

CITY OF NEWBERG
TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE
Wednesday, March 5, 2014, 4:00 PM
Public Safety Building (401 E. Third Street)

I. WELCOME & INTRODUCTIONS

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

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

Members Absent: Mark Vergets (excused) 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

II. PUBLIC INPUT

No comments were brought forward as there were no guests present.

III. POTENTIAL SIGN ISSUES AND CHANGE OPTIONS DISCUSSION

Mr. David Beam, economic development planner, gave a PowerPoint presentation and explained two options for consideration. One option would be to allow more signage without a permit in the front and interior yards. The second option would allow even greater signage in the front and interior yard than the first option, with progressively larger signs allowed the farther in to the property they are located. This option would require a permit from the city. In this case, a sign plan would be required, which could be reviewed and approved by staff. Plan approval/disapproval would be based upon a set of criteria that would achieve attractive, coordinated portable signage on a property. An appeal option would be included in the sign plan review process. The concept for either of the new options is to allow more total portable signage while still remaining an attractive commercial area.

Mr. Art Smith suggested having a start and end date for signage permit in order for the code enforcement officer to follow up.

Chair Lewis suggested an annual review to renew permits, such as in the spring time.

Councilor Lesley Woodruff suggested partnering with the chamber of commerce to send out a reminder email regarding business license renewal. The current fee for the permit is generally \$50.00 annually.

Chair Lewis asked if a signage fee would be included with the business license. Mr. Barton Brierley, planning and building director, replied the signage fee can be separated out from the business fee.

Mr. Brad Allen, code enforcement officer, stated the second option, tiered progression approach would have to be very clear.

Mr. Brierley stated one approach regarding permitting/enforcement is to place a set of small stickers on each sign, color coordinated with the month that the sign permit expires.

Chair Lewis believes education regarding effective and non-effective signage would be helpful. He suggested inviting the chamber of commerce to attend a meeting to discuss how they could assist the city with educating the business community.

Mr. Sam Farmer stated some of the drive up windows can be cluttered/messy and need to look more businesslike. He suggested requiring framing of menus.

Mr. Travers asked if, under the proposed second option, could several businesses in one building apply for sign permits individually. Mr. Beam replied they could, but only if there was a clear, substantial separation of the businesses, like an opaque wall.

Mr. Farmer suggested the owner of a building should be the one responsible to monitor signage on their property, making it easier on the code enforcement officer who would only have to deal with the one owner instead of multiple tenants. The owners will need to be provided with guidelines or a brochure showing what signage is allowed.

Chair Lewis suggested a low interest loan to help building owners to pay for sign structure for more unified signage of multiple tenants. That may be another point to discuss with the chamber of commerce.

IV. NEXT MEETING – Wednesday, March 19, 2014

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

Chair Lewis will not be in attendance at the March 19, 2014 meeting. Staff will work on incorporating committee suggestions and draft a plan for the committee to discuss at the next meeting.

V. OTHER BUSINESS

No items were brought forward.

VI. ADJOURN

The meeting adjourned at 5:15 PM.

Approved by the Newberg Affordable Housing Commission this 16th day of April, 2014.

AYES:

NO:

ABSENT:

ABSTAIN:



Recording Secretary



Temporary and Portable Sign Ad-Hoc Committee Chair