



**NEWBERG TEMPORARY AND
PORTABLE SIGN AD HOC COMMITTEE**
Wednesday, April 16, 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 March 5, 2014 and March 19, 2014**
- IV. Public input**
- V. Potential recommendations to City Council discussion**
- VI. Next Meeting – Wednesday, May 7, 2014**
- VII. Other Business**
- VIII. Adjourn**

ATTACHMENTS

- 1. - Staff memo regarding potential recommendations to City Council (Pages 2 – 5)
- 2. - Meeting minutes March 5, 2014 (Pages 6 – 7)
- 3. - Meeting minutes March 19, 2014 (Pages 8 – 9)

Newberg Temporary and Portable Sign Ad Hoc Committee
Draft - Proposed City Council Recommendations
April 16, 2014

1. Downtown Wayfinding System – Develop a recommendation (1-2 paragraphs) with a brief description of the concept: system purpose, implementation, sample pictures.

Recommendation: The city of Newberg should develop a wayfinding sign system for the downtown area (C-3 zone). The purpose of the system will be to help visitors to the downtown to locate and discover public and private destinations. An ad hoc committee of the Newberg City Council should be created (members appointed by the Mayor) and the committee's goal should be to develop recommendation for council's consideration of adoption regarding the general appearance of the signs, where they are to located, how the sign system shall be installed and maintained (both private and public operators should be considered), and any other goals that the council feels is necessary to ensure that the wayfinding sign system will be an attractive and useful addition to the city's historic downtown area. The committee should coordinate with other entities within the community with existing and/or intended wayfinding signage entities (CPRD, Cultural District, etc.) to ensure all such signage achieves a coordinated appearance.

The following are some examples of wayfinding signs:



2. Sign Permit/Plan Program – This is an addition to the existing development code that would allow additional temporary and portable signs for up to six months with a city approved sign plan. This recommendation would include specific code language proposals.

Recommendation: Current sign code for portable signs in the front and interior yard of a street frontage (this includes signs on a building wall) for properties zoned C-2 Community Commercial as follows: one sign in either the front or interior yard. Maximum size for such a sign is 12 s.f. in the front yard or 40 s.f. in the interior yard. Some people in the business community have expressed the opinion that this standard is too restrictive. To address this concern, the following is a new proposed amendment to the Newberg sign code. The purpose of this proposal is to allow for additional portable signage through a permit system that would ensure that such signage has an attractive, coordinated, and maintained appearance.

The following is the current proposed general code criteria for this sign permit program:

- 1) Multiple signs allowed by approved sign plan and permit
- 2) Time: up to 6 months. Request to extend existing, approved sign plan would be very simple.
- 3) Number: 1 per 100 feet of street frontage. At least one per business. Business must have a business license and occupy a discreet space.
- 4) Square footage: 1 per 1 foot of street frontage. *Question: Should there be a maximum size per sign?*
- 5) Review criteria for signage in plan:
 - Size
 - Colors
 - Style
 - Font
 - Size appropriate for setback location
- 6) Fee: \$10 per month. Permit application form simple to complete.
- 7) Maintenance: Condition of permit approval would be business will maintain signage in good condition.

Sign plan applications shall be reviewed and approved by the city's planning division. Plan approval/disapproval will be based on a set of criteria that is intended to achieve attractive, coordinated portable signage on a property. An appeal to the application decision may be made to a hearing officer appointed by the city manager.

Question: In what areas of the city should we allow this sign permit option?

NOTE: GFU (e.g. new football stadium) and the Cultural Center (new front plaza area) have both expressed interest in hanging large banners.

3. Pennants and Streamers – Develop recommended existing code language changes to better address how these items are treated in the code.

Recommendation: Amend Section 15.435.100 Temporary signs for events of the Newberg Development Code as follows (NOTE: amendments are double underlined; code language deletions are underlined):

15.435.100 Temporary signs for events.

In addition to the portable signs otherwise permitted in this code, a lot may contain temporary signs in excess of the number and size allowed by NMC 15.435.090 during events as listed below. Pennants, streamers, and inflatable objects may be used during these events.

A. Grand Opening Event. A grand opening is an event of up to 30 days in duration within 30 days of issuance of a certificate of occupancy for a new or remodeled structure, or within 30 days of change of business or ownership. No lot may have more than one grand opening event per calendar year. The applicant shall notify the city in writing of the beginning and ending dates prior to the grand opening event. If there are no freestanding signs on a frontage after the grand opening event, one of the temporary signs may remain on the property for the 60 days immediately after the end of the grand opening event. A temporary electronic message center may be used during a grand opening event.

B. Election Event. An election event begins 90 days prior to and ends 14 days after any public election. During this event a lot may contain up to two additional temporary signs, not to exceed 12 square feet in total area for both signs. These signs shall not be located in the public right-of-way.

C. Other Events. A lot may have two other events per calendar year. The events may not be more than eight consecutive days in duration, nor less than 30 days apart. A temporary electronic message center may be used during the event.

D. Flag Displays. One flag display is permitted on each street frontage. An unlimited number of displays is permitted on any legal holiday or Newberg city council designated festival. [Ord. 2731 § 3, 10-18-10; Ord. 2499, 11-2-98. Code 2001 § 151.599.]

Penalty: See NMC 15.05.120.

4. Education/Enforcement/Maintenance – Write a brief recommendation (1-2 paragraphs) for each of these issues. The recommendation will stress the importance of addressing these issues if the community is going have an effective sign program. The recommendations mentioned above will address some of these issues, but other policies/actions will need to be developed to further address these issues.

Recommendation: Enforcement, education, maintenance efforts by the city regarding what are the current sign temporary and portable sign codes and the importance to maintaining to those standards to overall quality-of-life of the community. The city of Newberg should develop proposals that improve existing mechanisms as well as create new mechanisms that will help ensure the adherence and enforcement to the temporary and portable sign development codes. Potential solutions to the issue may include development of public handout materials that explain the temporary and portable sign codes as simple as feasible and adoption of some of the other recommendations mentioned in this memo.

Question: Who will develop the materials/mechanisms of this program?

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
	Nate Travers	Art Smith

Members Absent:	Mark Vergets (excused)	Mayor Bob Andrews, Ex-Officio
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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

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:

NO:

ABSENT:

ABSTAIN:

Recording Secretary

Temporary and Portable Sign Ad-Hoc Committee Chair