

**NEWBERG TEMPORARY AND
PORTABLE SIGN AD HOC COMMITTEE**
Wednesday, January 15, 2014, 4 p.m.
Newberg Public Safety Training Room
401 E. Third Street, Newberg, OR

- I. Welcome and roll call**
- II. Approval of December 4, 2014 meeting minutes**
- III. Review of committee's charge**
- IV. Public comments regarding temporary/portable sign code**
- V. Draft list of potential issues to examine**
- VI. Next meeting – Wednesday, February 5, 2014**
- VII. Other business**
- VIII. Adjourn**

ATTACHMENTS

1. - December 4, 2013 meeting minutes
2. - December 18, 2013 bus tour debrief
3. - Draft list of potential issues

**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 _____ day of _____, 2014.

Committee Recording Secretary

Committee Chair

*Newberg Temporary and Portable Sign Ad Hoc Committee
Bus Tour Debrief
December 18, 2013*

Attendees

Art Smith, Dennis Lewis, Lesley Woodruff, Mark Vergets, Marlene Grant, Nate Travers, Sam Farmer, David Beam, Barton Brierley, Brad Allen

Comments

Some signage is non-compliant, but looks good. Can we write code to accommodate situations like this?

Can signage standard be written by business instead of street/building frontage?

Multiple non-compliant flags are not good visually (e.g. car dealerships). Same applies for multiple portable signs.

Is there some relationship between code standards of permanent signs and non-compliance with portable/temporary signage?

Can we come up with code language that will ensure sign design/maintenance quality will meet with “community standards”?

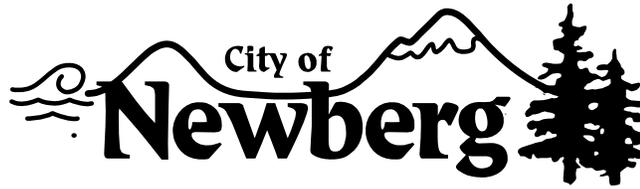
Is allowing signs of one business to be located on some other property an issue we want to try to address?

Do we want to try to devise some sort of way-finding system at entry points, like downtown and/or city entryways? Could such a system also be some sort of revenue system for the city?

Should we start to require that portable/temporary signs be permitted?

Should we devise some sort of sign education program for businesses?

Do we need to make any changes to how we address business signage on vehicles?



Memorandum

To: Temporary and Portable Sign Ad Hoc Committee
From: Barton Brierley, Planning and Building Director
David Beam, Economic Development Planner
Date: 01/08/2014
Re: Draft list of potential issues to examine

The committee met a couple of times in December. At each of those meetings, we made a list of issues regarding temporary and portable signs that we felt the committee may want to address. Given the input received so far, the following is a list of generalized categories of those issues. The intent of this list is to use it as a starting point for discussions about whether or not the committee would like to address a particular issue and, if so, develop some proposed language changes to the sign code for consideration by the city council. Of course, this list may be modified at the discretion of the committee.

1. Signs in the right-of-way
2. Signs in yards
3. Signs on buildings and in the interior of a lot
4. Signage for multiple businesses on one lot (including deep/skinny frontage lots)
5. Sign types (e.g. tear drop flags and banners)
6. Non-standard signs (umbrellas, pennants, streamers, mobile signs)
7. Sign quality and maintenance
8. Enforcement
9. Education program