



**NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE AGENDA
WEDNESDAY, May 7, 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 – April 16 meeting**
- IV. PUBLIC COMMENTS**
- V. DEVELOP RECOMMENDATIONS FOR CITY COUNCIL CONSIDERATION**
- VI. NEXT MEETING – May 21, 2014**
- VII. NEW BUSINESS**
- VIII. ADJOURNMENT**

ATTACHMENTS:

- 1. - Meeting minutes April 16, 2014 (Pages 2-4)
- 2. - Staff memo regarding potential recommendations to City Council (Pages 5-15)
 - Exhibit A – (Page 11)
 - Exhibit B – (Page 12)
 - Exhibit C – (Pages 13-14)
 - Exhibit D – (Page 15)

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

Wednesday, April 16, 2014, 4:00PM

Newberg City Hall (414 E. First Street)

I. CALL MEETING TO ORDER

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

II. ROLL CALL

Members present: Chair Dennis Lewis Councilor Lesley Woodruff, vice-chair
 Sam Farmer Art Smith
 Nate Travers Marlene Grant

Members Absent: Mark Vergets

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

III. APPROVAL OF MARCH 5 AND MARCH 19, 2014 MEETING MINUTES

The committee approved the temporary and portable sign ad-hoc minutes for March 5 and March 19, 2014.

IV. PUBLIC COMMENTS

Mr. David Beam, economic development planner, examined with the committee items Mr. Roger Currier brought forth an in e-mail regarding the rentable portable sign concept for garage sale signage. Mr. Art Smith agreed having a consistent, rentable garage sale sign program was a good idea. He was not sure if Mr. Barton Brierley, former planning and building director, estimate of six hours to remove nonconforming portable signs each week was accurate, but surely changing to a garage sale rental program would save the city some time and money from this weekly task. He felt, however, there would still be other signage up from citizens not renting from the program. Chair Lewis agreed there would always have random signs and raised concern for how they would police the sign program. Councilor Lesley Woodruff felt they should look into other cities approaches to sign rentals and create a program from there. Mr. David Beam, economic development planner, said he would follow up at the next meeting with information from other cities programs.

V. POTENTIAL RECCOMENDATIONS TO CITY COUNCIL DSICUSSION

Mr. Beam explained proposed changes made to the recommendations. One suggested change was to state that a flag display must be attached to a permanently mounted pole. Also, unlimited flag displays would be allowed during holidays. This would mean clarify that a teardrop flag would be a portable sign and limited to one sign in the C2 zone or front yard/interior yard. He discussed how he made these changes based on recommendations from the previous meeting.

Chair Lewis felt the eight days for a temporary sign was not a very long time period after the amount of money a business might invest in an object like an inflatable. Mr. Steve Olson, interim planning and building director, explained it can be allowed longer at a grand opening and other events. Chair Lewis asked for clarification if pennants and streamers cannot be used unless during the grand opening or other events under the proposed changes. Mr. Beam replied he was correct.

Discussion commenced on current sign criteria suggestions of one sign per certain amount of street frontage and how limited usage of pennants and streamers would cause current businesses to change their signage plan. Furthermore, they discussed umbrellas with advertisements on them and how they would fit into the sign plan. Umbrellas were detailed further as possibly having restrictions on size or size of advertisement, being a possibility for current businesses to use instead of pennants or streamers, and how they could fall under temporary portable signs.

Chair Lewis brought forth the current increase in complaints about signs in the city. It was explained an article was published in the newspaper disclosing portable signage regulations are not being enforced while this committee takes meets. The article alludes to the increase in complaints due to the large quantity of political signage currently in the city. In addition, it mentioned citizens were calling 911 dispatch to complain about door to door campaigning in the town, which is not the appropriate approach to dissuading solicitors. It was further stated political signs are allowed 90 days before election and would normally limit size of signage and has a two limit sign per business or home. The signs are not regulated for content and actual political members running for the position are often not the ones making or distributing most of the signs. Mr. Olson said the current increase in political signs gives them an opportunity to experiment and see what it would look like without sign limits. He mentioned an option to limit them further would be to decrease the allowed amount of time they are allowed. He said he usually does not see a lot of signage until thirty days or so before election dates. The committee discussed how signs are allowed up to fourteen days after elections which is bothersome to people. It was decided by the committee to not pursue any changes to the current election sign regulations.

The issue of changing signage rules was further discussed and it was determined having separate rules for separate areas of the city might be the right decision.

Mr. Beam asked for any objections to the flag change update. Councilor Woodruff pointed out a spelling error on one page. They also discussed an issue George Fox University has over current sign regulations.

In conclusion, a suggestion was made to form an additional committee to evaluate education, enforcement, and maintenance of new sign policies had been made. It was suggested the current committee take on this responsibility due to the fact they have discussed the matter thus far. Mr. Beam suggested that they dedicate the next meeting to this topic. Additionally, it was discussed whom should participate in the next meeting including inviting the Chamber of Commerce and The Downtown Coalition.

VI. NEXT SCHEDULED MEETING

The next Temporary and Portable Sign Ad-hoc Committee meeting is scheduled for Wednesday, May 7, 2014, at 4:00 PM in the Newberg City Hall Permit Center Conference Room.

VII. OTHER BUISNESS

No items were brought forth.

VIII. ADJOURNMENT

The meeting adjourned at 5:15 PM.

Approved by the Temporary and Portable Sign Ad-hoc Committee this 7th day of May, 2014.

AYES:

NO:

ABSENT:

ABSTAIN:

Recording Secretary

Temporary and Portable Sign Ad-hoc Committee Chair

Attachment 2

Newberg Temporary and Portable Sign Ad Hoc Committee Draft - Proposed City Council Recommendations May 7, 2014

At our meeting on April 16, 2014, the committee reviewed the following recommendations for the city council. Given input by the committee members at that meeting, staff has made the following changes to the 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:

Attachment 2



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 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.

Attachment 2

- 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. (See Exhibit A)

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

- 4) Square footage: 1 per 1 foot of street frontage. For every 10 feet from the property line, the maximum square footage of 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 feet; a sign that is between the 10 feet and 20 feet from the property line, a sign may be up to 20 feet, etc.

- 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.

Attachment 2

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.

Exhibit B 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 in intended to help clarify the difference between a flag display and flags displays as portable signs (e.g. teardrop style flags).

Attachment 2

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~~):

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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

Garage sale permit system – Per our discussion at the last meeting, staff contacted The City of Dallas, OR. Exhibit C is a copy of permit form for garage sale signage as well a picture of the signs that they loan out. A \$15 deposit is required with the permit application, which is refunded when the sign is returned. There is no additional revenue generated to administer the program, as no fee for the permit is required.

Umbrellas – At our last meeting, the committee discussed some of the issues to be examined regarding the use of umbrellas and there 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.

Attachment 2

One way to look at umbrellas is how the city currently regulates the usage of awnings in the C-3 zone (please see Exhibit D) 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.

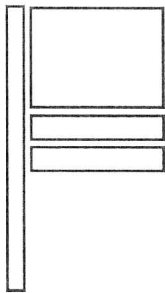
Location: Signs must be located on lots for sale or lease and at least 10 feet from the public street right-of-way (which is not the curb).

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

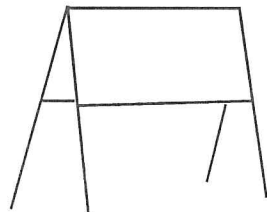
Time limit: Signs must be removed seven days after sale closing.

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.

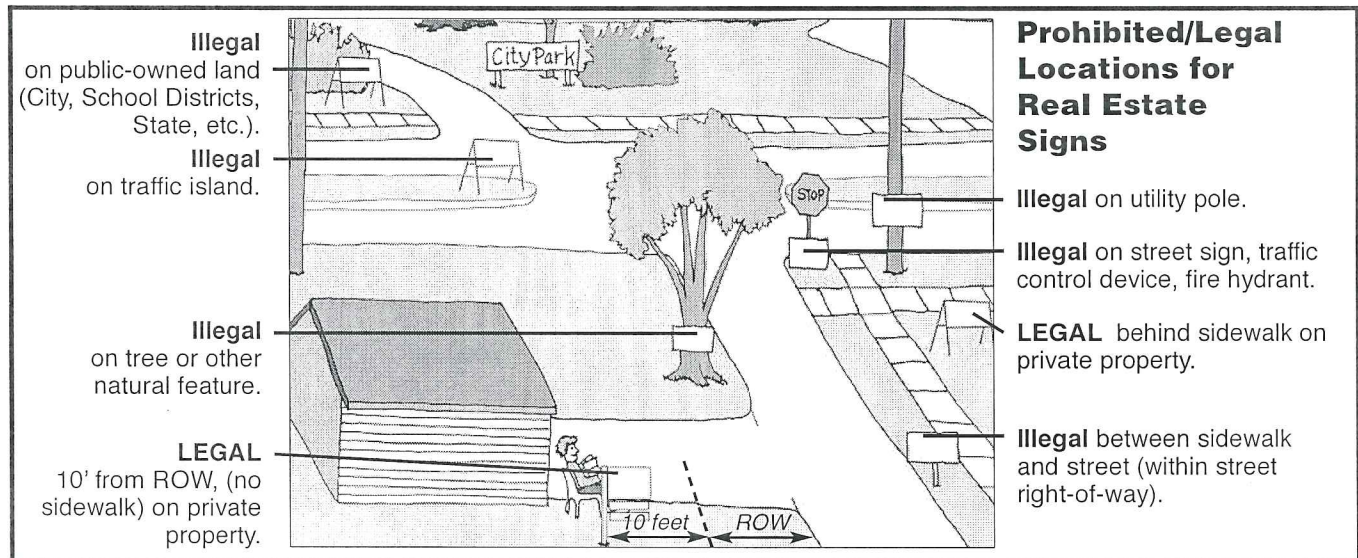
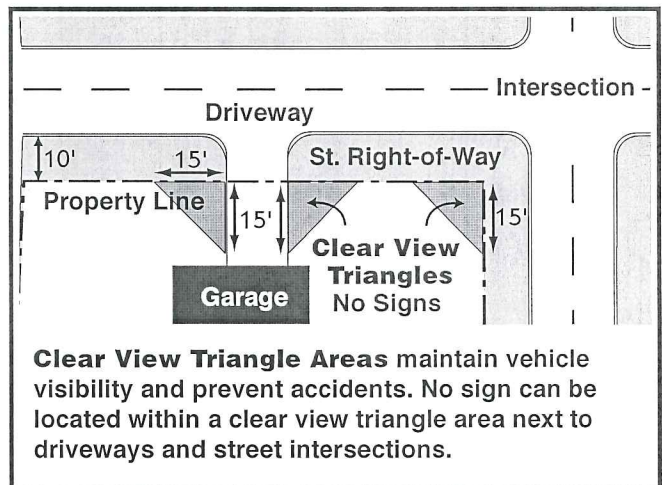
Prohibited Signs

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
www.ci.bloomington.mn.us

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Exhibit C



GARAGE SALE PERMIT

Name of individual(s) conducting garage sale: _____

Address of garage sale: _____

Date(s) of garage sale: _____ Hours of sale: _____ AM/ PM to _____ AM/ PM

An individual, or group of individuals, are allowed 2 garage sales a year upon a premise. Has the applicant(s) held a garage sale upon this premise within this calendar year? Yes No If yes, date of the previous sale: _____

IT IS UNDERSTOOD:

- 1. Applicant cannot begin sale before 8:00 a.m. and shall conclude no later than 9:00 p.m.
2. The owner of the goods will pay no commission for the garage sale.
3. The owner or lessee of the property where the garage sale is to be held will receive no compensation for holding the sale on their property.
4. If the application is made after the commencement a sale, a fee of \$15.00 will be charged. Each individual conducting a sale shall be subject to the fee.
5. This permit is valid for a period not to exceed three (3) consecutive days.
6. Only one sign shall be posted on the premises on which the sale is to be held.
7. The only off-premise sign permitted is the sign loaned to you by the City. This sign must be returned in a clean and good condition to the City within three (3) business days after the conclusion of the garage sale.
8. Off-premise sign shall not be placed in the public right-of-way and shall be placed upon private property only with the consent of the property owner.
9. Off-premise sign shall not be placed earlier than one hour before the garage sale starts and shall be removed no later than one hour after the conclusion of the sale.

Do you need an off-premise sign? Yes No

If yes, a \$15.00 refundable deposit, by cash or check, is required.

The off-premise sign is due back clean and in good condition (3) business days after the conclusion of your sale, or by 5:00 p.m. on _____, or the deposit may be forfeited.

FAILURE TO RETURN THE OFF-PREMISE SIGN MAY RESULT IN CRIMINAL PROSECUTION FOR THEFT

Applicant Signature

Date

Telephone Number

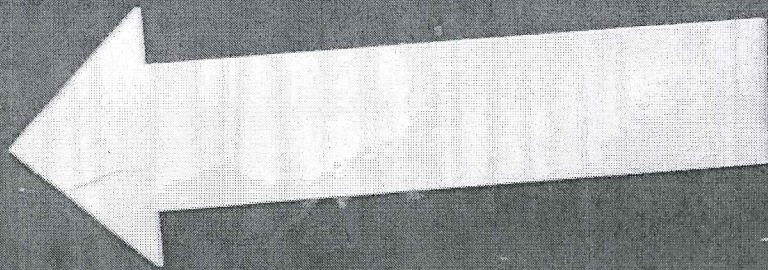
DURING YOUR SALE PLEASE PROMINENTLY DISPLAY A COPY OF THE PERMIT SO THAT IT CAN BE SEEN READILY FROM THE STREET

(Office Use)

Amount received \$ _____ Sign # _____ Issued by: _____

Refund received by: _____ Date: _____

**GARAGE
SALE**



**PROPERTY OF THE
CITY OF DALLAS**

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.

