



**PLANNING COMMISSION AGENDA  
January 8, 2015 7:00 PM  
NEWBERG PUBLIC SAFETY BUILDING  
401 EAST THIRD STREET**

**I. CALL MEETING TO ORDER**

**II. OATH OF OFFICE FOR NEW COMMISSIONERS**

**III. ROLL CALL**

**IV. ELECTION OF CHAIR AND VICE CHAIR:** If the Planning Commission elects to follow their usual rotation based on seniority then Gary Bliss is in line for Chair and Allyn Edwards is in line for Vice Chair.

**V. PUBLIC COMMENTS** (5-minute maximum per person – for items not on the agenda)

**VI. CONSENT CALENDAR** (items are considered routine and are not discussed unless requested by the commissioners)

1. Minutes from the June 19, and July 10, 2014 meetings

**VII. LEGISLATIVE PUBLIC HEARINGS** (continued during deliberations – public testimony was closed)

1. **Development Code Amendment regarding temporary and portable signs (continued from December 11, 2014).**

The proposal:

- Adds a new section for a temporary sign permit program that will allow additional temporary and portable signs with a coordinated appearance in the C-2, C3, and Institutional zones.
- Adds new language to address the use of pennants, streamers, and inflatable objects.
- Adds new language to clarify the definition of a flag display and flag use on holidays.

File no.: DCA-14-001 Resolution no.: 2014-305

**VIII. ITEMS FROM STAFF**

1. Update on Council items
2. Other reports, letters or correspondence
3. Next Planning Commission meeting: February 12, 2015

**IX. ITEMS FROM COMMISSIONERS**

**X. ADJOURNMENT**

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

**ACCOMMODATION OF PHYSICAL IMPAIRMENTS:** *In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible as and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.*



It needed to be added to the conditions that the sewer for Lots 20 and 21 were not shown on the documents. The applicant shall come up with a plan for utilities to serve Lot 21. The utility plan would include storm water.

The Planning Commission found that the engineering department comments were relevant. There was discussion regarding the subdivision design and that it would have additional, not better, connectivity if it extended to College Street. Because College Street was a minor arterial the access spacing standards in the Development Code required a new street to be at least 300 feet from Mission Drive, however an extension of Rentfro Way would only be 230 feet from Mission Drive. In addition, a Rentfro extension would only be slightly offset from Ella Court on the east side of College. The spacing standards in the Code required the street to either align with the other one or be offset by 100 feet. The other connections would cause negative impacts and would be a taking because all of the surrounding properties were already developed. Requiring a street plan that extended to Illinois would create a negative impact for already developed properties.

Regarding sidewalks, the sidewalk to the west was not practical because of the angle and visibility. The applicant proposed public walkways to bring the subdivision as close to standards as reasonable. The walkway to Clifford Court should not be built because it was narrow, long, and angled. The Planning Commission found that the comments from ODOT were applicable.

There was further discussion regarding the long cul-de-sac street language. It was feasible to subdivide the property without creating a future street plan that would result in negative impacts to currently developed property along Illinois. The Commission wanted the tax lot numbers inserted instead of saying they were adjacent skinny parcels. Language was suggested to say “subdividing the existing R-1 zone site without a variance to cul-de-sac standards would require a. an access to College which would not happen due to ODOT requirements and the offset and b. an access to Illinois through the developed lots which had a negative impact. The only way to provide access and connectivity was through a long cul-de-sac.” They also wanted to remove language about this being an infill project. This R-1 property differed from most other R-1 properties in the City in that it had access from only one City street and was surrounded by developed properties. Granting of the variance would not be detrimental and had no negative impact on neighboring properties. The Commission wanted to add a sentence saying this variance avoided producing a traffic plan that would be injurious to neighboring properties.

For the conditions, the Commission wanted to add storm water and sewer for Lot 21. There was discussion regarding how the storm water system would be maintained.

Mr. Steve Olson said staff would finalize the changes and the Planning Commission would make the decision at the next meeting.

## **V. ITEMS FROM STAFF:**

1. Update on Council items: Mr. Steve Olson reviewed what had happened at the last Council meeting including discussion on increasing the hotel tax and fire and police contract negotiations. There was a new City Manager and the budget had been passed.
2. Other reports, letters or correspondence: None.
3. Next Planning Commission meeting: July 10, 2014

## **VI. ITEMS FROM COMMISSIONERS**

None.

**VII. ADJOURNMENT**

The meeting adjourned at 8:55 PM.

**Approved** by the Newberg Planning Commission this \_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
**Minutes Recorder**

\_\_\_\_\_  
**Planning Commission Chair**

**PLANNING COMMISSION MINUTES**  
**July 10, 2014 7:00 PM**  
**NEWBERG PUBLIC SAFETY BUILDING (401 EAST THIRD STREET)**

**I. CALL MEETING TO ORDER**

Chair Art Smith called the meeting to order at 7:00 PM.

**II. ROLL CALL**

Members Present:     Art Smith, Chair                             Cathy Stuhr                             Philip Smith  
                           Gary Bliss   Allyn Edwards (arrived late)     Jason Dale  
                           Matt Fortner

Members Absent:     Luis Saavedra

Staff Present:         Steve Olson, Interim Planning & Building Director

**III. PUBLIC COMMENTS**

Chair Smith opened and closed public testimony as there was no one to testify.

**IV. CONSENT CALENDAR**

1.     Approval of May 8 and May 22, 2014 Planning Commission Meeting Minutes

Commissioner Philip Smith moved to approve the May 8 and May 22, 2014 Planning Commission meeting minutes. The motion was seconded by Commissioner Gary Bliss and passed 6-0.

**V. QUASI-JUDICIAL PUBLIC HEARING:**

1.     APPLICANT: Brown/Nielsen  
       REQUEST: Subdivision/variance for Shellie Park (21 lots)  
       LOCATION: 735 N. College Street  
       TAX LOT: 3218DB-2300, -2600, -700  
       FILE NO.: SUB3-14-005/VAR-14-002                     ORDER NO.: 2014-16  
       CRITERIA: 15.235.060 and 15.215.040

Chair Smith asked if any Commissioner had ex parte contacts since the last meeting to declare. There was none.

Steve Olson, Interim Planning & Building Director, said there was no new information as the Commission was in deliberations.

Chair Smith said the findings had been vetted by the Planning Commission at the last meeting. He asked if there were any additional comments or changes.

Commissioner Cathy Stuhr suggested some additions to the findings. On page 20 of the packet, second paragraph from the top, second line, add the word “viable” to say that it was not a “viable” option to have additional connectivity by Rentro Way extending to College Street. On page 24, second paragraph from the bottom, the sentence where it discussed a street stubbed to the south would take up nearly the entire width of one of the skinny properties to the south, add skinny “developed” property which would impact the future in fill development of the property to the south. On page 25, third paragraph from the top, where it said this R-1 property differed from

most R-1 property in that it had access from only one City street and was surrounded by developed properties, change to had a “single” access from only one City street. The next change was on Finding C, by adding the word “adjacent” to possibly partitioning of “adjacent” lots 2700 and 2800. In Finding E, where it stated this variance avoided producing a street plan that would be injurious to adjacent properties, add “or that could result in hazardous turning motions on College Street.”

Commissioner Philip Smith said in the public testimony, it was suggested that the applicant and staff had not provided any response to certain requirements in the Code, and that there was nothing that showed this was an exceptional circumstance. Although the applicant did not make the argument well, the Planning Commission could see that having only one access point from one street surrounded by developed properties was an issue. He thought if the Planning Commission saw something they could make a finding for it even if it was not brought up by the applicant. That was what had been done here.

Commissioner Allyn Edwards arrived at 7:15 PM.

Commissioner Jason Dale moved to adopt Order No. 2014-16, Shelly Park Subdivision, as amended. The motion was seconded by Commissioner Philip Smith and passed 7-0.

## **VI. ITEMS FROM STAFF:**

1. Update on Council items: Mr. Steve Olson discussed the annexation hearings held at the last Council meeting.
2. Other reports, letters or correspondence: None.
3. Next Planning Commission meeting: August 14, 2014

There was consensus to cancel the August meeting due to people going on vacation and there was nothing currently on the agenda.

## **VII. ITEMS FROM COMMISSIONERS**

Commissioner Cathy Stuhr discussed an editorial in the *Oregonian* on Oregon land use law being broken that cited Newberg as an example.

Chair Smith met the new City Manager and encouraged the Commission to meet her as well.

Mr. Steve Olson stated the Economic Development Planner position had been cut and the department had been reorganized. Mr. Beam was now an Associate Planner with the City. The Traffic Safety Commission had asked the Planning Commission to attend their next meeting on July 14.

## **VIII. ADJOURNMENT**

The meeting adjourned at 7:30 PM.

**Approved** by the Newberg Planning Commission this \_\_\_\_ day of \_\_\_\_\_, 2014.

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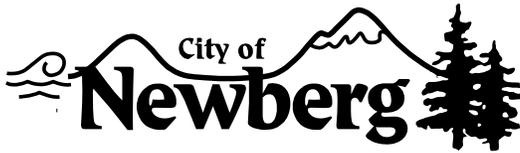
**Minutes Recorder**

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**Planning Commission Chair**

**OUTLINE FOR LEGISLATIVE PUBLIC HEARING**  
**Newberg Planning Commission**

- 1. CALL TO ORDER**  
OPEN THE PUBLIC HEARING, ANNOUNCE THE PURPOSE, DISCUSS TESTIMONY PROCEDURE, AND TIME ALLOTMENTS
- 2. CALL FOR ABSTENTIONS AND OBJECTIONS TO JURISDICTION**
- 3. STAFF REPORT**  
COMMISSION MAY ASK BRIEF QUESTIONS FOR CLARIFICATION
- 4. PUBLIC TESTIMONY**  
5 MINUTE TIME LIMIT PER SPEAKER (15 MINUTE LIMIT FOR APPLICANT AND PRINCIPAL OPPONENT). SPEAKER GOES TO WITNESS TABLE, STATES NAME & PRESENTS TESTIMONY. COMMISSION MAY ASK QUESTIONS OF SPEAKERS.
  - A. APPLICANT(S) (IF ANY)
  - B. OTHER PROPONENTS
  - C. OPPONENTS AND UNDECIDED
  - D. STAFF READS WRITTEN CORRESPONDENCE (TIME LIMIT APPLIES)
  - E. APPLICANT (IF ANY) REBUTTAL
- 5. CLOSE OF PUBLIC TESTIMONY PORTION OF HEARING**
- 6. FINAL COMMENTS FROM STAFF AND RECOMMENDATION**
- 7. PLANNING COMMISSION DELIBERATION**
- 8. ACTION BY THE PLANNING COMMISSION**
  - A. RESOLUTION – Usually requires passage of resolution.
  - B. VOTE – Vote is done by roll call.
  - C. COMBINATION – Can be combined with other commission action; separate vote on each action is required.



## Planning and Building Department

P.O. Box 970 ▪ 414 E First Street ▪ Newberg, Oregon 97132  
503-537-1240 ▪ Fax 503-537-1272 ▪ [www.newbergoregon.gov](http://www.newbergoregon.gov)

### PLANNING COMMISSION STAFF REPORT TEMPORARY AND PORTABLE SIGNS DEVELOPMENT CODE AMENDMENT

HEARING DATE: January 8, 2015

FILE NO: DCA-14-001

APPLICANT: Initiated by Newberg City Council by Resolution 2014-3161

REQUEST: Amend the Newberg Development Code provisions regarding temporary and portable signs

#### ATTACHMENTS:

Resolution 2014-305 with

Exhibit "A": Proposed Development Code Text Amendment

Exhibit "B": Findings

1. Recommendations to City Council by Temporary and Portable Sign Ad-Hoc Committee
2. Newberg City Council Resolution 2014-3161 initiating text amendments
3. New public testimony
4. Previous public testimony (by reference – see previous packet)

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#### A. **SUMMARY:** The proposed amendments do the following:

1. Adds a new section for a temporary sign permit program that will allow additional temporary and portable signs with a coordinated appearance in the C-2, C3, and Institutional zones.
2. Adds new language to address the use of pennants, streamers, and inflatable objects.
3. Adds new language to clarify the definition of a flag display and flag use on holidays.
4. Modifies existing development code language regarding temporary and portable signs to clarify the intent of the code.

**BACKGROUND:** On October 7, 2013, the City Council adopted Resolution No. 2013-3080, establishing a Temporary and Portable Sign Ad-Hoc Committee. The committee's charge was as follows: "The committee will make a determination as to what, if any, changes to the current development code regarding temporary and portable signs may be desirable. If the committee determines changes may be warranted, the committee is to draft recommended development code amendments for consideration of

adoption by the city council. Such recommended changes shall meet two criteria: improve the likelihood the intended message will reach its target audience; while at the same time, meet the spirit and intent of the purpose of the sign regulations as stated in Section 15.435.010 of the Newberg development code.”

The committee was formed at the recommendation of Mayor Bob Andrews. That recommendation came about as a response to local business concerns. On May 6, 2013, three local auto dealers came to the city council and requested a review of Newberg’s provisions on temporary and portable signs, particularly relating to the types of devices that fall under the sign regulations, such as advertising flags, banners, and streamers. On June 17, 2013, the city council heard a staff presentation discussing the city’s current sign regulations.

The purpose of the city’s sign regulations per the Newberg development code is:

***15.435.010 Purpose.***

*A. The citizens of Newberg desire a clean, attractive, economically vibrant, and safe community. Well-planned and constructed signs can contribute to the community’s success by directing and informing the public about commercial and other activities, and by creating attractive commercial and other neighborhoods. On the other hand, unregulated signage can create clutter, distractions, and hazards.*

The committee began meeting in November 2013 and continued to do so approximately every two weeks. The committee examined the current sign code regarding temporary and portable signs, toured the city to see how the code is being implemented “on the ground”, conversed with various business owners (included the owners of the three largest auto dealerships) regarding the implementation of this type of signage, and explored options on how the city may improve temporary and portable signage in a way that will benefit local businesses as well as the community in general. Attachment 1 describes the final recommendations from the committee to the council.

On July 21, 2014, the City Council considered the recommendations by the Temporary and Portable Sign Ad-Hoc Committee. The City Council accepted the recommendations and with minor changes, initiated a development code amendment through Resolution No. 2014-3161 (Attachment 2).

**B. PROCESS:** A development code amendment is a Type IV application and follows the procedures in Newberg Development Code 15.100.060. The Planning Commission will hold a legislative hearing on the application. The Commission will make a recommendation to the Newberg City Council. Following the Planning Commission’s recommendation, the Newberg City Council will hold a legislative hearing to consider the matter. Important dates related to this application are as follows:

1. July 21, 2014: The Newberg City Council adopted Resolution 2014-3161, initiating the Development Code amendment.
2. October 27, 2014: Planning staff posted notice in four public places, and placed notice on Newberg’s website.
3. October 29, 2014: The *Newberg Graphic* published notice of the Planning Commission hearing.
4. November 13, 2014: The Planning Commission held a legislative hearing to consider

the application. The Commission continued the hearing to their next scheduled meeting on December 11, 2014.

5. December 11, 2014: The Planning Commission held a hearing, took public testimony, closed public testimony, and began deliberations. The Commission continued the hearing to January 8, 2015.

- C. ANALYSIS:** The Temporary and Portable Sign Ad-Hoc Committee spent considerable time and effort in identifying potential changes intended to improve temporary and portable signage within Newberg. The proposed code amendments were designed to allow businesses more signage while keeping Newberg “*clean, attractive, economically vibrant*”. The City Council has reviewed these changes and felt they deserved further consideration, with the clarification that the temporary sign permit program only applies to private property and that the Council did not want to exempt umbrella signs from the code.

Prior to the Planning Commission’s public hearing on November 13, 2014, city staff met to further review the proposed changes and consider how the proposal could be amended to make it simpler to implement. At the Planning Commission’s public hearings on November 13 and December 11, 2014, the Commission reviewed the proposed changes to the development code and suggested some additional changes to consider.

- D. PRELIMINARY STAFF RECOMMENDATION:** The preliminary staff recommendation is made in the absence of additional public hearing testimony, and may be modified subsequent to the close of the public hearing. At this writing, staff recommends that the Planning Commission discuss the proposed amendments and determine if they agree on a recommendation. If there is a general consensus on the proposed changes then the Planning Commission should:

*Move to adopt Planning Commission Resolution 2014-305, which recommends that the City Council adopt the proposed amendments to the Development Code.*



# PLANNING COMMISSION RESOLUTION 2015-305

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**A RESOLUTION RECOMMENDING THAT THE CITY COUNCIL AMEND THE  
NEWBERG DEVELOPMENT CODE REGARDING THE USE OF TEMPORARY AND  
PORTABLE SIGNS**

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## RECITALS

1. The Newberg City Council adopted Resolution 2014-3161 on July 21, 2014, which initiated amendments to the Newberg Development Code.
2. After proper notice, the Newberg Planning Commission held a hearing on November 13, 2014 to consider the amendment. The Commission considered testimony and continued the public hearing to their next scheduled meeting on December 11, 2014.
3. On December 11, 2014, the Planning Commission considered additional testimony, deliberated, and continued the hearing to January 8, 2015.
4. On January 8, 2015 the Planning Commission deliberated on the proposed amendments.

### **The Newberg Planning Commission resolves as follows:**

1. The Commission recommends that the City Council adopt the amendments to the Newberg Development Code as shown in Exhibit "A". Exhibit "A" is hereby adopted and by this reference incorporated.
2. The findings shown in Exhibit "B" are hereby adopted. Exhibit "B" is by this reference incorporated.

**Adopted by the Newberg Planning Commission this 8<sup>th</sup> day of January, 2015.**

ATTEST:

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Planning Commission Chair

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Planning Commission Secretary

List of Exhibits:

- Exhibit "A": Development Code Text Amendments
- Exhibit "B": Findings

**Exhibit “A” to Planning Commission Resolution 2015-305  
Development Code Amendments –File DCA-14-001  
Temporary and Portable Signs**

Note: Existing text is shown in regular font.  
Added text is shown in double-underline  
Deleted text is shown in strikethrough.

**15.05.030 Definitions.**

For the purpose of this title, the following definitions shall apply unless the context clearly indicates or requires a different meaning:

“Building face” means an exterior wall of a building that generally faces one direction and that is visible from the public right-of-way. A building face is broken by a change in building direction of 60 degrees or more, except for minor extensions or indentations that are shorter than 50 percent of the building frontage (see Appendix A, Figure 15).

“Building frontage” means the longest horizontal distance between lines perpendicular to a building face (see Appendix A, Figure 15).

“Flag” means fabric that is attached to a pole on one end only that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

“Flag display” means one or more flags attached to a permanently affixed single pole.

“Readerboard” means a portable sign with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. “Readerboard” does not include animated signs, nor does it include signs where less than 20 percent of the sign area can be so changed or rearranged.

“Sign” means any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public. “Sign” includes banners, flags, balloons with graphics, letters, or advertising, and murals.

“Sign, animated” means a sign that has a display that changes more than once in any 10-minute period.

“Sign area” means the area of a sign which is computed by means of the smallest square, circle, rectangle, triangle, or combination of the smallest square, circle, rectangle, or triangle that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets the requirements of this code and is clearly incidental to the display itself. The sign area for a sign with more than one face shall be computed by adding the area of all sign faces visible from any one point. When two sign faces are placed back to back or at an angle of less than 45 degrees to one another so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of

the same sign structure and are not more than 42 inches apart, the sign area shall be computed by the measurement of the largest face (see Appendix A, Figure 16).

“Sign, attached” means any sign attached to any part of a building, as contrasted to a freestanding sign. Attached signs are of two types:

1. Minor Attached. A sign not to exceed six square feet in area (three square feet in residential zones) that does not extend above the roof line of the building it is attached to.
2. Major Attached. All other attached signs.

“Sign, freestanding” means any sign supported by structures or supports that are anchored in the ground and that are independent from any other building or structure. Freestanding signs are of two types:

1. Minor Freestanding. A freestanding sign that is less than or equal to six square feet in area (three square feet in residential zones) and three feet in height.
2. Major Freestanding. All other freestanding signs.

“Sign, portable” means any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to: signs designed to be transported by means of wheels; signs connected to A- or T-frames; menu and sandwich board signs; umbrellas, balloons, flags, or banners containing signs; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said sign is permanently affixed to the vehicle and said vehicle is licensed for movement on public streets.

“Sign, public” means any sign that is placed within public right-of-way by or under direction of a governmental agency.

“Sign, temporary” means a portable sign that is limited by law to placement for a specified period of time.

### **15.435.010 Purpose.**

A. The citizens of Newberg desire a clean, attractive, economically vibrant, and safe community. Well-planned and constructed signs can contribute to the community’s success by directing and informing the public about commercial and other activities, and by creating attractive commercial and other neighborhoods. On the other hand, unregulated signage can create clutter, distractions, and hazards.

B. These regulations are designed:

1. To improve, maintain and preserve Newberg as a pleasing environment so as to improve the quality of life of all residents.
2. To enhance the attractiveness of Newberg as a place to conduct business.
3. To enable the identification of places of residence and business.
4. To allow freedom of expression.
5. To reduce distractions and obstructions from signs which would adversely affect safety.
6. To reduce the hazards from improperly placed or constructed signs. [Ord. 2499, 11-2-98. Code 2001 § 151.590.]

### **15.435.020 Applicability and exemptions.**

A. All signs placed or maintained anywhere within the city shall comply with the standards of this chapter, with the exception of the following:

1. Public signs.
2. Signs that are required to be placed by law and that are no more than 50 percent larger than the minimum size required by law or, if there is no minimum size specified, signs with lettering height no more than four inches.
3. Signs painted on or attached to windows that do not cover more than 50 percent of the surface of that window.
4. Signs located entirely within a building and not on a window.
5. Signs not legible from the public right-of-way.

B. If any of the signs listed above require permits under the current edition of the Oregon Structural Specialty Code, the sign shall be placed only following issuance of such permit.

C. Nothing in this chapter shall be construed to allow placement of a sign on a property without the authority of the property owner. [Ord. 2499, 11-2-98. Code 2001 § 151.591.]

### **15.435.030 Permit required.**

A. Except as follows, no person or entity shall place any sign within the city without first obtaining a permit from the director.

B. The following do not require sign permits, but must otherwise comply with the standards of this chapter:

1. Minor freestanding signs.
2. Minor attached signs.
3. Temporary signs.
4. Portable signs.
5. Flag display (one allowed on each street frontage)

6.5. If any of the signs listed above require permits under the current edition of the Oregon Structural Specialty Code, the sign shall be placed only following the issuance of such permit. [Ord. 2499, 11-2-98. Code 2001 § 151.592.]

### **15.435.040 General requirements – All signs.**

A. All signs shall comply with the standards contained in the current edition of the Oregon Structural Specialty Code. If the standards of that code and this development code conflict, this development code shall prevail. All signs shall be kept in repair and in a proper state of preservation as required under the current edition of the Oregon Structural Specialty Code.

B. No sign shall have bright or flashing lights shining on a public way that blind or impair the vision of drivers. No sign shall be constructed such that it may be confused with any traffic sign, signal or device.

C. In the C-3 zone, animated signs are prohibited.

D. All signs shall comply with the vision clearance standards of NMC 15.410.060.

E. Signs located in the airport overlay subdistrict shall comply with the height and visual interference restrictions of that district. [Ord. 2731 § 3, 10-18-10; Ord. 2565, 4-1-02; Ord. 2561, 4-1-02; Ord. 2499, 11-2-98. Code 2001 § 151.593.]

**15.435.080 Minor attached signs, ~~and awning signage, and umbrella signage.~~**

**A. Minor Attached Signs.**

1. Spacing. No two minor attached signs on one building that are both visible from any one point shall be closer than 25 feet.
2. Size.
  - a. Residential Zones. Minor attached signs shall not exceed three square feet in area.
  - b. Other Zones. Minor attached signs shall not exceed six square feet in area.
3. Height. Minor attached signs shall not extend above the roof line of the building they are attached to.
4. Projections.
  - a. C-3 Zone. Minor attached signs may project no more than three feet into a public right-of-way, but no closer than two feet from the curb line. The lower edge of any minor attached sign shall be at least eight feet above ground level. This requirement supersedes the relevant sign standards in the current edition of the Oregon Structural Specialty Code.
  - b. Other Zones. The same projection is allowed as for major attached signs, NMC 15.435.070.

**B. Awning Signage.** Awnings are encouraged along the frontage of buildings in the C-3 district.

1. C-3 Zone. Back-lit translucent awnings are not allowed. Lettering may appear on curved surfaces, but shall be limited to the lowest 12 inches of the awning (measured vertically from the lowest edge). Freestanding letters mounted on top of the front vertical surface are also allowed, though they shall not exceed eight inches in height.
  - a. Other minor attached signs may be attached to or suspended from an awning or canopy, provided they are less than six square feet in size.
  - b. The lower edge of any awning shall be at least eight feet above ground level. This requirement supersedes the relevant sign standards in the Uniform Sign Code.
  - c. Signage is not allowed on any awning surfaces that are not specifically permitted in this section.
2. Other Zones. Awning signs in other zones shall be regulated as either minor or major attached signs.

**C. Umbrella Signage.** Signs on umbrellas are allowed without a sign permit but are limited to the lowest 12 inches of the umbrella (measured along the umbrella surface from the lowest edge). Umbrella signs shall comply with all other municipal code requirements.



### 15.435.090 Portable signs.

A. Number. Not more than one portable sign may be located on any one street frontage, except temporary signs allowed per NMC 15.435.100.

B. Size.

1. Residential Zones.

a. Residential Uses. One portable sign not to exceed six square feet.

b. All Other Permitted Uses. One portable sign not to exceed six square feet if located in the front yard, or 16 square feet if located elsewhere on the property.

2. Other Zones. The one portable sign may not exceed 12 square feet if located in the front yard, or 40 square feet if located elsewhere on the property.

C. Design. No portable sign shall be permanently affixed to any structure or the ground. No portable sign shall be attached to a tree, ~~or~~ utility pole, traffic sign, street sign, or any publicly-owned pole, post, wire or cable, except as authorized by the city. All signs shall be designed to be removed quickly. No portable sign shall be animated or internally illuminated. No readerboard shall be used as a portable sign, except as a temporary sign as permitted NMC 15.435.100.

D. Location. No portable sign shall be located within the public right-of-way except as allowed under NMC 15.435.110.

E. Height. The height of a portable sign shall not exceed the maximum height of buildings in that zone. [Ord. 2499, 11-2-98. Code 2001 § 151.598.]

*Discussion Point – The language change above was suggested by our code enforcement officer to make the code more explicit and simpler to enforce.*

### 15.435.100 Temporary signs for events.

In addition to the portable signs otherwise permitted in this code, a lot may contain temporary signs in excess of the number and size allowed by NMC 15.435.090 during events as listed below– Pennants, streamers, and inflatable objects may be used during these events.

A. Grand Opening Event. A grand opening is an event of up to 30 days in duration within 30 days of issuance of a certificate of occupancy for a new or remodeled structure, or within 30 days of change of business or ownership. No lot may have more than one grand opening event per calendar year. The applicant shall notify the city in writing of the beginning and ending dates prior to the grand opening event. If there are no freestanding signs on a frontage after the grand opening event, one of the temporary signs may remain on the property for the 60 days immediately after the end of the grand opening event. A temporary electronic message center may be used during a grand opening event.

B. Election Event. An election event begins 90 days prior to and ends 14 days after any public election. During this event a lot may contain up to two additional temporary signs, not to exceed 12 square feet in total area for both signs. These signs shall not be located in the public right-of-way.

C. Other Events. A lot may have two other events per calendar year. The events may not be more than eight consecutive days in duration, nor less than 30 days apart. A temporary electronic message center may be used during the event.

D. ~~Flags. Displays. One flag display is permitted on each street frontage.~~ An unlimited number of ~~displays is~~ flags are permitted on ~~any legal holiday or Newberg city council designated festival~~ Memorial Day, Presidents Day, Independence Day, Veterans Day, Labor Day, Flag Day, Peace Officers Day, the Friday of the Camellia Festival, and the Friday of the Old Fashioned Festival. [Ord. 2731 § 3, 10-18-10; Ord. 2499, 11-2-98. Code 2001 § 151.599.]

*“Working Together For A Better Community-Serious About Service”*

Z:\WP5FILES\FILES.DCA\DCA-14-001 Temporary and Portable Signs\PC.Resolution 2014-305-01.08.15.doc

## 15.435.105 Sign Permit Program for Portable Signs

A. Purpose: The purpose of the sign permit program is to allow additional temporary and portable signage for properties within the C-2, C-3, and Institutional zones than is otherwise allowed by the municipal code. The goal of the permit program is to allow additional signage on private property with a coordinated appearance.

B. Process: Applications for a permit under the sign permit program will be reviewed under a Type I process. Signage allowed under the permit must be well-maintained both physically and operationally. Signage under the permit that is found to not be well-maintained may result in the permit being revoked. Permits may be obtained for up to one year. Permits may be renewed, as long as they continue to meet the permit requirements. Only a property owner or their designee is allowed to obtain a permit under the sign permit program. A property owner is allowed one sign permit per property.

C. Criteria: The following criteria must be met for permit approval under the sign permit program:

1. Number of signs per property: 1 per 100 feet of street frontage in C-2 zone; 1 per 15 feet of street frontage, with a maximum of 4 signs total within the C-3 zone; and, 1 per 100 feet of street frontage within the Institutional zone. If more than one business is located on a property, at least one sign per business is allowed, as long as the business occupies a discrete space and possesses its own business license.
2. Size and location of signs: Maximum total signage for all temporary and portable signs under a sign permit shall be 1 square foot per 1 foot of street frontage. Maximum size allowed for any specific sign will be based on the location of the sign, up to a maximum of 40 square feet. The farther the distance a sign is from the front property line, the greater size that will be allowed for a specific sign. Maximum size for signage within the first 10 feet from the property line is 10 square feet. For every additional 10 feet from the property line, the maximum square footage for a sign will be an additional 10 square feet larger. Example: if a sign is between the front property line and 10 feet from the property line, then maximum sign size is 10 square feet; if a sign is between 10 feet and 20 feet from the property line, then the maximum sign size is 20 square feet in size, and so on.
3. Coordinated appearance: Every sign permit approved under the sign permit program must have a cohesive, coordinated appearance. Signs must meet three of the following five criteria: similar size, colors, shape, materials, and/or font.

### 15.435.110 Signs within the public right-of-way.

A. Public signs are allowed ~~permitted~~ in the public right-of-way as allowed ~~permitted~~ by the governmental agency responsible for the right-of-way.

B. For lots in the C-3 and C-4 zones, the one allowed portable sign per street frontage may be located, without permit, in the public right-of-way fronting that lot, provided it meets the following standards:

1. The sign may not be less than two feet nor more than four feet high.
2. The sign may not be located within the vehicular path.
3. If located on a sidewalk, the sign must leave a clear access path ~~area~~ of at least five feet wide measured horizontally across the main part of the sidewalk and may not be located on an ADA wheelchair ~~ramp~~.

**Discussion Point** – Staff could not locate a good drawing to supplement this section. Is the text clear enough for a non-planner to understand?

4. If the sign is located adjacent to a striped on-street parking area, the sign must be located adjacent to the stripe.
5. The sign may not be located within three feet of a fire hydrant.
6. The sign owner must remove the sign ~~be removed~~ during nonbusiness hours when the abutting business is closed, ~~or hours the adjoining property is uninhabited~~.

**Discussion Point** – The commission felt that “nonbusiness hours” and “uninhabited” were too vague, so they have been removed. The proposed language above has the virtue of being enforceable, as it would be relatively simple to tell if the abutting business was open or closed.

7. The person placing the sign in the right of way must obtain written permission from the property owner abutting the right-of-way ~~shall grant permission~~ for any sign, other than a public sign, that is placed within that right-of-way fronting the property owner’s lot.
8. If more than one sign is located in the right-of-way fronting one lot, all signs may be forfeited as per subsection (E) of this section.

~~C. For lots in other zones, one portable sign per street frontage may be allowed in the public right-of-way, provided:~~

- ~~1. The applicant first obtains a sign permit from the director approving the location of the sign. Approval is at the sole discretion of the director. The permit shall be affixed to the sign.~~
- ~~2. The standards of subsections (B)(1) through (B)(6) of this section are met.~~

CD. No other signs shall be placed within the public right-of-way except as specifically permitted by this code.

DE. Any sign installed or placed in the public right-of-way, except in conformance with the requirements of this code, shall be forfeited to the city public and subject to confiscation by city employees. In addition to other remedies hereunder, the city shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign. Identifying information on the sign shall be prima facie evidence that the individual or entity so identified is the violator. [Ord. 2706 § 1 (Exh. A(2)), 10-6-08; Ord. 2564, 4-15-02; Ord. 2499, 11-2-98. Code 2001 § 151.600.]

Penalty: See NMC 15.05.120.

**Exhibit “B” to Planning Commission Resolution 2014-305  
Findings –File DCA-14-001  
Temporary and Portable Signs**

*Newberg Development Code § 151.590 PURPOSE.*

- (A) *The citizens of Newberg desire a clean, attractive, economically vibrant, and safe community. Well planned and constructed signs can contribute to the community's success by directing and informing the public about commercial and other activities, and by creating attractive commercial and other neighborhoods. On the other hand, unregulated signage can create clutter, distractions, and hazards.*
- (B) *These regulations are designed:*
- (1) *To improve, maintain and preserve Newberg as a pleasing environment so as to improve the quality of life of all residents.*
  - (2) *To enhance the attractiveness of Newberg as a place to conduct business.*
  - (3) *To enable the identification of places of residences and business.*
  - (4) *To allow the freedom of expression.*
  - (5) *To reduce distractions and obstructions from signs which would adversely affect safety.*
  - (6) *To reduce the hazards from improperly placed or constructed signs.*

***Newberg Comprehensive Plan***

***H. THE ECONOMY***

***GOAL:***        *To develop a diverse and stable economic base.*

***POLICIES:***

***1. General Policies***

- p. The City shall strive to develop and promote a high quality of life in the community in order to attract and retain a diverse and highly skilled workforce.*
- q. The City shall foster an environment of business innovation so that the community may remain economically competitive.*

***J. URBAN DESIGN***

***GOAL 1:***        *To maintain and improve the natural beauty and visual character of the City.*

***POLICIES:***

***1. General Policies***

- g. *Community appearance should continue to be a major concern and subject of a major effort in the area. Street tree planting, landscaping, sign regulations and building improvements contribute to community appearance and should continue to be a major design concern and improvement effort.*

### **3. Commercial Areas Policies**

- c. *The City shall maintain sign regulations to help create a business environment that is attractive to customers and citizens. The City and appointed committees shall seek to eliminate signs that detract from the aesthetics of commercial areas and that violate adopted sign design regulations. (Ordinance 98-2499, November 2, 1998).*

**Findings:** As stated in the above policies, visual appearance and economic vitality are both very important to the community. Signs are by their nature designed to be visible and are therefore a significant part of the city's visual appearance. Sign regulations are necessary to control the visual impact of signs. Local businesses and institutions need sufficient signage to communicate with the public and help their businesses or organizations prosper. The proposed code regulations would allow more temporary and portable signs with a permit than is currently allowed, which would aid local businesses and institutions but could have a negative visual impact if unlimited. However, the criteria that must be met to obtain a permit will ensure that the signs allowed under the permit will meet the goals of § 151.590 of the Newberg Development Code regarding the purpose of sign regulations. Also, the code changes regarding the use of other signage (pennants, streamers, inflatable objects, flags) clarify how and when these types of temporary signs are to be used. The proposed development code amendment therefore conforms to the Newberg Comprehensive Plan by balancing the goals of protecting the visual character of Newberg and fostering a strong economic environment.

**Newberg Temporary and Portable Sign Ad Hoc Committee  
Recommendations to Newberg City Council  
July 21, 2014**

**1. Develop a downtown wayfinding system**

The city of Newberg should develop a wayfinding sign system for the downtown area (C-3 zone). The purpose of the system would be to help visitors to the downtown to locate and discover public and private destinations. An ad hoc committee of the Newberg City Council should be created (members appointed by the Mayor) and the committee's goal should be to develop recommendation for council's consideration of adoption regarding the general appearance of the signs, where they are to be located, how the sign system shall be installed and maintained (both private and public operators should be considered), and any other goals that the council feels is necessary to ensure that the wayfinding sign system will be an attractive and useful addition to the city's historic downtown area. The committee should coordinate with other entities within the community with existing and/or intended wayfinding signage entities (CPRD, Cultural District, Chamber of Commerce, etc.) to ensure all such signage achieves a coordinated appearance.

Any potential wayfinding system that may be adopted should be intended to augment signage that is currently allowed and be an additional option to the current sign code.

**2. Develop a sign permit program**

The committee heard from some representatives of the business community that current regulations regarding portable and temporary signs are too restrictive. To address this concern, the committee recommends the city develop a sign permit program that would allow additional temporary and portable signage with a city approved sign plan. The program would include regulations and a review process that would ensure that such signage has an attractive, coordinated, and maintained appearance.

The following general criteria would be used to develop specific code language for the proposed sign permit program:

- 1) Multiple signs allowed by approved sign plan and permit
- 2) Time: up to one year. Request to extend existing, approved sign plan would be quick and easy.
- 3) Number: C-2 zone: 1 per 100 feet of street frontage. C-3 zone: 1 per 15 feet of street frontage, with a maximum of 4 signs. Institutional zone: 1 per 100 of street frontage.

At least one per business allowed. Business must have a business license and occupy a discrete space.

- 4) Square footage and size: Total signage for a property will be 1 square foot per 1 foot of street frontage. Maximum allowed for any specific sign will be based on the location of the sign.

The farther the distance a sign is from the front property line, the greater size that will be allowed for a specific sign. For every 10 feet from the property line, the maximum square footage for a sign may be an additional 10 square feet larger. In other words, if a sign is between the property line and 10 feet from the property line, then the sign may be up to 10 square feet in size; if a sign is between the 10 feet and 20 feet from the property line, then the sign may be up to 20 square feet in size, and so on.

- 5) Review criteria for signage in plan:
  - Size
  - Colors
  - Style
  - Font
  - Size appropriate for setback location
- 6) Fee: \$10 for each month a permit is in effect or \$100 per year. Permit application form simple to complete.
- 7) Maintenance: Condition of permit approval would be that the business would maintain signage in good condition. A permit may be revoked at any time the city deems this condition is not being met.

Sign plan applications shall be reviewed and approved by the city's planning division. Plan approval/disapproval will be based on a set of criteria that is intended to achieve attractive, coordinated portable signage on a property. An appeal to the application decision may be made to a hearing officer appointed by the city manager.

### **3. Pennants, streamers, and inflatable objects**

The use of pennants, streamers and inflatable objects as signage are not addressed in the development code. Therefore, the committee recommends that Section *15.435.100 Temporary signs for events* of the Newberg Development Code be amended as follows (NOTE: amendments are double underlined; code language deletions are ~~strikeouts~~):

*15.435.100 Temporary signs for events.*

In addition to the portable signs otherwise permitted in this code, a lot may contain temporary signs in excess of the number and size allowed by NMC 15.435.090 during events as listed below- Pennants, streamers, and inflatable objects may be used during these events.

A. Grand Opening Event. A grand opening is an event of up to 30 days in duration within 30 days of issuance of a certificate of occupancy for a new or remodeled structure, or within 30 days of change of business or ownership. No lot may have more than one grand opening event per calendar year. The

applicant shall notify the city in writing of the beginning and ending dates prior to the grand opening event. If there are no freestanding signs on a frontage after the grand opening event, one of the temporary signs may remain on the property for the 60 days immediately after the end of the grand opening event. A temporary electronic message center may be used during a grand opening event.

B. Election Event. An election event begins 90 days prior to and ends 14 days after any public election. During this event a lot may contain up to two additional temporary signs, not to exceed 12 square feet in total area for both signs. These signs shall not be located in the public right-of-way.

C. Other Events. A lot may have two other events per calendar year. The events may not be more than eight consecutive days in duration, nor less than 30 days apart. A temporary electronic message center may be used during the event.

D. Flag Displays. One flag display is permitted on each street frontage. An unlimited number of displays is permitted on any legal holiday or Newberg city council designated festival. [Ord. 2731 § 3, 10-18-10; Ord. 2499, 11-2-98. Code 2001 § 151.599.]

Penalty: See NMC 15.05.120.

#### 4. Education/Enforcement/Maintenance

Efforts by the city regarding the enforcement, education, and maintenance of temporary and portable signage is a critical component to achieving the goal of a high quality-of-life in the community. The city should dedicate the necessary resources as feasible to ensure adequate enforcement, education, and maintenance of signage within Newberg. The city of Newberg should develop proposals that improve existing mechanisms as well as create new mechanisms that will help ensure the adherence and enforcement to the temporary and portable sign development codes. Potential solutions should include the development of public handout materials that explain the temporary and portable sign codes as simply as feasible and adoption of some of the other recommendations mentioned in this memo. The format of such materials should use clear language in layman terms and simple graphics to help convey the information. Finally, the city should seek out partners to assist with this issue, such as the Chehalem Valley Chamber of Commerce and the Newberg Downtown Coalition.

#### 5. Flags

The committee has found that there may be insufficient language in the development code regarding the difference between a flag display and flags as portable signs (e.g. teardrop style flags). Therefore, the committee recommends the following amendments to the Newberg Development Code. (NOTE: amendments are double underlined; code language deletions are ~~strikeouts~~):

##### *15.435.100 Temporary signs for events.*

In addition to the portable signs otherwise permitted in this code, a lot may contain temporary signs in excess of the number and size allowed by NMC 15.435.090 during events as listed below:

A. Grand Opening Event. A grand opening is an event of up to 30 days in duration within 30 days of issuance of a certificate of occupancy for a new or remodeled structure, or within 30 days of change of

business or ownership. No lot may have more than one grand opening event per calendar year. The applicant shall notify the city in writing of the beginning and ending dates prior to the grand opening event. If there are no freestanding signs on a frontage after the grand opening event, one of the temporary signs may remain on the property for the 60 days immediately after the end of the grand opening event. A temporary electronic message center may be used during a grand opening event.

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**Penalty:** See NMC 15.05.120.

### *Section 15.05.030 Definitions*

“Flag display” means one or more flags attached to a permanently affixed single pole.

## **6. Umbrellas**

It is the committee’s understanding that the use of umbrellas in conjunction with outdoor seating under the current temporary and portable sign code has been an issue. The committee feels that umbrellas provide an important service to business patrons as protection from the elements, especially with restaurants. Therefore, the committee feels that such umbrellas, with or without signage, should be exempted from the sign code. The committee recommends the following amendments to the Newberg Development Code. (NOTE: amendments are double underlined):

### *15.435.020 Applicability and exemptions.*

A. All signs placed or maintained anywhere within the city shall comply with the standards of this chapter, with the exception of the following:

1. Public signs.
2. Signs that are required to be placed by law and that are no more than 50 percent larger than the minimum size required by law or, if there is no minimum size specified, signs with lettering height no more than four inches.
3. Signs painted on or attached to windows that do not cover more than 50 percent of the surface of that window.
4. Signs located entirely within a building and not on a window.
5. Signs not legible from the public right-of-way.
6. Umbrellas used in conjunction with outdoor seating.

B. If any of the signs listed above require permits under the current edition of the Oregon Structural Specialty Code, the sign shall be placed only following issuance of such permit.

C. Nothing in this chapter shall be construed to allow placement of a sign on a property without the authority of the property owner. [Ord. 2499, 11-2-98. Code 2001 § 151.591.]



## RESOLUTION No. 2014-3161

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**A RESOLUTION ACCEPTING THE TEMPORARY AND PORTABLE SIGN  
AD-HOC COMMITTEE'S RECOMMENDATIONS PRESENTED IN EXHIBIT  
A REGARDING CHANGES TO TEMPORARY AND PORTABLE SIGNAGE  
WITHIN THE CITY OF NEWBERG.**

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### RECITALS:

1. On October 7, 2013, the City Council adopted Resolution No. 2013-3080, establishing a Temporary and Portable Sign Ad-Hoc Committee. The committee's charge is as follows: "The committee will make a determination as to what, if any, changes to the current development code regarding temporary and portable signs may be desirable. If the committee determines changes may be warranted, the committee is to draft recommended development code amendments for consideration of adoption by the city council. Such recommended changes shall meet two criteria: improve the likelihood the intended message will reach its target audience; while at the same time, meet the spirit and intent of the purpose of the sign regulations as stated in Section 15.435.010 of the Newberg development code." The committee was formed in response to concerns expressed by members of the business community regarding the current sign code for temporary and portable signs.
2. The purpose of the city's sign regulations per the Newberg development code is as follows:
 

***15.435.010 Purpose.***  
*A. The citizens of Newberg desire a clean, attractive, economically vibrant, and safe community. Well-planned and constructed signs can contribute to the community's success by directing and informing the public about commercial and other activities, and by creating attractive commercial and other neighborhoods. On the other hand, unregulated signage can create clutter, distractions, and hazards.*
3. The committee began meeting in November 2013 and continued to do so approximately every two weeks. The committee examined the current sign code regarding temporary and portable signs, toured the city to see how the code is being implemented "on the ground", conversed with various business owners (included the owners of the three largest auto dealerships) regarding the implementation of this type of signage, and explored options on how the city may improve temporary and portable signage in a way that will benefit local businesses as well as the community in general.
4. Exhibit A describes the final recommendations from the committee to the council. Some of the recommendations include changes to the Newberg Development Code.

### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The Newberg City Council accepts the Temporary and Portable Sign Ad-Hoc Committee's report as described in Exhibit A.

**Newberg Temporary and Portable Sign Ad Hoc Committee  
Recommendations to Newberg City Council  
July 21, 2014**

**1. Develop a downtown wayfinding system**

The city of Newberg should develop a wayfinding sign system for the downtown area (C-3 zone). The purpose of the system would be to help visitors to the downtown to locate and discover public and private destinations. An ad hoc committee of the Newberg City Council should be created (members appointed by the Mayor) and the committee's goal should be to develop recommendation for council's consideration of adoption regarding the general appearance of the signs, where they are to be located, how the sign system shall be installed and maintained (both private and public operators should be considered), and any other goals that the council feels is necessary to ensure that the wayfinding sign system will be an attractive and useful addition to the city's historic downtown area. The committee should coordinate with other entities within the community with existing and/or intended wayfinding signage entities (CPRD, Cultural District, Chamber of Commerce, etc.) to ensure all such signage achieves a coordinated appearance.

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- 3) Number: C-2 zone: 1 per 100 feet of street frontage. C-3 zone: 1 per 15 feet of street frontage, with a maximum of 4 signs. Institutional zone: 1 per 100 of street frontage.

At least one per business allowed. Business must have a business license and occupy a discrete space.

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### *Section 15.05.030 Definitions*

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## **6. Umbrellas**

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1. Public signs.

2. Signs that are required to be placed by law and that are no more than 50 percent larger than the minimum size required by law or, if there is no minimum size specified, signs with lettering height no more than four inches.

3. Signs painted on or attached to windows that do not cover more than 50 percent of the surface of that window.

4. Signs located entirely within a building and not on a window.

5. Signs not legible from the public right-of-way.

6. Umbrellas used in conjunction with outdoor seating.

B. If any of the signs listed above require permits under the current edition of the Oregon Structural Specialty Code, the sign shall be placed only following issuance of such permit.

C. Nothing in this chapter shall be construed to allow placement of a sign on a property without the authority of the property owner. [Ord. 2499, 11-2-98, Code 2001 § 151.591.]

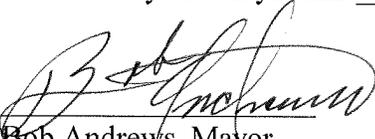
2. The Newberg City Council initiates the development code amendment process for proposed changes to the Newberg Development Code as described in Exhibit A, with the following changes:
  - a. The sign permit program in item two only applies to private property and non-public right of way.
  - b. The proposed change in item six to allow umbrella signs was not supported by the Council and was deleted from the code amendment initiation.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: July 22, 2014.

**ADOPTED** by the City Council of the City of Newberg, Oregon, on the 21<sup>st</sup> day of July, 2014.

  
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Sue Ryan, City Recorder

**ATTEST** by the Mayor this 4<sup>th</sup> day of November, 2014.

  
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Bob Andrews, Mayor

**Steve Olson**

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**From:** Martha Messa <messa.or@frontier.com>  
**Sent:** Friday, December 19, 2014 8:57 AM  
**To:** Steve Olson  
**Subject:** Temporary signage

Mr. Olson,

For many years as we have navigated our way through Newberg we have lamented the proliferation of temporary signs, sandwich boards, stake signs, flags and banners. Now I understand that the Planning Department is examining whether to relax signage ordinances further and allow even more temporary signage. Oh, dear. Why have we allowed Newberg to look so trashy in the first place and why would we want to exacerbate that appearance?

This area is trying to promote itself as a premier wine destination, yet if you were to travel to the Napa Valley region, you would not see the kind of streetscape we are creating here. If we were visitors to Newberg, we would not be enticed to stop and visit. Rather, we would tend to keep moving as the businesses and the town would not hold appeal. We would encourage merchants to invite shoppers with an attractive storefront and permanent signs rather than by spreading unattractive obstacles across the sidewalk.

Like most residents we are interested in having Newberg be a vibrant, attractive and dynamic city. We don't believe that cluttering the sidewalks and streets is going to assist in accomplishing that objective.

Sincerely,

Martha and Ray Messa