

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

October 9, 2009

Mr. Joseph Wight
Centro Properties
98 West 66th Street
Suite 204
Richfield, MN 55423

Mr. Jeff Agnes
Aarchitects LLC
100 Portland Avenue South
Suite 10
Minneapolis, MN 55401

RE: *Roseville Center Master Sign Plan.*

Dear Mr. Wight and Mr. Agnes:

On September 3, 2009, the Roseville Planning Division held the required hearing regarding the Master Sign Plan (MSP) request for Roseville Center, 1121 to 1101 Larpenteur Avenue and 1701 Lexington Avenue. No citizens were present to address the committee and the Division did not receive any telephone calls or letters regarding concerns, issues or questions regarding signage at Roseville Center. However, Members of the Committee did have a few clarification questions of the applicant.

On September 9 and 16, 2009, Mr. Agnes responded to my email seeking additional clarification and limits on signage. Since that date the Planning Division and members of the Committee has considered the additional information/comments provided and approved the following as the Master Sign Plan for Roseville Center:

GENERAL 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. In limited situations anchor tenants (those occupying more than 10,000 sq. ft. of the mall) shall be allowed an internally illuminated cabinet style sign.
- 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.

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

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

MAIN CENTER WALL SIGNAGE REQUIREMENTS

- The scale and proportion of graphics shall be compatible with the building's architectural character and mass. All main building wall signs shall be located within the signage area (canopy facade). All signs shall be located not less than 6 inches from the edge of the sign area with a maximum letter height of 36 inches. In the case of exterior fronted tenants, signage shall be located not less than 12 inches from the center line of the demising wall; in any case, tenant signage shall be located not less than 24 inches from adjacent tenant signage.
- Tenant signs located upon the raised tower areas shall not exceed a height of 36 inches and be located not less than 6 inches from the top or bottom edge of the sign area, and not less than 12 inches from the horizontal edge of the sign area, and not less than 24 inches from an adjacent sign.
- Maximum sign area allowed shall be limited to 2 sq. ft. per lineal foot of the main mall building as depicted on attachment "A" and "B".
- Interior tenants shall be included in the maximum sign area allowance.
- Under canopy signs shall be 48 inches by 11 inches (40 sq. ft.) and be included in the maximum sign area allowed as depicted on Attachment "B".
- Signs shall be prohibited along the north building wall, except for deliver and address signs.

OUTLOTS A, B AND C WALL SIGNAGE REQUIREMENTS

- The scale and proportion of graphic shall be compatible with the building's architectural character and mass. All outlot signs shall be limited in square footage as depicted on Attachment "A" and "B".
- Outlot wall maximum sign area shall be limited to 2 sq. ft. per lineal foot of building front as depicted on Attachment "A" and "B".
- Outlot A signs shall not exceed 24 inches and shall be located within the vertical canopy area.
- Outlot B signs shall not exceed 12 inches and shall be located within the vertical canopy area.

MASTER SIGN PLAN

ROSEVILLE CENTER
CENTRO PROPERTIES
 9/30/2009

SIGN	# of SIDES	HEIGHT (INCHES)	WIDTH (INCHES)	SQ FEET	Total Linear Ft.	Allowable Sq. Ft. (2SF/LF)	DIFFERENCE
PYLON (2) - 8 changeble panels	4	288	144	1152			
"Roseville Center" alum letters	4	18	148	74			
neon "R" top of pylon	4	42	42	49			
"roseville center" top of pylon	2	24	96	32			
				1153	746	1492	339
MAIN BUILDING				1153	746	1492	339
snyders - e side	1	12	144	12			
snyders e side	1	12	96	8			
customer chocolate - e side	1	19	240	32			
snyder drug pharmacy	1	36	348	87			
snuffy's malt shop	1	24	164	27			
caribou coffee	1	32	336	75			
roseville hair designs	1	32	96	21			
arts barber shop	1	40	84	23			
expert nails	1	46	144	46			
papa johns pizza	1	24	240	40			
hancock fabrics	1	36	384	96			
jeutner optical	1	46	144	46			
roseville bakery	1	36	192	48			
cellars wine brews spirits	1	24	372	62			
sherwin williams	1	24	324	54			
blockbuster video blockbuster	1	36	924	231			
house of wong	1	24	192	32			
checker auto parts (south)	1	36	228	57			
checker auto parts (west)	1	24	240	40			
neon "R" south facing bldg	3	60	60	75			
(UNDERCANOPY) walkway signs	11	11	48	40			
checker auto parts pylon	2	120	108	180			
				72	24	48	-24
OUTLOT A (US Bank)	4	29	89	72	24	48	-24
OUTLOT B (Taco Bell)*	0	0	0	0	174	348	348
OUTLOT C (Small West Building)	2	17	84	20	26	52	32
Total Sign Sq Footage							

* does not include Taco Bell signage

Architects,
 100 Portland Ave. South
 Suite 100
 Minneapolis, MN 55401

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PROJECT:
ROSEVILLE CENTER
 ROSEVILLE, MN

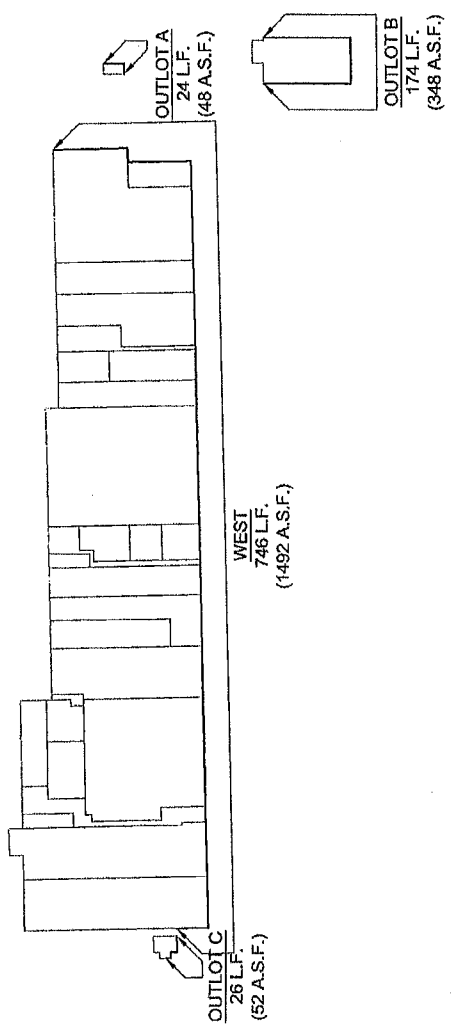
DATE: _____
 AREA:
ALLOWABLE WALL STORAGE

SCALE:
 1/8" = 1'-0"

DATE:
 AS SHOWN

BY:
 CENTRO OFFICE
 6/25/08

DATE: _____
LF



MASTER SIGN PLAN
ROSEVILLE CENTER
 CENTRO PROPERTIES
 9/30/2009

SIGN	# of SIDES	HEIGHT (INCHES)	WIDTH (INCHES)	SQ FEET			
					Total Linear Ft.	Allowable Sq. Ft. (2SF/LF)	DIFFERENCE
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papa johns pizza	1	24	240	40			
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jeutner optical	1	46	144	46			
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				72	24	48	-24
OUTLOT A (US Bank)							
	4	29	89	72			
				0	174	348	348
OUTLOT B (Taco Bell)*							
	0	0	0	0			
				20	26	52	32
OUTLOT C (Small West Building)							
	2	17	84	20			

Total Sign Sq Footage

* does not include Taco Bell signage

A&I ARCHITECTS
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Scale: _____ Date: _____
 Project: _____
 Drawing No.: _____



PROJECT
ROSEVILLE CENTER
 ROSEVILLE, MN

ALLOWABLE WALL SIGNAGE
 AREA

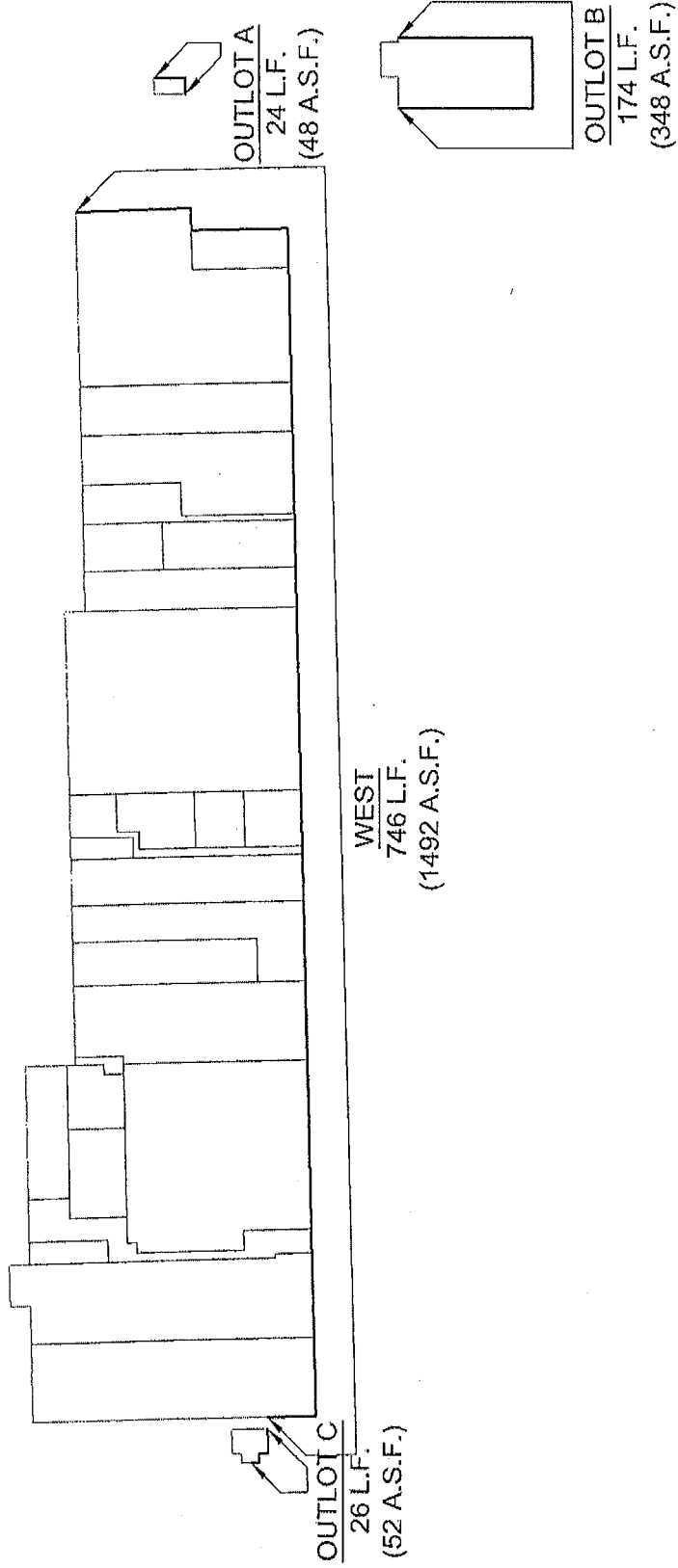
PROJECT NO.
 01.13

SCALE
 AS SHOWN

DATE
 08/10/09
 09/08/09
 09/16/09
 REVISION DATE
 09/30/09



SHEET NO.
LF





Community Development Department

Memo

To: Master Sign Plan Members
From: Thomas Paschke, City Planner
Date: July 23, 2009
Re: Lexington Plaza

On Thursday, September 3, 2009, we will be conducting a Master Sign Plan hearing for Roseville Center located at 1121 to 1169 Larpenteur Avenue. This mall includes such tenants as House of Wong, Blockbuster Video, Roseville Bakery and Snyder's to name a few.

The proposal submitted seeks a ratio of 2 sq. ft. for every lineal foot of building front, or 1,738 sq. ft. (866 x 2). There are also three outlot buildings on the site – US Bank ATM building, Taco Bell, and the former one-hour photo building. Each of the outlot buildings would be treated separately as identified on the proposal, however I would recommend reducing the amount of signage for the ATM structure and Taco Bell.

The proposal appears to allow signs on all side of the structure, or perhaps does not seek to restrict what wall is allowed a sign. My preference is to spell out that signs are prohibited along the rear (north) of the building, unless on a door for delivery purposes.

There is also the issue of removing the Checker Auto sign. The PUD guiding the property encourages its removal – when new tenants in that space are negotiated. I indicated to Centro and their consultant that the Planning Division will seek a date specific for the freestanding sign to be removed. The submitted proposal establishes August 2013, or approximately 5 years from the approval.

Please review the attached information and provide me your comments.

THANKS

Thomas Paschke

From: Jeffrey P. Agnes AIA [jagnes@aarchitectsllc.com]
Sent: Tuesday, August 11, 2009 11:01 AM
To: Thomas Paschke
Cc: 'Joe Wight'
Subject: Roseville Center MSP
Attachments: AllowableSignage.pdf; RoseCenterMSP LF (1).pdf

<<...>> <<...>>

Mr. Paschke:

Please find the following supplement to the Master Sign Plan for Roseville Center:

Signage Conditions:

- The existing freestanding "Checker Auto" sign and supporting structure shall be removed prior to June 1, 2013.
- Maximum sign area allowed shall be 2 square foot per linear foot of building frontage for each building (Main Building, Outlot A, Outlot B) per the attached drawing dated 08/10/09.
- Signage area shall be computed per Section 1010.04 of the Roseville City Code.
- 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 channel letters, either on raceways or individual letters, but in limited situations (e.g., anchor tenants) internally illuminated cabinet style signs shall be allowed.
- Letter returns and raceways may be painted, prefinished, or utilize exposed metal; any exposed metal shall be, stainless steel, titanium, bronze, aluminum or other similar non-corrosive material.
- All signs shall be made of durable materials and finishes, and be of high quality fabrication.
- The scale and proportion of graphics shall be compatible with the building's architectural character and mass.
- Sign permits are required for all signs.
- Landlord sign-off of any sign proposal shall accompany any sign permit application.

Jeffrey P. Agnes AIA
President

A a r c h i t e c t s L L C
100 Portland Ave. South
Suite 100

08/11/2009

MASTER SIGN PLAN

ROSEVILLE CENTER

CENTRO PROPERTIES

8/10/2009

SIGN	# of SIDES	HEIGHT (INCHES)	WIDTH (INCHES)	SQ FEET	Total Linear Ft.	Allowable Sq. Ft. (2SF/LF)	DIFFERENCE
PYLON (2) - 8 changeble panels	4	288	144	1152			
"Roseville Center" alum letters	4	18	148	74			
neon "R" top of pylon	4	42	42	49			
"roseville center" top of pylon	2	24	96	32			
				1153	866	1732	579
MAIN BUILDING							
snyders - e side	1	12	144	12			
snyders e side	1	12	96	8			
customer chocolate - e side	1	19	240	32			
snyder drug pharmacy	1	36	348	87			
snuffy's malt shop	1	24	164	27			
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checker auto parts pylon	2	120	108	180			
OUTLOT A (US Bank)				72	48	96	24
	4	29	89	72			
OUTLOT B (Taco Bell)*				0	228	456	456
	0	0	0	0			
OUTLOT C (Small West Building)				20	40	80	60
	2	17	84	20			
Total Sign Sq Footage							
* does not include Taco Bell signage							

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I hereby certify that these specifications were prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the State of Minnesota.

Signature: _____ Name: **Jeffrey J. Pineda**
 Title: **Arch. Lic. No. 15425**

DATE: _____



Centro
 Properties Group

ROSEVILLE CENTER
 ROSEVILLE, MN

ALLOWABLE WALL SIGNAGE AREA

PROJECT NO.
 01.13

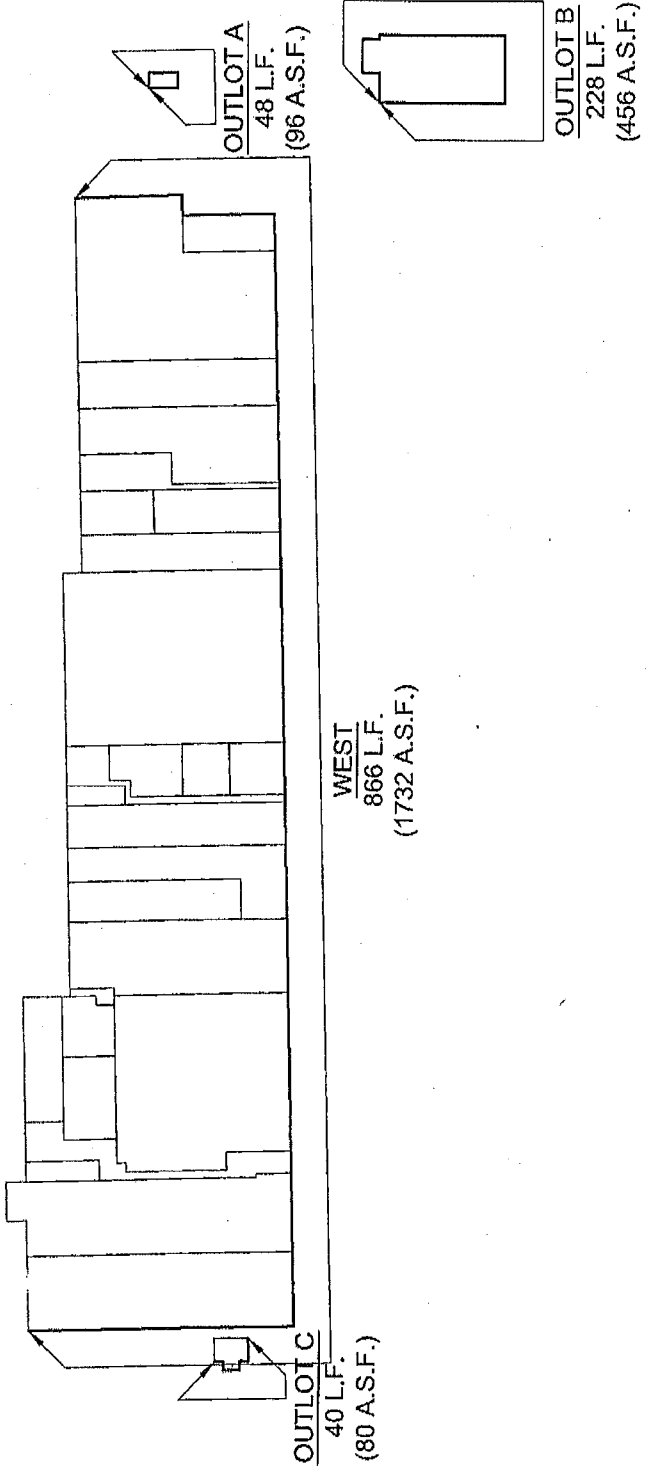
SCALE
 AS SHOWN

DATE
 08/10/09

REVISION DATE

SHEET NO.

LF



OUTLOT A
 48 L.F.
 (96 A.S.F.)

WEST
 866 L.F.
 (1732 A.S.F.)

OUTLOT B
 228 L.F.
 (456 A.S.F.)

OUTLOT C
 40 L.F.
 (80 A.S.F.)



NORTH

ENPN1

- 1 1676 LEX LLC
- 2 BRIDGEWELL SERVICES LLC
- 3 CENTRO BRADLEY SPE 5 LLC
- 4 CITY OF ROSEVILLE
- 5 DANIEL E ANDERSON
- 6 DONALD C GLASER
- 7 HITE SUNDEEN LLC
- 8 LEXINGTON PLAZA LLC
- 9 MGM PROPERTIES LLC
- 10 NOGAI PROPERTIES LLP
- 11 OAKS CALIFORNIA DRIVE LLC
- 12 REINHART REAL ESTATE GROUP INC

ENPN2

CO CENTRO SATURN LLC
COMMUNITY DEVELOPMENT DEPT

BEVERLY R GLASER

ENPADD1

2227 UNIVERSITY AVENUE
10092 POWERS LAKE TRL
1 FAYETTE ST #300
2660 CIVIC CENTER DR
100 3RD AVE S #503
2048 COUNTY ROAD F E #9
1132 LARPEN TEUR AVE W
PO BOX 555
1124 LARPEN TEUR AVE W
1717 LEXINGTON AVE N
401 GROVELAND AVE
100 FIRST BANK PL P

ENPADD2

ST PAUL MN 55114-1625
WOODBURY MN 55129-8578
CONSHOHOCKEN PA 19428-2064
ROSEVILLE MN 55113
MINNEAPOLIS MN 55401-2701
WHITE BEAR LAKE MN 55110-3833
ST PAUL MN 55113-6317
WAYZATA MN 55391-0555
ROSEVILLE MN 55113-6317
ROSEVILLE MN 55113-6515
MINNEAPOLIS MN 55403-3219
LACROSSE WI 54602-2228

Thomas Paschke

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Sent: Tuesday, August 11, 2009 11:01 AM
To: Thomas Paschke
Cc: 'Joe Wight'
Subject: Roseville Center MSP
Attachments: AllowableSignage.pdf; RoseCenterMSP LF (1).pdf

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Mr. Paschke:

Please find the following supplement to the Master Sign Plan for Roseville Center:

Signage Conditions:

- The existing freestanding "Checker Auto" sign and supporting structure shall be removed prior to June 1, 2013.
- Maximum sign area allowed shall be 2 square foot per linear foot of building frontage for each building (Main Building, Outlot A, Outlot B) per the attached drawing dated 08/10/09.
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- Landlord sign-off of any sign proposal shall accompany any sign permit application.

Jeffrey P. Agnes AIA
President

A a r c h i t e c t s L L C
100 Portland Ave. South
Suite 100

08/11/2009

MASTER SIGN PLAN

ROSEVILLE CENTER

CENTRO PROPERTIES

8/10/2009

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	0	0	0	0			
OUTLOT C (Small West Building)				20	40	80	60
	2	17	84	20			

Total Sign Sq Footage

* does not include Taco Bell signage

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 Minneapolis, MN 55401

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I hereby certify that the plans, specifications, or report were prepared by me or under my direct supervision and that I am a duly Licensed Architect under the laws of the State of Minnesota.

Signature: _____ Name: Jeffrey F. Ayres, AIA Reg. No. 19482



Centro
 Properties Group

PROJECT
ROSEVILLE CENTER
 ROSEVILLE, MN

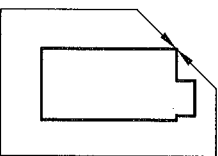
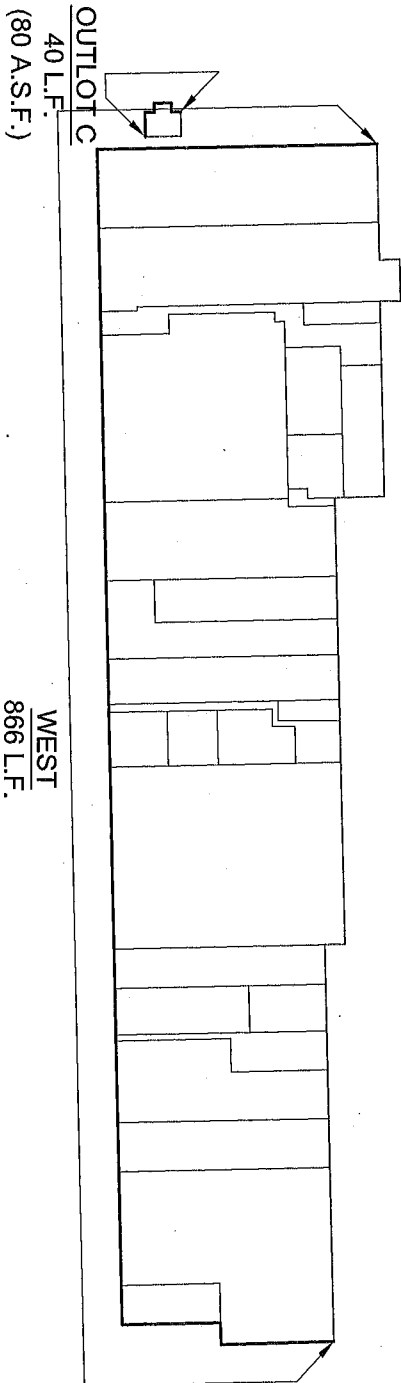
SHEET TITLE
ALLOWABLE WALL SIGNAGE AREA

PROJECT NO.
 0113

SCALE
 AS SHOWN

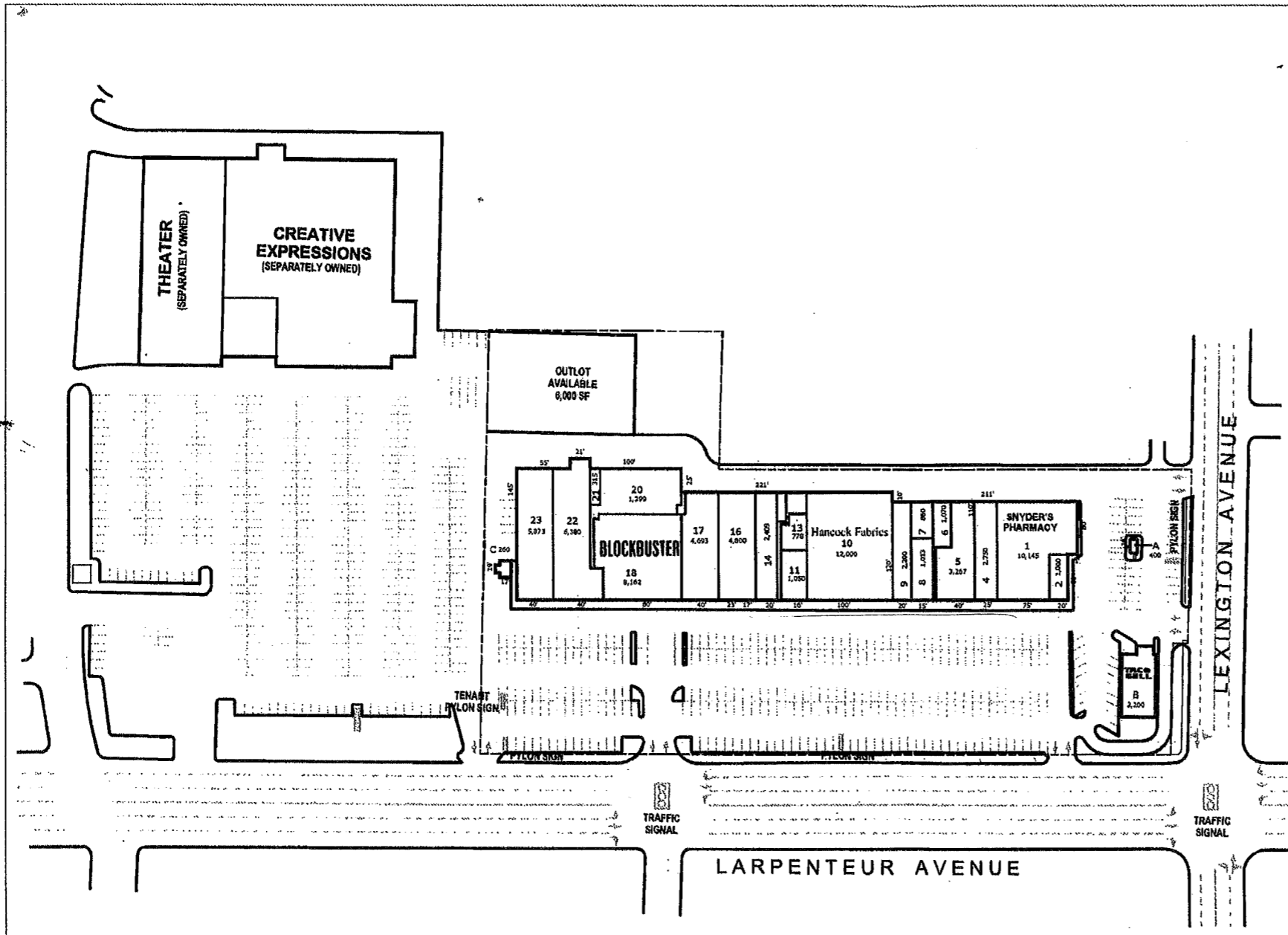
DATE
 08/10/09

REVISION DATE



NORTH

SHEET NO.
LF



ROSEVILLE CENTER		
RETAILER DATA PMNROSEV1		
NO.	RETAILER	SQ. FT.
1	SNYDER'S PHARMACY	10,145
2	CUSTOM CHOCOLATE	1,000
4	SNUFFY'S MALT SHOP	2,750
5	CARIBOU COFFEE	3,267
6	ROSEVILLE HAIR DESIGN	3,313
7	ART'S BARBER SHOP	860
8	EXPERT NAILS	1,013
9	PAPA JOHN'S PIZZA	2,200
10	HANCOCK FABRICS	12,000
11	JUETTNER OPTICAL	1,050
13	AVAILABLE	778
14	ROSEVILLE BAKERY	2,409
16	THE CELLARS WINE & SPIRITS	4,800
17	SHERWIN WILLIAMS	4,722
18	BLOCKBUSTER VIDEO	8,162
20	CUSTOM CHOCOLATE	5,044
21	AVAILABLE	315
22	HOUSE OF WONG	6,380
23	CHECKER AUTO	5,873
A	U.S. BANK	400
B	TACO BELL	2,200
C	AVAILABLE	280
TOTAL (SQUARE FEET)		78,941

ROSEVILLE CENTER

ROSEVILLE, MINNESOTA
APRIL 2007



Aarchitects LLC
100 Portland Ave. South
Suite 100
Minneapolis, MN 55401

September 08, 2009

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612 332-0710 F

jagnes@aarchitectsllc.com

Mr. Thomas Paschke
City Planner
Community Development Department
2660 Civic Center Drive
Roseville, MN 55113
thomas.paschke@ci.roseville.mn.us

Re: **MASTER SIGN PLAN**
Roseville Center
1121 Larpenteur Ave. West
Roseville, MN 55113

Mr. Paschke:

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- 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 channel letters, either on raceways or individual letters, but in limited situations (e.g., anchor tenants) internally illuminated cabinet style signs shall be allowed.
- Letter returns and raceways may be painted, prefinished, or utilize exposed metal; any exposed metal shall be, stainless steel, titanium, bronze, aluminum or other similar non-corrosive material.

September 08, 2009

- All signs shall be made of durable materials and finishes, and be of high quality fabrication.
- The scale and proportion of graphics shall be compatible with the building's architectural character and mass. All main building signs shall be located within the signage area (white EIFS background). All signs shall be located not less than 6" from the edge of the signage area (i.e. 36" ht. max. within 48" ht. signage area). In the case of upfront tenants, signage shall be located not less than 12" from the centerline of a tenant demising wall; in any case, tenant signage shall be located not less than 24" from adjacent tenant signage.
- Sign permits are required for all signs.
- Landlord sign-off of any sign proposal shall accompany any sign permit application.
- All above conditions shall apply to all new signage; all existing signage shall be grandfathered until replaced by new signage.

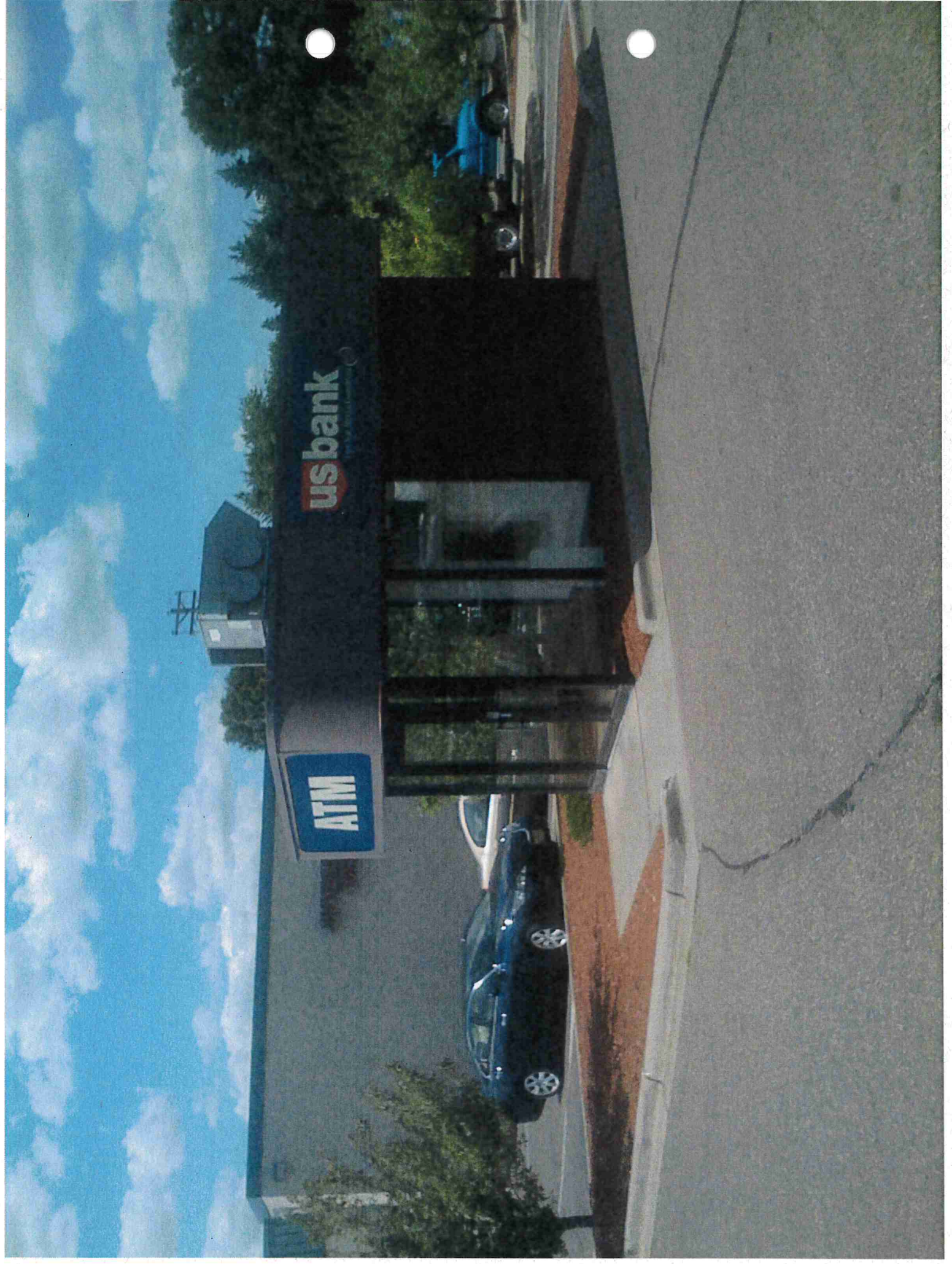
Aarchitects LLC,

Jeffrey P. Agnes AIA
JPA/jpa

Cc: Joe Wight – Centro Properties



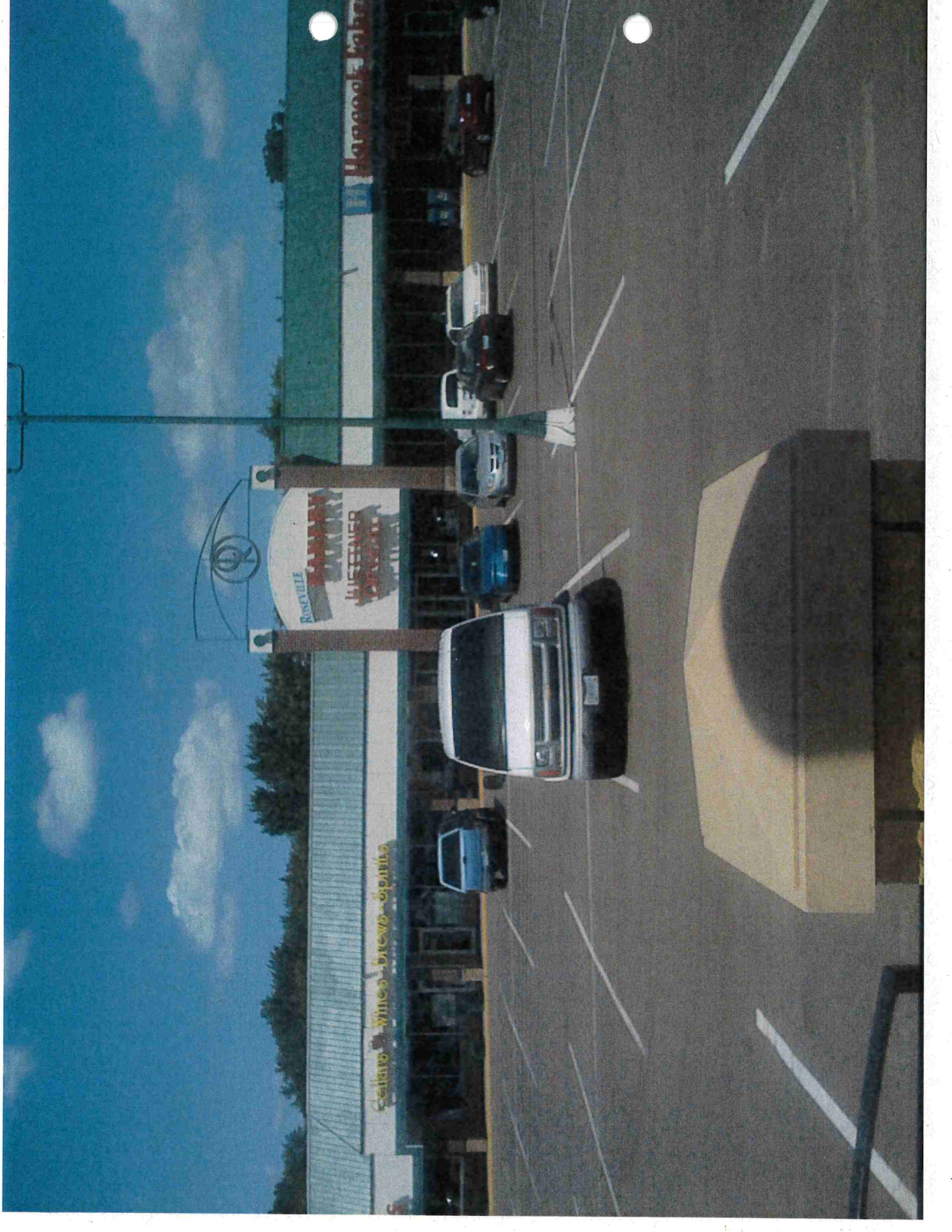




usbank

ATM





ROSEVILLE
WINE & BEVERAGE

Cellars Wine & Beverage

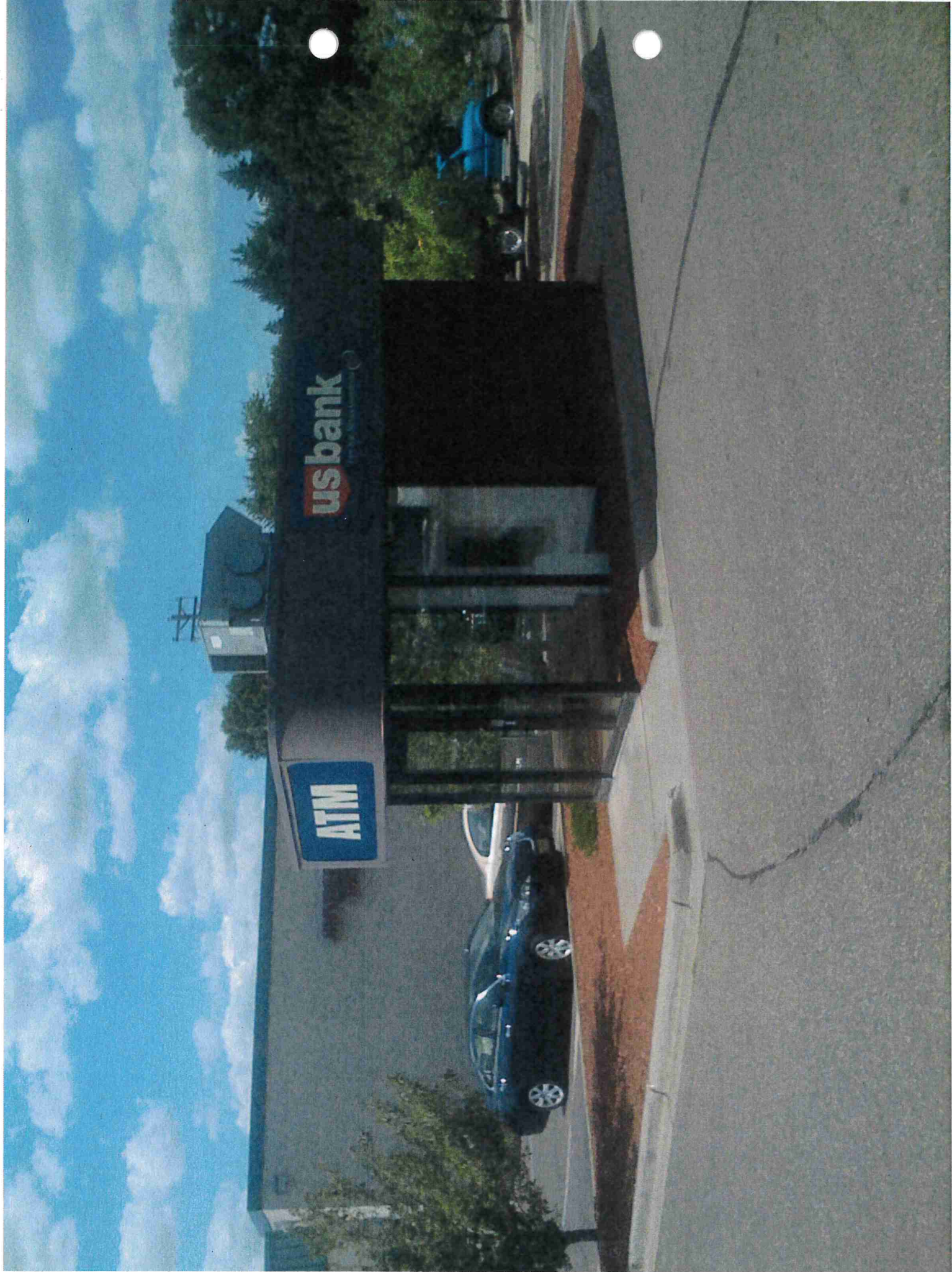


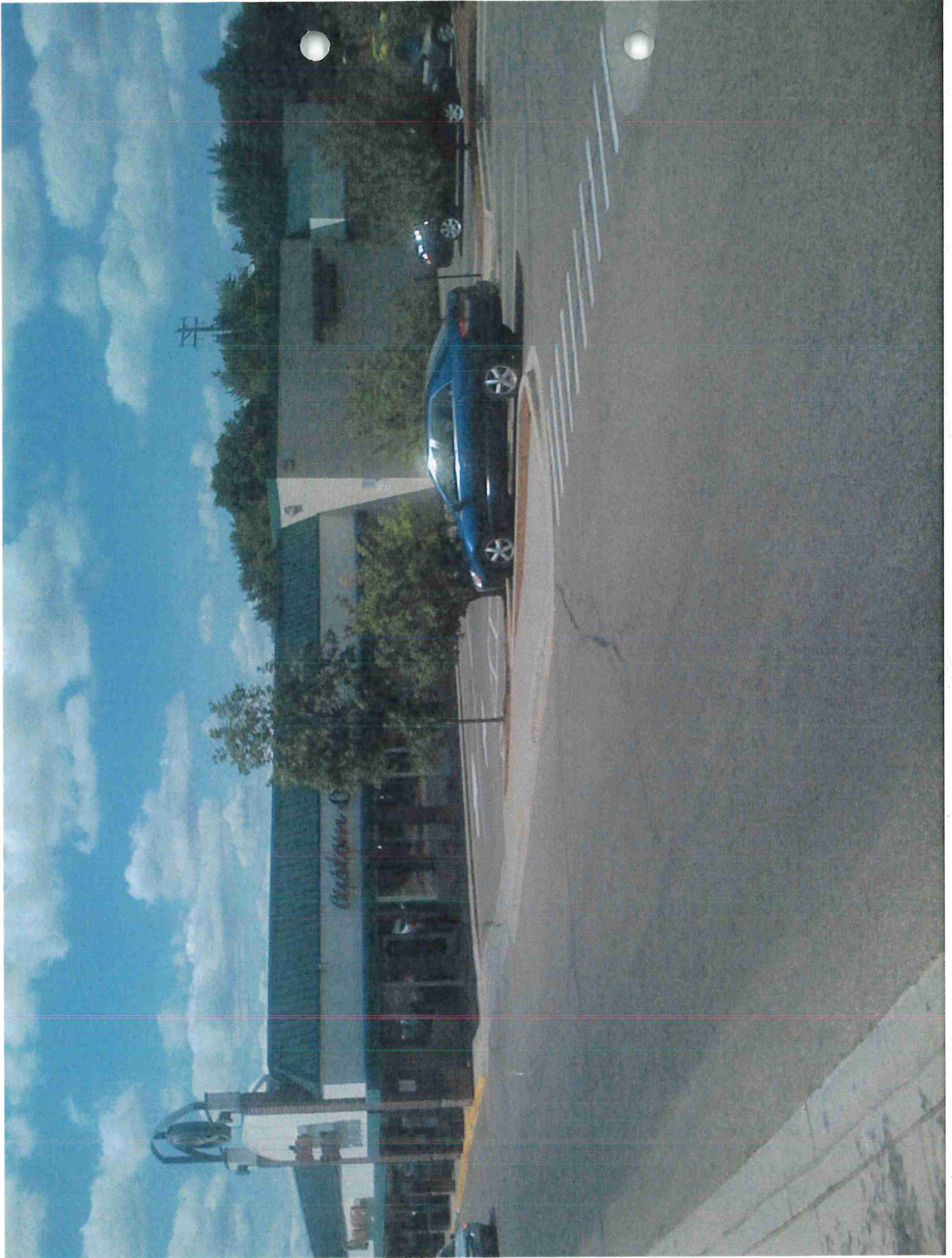






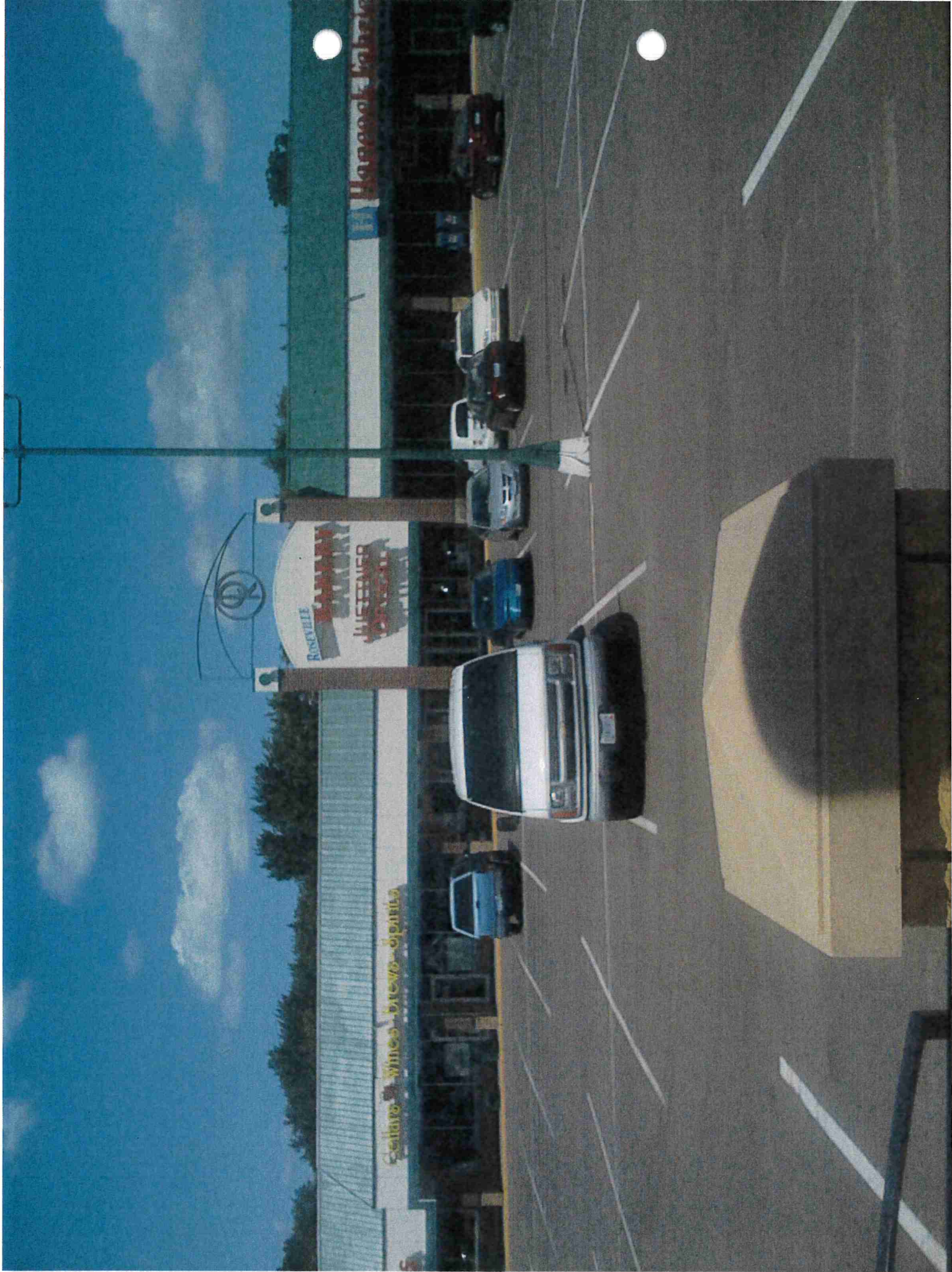














EVER VIDEO

SHERWIN-WILLIAMS

612-231-7000





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: WIGHT First name: JOSEPH
Address: 98 WEST 66TH ST., STE. 204 City/State/Zip: RICHFIELD, MN 55423
Phone number: 612 284-7961 Email address: JOE.WIGHT@CENTROPROP.COM

2. Applicant Information: (if different from above)

Company name: AARCHITECTS LLC
Last name: AGNES First name: JEFFREY
Address: 100 PORTLAND AVE. S., STE. 100 City/State/Zip: MINNEAPOLIS, MN 55401
Phone number: 612 371-6440 Email address: JAGNES@AARCHITECTSLLC.COM

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

1121 LARPENTEUR AVE. W., 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: [Signature]

Date: 8-20-09

Applicant: [Signature]

Date: 8/20/09