

**NEWBERG ELECTRONIC SIGN
AD HOC COMMITTEE MINUTES
3-5 p.m., Thursday, April 1, 2010
Newberg City Hall, Permit Center Conference Room
414 E. First Street, Newberg, Oregon**

I. ROLL CALL:

Present:	Michael Sherwood, Vice Chair	Claudia Stewart
	Stephen McKinney	Kristen Horn
	Loni Parrish	Julie Want (arrived at 3:17 p.m.)

Absent:	Nick Tri, Chair (excused)	Dennis Lewis (excused)
	Fred Gregory (excused)	

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

Others Present: Jerry Carlson, Manager of A Storage Place of Newberg

II. OPEN MEETING:

Vice Chair Michael Sherwood opened the meeting at 3:02 p.m. and asked for roll call.

III. MEETING MINUTES:

MOTION #1: Stewart/Horn moved to approve the March 4, 2010 minutes as submitted. (5 Yes/ 0 No/ 4 Absent [Tri, Lewis, Gregory, Want]) Motion carried.

IV. WORKSHOP: Electronic sign code amendments/recommendation:

Steve Olson reviewed the consensus items from the March 4, 2010 meeting:

1. Sign maintenance language;
2. Sign brightness language;
3. Non-conforming: don't want to make more signs non-conforming;
4. Don't want to allow flashing, rapid scrolling or long video clips;
5. Include non-code items in recommendation (awards for public service messages, low-interest loans for sign upgrades); and
6. Downtown signs: Status quo for now; review animated signs as part of downtown coalition work.

Steve Olson then went over the discussion items for the meeting:

1. How standards vary by zone districts;
2. Definitions of flashing, rapid scrolling, extended video, etc. (see videos);
3. Review process: non-discretionary or two-track; and
 - a) If two-track, then which signs get site element review?
 - b) Scoreboard: limit time or require site element review?
4. Longer term: Code enforcement only, or with license/renewal process?

Steve Olson distributed written comments to the committee, received by email from Dennis Lewis and Fred Gregory. Dennis Lewis stated he was thought we were going to move toward a technology neutral position on signage regardless of size. Mr. Lewis suggested allowing extended video messages in commercial and industrial zones. He also suggested initiating the site element review process in the downtown zone, and deferring the downtown zone criteria to the Main Street Coalition or a combination of Planning and Main Street. He also suggested changing flashing or rapid scrolling to “strobing or hazardous bright light use of signage”.

Fred Gregory stated in his email that he agreed with Dennis’s comments, and apologized for his absence at today’s meeting.

Loni Parrish asked how to define flashing versus strobing. Steve Olson replied that strobing is bright, rapid flashing that could be blinding or at least very distracting. Kristen Horn asked what “technology neutral” means. Barton Brierley believes that Mr. Lewis was suggesting that the code not distinguish based on display method. Claudia Stewart asked how long before revisiting this code in the future since alternating animation and display methods will be much different in years to come. Stephen McKinney stated some existing electronic signs will be totally obsolete in a few years. Steve Olson believes the proposed code definitions are based not on technology but on how the sign looks, which should allow technology to change without requiring the code to be constantly updated.

TIME – 3:20 PM

Steve Olson referred to Table 1: Electronic Message Center Standards by Display Method, Size, Zoning, and Review Process located on page 10 of the official meeting packet. The existing 10 square foot signs are currently allowed to operate with no limits on animation. If the committee wishes to not make these non-conforming while prohibiting flashing/rapid scrolling on larger signs then there needs to be a separate category for the “10 sq. ft. and under” signs. If flashing were limited for all signs, it would make the 10 square foot signs non-conforming. The proposed standards allow animation for signs under 30 square feet, but no flashing, rapid scrolling, or extended video. Over 30 square feet is similar, but animated messages would require site element review.

Vice Chair Sherwood asked for clarification regarding images that repeat to segments over ten seconds in duration. Barton Brierley explained if you display a news broadcast on a television screen it would be classified as an extended video message. If a video clip was shown every 15 seconds and repeated over and over again, it would still be considered an extended video message due to being over 10 seconds.

Steve Olson showed video of flashing, rapid scrolling, alternating messaging, alternating & animated messaging combinations, and animated messaging. Under the proposal, the animated message would be allowed up to 30 square feet; however, larger signs would require a sign review. Claudia Stewart asked if upcoming improvements in technology will blur the definition of animated and alternating signage since they do not seem that different from one another. Steve Olson replied alternating is a static picture that alternates every 5 seconds, similar to how Walgreens operates. There is no animation or motion, so it would look different from an animated message. The difference isn’t really based on technology, just on how the sign is programmed to operate.

Stephen McKinney asked if there is any comparison between the City of McMinnville’s code language and Newberg’s since Colvin Ford on Highway 99W uses animation and alternating on their sign, which he believes to be done quite tastefully. Staff stated they will look into it.

Mr. Olson showed the existing Electronic Message Centers which are over 10 square feet which includes Walgreens, Lewis Audio Video, Storage Place, Mountain View Middle School, and Newberg Dodge. Claudia Stewart stated the size is limited at Mountain View due to the total sign usage and 30 square foot maximum for schools.

Steve Olson reviewed the site elements and design review process as defined on page nine of the meeting packet. The committee would have to decide whether this review should be done by the Planning Commission or at the staff level. Vice Chair Sherwood asked if language could be added regarding safety and distraction. Stephen McKinney stated a safety definition would have to be specific and not arbitrary.

Steve Olson showed examples of poorly maintained landscaping and buildings versus nice landscaping. Claudia Stewart asked the financial implication for a two-tier process and code enforcement. Barton Brierley replied it could go to the Planning Commission (Type 3 process) which is an added cost of \$1,000 or a notice can be sent to the neighbors (Type 2 process) which costs approximately \$500 per application; paid to the Planning Department. Stephen McKinney stated it is fair to say the City wants to be sure expenses are paid in terms of the hours devoted to the project. A sign owner or advertiser could be given options to choose from within a given area, which is acceptable. For the sake of economy, it would save the City money and make it much more likely to see the project succeed if the process was simple. Claudia Stewart appreciates the flexibility with a site element review but is still concerned how long this code will be effective with the changes in technology. Kristen Horn would like the code to give opportunity for usable informational center signs at the schools due to the benefit to the parents.

Julie Want left the meeting at 4:39 p.m.

Steve Olson referred back to Table 1 and continued his review. The Committee agreed to allow more animated messages and video messages in the Portland Road Commercial section of the table, and insert a site element review under larger signs with extended video messaging. Claudia Stewart asked with respect to Dennis Lewis who has asked that extended video messages be allowed in all sizes, could staff walk the Committee through what it could potentially look like in the 10 – 30 square feet and 30 – 100 square feet. Barton Brierley showed the Committee some digital messages that are similar to a video commercial. Stephen McKinney does think the larger the venue the more likelihood and opportunity for extended video which could be done in an appropriate manner. Ms. Stewart suggested changing the number to 30 – 50 square feet for a site review and prohibit the larger video signs. Barton Brierley stated staff could set up language to have an allowable larger sign if it is set farther back. The Committee consensus was to have 10 – 30 square feet allow extended video without a site design review.

The Committee agreed the downtown coalition should look at the rules in the Downtown (C-3) Zone. Mr. McKinney stated there should be a linkage between the Main Street Committee, the Ad Hoc Committee, and the City in order to lend expertise to the type of signage.

Steve Olson reviewed to the last two sections of Table 1. In order to not have a stadium sign function as a billboard, a time limit could be placed on it (before and after events). Loni Parrish asked if informational signs at the schools could be larger. Staff stated they could come back with a proposal allowing more size if the sign is on the building set back, as well as more size for free-standing signs. Claudia Stewart would appreciate alternating and animated messages allowed for the 10 – 30 square foot signs. Under the current matrix, Mountain View could not post the image of a child with an Amber

Alert message in 10 square feet or less and suggested putting in a requirement to turn them off at night and back on in the morning due to being in a residential zone.

Stephen McKinney asked staff to look into electronic signage being attached to a building.

V. **OTHER BUSINESS:** No other items were brought forward.

VI. **NEXT MEETING :** The next scheduled meeting is May 6, 2010.

VII. **ADJOURN:** Meeting adjourned at 5:11p.m.

Approved by the Electronic Sign Ad Hoc Committee on this 6th day of May, 2010.

AYES:

6

NO:

0

ABSENT:

3

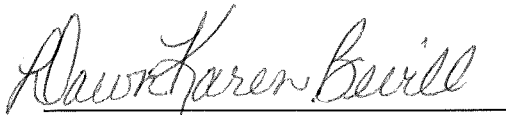
(List Name(s))

Parrish, Horn,
Went

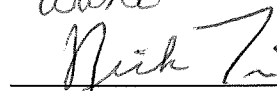
ABSTAIN:

0

(List Names(s))



Recording Secretary



Electronic Sign Ad Hoc Committee Chair