



COMMUNITY DEVELOPMENT DEPARTMENT

May 17, 2013

Mr. Dale Eberly
60 East Plato Boulevard
Suite 300
Saint Paul, MN 55107

Re: *Master Sign Plan Submittal*

Dear Mr. Eberly:

Thank you for your response to our comments regarding the proposed Walmart Master Sign Plan. As you may be aware, and something that is unique, the Walmart site and the two associated outlots can be processed either as a stand-alone site for signage or as a unified development, thus requiring a Master Sign Plan (MSP). Because the MSP affords greater flexibility and square footage increases, Walmart has chosen to proceed through this process.

In my past email exchanges to you I have attempted to convey the criteria or purpose and intent of the MSP process/requirements and specifically how the Walmart proposal does not achieve the regulations. The most recent submittal, although meeting the freestanding sign square footage, does not address signage equality or uniformity that is most important to the City when utilizing this process, as well as to all tenants on a multi-tenant sign. There is also nothing in the Zoning Ordinance or Sign Regulations that would lead one to conclude that larger buildings and/or sites are afforded greater signage or larger signs. The MSP process was created to address problem situations in older retail strip centers and other multi-tenant facilities, not necessarily new developments. Consequently, I would say that unless there is good justification for increasing sign square footages or height, the City is not compelled to approve increases from the base to the maximum allowed.

To support the MSP Committee's position on the uniformity/equality matter reflected by previously approved master sign plans, I have attached four photos of various retail centers' approved freestanding signs that are appropriately proportioned and of proper height for the situation. I also offer a photo of the Rosedale Center freestanding sign that is approximately 40 feet tall and 108 sq. ft. in size. Under the scenario you advocate, larger lot/larger building equals taller and larger signs or signage, the Rosedale Center sign would be the tallest and largest in the City.

In review of your comments, the MSP Committee disagrees with the reasoning to support the sign proposed, specifically that a large, tall sign is necessary for customers to view and find their way to this site. Although some vehicles may view the sign and find their way off I-35W in time, or find the store while traveling the network of area streets, it is the opinion of the City that this will be a destination-oriented development. Much has been published about the Roseville Walmart and this site in particular; therefore, many people already know where Walmart will soon be sprouting out of the ground. The City also does not support highway type signage, especially within the Twin Lakes Redevelopment Area. It is also worth noting that with

advanced technology such as GPS and smart phones, customers will find their way without the need of an oversized Walmart sign.

In summary, the MSP Committee continues to stand by our position that the sign needs to be reduced in size, and that the sign cabinets need to be more equitable/uniform because there has been no precedence to justify Walmart having a predominant sign in the area nor within the Twin Lakes Redevelopment Area.

Should you have any questions, please call me at 651-792-7074.

Respectfully,

CITY of ROSEVILLE



*Thomas Paschke
City Planner*

ROSEDALE
MARKETPLACE

COST PLUS
WORLD MARKET

BABIES R US

OfficeMax

MEN'S WEARHOUSE

Tyins PRO SHOP

CLOTHES MENTOR

Great Clips

STOP



ROSEDALE COMMONS

BED BATH &
BEYOND

PET SMART

OLD NAVY

DXL MENS APPAREL

BUFFALO WILD WINGS
GRILL & BAR

LIFETIME
FITNESS

ROSEDALE
COMMONS



BYERLY'S

Office
DEPOT

Hirshfield's

OSAKA

SUSHI BAR & HIBACHI

JUUT
AVEDA

R

Rosedale Square

1501-1517 Country Road C

KOHL'S

**BEST
BUY**

5700 S. University Blvd. • Columbus, OH 43232 • 614-291-1111

DICK'S
SPORTING GOODS

JO-ANN
fabrics and crafts

Gordmans





ROSEDALE
CENTER

A large, dark red rectangular sign with white text and a logo. The sign is mounted on two tall, white, cylindrical pillars. The background is a clear blue sky.

