

CITY OF NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE
WEDNESDAY, FEBRUARY 19, 2014
4:00 PM MEETING
NEWBERG CITY HALL (414 E. FIRST STREET)

I. CALL MEETING TO ORDER

Chair Dennis Lewis, opened the meeting at 4:00 PM.

II. ROLL CALL

Members Present:	Dennis Lewis, Chair	Councilor Lesley Woodruff, Vice-Chair
	Sam Farmer	Art Smith
	Nate Travers	Mark Vergets

Members Absent:	Marlene Grant (excused)	Mayor Bob Andrews, ex-officio
-----------------	-------------------------	-------------------------------

Staff Present:	Barton Brierley, Planning & Building Director
	David Beam, Economic Development Planner
	Brad Allen, Code Compliance Officer
	DawnKaren Bevill, Minutes Recorder

Guests:	Tim Graves, Newberg Dodge; John Kerekanich, Newberg Ford; Joe Fettig, Jac's Deli & Frozen Custard; and Loren Berg & Mark Crossley, Loren Berg Chevrolet
---------	---

II. APPROVAL OF JANUARY 15 AND FEBRUARY 5, 2014, MEETING MINUTES (Note: The minutes were unavailable at the time of the meeting packet production.)

III. PUBLIC COMMENTS

Chair Lewis addressed guests, made introductions, and gave information on the goals of the committee. The issues and concerns of the community are in regard to flags, temporary signs, and the maintenance of such signs. If new regulations are needed to ensure signs are maintained appropriately, the committee wants them to be reasonable. Chair Lewis welcomed input from the attending business owners.

Mr. John Kerekanich, Newberg Ford, was informed by the city last year that his signage was not in accordance with the sign code. He had three sandwich board signs at that time and removed them from the dealership as well as some banners. He came to city hall and met with the code enforcement officer and made a presentation regarding his concerns. At the time, it was decided to start a committee to review temporary and portable signage in Newberg. He drove through town and saw many concerns and no signage consistency. Mr. Kerekanich feels signage codes are restrictive, impractical, and restricts advertising. He would like to continue using well maintained flags on poles and his hope is to have a compromise given to business owners by the city. Merchandising from the road is necessary for his business, especially at his location. Also, allowing a maintained pedestal sign to show the direction of services and businesses available on site would be helpful. Mr. Kerekanich added the sign code states signage should not attract attention, but that is the point; businesses need to take advantage of attracting customers.

Mr. Tim Graves, Newberg Dodge, also received a letter from the city which stated ground signs should be on a bracket in the ground, preventing a tilt to signage. He has American Flags on the vehicles on his lot and discovered he was in violation. Dealerships are different from other businesses as customers like to see the year

and make of a car advertised without having to drive into the lot, but that is also a code violation. Consistency is needed and he believes it is less about quantity, more about quality. If there are requirements from a car manufacturer for a dealer, it should not be a violation to city code. Flags should be mounted and signage should be maintained. Commonality is needed regarding restrictions. He needs to advertise to sell vehicles.

Mr. Art Smith said he does not want to make business more difficult for the community and personally he expects to see banners and information on vehicles at car dealers for the public to see.

Mr. Joe Fettig, Jac's Deli, stated before he advertised using banners, many people asked him how long the deli had been in business. The flags have definitely attracted customers and the deli has received positive reinforcement, especially from advertised gyro's and other menu items. Visibility is everything and he has tried to keep the signage back off the road to not block visibility. Developing a fair ordinance for everyone is difficult. Sign cleanliness and maintenance is vital.

Mr. Mark Vergets asked if it is important to have portable signs in the right-of-way. Guests have said they do not put them in the right-of-way, but they are important on their property. Mr. Fettig added patio signage is a key element for advertising in the summer, drawing in a lot of business. Mr. Kerekanich also agreed the information on the windshield of a car is essential to attracting business.

Mr. Loren Berg, Loren Berg Chevrolet, said the best advantage of signage is marking the windshields. Buying low-mileage, used cars is difficult and he promote them by using a banner to attract customers. He agrees sign maintenance is important.

Mr. Mark Crossley, Loren Berg Chevrolet, added the right-of-way should not be blocked. That said, permanently affixed signage near the sidewalk so it won't block sidewalk should be allowed.

Mr. Vergets asked how often the banners should be changed in front of the deli. Mr. Fettig replied about every eight months in order to keep them looking fresh.

Mr. Graves believes a one size fits all solution is difficult. Banners benefit local citizens by making them aware. Dealerships have different signage needs from restaurants. Reminders from code enforcement would be helpful in reminding businesses about signs needing replacement.

Mr. Brad Allen, code enforcement officer, said it is unfortunate not all business owners understand the importance of maintaining signage as our meeting guests do.

Mr. Sam Farmer believes having annual sign permit fees would be advantageous, providing tools to accomplish the goal of good signage, especially to those who may not understand their signage is poor.

Chair Lewis suggested signage with arrows showing the direction of businesses may be advantageous in eliminating existing sign clutter along streets.

Mr. Vergets felt portable signs can be confusing, especially when there are several on a corner.

IV. POTENTIAL SIGN ISSUES AND CHANGE OPTIONS DISCUSSION

Mr. Brierley believed the ideas shared today can be explored at the next meeting. Chair Lewis asked the guests to contribute comments on a continual basis as it has already proven helpful.

VI. OTHER BUSINESS

No items were brought forward.

V. NEXT SCHEDULED MEETING

The next temporary & portable sign ad-hoc committee meeting is scheduled for Wednesday, March 5, 2014, at 4:00 PM in the Newberg City Hall Permit Center Conference Room.

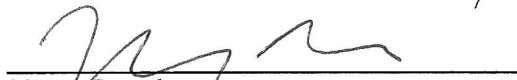
VIII. ADJOURNMENT

The meeting adjourned at 5:07 PM.

Approved by the Temporary and Portable Sign Ad-hoc Committee on this 19th day of March, 2014.

AYES: 6 NO: 0

ABSENT: 1 (Lewis) ABSTAIN: 0


Minutes Recorder

 vice chair
~~Affordable Housing~~ Commission Chair

Temporary and Portable Sign Ad-hoc