26/2009 10:50 AM
Receipt No. 0162884

signplan
Master Sign Plan 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #001477
Charge 0.00

FAIRDALE SHOPPES
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Cashier: Jillh
Station: RVFIN8