



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

August 19, 2009

Lexington Plaza LLC
P.O. Box 555
Wayzata, MN 55391

RE: Lexington Plaza, 1682-1754 Lexington Avenue - Master Sign Plan.

Dear Property Owner:

On August 13, 2009 the Roseville Planning Division held the required hearing regarding the Master Sign Plan (MSP) request for 1682 – 1754 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 Lexington Plaza. However, City Planner did receive one email regarding signage at the Ol' Mexico location for which the proposal and clarification of signage allowances were provided.

After discussions with members of the Committee, the Roseville Planning Division supports the following as the Master Sign Plan for Lexington Plaza:

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 shall be internally illuminated or non-illuminated channel letters, either on raceways or individual letters. Identity logos and/or symbols shall be allowed. No letter or logo/symbol shall be taller than 30 inches in height.
- 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.
- The scale and proportion of graphics shall be compatible with the building's architectural character and mass.
- Maximum sign area allowed shall be limited 2 sq. ft. per the lineal foot of the each tenant frontage. For Building 1 the maximum building wall signage shall be limited to 1,128 sq. ft. (564 x2) and for Building 2 the maximum building wall signage shall be limited to 580 sq. ft. (290 x 2).
- Sign area shall be computed per section 1010.04 of the City Code.
- All leasing signs for vacant tenant spaces shall require a permit and be limited to a height of 30 inches and a maximum size of 30 sq. ft.

Community Development Department

651-792-7074 ♦ fax: 651-792-7070

- All signs shall be made of durable materials and finishes, and be of highest quality fabrication. Landlord sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.
- Landlord sign-off of any sign proposal shall accompany any sign permit and shall meet the requirements of the MSP.

FREESTANDING SIGN REQUIREMENTS

- The two existing non-conforming freestanding signs adjacent to Lexington Avenue shall be removed within seven years or by August 13, 2016.
- The building mounted mall identification sign shall be removed upon any application/permit for facade/canopy improvement or upon the building's exterior renovation.
- Lexington Plaza shall be allowed two large freestanding signs (one at each building site) consistent with Exhibit B. These freestanding signs shall not exceed 20 feet in height and be allowed a tenant sign panel area up to 100 sq. ft. (per side if double sided). A proportionally sized mall identification sign shall be incorporated on to each freestanding sign but not counted in the signage total.
- Freestanding signs shall be generally located as identified on Exhibit A and C and be set back a minimum of 5 feet from the property line adjacent to Lexington Avenue. Final placement shall be approved by the City.
- In addition to the above freestanding sign requirements, all leasing information (contact and number) shall be incorporated into the two freestanding signs. All existing freestanding leasing signs on the premises shall be removed. Final design and content and any future internal directional signage to be reviewed and approved by the Roseville Planning Division, prior to the issuance of a sign permit.

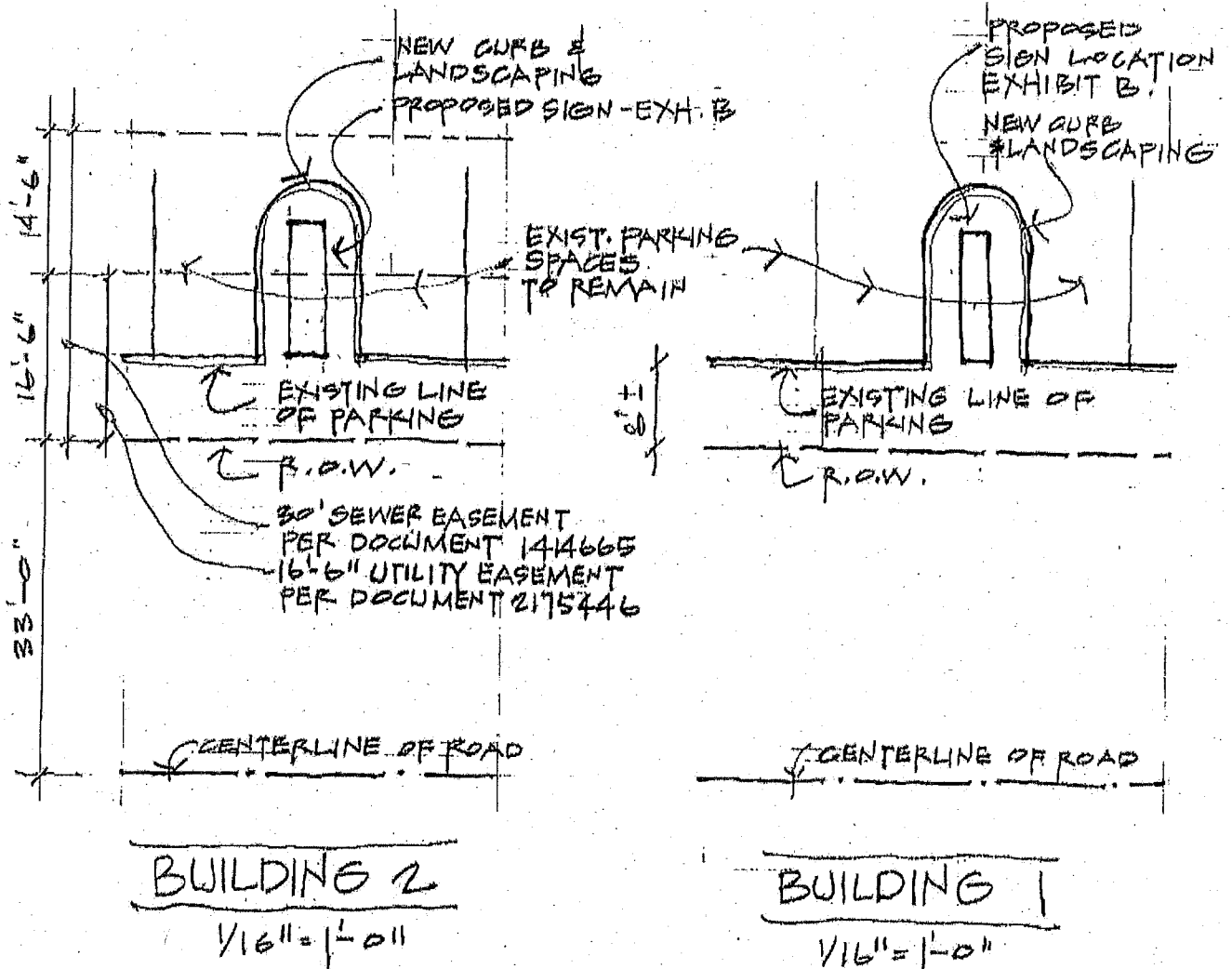
Should you have any questions or comments, please call me at 651-792-7074.

Respectfully,

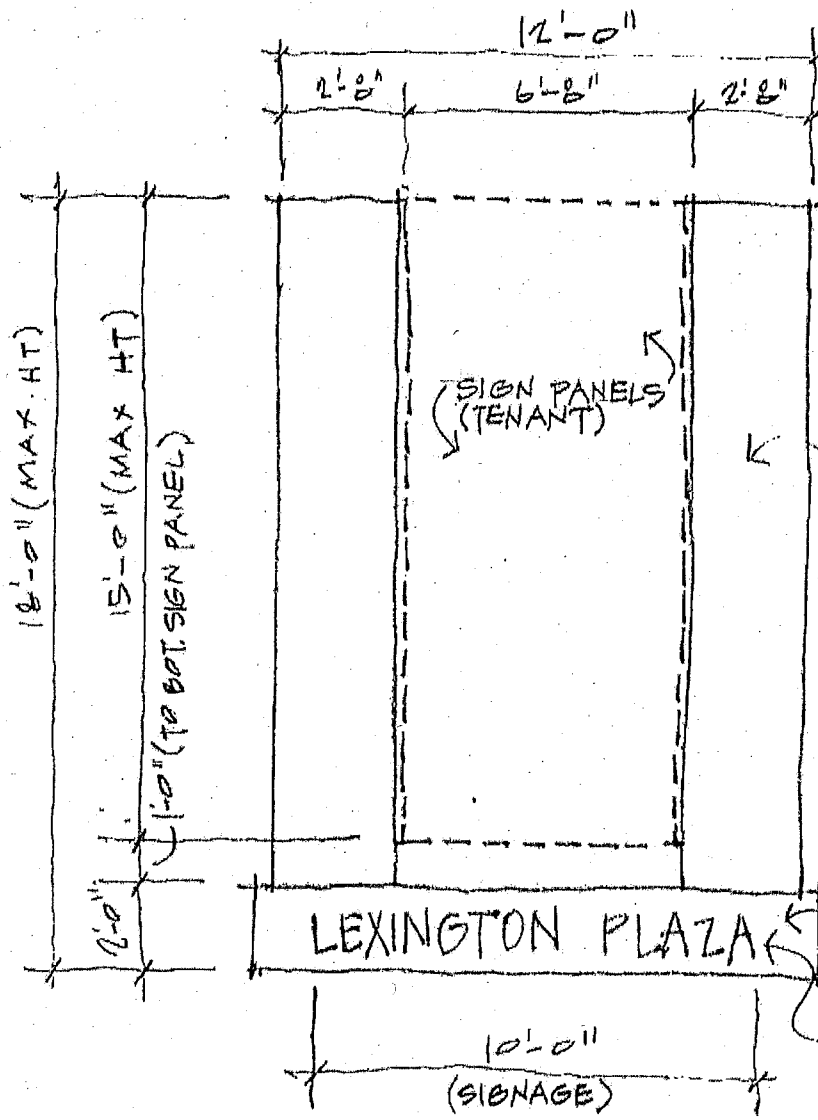
CITY of ROSEVILLE

Thomas Paschke
City Planner

cc: Greg Kozulla, Kozulla & Associates
3001 Metro Drive, Suite 460
Bloomington, MN 55425



LEXINGTON PLAZA
 EXHIBIT A



- MAXIMUM SIGNAGE ALLOWED = 150 SF (PER SIDE)
- 150 SF - 12 SF (AT BASE LETTERS) = 138 SF
- SIGN PANEL = 6'-8" x 15'-0" = 100 SF.

LEXINGTON PLAZA
EXHIBIT B

Thomas Paschke

From: Gregory J. Kozulla [gregk@kozullaassociates.com]
Sent: Wednesday, August 12, 2009 11:48 AM
To: Thomas Paschke
Subject: RE: Lexington Plaza

Hi Thomas,

I spoke with the property owner regarding the revised wall sign square footage as well as the monument signs.

A factor of 2sf/lineal footage of tenant space is acceptable.

The owner is willing to remove the existing free standing signs fronting the street, however, asks for the timeline to be 10 years in lieu of 5. As you and I discussed, he may never install new monument signage, but in the event he does the Master Signage Plan as approved would govern the new signs design and location. We do have an issue with the utility easements on the north building, so we need to address that in the approval process.

We are requesting that removal of building mounted Lexington Plaza signage be struck as this particular sign is of historic value to the property owner and wishes for that sign to remain unless at some point in time he decides to remove it on his own.

Greg

From: Thomas Paschke [mailto:thomas.paschke@ci.roseville.mn.us]
Sent: Monday, August 10, 2009 9:41 AM
To: 'Gregory J. Kozulla'
Subject: Lexington Plaza

Greg;

Preliminary review of the Lexington Plaza MSP proposal has been completed by the members of the Committee, for which I have the following:

Total size of wall signs - although the MSP process affords up to 2.25 sq. ft. for every lineal foot of building front, the Committee prefers (and will recommend) keeping the size at no greater than a factor of 2.

The Committee is also concerned with the existing freestanding sign at building two and that it may be located within the Lexington Avenue right-of-way or within a roadway easement (a portion of this sign does overhang into the right-of-way currently). Although the intent of the MSP is not to force the hand of a property owner into added costs, the reason the MSP was created in the first place is to address non-conforming signage at such sites as Lexington Plaza and create an equitable timeline for meeting Code compliance. It is unlikely that the Committee will not approve a date certain (most likely five years) when compliance must be achieved - this is not much different than tenant wall signage where existing can remain, but new must meet new requirements.

**THOMAS PASCHKE
CITY PLANNER**

08/12/2009



Community Development Department

Memo - Draft

To: Thomas Paschke, City Planner
From: Don Munson, Codes Coordinator
Date: 08-10-2009
Re: Lexington Plaza – Master Sign Plan – Review & Response

The sign criteria proposed for the wall signs seem to comply with the intent of the Master Sign Plan ordinance:

- I recommend approval.

The sign criteria proposed for the freestanding sign does not seem to comply with the intent of the Master Sign Plan ordinance:

- I recommend not approving this portion for the following reasons:
 - 1009.D.4.a,b,&c. This indicates to use the underlying regulations for size, location, height, etc. They are picking and choosing the maximum for size, location and height without any justification as to need or proposing making the sign more attractive or consistent with other signage in the area or even committing to a pleasant design or anything (they want the significant design flexibility with actual commitment/approval to be later).
 - They don't want to commit to a date for complying with the freestanding sign portion of a Master Sign Plan (installing a new freestanding sign). This should be required and before the extra wall signage allowed kicks in. Otherwise, the old one will be there a long, long time.
 - They could locate the sign further away from the road and comply with setbacks by turning an existing parking space into a nicely landscaped island. They are not. Furthermore, they are not proposing complying with old or new regulations but want their own special advantageous location, they are simply using the Master Sign Plan ord to gain better location. Other businesses will justifiably complain to us later.
 - They want to be 'somewhat consistent with that monument signage within the immediate vicinity' but also want the option of the 40' height!
 - The sign is in a utility and sewer easement. Eng will likely veto this.
- As I see this they are just after increasing signage square footage allowed with no commitment on their part. They should propose a nicer looking freestanding sign with more landscaping, set it back in the first row of parking and commit to a date.

I strongly disagree with this proposal. It sets a precedent that is not consistent with the intent or wording of the ordinance.

Lexington Plaza Signage Plan

Roseville, MN

August 5, 2009

It is the ownership of Lexington Plaza's (both building 1 and building 2) intention to conform to City of Roseville's Master Signage Plan.

Wall Mounted Signage

The owner of Lexington Plaza proposes for all new tenant wall signage for this property to be single wall mounted channel letters with plastic inserts facing the public street. Some tenants may prefer the letters be lit, some may not so both options with or without electric raceway shall be permitted. Color of channel letters, color of channel letter inserts and letter font shall be determined by tenant with selection open to all colors and fonts available by signage fabricator. Maximum channel letter size shall be 36" and minimum channel letter size shall be that as permitted by area calculation to fit within the tenant space width. For purposes of calculating maximum allowable signage size, the below zoning chapter and Master Sign Plan regulations have been followed:

Zoning Code Chapter 1010.09 states maximum signage size equals 1.5 square feet of signage per lineal foot of tenant space width. (Zoning District B2) Therefore;

- a. If 20' tenant space width, then minimum signage square footage equals 30 square feet.
- b. If 30' tenant space width, then minimum signage square footage equals 45 square feet.
- c. If 40' tenant space width, then minimum signage square footage equals 60 square feet.
- d. Or as calculated for any tenant space varying from that noted above.

Master Signage Plan allows maximum signage size be that as stated in number 1 above times a factor of 1.5. (Zoning District B2) Therefore;

- a. If 20' tenant space width, then maximum signage square footage equals 45 square feet.
- b. If 30' tenant space width, then maximum signage square footage equals 67.5 square feet.
- c. If 40' tenant space width, then maximum signage square footage equals 90 square feet.
- d. Or as calculated for any tenant space varying from that noted above.

Signage Size Calculation

1. In 20' tenant space width:
 - a. Maximum signage height shall be 36". Therefore, maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 20' divided by 3' high letters = 15' maximum length.
 - b. If for example the desired letter height is 30", then maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 20' divided by 2.5' high letters = 18' maximum length.
2. In 30' tenant space width:
 - a. Maximum signage height shall be 36". Therefore, maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 30' divided by 3' high letters = 22.5' maximum length.
 - b. If for example the desired letter height is 30", then maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 30' divided by 2.5' high letters = 27' maximum length.
3. In tenant space widths other than those listed above, the signage sizes allowed shall be calculated same.

Monument Signs

As part of the Master Sign Plan, the owner requests that they not be obligated to remove and/or replace the existing signage within a specific calendar timeframe, or, if the owner determines existing site signage be removed, that they not be obligated to install new monument signage. If, the owner decides to remove existing signs and install new monument signage, then the owner of Lexington Plaza proposes for all new Monument (Free Standing) signage to compliment the property as well as be somewhat consistent with that monument signage within the immediate vicinity. It is undetermined at the present if the above grade construction will consist of decorative concrete masonry units, face brick, or natural stone, but most likely a combination of face brick and either a natural stone or decorative masonry unit base. But this does not preclude the use of metal panels, stucco or other building material widely used on exterior applications. Refer to Exhibit B for elevation. The signage panels shall be constructed of Plexiglas which spans the full width between structural elements and shall be considered a double faced sign. Color of the monument sign structure shall be complementary to the buildings and surround. Colors of the signage panels shall be of a neutral background and graphics complimentary and consistent with the tenant's wall mounted signage on the building face. The "Lexington Plaza" graphic on each side of the monument shall be painted aluminum letters mechanically secured to the sign base. It is unknown at this time if the monument sign will be back lit, front lit, or lit at all. Therefore, the owner requests consideration and acceptance of any of the lighting options.

The monument signs shall be placed along the Lexington Avenue frontage in the general location as shown on the attached site plan. The placement of such signage in the center of the north south frontage presents itself without visual vehicular or pedestrian interference via Visibility Triangle for commercial applications. The specific location is unknown at this time, however, the owner commits to coordinating with the City at the time of installation such that the proposed installation location and that approved by the City's Master Signage Plan is consistent.

Given the existing parking lot is generally close to the Right of Way, the owner requests a variance to the monument sign placement for Both Buildings 1 and 2 with respect to distance to the property line. Refer to Exhibit A for both Building 1 and 2 monument sign site details. Both Building 1 and 2 monument signs are restricted in location due to Lexington Avenue to the west and the immediate parking lot to the east. Therefore it is necessary to place the monument signs within the parking lot spaces as such only approximately 8' from the property line without creating unnecessary conflict to parking lot traffic flow. On Building 2, there are currently 2 utility easements between the Right of Way and the drive side of the parking spaces fronting Lexington Avenue. Therefore, unless the monument sign is located inboard of the utility easements and creating unnecessary conflict with traffic flow, the owner sees no viable solution other than within the easement.

Zoning Code Chapter 1010.09 (Zoning District B2) states maximum signage size equals 100 square feet on a single sided sign and 200 square feet on double sided signs. This code requires a 15' setback from the property line from which the owner requests a variance. This code also permits a maximum height of 25' or no higher than the existing building height.


Master Signage Plan allows maximum signage size be that as stated above times a factor of 1.5. (Zoning District B2) Therefore;

- a. The maximum signage size allowed would be 100 square feet per side times a factor of 1.5 or 150 square feet per side.
- b. The maximum signage height equals 40'.

KOZULLA & ASSOCIATES

KOZULLA & ASSOCIATES, INC.
 3001 METRO DRIVE, SUITE 460
 BLOOMINGTON, MN 55425 USA
 TEL 952-345-0258
 FAX 952-854-9403

Transmittal

To:	Mr. Thomas Paschke
Company:	City of Roseville
Address:	2660 Civic Center Drive Roseville, MN 55113
Project:	Master Sign Plan Lexington Plaza Roseville, MN
Project No.	
From:	Gregory J. Kozulla 
Date:	07.17.09
cc:	

WE ARE SENDING:

VIA:

Drawings	Correspondence	Mail
Copy of Letter	Specifications	Courier
Memorandum	Shop Drawings	Overnight Express
Other	Project Billings	Fax / Pages ()

Quantity:	Description:
1	Master Sign Plan Application Packet

Comments:
 Mr. Paschke,

Please find attached an application packet for the aforementioned subject property. Please feel free to contact me with any questions, comments, etc.

Thank you in advance for your timely review and process of this application.



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: Lexington Plaza, LLC First name: _____
 Address: P.O. Box 555 City/State/Zip: Wayzata, MN 55391
 Phone number: 612-741-6469 Email address: alesther@aol.com

2. Applicant Information: (if different from above)

Company name: Lexington Plaza, LLC
 Last name: _____ First name: _____
 Address: _____ City/State/Zip: _____
 Phone number: _____ Email address: _____

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

1682 - 1754 Lexington Avenue N., 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: Lexington Plaza LLC Date: 7-17-09

Applicant: Lexington Plaza LLC
by: [Signature] member. Date: 7-17-09

Master Sign Plan Regulations: (from §1010.03D of the Roseville City Code)

1. **Purpose:** The purpose of the Master Sign Plan is to establish fair and equitable criteria for complex signage situations that accommodate the need for a well-maintained, safe, and attractive community, and the need for effective communications, including business identification.
2. **Effect of Master Sign Plan:** Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of a new Master Sign Plan.
3. **Required:** A Master Sign Plan is required for:
 - a. Building complexes
 - b. Multi-tenant structures
 - c. Covered mall buildings, shopping centers, or strip malls
 - d. Planned Unit Developments
 - e. Area identification signs
 - f. Churches/places of worship/institutions/schools
4. **Criteria:** The following criteria should be used when developing a Master Sign Plan.
 - a. **Guideline:** If possible, the underlying zoning district regulations (pertaining to signage and listed in Section 1010.09) should be used as a guideline with minimum variations as needed to meet the intent of this Chapter.
 - b. **Location:** No freestanding sign shall be located closer than 5 feet to a property line, roadway easement, or other public easement. No freestanding sign shall be erected that, by reason of position, shape, or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. No freestanding sign shall be located within the Traffic Visibility Triangle. No freestanding sign shall impede/impair traffic.
 - c. **Quality:** All signage shall improve the aesthetics or functional use of the site. All freestanding signs shall include materials that complement the architectural design/existing building materials, including but not limited to face brick, natural or cut stone, integrally-colored concrete masonry units/rock-faced block, glass, pre-finished metal, stucco or similar cementation coating, and/or factory finished metal panels. Landscaping may be integrated into any freestanding sign.
 - d. **Type:** All types of signs are permitted except those prohibited by Section 1010.02C.
 - e. **Size:** The size of all signage (building wall and freestanding) shall be limited to 1.5 times the maximum allowed under Section 1010.08 (Wall Signage).
 - f. **Height:** The height of any freestanding sign shall be limited to a height of 40 feet.
 - g. **Number:** The number of freestanding signs shall be reasonably related to the number of access points to public streets and/or the number of tenants within the multi-tenant structure.
5. **Approval Process:** Submittal of a Master Sign Plan application, appropriate/applicable information, and fee (\$250 residential and \$350 commercial/industrial) is required with the Office of Community Development. The Planning Division shall hold an administrative hearing and take appropriate action on requests for Master Sign Plan approvals. The following shall apply:
 - a. The City Planner shall schedule an administrative hearing before a subset of the Development Review Committee, including the Community Development Director, Permits Coordinator, City Planner, Associate Planner and/or City Department representatives as determined by the Community Development Director, hereinafter referred to as the Master Sign Plan Committee (MSPC) the time and place for which shall be set by the City Planner, to consider the proposed Master Sign Plan with respect to the criteria in Section 1010.03D4 of this title.
 - b. The applicant and contiguous/affected property owners shall be notified by the City Planner of such time and place in writing not less than 10 days prior to such hearing. The City Planner may notify additional property owners if a determination is made that such additional notification is merited.
 - c. The MSPC shall hold the administrative hearing as scheduled by the City Planner.
 - d. The MSPC shall render and forward a recommendation to the Community Development Director or Designee for approval and the Community Development Director or Designee shall make the final decision.
 - e. Should the applicant or a contiguous property owner object to the decision of the Community Development Director or Designee on the Master Sign Plan, an appeal may be filed within 10 days following the administrative decision by the Community Development Director or Designee. The appeal shall be made in writing and shall be addressed to the City Manager. The City Council shall take up the appeal at a regular meeting within 45 days on the appeal. The Master Sign Plan appeal shall follow notice requirements and other procedures contained in Chapter 108 of the Title.

City of Roseville
651-792-7000

07/22/2009 3:44 PM
Receipt No. 0174337

signplan
Master Sign Plan 350.00

Receipt Total 350.00

Cash 0.00
Check 350.00 Check #7368
Charge 0.00

PAULSEN
09-08

Cashier: JillH
Station: RVFIN8

ENPN1

1 1676 LEX LLC
 2 1790 LEXINGTON LLC
 3 ARNOLD J KAMPA
 4 CENTRO BRADLEY SPE 5 LLC
 5 CHRISTUS J MEYER
 6 CITY OF ROSEVILLE
 7 GOOD NGHBOR SNR APTS PNTP LLP
 8 NOGAI PROPERTIES LLP
 9 PLAZA SHOPPES ASSOCIATES
 10 RESON8 MANAGEMENT LLC
 11 ROBERT C SPARKS
 12 THOMAS S JOHNSON
 13 TODD THAYER

ENPN2

CO TWIN CTY ORL & MAXILOFACIAL
 CO CENTRO SATURN LLC
 COMMUNITY DEVELOPMENT DEPT.
 THERESA L JOHNSON
 CO THAYER ORTHODONTICS

ENPADD1

2227 UNIVERSITY AVENUE
 1790 LEXINGTON AVE N
 12405 ARCOLA TRL N
 1 FAYETTE ST #300
 1075 ROMA AVE
 2660 CIVIC CENTER DR
 7650 CURRELL BLVD 230
 1717 LEXINGTON AVE N
 2227 UNIVERSITY AVE W
 418 AMBERG LN
 1789 LEXINGTON AVE N
 1067 DIONNE ST
 1050 LARPEUR AVE W

ENPADD2

ST PAUL MN 55114-1625
 ROSEVILLE MN 55113-6167
 STILLWATER MN 55082-7594
 CONSHOHOCKEN PA 19428-2064
 ROSEVILLE MN 55113-6527
 ROSEVILLE MN 55113
 WOODBURY MN 55125-2257
 ROSEVILLE MN 55113-6515
 ST PAUL MN 55114-1625
 CHASKA MN 55318-4519
 ROSEVILLE MN 55113-6522
 ROSEVILLE MN 55113-6507
 ST PAUL MN 55113-6556

Lexington Plaza Signage Plan

Roseville, MN

July 17, 2009

It is the ownership of Lexington Plaza's (both building 1 and building 2) intention to conform to City of Roseville's Master Signage Plan. The owner of Lexington Plaza proposes for all new tenant wall signage for this property to be single wall mounted channel letters with plastic inserts facing the public street. Some tenants may prefer the letters be lit, some may not so both options with or without electric raceway shall be permitted. Color of channel letters, color of channel letter inserts and letter font shall be determined by tenant with selection open to all colors and fonts available by signage fabricator. Maximum channel letter size shall be 36" and minimum channel letter size shall be that as permitted by area calculation to fit within the tenant space width. For purposes of calculating maximum allowable signage size, the below zoning chapter and Master Sign Plan regulations have been followed:

Zoning Code Chapter 1010.09 states minimum signage size equals 1.5 square feet of signage per lineal foot of tenant space width. (Zoning District B2) Therefore;

- a. If 20' tenant space width, then minimum signage square footage equals 30 square feet.
- b. If 30' tenant space width, then minimum signage square footage equals 45 square feet.
- c. If 40' tenant space width, then minimum signage square footage equals 60 square feet.
- d. Or as calculated for any tenant space varying from that noted above.

Master Signage Plan allows maximum signage size be that as stated in number 1 above times factor of 1.5. (Zoning District B2) Therefore;

- a. If 20' tenant space width, then maximum signage square footage equals 45 square feet.
- b. If 30' tenant space width, then maximum signage square footage equals 67.5 square feet.
- c. If 40' tenant space width, then maximum signage square footage equals 90 square feet.
- d. Or as calculated for any tenant space varying from that noted above.

Signage Size Calculation

1. In 20' tenant space width:
 - a. Maximum signage height shall be 36". Therefore, maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 20' divided by 3' high letters = 15' maximum length.
 - b. If for example the desired letter height is 30", then maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 20' divided by 2.5' high letters = 18' maximum length.
2. In 30' tenant space width:
 - a. Maximum signage height shall be 36". Therefore, maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 30' divided by 3' high letters = 22.5' maximum length.
 - b. If for example the desired letter height is 30", then maximum length equals $(1.5 \times 1.5 = 2.25)$ sf/lineal foot X 30' divided by 2.5' high letters = 27' maximum length.
3. In tenant space widths other than those listed above, the signage sizes allowed shall be calculated same.

Lexington Plaza Signage Plan
Roseville, MN

Please let the following exterior photograph's suffice as part of the Master Sign Plan application in lieu of architecturally provided exterior building elevations.









