



COMMUNITY DEVELOPMENT DEPARTMENT

August 27, 2014

Roseville Hospitality LLC
366 South Tenth Avenue
Waite Park, MN 56387

Re: Master Sign Plan Approval – Country Inn and Suites and Roseville Medical Offices

On August 21, 2014, the Roseville Master Sign Plan Committee held the administrative hearing to review and consider the Master Sign Plan at 2740 and 2730 Snelling Avenue. One adjacent property owner was present for information purposes, but no 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 approves the following as the MSP 2740 and 2730 Snelling Avenue:

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 for the **Country Inn and Suites** shall be limited a lineal footage of 168 feet, which includes the full length adjacent to Snelling Avenue Service Drive and half the length of the building front or public entry, for a total wall signage allowance of 252 sq. ft.; a 1.5 sq. ft. of signage per lineal foot allowance.
- Wall signs for the **Roseville Medical Offices** shall be limited to a lineal footage of 86 feet, which is the building or public entry which faces Snelling Avenue Service Drive, for a total wall signage allowance of 129 sq. ft.; a 1.5 sq. ft. of signage per lineal foot allowance.
- Wall signs meeting the total square footage allowed can be installed on all sides of the building.
- Wall signs (including identity logos and/or symbols) shall be custom cabinet or channel letters, that may be illuminated (preferably LED), and shall not exceed 30 inches in height, including logos.
- 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.
- All applications for wall signs shall be accompanied by a graphic that provides the City with existing and proposed wall sign totals.
- No sign, or any portion thereof, shall project above the parapet or top wall portion upon which it is mounted.

FREESTANDING SIGN REQUIREMENTS

- **Country Inn and Suites** is allowed 1 freestanding monument sign no greater than 15 feet in height with a 9 foot tall 9 foot wide pole covering and a sign area 5-1/2 feet tall 9 feet wide. The freestanding sign (footing) shall be setback a minimum of 5 feet from the sidewalk /property line adjacent to the frontage road and shroud around pole allowed to be a minimum of 2 feet from said property line. Signage on the monument sign may be backlit or neon channel or individual, or a cabinet and shall not exceed 40 sq. ft.
- **Roseville Medical Offices** is allowed 1 freestanding pole sign no greater than 28 feet in height setback a minimum of 10 feet from the property line adjacent to the frontage road. This sign shall include a 4 foot wide sleeve around the pole and be permitted to have a lighted cabinet style sign to a maximum of 84 sq. ft.

OTHER REQUIREMENTS

- Any leasing information for **Roseville Medical Offices** shall be incorporated into the freestanding sign (such as contact name and number) or signage can be mounted on the exterior of the building; neither sign shall exceed 18 sq. ft. and the proposed leasing information shall be reviewed and approved by the Planning Division. Leasing information does shall not count against the sign total.
- A sign permit is required for the installation of all signs on the premises.

Should you have any questions or comments, regarding temporary signs, please feel free to call or email me at 651-792-7074 or thomas.paschke@ci.roseville.mn.us.

Respectfully,

CITY of ROSEVILLE



Thomas Paschke
City Planner