

**NEWBERG ELECTRONIC SIGN
AD HOC COMMITTEE AGENDA
3 p.m., Thursday, March 4, 2010
Newberg City Hall, Permit Center Conference Room
414 E. First Street, Newberg, Oregon**

- I. ROLL CALL**
- II. OPEN MEETING**
- III. MEETING MINUTES: Approve February 4, 2010 minutes**
- IV. PUBLIC COMMENT: 2/4/10 email from Scott Cassidy (already forwarded to you)**
- V. WORKSHOP: Discussion & preliminary voting on sign review process and potential development code amendments**
- VI. ADJOURN**

FOR QUESTIONS PLEASE STOP BY, OR CALL (503)537-1240, PLANNING & BUILDING DEPT. - P.O. BOX 970 - 414 E. FIRST STREET

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**NEWBERG ELECTRONIC SIGN
AD HOC COMMITTEE MINUTES
3-5 p.m., Thursday, February 4, 2010
Newberg City Hall, Permit Center Conference Room
414 E. First Street, Newberg, Oregon**

I. ROLL CALL:

Present:	Nick Tri, Chair	Michael Sherwood, Vice Chair
	Stephen McKinney	Loni Parrish (late)
	Claudia Stewart	Dennis Lewis
	Fred Gregory	Kristen Horn

Absent: Julie Want (excused)

Staff Present: Barton Brierley, Building and Planning Director
Steve Olson, Associate Planner
Tami Bergeron, Recording Secretary

II. OPEN MEETING:

Chairman Tri opened the meeting at 3:08 p.m. and asked for roll call.

III. MEETING MINUTES:

MOTION: Sherwood/Gregory moved to approve the January 7, 2010 minutes as submitted. (7 yes/ 0 no/2 absent [Want, Parrish]. Motion carried.
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IV. FOLLOW-UP ITEMS:

Steve Olson said the committee was nearly done, had reached “the light at the end of the tunnel” and thanked participants for their time spent reviewing signs in Newberg.

Steve started the presentation by showing the size of the existing Newberg Dodge sign and explaining the Summary Table of sign codes that had been reviewed by the committee. Steve referred to a copy of the table that was within the committee packet. The packet also contained a copy of the sign code summary table compiled by the City of Salem, with dates of adoption noted.

V. PUBLIC COMMENT:

Steve referred to an email in the committee packet that was submitted by Roger Currier where he intentionally used several different colors in the text to further enhance the point of his email.

Stephen McKinney noted that the email was addressed to the City Council members. Mr. McKinney felt that this committee in their review of electronic signs had already addressed many of the points made by Roger Currier's email. Stephen said some of the points mentioned in the email, however, might be hard pressed to get through Council.

Steve Olson responded that it is our policy to share all public input with the committee. The committee members should take the public comments into account, and decide whether or not it affects their opinion of the subject.

VI. VIDEO TOUR: electronic signs in Newberg, local cities, and farther afield

Steve Olson showed a video presentation of signs in motion by Young Electric Sign Company ("YESCO"). The presentation started with Denver's international airport and then moved to various electronic signs throughout different sites in the country. Steve showed the Denver Marketplace sign that had continuous "popping" movements. The Denver Art Museum sign showed some text and photos. Loni confirmed with Steve Olson that we would not have any control over what is displayed on the signage due to constitutional rights – freedom of speech. The Meadowlark signage showed long transitions between messages. Fred Gregory said the Denver airport signage is not very memorable as he has been there several times and does not recall ever seeing that sign. Broadridge Shopping Center signage has top billing with various strip stores and a digital sign underneath.

Dennis mentioned that he liked the Sherwood Dental sign. It is on the north side of 99W near the Claus sign, where Meineke crosses. It has something about it that makes it look nice. It has good messages – it does not need many words, even just good pictures suffice.

Steve Olson's presentation progressed to videos of our local signage. Newberg Dodge has flashing digital signage, which may be why the public complained about this sign. A Storage Place's digital sign showed that good landscaping made a nice setting for their sign. Claudia like that sign because it was lower than the other pole signs and right on the corner of the street. Claudia corrected her statement of the last meeting. The middle school sign was limited due to the cost but also was limited to 30-square feet for wall signs for the front of the school. Stephen McKinney said that the code limited the overall size of school signs. Kristen Horn asked why the school sign parameters were so restrictive in size. Barton Brierley said to keep the schools, which are generally in residential areas, looking more residential.

Stephen McKinney asked to confirm that Bob Lamphere's sign is compliant with regard to height. Steve Olson confirmed it complied with the height limit. Barton mentioned the sign program allowed a variance for that sign until 2015.

Dennis Lewis confirmed that his sign also highlighted other businesses located behind his store. Michael Sherwood asked Dennis what he would change about his sign if he could do it over. Dennis said he would love to add color pictures, and a minor amount of movement. He feels that the prices of high-density signs these days has fallen and may cost about what he paid for that analog sign, about \$55k. Stephen McKinney said that a picture is worth a thousand words. Dennis agreed, whether it be a picture of a missing child, or color photos of a cultural center event, or such. Dennis feels the high-density signs give an opportunity to tie the community together – creating a greater sense of community.

The Walgreens sign is set for a 5 second dwell time, with no transition time. Claudia agreed that is why it is so easy to read. The standard is set by their corporate office. Stephen McKinney asked if the Sherwood Walgreen's sign is taller. Various committee members agreed that they do not notice the messages on Sherwood's Walgreens sign.

The Claus Consulting sign along 99W has short transitions and runs messages for a long dwell time. Its content is sometimes controversial, but the mode of operation is not. Scott Cassidy, a member of the pilot program, mentioned that the height of a sign is very important to catching attention and visibility. Scott Cassidy said he just sent an email to Steve Olson prior to the meeting that provides statistics of people (his customers) who have commented on his signage and statements on signage. Scott said in Albany their signage has been restricted so that he is limited as to what messages he is able to display on his sign. He says they display date and time as a service to commuters and then something about his business. He does not have any further opportunity in Albany to have artistic expression in his signage messages. Michael Sherwood challenged Scott to help define how, when setting ordinances, would we be able to allow for artistic expression but also ensure responsible guidelines. Scott suggested an ongoing committee or group who are tasked with reviewing signage messages. Michael asked if he was talking about the sign design or the content of the sign. Scott confirmed that he referred to the artistic expression of the messages themselves.

In Scott's email, he said, only about 30% of people who store with A Storage Place business are actually Newberg residents; proving that his business sign has captured commuters' attention. Steve said he would be sure to forward Scott's email to the committee.

Claudia asked to review the Tigard oil change sign in the video and asked if it complied with the City of Tigard sign code. Steve said that business has several more years until they have to come into compliance with the code based on the date Tigard's sign code was adopted.

VII. WORKSHOP: Discussion of value statements to give direction to staff for code amendments

Steve Olson referred to pages 14 and 15 of the meeting packet. Steve is hoping that discussing these value statements will help determine where the committee has consensus. This will help staff develop code amendments to consider at the next meeting.

O.L.E.D. signs are the future per Dennis Lewis. They are paper-thin and can roll up and move to display anything, anywhere. He says it is hard to imagine in this room as to what technology will be in the future. We do not want to limit the future technology-based signage because of our current mindset. We need to keep this a living, growing topic to accommodate changing technology for which we do not have any concept. Dennis suggested a group be formed to review technology changes every two years. The intent is that the community's sign opportunities should grow and change with technology.

Steve mentioned that many times communities restrict what is being displayed by size, not by type of technology. Many code sections are technology neutral. Kristen Horn said that a committee that reviewed public service messages would be subjective and would monitor sign content, which is not the intent. Steve said that codes are not designed to be the answer to everything. Steve suggested that a private group, such as the Chamber of Commerce or The Downtown Association, could monitor the content and give awards to signs that are attractive or public spirited. Dennis suggested incentives be offered to those who be innovative and design signs that add value to their building and/or property.

Steve turned the attention back to the workshop page 14 outline of value statements as they pertain to Newberg. Steve clarified that these value concepts are merely for purposes of discussion and are not intended to be the language for the sign code.

Loni Parrish said she feels fairly strongly still that the historic downtown should not have electronic signage except for institutions. Kristen Horn agreed with that but she appreciates seeing the temperature and time signs. Michael Sherwood agrees that downtown has a lot of foot traffic and should have signs oriented to foot traffic. Dennis said he didn't disagree with their wishes for downtown to remain without electronic signs. He cautions, however, that the downtown may be too restrictive based on the existing standards.

Steve Olson showed on the wall map where the downtown C-3 Zone is located. An electronic signs could be approved within that area but not the flashing or animated type of sign. The commercial and light industrial areas along 99W/219 could indeed have electronic signs and are only restricted based on size, height, and setbacks.

Stephen McKinney said that as of the 10th of March, there would not be many noncompliant, grandfathered signs in Newberg. They all need to come into compliance with sign codes. Mike Ragsdale spoke up to say that we need to beware that we are not too restrictive. He foresees an electronic sign being aimed at tourism inviting people to visit the cultural center and participate in an event. Dennis asked the committee as to how we would help regulate or monitor signs that are noncompliant or outdated to come into a more attractive and functional form of signage.

Stephen McKinney said this is a great opportunity to set, shape, and suggest improvements to current and future issues crossing over in to aspects of business advertisements. He noted that he is concerned that the codes deal with the electronic signs that are in disrepair, so that they are repaired in a timely fashion.

Dennis agrees that partnership amongst the various groups and businesses in our community could be instrumental in ensuring the sign clutter is cleaned up.

Steve Olson asked the group for opinions about the C-2 commercial district and the ten square foot limitation for electronic signage. Stephen McKinney responded that the 10 square feet is not very much and may be too restrictive for businesses. Stephen spoke to the upside of the new technology for signs. The point is technology is ever changing and Fred Gregory said any technology we talk about and know today would be outdated soon.

Steve McKinney wants to ensure that the sign codes are designed to allow appropriate signage for the business or institution, as they need it to be used for their purposes. This would need to be carefully worded to allow for change in technology.

Michael Sherwood asked when the sunset clause in the sign code expires. Stephen McKinney said it expires in March 2010. He would like to see that a landscaping clause be incorporated into a new sign code. Stephen McKinney said the verbiage needed to be plain enough for people to see that it could be to their benefit to install an attractive, up to code sign. Dennis agreed that we needed to have a collaborative effort to encourage businesses to come into code compliance.

Steve Olson noted that it would be important to avoid unintended limitations when the code is written. Does the mode of sign operation, such as flashing, bother the committee members? Barton suggested they look at statements “g”, “h”, “i”, and “q” on pages 14 and 15 of the handouts. Dennis and Loni discussed the parameters surrounding motion and video motion in the code. Loni wondered if the type of sign could determine how the motion restrictions are established.

Steve Olson asked the group to review and discuss item “p” on page 15 of the packet. Claudia asked how that item could be enforced. Steve said business owners could be encouraged to display public service messages, but there is no

real way to mandate that they must display one. Dennis envisioned that all participating Newberg businesses, once they have better electronic sign technology, could control their messages via one person and one communication note. This would allow that group of businesses to alert the community to important messages such as Amber Alerts. Steve McKinney said those electronic sign owners are able to provide an additional service to the community by way of public communication.

The group expressed concern about mandating that electronic sign owners display public messages. It seemed to be a consensus that public messages should be optional.

VIII. ADJOURN:

Michael Sherwood, vice chair, was present to close the meeting as Chairman Nick Tri was excused earlier. Meeting adjourned at 5:13 p.m.

Approved by the Electronic Sign Ad Hoc Committee this 4th day of March, 2010.

AYES:

NO:

ABSENT:

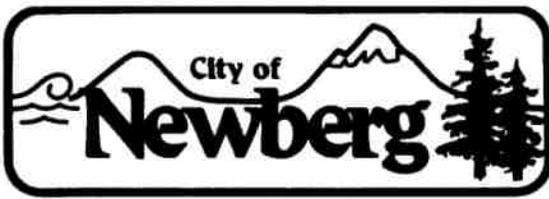
(List Name(s))

ABSTAIN:

(List Name(s))

Recording Secretary

Electronic Sign Ad Hoc Committee Chair



Memorandum

To: Electronic Sign Ad Hoc Committee

From: Steve Olson, Associate Planner

CC: Barton Brierley, Dan Danicic, Mayor Bob Andrews

Date: February 25, 2010

Re: March 4 code amendment workshop/recommendation

At the March 4, 2010 meeting the committee will consider the review process for electronic signs and specific code amendments.

Process:

The first issue to consider is the review process for approving electronic signs. Should the process allow any discretion? There are pluses and minuses to allowing discretion. We would like you to consider two options:

1. **Allow no discretion in review process:** If the process allows no discretion in the code it will be consistent and probably easy to understand and enforce. It will be fair, and treat all applicants the same. It provides greater certainty, but it is not flexible. Newberg's current sign code allows very little discretion in the review process. This does keep the review process shorter and less expensive for the applicant.
2. **Two track process:** Another option would be to have two review tracks. One track would be non-discretionary and would allow small animated electronic signs. The other track would allow larger signs and a license to operate the sign flexibly, based on meeting certain performance standards (such as no flashing or rapid scrolling, or providing better landscaping around the sign, and keeping the sign in good repair). If the sign was not operated within certain parameters then the license would not be renewed and the sign would be required to be operated under the same limits as the non-discretionary signs. The review of the sign could be by the Planning Commission. This would be a way of allowing flexibility while still retaining the ability to remove the flexibility if it is abused. We have included a potential development code amendment that illustrates how this approach could work.

We would like the committee to discuss these review options. Can you think of better approaches for allowing creativity while retaining enforcement ability? One reminder is that any discretionary review cannot be based on content.

Non-code options: there are other things that can be done outside of the sign code, which can be part of the committee's recommendation to Council. A community-based group could create an annual award for signs that show public service messages, for example. The committee could request that Council create low interest loans for sign upgrade projects.

Development code amendments:

We would like the committee to make a preliminary vote on the following code amendments. Then, at the next (and last) meeting, the committee will review the full recommendation as a single amendment and vote on that.

§ 151.597.5 ELECTRONIC MESSAGE CENTERS

Electronic message center signs are permitted subject to the limitations below.

Zoning district: Electronic message center signs are allowed in all zoning districts. Electronic message centers are not permitted for residential uses in residential zones. Animated signs are not allowed in the C-3 district.

Definition:

SIGN, ANIMATED. A sign that has a display that changes more than once in any ten minute period. *(comment – no change proposed to this definition)*

ELECTRONIC MESSAGE CENTER (EMC). A sign that is capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

- Vote:

Two-track review process:

1. Standard review: The standard review process is used for electronic message centers (EMC) when the sign:
 - a. Is an animated sign with an area under 10 square feet.
 - b. Is an EMC with an area over 10 square feet but less than 10 square feet is animated.
 - c. Is an EMC with an area over 10 square feet, but only displays static messages with a minimum dwell time of (3, 5 or 8 – choose one) seconds, and a transition time between messages of less than (0.5, 1 or 2 – choose one) seconds.
2. Special review: A special review process is required for electronic message centers (EMC) when the sign does not fit within one of the categories for a standard review.
 - a. Process: The special review process will be a Type III process with a decision by the Planning Commission. If an EMC is approved under a special review then it will be issued a license to operate the sign as conditioned by the review body. The license will expire (2 years – 5 years – pick one) after approval.
 - b. Criteria: In order to approve an EMC under a special review the review body must find that:
 - i. Front yard landscaping is installed in accordance with current codes or, if the site is a legal non-conforming site, contains at least 80% of the current required landscaping.
 - ii. Sign operation will comply with code restrictions:
 1. No flashing or rapid scrolling
 2. No video clips over (3-5-8) seconds
 - iii. Other aspects of the site, such as the buildings, fences, and parking areas, are well maintained and attractive.

c. Renewal process:

- i. The license will automatically renew unless a review is requested.
- ii. The request could be from the Director, Planning Commission, City Council, or by petition of three citizens.
- iii. The review would be limited to the original conditions of approval:
 1. Has not been used for flashing, rapid scrolling, or long video clips.
 2. Site landscaping still in good repair and maintenance.
 3. Sign in good state of repair.
- iv. The renewal will be reviewed by the (Planning Commission or Director)
- v. If a license is not renewed then the EMC can only be operated under the conditions listed for a standard review.

- Vote:

Maximum size:

Option 1: The entire freestanding or attached sign is allowed to be an electronic message center. The maximum size of the sign is limited by the code sections for freestanding and attached signs. The entire electronic message center is allowed to be an animated sign, unless otherwise prohibited in the zoning district.

Or

Option 2: Up to 80 percent of the freestanding or attached sign is allowed to be an electronic message center. The maximum size of the sign is limited by the code sections for freestanding and attached signs. The entire electronic message center is allowed to be an animated sign, unless otherwise prohibited in the zoning district.

(comment – this option keeps the sign from becoming a billboard that only advertises off-premise businesses)

Or

Option 3: Up to 50 percent of the freestanding or attached sign is allowed to be an electronic message center. The maximum size of the sign is limited by the code sections for freestanding and attached signs. The entire electronic message center is allowed to be an animated sign, unless otherwise prohibited in the zoning district.

- Vote: Option 1 –
Option 2 –
Option 3 -

Brightness:

Option 1: Each electronic message center shall be equipped with dimming technology that automatically varies the brightness of the electronic message display according to ambient light conditions.

Or Option 2: Each electronic message center shall be equipped with dimming technology that automatically varies the brightness of the electronic message display according to ambient light conditions. The intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety or welfare. Lighting from the message module shall not exceed 1,000 NIT (candelas per square meter) between dusk to dawn as measured by the equivalent 'Percentage of Maximum Brightness-Nighttime' setting on the applicant's sign-controlling software. Applications for sign permits containing an electronic display shall include the manufacturer's specifications and NIT (candela per square meter) rating. City officials shall have the right to view the programmed specifications of the sign to determine compliance.

Definition:

NIT. NIT means a measurement of luminance, where one nit is equal to one candela per square meter. A candela means a unit of measurement of the intensity of light, where one candela is the monochromatic radiation of 540 THz with a radiant intensity of 1/683 watt per steradian in the same direction. By way of example, an ordinary wax candle generates approximately one candela.

- Vote: Option 1 –
Option 2 (language from YESCO model code, definition taken from Salem code)–

Video display methods: Not permitted except in the C-2, M-1, M-2 and M-3 zones. Any sign that uses a video display method shall have a minimum video clip duration of two seconds and a maximum duration of five seconds.

- Vote:

Flashing and rapid scrolling: Flashing signs and rapid scrolling signs are prohibited in all zones.

Definition:

FLASHING. Flashing means a pattern of sudden alternation between a fully-illuminated EMC face and a face without illumination, or an EMC face where the copy color and the background color alternate or reverse color schemes rapidly (less than every three seconds).

RAPID SCROLLING. Rapid scrolling is when any letter or character in a message moves or appears to move across an EMC face horizontally faster than 10 feet in two seconds.

- Vote:

Electronic scoreboards: Electronic scoreboards with videoscreens in stadiums or at sports fields are not considered signs or limited in size if they are oriented inward to the playing field and the view from offsite is obscured.

- Vote:

Sign and site maintenance: All electronic message centers shall be kept in a good state of repair. Any burned out lights or LEDs shall be replaced as soon as possible. Any landscaping on the site required by code or as a condition of approval shall be maintained in good condition.

- Vote:

A Storage Place of Newberg Reader Board Sign information

Scott Cassidy [scott@astorageplace.com]

Sent: Thursday, February 04, 2010 2:58 PM
To: Steve Olson
Cc: Jerry Carlson [aspmgmt@aol.com]; Manager ASPNewberg [newberg@astorageplace.com]
Attachments: Newberg Sign documents Fin~1.pdf (1 MB)

Mr. Olson and the Electronic Sign Ad Hoc Committee:

Our sign is an important part of our business and hope to provide the committee with real tangible data and information to support its importance to our business and the community. We have invested a significant amount of funds for our sign in Newberg and it is an important component of our marketing mix to drive customers to our business. 36% of customers note our sign as the reason they are renting a unit from us (Report Attached).

It is important for us to attract customers to our business in Newberg and not let them escape to the surrounding communities. Only 65% of our customers are from the Newberg Zip Code area.

Our managers live on-site and are an integral part of the community. We many times during the year promote different charities, School, University and civic events. Some of the events are the Old Fashioned Festival, Food Drive, Kiwanis events, Fire Department Pancake Feed, Drive with Care and weather problems.

We are not advocating full motion video, but it is important that the rules not be so restrictive as in many of the communities sited by this committee. Many cities have become very restrictive in their sign ordinances that they hinder our ability to safely attract and promote our business. Nobody wants their sign to cause an accident. We also don't want Newberg to look like Tacoma or Las Vegas. Yet it is important to allow freedom enough for artistic expression which makes a dull drive a little more interesting. Our managers take pride in trying to be witty, communicative and supportive of the community.

We have yet to have a single complaint regarding distraction. Below you can read some of the comments, notes and messages received by our management team. Attached in a PDF document are the originals of our manager's notes and those of the community as well as the data showing how many respondents note our sign for how they heard about us.

We look forward to the committee moving forward with a recommendation which allows business and schools to promote themselves in a safe, effective manner while maintaining the ability to have artistic expression in support of those messages and the community.

Sincerely,

Scott Cassidy
 Operating Manager
 503-781-8373 – cell
 503-210-0247 - fax



<u>Date</u>	<u>Comments</u>	<u>By/Re: To</u>
2-9-09	Notes from Sue – Letter Carrier “I Love your sign”	
5-7-09	Thanks from the Fire Department for Pancake feed	

5-14-09	Note from Sue wanting to use our sign for fund drive	
5-16-09	Note from Sue – “Awesome sign, Thanks”	
5-23-09	Got a phone call stating they love our sign	
5-15-09	Note from Letter carriers – They gathered 14,713 lbs of food for F-I-S-H. 1700 more or less than 2008	
6-6-09	Several people called thanking us for putting up our Kiwanis sign	
3-18-09	Thanks from several _____ for putting “Go Bruins – NCAA Final Four and Champs	
7-24-09	By changing the sign daily throughout the Festival, we received several calls and comments about how they liked our sign	
8-17-09	Like your Sign	Phone Call
7-4-09	Like the fireworks	Phone call
7-4-09	Like your fireworks sign	Phone call
8-2-09	Are you the people on 99 with the great sign?	
8-6-09	Love to read your sign everyday	
8-7-09	Who thinks of all the care sayings on your sign	
8-19-09	Like to check the temperature when we go by	
8-20-09	You the people on Portland Road with the great sign	
8-24-09	I love your sign Keep up your good work	Pace Services
8-25-09	We get at least a smile a day - rates	Stopped in to check on
9-30-09	Tenant – We like your sign DISTINCTIVE IN THE DETAILS	

- 10-19-09 Lady at the Chevron Station asked who does our sign as she loves to go by everyday and see what it says
- 11-2-09 Had 3 people come in asking about our sign. Rented one unit. They liked the World Series Special
- 11-3-09 A lady came in asking about our steal
- 11-10-09 Rented a unit – Liked our sign
- 11-24-09 Are you the people with the sign? I always read your sign!
- 12-8-09 Lady came for rates – Asked if we were the one with the sign. She loved going by everyday to see what it says

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4836 (20100204) _____

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

A Storage Place of Newberg2811 Portland Road
Newberg, OR 97132**Zip Code Marketing Report**

<u>Zip Code</u>	<u>Count</u>	<u>Percent of Total</u>
Overall Marketing Distribution		
<u>Blank</u>	<u>679</u>	<u>49.67 %</u>
<u>SIGN</u>	<u>473</u>	<u>34.60 %</u>
<u>A STORAGE LO</u>	<u>67</u>	<u>4.90 %</u>
<u>OUR SIGN</u>	<u>29</u>	<u>2.12 %</u>
<u>TENTANT</u>	<u>22</u>	<u>1.61 %</u>
<u>MGMT</u>	<u>13</u>	<u>0.95 %</u>
<u>YELLOW PAGES</u>	<u>13</u>	<u>0.95 %</u>
<u>FRIEND</u>	<u>12</u>	<u>0.88 %</u>
<u>OTHER</u>	<u>6</u>	<u>0.44 %</u>
<u>OUR SIGNS</u>	<u>6</u>	<u>0.44 %</u>
<u>FORMER RENTER</u>	<u>4</u>	<u>0.29 %</u>
<u>NEIGHBOR</u>	<u>3</u>	<u>0.22 %</u>
<u>FAMILY</u>	<u>2</u>	<u>0.15 %</u>
<u>FORMER RENTERS</u>	<u>2</u>	<u>0.15 %</u>
<u>FRIENDS</u>	<u>2</u>	<u>0.15 %</u>
<u>NEW SIGN</u>	<u>2</u>	<u>0.15 %</u>
<u>RELATIVE</u>	<u>2</u>	<u>0.15 %</u>
<u>SIGNS</u>	<u>2</u>	<u>0.15 %</u>
<u>SING</u>	<u>2</u>	<u>0.15 %</u>
<u>ALREADY IS A TENANT</u>	<u>1</u>	<u>0.07 %</u>
<u>ALREADY STORING HERE</u>	<u>1</u>	<u>0.07 %</u>
<u>BROTHER INTERENET</u>	<u>1</u>	<u>0.07 %</u>
<u>CURRENT RENTER</u>	<u>1</u>	<u>0.07 %</u>
<u>DRIVE BY</u>	<u>1</u>	<u>0.07 %</u>
<u>DRIVE BY SIGN</u>	<u>1</u>	<u>0.07 %</u>
<u>DROVE BY</u>	<u>1</u>	<u>0.07 %</u>
<u>DROVE BY WITH SIGN</u>	<u>1</u>	<u>0.07 %</u>
<u>E MAIL</u>	<u>1</u>	<u>0.07 %</u>
<u>E-MAIL</u>	<u>1</u>	<u>0.07 %</u>
<u>ENSON</u>	<u>1</u>	<u>0.07 %</u>
<u>FIREND</u>	<u>1</u>	<u>0.07 %</u>
<u>FORMER TENANTS</u>	<u>1</u>	<u>0.07 %</u>
<u>GOOD SIGNS</u>	<u>1</u>	<u>0.07 %</u>
<u>HAVE ANOTHER UNIT HERE</u>	<u>1</u>	<u>0.07 %</u>
<u>HAVE OTHER UNITS</u>	<u>1</u>	<u>0.07 %</u>
<u>NEW TENANTS</u>	<u>1</u>	<u>0.07 %</u>
<u>OUR SIIGN</u>	<u>1</u>	<u>0.07 %</u>
<u>PAPER</u>	<u>1</u>	<u>0.07 %</u>
<u>PHONE CALL</u>	<u>1</u>	<u>0.07 %</u>
<u>RETURN CUSTOMER</u>	<u>1</u>	<u>0.07 %</u>
<u>SIGN SAYINGS</u>	<u>1</u>	<u>0.07 %</u>
<u>SIIGN</u>	<u>1</u>	<u>0.07 %</u>
<u>THEY HAVE ONE UNIT ALREAD</u>	<u>1</u>	<u>0.07 %</u>
<u>WALK IN</u>	<u>1</u>	<u>0.07 %</u>
<u>WE HAVE SEVERAL UNITS</u>	<u>1</u>	<u>0.07 %</u>
	1,367	100.00 %



P.O. Box 721
Newberg, OR
97132

503.554.6817

Don Parrish

FESTIVAL CO-CHAIR
donparrish_97132@yahoo.com

Allan Hopp

FESTIVAL CO-CHAIR
503.538.9281
allanh@hoppins.com

CORPORATE OFFICERS:

AL BLODGETT
VICE PRESIDENT

BECKY GREEN
SECRETARY

DON PARRISH
TREASURER

NEWBERG OLD FASHIONED
FESTIVAL IS A 501(C)3
NONPROFIT ORGANIZATION.

823-1077597

July 14, 2009

Dear Store Owner/Manager,

On behalf of the Old Fashioned Festival Committee, I am writing this letter to ask if you would be so kind as to post an announcement of the event on your reader board. The event will take place this year from July 23rd through the 26th. Most of the events will take place in and around Memorial Park. There will be a carnival at the old Renne School athletic fields and the fireworks will be displayed over the athletic fields, also, on Saturday, July 25th. This is a great family event and is free to all!

Thank you in advance for your assistance in "getting the word out" to passersby!

Paula Becker
Old Fashioned Festival Marketing

*Done
7/23/09*

July 9, 2008

A Storage Place of Newberg
Attention: Larry Neilsen
2811 Portland Rd.
Newberg, OR 97132

Dear Larry,

On behalf of the Old Fashioned Festival Committee, I am writing this letter to ask if you would be so kind as to post an announcement of the event on your reader board. The event will take place this year from July 24th through the 27th. Most of the events will take place in and around Memorial Park. There will be a carnival at the old Renne School athletic fields and the fireworks will be displayed over the athletic fields, also, on Saturday, July 26th.

Thank you in advance for your assistance in "getting the word out" to passersby!

Paula Becker
Old Fashioned Festival Marketing

SV 7/24
+ 7/26

6-13-08

MART

FROM NEUBENS

DODGE LIKEY JON

WENTHER SIGN

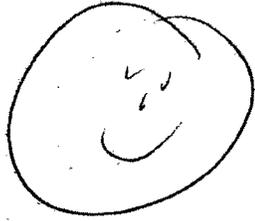
Notes from Sue...

5/15/09

14,713 lbs.

TO

F.I.S.H.



1700 Mems
TAM 2008

Notes from Sue...

5/14
5/10/09

LETTER CARRIER
FOOD DRIVE ~~TO~~
SAT, May 9th

Can we use your
516 Nagaw? Starting
a few days before
the 9th, maybe
wed - Sat. Thanks



NEWBERG VOLUNTEER FIRE DEPARTMENT

414 E. 2nd ST.
NEWBERG, OR 97132-3006
(503) 537-1230 fax ... (503) 554-7750
nfd@ci.newberg.or.us

To Whom It May Concern:

It's that time of year again and the Newberg Fire Department is excited to announce our annual Turkey Carnival November 14th and 15th.

We are seeking space on your reader board to promote this fundraiser.

Proceeds help support the **Toy and Joy** program in Newberg

Thank you,

Shannon Hankel

Firefighter/EMT-I

Newberg Fire Department
503-537-1230

A few ideas for information to post:

NFD
Turkey Carnival
Nov 14th - 15th
6pm

Fire Department
Turkey Carnival
Nov 14th & 15th
6pm Main Station



NEWBERG VOLUNTEER FIRE DEPARTMENT

414 E. 2nd ST.
NEWBERG, OR 97132-3006
(503) 537-1230 fax ... (503) 554-7750
nfd@ci.newberg.or.us

Newberg business,

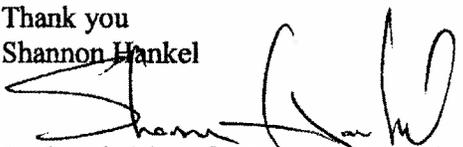
On Sunday, May 3rd Newberg Fire Department will be holding its 19th annual pancake breakfast.

We are asking for your help in our advertising campaign by the use of your reader board.

If you can help us, below is the information we would like to see on your board:

Firefighter's Pancake Feed
Sunday May 3rd
6:30-1pm
At Main Fire Station

Thank you
Shannon Hankel


Enclosed: Flyer for Pancake Breakfast

*Power 5/3
5/24*

*SHANNON HANKEL
503-330-5214*

Be Part of the Team!

Help support the George Fox women's basketball team as they head to the NCAA Final Four. Post a reader board message.

The George Fox University women's basketball team has reached the Final Four of the NCAA Division III national tournament for the first time in school history. The Bruins (30-0) have 10 freshmen and are ranked No. 2 in the nation in the USA Today/ESPN/Women's College Basketball Association poll.

The team leaves for the Final Four in Michigan on **Wednesday (March 18)** and we'd like to send them off with a city-wide show of support. They play The College of New Jersey on Friday, March 20. The winner will advance to the championship game Saturday, March 21. Follow the Bruins online at www.georgefox.edu (live video and audio coverage of game).

Please show your support for our hometown heroes on your business' marquee.

Possible headlines:

Good luck at Final Four, Bruins!

Go Bruins! NCAA Final Four

Congrats George Fox Women's BBall

Final Four-bound: Go Bruins!

Great job at nationals Bruins!

Congratulations Bruins!

Congrats on Final Four, Go George Fox

Go Bruins!

Thank You

For more information contact:

Rob Felton, George Fox University Director of Public Information, 503-554-2129

2007

Dear Larry & Kathy -
 A big thank you to a
 Storage Place for your
 generosity to Kiwanis
 for our Storage Sale -
 Not only did you give us
 space to store items, but
 you also purchase some on
 your reader board --
Several folks came by based
 on your sign.
 Thank you for helping Kiwanis
 serve the community.
 Billie Shell

2008-09 President

And ...
 you give us GREAT
 deal on our Storage Unit
 that we keep with Joe -
Thanks so much!

Driving home a message

By Amy Gramlich
NEWBERG GRAPHIC REPORTER

During the same route every day there are messages that bomb hard us from every direction, in clothing most listed on business read boards.

Some messages include information about sales, others have community events listed. Some even change with the seasons or with the day.

One of the readboards that changes and catches is at A Storage Place of Newberg on Portland Road.

Managers Larry and Kay Nielsen change the message about once a week. Some messages are seasonal, such as "Spring Clean" and "Summer Sale." They also have clever messages to draw in traffic.

The messages are developed by Kay Nielsen who has a book full of the messages. The graphic board

with a communication tactic while changing the phrases on a reader board at a home in Lake Oswego.

According to Larry Nielsen, his wife reads up the messages from ads she likes, changes the words around and has them on their read board for the storage business.

"We work with the seasons of the community or being a storage place you do the spring cleaning you try and work it in there," Larry Nielsen said.

The readboard is you get people used to reading every day and if you can catch their eye and make them something they want to read they look forward to it. You do that all the time and then when you say we have a sale of some kind to catch their attention to see the sale.

And the signs seem to work as people stop in for their storage needs and say they have had signs or call had one over the

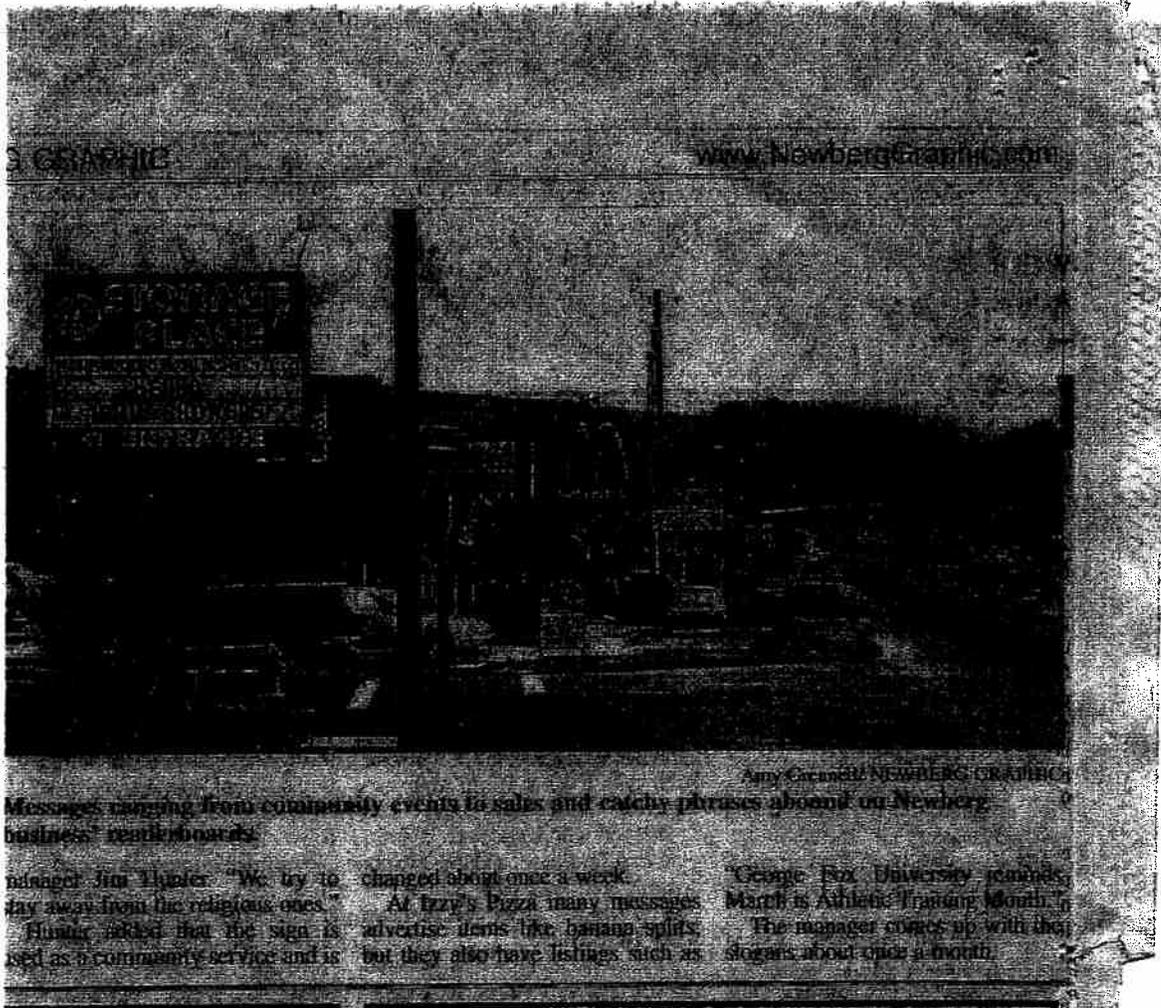
phone if they are the place with the readboard.

At Irzy's Pizza, A Storage Place had about 20 different readboard messages. Right now Larry Nielsen said he is leaving around 50 percent of the traditional board in the U.S. Message including "Always Natural" but knows he'll have an event on the ordinary days for other military holidays.

The thing that A Storage Place doesn't like is the signs. There are some who want to rent the sign from them. Instead they keep the space open so they can allow those who can't make to use it and they sometimes get police and fire department calls.

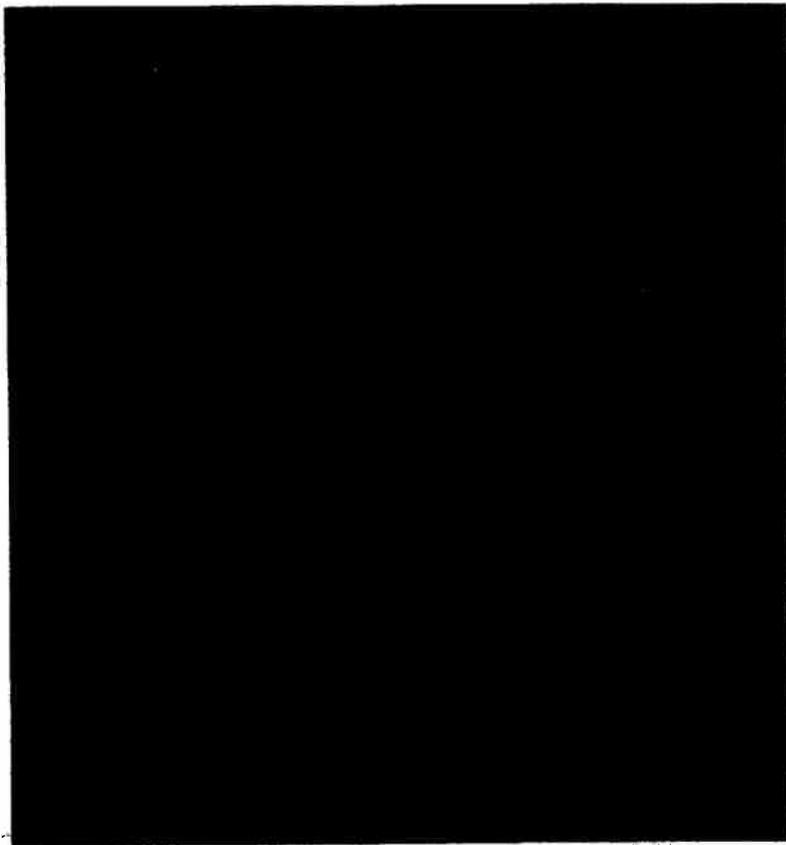
At Irzy's Pizza the readboard usually has community events, in season or just for fun.

"Even now we have the 21-10 campaign and we have live on line signs that have up there in all buildings" said Gramlich.



Amy Gramlich NEWBERG GRAPHIC
Messages ranging from community events to sales and catchy phrases abound on Newberg business' readboards.

manager Jim Hunter: "We try to stay away from the religious ones." Hunter added that the sign is used as a community service and is changed about once a week. At Irzy's Pizza many messages advertise items like banana splits but they also have listings such as George Fox University reminds March is Athletic Training Month. The manager comes up with the slogans about once a month.



Notes from Sue... 😊 Please put on
BOARD next
week 5th - 10th

m - 7th

LETTER CARRIER FOOD
DRIVE SAT may 10th

FKI

LETTER CARRIER FOOD
DRIVE TOMMORROW
May 10th

SAT

LETTER CARRIER FOOD
DRIVE TODAY!

SEMPER FI!

STERIS®



STERIS Corporation

Healthcare Group
2424 West 23rd Street
Erie, PA 16506 • USA
814-452-3100 • Fax 814-870-8475
www.steris.com

Ryan Collie
Field Service Representative
800-333-8828

CELL - 503-277-8902

OOH-RAH!

WANT TO SHAKE
YOUR HAND!

12/08
YVONNE
Mail Carrier
WANTS THANK YOU
To All Her Customers
For Digging & Out
Her Box

DATE	COMMENT	BY/RE: TO
8/22/09	I Love Your Sign	Price Service Rep STOPPED IN TH
8/28/09	KEEP UP THE GOOD WORK WE GET AT LEAST A STRIKE A DAY -	
9/30/07	TENANT - We Like Your Sign	- CK ON RATES
	DISTINCTIVE IN THE DETAILS	
10-19-09	LADY AT THE CHEVROLET STATION ASKED WHO DOES OUR	
	SIGN AS SHE HAVES TO GO BY EVERY DAY & SEE WHAT IT SAYS.	
11-2-09	HAD 3 PEOPLE CALL IN ASKING ABOUT OUR SIGN	
	SAYING - RENTED ONE UNIT. THEY LIKED THE WORLD	
	SERIES SPECIAL	
11-3-09	A LADY CALL IN ASKING ABOUT OUR <u>STEAL AD</u>	
11-10-09	RENTED A UNIT - LIKED OUR SIGN	
11-24-09	ARE YOU THE PEOPLE WITH THE SIGN? I ALWAYS RENT YOUR SIGN!	
12-8-09	LADY CALL FOR RATES - ASKED IF WE WERE THE	
	ONE WITH THE SIGN. SHE HAD GOING BY EVERY DAY	
	TO SEE WHAT IT SAYS	

<u>Date</u>	<u>Comments</u>	<u>By/Re: to</u>
2-9-09	Notes From Sue - Letter Carriers "I Love your Sign"	
5-7-09	THANKS FROM THE FIRE DEPT FOR PANCAKE FEED SALP.	
5-14-09	Note from Sue WANTING TO USE OUR SIGN FOR FOOD DRIVE	
5-16-09	Note from Sue - "ABOUT SIGN THANKS"	
5-23-09	Got a Phone Call STATING THE LOVE OUR SIGN	
5-15-09	Note From Letter Carriers - THEY GATHERED 14,713 LBS OF FOOD FOR F.I.S.H. - 1700 MORE LBS THAN 2008	
6-6-09	Several People Called THANKING us FOR PUTTING UP OUR KIWANIS SIGN.	
3-18-09	THANKS FROM SEVERAL CAUCUS FOR PUTTING "GO BRUINS! NCAA FINAL FOUR - AND CHAMPS"	
7-24-09	BY CHANGING THE SIGN DAILY THROUGHOUT THE FESTIVAL we RECEIVED SEVERAL CALLS & COMMENTS ABOUT HOW THEY LIKED OUR SIGN	
8-17-09	Like Your Sign - Phone Call	
7-4-09	Like THE FIRE WORKS. Phone Call	
7-4-09	like your Fire Works Sign Phone Call	
8-2-09	"ARE YOU THE PEOPLE ON 29 WITH THE GREAT SIGN"	
8-6-09	"I LOVE TO READ your SIGN every DAY"	
8-7-09	"WE THINKS OF ALL THE CUTE SAYINGS on your SIGN"	
8-19-09	Like To CHECK THE TEMPERATURE WHEN we GO BY,	
8-20-09	you THE PEOPLE ON PORTLAND ROAD WITH THE GREAT SIGN	

RE: A Storage Place of Newberg Reader Board Sign information

Scott Cassidy [scott@astorageplace.com]

Sent: Friday, February 05, 2010 12:22 PM

To: Steve Olson; Barton Brierley; Bob Andrews; Chuck Morris [cmorris@buybob.com]; Claudia Stewart [stewartc@newberg.k12.or.us]; Dan Danicic; Dan Rouse [MGR.06664@store.walgreens.com]; Dennis Lewis [dennis@lewisav.com]; Fred Gregory [fgregory@georgefox.edu]; Julie Want [julie@wantcpa.com]; Kristen Horn [newdt2@verizon.net]; Michael Sherwood [michaelsherwood@verizon.net]; Stephen McKinney; Tami Bergeron; Terry Mahr; Wayne Strong [strongw@newberg.k12.or.us]

Cc: Manager ASPNewberg [newberg@astorageplace.com]

I just noticed an error in my numbers. Where our managers actually recorded a response over 75% of our customers reported the sign as to why they stopped in to rent from us. So as you can see it is a very important communication vehicle for us. Below is my math if you feel inclined to check it.

Take Care;

Scott Cassidy
 Scott@AStoragePlace.com
 503-781-8373
 503-210-0247 fax

1367 Total customers
 <679> no response

 688 Responses
 520 mentioned sign

$(520 / 688) \times 100 = 75.58\%$

From: Steve Olson [mailto:steve.olson@newbergoregon.gov]

Sent: Friday, February 05, 2010 10:05 AM

To: Barton Brierley; Bob Andrews; Chuck Morris (cmorris@buybob.com); 'Claudia Stewart'; Dan Danicic; Dan Rouse; Dennis Lewis (dennis@lewisav.com); Fred Gregory (fgregory@georgefox.edu); Julie Want; Kristen Horn; Michael Sherwood; Scott Cassidy; Stephen McKinney; Steve Olson; Tami Bergeron; Terry Mahr; Wayne Strong

Subject: FW: A Storage Place of Newberg Reader Board Sign information

Hello all,

I am forwarding you this email from Scott Cassidy regarding A Storage Place's sign. It includes a list of comments they have received and a report showing how the sign impacts their marketing.

Regards,
 Steve Olson
 City of Newberg
 503-537-1215

From: Scott Cassidy [scott@astorageplace.com]

Sent: Thursday, February 04, 2010 2:58 PM

To: Steve Olson

Cc: 'Jerry Carlson'; 'Manager ASPNewberg'

Subject: A Storage Place of Newberg Reader Board Sign information

Mr. Olson and the Electronic Sign Ad Hoc Committee:

Our sign is an important part of our business and hope to provide the committee with real tangible data and information to support its importance to our business and the community. We have invested a significant amount of funds for our sign in Newberg and it is an important component of our marketing mix to drive customers to our business. 36% of customers note our sign as the reason they are renting a unit from us (Report Attached).

It is important for us to attract customers to our business in Newberg and not let them escape to the surrounding communities. Only 65% of our customers are from the Newberg Zip Code area.

Our managers live on-site and are an integral part of the community. We many times during the year promote different charities, School, University and civic events. Some of the events are the Old Fashioned Festival, Food Drive, Kiwanis events, Fire Department Pancake Feed, Drive with Care and weather problems.

We are not advocating full motion video, but it is important that the rules not be so restrictive as in many of the communities sited by this committee. Many cities have become very restrictive in their sign ordinances that they hinder our ability to safely attract and promote our business. Nobody wants their sign to cause an accident. We also don't want Newberg to look like Tacoma or Las Vegas. Yet it is important to allow freedom enough for artistic expression which makes a dull drive a little more interesting. Our managers take pride in trying to be witty, communicative and supportive of the community.

We have yet to have a single complaint regarding distraction. Below you can read some of the comments, notes and messages received by our management team. Attached in a PDF document are the originals of our manager's notes and those of the community as well as the data showing how many respondents note our sign for how they heard about us.

We look forward to the committee moving forward with a recommendation which allows business and schools to promote themselves in a safe, effective manner while maintaining the ability to have artistic expression in support of those messages and the community.

Sincerely,

Scott Cassidy
 Operating Manager
 503-781-8373 – cell
 503-210-0247 - fax



<u>Date</u>	<u>Comments</u>	<u>By/Re: To</u>
2-9-09	Notes from Sue – Letter Carrier “I Love your sign”	
5-7-09	Thanks from the Fire Department for Pancake feed	
5-14-09	Note from Sue wanting to use our sign for fund drive	
5-16-09	Note from Sue – “Awesome sign, Thanks”	
5-23-09	Got a phone call stating they love our sign	
5-15-09	Note from Letter carriers – They gathered	

- 14,713 lbs of food for F-I-S-H. 1700 more or less than 2008
- 6-6-09 Several people called thanking us for putting up our Kiwanis sign
- 3-18-09 Thanks from several _____ for putting "Go Bruins – NCAA Final Four and Champs
- 7-24-09 By changing the sign daily throughout the Festival, we received several calls and comments about how they liked our sign
- 8-17-09 Like your Sign Phone Call
- 7-4-09 Like the fireworks Phone call
- 7-4-09 Like your fireworks sign Phone call
- 8-2-09 Are you the people on 99 with the great sign?
- 8-6-09 Love to read your sign everyday
- 8-7-09 Who thinks of all the care sayings on your sign
- 8-19-09 Like to check the temperature when we go by
- 8-20-09 You the people on Portland Road with the great sign
- 8-24-09 I love your sign Pace Services
Keep up your good work
- 8-25-09 We get at least a smile a day - Stopped in to check on rates
- 9-30-09 Tenant – We like your sign
DISTINCTIVE IN THE DETAILS
- 10-19-09 Lady at the Chevron Station asked who does our sign as she loves to go by everyday and see what it says
- 11-2-09 Had 3 people come in asking about our sign. Rented one unit. They liked the World Series Special
- 11-3-09 A lady came in asking about our

steal

- 11-10-09 Rented a unit – Liked our sign
- 11-24-09 Are you the people with the sign?
I always read your sign!
- 12-8-09 Lady came for rates – Asked if we
were the one with the sign. She
loved going by everyday to see what
it says

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4836
(20100204) _____

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4839
(20100205) _____

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

_____ Information from ESET NOD32 Antivirus, version of virus signature database 4839
(20100205) _____

The message was checked by ESET NOD32 Antivirus.

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