



**NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE AGENDA  
WEDNESDAY, May 21, 2014, 4:00 PM  
CITY HALL PERMIT CENTER CONFERENCE ROOM  
414 E. FIRST STREET**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. MINUTES APPROVAL – May 7 meeting**
- IV. PUBLIC COMMENTS**
- V. DEVELOP RECOMMENDATIONS FOR CITY COUNCIL CONSIDERATION**
- VI. NEXT MEETING – June 4, 2014**
- VII. NEW BUSINESS**
- VIII. ADJOURNMENT**

**ATTACHMENTS:**

- 1. - Meeting minutes May 7, 2014 (Pages 2-3)
- 2. - Staff memo regarding potential recommendations to City Council (Pages 4-8)
  - Exhibit A – (Page 9)
  - Exhibit B – (Page 10)

***ACCOMMODATION OF PHYSICAL IMPAIRMENTS:*** *In order to accommodate persons with physical impairments, please notify the City Recorder's Office of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the City Recorder at (503) 537-1283. For TTY services please dial 711.*

**NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE AGENDA  
WEDNESDAY, MAY 7, 2014, 4:00 PM  
414 E. FIRST STREET**

**I. CALL MEETING TO ORDER**

Vice-Chair Lesley Woodruff called the meeting to order at 4:02 PM.

**II. ROLL CALL**

Members Present:	Lesley Woodruff, vice-chair	Sam Farmer	Nate Travers
	Art Smith (arrived at 4:05)	Marlene Grant	Mark Vergets

Members Absent: Dennis Lewis, chair

Staff Present: Brad Allen, code compliance officer  
Steve Olson, interim planning and building director  
David Beam, economic development planner  
Mandy Dillman, minutes recorder

Others Present: Mike Ragsdale Cheryl Kelsh

**III. MINUTES APPROVAL**

Review and approve the meeting minutes of April 16, 2014.

<b>MOTION:</b> Farmer/Grant approving the Temporary and Portable Sign Ad-hoc Committee meeting minutes for April 16, 2014. Motion carried (5 Yes/0 No/1 Absent [Lewis]).
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**IV. PUBLIC COMMENTS**

David Beam explained the committee has spoken about way-finding signs in the past. As instructed by the committee, he invited Mr. Mike Ragsdale, executive director of the Newberg Downtown Coalition (NDC) and Ms. Cheryl Kelsh, executive director of the Chehalem Valley Chamber of Commerce to speak on this subject.

Mr. Ragsdale shared his perspective on way-finding and suggested hiring a way-finding consultant that could help the city use scientific analysis to determine the best course of action. Mr. Ragsdale suggested a well-known consultant, Ken Ambrosini, who resides in Portland.

Ms. Kelsh shared the winery industry in Oregon is working on developing a statewide, consistent, way-finding system for wineries. She agreed with Mr. Ragsdale's suggestion of using a consultant and emphasized having consistent signage would be beneficial since visitors already complain about difficulty locating places in Newberg. Vice-Chair Woodruff explained the way-finding system should be a way to help remove A-frame signs from downtown sidewalks. One goal of a way-finding system should be to make them easily replaceable for businesses that come and go. Businesses could use them for a fee.

Discussion commenced on potential requirements of providing new space for business signage on a way-finding system if A-frame signs are removed. Also, they discussed how the way-finding design should be as exciting to customers as the destinations they advertise. Additionally, they discussed theories regarding business names on way-finding signs and how to educate folks in the city about the way-finding system. Both Ms. Kelsh and Mr.

Ragsdale concluded by saying their organization would be interested in participating with the development of a way-finding program.

## **V. DEVELOP RECOMMENDATIONS FOR CITY COUNCIL CONSIDERATION**

Mr. Beam explained changes he made in the committee draft recommendations in the meeting packet. The changes we based on discussions at the previous meetings. As to the proposed sign permit program, the amount of signage allowed would depend upon the city zone. He explained that in the C-3 zones, a business would be allowed signs 15 feet apart with a maximum of four signs. For the C-2 and Institutional zones, a business could have one sign per 100 feet of street frontage. Mr. Ragsdale asked questions concerning how this proposal would affect the Newberg Farmers' Market signage. It was determined that the proposal should not affect the Market's signage program. Mr. Beam asked Mr. Ragsdale and Ms. Kelsh to look through the recommendations and email him with any questions/concerns they may have.

Discussion commenced on the proposed changes to the use of streamers and pennants. Additionally, the committee discussed businesses being allowed different sizes of signs, dependent on how close the sign is to the front property line. Therefore, the farther in to the property from the front property line, the bigger the sign can be; and, the closer to the street, the smaller. Furthermore, there is a vision clearance triangle regulation in the code to help avoid signs blocking driver views at intersections. Mr. Beam also talked about the city developing a simple handout (like one in Bloomington, MN) with words and pictures to help make sign code clear and easy to follow. It was also discussed how businesses in downtown can achieve sign approval based on a points system for sign design.

Discussion commenced on garage sale signage programs; the committee decided a program would not be pursued and to continue enforcing the current garage sale signage code. In conclusion, they also decided not to pursue any changes to the current code for campaign signage. Staff would return at the next meeting with a finalized proposal for approval from the committee.

## **VI. NEXT SCHEDULED MEETING**

The next temporary and portable sign ad-hoc committee meeting is scheduled for Wednesday, May 21, 2014, at 4:00 PM in the Newberg city hall permit center conference room.

## **VII. NEW BUSINESS**

None appeared.

## **VIII. ADJOURNMENT**

The meeting adjourned at 5:10 PM.

**Approved** by the Temporary and Portable Sign Ad-hoc Committee this 21<sup>st</sup> day of May, 2014.

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**Minutes Recorder**

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**Temporary and Portable Sign Ad-hoc Committee Chair**

**Newberg Temporary and Portable Sign Ad Hoc Committee**  
**Draft - Proposed City Council Recommendations**  
**May 21, 2014**

At our meeting on May 7, 2014, the committee reviewed the following recommendations for the city council. Given input by the committee members at that meeting and previous meetings, staff has drafted the following recommendations.

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

NOTE: Language deletions are indicated with a ~~strikeout~~ and additions are indicated with a double underline.

**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.

**Background:** The 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.

**Recommendation:** 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 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: C-2 zone: 1 per 100 feet of street frontage. C-3 zone: 1 per 15 feet of street frontage, with a maximum of 4 signs. Institutional zone: 1 per 100 of street frontage.

At least one per business allowed. Business must have a business license and occupy a discrete space.

- 4) Square footage and size: Total signage for a property will be 1 per 1 foot of street frontage. Maximum allowed for any specific sign will be based on the location of the sign. The farther the distance a sign is from the front property line, the greater size that will be allowed for a specific sign. For every 10 feet from the property line, the maximum square footage for a sign may be an additional 10 square feet larger. In other words, a sign that is between the property line and 10 feet from the property line, a sign may be up to 10 square feet in size; a sign that is between the 10 feet and 20 feet from the property line, a sign may be up to 20 square feet in size, and so on.
- 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.

**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 ~~strikeouts~~):

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 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 simply as feasible and adoption of some of the other recommendations mentioned in this memo.

Exhibit A is an example of one tool that could be used to achieve the goal of this recommendation. This exhibit shows multiple one-page information sheets from Bloomington, MN regarding sign regulations. The format uses clear language in layman terms and simple graphics to convey the information. Information sheets regarding the Newberg sign regulation could be developed for distribution using this format as a template.

**5. Flags** – The committee has had considerable discussion regarding the flag regulations. The following recommendations are intended to help clarify the difference between a flag display and flags as portable signs (e.g. teardrop style flags).

**Recommendations:**

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 ~~strikeouts~~):

**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:

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**Penalty:** See NMC 15.05.120.

Amend Section *15.05.030 Definitions* of the Newberg Development Code as follows (NOTE: amendments are double underlined):

“**Flag display**” means one or more flags attached to a permanently affixed single pole.

**OTHER ITEMS FOR DISCUSSION**

**Umbrellas** – At our April 16th meeting, the committee discussed some of the issues to be examined regarding the use of umbrellas and their relevance to signage. Some issues examined with umbrellas included solid colors versus not-solid colors; umbrellas with tables versus stand-alone umbrellas; where they are located; how many should be allowed and should there be spacing limits; should they be considered signage or not; and, how they might be treated in different zones.

One way to look at umbrellas is how the city currently regulates the usage of awnings in the C-3 zone (please see Exhibit B) under the current code. In reality, an awning serves the same function as umbrellas: cover from the natural elements.





# Residential Real Estate Sign Information Sheet

A real estate sign is any temporary sign placed in an area by the owner or real estate company which announces the sale, rental or lease of that property.

## Property Sale or Lease Signs

Although a permit is generally not required, the signs are subject to the following requirements when placed on the residential property for sale or lease:

**Number:** One sign is permitted per street frontage with a maximum of two per lot.

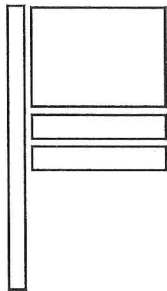
**Location:** Signs must be located on lots for sale or lease and at least 10 feet from the public street right-of-way (which is not the curb).

**Size:** Signs shall be a maximum of 10 square feet and six feet high.

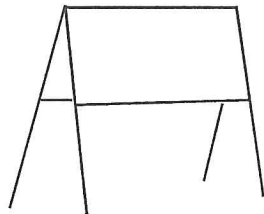
**Time limit:** Signs must be removed seven days after sale closing.

**Illumination:** No illumination is allowed.

**Other:** Stringers, streamers and balloons less than 24 inches in diameter may be used.



Sale or Lease Sign



Open House/  
Directional Signs

## Open House/Directional Signs

- Signs are only allowed when an agent is present at the property for sale and open for viewing.
- Owner's permission is required if installed on property.

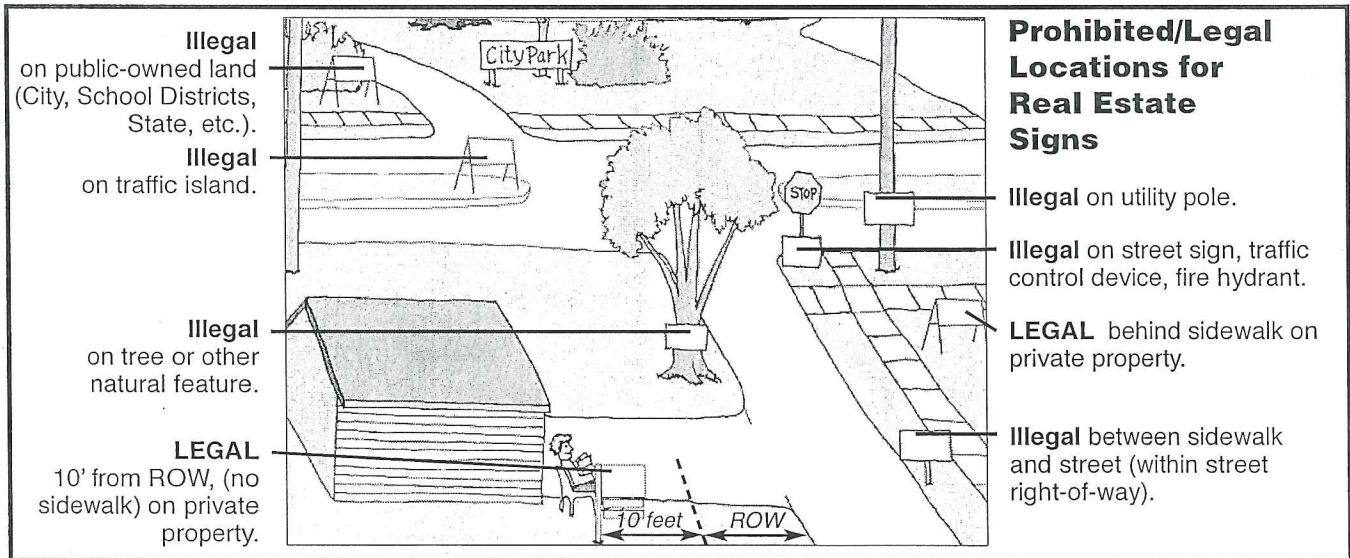
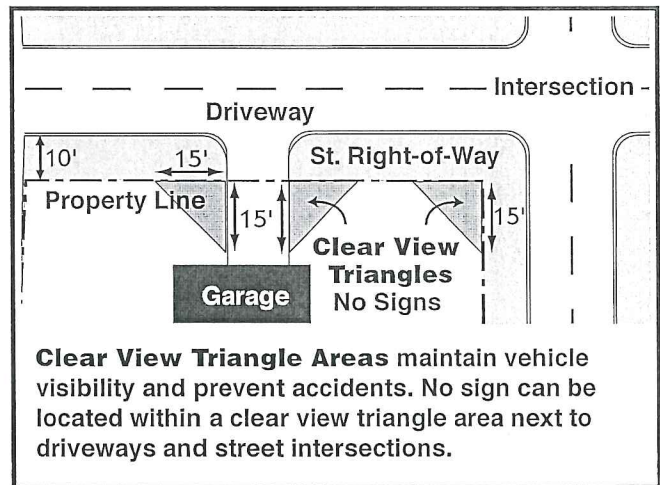
## Prohibited Signs

See "Prohibited Locations for Residential Real Estate Signs" below.

Real estate signs are also prohibited in residential areas if the sign:

- Interferes with clear view triangle (see below).
- Is portable.
- Is flashing.

A permit is required for any deviation from



Community Development

Planning and Economic Dev.  
1800 W. Old Shakopee Road  
Bloomington MN 55431-3027

PH 952-563-8920  
FAX 952-563-8949  
TTY 952-563-8740

E-MAIL [planning@ci.bloomington.mn.us](mailto:planning@ci.bloomington.mn.us)  
[www.ci.bloomington.mn.us](http://www.ci.bloomington.mn.us)

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1. Spacing. No two minor attached signs on one building that are both visible from any one point shall be closer than 25 feet.

2. Size.

a. Residential Zones. Minor attached signs shall not exceed three square feet in area.

b. Other Zones. Minor attached signs shall not exceed six square feet in area.

3. Height. Minor attached signs shall not extend above the roof line of the building they are attached to.

4. Projections.

a. C-3 Zone. Minor attached signs may project no more than three feet into a public right-of-way, but no closer than two feet from the curb line. The lower edge of any minor attached sign shall be at least eight feet above ground level. This requirement supersedes the relevant sign standards in the current edition of the Oregon Structural Specialty Code.

b. Other Zones. The same projection is allowed as for major attached signs, NMC 15.435.070.

A

B. Awning Signage. Awnings are encouraged along the frontage of buildings in the C-3 district.

1. C-3 Zone. Back-lit translucent awnings are not allowed. Lettering may appear on curved surfaces, but shall be limited to the lowest 12 inches of the awning (measured vertically from the lowest edge). Freestanding letters mounted on top of the front vertical surface are also allowed, though they shall not exceed eight inches in height.

a. Other minor attached signs may be attached to or suspended from an awning or canopy, provided they are less than six square feet in size.

b. The lower edge of any awning shall be at least eight feet above ground level. This requirement supersedes the relevant sign standards in the Uniform Sign Code.

c. Signage is not allowed on any awning surfaces that are not specifically permitted in this section.

2. Other Zones. Awning signs in other zones shall be regulated as either minor or major attached signs.

