

CITY OF NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE
WEDNESDAY, FEBRUARY 5, 2014
4:00 PM MEETING
NEWBERG CITY HALL (414 E. FIRST STREET)

I. CALL MEETING TO ORDER

Chair Dennis Lewis opened the meeting at 4:00 PM.

II. ROLL CALL

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

Members Absent: Mayor Bob Andrews, ex-officio

Staff Present: Barton Brierley, Planning & Building Director
 David Beam, Economic Development Planner
 Brad Allen, Code Compliance Officer
 DawnKaren Bevill, Minutes Recorder

III. PUBLIC COMMENTS

Mr. David Beam, economic development planner, said he received the letter from Ms. Carolyn Staples which was included in the meeting packet regarding temporary flag-signs or tear drop signs. Also, Mr. Robert Soppe submitted his written comments from the January 15, 2014, meeting (see official meeting packet for full report).

III. POTENTIAL SIGN ISSUES AND CHANGE OPTION DISCUSSION

Mr. Art Smith said it is difficult to see the true need regarding signage in the city because the current code is not being enforced. Lack of enforcement does not allow education opportunities for business owners. He suggested sorting out what the code should say and then enforce those rules, allowing for a period of time to decide how it is working and what needs to be changed.

Chair Lewis believed the challenge is to better the business community and not cause more detriment. Signage in the public right-of-way is more of problem downtown than on the Highway 99W strip and both need to be addressed differently. He is hoping to have signs declaring parking, food services, city hall, etc., and explore opportunities to have constructive directions for those visiting the area. The walking community needs one type of sign and the driving community another. Also, signage is needed for the 14 wineries now located in Newberg. A small fee could be assessed to business owners for the signage.

Ms. Marlene Grant suggested signage with a list of wineries and directional arrows. Mr. Barton Brierley, planning and building director, said there could be many different styles of signage and/or a group of sandwich board signs listing several names, presented professionally and tastefully.

Commissioner Lesley Woodruff suggested color coded signs showing businesses for drivers and smaller scale signs for pedestrians.

Mr. Nate Travers agreed with Mr. Smith's comments regarding enforcement. He also thought educating business owners is key and should be a first step.

Mr. Mark Vergets believed the sign code hinders expression in a variety of ways, but he can live with one sign in the right-of-way, if need be. He suggested allowing each business owner with a business license the ability to place one portable sign for advertisement. Mr. Smith said there are business owners trying to live by the rules, but other businesses are breaking rules since no enforcement is happening. It must be frustrating to those owners obeying the rules.

Chair Lewis had a sense the committee should present some alternatives before enforcing the laws. Mr. Vergets suggested a simple postcard sent from the city would be helpful to remind businesses to take down their sandwich boards at night. He pondered if there should be a difference between what is allowed on private property and in the right-of-way.

Mr. Brierley asked for feedback regarding streamers. Chair Lewis said as long as they are well-maintained, it should be okay; this is an issue of quality, not quantity. Perhaps giving a permit contingent on maintenance is the key. Mr. Brierley stated there will be further discussion at the next meeting on signs located farther back on properties, building signage, and what the code allows and restricts. Chair Lewis suggested inviting business owners who are not complying with the code to attend future meetings as an informative gesture.

IV. OTHER BUSINESS

No items were brought forward.

V. NEXT SCHEDULED MEETING

The next temporary & portable sign ad-hoc committee meeting is scheduled for Wednesday, February 19, 2014, at 4:00 PM in the Newberg City Hall Permit Center Conference Room.

VI. ADJOURNMENT

The meeting adjourned at 5:13 PM.

Approved by the Temporary and Portable Sign Ad-hoc Committee on this ____ day of _____, 2014.

AYES:

NO:

ABSENT:

ABSTAIN:

Minutes Recorder

Lesley Woodruff vice chair
Affordable Housing Commission Chair
Ad-Hoc Temporary and Portable Sign