



November 17, 2006

Don Otterman
City of North Plains
31360 NW Commercial St
North Plains, OR 97133

Re: North Plains RV and Self Storage Sign Variance Request

Mr. Otterman,

Please review the following revisions to my request for a variance to the North Plains Sign ordinance.

After hearing the comments from the commissioners at last months Planning Commission meeting, I have made the following revisions/observations.

- 1) Please revise my request and delete my request for a 23 sq. ft. sign facing the North. This was to be my largest sign and will bring my request down to 54 sq. ft. from my originally requested 77 sq. ft. The total square footage allowed under the ordinance is 32 square feet on each side of the sign or 64 total square feet. While I am not technically requesting this style of sign, I feel that my proposed style of signage will be more in character with the area and more aesthetically pleasing and still has us under the maximum square footage allowed by the ordinance.
- 2) We reviewed alternate styles and locations of our signs and have determined that in order to be effective and maintain the architectural theme, they should stay in the proposed location on the tower. A pole style sign would not look right in this location and there is not a good location for a monument sign. Keeping these signs in the proposed location helps us address the concerns voiced over the impact on the night sky illumination and will bring these signs into the suggested practices made by the "Dark Sky organization" of shielding the light source. The location and style (backlit box) on the tower of these signs will be under an awning that will project out 30" over the signs thus providing the necessary shielding. This further eliminates light scatter to the night sky.
- 3) I have reviewed my sign design with several sign manufactures and they have informed me that my signs will have 20,024 lumens, which is equivalent to 12 - 100 watt light bulbs. These signs will be utilizing fluorescent bulbs (not 100 watt bulbs) and the lexan screen that the lettering will be printed on will diffuse the light.
- 4) Our original design had the signs illuminated during all night hours. We are now planning on installing a time clock to control the operation of the lights in these signs (6am-10pm).
- 5) My site is large at 8 acres and the size of the signage requested is in scale with the property and facility. The signs, at 2' X 9', are not all visible at the same time thus the most that will be visible at one time is 36 sq. ft. and in scale with the rest of the facility.

North Plains is slowly transitioning from a very rural town to a small city and we think that the increase in services and tax base that new businesses will bring to the residents will be welcome. We have received several inquires from local residents encouraging us and welcoming our new business. I think that we have done a great job of building an upscale facility and will attract a lot of non-resident clientele to the area, which should bring additional business to the city.

I appreciate the effort that the planning commission is extending me with this request and hope that they will look favorably on my request for a variance.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey A. Jensen". The signature is written in a cursive style with a long, sweeping tail on the final letter.

Jeffrey A. Jensen