

AGENDA  
PLANNING COMMISSION  
REGULAR MEETING

THURSDAY - AUGUST 18, 1988

7:30 PM

NEWBERG PUBLIC LIBRARY

1. Roll Call
2. Open Meeting
3. Approval of Minutes of July 21, 1988 Planning Commission meeting
4. Requests from the Floor:
5. HEARING ORDER:

Public Hearing A, Continued:

Applicant: City of Newberg, et al

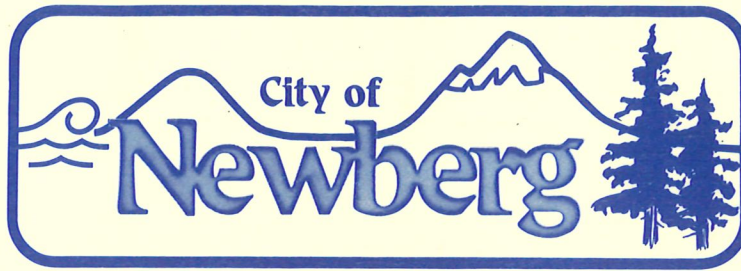
Request: Annexation of one parcel, and withdrawal from the Newberg Rural Fire Protection District. In addition, this site is proposed for a zone change/comprehensive plan amendment from MDR (Medium Density Residential) to IND (Industrial).

Location: The site is located SE of the City in the vicinity of Sandoz Road, Dog Ridge Road, and the St. Paul Highway.

Tax Lot: 3228-1500

File No: ANX-6-88

6. Old Business  
Sign Ordinance - Work Session
7. New Business
8. Adjourn



Planning Department  
(503) 538-9421

STAFF REPORT  
August 18, 1988

414 E. First St.  
Newberg, Oregon 97132

TO: Planning Commission

FROM: Planning Department

RE: Public Hearing A, Continued:

Applicant: City of Newberg, et al

Request: Annexation of one parcel, and withdrawal from the Newberg Rural Fire Protection District. In addition, this site is proposed for a zone change/comprehensive plan amendment from MDR (Medium Density Residential) to IND (Industrial)

Location: The site is located SE of the City in the vicinity of Sandoz Road, Dog Ridge Road, and the St. Paul Highway. (Action Contractor's)

Tax Lot: 3228-1500

File No: ANX-6-88

Exhibits:

1. Staff Report
2. File No. ANX-6-88
3. Acknowledged Newberg Comprehensive Plan
4. Newberg Zoning Ordinance
5. Newberg Annexation Ordinance

Staff has contacted the Yamhill County Planning Department, to ascertain the status of Action Contractor's. According to Mike Brandt, Planning Division Chief, Action Contractor's has a conditional use permit application pending. The County has tabled the matter for now; they are awaiting the outcome of Newberg's annexation proceedings.

In a meeting with Steven Salmon, owner of Action Contractor's, he indicated his willingness to work with the City to comply with city development standards. This will likely include improvement of the parking area, and moving the primary access to the site from Sandoz Road to Wynooski Road.

Recommendation:

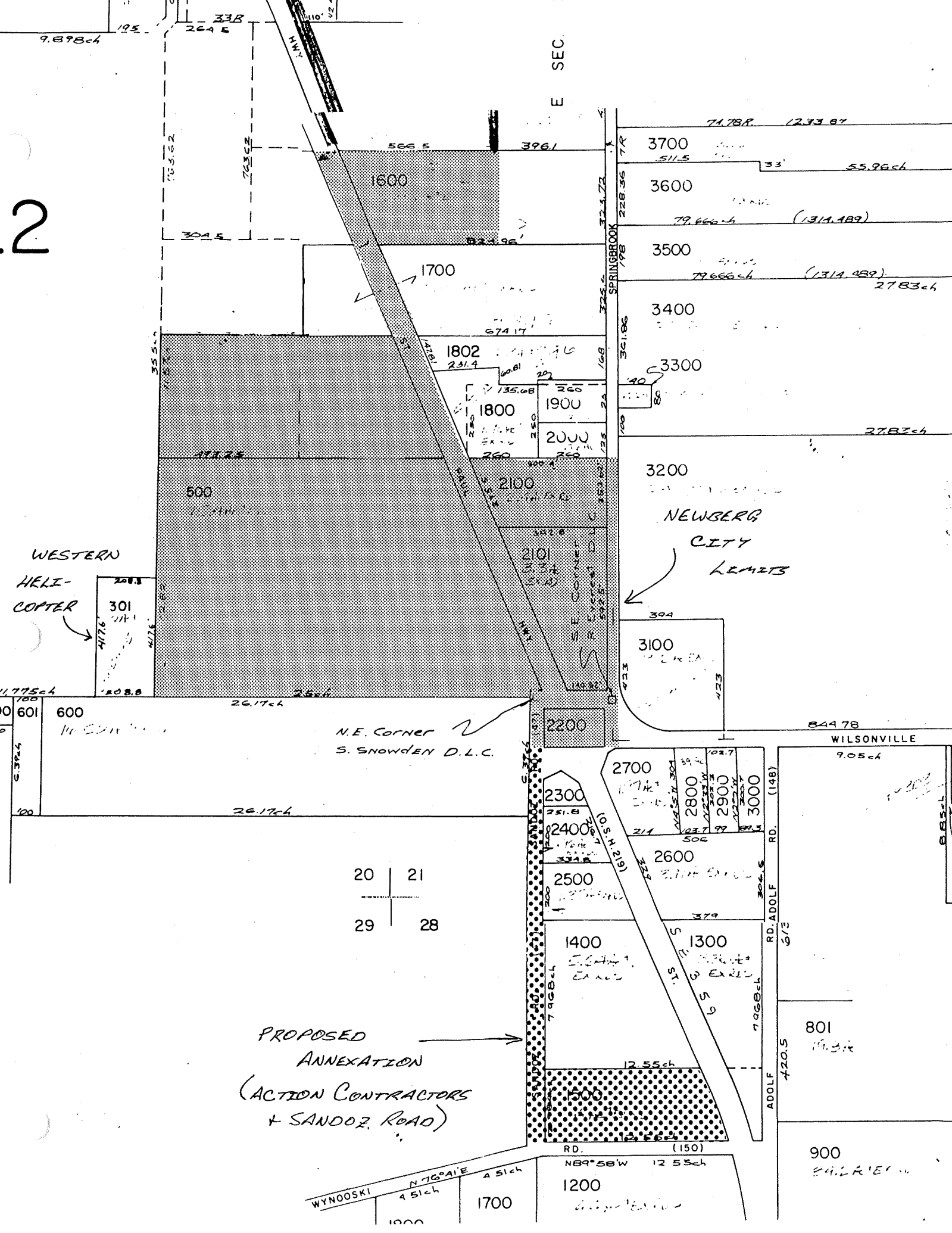
Staff recommends approval of the request for annexation, a Comprehensive Plan Amendment on Yamhill County tax lot 3228-1500 from MDR (Medium Density Residential) to IND (Industrial), a zone change to an M-2 (Light Industrial) zone, and withdrawal from the Newberg Rural Fire Protection District.



Home of Old Fashioned Festival

2

E SEC 5



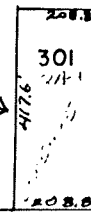
PROPOSED ANNEXATION  
 (ACTION CONTRACTORS + SANDOZ ROAD)

20	21
29	28

N.E. CORNER  
 S. SNOWDEN D.L.C.

NEWBERG  
 CITY  
 LIMITS

WESTERN  
 HELI-COPTER



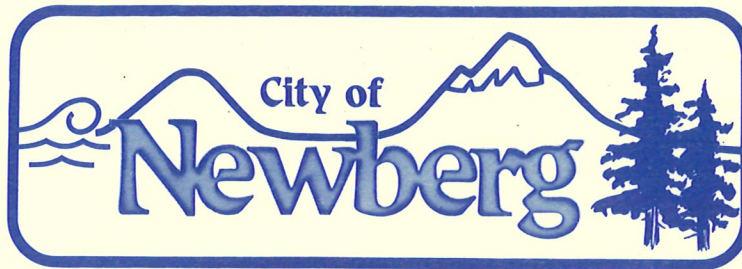
WILSONVILLE  
 9.05ch

WYNOSKI RD. N76°41'E 4.51ch  
 1700

RD. ADOLF (148)  
 RD. ADOLF 420.5  
 801

RD. (150)  
 N89°58'W 12.55ch  
 1200

900



Planning Department  
(503) 538-9421

414 E. First St.  
Newberg, Oregon 97132

STAFF REPORT  
August 17, 1988

TO: Planning Commission  
FROM: Planning Department  
RE: Sign Ordinance  
Planning Department File No. G-18-88

Attached is the first draft of a proposed sign ordinance. Staff has attempted to address most of the comments noted at the last work session. Highlights of the ordinance are as follows:

Section 1: Title & Purpose

This section gives the reasons why the City is adopting a sign ordinance, and what it hopes to accomplish by doing so.

Section 2: Definitions

This section defines the words and terms used throughout the ordinance. The definition of "sign" does not include architectural features; for example, the old-style McDonalds Restaurants had golden arches as part of the building. Under this definition, such features would not be regulated by this ordinance.

Section 3: General Provisions

This section provides the opportunity to examine all signs through design review. Note that the standards are specific to signage, and include such criteria as size, shape, materials and color.

The master sign guidelines apply to any development that has two or more tenants, or more than one structure, except detached single-family developments. Such an approach would have been useful at Oak Plaza, or



Newberg Plaza, where there are multiple tenants and multiple signs. This would also be useful for wall signs: A recent example is the Everybody's Market/Coldwell Banker Building, that now has illuminated plastic insert signs, wooden carved signs, neon signs, and a reader board sign. Through the master sign guidelines, better coordination could have been achieved.

#### Section 4: Prohibited Signs and Advertising Devices

This section defines those signs that would not be permitted in Newberg. They include pennants, streamers and festoon lighting (common at car lots and satellite dish distributors); abandoned signs e.g. Stevens Jewelers; flashing signs; rotating signs e.g. Union 76 and Shell gas stations; sandwich boards e.g. Horseless Carriage Restaurant; and portable signs e.g. the ubiquitous reader board signs. Reader boards can be permitted as temporary signs, as regulated in Section 6.

#### Section 5: Signs Exempt from Permits and This Ordinance

This section is self-explanatory. While garage sale signs are specifically exempted, they nevertheless would have to comply with Section 4, No. 15 and No. 16, which prohibit signs on trees, public utility poles, or within the public right-of-way.

#### Section 6: Temporary Signs Subject to Ordinance Regulations-Temporary Sign Permit Required

This section applies to all temporary signs and banners; it is a combination of our existing code (Zoning Ordinance Page 75) and new material. Special event banners for community events e.g. Old Fashioned Festival, would still be permitted by this section.

#### Section 7: Signs Subject to Ordinance Regulations-No Permits Required

This section regulates construction signs, historical site signs, incidental signs, and name plates. Historic site identification signs are permitted through the historic preservation ordinance; the 200 sq. inch standard is the same as in that ordinance.

Political signs, real estate signs and temporary window signs are also regulated by this section. The latter e.g. supermarket specials and auto dealership sales, can be changed periodically without permits so long as they don't obscure more than 35% of the total transparent area.

#### Section 8: Signs Subject to Ordinance Regulations-Permits Required

This section includes freestanding signs, wall signs, permanent window signs, shingle signs, entry and exit (directional) signs, permanent reader board signs, service station signs, and residential and public/semi-public signs.

The freestanding sign section is a combination of our existing code (Zoning Ordinance, Page 80) and new material. The number permitted, height, and area limitations are unchanged. The location and setback portion is new; this is an attempt to provide businesses the flexibility

to locate their signs closer to the road. To avoid crowding the right-of-way with 100 sq. ft. signs, a "step-back" approach is used. Smaller, shorter signs may locate near the property line; as signs increase in area and height, they would have to locate farther from the road. The minimum 10 ft. setback should be sufficient to preserve adequate vision clearance, even with monument signs. The "step-back" method should also reduce the number of variance applications.

Wall signs are regulated for the first time: As with freestanding signs, their area cannot exceed 100 sq. ft.; some "overage" may be permitted for multiple-tenant buildings through the master sign guidelines (Section 3).

Window signs are permitted, in addition to other signs, one per building or per tenant, and only up to 20% of the window area. The 20% standard can be exceeded, if there is a corresponding reduction in wall signage.

Reader board signs are permitted; their area is included in the total wall sign area.

Service station price signs are regulated. Other signs e.g. cigarette signs and service specials, are either prohibited (portable signs) or otherwise regulated (temporary signs). Service stations can of course still have wall and freestanding signs.

Residential signs e.g. the Springmeadow sign, are now specifically permitted, but only at neighborhood entrances. This section would not permit similar neighborhood directional signs e.g. a sign at 99W/Springbrook Road pointing toward the "community" of Springbrook.

Bed and breakfast establishments are permitted freestanding signs for the first time. In combination with a historic site sign, bed and breakfast freestanding signs could total approximately 9.5 sq. ft. in area.

Public and semi-public uses would be permitted larger signs than are now allowed (18 sq. ft. vs. 12 sq. ft.) but would still be limited to one identification sign per site. Bulletin boards have been made smaller (12 sq. ft. vs. 20 sq. ft.) but this is more than compensated by larger freestanding signs, and wall signs.

#### Section 9: Non-conforming Signs and Non-conforming Uses

This section requires all non-conforming signs to be brought into compliance when they are changed in any way. For example, if an additional sign is proposed for the Springbrook Plaza sign structure, the entire structure would need to be brought into compliance.

If the sign cost exceeds \$500, and is not brought into compliance through the above method within one year of the adoption date of this ordinance, then the amortization schedule would apply. A policy relating to the five-year schedule was adopted by the Planning Commission in the Comprehensive Plan Goals and Policies document (Urban Design Goal, Commercial Areas, Policy 3).

Section 10: Appeals/Penalties/Inspection/Enforcement/Nuisance Signs

This section provides for appeals of administrative decisions, penalties (\$500 a day is the same penalty as a zoning violation), inspections to ensure compliance, and enforcement procedures. This section also defines nuisance signs and procedures for their removal.

Section 11: Removal of Prior Ordinances

This section repeals those sections of the Newberg Zoning Ordinance that apply to signs.

A few items are not addressed by this draft. They include awning signs (e.g. Buy-wise Drugs), projecting signs (most of downtown), "historic signs" e.g. Darby's neon sign and off-premises church signs. Projecting signs could be addressed as shingle signs, or a separate definition could be developed. Lastly, this ordinance does not contain a fee schedule. All signs that require a permit should be charged a fee; a resolution establishing a fee schedule should be considered in conjunction with this ordinance.

Recommendation:

Staff anticipates opening this matter into the Public Hearings process next month. Tonight's work session should be used to remedy any omissions and remove or modify any section considered too strict or onerous.