

NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE MINUTES
Wednesday, March 19, 2014, 4:00 PM
Newberg City Hall (414 E. First Street)

I. CALL MEETING TO ORDER

Vice-Chair Councilor Lesley Woodruff opened the meeting at 4:04 PM.

II. ROLL CALL

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

Members Absent: Dennis Lewis, Chair

Staff Present: Steve Olson, Interim Planning and Building Director
David Beam, Economic Development Planner
Brad Allen, Code Compliance Officer
Mandy Dillman, Minutes Recorder

III. APPROVAL OF JANUARY 15, FEBRUARY 5 AND FEBRUARY 19, 2014 MEETING MINUTES

The committee approved the temporary and portable sign ad-hoc committee minutes for January 15, February 5, and February 19, 2014 by consensus; not by formal vote.

IV. PUBLIC COMMENTS

Mr. David Beam handed out the committee an e-mail communication received from Roger Currier, a public citizen. The email generated a question from committee member Marlene Grant; what is Mr. Brad Allen's, code compliance officer, employment status? Mr. Allen clarified he is a full time employee of Newberg and does not work for any other municipalities at the moment. However, he may receive contract work in the future.

Discussion commenced on garage sale signage and it was determined City Council has discussed garage sales signs and the possibility of only allowing city issued garage sale signs like some other cities, which would require a small fee for usage. Mr. Allen explained he has not had issues with garage sale signs being left out after the weekend and therefore has not issued any fines. Mr. Barton Brierley, planning and building director, explained that before Mr. Allen was hired, the city would send employees out Friday before the weekend and then again early the next week to remove signs. Councilor Lesley Woodruff, vice-chair, asked how much time the city had spent on garage sale sign removal. Mr. Brierley replied it was around six hours a week during garage sale season. Councilor Woodruff expressed the need to make enforcement a priority.

V. POTENTIAL SIGN ISSUES AND CHANGE OPTION DISCUSSION

Mr. David Beam, economic development planner, showed the committee the updates on the evolving sign recommendation regarding multiple signs by permit. He suggested allowing one sign per 100 feet of street frontage. This would allow more signage for larger lots. Ms. Marlene Grant asked how that would apply to skinny lots with multiple businesses on a small amount of street front. Mr. Beam explained each business would be allowed to have one sign, so long as each business has a business license and a discreet business space. Under the proposed permit system, Mr. Beam that when an application is reviewed, it would be at the city staff's discretion to approve the permit, based upon set criteria, such as the proposed signs' coordinated

look, their size, color, font and general artistic style. He asked what the maximum size sign they should allow for each sign? The proposal includes giving the business a six month sign permit, which upon renewal could be denied based on how the signs have been maintained. The committee needs to decide maximum size of a sign, review the criteria, flesh it out more and have staff bring it back to committee. Mr. Art Smith asked if the determination of sign condition would be at the discretion of the inspector and Mr. Beam replied it would be.

Discussion commenced on changing the sign footage to 50 feet between signs to allow skinny lots to have more signage for multiple businesses. An example given would be a 100 foot lot would be allowed three signs total. Additionally, they discussed making it part of the criteria, that portable signs must contain different information than the businesses permanent sign. This would minimize clutter. Furthermore, they discussed electronic signs boards help allow multiple business to advertise on one single sign.

Mr. Allen expressed concern for allowing signs to be displayed only every 50 feet. This would remove these signs far away from their permanent sign, making it harder for customers to make associations with the business. Mr. Mark Vergets suggested removing flags and banners from the C-2 zone completely and disallow any portable signs except those for business promotion. He explained all zones have different needs and feels they should have different solutions to match the zone.

Mr. Beam passed out a list of four recommendation for signage changes prepared by staff, based upon previous information/discussions by the committee. The list includes the following: develop a downtown wayfinding system; develop a sign permit/plan program for portable signs; allow for pennants and streamers as temporary signs; and, and strengthen education/enforcement/maintenance efforts. Staff asked the committee for consent to pursue the development of these recommendations. The committee granted consent. Councilor Woodruff said the Cultural District recently received a grant for a wayfinding signs and suggested they keep their wayfinding system in mind so as to ensure a coordinated look. Mr. Beam explained the Chehalem Parks and Recreation District have them as well. Mr. Travers explained the Downtown Coalition is meeting to discuss it as well. Mr. Beam suggested having representatives from all these entities come together and develop a coordinated plan for the wayfinding system.

Staff described pennants as typically triangular flags on a string. Discussion commenced on pennants and it was decided they would be considered temporary portable signage for a grand openings or special events.

VI. NEXT SCHEUDLED MEETING

The next temporary and portable sign ad-hoc committee meeting is scheduled for Wednesday, April 16, 2014, at 4:00 PM in the Newberg City Hall Permit Center Conference Room.

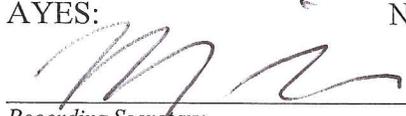
VII. OTHER BUSINESS

No items were brought forward.

VIII. ADJOURNMENT

The meeting adjourned at 4:50 PM.

Approved by the Temporary and Portable Sing Ad-hoc Committee this 16th day of April, 2014.

AYES:  _____
Recording Secretary

NO:

ABSENT:  _____
Temporary and Portable Sign Ad-Hoc Committee Chair

ABSTAIN: