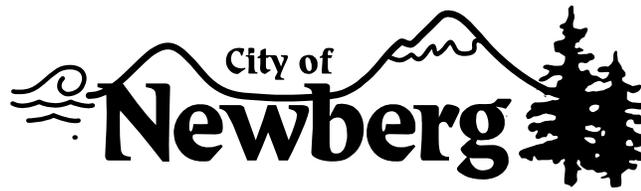


**NEWBERG TEMPORARY AND
PORTABLE SIGN AD HOC COMMITTEE**
Wednesday, March 19, 2014
4:00 p.m., Newberg City Hall
Permit Center Conference Room
414 E. First Street, Newberg, OR

- I. Open meeting**
- II. Roll call**
- III. Minutes approval for January 15, 2014, February 5, 2014, and February 19, 2014**
- IV. Public input**
- V. Potential sign issues and change options discussion**
- VI. Next Meeting – Wednesday, April 2, 2014**
- VII. Other Business**
- VIII. Adjourn**

ATTACHMENTS

- 1. - Staff memo regarding potential sign issues and change options, pages 2 - 5
- 2. - Meeting minutes January 15, 2014, pages 6 - 8
- 3. - Meeting minutes February 5, 2014, pages 9 - 10
- 4. - Meeting minutes February 19, 2014, pages 11 - 13



Memorandum

To: Temporary and Portable Sign Ad Hoc Committee
From: Barton Brierley, Planning and Building Director
David Beam, Economic Development Planner
Date: 03/14/2014
Re: Potential issues and options

At our last meeting on March 19th, the committee continued its discussion regarding potential issues with temporary and portable signs. Most of the conversation revolved around three issues: sign quality, quantity, and maintenance.

Potential changes/actions

Staff has considered discussions on this issue so far from both the committee members and local citizens. The matrix on the following page provides information regarding current portable sign regulations for commercial areas outside of the downtown area (C-3 zone) as well as a potential regulation change option for the committee to consider.

<i>Location</i>	<i>Current Code</i>	<i>Potential Concept: Signs allowed with permit</i>
Right of Way	Only by permit	Only by permit
Front Yard	Only one sign in any of these locations; maximum 12 sq. ft. in front yard	Multiple signs allowed by approved sign plan and permit Time: up to 6 months. Request to extend existing, approved sign plan would be very simple.
Interior Yard	Maximum 40 sq. ft. in interior yard or on wall	Number: 1 per 100 feet of street frontage. At least one per business. Business must have a business license and occupy a discreet space. Square footage: 1 per 1 foot of street frontage. Question: Should there be a maximum size per sign? Possible sign plan review criteria: <ul style="list-style-type: none"> • Size • Colors • Style • Font • Size appropriate for setback location NOTE: Goal is for signage to have a coordinated, attractive look.
Building Wall		Fee: \$10 per month. Permit application form simple to complete. Maintenance: Condition of permit approval would be business will maintain signage in good condition.

The third column of the matrix above is an option titled “signs allowed with permit”. With this option, a business could have more signage inside of the right-of-way with a permit issued based upon an approved sign plan. The sign plan 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 option is to allow more total portable signage while still retaining an attractive commercial area.

Background information

For the committee's reference, the Newberg Development Code defines public right-of-way, front yard and interior yard as follows:

“Right-of-way” means a strip of land over which public facilities such as [streets](#), railroads, or power lines are built.

“Yard, front” means a [yard](#) extending between [lot](#) lines which intersect a [street line](#), the depth of which is the minimum horizontal distance between the [street line](#) and a line parallel thereto on the [lot](#). It includes a [yard](#) adjacent to a [private street](#) on any [lot](#) that accesses that [private street](#). It does not include a [yard](#) adjacent to an alley only

“Yard, interior” means a [yard](#) adjacent to any [lot](#) line(s) which is not a [street line](#), the depth of which [yard](#) shall be the horizontal distance measured at right angles to the [interior lot](#) line(s) and a line(s) being parallel with said [interior lot](#) line(s)

NOTE: For clarification, a temporary or portable sign on an outside building wall would be considered to be located within the “interior yard” area.

The following is a picture that demonstrates where these areas are generally located. This scenario is similar to conditions in the C-2 zone in Newberg (along Highway 99W from the east entrance of town (about where the hospital is) to the downtown flagpole at the River Street intersection).



From the above picture, you can see that the right-of-way includes the roadway and often will include the sidewalk. The front yard is between the right-of-way and the buildable interior yard. The front yard in the C-2 zone must be at least 10 feet wide. The front yard may be landscaped or it may be part of a parking lot, which may be due to when the property was developed. Regardless of how it looks, this minimum 10 foot area is still a front yard. In the downtown area (C-3 zone), there is no front yard required.

In both the C-2 and C-3 zones, each property is allowed to have only one portable sign. The location of that one portable sign can be chosen by the property/business owner. The portable sign can be on the wall of the building, in the interior yard, in the front yard, or in the right-of-way (with proper permissions). Regardless of location, each property is only allowed one portable sign.

**CITY OF NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE
WEDNESDAY, JANUARY 15, 2014
4:00 PM MEETING
PUBLIC SAFETY BUILDING (401 E. THIRD STREET)**

I. CALL MEETING TO ORDER

Chair Dennis Lewis called the meeting to order at 4:00 PM.

II. ROLL CALL

Members Present: Dennis Lewis, Chair Councilor Lesley Woodruff, Vice-Chair
 Sam Farmer Art Smith Nate Travers
 Mark Vergets Mayor Bob Andrews, ex-officio

Members Absent: Marlene Grant (excused)

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

Other Present: Robert Soppe

III. APPROVAL OF DECEMBER 4, 2013, MEETING MINUTES

The committee approved the temporary & portable sign ad-hoc committee minutes for December 4, 2013, by consensus; not by formal vote.

IV. REVIEW OF COMMITTEE'S CHARGE

Mr. Beam explained the general task of the committee is to understand the sign code, view how it is being implemented, and decide if the sign code should be modified or changed.

V. PUBLIC COMMENTS REGARDING TEMP/PORTABLE SIGN CODE

Mr. Robert Soppe has concerns with the code regarding temporary and portable signs, as well as the lack of enforcement. At the December 4, 2013, committee meeting, Chair Dennis Lewis stated a major issue with signage is maintenance and there should be a standard. Mr. Soppe agrees there should be something more workable in the code standards. For example, the code requires electronic messaging centers with burned out lights or light emitting diodes (LEDs) should be replaced, "as soon as possible." This is an impractical standard for enforcement of sign maintenance. The code requires signs in the public right-of-way in zones other than C-3 and C-4 must be permitted, with the permit attached to the sign. He has seen many signs in zones throughout the city that are not allowed. Mr. Soppe tried to locate an application for such a permit on the city website and found only the planning and building combination sign application for 2014. The standards are listed on the application regarding portable signs in the public right-of-way, but are not consistent with the code. Consistency is needed between the forms and the code. If someone wanted to place an A-frame sign on the sidewalk in front of another business in the C-3 or C-4 zone, he would need to be granted permission by the business owner, but he would not need permission to place one in front of someone else's house if in a residential zone. It is clear from walking downtown that signage enforcement is an issue, as the code states

there must be a five-foot clear area measured horizontally and signs must be removed during non-business hours. Nonetheless, there are still signs up after closing time downtown. Mr. Soppe asked the rules be reasonable, functional, and enforceable.

VI. DRAFT LIST OF POTENTIAL ISSUES TO EXAMINE

Chair Lewis asked the committee members for their perspective on the city signage tour which occurred on December 18, 2013.

Mr. Nate Travis said the committee is aware of many signage problems throughout the city and realizes enforcement is an issue. There are signs that look good, but are not in compliance with the code; this needs to be enforced.

Mr. Art Smith said there were no major surprises, but he did see many violations. He is concerned with educating the public with the requirements as well as the enforcement element. There are some very attractive signs, but they are noncompliant.

Mr. Sam Farmer was surprised that portable signs for a business can be placed blocks away from the business. He disagrees with having this code standard and would like to discuss that issue in the future.

Chair Lewis said there is difficulty in policing businesses and is not sure what this body can do to come up with new regulations if the current ones are not being enforced. He feels empathy to business owners who are placing their signs around town to bring in much needed business. He suggested there could be new signs to indicate where businesses are located in a particular direction and remove some of the existing sign clutter along city streets at the same time. It is in everybody's interest to have a good business community to grow and thrive.

Councilor Lesley Woodruff asked Mr. Brad Allen, code compliance officer, what his average day looks like. She is concerned if Mr. Allen will have the time to enforce signage issues along with his other work. Mr. Allen stated his schedule would be very full, but not impossible with prioritization. Mr. Brierley said after 16 years working with the city, if an officer could spend about eight hours a week enforcing the temporary sign code, they could make a real difference.

Chair Lewis asked how many complaints have been received this past year regarding signage. Mr. Brierley estimated two – three per month. They are documented in a software system and assigned a case number to track when contact is made.

Mr. Farmer asked if current regulations may be the “burr under the saddle” of certain businesses in town that surface all the time. Mr. Brierley replied banners and waving flags, especially with car dealerships like Newberg Ford with them attached to the light poles. Also, the new technology regarding tear-drop flags needs to be defined in the code.

Mr. Smith stated such signage does not seem questionable at a car dealership, but if you allow flags on one business, it should be allowed at others.

Chair Lewis argued if the signs are appealing, then it is advantageous to the business; but, if businesses have tattered flags displayed for a period of time, those should be removed.

Mr. Travers suggested requiring sign permits to ensure proper maintenance.

Mr. Vergets added his business and many retail businesses have national advertising programs. In order for these businesses to survive and be competitive, they must funds every month to receive an advertising packet, including monthly flags. He has thrown many promotional tools in the dumpster that are not compliant to city code. Most of the promotions run for 30 days with new promotions every month. He feels he deserves the right to promote daily and often feels handcuffed under the current sign codes. Chair Lewis also throws away advertising materials, which is costly to his business.

Councilor Woodruff likes Mr. Travers' suggestion of sign permitting and thinks a small fee would be reasonable. Mr. Allen stated the challenge is with the current standards that are in place, how to approve or deny a sign. Mr. Brierley agreed that permitting may make sense while allowing some base-level signs without needing a permit.

Mr. Vergets asked if education was at the top of the list for action on signage, would this committee be needed. He also asked if an educational packet was handed to all business license applicants, would the code need to be changed. Mr. Brierley replied issues with signage at the car dealerships need to be addressed. He has repeatedly spoken to some businesses who are aware of the code, but are still not in compliance.

Chair Lewis stated code compliance education is needed. Also, he suggested having signage on entrances to the city to help direct visitors to businesses without cluttering downtown with flags and signage.

VII. OTHER BUSINESS

No items were brought forward.

VIII. NEXT SCHEDULED MEETING

The next temporary & portable sign ad-hoc committee meeting is scheduled for Wednesday, February 5, 2014, at 4:00 PM in the Newberg City Hall Permit Center Conference Room.

IX. ADJOURNMENT

The meeting adjourned at 5:15 PM.

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

AYES:

NO:

ABSENT:

ABSTAIN:

Minutes Recorder

Affordable Housing Commission Chair

**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

Affordable Housing Commission Chair

CITY OF NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE
WEDNESDAY, FEBRUARY 19, 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 Art Smith
 Nate Travers Mark Vergets

Members Absent: Marlene Grant (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

Guests: Tim Graves, Newberg Dodge; John Kerekanich, Newberg Ford; Joe Fettig, Jac's Deli & Frozen Custard; and Loren Berg & Mark Crossley, Loren Berg Chevrolet

II. APPROVAL OF JANUARY 15 AND FEBRUARY 5, 2014, MEETING MINUTES (Note: The minutes were unavailable at the time of the meeting packet production.)**III. PUBLIC COMMENTS**

Chair Lewis addressed guests, made introductions, and gave information on the goals of the committee. The issues and concerns of the community are in regard to flags, temporary signs, and the maintenance of such signs. If new regulations are needed to ensure signs are maintained appropriately, the committee wants them to be reasonable. Chair Lewis welcomed input from the attending business owners.

Mr. John Kerekanich, Newberg Ford, was informed by the city last year that his signage was not in accordance with the sign code. He had three sandwich board signs at that time and removed them from the dealership as well as some banners. He came to city hall and met with the code enforcement officer and made a presentation regarding his concerns. At the time, it was decided to start a committee to review temporary and portable signage in Newberg. He drove through town and saw many concerns and no signage consistency. Mr. Kerekanich feels signage codes are restrictive, impractical, and restricts advertising. He would like to continue using well maintained flags on poles and his hope is to have a compromise given to business owners by the city. Merchandising from the road is necessary for his business, especially at his location. Also, allowing a maintained pedestal sign to show the direction of services and businesses available on site would be helpful. Mr. Kerekanich added the sign code states signage should not attract attention, but that is the point; businesses need to take advantage of attracting customers.

Mr. Tim Graves, Newberg Dodge, also received a letter from the city which stated ground signs should be on a bracket in the ground, preventing a tilt to signage. He has American Flags on the vehicles on his lot and discovered he was in violation. Dealerships are different from other businesses as customers like to see the year

and make of a car advertised without having to drive into the lot, but that is also a code violation. Consistency is needed and he believes it is less about quantity, more about quality. If there are requirements from a car manufacturer for a dealer, it should not be a violation to city code. Flags should be mounted and signage should be maintained. Commonality is needed regarding restrictions. He needs to advertise to sell vehicles.

Mr. Art Smith said he does not want to make business more difficult for the community and personally he expects to see banners and information on vehicles at car dealers for the public to see.

Mr. Joe Fettig, Jac's Deli, stated before he advertised using banners, many people asked him how long the deli had been in business. The flags have definitely attracted customers and the deli has received positive reinforcement, especially from advertised gyro's and other menu items. Visibility is everything and he has tried to keep the signage back off the road to not block visibility. Developing a fair ordinance for everyone is difficult. Sign cleanliness and maintenance is vital.

Mr. Mark Vergets asked if it is important to have portable signs in the right-of-way. Guests have said they do not put them in the right-of-way, but they are important on their property. Mr. Fettig added patio signage is a key element for advertising in the summer, drawing in a lot of business. Mr. Kerekanich also agreed the information on the windshield of a car is essential to attracting business.

Mr. Loren Berg, Loren Berg Chevrolet, said the best advantage of signage is marking the windshields. Buying low-mileage, used cars is difficult and he promote them by using a banner to attract customers. He agrees sign maintenance is important.

Mr. Mark Crossley, Loren Berg Chevrolet, added the right-of-way should not be blocked. That said, permanently affixed signage near the sidewalk so it won't block sidewalk should be allowed.

Mr. Vergets asked how often the banners should be changed in front of the deli. Mr. Fettig replied about every eight months in order to keep them looking fresh.

Mr. Graves believes a one size fits all solution is difficult. Banners benefit local citizens by making them aware. Dealerships have different signage needs from restaurants. Reminders from code enforcement would be helpful in reminding businesses about signs needing replacement.

Mr. Brad Allen, code enforcement officer, said it is unfortunate not all business owners understand the importance of maintaining signage as our meeting guests do.

Mr. Sam Farmer believes having annual sign permit fees would be advantageous, providing tools to accomplish the goal of good signage, especially to those who may not understand their signage is poor.

Chair Lewis suggested signage with arrows showing the direction of businesses may be advantageous in eliminating existing sign clutter along streets.

Mr. Vergets felt portable signs can be confusing, especially when there are several on a corner.

IV. POTENTIAL SIGN ISSUES AND CHANGE OPTIONS DISCUSSION

Mr. Brierley believed the ideas shared today can be explored at the next meeting. Chair Lewis asked the guests to contribute comments on a continual basis as it has already proven helpful.

VI. OTHER BUSINESS

No items were brought forward.

V. NEXT SCHEDULED MEETING

The next temporary & portable sign ad-hoc committee meeting is scheduled for Wednesday, March 5, 2014, at 4:00 PM in the Newberg City Hall Permit Center Conference Room.

VIII. ADJOURNMENT

The meeting adjourned at 5:07 PM.

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

AYES:

NO:

ABSENT:

ABSTAIN:

Minutes Recorder

Affordable Housing Commission Chair