

**NEWBERG TEMPORARY AND PORTABLE SIGN AD-HOC COMMITTEE AGENDA
WEDNESDAY, MAY 7, 2014, 4:00 PM
414 E. FIRST STREET**

I. CALL MEETING TO ORDER

Vice-Chair Lesley Woodruff called the meeting to order at 4:02 PM.

II. ROLL CALL

Members Present:	Lesley Woodruff, vice-chair	Sam Farmer	Nate Travers
	Art Smith (arrived at 4:05)	Marlene Grant	Mark Vergets

Members Absent: Dennis Lewis, chair (excused)

Staff Present: Brad Allen, code compliance officer
Steve Olson, interim planning and building director
David Beam, economic development planner
Mandy Dillman, minute's recorder

Others Present: Mike Ragsdale and Sheryl Kelsh

III. MINUTES APPROVAL

Review and approve the meeting minutes of April 16, 2014.

MOTION: Farmer/Grant approving the Temporary and Portable Sign Ad-hoc Committee meeting minutes for April 16, 2014. Motion carried (5 Yes/0 No/1 Absent [Lewis]).

IV. PUBLIC COMMENTS

Mr. David Beam explained the committee has spoken about way-finding signs in the past. As instructed by the committee, he invited Mr. Mike Ragsdale, executive director of the Newberg Downtown Coalition (NDC) and Ms. Sheryl Kelsh, executive director of the Chehalem Valley Chamber of Commerce to speak on this subject.

Mr. Ragsdale shared his perspective on way-finding and suggested hiring a way-finding consultant that could help the city use scientific analysis to determine the best course of action. Mr. Ragsdale suggested a well-known consultant, Ken Ambrosini, who resides in Portland.

Ms. Kelsh shared the winery industry in Oregon is working on developing a statewide, consistent, way-finding system for wineries. She agreed with Mr. Ragsdale's suggestion of using a consultant and emphasized having consistent signage would be beneficial since visitors already complain about difficulty locating places in Newberg. Vice-Chair Woodruff explained the way-finding system should be a way to help remove A-frame signs from downtown sidewalks. One goal of a way-finding system should be to make them easily replaceable for businesses that come and go. Businesses could use them for a fee.

Discussion commenced on potential requirements of providing new space for business signage on a way-finding system if A-frame signs are removed. In addition, they discussed how the way-finding design should be as exciting to customers as the destinations they advertise. Additionally, they discussed theories regarding business names on way-finding signs and how to educate folks in the city about the way-finding system. Both

Ms. Kelsh and Mr. Ragsdale concluded by saying their organization would be interested in participating with the development of a way-finding program.

V. DEVELOP RECOMMENDATIONS FOR CITY COUNCIL CONSIDERATION

Mr. Beam explained changes he made in the committee draft recommendations in the meeting packet. The changes we based on discussions at the previous meetings. As to the proposed sign permit program, the amount of signage allowed would depend upon the city zone. He explained that in the C-3 zones, a business would be allowed signs 15 feet apart with a maximum of four signs. For the C-2 and Institutional zones, a business could have one sign per 100 feet of street frontage. Mr. Ragsdale asked questions concerning how this proposal would affect the Newberg Farmers' Market signage. It was determined that the proposal should not affect the Market's signage program. Mr. Beam asked Mr. Ragsdale and Ms. Kelsh to look through the recommendations and email him with any questions/concerns they may have.

Discussion commenced on the proposed changes to the use of streamers and pennants. Additionally, the committee discussed businesses being allowed different sizes of signs, dependent on how close the sign is to the front property line. Therefore, the farther in to the property from the front property line, the bigger the sign can be; and, the closer to the street, the smaller. Furthermore, there is a vision clearance triangle regulation in the code to help avoid signs blocking driver views at intersections. Mr. Beam also talked about the city developing a simple handout (like one in Bloomington, MN) with words and pictures to help make sign code clear and easy to follow. It was also discussed how businesses in downtown can achieve sign approval based on a points system for sign design.

Discussion commenced on garage sale signage programs; the committee decided a program would not be pursued and to continue enforcing the current garage sale signage code. In conclusion, they also decided not to pursue any changes to the current code for campaign signage. Staff would return at the next meeting with a finalized proposal for approval from the committee.

VI. NEXT SCHEDULED MEETING

The next temporary and portable sign ad-hoc committee meeting is scheduled for Wednesday, May 21, 2014, at 4:00 PM in the Newberg city hall permit center conference room.

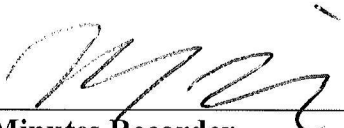
VII. NEW BUSINESS

None appeared.

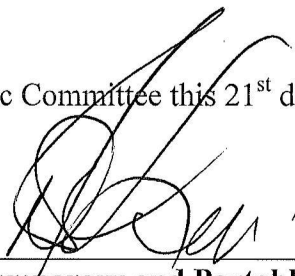
VIII. ADJOURNMENT

The meeting adjourned at 5:10 PM.

Approved by the Temporary and Portable Sign Ad-hoc Committee this 21st day of May, 2014.



Minutes Recorder



Temporary and Portable Sign Ad-hoc Committee Chair