December 19, 2017

Mr. Thomas Lovelace
City Planner
7100 147th Street West
Apple Valley, MN 55124

Re: Zoning Ordinance Amendment, Foliage Medical Building, 15160 Foliage Ave., Apple Valley, MN 55124

Dear Tom,
This letter is a request to amend the provision for illuminated exterior signage at the Foliage Medical Building in Apple Valley in a manner that we feel benefits both the medical provider tenants that occupy the building and the residents that occupy buildings facing the medical building.

Currently, code provides that the Foliage Medical Building can have internally illuminated signage on approximately the north 135 feet of the 220 foot west wall facing Foliage Avenue, as well as the north and east facing walls. Only non-illuminated signs are permitted on the south facing wall and on approximately the south 85 feet of the west wall facing Foliage Avenue.

The purpose of the illuminated signage restriction is to reduce the impact on adjacent residential occupants.

Currently, we may install signs of various color, and commercial sign intensity, on about 60% of the Foliage Avenue facing with only non-illuminated signs on the balance the Foliage and south facing. Our request is to allow internally illuminated signs on all facings subject to restrictions as listed below. We believe these requests will reduce the intrusion on our residential neighbors while created a balanced and professional, yet visible signage for the medical providers.

In consideration for the above provision, the building owner, Elder Doyle, LLC, would agree to adhere to the following provisions:

1. All signs facing west or south must be white.
2. All illuminated signs facing west or south must not exceed 112 NITS in intensity.
3. All illuminated signs facing west or south must be turned off between the hours of 10 PM and 6 AM.

It is our hope that amending the option of having commercial grade, multi-colored signs with no operating restrictions on much of the Foliage Avenue facing, with a provision that includes

lower illuminous intensity white signs balanced along the building, with limited hours of operation, will generally benefit all parties.

Thank you for giving this your consideration.

Sincerely,

John S. Elder
General Partner
Elder Doyle, LLC
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