

## RESOLUTION No. 2011-2939

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### A RESOLUTION INITIATING AN AMENDMENT TO THE NEWBERG DEVELOPMENT CODE REGARDING SIGNS IN THE CIVIC CORRIDOR

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#### RECITALS:

1. The proposed Chehalem Cultural Center sign does not meet the Civic Corridor sign standards. Staff believes the sign is a good fit for the Civic Corridor, and that therefore the Civic Corridor sign standards should be reviewed.
2. The Civic Corridor sign standards currently require signs to include four out of six possible design elements. Staff reviewed the existing signs in the Civic Corridor and determined that there are three design themes that tie the corridor signs together: (1) raised metal or wood letters on a background wall; (2) copper/brass/bronze frames or highlights; and (3) brick backgrounds or structures. The code could be simplified to require signs to meet at least one of the three design themes noted above for signs in the Civic Corridor.
3. This potential amendment would simplify the code, allow the Chehalem Cultural Center sign to be approved, and would set clear standards for signs within the Civic Corridor.
4. The City Council would like to consider a potential amendment to change the Civic Corridor sign standards to focus on the three identified design themes.

#### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City initiates an amendment to the Newberg Development Code that could potentially change the Civic Corridor design standards. The code language in Exhibit "A" is a starting point.
2. By initiating this amendment, the Council does not commit to taking any particular action on the amendment. It only wishes to consider potential amendments through a public hearing process.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: April 5, 2011.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this 4<sup>th</sup> day of April, 2011.

  
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Norma I. Alley, City Recorder

**ATTEST** by the Mayor this 7<sup>th</sup> day of April, 2011.

  
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Bob Andrews, Mayor

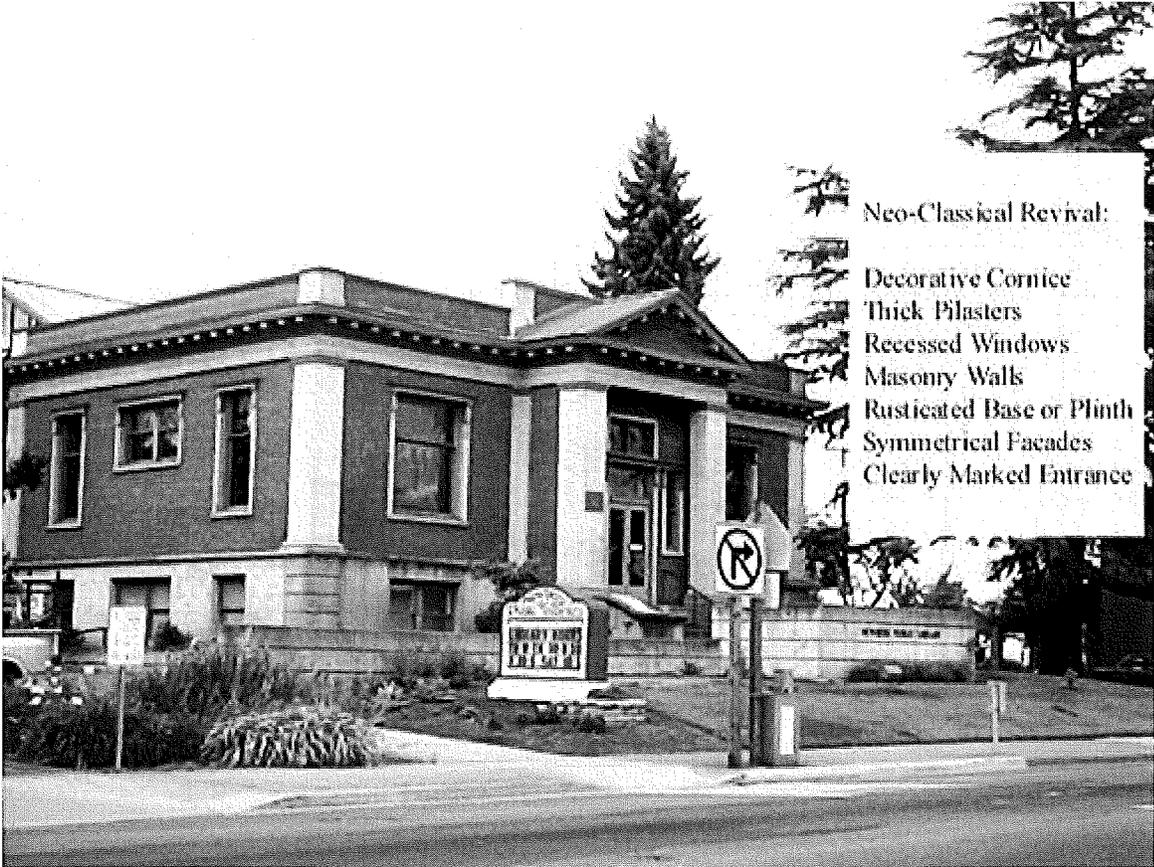
Potential Development Code Amendment

(Note: Additions to the code are underlined, deletions are ~~struck through~~.)

Part 18.1. CIVIC CORRIDOR OVERLAY (CC) SUB-DISTRICT

151.526.1 PURPOSE.

(A) The Civic Corridor Overlay Sub-district is designed to emphasize the civic heart of the community and to capitalize on the significant amenity that Newberg’s historic downtown buildings represent. Two buildings which characterize the historic style of Newberg are City Hall, built in 1913 and the library, built in 1912. The important architectural features of this style are illustrated in the figure below.



(B) Specific design standards will ensure that new development is consistent with the regional and local historical traditions that these buildings represent. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historical compatibility is better achieved by relating to the vertical proportions of historic facades, the depth and quality of windows and doors, and emulating the simple vertical massing of historical buildings.

(C) The CC Sub-district is intended to emphasize the civic and historic character of that portion of downtown Newberg generally bounded by Sherman Street on the north, Blaine Street on the west, 5th Street on the south, and Howard and School Streets on the east and as depicted on the zoning map. The sub-district overlay may be applied within any zoning district within these boundaries. The sub-district shall be designated by the suffix "CC" added to the symbol of the parent district. Permitted uses include those permitted by the underlying zoning district and other uses specifically allowed within the CC Sub-district that are compatible with the uses in the underlying zoning.

(Ord. 2002-2561, passed 4-1-02)

## 151.526.2 GENERAL PROVISIONS.

The uses, procedures, and standards contained within § 151.526.3 through § 151.526.6 apply in addition to the development standards of the underlying zone. Where there is a conflict between the uses and standards of this section and those of the base zone, the uses and standards of this section shall prevail.

(Ord. 2002-2561, passed 4-1-02)

## 151.526.6 DEVELOPMENT STANDARDS.

In addition to the standards of § 151.197, the following development standards shall apply to new development or redevelopment within the Civic Corridor Overlay Sub-district.

(E) *Signage standards.* In addition to the C-3 signage requirements of § 151.590 through § 151.601, to encourage the historic character of the Civic Corridor as described in § 151.526.1, signs within the Civic Corridor shall include at least one ~~four~~ of the following ~~six~~ elements:

~~(1) The most prominent element on a sign, such as the business' name, uses a serif font and does not exceed eight inches in height.~~

~~(2) The sign includes a frame, background or lettering in natural wood materials.~~

~~(13) The sign includes a frame, background or lettering in copper, bronze or brass in natural finishes, comprising at least 5 percent of the sign face.~~

~~(2) The sign is a freestanding brick monument sign.~~

~~(4) The sign incorporates decorative wrought iron.~~

~~(35) The sign lettering is in a raised relief, does not exceed 12 inches in height, and is constructed of either naturally-finished metal or white-painted wood (or material that appears to be wood).~~

~~(46) The sign is attached to a mounting bracket and allowed to swing freely.~~

(Ord. 2002-2561, passed 4-1-02)

*End of proposed amendment.*

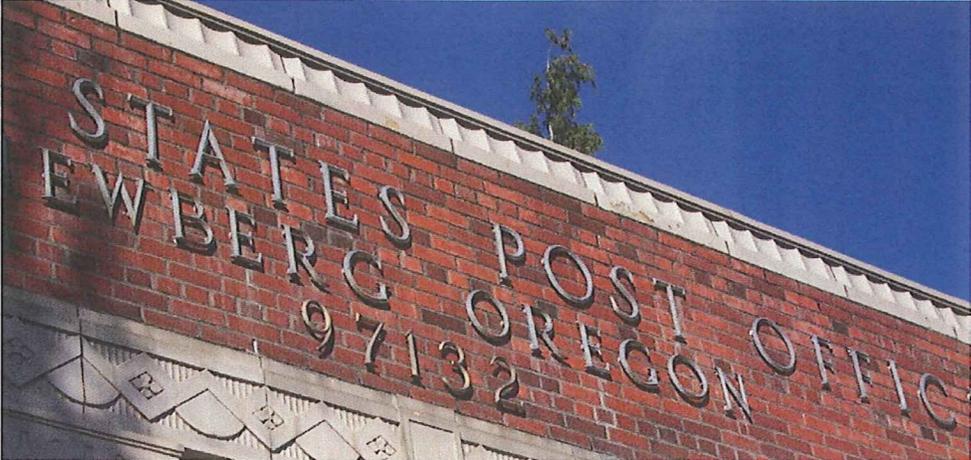
### **Test cases:**

Note that the Civic Corridor standards apply to new development or redevelopment only. They do not make any existing signs non-conforming. It is instructive to test the proposed changes on existing signs, however, to verify how they would apply.

- Proposed Cultural Center sign: Would pass – meets two Civic Corridor (CC) standards.
- Post office: Would pass – meets one CC standard.
- Fire Dept.: Would pass – meets one CC standard.
- Public Safety Building: Would pass – meets one CC standard.
- City Hall: Would pass - meets one CC standard.
- Masonic Hall brass wall sign: Would pass – meets two CC standards. Fin sign does not meet C-3 standards, or CC standards.
- Snooty Fox: Would pass – meets two CC standards.
- Oregon First Community Bank: Would pass – monument sign meets two CC standards, and wall sign meets one CC standard.
- Wine Country Antiques: Does not pass but could be modified to pass (by adding a copper frame, for example). (Note: for illustration only – the existing sign is not required to be changed).
- Bike Shoppe: Does not pass but could be modified to pass (by adding a copper outline of a bike or wheel to the sign, for example). (Note: Existing sign is not required to be changed – historic signs are exempt).

**Civic Corridor signs**

**Post Office (raised letters)**



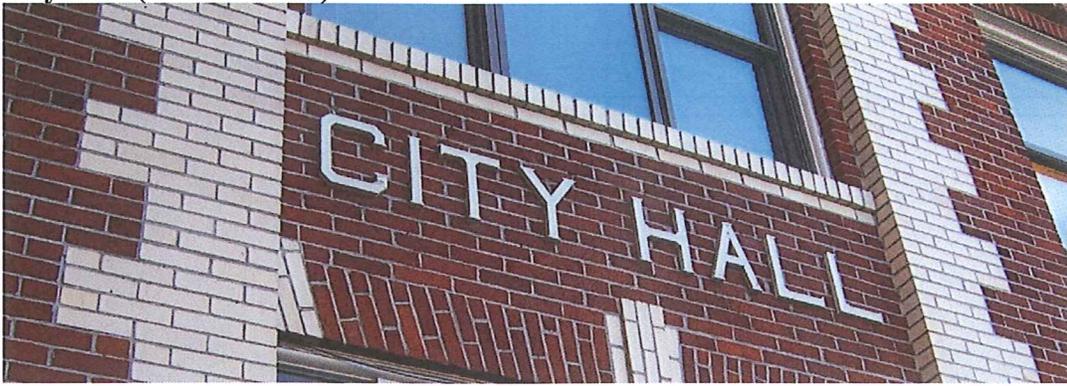
**Fire Department (raised letters)**



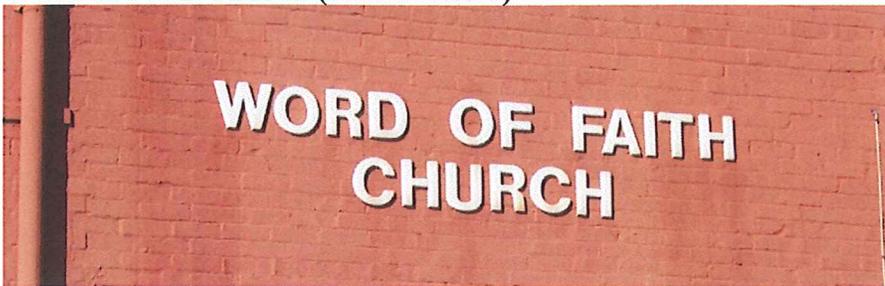
**Public Safety Building (raised letters)**



**City Hall (raised letters)**



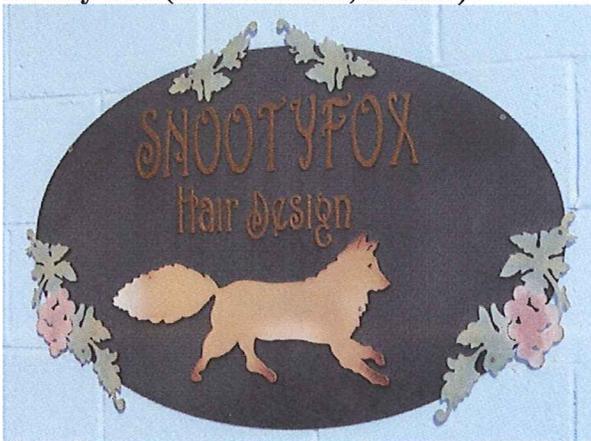
**Word of Faith Church (raised letters)**



**Masonic Hall (raised letters, bronze)**



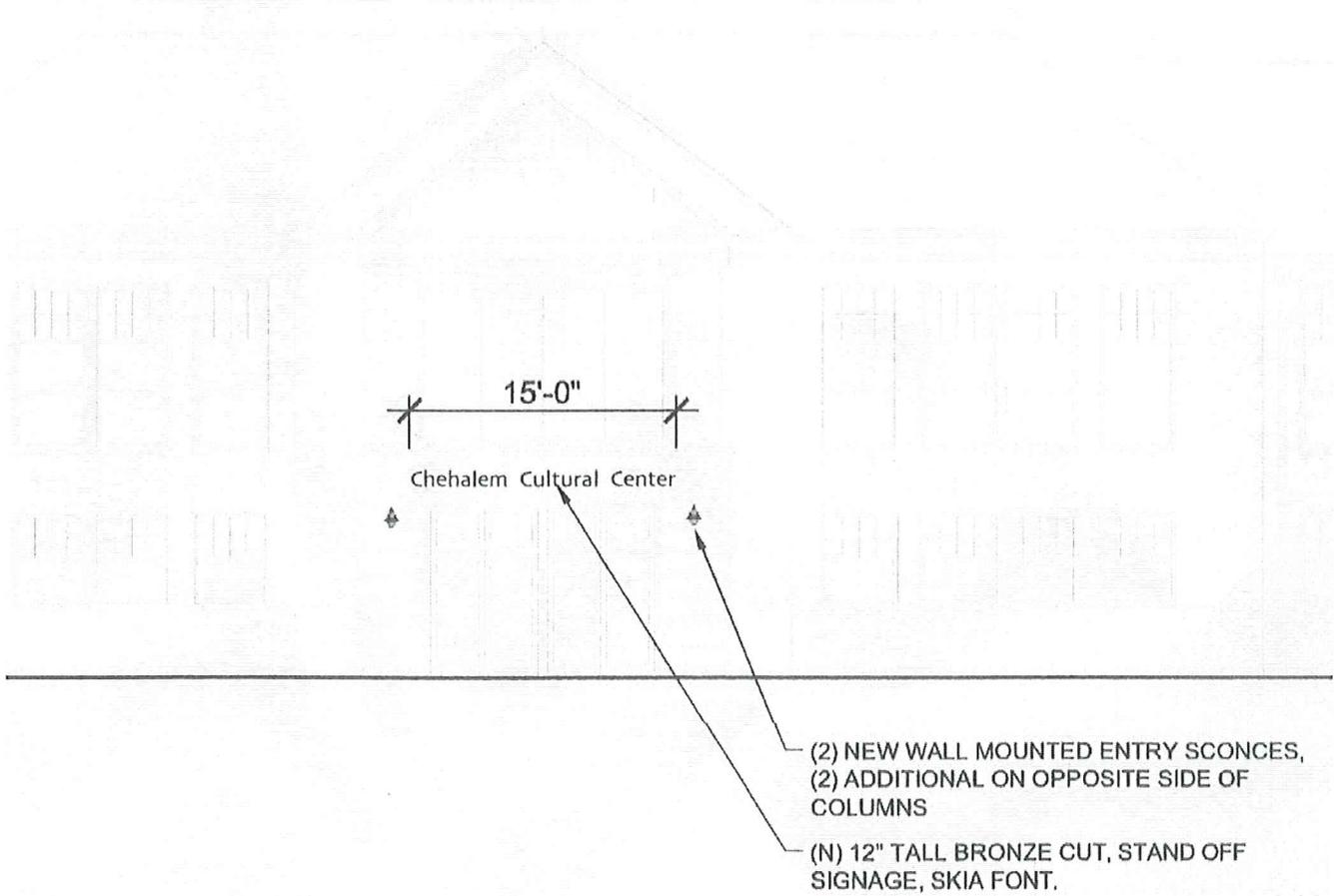
**Snooty Fox (raised letters, bronze)**



**Oregon First Community Credit Union (copper frame, brick monument)**



**Proposed Chehalem Cultural Center sign (raised letters, bronze)**



**Wine Country Antiques**



**Newbery Bicycle Shoppe**

