



COMMUNITY DEVELOPMENT DEPARTMENT

December 16, 2019

Meritex Companies
24 University Avenue NE
Suite 200
Minneapolis, MNB 55413

Re: 2280, 2501 and 2503 Walnut Street (Highcrest I, II, and III)

On August 1, 2019, the City of Roseville held the administrative hearing regarding the proposed Master Sign Plan for Highcrest I, II, and III. No citizens were present and members of the Master Sign Plan Committee did not have any questions or concerns regarding the proposed signage plan.

The MSP Committee hereby approves the following as the Master Sign Plan for 2280 Walnut Street (Highcrest I), 2501 Walnut Street (Highcrest II), and 2503 Walnut Street (Highcrest III).

WALL SIGN REQUIREMENTS

- Each building will be permitted 1.5 square feet of signage for each lineal foot of building front or the following overall wall signage allowance:

Highcrest I – 1,603

Highcrest II – 1,728

Highcrest III – 1,728

- Wall signs (including identity logos and/or symbols) shall be custom cabinets, individual, or channel letters, that may be illuminated (preferably LED).
- Letters shall not exceed 30 inches, while logos shall not exceed 36 inches.
- Sign material shall be limited to metal, acrylic, and polymers with UV inhibitors. All materials shall be made of high-quality durable materials and finishes, and be of the highest quality fabrication techniques. All material and wall fasteners shall be non-corrosive.
- No sign or a portion thereof shall project above the parapet or top wall portion upon which it is mounted.
- 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.

FREESTANDING SIGN REQUIREMENTS

- Each site (2) will be allowed a freestanding monument sign subject to the follow requirements:
 - The minimum setback from the front property line shall be five feet.
 - The maximum height of the sign shall be 20 feet.

- The maximum signage square footage shall be 75 square feet.
- The sign is permitted to be illuminated.
- All leasing information shall be included on each freestanding monument sign.

OTHER REQUIREMENTS

- Freestanding leasing signs are prohibited, however leasing signs no greater than 24 square feet can be installed to the front or side of a vacant unit.
- The City will allow Annual Signs, per the Code.
- 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

THE MERITEX[®] CO.

ESTD 1916

MASTER SIGN PLAN

HIGHCREST
DISTRIBUTION
CENTER I, II & III

HIGHCREST I 2280 Walnut Street
HIGHCREST II 2501 Walnut Street
HIGHCREST III 2503 Walnut Street

● MSP INTENT-

The Master Sign Plan for HIGHCREST I II & III is intended to create a cohesive plan that assures a consistent aesthetic for tenants & the public Viewing

● PROHIBITED SIGNS-

Advertising, Flashing, Pulsating, Rotating (Or Lights), Dynamic Displays, Rooftop, Mobile Signs, and Portable Signs Shall Be Prohibited, as well as other prohibited signs covered under section 1010 of the City of Roseville Sign Code.

● WALL SIGN REQUIREMENTS-

Total Allowable Wall Sign Area Per Building As Follows:

*HIGHCREST I = 1604 Sq.Ft. (Based on 1069 Lineal Feet X Sign Ratio of 1.5)

*HIGHCREST II = 1728 Sq.Ft. (Based On 1152 Lineal Feet X Sign Ratio of 1.5)

*HIGHCREST III = 1728 Sq.Ft. (Based On 1152 Lineal Feet X Sign Ratio of 1.5)

Wall Signs Meeting The Total Square Footage allowed Can Be Installed On The Primary Tenant Entry Elevations Of The Buildings. Signage amounts and location will be at the discretion of the Building Owner.

Wall Signs (Including Identity Logos and/ or Symbols) shall be custom cabinet or channel letters, That may be illuminated (LED Preferred). Letters shall not exceed 30 inches in height, while Logos shall not exceed 36 inches in height.

Sign Materials shall be limited to Metal, Acrylic & Polymers with UV inhibitors. All materials shall be made of the highest quality durable materials and finishes using the highest quality fabrication techniques. All Material and wall fasteners to be Non-Corrosive.

No sign, or any portion of the sign shall project above the parapet or top wall portion upon which it is mounted.

● SIGN APPROVAL-

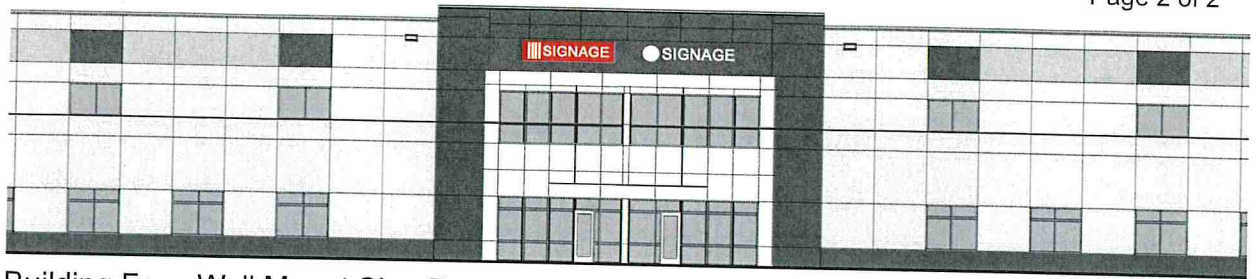
All Proposed Signs Will Require Owner / Landlord Written Approval. A detailed drawing of each sign requested showing: Letter, Logo, Cabinet Size(s) / Sign Area of Each Sign In Square Feet / Construction Method / Materials / Fasteners / Fastening Method must be submitted for Owner / Landlord Written Approvals

Once Owner / Landlord has Given Written Approval of Proposed Tenant Signs, a City of Roseville Sign Permit Is Required. It Is The Tenants Responsibility To Secure City of Roseville Sign Permits Following All City Sign Ordinance Requirements. City Sign Permit Fees Will Be At The Tenants Expense.

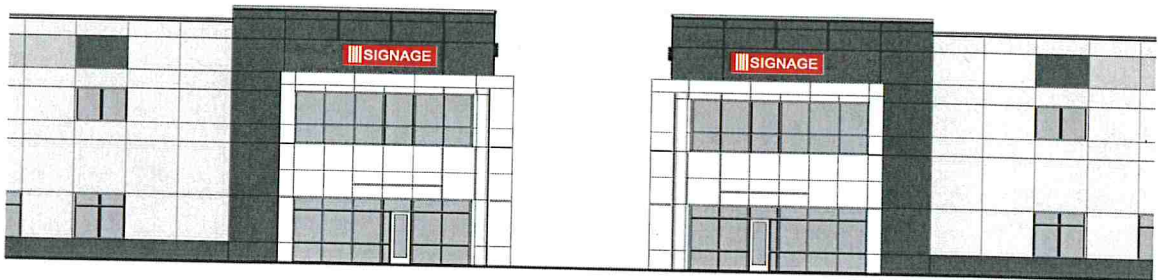
See Page 2 For Sign Examples

● SIGN REMOVAL & WALL RESTORATION-

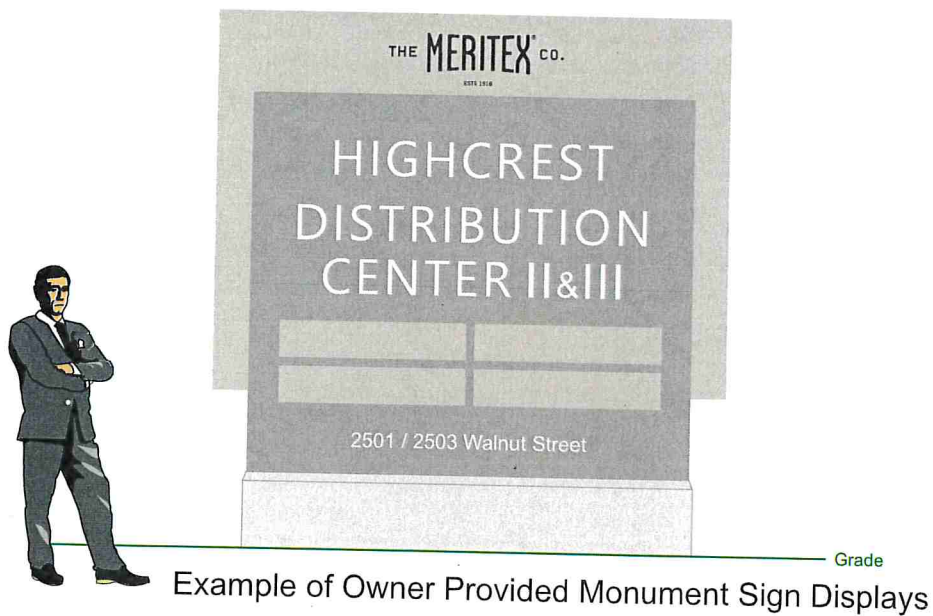
Tenant Will Be Responsible For Sign Removal & Wall Restoration At Tenant Expense Prior To Vacating The Property.



Building Face Wall Mount Sign Example



Building Corner Wall Mount Sign Example



Example of Owner Provided Monument Sign Displays

● **FREE STANDING SIGN DISPLAYS- (Owner Provided)**

Each Building Will Be Allowed 1- Owner Provided Freestanding Identification Monument Sign Display With A Total Sign Area (Not To Exceed) 75 Sq.Ft. ea. / A Minimum 5' Set Back From Any Property Line / Maximum Height (Not To Exceed) 20'-0". Owner To Secure Required City Of Roseville Sign Permits

THE **MERITEX** CO.
ESTD 1916

Office 651-855-9700 Fax 651-855-9701

24 University Avenue NE Ste 200
Minneapolis, MN 55413

THE MERITEX[®] CO.

ESTD 1916

MASTER SIGN PLAN

HIGHCREST
DISTRIBUTION
CENTER I, II & III

HIGHCREST I 2280 Walnut Street
HIGHCREST II 2501 Walnut Street
HIGHCREST III 2503 Walnut Street

● MSP INTENT-

The Master Sign Plan for HIGHCREST I II & III is intended to create a cohesive plan that assures a consistent aesthetic for tenants & the public Viewing

● PROHIBITED SIGNS-

Advertising, Flashing, Pulsating, Rotating (Or Lights), Dynamic Displays, Rooftop, Mobile Signs, and Portable Signs Shall Be Prohibited, as well as other prohibited signs covered under section 1010 of the City of Roseville Sign Code.

● WALL SIGN REQUIREMENTS-

Total Allowable Wall Sign Area Per Building As Follows:

*HIGHCREST I = 1871 Sq.Ft. (Based on 1069 Lineal Feet X Sign Ratio of 1.75)

*HIGHCREST II = 2016 Sq.Ft (Based On 1152 Lineal Feet X Sign Ratio of 1.75)

*HIGHCREST III = 2016 Sq.Ft. (Based On 1152 Lineal Feet X Sign Ratio of 1.75)

Wall Signs Meeting The Total Square Footage allowed Can Be Installed On The Primary Tenant Entry Elevations Of The Buildings. Signage amounts and location will be at the discretion of the Building Owner.

Wall Signs (Including Identity Logos and/ or Symbols) shall be custom cabinet or channel letters, That may be illuminated (LED Preferred). Letters shall not exceed 30 inches in height, while Logos shall not exceed 36 inches in height.

Sign Materials shall be limited to Metal, Acrylic & Polymers with UV inhibitors. All materials shall be made of the highest quality durable materials and finishes using the highest quality fabrication techniques. All Material and wall fasteners to be Non-Corrosive.

No sign, or any portion of the sign shall project above the parapet or top wall portion upon which it is mounted.

● SIGN APPROVAL-

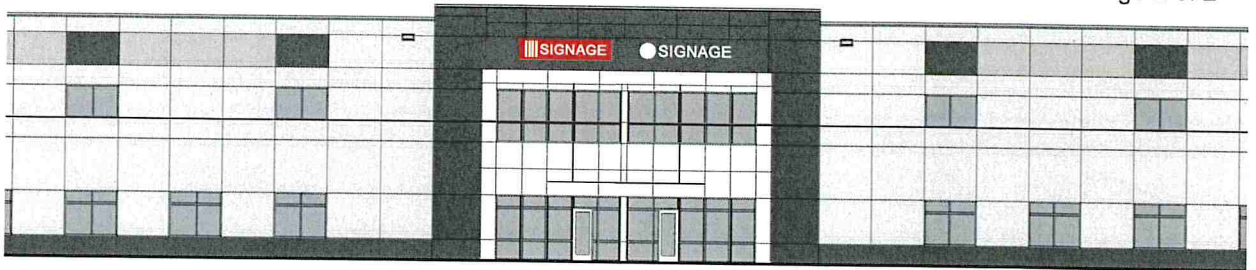
All Proposed Signs Will Require Owner / Landlord Written Approval. A detailed drawing of each sign requested showing: Letter, Logo, Cabinet Size(s) / Sign Area of Each Sign In Square Feet / Construction Method / Materials / Fasteners / Fastening Method must be submitted for Owner / Landlord Written Approvals

Once Owner / Landlord has Given Written Approval of Proposed Tenant Signs, a City of Roseville Sign Permit Is Required. It Is The Tenants Responsibility To Secure City of Roseville Sign Permits Following All City Sign Ordinance Requirements. City Sign Permit Fees Will Be At The Tenants Expense.

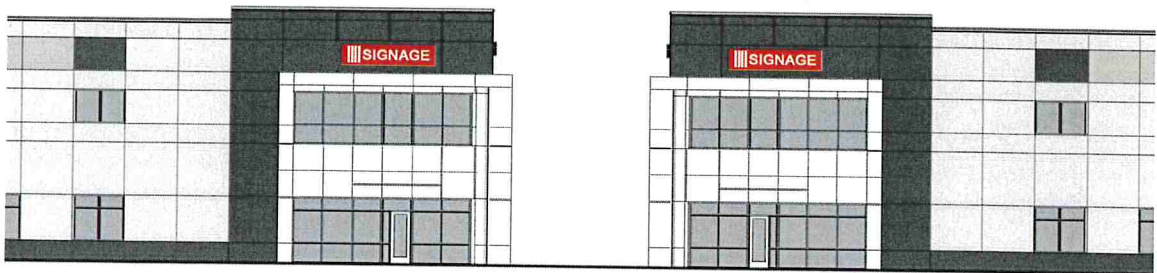
See Page 2 For Sign Examples

● SIGN REMOVAL & WALL RESTORATION-

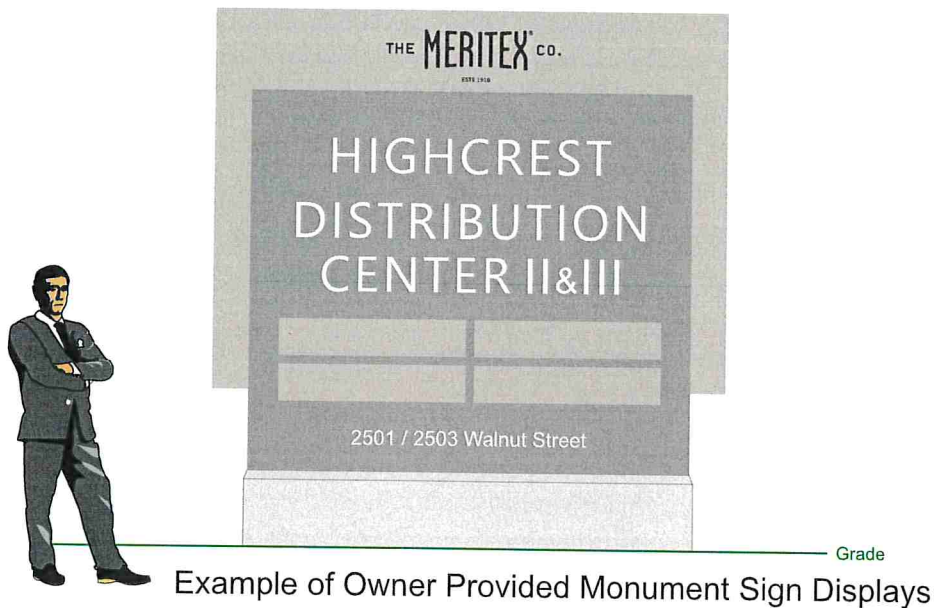
Tenant Will Be Responsible For Sign Removal & Wall Restoration At Tenant Expense Prior To Vacating The Property.



Building Face Wall Mount Sign Example



Building Corner Wall Mount Sign Example



Example of Owner Provided Monument Sign Displays

● **FREE STANDING SIGN DISPLAYS- (Owner Provided)**

Each Building Will Be Allowed 1- Owner Provided Freestanding Identification Monument Sign Display With A Total Sign Area (Not To Exceed) 75 Sq.Ft. ea. / A Minimum 5' Set Back From Any Property Line / Maximum Height (Not To Exceed) 20'-0". Owner To Secure Required City Of Roseville Sign Permits



Office 651-855-9700 Fax 651-855-9701

24 University Avenue NE Ste 200
Minneapolis, MN 55413



COMMUNITY DEVELOPMENT

2660 Civic Center Drive ❖ Roseville, MN 55113
Phone: (651) 792-7005 ❖ planning@cityofroseville.com



MASTER SIGN PLAN APPLICATION

CITY CODE SECTION 1010.03
www.cityofroseville.com

- RESIDENTIAL APPLICATION FEE: \$250 + \$5.00***
- COMMERCIAL APPLICATION FEE: \$350 + \$7.00***
Fee should be made payable to City of Roseville upon submittal of application.
**2% processing fee (or \$2.00 minimum) is added to all permits as of January 1, 2018.*

Please complete the application by typing or printing in ink. Use additional paper if necessary.

1. Property Owner Information:

Name: **Meritex-Highcrest DC III, LLC**

Address: **24 University Ave NE, Ste 200** City/State/Zip: **Minneapolis, MN 55413**

Phone number: **651-855-9672** Email address: **blieser@meritex.com**

2. Applicant Information: (if different from above)

Company name: **Meritex**

Last name: **Lieser** First name: **Ben**

Address: **24 University Ave NE, Ste 200** City/State/Zip: **Minneapolis, MN 55413**

Phone number: **651-855-9672** Email address: **blieser@meritex.com**

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

2280, 2501 and 2503 Walnut Street, 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:

Date: 3/11/19

Applicant: _____

Date: _____

City of Roseville
651-792-7000

MSP19-001

03/22/2019 11:02 AM
Receipt No. 00574207

signplan
Master Sign Pl
an 357.00

Receipt Total 357.00

Cash 0.00
Check 357.00 Check #14461
Charge 0.00

Twin Cities Sign Images
Hillcrest
14467

Cashier: Dawn.finken
Station: RVFIN801

Master Sign Plan
2100-10-00-00 -
0000-24-321025
Meritex MSP19-001