

**NEWBERG ELECTRONIC SIGN
AD HOC COMMITTEE MINUTES
3-5 p.m., Thursday, January 7, 2010
Newberg City Hall, Permit Center Conference Room
414 E. First Street, Newberg, Oregon**

I. ROLL CALL:

Present:	Michael Sherwood, Vice Chair	Stephen McKinney
	Claudia Stewart	Dennis Lewis
	Fred Gregory	Julie Want
		Loni Parrish

Absent: Nick Tri, Chair (excused) and Kristin Horn (excused)

Staff Present: Barton Brierley, Building and Planning Director
Steve Olson, Associate Planner
Dawn Karen Bevill, Recording Secretary

II. OPEN MEETING:

Vice-Chair Michael Sherwood opened the meeting at 3:08 p.m. and asked for roll call.

III. MEETING MINUTES:

MOTION: Want/Gregory moved to approve the December 3, 2009 minutes as submitted. (7Yes/ 0 No/ 2 Absent [Tri, Horn]) Motion carried.

IV. FOLLOW-UP ITEMS FROM THE PREVIOUS MEETING:

Size of existing electronic signs in Newberg:

Steve Olson referred to the December 30, 2009 memorandum included in the official meeting packet. He reviewed the chart regarding the existing signs in Newberg and explained it will be useful as a measuring stick when the committee considers potential changes to the sign code. Some codes limit message centers to 50% of the total sign area. If this is adopted by Newberg, Mountain View Middle School's sign would become non-conforming unless they increased the overall size of the sign. The Walgreens, A Storage Place, and Lewis Audio-Video signs could all be larger under current code, probably up to 100 square feet, and Mountain View could be up to 30 square feet. Claudia Stewart stated Mountain View limited the size of their sign due to the cost. Stephen McKinney asked Steve Olson to forward an email to the committee members regarding the Lanphere Dodge Dealership sign and explaining how it relates to the other signs. Mr. McKinney stated their present agreement with the City of Newberg has an expiration date of 2015 but that sign is a concern to many.

**Summary of electronic sign regulations: Hillsboro & Gresham, OR, Minnetonka, MN,
Bloomington, MN, San Antonio, TX, Seattle, WA, Mesa, AZ:**

Steve Olson referred to the table the City of Salem put together, located in the November 5, 2009 official meeting packet; pages 17 - 18 of 342 and reviewed the cities listed above.

Dennis Lewis stated there are no dates on the codes. He is concerned with the data being up-to-date. Steve Olson replied the information was collected by Salem last summer but agreed the adoption dates of the codes is very important. Mr. Olson will research the dates and bring that information back to the committee. Claudia Stewart stated the staff report to the Salem City Council was dated last July. Stephen McKinney stated the assumption was these were the present codes in effect at that time this chart was compiled.

Claudia Stewart asked if electronic scoreboards are considered to be electronic signs. Barton Brierley replied the current code states a sign is something visible from the street so an internal scoreboard at the football field would be allowed. Ms. Stewart stated if you look at the university level, they use video on their score boards. Steve Olson replied that is an area that will need to be defined. Stephen McKinney stated visibility is a key issue.

V. FIELD TRIP:

Steve Olson explained the committee members will carpool and visit local signs to see first-hand what different levels of sign animation look like. Walgreens will not be included in the field trip due to their corporate limitations on sign programming. Dennis Lewis volunteered to show many variations to the committee on the Lewis Audio & Video Sign. Seeing examples of the following animation levels in the field should give the committee a common frame of reference and help inform the committee's final recommendation.

Field Trip – Sign Animation Levels:

1. Static messages with a short duration (5-, 8-, or 10-seconds) with no transition time between messages.
2. Static messages with a fixed duration (5- or 8-seconds) with fade or dissolve transition effects (2-seconds transition).
3. Static messages with a fixed duration (same as last one, either 5- or 8-seconds), and PowerPoint type transitions (travel, scroll, fly-ins, etc. lasting 2-seconds).
4. Full motion video – not static, allowing any type of animation.

Walgreens is a good example of the first level since it is tightly controlled with limited variations. A Storage Place is closer to full motion video.

Steve Olson showed sign video on the overhead presentation to the committee, such as the Lanphere sign. Julie Want believes the flashing sign is too distracting. Loni Parrish agreed. Dennis Lewis asked how to deal with those issues appropriately in order to please everyone. Many electronic signs can be gorgeous. Loni Parrish asked why Newberg needs to have a lot of electronic message signs. Dennis Lewis replied it depends on how you define electronic signs. Referencing your own point of view, each individual envisions something different. We can't limit the expression of the individual business. In reality we don't know how good electronic signs can be because we do not have good points of reference. Michael Sherwood agreed but feels this committee can address these issues and come up with a fair resolution that the community can tolerate. Loni Parrish stated she's heard complaints but doesn't believe the public knows they can express those complaints to the City. Steve Olson stated some comments and complaints have been received. Loni Parrish is also concerned with freedom of speech

issues and the need for tight restrictions, an adult store for example. Also, do tourists want to come into an area with flashing signs on 99W?

Steve Olson reviewed the tentative schedule for upcoming meetings as follows:

February 4, 2010 - discuss code amendments

March 4, 2010 - vote on code amendments and recommendation.

- IV. **ADJOURN:** This portion of the meeting adjourned at 4:00 p.m. Staff and committee members left for the scheduled field trip immediately following.

Approved by the Electronic Sign Ad Hoc Committee this 4th day of February, 2010.

AYES: 7

NO: 0

ABSENT: 2
(List Name(s))

ABSTAIN: 0
(List Names(s))

Parish (late)
want (absent)


Recording Secretary


Electronic Sign Ad Hoc Committee Chair