

**CITY OF NEWBERG  
NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE  
MEETING MINUTES - WEDNESDAY DECEMBER 4, 2013, AT 4:00 PM  
NEWBERG CITY HALL (PERMIT CENTER CONFERENCE ROOM)**

**I. CALL MEETING TO ORDER & INTRODUCTIONS**

Mr. David Beam called the meeting to order at 4:01 PM. Persons in the room introduced themselves.

**II. ROLL CALL**

Members Present:     Dennis Lewis, Chair                     Councilor Lesley Woodruff, Vice-Chair  
                           Sam Farmer                                     Mark Vergets                             Art Smith  
                           Nat Travers                                     Marlene Grant

Staff Present:         Barton Brierley, Planning and Building Director  
                           David Beam, Economic Development Planner  
                           Brad Allen, Code Compliance Officer  
                           Nicole Tannler, Minutes Recorder

Other attendees:     Mayor Bob Andrews

**III. PROJECT BACKGROUND INFORMATION**

- A.     Formation of Ad-hoc Committee (Resolution No. 2013-3080)
- B.     Newberg Development Code
- C.     Newberg Comprehensive Plan

Mr. David Beam, economic development planner, presented the staff report (see official meeting packet for full report). Mayor Andrews had recently heard of concerns regarding portable and temporary signage. In response, the Mayor organized this committee to look into this issue. If the committee determines that changes to the sign code may improve this situation, then they should forward recommendations to the city council for their consideration of adoption. Mr. Beam presented an example of this issue. He handed out a copy of an email sent by Roger Currier to Mayor Bob Andrews addressing some specific concerns he has regarding signage in Newberg. He also noted that this committee will likely be looking at signage in the commercial sector for the most part.

**IV. WHAT ARE THE POTENTIAL ISSUES**

Councilor Lesley Woodruff asked if signage pertains to flags, including American flags. Mr. Beam responded yes.

Mr. Dennis Lewis said he interprets the sign code to mean frontage only. There are car dealers with multiple signs on the street, but does the code address signage behind the frontage or visible signage only? Mr. Barton Brierley, planning and building director, answered that issue is something this committee will discuss.

Mr. Lewis asked if the committee's purpose is to redefine the sign code. Mr. Beam said they first need to determine if there are any signage issues that may be improved through changes to the code. If so, then the committee could suggest code language changes to the city council. Mr. Beam reminded the committee that the code cannot regulate sign content. Mr. Lewis asked where the flaws are in the code, because the problems he sees are with enforcement and compliance. Mr. Beam said the committee can decide not to change anything if

they so desire. Mr. Mark Vergets stated some business owners made sign changes due to the non-compliance letters they received from the city, but not all businesses did. This is an enforcement issue.

Mr. Brad Allen, code compliance officer, said the issue seems to be more about policy and how the city enforces it.

Mr. Lewis said a major issue with signage is maintenance. There should be a standard. He asked where that falls, as far as appearance and quality.

Mr. Nat Travers said business owners need to be better informed about sign regulations. Mr. Brierley said the existing sign handout could be improved. Mr. Lewis suggested the Chamber could provide an education program not affiliated with the city.

Mr. Vergets stated pennants and streamers are important to his business, but he understands the need to clean up the right-of-way. As business owners, they need something that creates excitement for potential customers.

Mr. Lewis said he is looking forward to the day when Highway 99W is a simple street, and not a highway, so they can draw tourism into the businesses. One day, there potentially will be a different environment in the future with the Bypass, so the committee should consider the future as well.

Mr. Vergets asked if a business has a permanent sign, what would the need be for a temporary sign. Mr. Allen answered for promotions.

The committee brainstormed a list of potential sign issues such as evenhanded enforcement, enforcement follow-up, umbrellas as signs, interior versus street frontage signs, sign upkeep, educating businesses on code languages, improving sign handouts, garage and yard sale signs, signs on utility poles, pennants and streamers, physically moving signs, number of signs by footage of street frontage, deep and or skinny lots, relationship with permanent signs, state highway and utility sign regulations, special events, and directional signs.

## **V. PROPOSED WORK PLAN**

Mr. Beam noted the proposed work plan prepared by staff on the last page of the meeting packet. No changes were recommended by the committee.

## **VI. MEETING SCHEDULE**

Mr. Beam stated that meetings are scheduled for the first and third Wednesday's of every month until the committee's task is completed. No concerns were expressed about this schedule. Mr. Beam pointed out there will be no meeting January 1, 2014. Staff will invite representative members of the public to the January 15, 2014 to provide input on the sign code.

## **VII. NEXT MEETING – WEDNESDAY, DECEMBER 18, 2013**

Mr. Beam stated on December 18, 2013, we will take a tour of the city signage next meeting and will meet at 3pm instead of the usual 4 p.m. to better take advantage of the daylight.

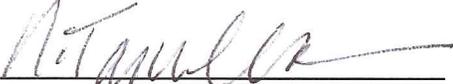
## **VIII. OTHER BUSINESS**

No discussion.

**IX. ADJOURN**

The meeting adjourned at 5:19 PM.

Approved by the Temporary and Portable Sign Ad-hoc Committee on this 15<sup>th</sup> day of January 2014.

  
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Committee Recording Secretary

  
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Committee Chair