



**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:**

Apt. 336  
Last name: Wild First name: Suzanne  
Address: 2551 38<sup>th</sup> Ave N.E. #336 City/State/Zip: St. Anthony MN 55421  
Phone number: 612 253-7697 Email address: \_\_\_\_\_

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

Company name: Chris Lindem  
Last name: \_\_\_\_\_ First name: \_\_\_\_\_  
Address: 742 Nevada Av W City/State/Zip: St. Paul MN 55117  
Phone number: 651 428-4343 Email address: clindem@comcast.net

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

2960 Snelling Ave. N.

**4. Additional Required Information:** See Attachments

- 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: Suzanne C. Wild Date: 6-24-11  
Applicant: Suzanne C. Wild Date: 6-24-11



10/10/10

10/10/10

City of Roseville  
651-792-7000

08/08/2011 15:29  
Receipt No. 00251174

signplan  
Master Sign Pl  
an 350.00

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Receipt Total 350.00

Cash 0.00  
Check 350.00 Check #3298  
Charge 0.00

WILD  
MSP 11-007

Cashier: jill.hughes  
Station: RVFIN701

Master Sign Plan Application  
Suzanne Wild, 2960 Snelling Avenue N.  
**Attachment A**

**4. a. Site Plan** illustrating on-site improvements and location of proposed signage.

Provided is a "top down" drawing illustrating the placement of the building on the property. Also provided is a photograph of the front facade of the building.

**4.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.

**Wall Signs:**

The signs contemplated in this application are wall signs mounted onto the front facade of the building. The size of all wall signage on the front facade of the building will be 126 square feet pursuant to Section 1010.03 (D)(4)(e) and Section 1010.08 (Wall Signage).

**Computation:**

The maximum sign area allowed is 1.5 square feet per lineal foot of building front, or  $1.5 \times 56$  feet = 84 square feet.

The size of all wall signage on the front facade is 1.5 times the maximum sign area allowed, or  $1.5 \times 84$  sq. feet = 126 square feet.

Sign construction may include wall panel signs in keeping with the requirements of each tenant lease. The portion of the building facade north (left) of the north entrance may include 84 square feet of wall signage with a goal, but not a requirement, of reserving this space for the dental tenant(s). The portion of the building facade south (right) of the north entrance may include 42 square feet of wall signage with the goal, but not a requirement, of reserving this space for the non-dental office tenant(s).

**Directional Signs:**

This property has two entrances in the front of the building that faces Snelling Avenue. The north entrance is used by the tenants located on the first floor, the south entrance is used by the tenants located on the lower floor. It is anticipated that each tenant will be provided the opportunity for directional signage to assist tenant customers, patients, clients, mail carriers and other delivery personnel in locating the appropriate entrance to reach the desired tenant. Directional signage may include vinyl letters and symbols used to identify the tenant business, and may be placed on the exterior glass windows located at the tenant entrance or the exterior glass door used by the tenant to access the building. Directional signage shall follow the requirements found within each tenant lease. It is understood that directional signs contemplated in this application do not require a sign permit and are not subject to the size limitations found in 1010.03 (D)(e).

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LOT 72x150

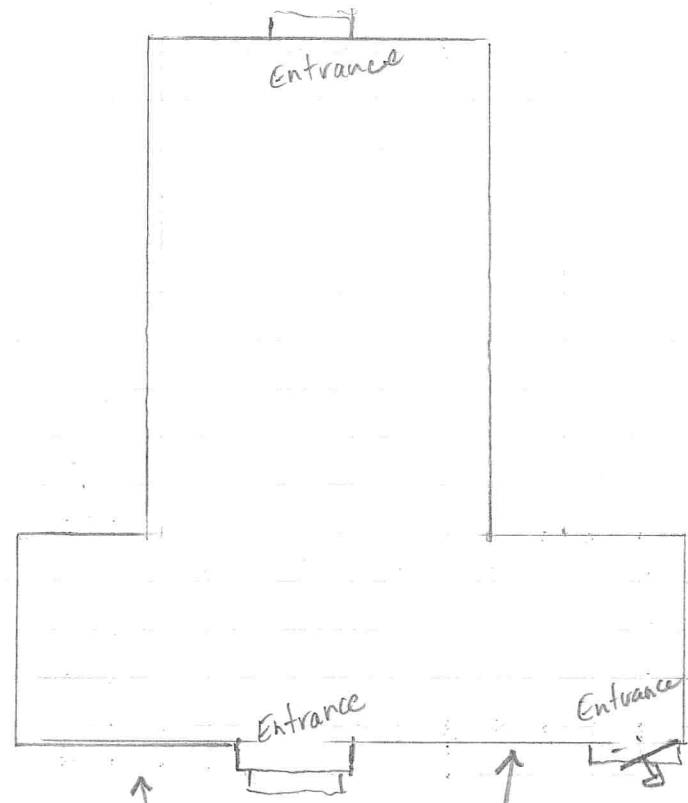
2960 Snelling Ave. N

July 11, 2011

Master Sign Plan Application  
Suzanne Wild

2960 Snelling  
Snelling Ave. N

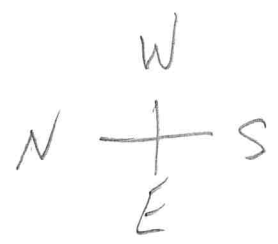
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Wall signs

wallsigns

Snelling Ave N.





July 11, 2011  
Master Sign Plan Application  
Suzanne Wild  
2960 Snelling Av. N

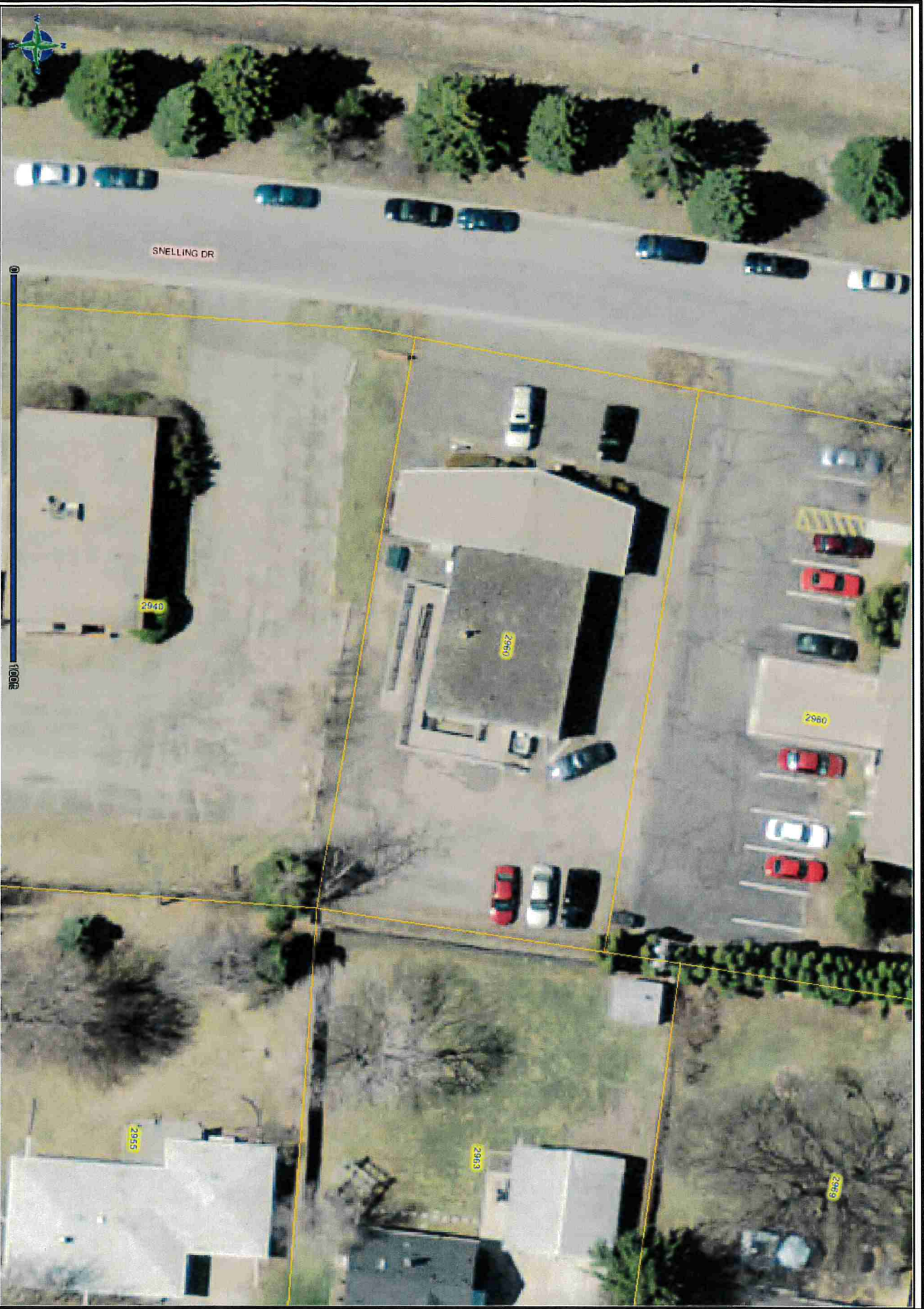
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SNELLING AVE







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, July 5, 2011 for City of Roseville data and Ramsey County property records data, July 2011 for commercial and residential data, April 2009 for



Community Development Department

651-792-7074 ♦ fax: 651-792-7070

**August 19, 2011**

Mr. Chris Lindem  
742 Nevada Avenue West  
Saint Paul, MN 55117

**RE: 2960 Snelling Avenue Master Sign Plan.**

Dear Chris:

On August 18, 2011, the Roseville Planning Division held the required Master Sign Plan hearing to consider your signage proposal for 2960 Snelling Avenue. No citizens or adjacent property owners were present to address the Master Sign Plan Committee and the Committee has no specific questions or issues with your plan/proposal.

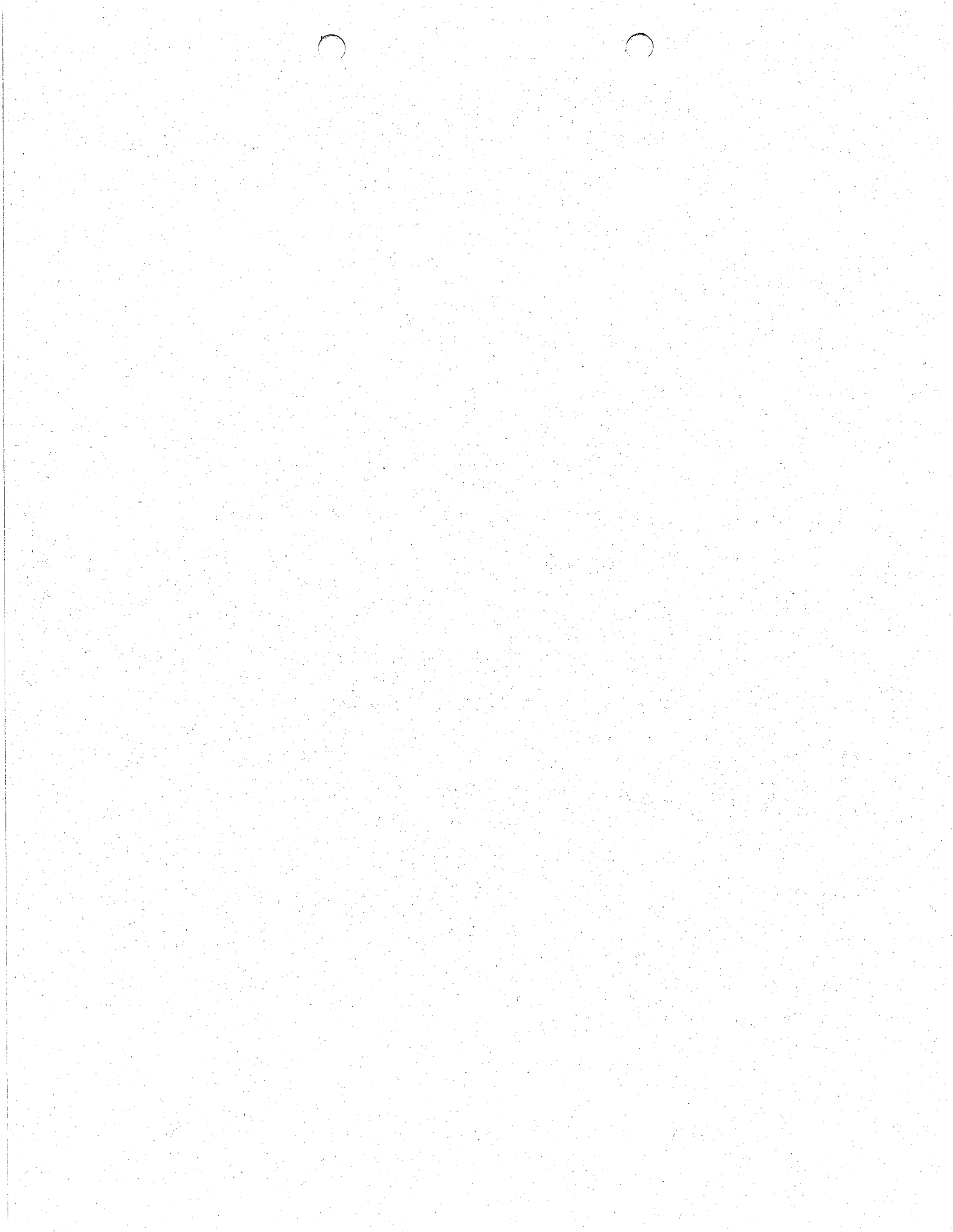
The Master Sign Plan for 2960 Snelling Avenue has been approved as follows:

**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 should be consistent and complementary to the building's major tenant Laura J. Wild D.D.S., P.A. Wall signs may be panel signs with raised letters and/or logos, or cabinets. Wall signs may be illuminated, preferably from an external source.
- The scale and proportion of graphics shall be compatible with the building's architectural character and mass.
- Signage for all tenants shall not exceed 126 sq. ft.
- Signs can be installed on the west, north and south facing facades.
- Sign area shall be computed per section 1010.04 of the City Code.
- Sign material materials shall be made of high quality durable materials and finishes with UV inhibitors and be of the highest quality fabrication. Materials may be prefinished or utilize exposed metal that is stainless, titanium, bronze, aluminum, or other non-corrosive material, or wood that is painted.

**OTHER REQUIREMENTS**

- 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 the installation of all signs on the premises.



Community Development Department

651-792-7074 ♦ fax: 651-792-7070

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

*Respectfully,*

***CITY of ROSEVILLE***

*Thomas Paschke*  
*City Planner*

