

APPENDIX B:

Comments received by the City

1 of 2

From: [Kathleen Sinclair](#)
To: [Laura Terway](#)
Subject: Oregon Sign Code Update comments
Date: Monday, January 06, 2014 1:50:17 PM

Dear Laura,

I started this long ago and it ended up in my drafts so I will try again to get it off to you.

Follow-up comments on **Billboards.** A huge red flag is Clear Channel Outdoor's involvement on the committee. This seems rather self serving and not conducive to what is best for Oregon City. If their tactics are similar to Walmart's or their radio stations take over in previous years then staying away from doing business with them and concentrating on local Oregon and Washington firms is probably advisable. My feeling is that the old signs should come down and not be replaced with other bill boards and that there be no new billboards within the city. Maybe on I-205 but even then it is ugly. I highly recommend the long hill from Molalla and Beavercreek to the freeway entrances be left a calm corridor. If anything goes in there it should be public art of some kind but just the way it is is fine too.

Signs on Fencing: No signs on fencing unless they are very small say one foot by one foot. No banners unless they are for a specific event and only up for one week. No signs permanently attached to a fence unless it is a farm and the name of the farm is part of the fencing.

Parked Vehicles: No use of parked vehicles being used as signs unless the vehicle is a shop for that type of vehicle and it is used in place of other legal signage.

Signs Carried by/Attached to people: So, if it is illegal to exempt these signs then the size and duration of time they can be visible should be limited. Maybe the person can wear the sign but not raise it up and down or flip the sign around. And, if there are complaints then the person needs to be asked to find another way to advertise.

Signs inside of windows: No more than a certain percentage of window space should be covered by signs. Perhaps 30% at the maximum.

Thanks for all of your work on this project and I wish all of you the best in implementing the changes. Sincerely, Kathleen Sinclair

From: [BURLEY, SANDI](#)
To: [Laura Terway](#)
Subject: Comments on 4th CAT Meeting Minutes
Date: Tuesday, December 31, 2013 10:32:33 AM
Attachments: [image001.png](#)
[Oregon City Billboard Districts Draft Code Language_December 6, 2013.pdf](#)

Good morning Laura,

I hope that your holidays were joyful and restful. After reviewing the Draft Meeting Minutes for the December 9th Oregon City Sign Code Meeting, I have the following comments and recommendations:

The majority opinion in both the public open house and CAT surveys were in favor of allowing electronic message centers. As a CAT member and sign industry advocate, I request that the sign code revisions allow electronic message centers using the same regulations that the State of Oregon adopted for electronic display signs. State regulations do not restrict the area of the sign used for the electronic message centers, allow for 8 second change rate, and allow signs with a display surface up to 672 square feet. Oregon City and many business and property owners in the community will benefit if Oregon City adopts these same standards:

1. Electronic displays will keep Oregon City safer by providing critical, up-to-the-minute emergency and law enforcement information:

- AMBER Alerts to find missing children
- "Most Wanted" information to help police find fugitives
- Weather and natural disaster alerts

2. Electronic displays will provide increased revenue for local businesses:

- Draw customers from I-205 and connecting state highways to patronize local Oregon City businesses
- Update advertising quickly and target it in real time to desired audiences

3. Electronic displays will help build the community's image:

- Benefit the community by promoting local civic and community events
- Provide ad space to non-profit organizations, community groups, and government agencies

Existing billboards:

The majority opinion expressed in the public open house survey, the CAT survey and the meeting vote were in favor of allowing existing billboards to remain. I request that the sign code revisions allow existing billboards which are currently legal, nonconforming uses to remain and be legal, conforming uses under the new code.

New billboard recommendations:

The public open house survey and the CAT survey asked if billboards should be allowed and where they should be allowed. The majority of respondents in both surveys felt that billboards should only be allowed along the major roadways (Interstate 205, Highway 99E, and Highway 213).

The recommendation presented at the CAT meeting was changed from the survey questions to state that new (emphasis added) billboards should only be allowed on properties with frontage along major roadways. Although this recommendation was discussed and voted on at the December 9th meeting, when the vote was held, it was highly confusing as to what CAT members were voting on because it was unclear whether the recommendation included the requirement that four additional billboards be added to the total number of billboards in Oregon City. Because the majority of CAT members did not support this recommendation, I request that the number of billboards allowed in Oregon City not be increased by four additional billboards. As I discussed, currently Clear Channel Outdoor (CCO) owns all of the 16 existing billboards in Oregon City. These billboards have been rendered legal nonconforming since the City's

code was amended after the initial construction of these signs, and currently prohibits any new billboards. No operator, including CCO, has been able to construct any additional billboards in the City since this prohibition.

CCO supports a continuation of the prohibition on additional billboards and an amendment that would be a continuation of the status quo, but that would also ultimately result in a net decrease in the total number of signs operated by CCO, not create any new monopoly for CCO. As described in the attached draft sign code amendment included in a prior email that I sent you, CCO is proposing a consolidation of the signs in the City with the existing 16 sign cap, ultimately resulting in a reduction of the number of signs and also realizing the City's goals of reducing clutter and improving aesthetics.

Non-conforming sign recommendation:

A majority of CAT members supported the code recommendation that signs that were legally constructed but no longer comply with the new sign code be allowed to remain until removed by the owner. The majority of open house and CAT member survey respondents also supported the recommendation that signs that signs legally constructed but currently nonconforming should be allowed to remain. I request that the code revisions change the status of existing billboards to legal, conforming signs.

Thank you for allowing me the opportunity to serve as a CAT member and provide feedback on the sign code update. I look forward to working with Oregon City as this important process continues in the New Year.

Sincerely,



Sandi Burley
Real Estate Representative - Portland

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OREGON CITY BILLBOARD DISTRICTS

DRAFT CODE LANGUAGE

15.28 __ Definitions

“BILLBOARD” means an outdoor advertising sign that may be a bulletin or a poster panel.

“BULLETIN” means a billboard with a display surface area of more than 300 square feet.

“DISPLAY SURFACE AREA” means the total area of a sign that is available for displaying advertising or an informational message, subject to the provisions of this chapter.

“ELECTRONIC MESSAGE SIGN” means a sign utilizing digital message technology, capable of changing the static message or copy on the sign electronically. An electronic message sign may be internally or externally illuminated. Electronic message signs shall contain static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement, of any part of the sign structure. Each static message shall not include flashing or the varying of light intensity.

(1) Electronic message signs may be permitted on new and existing sign structures otherwise permitted hereunder, subject to the following requirements:

a. Operational Limitations. Such displays shall contain static messages only, and shall not have movement, or the appearance or optical illusion of movement during the static display period, of any part of the sign structure, design, or pictorial segment of the sign, including the movement or appearance of movement. Each static message shall not include flashing or the varying of light intensity.

b. Minimum display time. Each message on the sign must be displayed for a minimum of (8) eight seconds.

c. Electronic message signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a pre-set distance.

d. Pre-set distances to measure the foot candles impact vary with the expected viewing distances of each size sign. Measurement distance criteria:

<u>Nominal Face Size</u>	<u>Distance to be measured from:</u>
12' x 25'	150'
10'6" x 36'	200'
14' x 48'	250'

e. Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

“OUTDOOR ADVERTISING SIGN” means a sign not limited as to content, but usually and customarily used to advertise goods, products, businesses, services, or facilities which are not sold, manufactured, or distributed on or from the property or facilities on which the sign is located; or to present messages dealing with political, public interest, public service, or education issues; an election, candidate for election, or ballot measure; or religious matters, health, and other similar subjects.

“POSTER PANEL” means a billboard with a display surface area of 300 square feet or less.

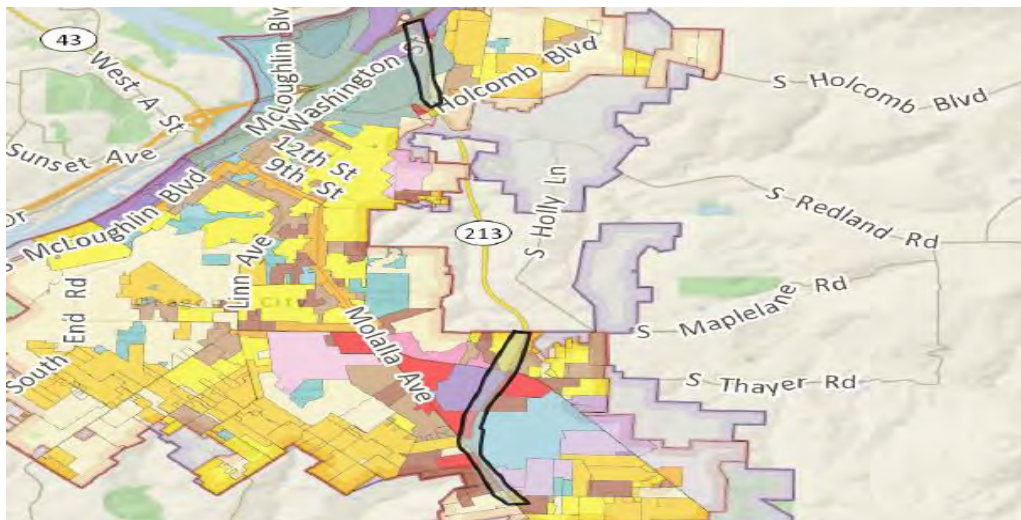
15.28 __ Sign districts generally

A. The Billboard Sign Districts are created and applied as designated. The Billboard Sign District includes the Interstate 205 billboard district, the Highway 213 billboard district, and the Highway 99-E billboard district, as each is shown the maps that follow. Billboards are allowed on properties located within these billboard districts, subject to the terms of this chapter. Billboards are otherwise prohibited within the City.

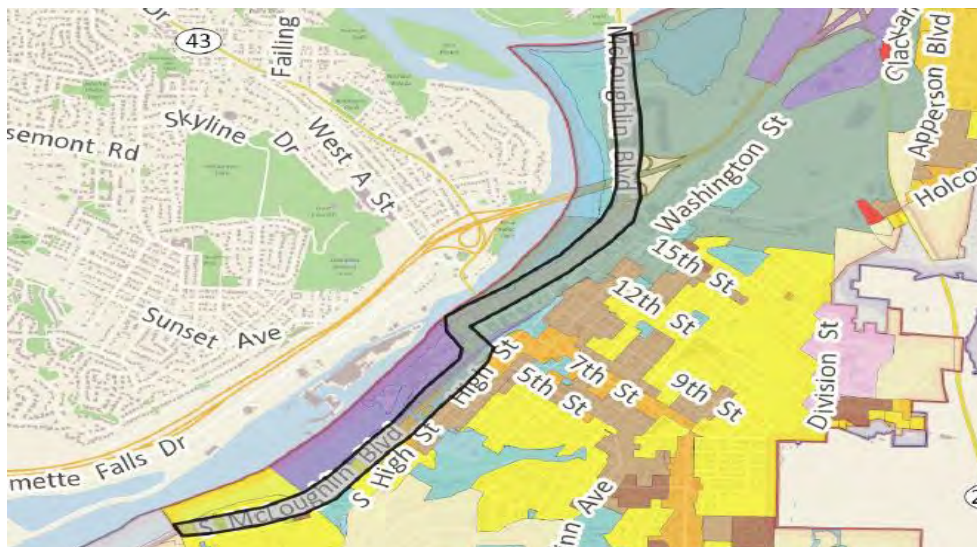
Billboard District 1 - Interstate 205



Billboard District 2 - Highway 213



Billboard District 3 - Highway 99E



15.28.____ Billboard district

The following billboard standards apply in the Interstate 205, Highway 213, and the Highway 99-E billboard district.

A. Billboards must be located within or relocated to the boundaries of the I-205, Highway 213, and Highway 99-E billboard district with no more than 16 approved billboard permits at any one time. The number of approved billboard permits may be increased if any billboards existing at the date of adoption of this chapter are located on land along Interstate 205, Highway 213 or Highway 213 that is not currently within the municipal boundaries of Oregon City but which is later annexed into Oregon City.

B. Except as provided in this subsection, each sign face of a billboard may not exceed 680 square feet in display surface area. Each sign display surface area may be increased by an

additional 20 percent for a sign that is irregular in form and projects beyond the outer dimensions of the signboard, frame or cabinet. Each side of a double-faced billboard is a separate sign face for the purpose of sign area limitations.

- C. Billboards may be double-faced, allowing sign copy on two sides of a supporting structure, provided the two sides are parallel within a deviation of 10 degrees.
- D. Billboards may have a maximum height of 70 feet above the adjacent freeway grade.
- E. Billboards may not be located within 150 linear feet from the property line of any residentially zoned property.
- F. Billboards are subject to the separation requirements established by state regulations.
- G. A billboard permit may be assigned without the consent of the city, but the permittee must provide the city with notice of any assignment.
- H. The permitted location of a billboard may be changed by modification of the permit if the new location meets all requirements of this chapter.
- I. A billboard permit holder may file for a consolidation permit to combine two poster panels lawfully existing anywhere within the city limits of Oregon City with display surface areas of 300 square feet or less into one bulletin with a display face area of 680 square feet or less. The number of billboard permits allowed within the billboard district shall be permanently decreased by the number of consolidated permits.

From: [Tom O'Brien](#)
To: [Laura Terway](#)
Subject: Re: Oregon City Sign Code Community Advisory Team Meeting #4 - Draft Meeting Minutes
Date: Sunday, December 29, 2013 10:04:01 AM

Laura,

Thanks for getting back to me on this.

Congratulations on your upcoming family addition. Two children are always, at the very least, twice as much fun.

Regarding the minutes, I thought Bridger Wineman was taking minutes at the meeting.

I wasn't taking minutes but do know there were more than the two items identified in the draft of the minutes.

I continue to be skeptical regarding how A - Frame signs meet criteria 4, under "**Purpose and Scope of Sign Regulations**".

It states;

4. Maintains and enhances the scenic and other aesthetic qualities of the city.

I remember mentioning that if A - Frame signs are allowed under the revised code, consideration should be given to make sure that the sizes that are called out, correspond to industry standards.

The current Draft lists, Maximum width: 28 inches wide, Maximum depth: 24 inches, Maximum height: 42 inches tall.

An A - Frame sign with a five square foot sign face is not a realistic dimension. Many individuals currently use boards manufactured by Plasticade. They are available in various sizes but a commonly used one is 24.5 inches wide by 45 inches high. There are several that you can check out for yourself on 7th near Washington or on Main Street. We should not have requirements that can not be met, otherwise enforcement will be difficult. **Perhaps wording stating no larger than eight square feet (or six square feet) per face with the vertical dimension being the largest.** If a smaller sign is desired, another standard size is 24.5 inches wide by 36 inches tall. Merchants who currently have the larger ones could obtain a smaller one at a cost of slightly more than \$100.

Another important requirement regarding the use of A - Frame signs is to limit where they can be displayed. Currently we have several individuals that are locating signs in the public right of way as much as one and a half blocks away from their place of business. If every business decided to do the same we would have chaos.

Language requiring placement directly in front of their business needs to be stipulated.

For A - Frame signs the draft in the section titled "Hours of Sign Placement", states that placement in the right of way should be limited to 12 hours per day. I'd suggest instead that it stipulate "**When the Business is Open**". Some businesses are open longer than 12 hours a day and others as little as three or four hours on a given day. We currently have A -Frame signs in the right of way throughout the city that are left out permanently, 24 hours a day 365 days a year.

Laura, thanks for your consideration of the above and for all the effort you have put into making the revision of the code successful. I appreciate the leadership you have shown on this project.

Tom O'Brien

On 12/27/2013 2:28 PM, Laura Terway wrote:

Tom,
I sincerely apologize for not returning your phone call, I did take Monday and Tuesday off but was back at work on Thursday. Christmas was wonderful with little Paige, she was excited to see all of our family! We also shared the name of our new little boy who is due in May, Liam Paul Terway.

In regards to the minutes, please email a list of the items which are not reflected in the minutes and we will amend as needed. Thanks

-Laura

On Dec 27, 2013, at 11:48 AM, "Tom O'Brien"
<tom.obrien4@comcast.net<<mailto:tom.obrien4@comcast.net>>> wrote:

Laura,

It does not seem that the draft minutes record a number of the discussions which took place at our last CAT meeting. Only two of the many items discussed have been included in the draft minutes.

I had tried to contact you by telephone shortly after I received the draft as I had wished to discuss them. I left a voice message requesting that you return my telephone call. As of this morning I have not heard back from you, so I suspect that you may have taken a couple of weeks off to celebrate the Christmas holidays.

Hopefully you were able to enjoy them with your family. It must have been wonderful to observe the expressions on your child's face.

Tom

On 12/18/2013 1:42 PM, Laura Terway wrote:

<ATT00001.jpg>Good Afternoon,
The draft minutes from our last CAT meeting are enclosed for your review. Please look over the minutes and provide me any comments by Tuesday, December 31st so we can post them on our project website.

Also, please submit any remaining comments regarding the sign code to me by Friday, January 3rd, 2014 for inclusion into the final report. We plan on sending you the draft final report by the end of January.

Thank you again for your participation in this project, we have received a lot of valuable feedback! Please feel free to contact me at (503) 496-1553. Thank you

www.OCSignCode.org<<http://www.OCSignCode.org>>

<ATT00002.jpg>

Laura Terway, AICP
Planner

Planning Division

PO Box 3040

221 Molalla Avenue, Suite 200

Oregon City, Oregon 97045

Please note the Planning Division is available from 7:30am - 6:00pm Monday - Thursday and by appointment on Friday.

Phone: 503.496.1553

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lterway@orccity.org<<mailto:lterway@orccity.org>>

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From: [Zach Henkin](#)
To: [Laura Terway](#)
Subject: Re: Oregon City Sign Code Community Advisory Team Meeting #4 - Draft Meeting Minutes
Date: Thursday, December 19, 2013 9:04:36 AM
Attachments: [Beyond_Aesthetics.pdf](#)

Hi Laura,

I'd like to submit as comments for CAT the attached 2011 Philadelphia study titled Beyond Aesthetics: How Billboards Affect Economic Prosperity.

I found it interesting how they drew the conclusion that billboards located within 500ft of homes or in the same census tract lowered home values.

Best,

-Zach

On Wed, Dec 18, 2013 at 1:42 PM, Laura Terway <lterway@ci.oregon-city.or.us> wrote:



Good Afternoon,

The draft minutes from our last CAT meeting are enclosed for your review. Please look over the minutes and provide me any comments by **Tuesday, December 31th** so we can post them on our project website.

Also, please submit any remaining comments regarding the sign code to me by Friday, January 3rd, 2014 for inclusion into the final report. We plan on sending you the draft final report by the end of January.

Thank you again for your participation in this project, we have received a lot of valuable feedback! Please feel free to contact me at (503) 496-1553. Thank you

www.OCSignCode.org

Laura Terway, AICP

Planner

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Zach Henkin
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Beyond Aesthetics:

How Billboards Affect Economic Prosperity



Jonathan Snyder

Samuel S. Fels Fund

December 2011

Introduction

This paper seeks to answer the question of how billboards affect the economic prosperity of their surrounding areas. By combining US Census data, local home price data, and zoning code data with geographic information system (GIS) and statistical analysis tools, one can examine the complex interplay between billboards and economic prosperity. After a brief examination of the history of billboards and billboard regulation and a review of the available literature, this paper will analyze three fundamental questions:

1. What impact do billboards have on real estate prices in the City of Philadelphia?
2. What impact do billboards have on home value within census tracts in the City of Philadelphia?
3. What impact do billboard regulations have on median income, poverty rates, and vacancy rates in different cities in the United States?

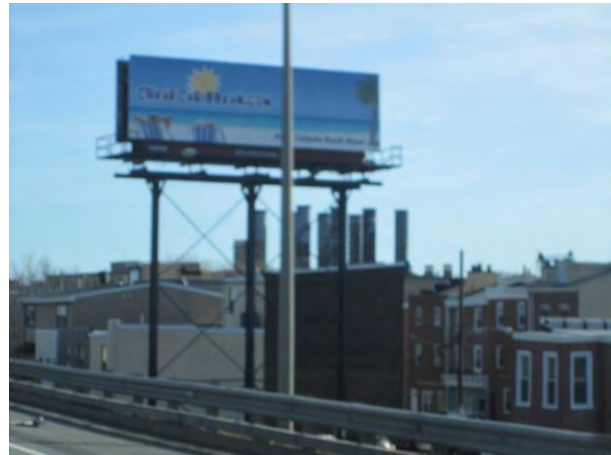
Philadelphia was selected for this research for several reasons. It is large enough to make a careful examination of the interplay between billboards and real estate prices. Further, it has elements of both weak and strong market cities in that it has an affluent residential downtown area with significant purchasing power¹, but as a whole the city has a lower median income compared to the national average.² Lastly, Philadelphia has a zoning code that caps billboards and attempts to decrease their number through attrition, but it also has a history of allowing billboard companies to bypass the restrictions within the zoning code.³

¹ \$74,317 household income according to the Center City District's November 2010 retail report.

² US median household income is \$51,425 according to US Census 2005-9 estimates, Philadelphia median household income is \$36,669.

³ The passage of Bill 100720 creates a signage district in Center City.

In short, Philadelphia presents a good case study for this analysis as it embodies the different arguments and tools of the debate while containing both strong and weak market characteristics. Additionally, because of research conducted at the University of Pennsylvania, the locations of all billboards are known, thus allowing much of the spatial analysis to occur.



Literature Review

A review of available literature reveals a dearth of information on the economic impact of outdoor advertising billboards on the surrounding community. A number of articles have focused on the economic benefit to businesses, and one study examined how billboards affect the values of the property on which they reside, but we found no studies that examined how billboards affect the surrounding area. Further, we found no studies that have been conducted which examine the relationship between billboard controls and the economic condition of cities within the United States.

The argument against outdoor advertising which appears most often focuses on billboards' adverse visual and aesthetic impact on the surrounding community. Harvey K. Flad, emeritus professor of geography at Vassar College, comments on the "visual pollution"

created by billboards⁴ and how they “desecrate the landscape.”⁵ Similarly, Charles R. Taylor, professor of marketing and Weih Chang of Villanova University describe how the public and law makers responded to the growth of outdoor advertising with legislation designed to curtail it.⁶



An article in the *Journal of Law and Politics* made the comment that “...the American public has consistently found outdoor advertising to be intrusive, ugly, crassly commercial, and a taint on nature. The story of billboards in America is thus characterized by an ongoing struggle between an expanding industry and a resistant public.”⁷

The arguments against billboards traditionally have followed this aesthetic narrative with varying degrees of success in terms of restricting the proliferation of billboards. In its assessment of its billboard regulations, the City of San Jose notes that “Signs play a significant role in the visual environment of a city in that they are prominent structures that are typically, and deliberately, highly visible in the public

⁴ Flad, Harvey K, "Country Clutter: Visual Pollution and the Rural Roadscape," *Annals of the American Academy of Political and Social Science*, 533: September 1997, pp. 124-125.

⁵ Ibid, p. 123.

⁶ Taylor, Charles R. and Weih Chang, "The History of Outdoor Advertising Regulation in the United States," *Journal of Macromarketing*, 15(47): 1995, pp. 48.

⁷ "Note: Judging the Aesthetics of Billboards," *Journal of Law and Politics*, 23: 2007, pp. 173.

realm. Billboards are more prominent than most other signs due to their size and height.”⁸ Flad goes further in stating that “they [billboards] actively seek the eye and tend to dominate the visual field.”⁹

From their first appearance in the late 19th Century through today, billboards have met resistance on aesthetic grounds. However, the arguments against billboards often did not discuss their impact on the surrounding area. Some anti-billboard writers do discuss the economic impact of billboards but do not find the argument compelling. For example Flad comments that “...they [billboards] also do not perform an effective function. They simply encourage consumption.”¹⁰ Other researchers such as Taylor and Chang, in referencing a previous study, note that “...billboards had critics long before the turn of the century. While public opinion and legislation managed to curb some of the most blatant abuses, outdoor advertising was such a valuable and economical



medium for many advertisers that it was difficult to control (Wood 1958).”¹¹ They further comment that “the [billboard] industry was quick to point out that billposting had a positive effect on the economy, both by helping landowners better utilize their property and by

⁸ "Billboards on Private Property & Off-Site Advertising on City Property: An Assessment of City of San Jose Sign Ordinance Regulations," City of San Jose, p. 7.

⁹ Flad, p. 124.

¹⁰ Flad, p. 123.

¹¹ Taylor and Chang, p. 50.

creating positive publicity for products and services.”¹²



Despite the number of articles arguing for and against billboards on aesthetic, constitutional, and economic grounds, we are not aware of any studies that have been conducted which examine how billboards impact the area adjacent to them. Nor have any studies of which we are aware been conducted which examine whether billboard restrictions in different cities impact economic prosperity. A study conducted by Lilley III, DeFranco, and Buffalo of iMapData, Inc. entitled “The Outdoor Advertising Market and its Impact on Tampa Property Values” examined how billboards impacted the value of property in Tampa, Florida.¹³ However, the study only examined the value of the property on which the billboards were located and determined that their presence elevated the property value. This is not an unexpected conclusion as the billboards represent income to the property owner. However the study did not attempt to assess whether those same billboards had any impact on the property values in the surrounding area.

In their paper “Ghettoizing Outdoor Advertising: Disadvantage and Ad Panel Density in Black Neighborhoods”, Kwate and Lee

¹² Ibid, p. 53.

¹³ Lilley III, William, Laurence J. DeFranco, and Clarence W. Buffalo, “The Outdoor Advertising Market and its Impact on Tampa Property Values,” iMap Data Inc. July 24, 2001.

examined how the quantity of outdoor advertising varies between neighborhoods which are predominantly black and predominantly white.¹⁴ Their research showed that “black neighborhoods have more total billboards...than white neighborhoods”¹⁵, however “income level was not significantly related to ad density after controlling for vacant lots.”¹⁶ More directly related to the discussion of billboards and economic prosperity, they concluded that “...the visual disorder caused by a high density of outdoor ads may reproduce inequality by marking neighborhoods as ‘the ghetto’ and reducing assessed value by residents and business owners.”¹⁷



One reason for the paucity of studies on the issues of the economic impact of billboards on the surrounding area could be the difficulty in the valuation of open space. In their article “The Economic Value of Open Space,” Fausold and Lilleholm comment:

Like all natural ecosystems, open space provides a variety of functions that satisfy human needs. However, attempting to assign monetary values to these functions presents several challenges. First, open space typically provides several functions simultaneously. Second, different types

¹⁴ Kwate, Naa Oyo A. and Tammy H. Lee, “Ghettoizing Outdoor Advertising: Disadvantage and Ad Panel Density in Black Neighborhoods,” *Journal of Urban Health: Bulletin of the New York Academy of Medicine*. 84(1): 2006.

¹⁵ Ibid, p. 21.

¹⁶ Ibid p. 27.

¹⁷ Ibid, p. 29.

of value are measured by different methodologies and expressed in different units. Converting to a standard unit (such as dollars) involves subjective judgments and is not always feasible. Third, values are often not additive, and “double counting” is an ever-present problem. Finally, some would argue that it is morally wrong to try to value something that is by definition invaluable.



At a minimum, they say, open space will always possess intangible values that are above and beyond any calculation of monetary values.¹⁸ They do mention that “the most direct measure of the economic value of open space is its real estate market value”¹⁹ which suggests that the market value of the real estate could be a useful proxy for evaluating whether billboards impact adjacent home values. A study examining home value and proximity to cell phone antenna towers demonstrated the effectiveness of using this approach to analyze home values in relation to the homes’ distance from a tower.²⁰

Using a similar methodology in evaluating billboards could provide useful indicators of the true economic benefits and costs to a community of such billboards in order to determine whether

relevant regulation might be appropriate. An examination of billboard controls between cities could also provide useful information in order for cities to make informed decisions as to which regulations (if any) to apply in order to provide the most benefit to their city.

Findings

Analytical Overview²¹

This paper attempts to determine how billboards affect economic prosperity. Economic prosperity is a broad concept, and the paper analyzes several characteristics that can be easily measured and captured: median income, poverty rate, vacancy rate, and home values. For the city of Philadelphia, this data is publicly available through the US Census, the University of Pennsylvania’s Cartographic Modeling Lab, and the City’s Recorder of Deeds Office. Using ArcGIS and SPSS software, this paper marshals the data to answer the general question of how billboards affect economic prosperity.



Question 1: What impact do billboards have on real estate prices in the City of Philadelphia?

¹⁸ Fausold, Charles J. and Robert J. Lilieholm, “The Economic Value of Open Space,” *Landlines*, 8(5): September 1996, p. 2

¹⁹ Ibid, p. 3

²⁰ Bond, Sandy, “The Effect of Distance to Cell Phone Towers on House Prices in Florida,” *Appraisal Journal*, Fall 2007

²¹ This section presents a brief examination of the analysis which follows. For a more thorough review of the methodological considerations, please examine Appendix XX.

In Philadelphia, there is a statistically significant correlation between real estate value (as measured by sales price) and proximity to billboards. Using 2010 sale price data, and taking into account adjacent amenities such as libraries and parks, residential real estate within 500 feet of a billboard is \$30,826 less valuable ($p=.035$) at the time of purchase, according to the statistical model shown in Table 1 below,

and further described in Appendix A. According to the model, the amount of livable area is the most important factor in determining the price of a property. For each additional SQ FT of livable area, there is an \$89.34 increase in price. Similarly, properties located within 1,000 ft. of amenities (such as Bike Paths, Libraries, and Parks) are associated with a higher price. Properties purchased within 500 ft. of billboards

Statistical Model for the Price of Properties within 500 ft. of a Billboard

Model ²²	Unstandardized Coefficients		Standardized Coefficients	t^{23}	Sig. ²⁴
	B ²⁵	Std. Error ²⁶	Beta ²⁷		
1 (Constant)	-4936882.57	315905.74		-15.628	.000
Livable Area	89.34	.46	.820	195.084	.000
Bike Path 1000 Ft	82254.61	11494.54	.030	7.156	.000
Library 1000 Ft	120130.59	17703.46	.029	6.786	.000
Park 1000 Ft	102946.99	11027.36	.040	9.336	.000
Year Built	2510.88	162.52	.065	15.450	.000
Billboard 500 Ft	-30825.85	14634.00	-.009	-2.106	.035

a. Dependent Variable: Sales Price

Table 1

²² Multiple variables were tested in different combinations, most of which were found not to be statistically significant. This model includes only statistically significant variables ($p < .05$).

²³ A measure of how well the variable fits the model.

²⁴ Denotes whether the variable is statistically significant. Numbers less than .05 are statistically significant.

²⁵ The unstandardized coefficient indicates the strength of a relationship between an independent variable (e.g. Livable Area) and a dependent variable (e.g. Sales Price). Results are expressed as a change in the dependent variable per unit change of the independent variable. i.e., for each additional square foot of Livable Area, a property increase in value \$89.40.

²⁶ Standard error of the independent variable

²⁷ The Standardized Coefficient or beta weight is the relative strength of each independent variable in the regression equation. The larger the absolute value of the beta weight, the larger the influence of the independent variable.

have a decrease in sale price of \$30,826 and the correlation is statistically significant ($p \leq .05$).

Question 2: What impact do billboards have on home values within census tracts in the city of Philadelphia?

An analysis of Philadelphia census tracts and various economic prosperity indicators such as median income, percentage of vacant parcels, and population decrease do not reveal a correlation between billboards and economic prosperity. However, the analysis reveals a correlation between billboard density and home value. Billboards negatively impact home values. For each additional billboard in a census tract, there is a \$947 decrease in home value. Considering that the mean number of billboards in a census tract is 4.8, the resulting decrease in value is \$4,546 per house for homes in such districts when compared to the price of

an equivalent home in a census tract without billboards.

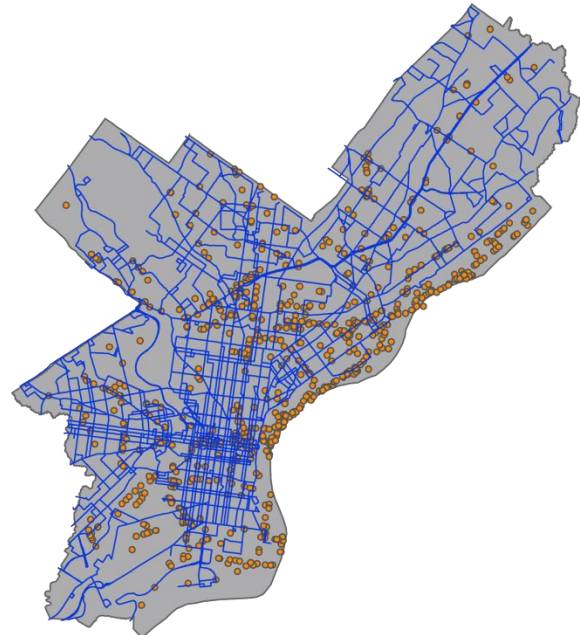
Each additional billboard further degrades home value, but the reason behind the depression in home values is a nuanced one. Of course, billboards tend to be located along commercial corridors, yet our analysis shows that it is not the presence of the commercial corridor itself which has a negative impact on home values. Indeed when the variable “Percent of commercial properties” was included in the regression model, it was found to be not statistically significant. Thus, in this analysis, it is the billboard itself that has a depressing effect on the whole of the census tract. What this analysis cannot tell us is what characteristics of the billboard contribute to this problem. Is it the pole, the billboard itself, the lights upon it, or the commercialization of the viewscape²⁸ of local residents? It is likely that it is all, or some combination, of these factors that leads to this impact, but such analysis is beyond the scope of this paper.

Question 3: What impact do billboard regulations have on median income, poverty rates, and vacancy rates in different cities in the United States?

The sign codes of 20 cities listed to the right in Table 2 were condensed into a series of yes or no questions indicating the presence of a regulation or restriction pertaining to billboards. After all of the cities’ answers were tabulated, a cluster analysis was undertaken which divided the cities into those having higher restriction (labeled “strict” in the following charts) and those having fewer restrictions (labeled “not strict” in the following charts).

²⁸ Lise Burcher in the case study “Urban Character and Viewscape Assessment “ Isocarp Congress 2005 define viewscape as “a visual connection that occurs between a person and the spatial arrangement of urban and landscape features.”

These cities were divided into strict and not strict, and added as a variable to a chart listing median income, vacancy rates, and poverty rates. The medians of these rates were compared for strict and not-strict cities as seen below in Figures 1, 2, and 3.



Billboard Locations in City of Philadelphia

Table 2

Philadelphia	Jacksonville
Indianapolis	San Francisco
Youngstown	Austin
Tampa bay	Columbus
Houston	Fort Worth
Phoenix	Charlotte
San Antonio	Detroit
Chicago	El Paso
San Diego	Memphis
San Jose	Baltimore

Median Income

The mean of the median income for strict control cities is higher than that for not-strict cities.

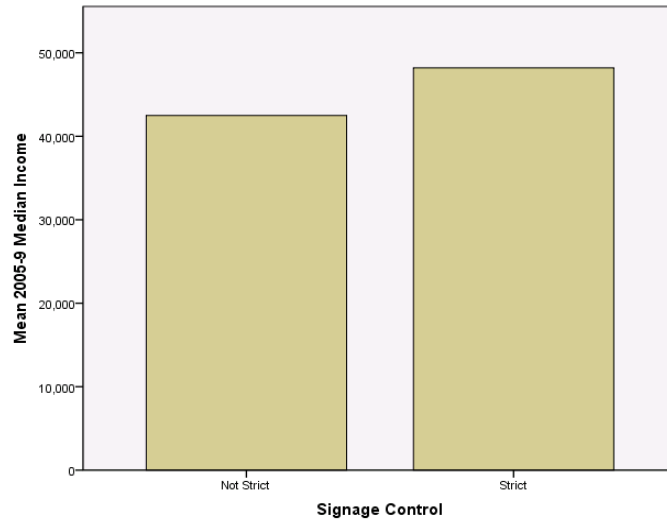


Figure 1 Billboard Control

Poverty Rate

The mean poverty rate for cities with stricter sign controls is lower than for cities without strict sign controls.

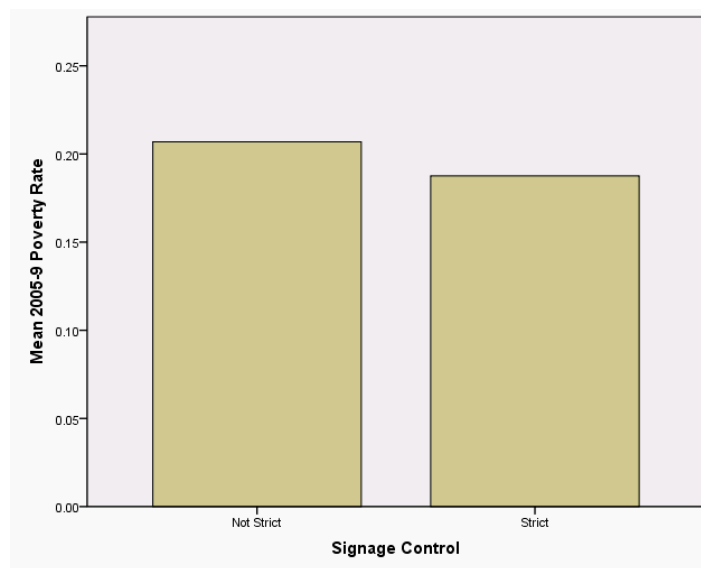


Figure 2 Billboard Control

Home Vacancy Rates

The mean home vacancy rate is lower for strict sign control cities.

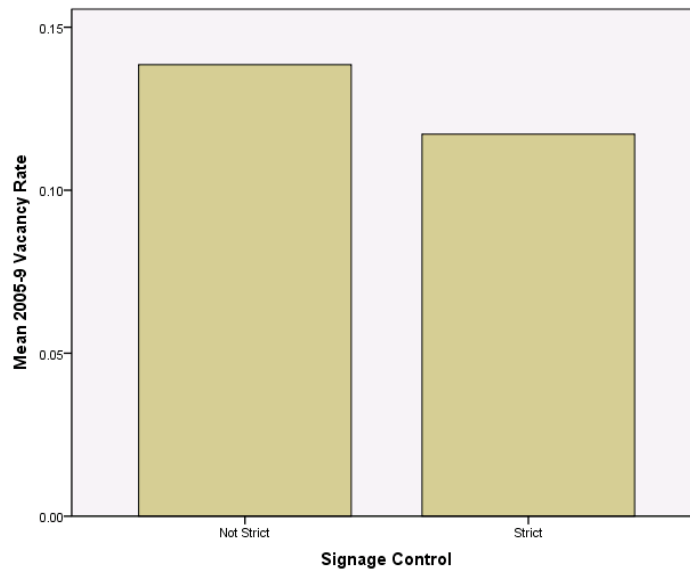


Figure 3 Billboard Control

Conclusion

This paper provides an approach and findings in an attempt to quantify the effects of billboards on real estate values in Philadelphia, and multiple measures of prosperity in 20 cities across the United States. Across these multiple measures, billboards were found to have negative financial and economic impacts. In Philadelphia, there is a statistically significant correlation between real estate value (as measured by sales price) and proximity to billboards. Properties located within 500 ft. of a billboard have a decreased real estate value of \$30,826. Additionally, homes located further than 500 ft. but within a census tract/community where billboards are present experience a decrease of \$947 for every billboard in that census tract. Income for strict sign control cities is higher than that for not-strict cities. Furthermore, the home vacancy and poverty rates for strict control cities are lower. Having strict sign controls does not negatively impact the economic prosperity of a city.

About the Author:

Jonathan Snyder is an urban planner from Philadelphia, Pennsylvania. He is a graduate of the University of Pennsylvania, with a Master in City Planning degree and a concentration in Community and Economic Development. He has worked to reform the process for obtaining accessory sign permits in Philadelphia. His research was generously supported by a grant from the Samuel S. Fels Fund.

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Appendix

In order to conduct an analysis of billboards and economic prosperity, three questions were considered:

1. What impact do billboards have on real estate prices in the City of Philadelphia?
2. What impact do billboards have on home values within census tracts in the City of Philadelphia?
3. What impact do billboard regulations have on median income, poverty rates, and vacancy rates in different cities in the United States?

These questions get to the heart of the issue on economic prosperity incorporating home values, real estate prices, median income, poverty, and vacancy rates. These variables create a portrait of the economic status of a neighborhood. In order to answer these questions, a number of analyses were undertaken using the available information from the University of Pennsylvania's Cartographic Modeling Lab, the United States Census, and the Philadelphia Office of Property Assessment. Information about billboard locations was obtained from a Geographic Information System (GIS) map supplied by Prof. Amy Hillier of the University of Pennsylvania, School of Design.

Question 1: What impact do billboards have on real estate prices in the City of Philadelphia?

In order to answer this question we obtained data from the Philadelphia Office of Property Assessment and geocoded the housing sale data for the year 2010 into a GIS shapefile using ArcMap from ESRI. We chose 2010 data because it was the most recent. Further, using multiple years exposes the data to the vagaries of the market. By only using one year, we can limit the market price fluctuations and also eliminated the need to convert price data into constant 2011 dollars. We combined this point data with the billboard locations provided by Prof. Amy Hillier and calculated distance from 2010 property sales to billboards and used that as a variable in our statistical model.

OPA data included home values, however home values are not uniformly updated in Philadelphia and can prove to be unreliable. Likewise information on the number of bathrooms, bedrooms, fireplaces, pools, and exterior condition are not available for every house. Sales price, lot size, and livable area are present for every sale. We did not use data for sales with less than 100 square feet (SF) of livable area as those properties could be vacant lots or in poor condition. Similarly, we did not include properties whose sale prices were under \$500. Many times properties will sell between relatives for \$1 and this skews the data as these properties can have significant value even though that price does not reflect it. After eliminating real estate under \$500 and under 100 SF, we tried many variable combinations to derive a statistical model that explains property value including: neighborhood characteristics (census tract population 1990, 2000, 2010, and percent changes in population; median income; licenses and inspection violations; fires; arsons; and percent owner-occupied), real estate characteristics (lot size, livable area, and age), distance to amenities (parks, libraries, and schools); and distance to billboards. Using different combinations of variables, the statistical model which best explains the sales price is as follows:

Model Summary

Model	R	R Square ²⁹	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	.683	.683	675184.969

a. Predictors: (Constant), Billboard 500 Ft, Livable Area, Park 1000 Ft, Library 1000 Ft, Year Built, Bike Path 1000 Ft

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4936882.574	315905.74		-15.628	.000
	Livable Area	89.34	.46	.820	195.084	.000
	Bike Path 1000 Ft	82254.61	11494.54	.030	7.156	.000
	Library 1000 Ft	120130.56	17703.46	.029	6.786	.000
	Park 1000 Ft	102946.99	11027.36	.040	9.336	.000
	Year Built	2510.88	162.52	.065	15.450	.000
	Billboard 500 Ft	-30825.85	14634.00	-.009	-2.106	.035

a. Dependent Variable: Sales Price

Question 2: What impact do billboards have on home values within census tracts in the City of Philadelphia?

Another way of examining how billboards impact economic prosperity is to examine how they affect home values. Combining census tract data, along with Cartographic Modeling lab data, and billboard information allowed us to build a statistical model that effectively explains median home values in census tracts.

²⁹ The R Square is a measure of how well the statistical model explains predicts the dependent variable; it varies between 0 and 1. The R square of .683 means that 68.3% of the property value can be explained by the independent variables.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 ^a	.847	.841	45651.456
a. Predictors: (Constant), % Hispanic 2005-9, % Asian 2005-9, Billboards per Tract, % Fed/State Owned 2007, Median Home Sale Price 2006, % Population Change, % PHA Owned 2007, % Water Shut-off 2007, % College Degree 2005-9, Median Home Value 2000, % African American 2005-9, % L&I Vilations 2005				
b. Dependent Variable: Median Home Value 2005-9				

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	82868.258	9755.310		8.495	.000
	Billboards per Tract	-947.24	402.706	-.055	-2.352	.019
	% L&I Vilations 2005	85701.29	25769.992	.124	3.326	.001
	% PHA Owned 2007	-400493.10	144587.829	-.090	-2.770	.006
	Median Home Sale Price 2006	.138	.026	.178	5.369	.000
	% Water Shut-off 2007	-505543.69	153061.067	-.118	-3.303	.001
	% College Degree 2005-9	252775.73	18920.030	.442	13.360	.000
	Median Home Value 2000	.29	.044	.214	6.458	.000
	% Fed/State Owned 2007	1175955.48	261486.584	.109	4.497	.000
	% Population Change	53297.14	14705.008	.084	3.624	.000
	% African American 2005-9	-47591.10	11333.477	-.153	-4.199	.000
	% Asian 2005-9	-111195.66	36243.755	-.072	-3.068	.002
	% Hispanic 2005-9	-55228.04	18919.073	-.078	-2.919	.004

a. Dependent Variable: Median Home Value 2005-9

Question 3: What impact do billboard regulations have on median income, poverty rates, and vacancy rates in different cities in the United States?

This last question looks beyond Philadelphia and required the assistance of a legal intern. We examined the zoning codes of different cities across the United States. We converted the answers to these regulatory questions into yes/no answers which we then input into SPSS Statistical software (see the table below). We used cluster analysis to divide the cities into two clusters: those which regulate strictly and those which do not regulate strictly. Using this as an independent variable we added in economic information for each city and graphed the results. The graphing function allowed us to compare the

median of the median incomes of strict control cities and not-strict control cities. We then employed this method to evaluate the median of the poverty rates and the vacancy rates between the two classifications of cities. The following column headings refer specifically to sign regulations; i.e. “Distance Between Signs” means: does the city require a certain distance between billboards.

City	Distance from Prohibited Areas	Distance from Highways	Distance Between Signs	Distance from Residential	Regulate Flashing Signs	Regulate Animated	Regulate Revolving
Philadelphia	Yes	No	Yes	Yes	No	No	Yes
Indianapolis	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Youngstown	Yes	No	Yes	Yes	Yes	Yes	Yes
Tampa bay	Yes	Yes	Yes	Yes	No	Yes	Yes
Houston	No	No	Yes	Yes	No	No	No
Phoenix	Yes	No	Yes	Yes	No	Yes	No
San Antonio	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Chicago	Yes	Yes	Yes	Yes	Yes	No	No
San Diego	Yes	Yes	Yes	Yes	Yes	Yes	Yes
San Jose	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Jacksonville	Yes	Yes	Yes	Yes	Yes	Yes	Yes
San Francisco	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Austin	Yes	No	No	No	Yes	No	No
Columbus	Yes	No	Yes	Yes	No	No	Yes
Fort Worth	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Charlotte	Yes	No	Yes	Yes	Yes	Yes	Yes
Detroit	Yes	Yes	Yes	Yes	No	Yes	No
El Paso	Yes	No	Yes	Yes	Yes	Yes	Yes
Memphis	No	No	Yes	Yes	No	Yes	Yes
Baltimore	No	No	Yes	No	No	Yes	Yes

City	Regulate Changeable Message	Regulate Lighting	Regulate Landscaping	Regulate Maintenance	Regulate Traffic	Ban Off- Premise Signage	Ban Electronic Billboard	Regulate Size
Philadelphia	No	Yes	No	No	No	No	No	No
Indianapolis	Yes	Yes	No	No	Yes	No	No	Yes
Youngstown	Yes	Yes	Yes	Yes	Yes	No	No	Yes
Tampa bay	Yes	Yes	Yes	No	Yes	Yes	No	Yes
Houston	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Phoenix	No	Yes	Yes	No	Yes	No	No	Yes
San Antonio	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Chicago	Yes	Yes	No	No	Yes	No	No	Yes
San Diego	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
San Jose	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Jacksonville	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
San Francisco	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Austin	no	Yes	No	No	Yes	Yes	Yes	Yes
Columbus	Yes	Yes	No	No	No	No	No	Yes
Fort Worth	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Charlotte	Yes	Yes	No	No	Yes	No	No	Yes
Detroit	Yes	Yes	Yes	No	No	No	No	Yes
El Paso	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Memphis	No	Yes	No	Yes	Yes	No	No	Yes
Baltimore	No	No	No	No	Yes	Yes	Yes	No

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Amy Hillier, Ph.D. University of Pennsylvania

John D. Landis, Ph.D. University of Pennsylvania

Sabrine Tribié, University of Pennsylvania Civic House

Cartographic Modeling Laboratory, University of Pennsylvania

Office of Property Assessment (OPA), City of Philadelphia

Samuel S. Fels Fund

SCRUB, the Public Voice for Public Space

From: jeanbob06@comcast.net
To: [Laura Terway](#)
Subject: Sign Code
Date: Tuesday, December 10, 2013 3:13:33 PM

Hello Laura; that was a very good and informative meeting last night. We probably could have gone on for five hours! Following are my thoughts on the "Split issues without recommendation" that we couldn't get to:

Signs on fencing.

Small signs should be permitted to allow notice of no smoking, private parking, no trespassing, etc. They should not be more than four square feet.

Parked vehicles.

A vehicle with signage should not be allowed to park in the public right of way for more than 12 hours and three consecutive days.

Signs inside of windows.

Signs should not obstruct more than 50% of the window area.

Bob La Salle

From: [Bob Cochran](#)
To: [Laura Terway](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #4 - December 9, 2013
Date: Monday, December 09, 2013 2:39:19 PM

Laura: I have every intention of being at the CAT meeting tonight. However, I was called at 12:30 this morning with broken sprinkler line (from the freeze) in our Library. We are currently sorting through about 2,000 soak books. I am operating on 2 hours of sleep and doubt I could make it through the CAT.

That said, I am still supporting a Electronic message board for the college's entrances (two) with eight second maximum message time. I will attend future meetings (unless more lines break).

Thanks so much

Bob Cochran
Dean of Campus Services
Clackamas Community College

From: Laura Terway [lterway@ci.oregon-city.or.us]
Sent: Tuesday, December 03, 2013 1:39 PM
To: zhenkin9000@gmail.com; dwinand@pmar.org; guttmcg@msn.com; emahoney240@msn.com; tom.geil@rocketmail.com; pespe@ci.oswego.or.us; ckidwell@leebarc.com; edmica3@yahoo.com; mike.k.mitchell@gmail.com; tom.obrien4@comcast.net; pastor@catalystcc.org; comprehensivetx@aol.com; maizeemae@aol.com; lavenderhillcottageoc@gmail.com; retrorevivaloc@gmail.com; lindaxoxo@molalla.net; scarpenter@bctonline.com; sean@nebbiolowinebar.com; levi.manselle@clackamasfcu.org; jill@nvboutique.co; jerry.herrman@birdlink.net; shirleyanne4557@yahoo.com; info@christmasatthezoo.com; jessebuss@gmail.com; gordon@gkwphoto.com; blues_rae@msn.com; kimberlywalch@yahoo.com; christinehermann@clearchannel.com; danieldhruva@clearchannel.com; Bob Cochran; brian.martin@greshamoregon.gov; maraleesdance@live.com; zksc7@yahoo.com; sandiburley@clearchannel.com; oregoncityicehouse@hotmail.com; AmyD1122@Gmail.com; kayp@clackamas.us
Subject: Oregon City Sign Code Community Advisory Team Meeting #4 - December 9, 2013



Good Afternoon,

The last Community Advisory Team Meeting for the Oregon City Sign Code Update is scheduled for **Monday, December 9, 2013 from 5pm to 8pm at the Planning Division Office** (221 Molalla Avenue, 2nd floor conference room). The meeting is open to the public, hope to see you there!

The meeting agenda and project materials can be found at <http://www.ocsigncode.org/project-documents/>. If you have any questions in advance of the meeting, please feel free to contact me at (503) 496-1553. Thank you

Sign Code Update Community Advisory Team Meeting #4

Monday, December 9, 2013 (5pm to 8pm)

(Oregon City Planning Division, 221 Molalla Avenue, Oregon City, 2nd floor conference room)

www.OCSignCode.org



Laura Terway, AICP

Planner

Planning Division

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221 Molalla Avenue, Suite 200

Oregon City, Oregon 97045

Please note the Planning Division is available
from 7:30am - 6:00pm Monday - Thursday
and by appointment on Friday.

Phone: 503.496.1553

Fax: 503.722.3880

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PUBLIC RECORDS LAW DISCLOSURE: This e-mail is subject to the State Retention Schedule and may be made available to the public.

From: [BURLEY, SANDI](#)
To: [Laura Terway](#)
Subject: Comments on CAT Recommendation and Sign Code Language
Date: Friday, December 06, 2013 4:39:42 PM
Attachments: [image001.png](#)
[Oregon City Billboard Districts Draft Code Language_December 6, 2013.pdf](#)

Laura,

I'm looking forward to 4th CAT meeting on Monday evening. I reviewed the materials for Monday's meeting and have some questions related to the CAT Recommendation: Draft Consensus, Majority and Split Summary Issues for Electronic Message Centers (EMCs). On pp. 3 and 4 of the CAT Recommendation, the Majority and Minority opinion for EMCs are described. The Majority Opinion states that electronic message centers and internally lit signs should be allowed with conditional use approval. Although the requirement that EMCs be subject to conditional use review is consistent with the majority of open house and CAT survey respondents, I propose that the conditional use requirement be added to the discussion points that may lead to further refinement at Monday's meeting because there was a considerable amount of discussion and disagreement among CAT members at the last CAT meeting regarding conditional use review for EMCs.

I request that the bullet point stating that "Change no more than 8 seconds" be included as part of the Majority Opinion for EMCs because this response received more votes than any other option on both the open house and CAT surveys. In addition, regarding the bullet point for the lumosity standard, I recommend that the CAT discuss a lower limit of 0.3 foot candles of ambient light when measured at an appropriate distance, the standard for EMCs recommended by the International Sign Association.

I have also attached proposed sign code language related to the creation of billboard sign districts.

Enjoy the weekend!

Sandi



 **Clear Channel** Outdoor

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OREGON CITY BILLBOARD DISTRICTS

DRAFT CODE LANGUAGE

15.28 __ Definitions

“BILLBOARD” means an outdoor advertising sign that may be a bulletin or a poster panel.

“BULLETIN” means a billboard with a display surface area of more than 300 square feet.

“DISPLAY SURFACE AREA” means the total area of a sign that is available for displaying advertising or an informational message, subject to the provisions of this chapter.

“ELECTRONIC MESSAGE SIGN” means a sign utilizing digital message technology, capable of changing the static message or copy on the sign electronically. An electronic message sign may be internally or externally illuminated. Electronic message signs shall contain static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement, of any part of the sign structure. Each static message shall not include flashing or the varying of light intensity.

(1) Electronic message signs may be permitted on new and existing sign structures otherwise permitted hereunder, subject to the following requirements:

a. Operational Limitations. Such displays shall contain static messages only, and shall not have movement, or the appearance or optical illusion of movement during the static display period, of any part of the sign structure, design, or pictorial segment of the sign, including the movement or appearance of movement. Each static message shall not include flashing or the varying of light intensity.

b. Minimum display time. Each message on the sign must be displayed for a minimum of (8) eight seconds.

c. Electronic message signs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a pre-set distance.

d. Pre-set distances to measure the foot candles impact vary with the expected viewing distances of each size sign. Measurement distance criteria:

<u>Nominal Face Size</u>	<u>Distance to be measured from:</u>
12' x 25'	150'
10'6" x 36'	200'
14' x 48'	250'

e. Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

“OUTDOOR ADVERTISING SIGN” means a sign not limited as to content, but usually and customarily used to advertise goods, products, businesses, services, or facilities which are not sold, manufactured, or distributed on or from the property or facilities on which the sign is located; or to present messages dealing with political, public interest, public service, or education issues; an election, candidate for election, or ballot measure; or religious matters, health, and other similar subjects.

“POSTER PANEL” means a billboard with a display surface area of 300 square feet or less.

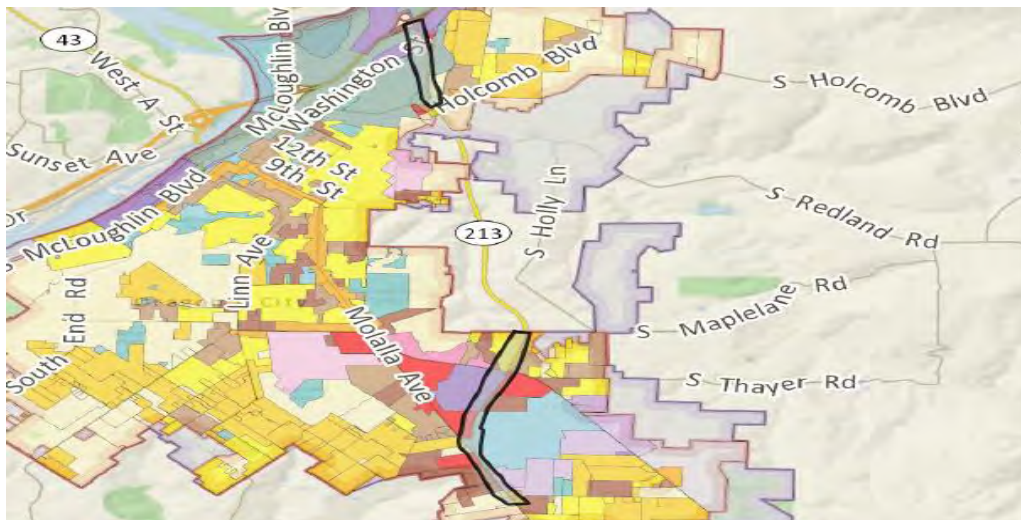
15.28 __ Sign districts generally

A. The Billboard Sign Districts are created and applied as designated. The Billboard Sign District includes the Interstate 205 billboard district, the Highway 213 billboard district, and the Highway 99-E billboard district, as each is shown the maps that follow. Billboards are allowed on properties located within these billboard districts, subject to the terms of this chapter. Billboards are otherwise prohibited within the City.

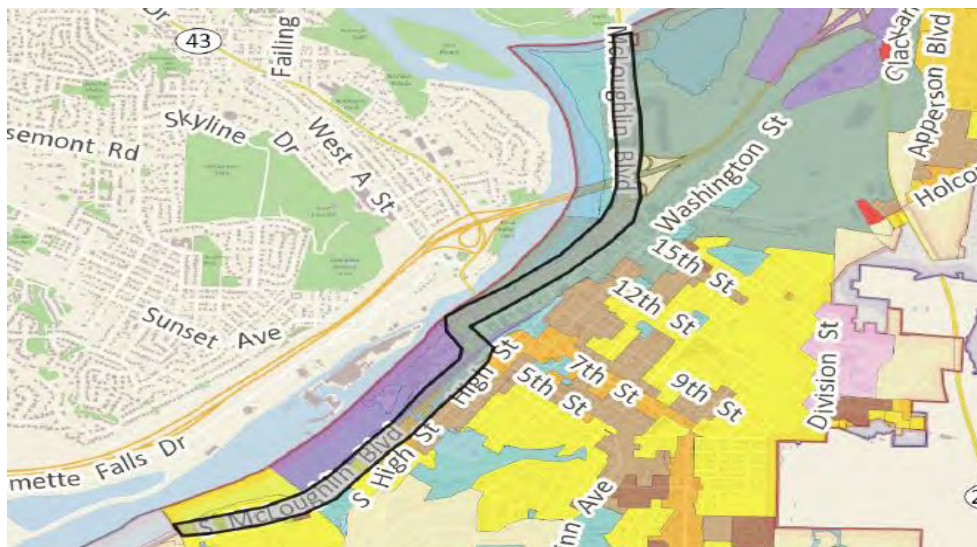
Billboard District 1 - Interstate 205



Billboard District 2 - Highway 213



Billboard District 3 - Highway 99E



15.28.____ Billboard district

The following billboard standards apply in the Interstate 205, Highway 213, and the Highway 99-E billboard district.

A. Billboards must be located within or relocated to the boundaries of the I-205, Highway 213, and Highway 99-E billboard district with no more than 16 approved billboard permits at any one time. The number of approved billboard permits may be increased if any billboards existing at the date of adoption of this chapter are located on land along Interstate 205, Highway 213 or Highway 213 that is not currently within the municipal boundaries of Oregon City but which is later annexed into Oregon City.

B. Except as provided in this subsection, each sign face of a billboard may not exceed 680 square feet in display surface area. Each sign display surface area may be increased by an

additional 20 percent for a sign that is irregular in form and projects beyond the outer dimensions of the signboard, frame or cabinet. Each side of a double-faced billboard is a separate sign face for the purpose of sign area limitations.

- C. Billboards may be double-faced, allowing sign copy on two sides of a supporting structure, provided the two sides are parallel within a deviation of 10 degrees.
- D. Billboards may have a maximum height of 70 feet above the adjacent freeway grade.
- E. Billboards may not be located within 150 linear feet from the property line of any residentially zoned property.
- F. Billboards are subject to the separation requirements established by state regulations.
- G. A billboard permit may be assigned without the consent of the city, but the permittee must provide the city with notice of any assignment.
- H. The permitted location of a billboard may be changed by modification of the permit if the new location meets all requirements of this chapter.
- I. A billboard permit holder may file for a consolidation permit to combine two poster panels lawfully existing anywhere within the city limits of Oregon City with display surface areas of 300 square feet or less into one bulletin with a display face area of 680 square feet or less. The number of billboard permits allowed within the billboard district shall be permanently decreased by the number of consolidated permits.

From: [Laura Terway](#)
To: [Laura Terway](#)
Subject: FW: OSignCode
Date: Monday, December 09, 2013 11:28:11 AM

-----Original Message-----

From: Laura Terway
Sent: Wednesday, December 04, 2013 12:24 PM
To: 'Kathleen Sinclair'; rorth@enviroissues.com
Subject: RE: OSignCode

Thank you for this feedback, Kathleen. It is important for us to hear your perspective on the process. We realize that there have been a lot of details presented to the group. We hope that discussion and some illustration of the code concept at our next meeting will help clarify your questions. We will also be walking through a number of recommendations that we believe present clear options and points of decision for the group to consider. Please let us know if you would like to discuss any of these issues in advance of the meeting.

-Laura Terway

-----Original Message-----

From: Kathleen Sinclair [<mailto:ks33030@gmail.com>]
Sent: Tuesday, December 03, 2013 2:13 PM
To: Laura Terway; rorth@enviroissues.com
Subject: OSignCode

Dear Laura and Ryan,

I have been looking through my notes and all of the materials that have been handed out as well as continually looking at the Oregon City signage as I drive around. I have been thinking about signs and how I use them and what I want out of a sign and how they function day and night. As a new member of the community I probably look at signs a bit differently than say someone who has lived here for many years. Often I am looking for some place I have never been to or trying to find out about a certain area or business. Others might just whiz right by that same area as they have for many years of their lives and not even really recognize the sign for what it is any longer. But more importantly, to our group, seems to be what holds the sign together and how the sign is presented and its relationship to the building and the street and the rest of the surrounding buildings and sidewalks.

It is clear that some members of our group know and sell signs and signs are their business. They know the sizes and the materials and the laws and the requirements. That's great. However, that talk leaves me in the dust. I am very visual but those numbers are just that, numbers. They don't translate well to me.

It seems as if most of the people on the committee want to do what is best and what works best for most business owners and the public who uses those businesses. But, we are given too damn much information. Well, let me speak for myself. As it now stands I do not feel comfortable or confident to express my opinion on these proposals.

What would work for me is being given a choice of this or that in each category. But, with a visual component. So, if we are talking about the size of a sign on Main street, we could see a drawing of a typical building or street scene or both, and then an overlay of a sign being size A or size B, or type A or type B etc. Forget the actual legal sizes. Just present the idea of it. Same with commercial, residential and historic corridors or whatever they are called. I know we are allowed so many flags or banners or whatever but if that is combined with so many signs that are so big, or so tall or whatever, then it can look cluttered. Show us cluttered and show us an example of what you as professionals would like to see.

I guess I want you to be benevolent dictators here and give us some choice, but also some educated and professional guidance and not leave the entire thing up to the committee. I sensed that in some respect in meeting number 3, but then it waffled when some people went back to the letter of the law of what was allowed and not what would look best or be the most appropriate choice going forward and not just the dollar value of the advertising. Las Vegas is great and glitzy but holy crap, this is Oregon City and there has to be some focus here or it will quickly get out of hand and look like 82nd Ave.

Even if you could go through those same questions that you put up and also had us answer for meeting #3 and the public meeting, with visuals that represented each of the categories it would bring these issues into clearer focus. For example, Q5: What is the reasonable number of ancillary/temporary signs (in addition to permanent signs) that should be allowed on a business's property. Zero-five. Visually that would make this a whole lot clearer.

Perhaps you already have examples of all of these situations and wouldn't even have to dream them up.

Anyway, that is where I am coming from right now. I really appreciate all of the work you have done on this and it is obvious. Thanks for letting me vent. Sincerely, Kathleen Sinclair

ATTENTION FLAGS & BANNERS

NYLON FEATHER FLAGS

Fully sewn with the exception of the Black & White Checkered which is aniline dyed. The 12' x 26" is designed with a pole sleeve to accept up to a 1 1/4" outside diameter pole. A leather tab is sewn into the inside bottom portion of the header allowing a nylon flag tie (included) to secure the flag on to the pole. The 7' x 17" is designed with a pole sleeve to accept up to a 1" outside diameter pole. A grommet is installed at the bottom of the flag allowing a flag tie (included) to secure the flag to the pole. The 12' x 26" flags weigh approximately .62 lbs. each and the 7' x 17" flags weigh approximately .24 lbs. each. **Made in the U.S.A.**



PARROT BLUE

ITEM #	SIZE	1-5	6-11	12+
155513	12' x 26"	\$58.00	\$53.00	\$45.00
155548	7' x 17"	31.50	28.50	26.50



AQUA

ITEM #	SIZE	1-5	6-11	12+
155514	12' x 26"	\$58.00	\$53.00	\$45.00
155549	7' x 17"	31.50	28.50	26.50



BLUE & WHITE

ITEM #	SIZE	1-5	6-11	12+
155521	12' x 26"	\$58.00	\$53.00	\$45.00
155550	7' x 17"	31.50	28.50	26.50



RAINBOW 1

ITEM #	SIZE	1-5	6-11	12+
155524	12' x 26"	\$58.00	\$53.00	\$45.00
155551	7' x 17"	31.50	28.50	26.50



RAINBOW 2

ITEM #	SIZE	1-5	6-11	12+
155525	12' x 26"	\$58.00	\$53.00	\$45.00
155552	7' x 17"	31.50	28.50	26.50



CUSTOM DESIGNS

ITEM #	SIZE	1-5	6-11	12+
-----	12' x 26"	CALL FOR PRICING		
-----	7' x 17"			

TELESCOPING SUPERFLEX™ POLES - For 12' x 26" Feather Flags

These fiberglass flagpoles sway in the breeze producing a dramatic, attention-getting display. Available in both 15' and 21' exposed height sizes and comes complete with 21" PVC ground sleeve and easy-to-follow instructions. The 15' pole is adjustable from 6' to 15' while the 21' pole is adjustable from 8' to 21'.

ITEM #	HEIGHT	COLOR	BUTT DIA.	TOP DIA.	1-5	6-11	12+	LBS.
323442	15'	WHITE	1 1/4"	3/4"	\$76.00	\$72.00	\$65.00	5.2
323443	21'	WHITE	1 1/4"	3/4"	82.00	79.00	69.00	7.0
324172	15'	BLACK	1 1/4"	3/4"	76.00	72.00	65.00	5.2
324173	21'	BLACK	1 1/4"	3/4"	82.00	79.00	69.00	7.0

Telescoping SuperFlex™ Poles can be mixed to achieve the higher quantity pricing.

ALUMINUM FEATHER FLAG POLES - For 7' x 17" Feather Flags

This set comes with a two section 1" diameter silver mill finish pole - a 4' bottom and a 5' top plus a galvanized steel fabricated lawn socket. The top of the pole is capped with a plastic top plug to protect the top of the Feather Flag from premature wear.

ITEM #	HEIGHT	COLOR	1-5	6-11	12+	LBS.
324185	9'	SILVER	\$31.00	\$30.00	\$29.00	1.6



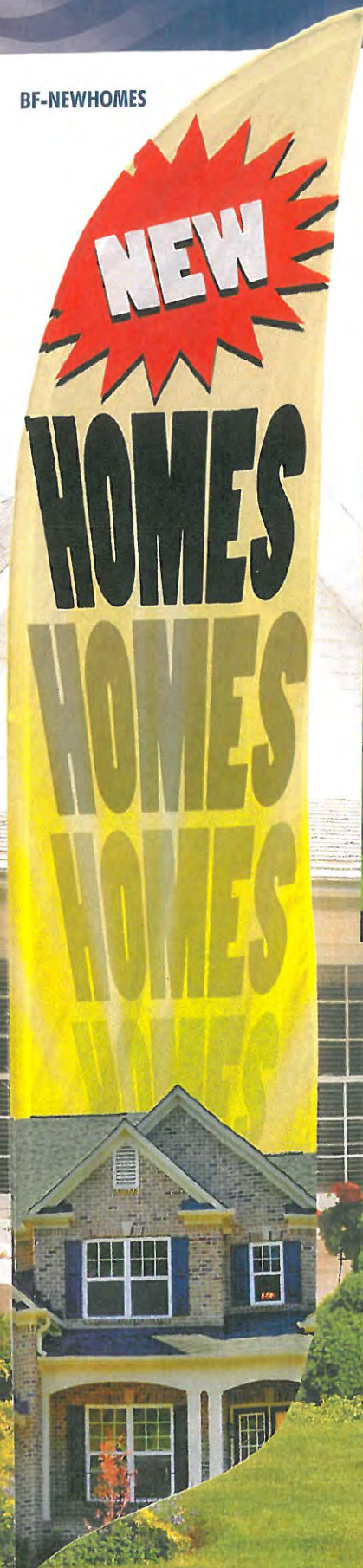
OUTDOOR ADVERTISING BLADE FLAGS

BF-NEWHOMES

2' x 11' NYLON ADVERTISING BLADE FLAG

- The advertising flags are 100% Made in the U.S.A. on 200 Denier Nylon fabric

SIZE	DESCRIPTION	EACH
2' x 11'	Nylon blade flag	\$84.30



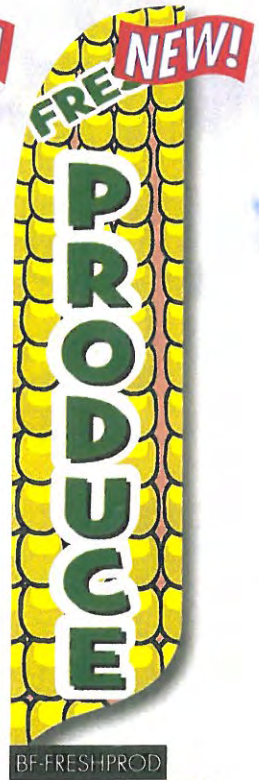
BF-ATM



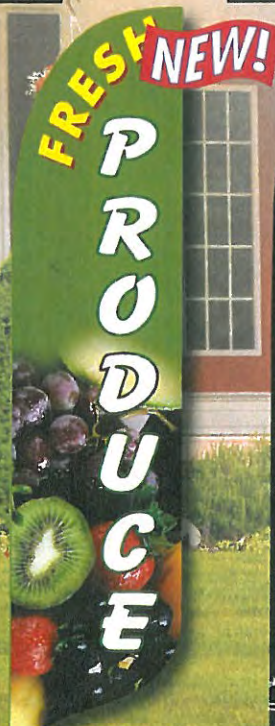
BF-ICE



BF-LOTTERY



BF-FRESHPROD



BF-PRODUCE



BF-TATTOO



BF-TANNING



BF-OPENHOUSE

ATTENTION FLAGS & BANNERS

NYLON FEATHER FLAGS

Fully sewn with the exception of the Black & White Checkered which is aniline dyed. The 12' x 26" is designed with a pole sleeve to accept up to a 1 1/4" outside diameter pole. A leather tab is sewn into the inside bottom portion of the header allowing a nylon flag tie (included) to secure the flag on to the pole. The 7' x 17" is designed with a pole sleeve to accept up to a 1" outside diameter pole. A grommet is installed at the bottom of the flag allowing a flag tie (included) to secure the flag to the pole. The 12' x 26" flags weigh approximately .62 lbs. each and the 7' x 17" flags weigh approximately .24 lbs. each. **Made in the U.S.A.**



BLUE OPEN

ITEM #	SIZE	1-5	6-11	12+
155515	12' x 26"	\$80.00	\$76.00	\$74.00
155530	7' x 17"	57.00	50.00	47.00



BLUE WELCOME

ITEM #	SIZE	1-5	6-11	12+
155516	12' x 26"	\$86.00	\$85.00	\$84.00
155531	7' x 17"	67.00	56.00	52.00



RED OPEN

ITEM #	SIZE	1-5	6-11	12+
155517	12' x 26"	\$80.00	\$76.00	\$74.00
155532	7' x 17"	57.00	50.00	47.00



RED WELCOME

ITEM #	SIZE	1-5	6-11	12+
155518	12' x 26"	\$86.00	\$85.00	\$84.00
155533	7' x 17"	67.00	56.00	52.00



RWB OPEN

ITEM #	SIZE	1-5	6-11	12+
155519	12' x 26"	\$80.00	\$76.00	\$74.00
155534	7' x 17"	57.00	50.00	47.00



RWB WELCOME

ITEM #	SIZE	1-5	6-11	12+
155520	12' x 26"	\$86.00	\$85.00	\$84.00
155535	7' x 17"	67.00	56.00	52.00



STARS & STRIPES 1

ITEM #	SIZE	1-5	6-11	12+
155522	12' x 26"	\$80.00	\$76.00	\$74.00
155536	7' x 17"	57.00	50.00	47.00



STARS & STRIPES 2

ITEM #	SIZE	1-5	6-11	12+
155523	12' x 26"	\$80.00	\$76.00	\$74.00
155537	7' x 17"	57.00	50.00	47.00



CHECKERED

ITEM #	SIZE	1-5	6-11	12+
155526	12' x 26"	\$80.00	\$76.00	\$74.00
155538	7' x 17"	57.00	50.00	47.00

ATTENTION FLAGS & BANNERS

NYLON FEATHER FLAGS

Fully sewn with the exception of the Black & White Checkered which is aniline dyed. The 12' x 26" is designed with a pole sleeve to accept up to a 1 1/4" outside diameter pole. A leather tab is sewn into the inside bottom portion of the header allowing a nylon flag tie (included) to secure the flag on to the pole. The 7' x 17" is designed with a pole sleeve to accept up to a 1" outside diameter pole. A grommet is installed at the bottom of the flag allowing a flag tie (included) to secure the flag to the pole. The 12' x 26" flags weigh approximately .62 lbs. each and the 7' x 17" flags weigh approximately .24 lbs. each. **Made in the U.S.A.**



WHITE

ITEM #	SIZE	1-5	6-11	12+
155504	12' x 26"	\$58.00	\$53.00	\$45.00
155539	7' x 17"	31.50	28.50	26.50



CANADA RED

ITEM #	SIZE	1-5	6-11	12+
155507	12' x 26"	\$58.00	\$53.00	\$45.00
155540	7' x 17"	31.50	28.50	26.50



ROYAL BLUE

ITEM #	SIZE	1-5	6-11	12+
155506	12' x 26"	\$58.00	\$53.00	\$45.00
155541	7' x 17"	31.50	28.50	26.50



FM YELLOW

ITEM #	SIZE	1-5	6-11	12+
155505	12' x 26"	\$58.00	\$53.00	\$45.00
155542	7' x 17"	31.50	28.50	26.50



LAVENDER

ITEM #	SIZE	1-5	6-11	12+
155511	12' x 26"	\$58.00	\$53.00	\$45.00
155543	7' x 17"	31.50	28.50	26.50



EMERALD

ITEM #	SIZE	1-5	6-11	12+
155509	12' x 26"	\$58.00	\$53.00	\$45.00
155544	7' x 17"	31.50	28.50	26.50



LILAC

ITEM #	SIZE	1-5	6-11	12+
155508	12' x 26"	\$58.00	\$53.00	\$45.00
155545	7' x 17"	31.50	28.50	26.50



DAHLIA

ITEM #	SIZE	1-5	6-11	12+
155510	12' x 26"	\$58.00	\$53.00	\$45.00
155546	7' x 17"	31.50	28.50	26.50



MAGENTA

ITEM #	SIZE	1-5	6-11	12+
155512	12' x 26"	\$58.00	\$53.00	\$45.00
155547	7' x 17"	31.50	28.50	26.50

See more designs
and SuperFlex™
Poles on next page

ATTENTION FLAGS & BANNERS

NYLON TEAR DROP FLAGS

Fully sewn with the exception of the Black & White Checkered design which is aniline dyed. When installed on our flexible Tear Drop Flagpoles below, these flags measure 10' x 30" and are designed with a pole sleeve to accept up to a 1" outside diameter pole. A grommet is installed at the bottom of the flag allowing a stretchy flag tether (included) to secure the flag to the pole. Each flag weighs approximately .50 lbs. **Made in the U.S.A. Pricing below is for the flag only and does not include any mounting hardware.**

BLUE OPEN  155553 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$69</td><td>\$66</td><td>\$61</td></tr></table>	1-5	6-11	12+	\$69	\$66	\$61	BLUE WELCOME  155554 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$74</td><td>\$72</td><td>\$67</td></tr></table>	1-5	6-11	12+	\$74	\$72	\$67	YELLOW OPEN  155555 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$69</td><td>\$66</td><td>\$61</td></tr></table>	1-5	6-11	12+	\$69	\$66	\$61	YELLOW WELCOME  155556 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$74</td><td>\$72</td><td>\$67</td></tr></table>	1-5	6-11	12+	\$74	\$72	\$67	RWB OPEN  155557 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$94</td><td>\$90</td><td>\$85</td></tr></table>	1-5	6-11	12+	\$94	\$90	\$85	RWB WELCOME  155558 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$94</td><td>\$90</td><td>\$85</td></tr></table>	1-5	6-11	12+	\$94	\$90	\$85
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Rubber Tipped Pole To Prevent Flag Damage 	ROYAL BLUE  155565 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$23</td><td>\$22</td><td>\$21</td></tr></table>	1-5	6-11	12+	\$23	\$22	\$21	FM YELLOW  155566 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$23</td><td>\$22</td><td>\$21</td></tr></table>	1-5	6-11	12+	\$23	\$22	\$21	EMERALD GREEN  155567 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$23</td><td>\$22</td><td>\$21</td></tr></table>	1-5	6-11	12+	\$23	\$22	\$21	RAINBOW  155568 <table><tr><td>1-5</td><td>6-11</td><td>12+</td></tr><tr><td>\$37</td><td>\$35</td><td>\$34</td></tr></table>	1-5	6-11	12+	\$37	\$35	\$34	CUSTOM  CUSTOM CALL FOR PRICING												
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TEAR DROP FLAG POLE

ITEM #	1-5	6-11	12-17	18+	LBS.
155527	\$84	\$80	\$75	\$70	3.7

These continuous tapering, flexible black fiberglass flagpoles measure 14' when fully assembled. The bottom of the pole measures 1" and tapers to 1/4" at the top. This 3-piece pole swedges together perfectly and all swedge points are re-inforced with stainless steel fittings. Comes complete with heavy-duty, black canvas carry bag.

TEAR DROP POLE IN-GROUND MOUNT

Once installed into the ground, the Tear Drop Flag Pole slips over a rotating spindle. Weight = 3.2 Lbs.

ITEM #	1-5	6-11	12-17	18+
155528	\$39	\$37	\$35	\$33

TEAR DROP POLE SURFACE MOUNT

This rotating base can be permanently mounted or can be temporarily held in place with a heavy-duty water donut. When filled, the water donut holds 2 1/4 gallons of water and weighs 18 1/2 pounds. This water donut installation should only be used when winds do not exceed 5 m.p.h.



ITEM #	1-5	6+	LBS.
155529	\$68	\$64	8.6







These photos taken January 1st - Event held December 3rd

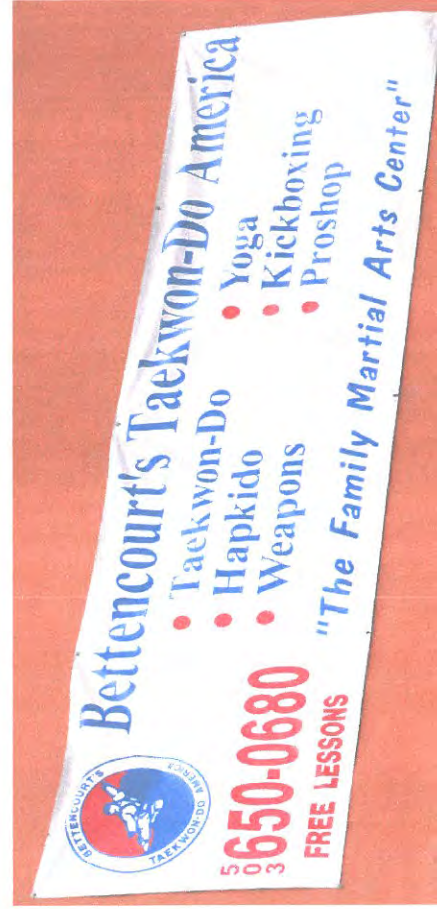




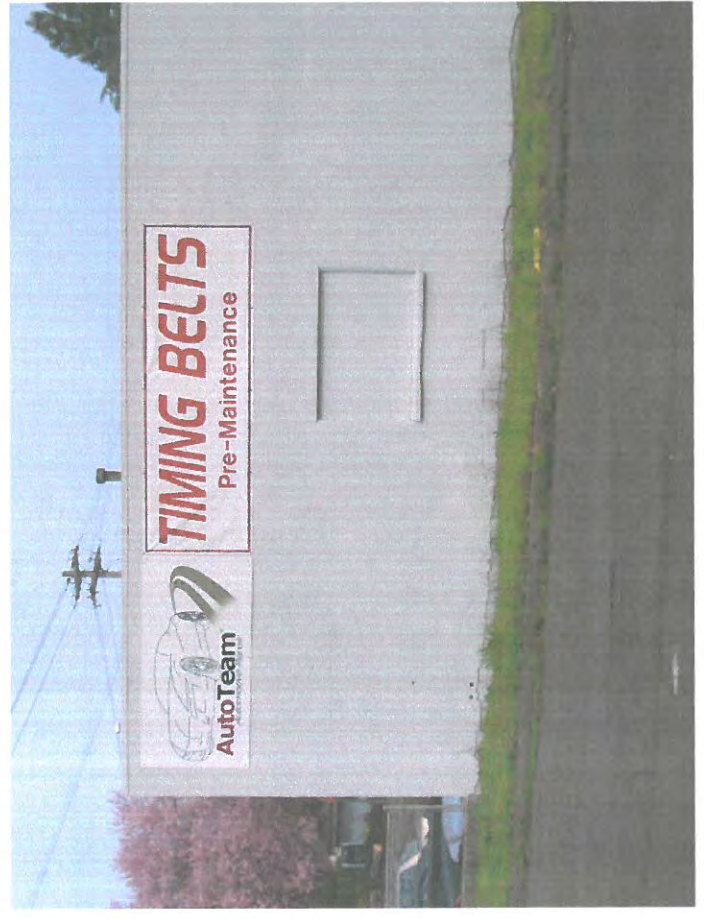
















From: mike fingerut <blusinatra@aol.com>
To: BLUSINATRA <BLUSINATRA@aol.com>
Date: Mon, 18 Nov 2013 3:51 pm

To whom it may
concern,

11/18/2013

Over 20 years ago I bought the property at 15815 S. Pope Lane and opened Park Place Homes. I wanted to bring an affordable housing business to Oregon City and greater Clackamas Co. The property had an old billboard on it that dated from approx. the 1950's. During the 10 years I personally owned and operated Park Place Homes I worked with the city and the owners of the billboard to replace the decades old structure and build the more modern and technologically advanced sign that resides there to this day. The sign has been a steady and reliable income source for the property and without that source it would have been unlikely that the affordable housing choice offered there would still be available.

In the early 2000's the manufactured housing industry suffered a bubble bust, like the one that hit the wider housing industry in 2008.

The manufactured housing industry has been decimated. In 1999 there were over a dozen Portland area manufactured home providers. Now there is only one, J and M Homes at 15815 Pope lane Oregon City. I am overjoyed that J and M Homes, who started their business here in Oregon City, now has locations across Oregon and is by far the leader in providing their affordable housing solutions to the region.

I'm proud our property played a part in keeping this important housing resource viable at a time that it could well have disappeared from the Portland area. The part played by Clear Channel and the City of Oregon City shows that Cities and Businesses can work together to provide needed access to affordable housing, job creating businesses, and tax revenues that benefit the wider community.

Like so many years ago it is time to invest in the existing sign and add new technology. I'm certain the results will be the same as our previous efforts. A stronger business providing a wide variety of benefits to the area.

Sincerely,

Michael L. Fingerut
3535 Lanewood ST.
Lake Oswego, OR 97035
503-807-2245

For years Clackamas Community College has been aware that the exciting events taking place inside our campus are not communicated to our neighbors and the members of our district who drive by our Beaver Creek and 213th entrances.

This was never more evident than when the Dean of College Advancement and I made a presentation to Caulfield Neighborhood Association meeting several months ago. They were amazed at all the great activities going on at Clackamas Community College of which they were totally unaware. Time after time that night when we told those in the audience of something going on at CCC, the reply was, "...I didn't know that."

We took away the knowledge that we just weren't communicating CCC's information to our neighbors. With that we began to investigate electronic signage that would tell our neighbors what's going on at inside at CCC. Our discussions with the city informed us that Oregon City was going through a Sign Code Update and our involvement and comments would be much appreciated.

So what would we like included in the new code? We would like the ability to communicate several messages daily to those who pass by our campus.

For our students or potential students

When is the first day to register for classes?

When is the first day of school?

When is the last day to add/drop a class?

When is a special speaker or event on campus?

For our neighbors and local residents

What plays are happening at the Niemeyer performing art center? The Clackamas Repertory Theatre (CRT) presents professional productions several times a year; the CRT's last play of the season "The 39 Steps" closed last weekend. CCC students produce three plays each year along with stand-up comedy and theater improv.

When are the Jazz or choir competition? The CCC Music Department puts on several instrumental and vocal concerts at the end fall, winter and spring terms. These performances are open to the public at little or no cost. CCC also hosts three music festivals each March, drawing high school students from around the Northwest.

For the sports minded

We have 11 college sports programs that include a 2010 National Champion wrestling team, and numerous league champion teams in softball, basketball and volleyball. Wouldn't it be great to know when those games are happening or be able to acknowledge a championship team?

Other things that happen on our campus

Career and benefit fairs connecting veterans to potential employers as well as community resources.

And how about when we have a need to close the college due to weather or other reason? A sign that tells our students and staff what is occurring on campus would really complement our existing email and phone notifications.

All that said, we are asking that the sign committee keep these thoughts in mind as you process the future sign rules. We are not looking for a Vegas-style board, but something tasteful that can potentially display several messages a day that are relevant to those who drive past our campus.

Thank you very much for your time.

Bob Cochran

Dean of Campus Services

Clackamas Community College

Laura Terway

From: Laura Terway
Sent: Thursday, November 14, 2013 5:45 PM
To: 'Jonathan Stone'
Cc: 'Jennifer Bragar'
Subject: RE: OC Sign Code CAT Survey - Outstanding Issues

I just forwarded your email back to our legal counsel. Let's talk more about this Monday night.



**Laura Terway, AICP
Planner**
Planning Division
PO Box 3040
221 Molalla Avenue, Suite 200
Oregon City, Oregon 97045
Phone: 503.496.1553
Fax: 503.722.3880
lterway@orccity.org

Please note the Planning Division is available from 8am - 5pm Monday - Thursday and by appointment on Friday.

 Please consider the environment before printing

PUBLIC RECORDS LAW DISCLOSURE: This e-mail is subject to the State Retention Schedule and may be made available to the public.

From: Jonathan Stone [<mailto:jon@downtownoregoncity.org>]
Sent: Thursday, November 14, 2013 5:43 PM
To: Laura Terway
Subject: Re: OC Sign Code CAT Survey - Outstanding Issues

I'm confused by the legal interpretation that the sign would need to have content reviewed to determine ownership. There just be a content neutral way to determine ownership?

On Thu, Nov 14, 2013 at 5:35 PM, Laura Terway <lterway@ci.oregon-city.or.us> wrote:



Good Afternoon,

A few more comments are attached for your review.

Please do not forget to take time to complete a short [online survey](#) to CAT **prior to 10am on Monday the 18th**. The survey will take up to 20 minutes and is designed to understand the CAT's opinion on a few of the outstanding issues. These results will be shared at the CAT meeting and compared to other feedback received from the public to aid our discussion. The public will have a more general set of questions to respond to at the open house (attached).

Thank you again for your participation on this project! As always, feel free to contact me at [503.496.1553](tel:503.496.1553) with any additional questions or concerns.

Sign Code Update Community Open House - Monday, November 18, 2013 (5pm to 7pm)

Sign Code Update Community Advisory Team Meeting #3 - Monday, November 18, 2013 (7pm to 9pm)

City Hall, Commission Chambers (625 Center Street, Oregon City)

www.OCSignCode.org



Laura Terway, AICP

Planner

Planning Division
PO Box 3040
221 Molalla Avenue, Suite 200
Oregon City, Oregon 97045

Please note the Planning Division is available
from 7:30am - 6:00pm Monday - Thursday and
by appointment on Friday.

Phone: [503.496.1553](tel:503.496.1553)

Fax: [503.722.3880](tel:503.722.3880)

lterway@orc.org

Need an answer? Did you know that our website can help you 24-hours a day, 7-days a week? Online, you have access to permit forms, applications, handouts, inspection results, codebooks, info on permits applied for since 2002, inspection information, application checklists, and much more at www.orcity.org. Quickly and easily print a report of your property with a [Property Zoning Report](#) or view our interactive mapping at OCWebMaps. Let's work together to improve our transportation system. Provide your input at www.OCTransportationPlan.org.

From: [Tom O'Brien](#)
To: [Laura Terway](#); rorth@enviroissues.com; [Amber Holveck, Executive Director](#)
Subject: Last Evenings Open House & Meeting
Date: Tuesday, November 19, 2013 9:52:28 AM
Attachments: [On-Premise Sign Regulation.pdf](#)

Laura & Ryan,

WELL DONE!

Last evenings open House and meeting were very well done. Thanks for your effort and for keeping us on target to achieve the goal of getting a revision that all can find acceptable.

Please share the attached with the CAT members.

I'm also copying Amber Holveck, Executive Director of the Oregon City Chamber of Commerce.

Amber, hopefully you can share this excerpt with chamber members. Signs impact the business community more than they may realize.

Thanks.

Tom O'Brien

On-Premise Sign Regulation

by Edward McMahon

Read excerpt from start of article:

When was the last time you really looked at the streets of your community? Drive out to the edge of town. Stop at the city limits. Now look at what you see. Is the scene pleasing? Does it make a good first impression on visitors, or is the scene ugly and cluttered?

Now, head downtown. Look at the streetscape along the way. Does your community appear attractive, interesting, unique? Or, does your town look like “Anyplace, USA?” Whatever your answer, you know that the physical appearance of your community is important. You should also recognize that sign control — or the lack of sign control — can have a significant impact on your community’s appearance.

Sign regulation is one of the most powerful actions a community can take to make an immediate, visible change in its physical environment. Properly drafted and enforced, sign controls can reinforce the distinctive design quality of the entire community. And as I have noted in previous columns, a community’s image and how it looks often correspond with its economic vitality. [See, e.g., Design Matters, in PCJ #21].

We need signs. We can’t get along without them. They give us direction and necessary information. As a planned feature, a business sign can be colorful, decorative, even distinguished. So why talk about a sign problem? The answer is obvious: too often signs are misused, poorly planned, oversized, inappropriately lit, badly located, and altogether too numerous.

... A good sign code is pro-business, since an attractive business district will attract more customers than an ugly one. Moreover, when signs are controlled, merchants do a better job of selling, and at less cost. Indeed, studies on visual perception (like those detailed in Street Graphics & the Law, cited in the Resources sidebar) have shown that when the size and number of signs are reduced, the viewer actually sees more.

Sign control is especially important to areas that seek to increase tourism. Why? Because the more one town comes to look like every other, the less reason there is to visit. On the other hand, the more a community does to enhance its unique assets, the more tourists it will likely attract.

This article examines some of the key legal, political and practical aspects of on-premise sign regulation.

End of excerpt



January 15th, 1997 - Article #131

<http://plannersweb.com/1997/01/on-premise-sign-regulation/>

Ed McMahon

Edward McMahon is a nationally renowned authority on sustainable development, land conservation, and urban design. He is currently a senior resident fellow at the Urban Land Institute

McMahon previously served as director of The Conservation Fund's "American Greenways Program" and as president of Scenic America, a national non-profit organization devoted to protecting America's scenic landscapes.

Over the course of 15 years, Ed McMahon authored more than two dozen articles for the Planning Commissioners Journal. They are listed below. Click on the title to read excerpts. PlannersWeb members can download the articles in pdf format as published in the PCJ (click on the title first; you will then see the Download link)

From: [Amber Holveck](#)
To: [Tom O'Brien](#); [Laura Terway](#); rorth@enviroissues.com
Cc: [Magnetic Sign Company](#); sandiburley@clearchannel.com
Subject: RE: Last Evenings Open House & Meeting
Date: Tuesday, November 19, 2013 11:50:42 AM

Tom, thank you for including me in your email.

I wish I had attended but needed to stay home the entirety of the day.

I am hopeful that during the Open House your team received many helpful comments from the community.

It is my hope that our Chamber can facilitate another similar opportunity for our membership. Otherwise, if there is a summary that can be put in pdf form and emailed, I would be more than happy to share that with our membership as well.

I look forward to discussing next steps for getting the word out. Thank you all for your time.

Amber D. Holveck
CEO/Executive Director
Oregon City Chamber of Commerce
2895 S. Beavercreek Rd. Suite 103
Oregon City, OR 97045
P 503-656-1619 / F 503-656-2274
aholveck@oregoncity.org
Working together to promote the economic vitality and quality of life in the Oregon City community.

-----Original Message-----

From: Tom O'Brien [<mailto:tom.obrien4@comcast.net>]
Sent: Tuesday, November 19, 2013 9:53 AM
To: Laura Terway; rorth@enviroissues.com; Amber Holveck
Subject: Last Evenings Open House & Meeting

Laura & Ryan,

WELL DONE!

Last evenings open House and meeting were very well done. Thanks for your effort and for keeping us on target to achieve the goal of getting a revision that all can find acceptable.

Please share the attached with the CAT members.

I'm also copying Amber Holveck, Executive Director of the Oregon City Chamber of Commerce.

Amber, hopefully you can share this excerpt with chamber members. Signs impact the business community more than they may realize.

Thanks.

Tom O'Brien

From: [Laura Terway](#)
To: [Laura Terway](#)
Subject: Public Comment Received at www.OCSignCode.org
Date: Monday, November 18, 2013 9:02:13 AM

I believe signs should be banned from the right of way related to businesses and limit garage sale signs to a 2-3 day window. A frame signs in business districts should be allowed, but by permit and placement of the A frame signs should be stated on the permit. Signs on a business should be reviewed for each zoning district they are in and to blend with current signage and zoning that surround them. Thank you for allowing the citizen input!



Laura Terway, AICP
Planner
Planning Division
PO Box 3040
221 Molalla Avenue, Suite 200
Oregon City, Oregon 97045
Phone: 503.496.1553
Fax: 503.722.3880
Iterway@orccity.org

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Summary of Meeting with Sandi Burley

November 13, 2013 at 1:45pm

Sandi Burley, a Sign Company/Manufacture/Advocate member of the Sign Code Community Advisory Team representing Clear Channel Outdoor, requested a meeting with Laura Terway, Planner for the City to discuss the Sign Code. A summary of the items discussed, as well as a copy of the items distributed in the meeting are provided to the CAT to report on the discussion.

Sandi Burley proposed the City create a billboard corridor, where all billboards would eventually be relocated. The corridor would include the properties adjacent to Interstate 205, Highway 213 and Highway 99E in Oregon City, which are not zoned residential. Her proposal would be that all billboards outside of the billboard corridor would be relocated to the billboard corridor as billboard replacement occurs. In addition, no more than 16 billboards would be allowed within the City, thus a billboard would have to be removed in order for a new billboard to be constructed within the corridor. She also indicated that a 672 square foot billboard may only be constructed if a 672 square foot billboard was removed or if two 300 square foot billboards were removed. The billboard district would allow the construction of billboards in addition to the signage currently allowed within the district.

Sandi Burley provided an inventory of all of the existing billboards within the city limits of Oregon City:

Types of Billboards in Oregon City

Type of Billboard	Size of Billboard Type	Number of Billboard Type
Bulletin	14'x48' = 672 square feet	6
Poster	12'x25' = 300 square feet	10

According to Sandi Burley, all of the billboards are owned by Clear Channel Outdoor. Although a majority of the existing billboards are located within her proposed billboard corridor; some are located along 7th and Molalla.

Sandi Burley also discussed her view of the benefits to allow digital technology for billboards. The digital technology allows for additional advertising for businesses and allows opportunities for public service announcements. In addition, she explained it would be likely that only a portion of the billboards within the City would be digital.

Sandi Burley explained that Clear Channel can track the billboards and can submit a demolition permit for the removed billboards as well as pictures of the removed billboard with the submittal of a new billboard. A state permit is also required for billboards. The state does not allow any new billboards to be constructed, but has issued credits for billboards which have been removed around the state. The credits can be used anywhere in the state.

City Note: Billboards are currently prohibited within Oregon City. The City makes no endorsement of the above proposal, nor has it verified for accuracy Ms. Burley's representations about the number of billboards within city limits or about state law requirements for billboard removal, replacement, and new billboards.

Clear Channel Outdoor's Conceptual Proposal

Oregon City Sign Code Update

Goals and Objectives:

- 1. Relocate existing billboards on City streets to locations along the interstate and on state highways which are more appropriate locations.**
- 2. Allow digital technology which will provide new capability and versatility to businesses, public agencies and non-profits.**

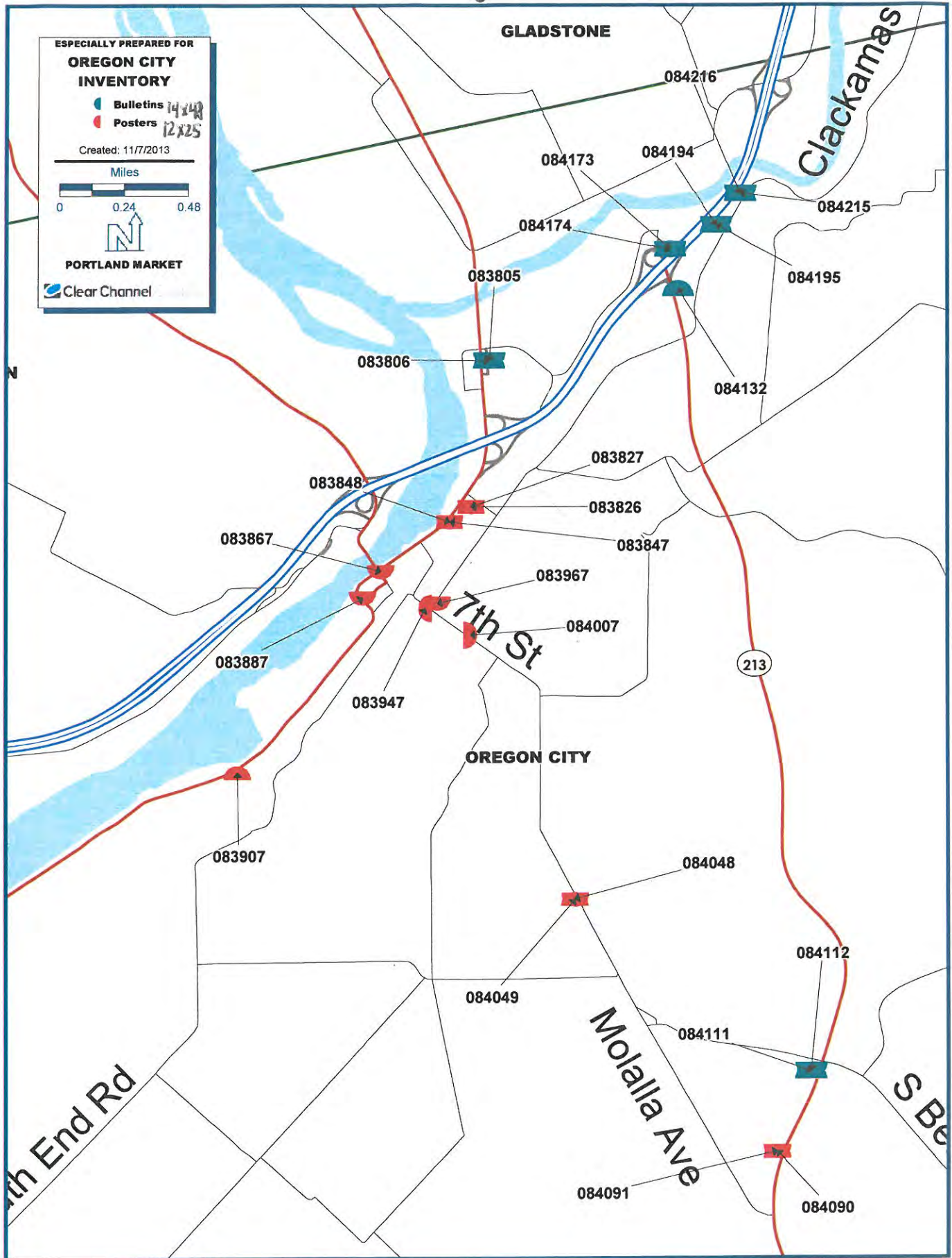
Basis Elements of the Proposal:

- 1. Cap and replace:** The total number of billboard structures allowed within the City will be capped at 16, the number currently existing in the City. Billboard structures will not be allowed outside billboard districts.
- 2. Sign corridors:** Establish billboard districts along I-205, Hwy 213 and Hwy 99-E where billboard structures are located or relocated. No new billboard structures can be located outside these areas shown on the billboard district.
- 3. Location and relocation permits:** Only existing billboard structures in Oregon City can be located in or relocated to the billboard districts. To obtain a permit, two smaller eco-poster structures must be removed to secure a permit for one larger, bulletin structure, 2 to 1 ratio. Bulletin structures may be located or relocated at a 1 to 1 ratio.

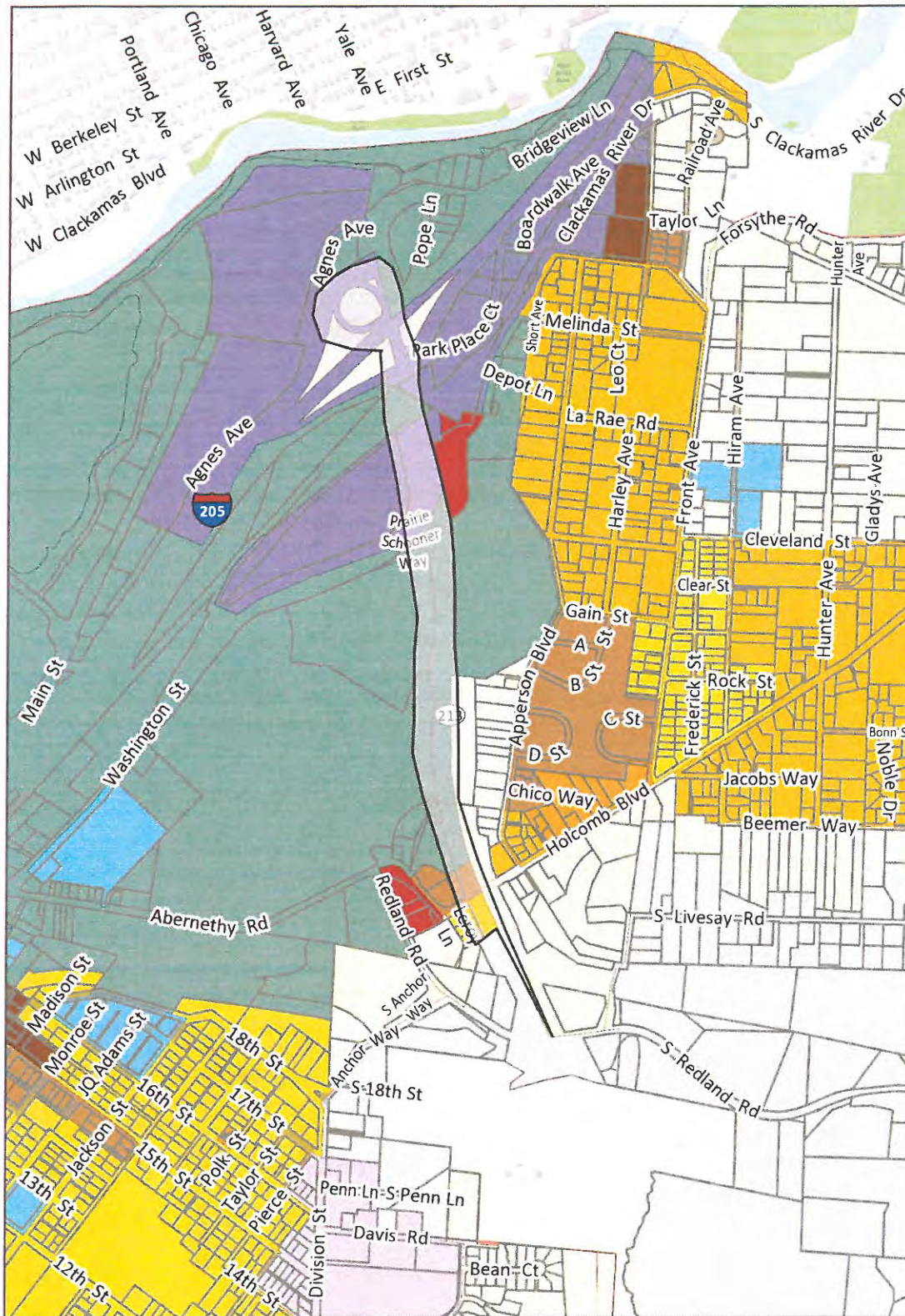
Benefit to the City:

- 1. Overall cap provides certainty on the number and locations of billboard structures in the City. The net effect will be an overall reduction in the number of billboards due to the requirement that 2 smaller poster billboards be removed to build one larger, bulletin billboard within the designated billboard district.**

"Existing Billboard"

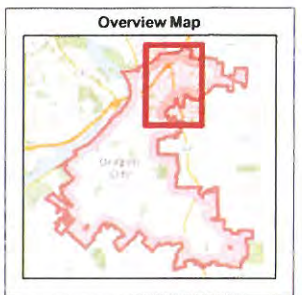


Oregon City GIS Map



Legend	
	Taxlots
	Unimproved ROW
Zoning	
	R-10 - Single Family Dwelling
	R-8 - Single Family Dwelling
	R-6 - Single Family Dwelling
	RC-4 - McLoughlin Conditional
	RD4-MDP - Manufactured Dw
	R-3.5 - Medium Density Resid
	R-2 - Multi-Family Dwelling
	C - General Commercial
	MUC-2 - Mixed Use Corridor
	MUC-1 - Mixed Use Corridor
	LO - Limited Office
	NC - Neighborhood Commc
	HC - Historic Commercial
	MUD - Mixed Use Downtown
	MUE - Mixed Use Employer
	GI - General Industrial
	CI - Campus Industrial
	I - Institutional
	FU-10 - County Zoning
	City Limits
	UGB

Notes
Billboard District - Hwy 213 North



The City of Oregon City makes no representations, express or implied, as to the accuracy, completeness and timeliness of the information displayed. This map is not suitable for legal, engineering, surveying or navigation purposes. Notification of any errors is appreciated.



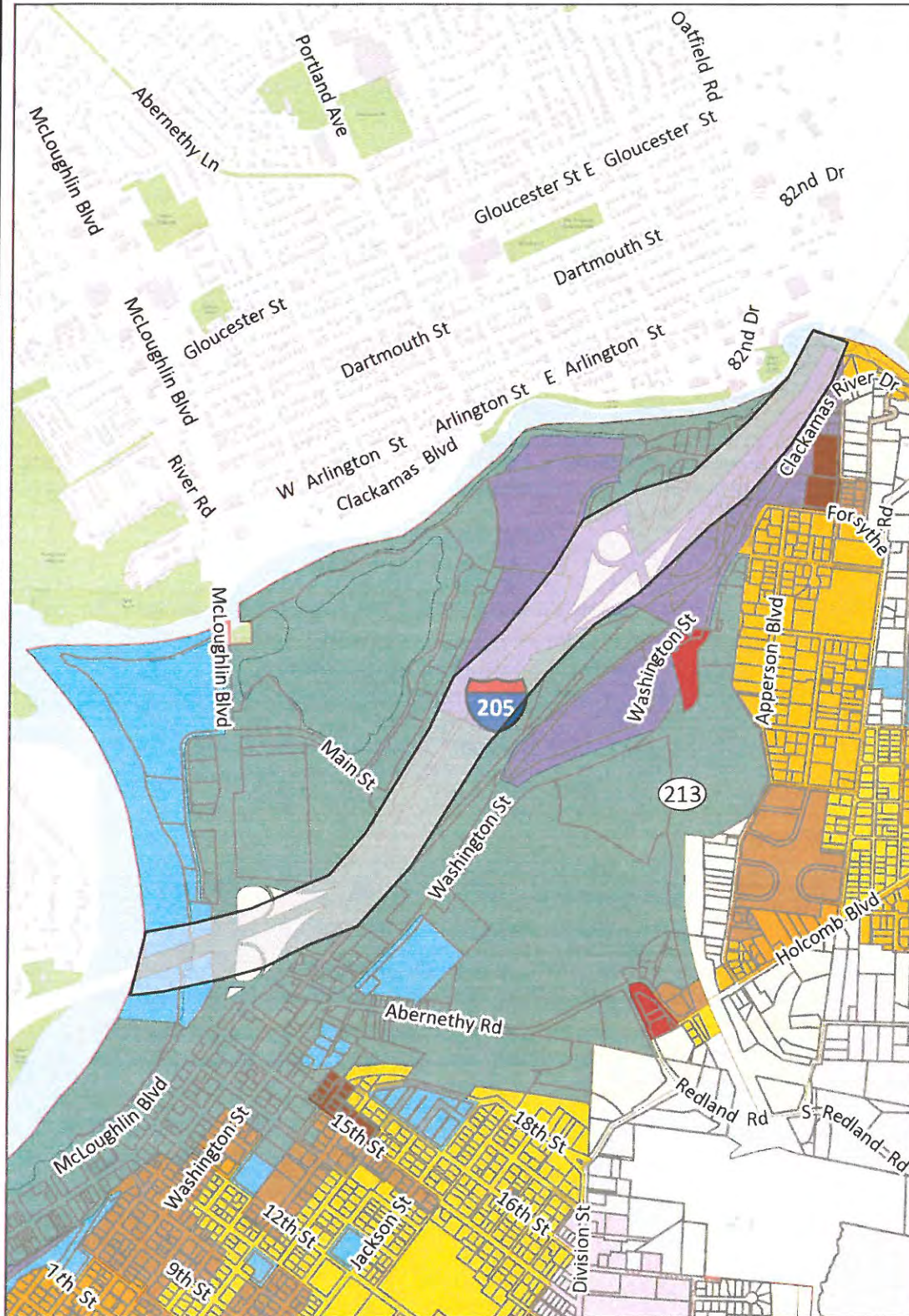
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1: 12,579

Map created 11/11/2013

City of Oregon City
PO Box 3040
625 Center St
Oregon City
OR 97045
(503) 657-0891
www.oregoncity.org



Oregon City GIS Map



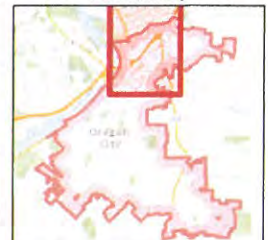
Legend

- Taxlots
- Unimproved ROW
- Zoning**
 - R-10 - Single Family Dwelling
 - R-8 - Single Family Dwelling
 - R-6 - Single Family Dwelling
 - RC-4 - McLoughlin Conditions
 - RD4-MDP - Manufactured Dv
 - R-3.5 - Medium Density Resic
 - R-2 - Multi-Family Dwelling
 - C - General Commercial
 - MUC-2 - Mixed Use Corridor
 - MUC-1 - Mixed Use Corridor
 - LO - Limited Office
 - NC - Neighborhood Commer
 - HC - Historic Commercial
 - MUD - Mixed Use Downtown
 - MUE - Mixed Use Employee
 - GI - General Industrial
 - CI - Campus Industrial
 - I - Institutional
 - FU-10 - County Zoning
 - County
- City Limits
- UGB

Notes

Billboard District - Interstate 205

Overview Map



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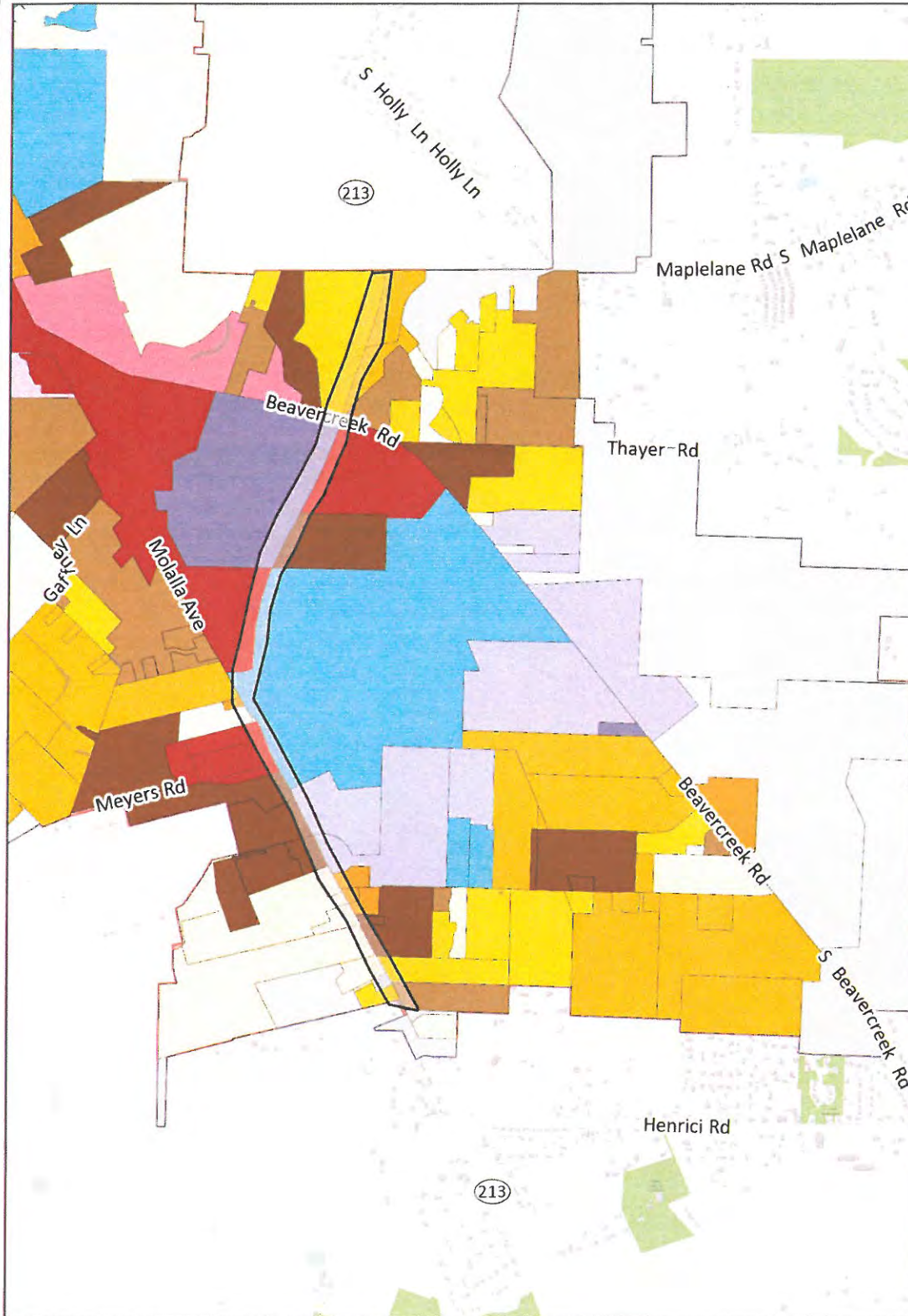


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1: 16,127

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Oregon City GIS Map



Legend

- Unimproved ROW
- Zoning
 - R-10 - Single Family Dwelling
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 - R-6 - Single Family Dwelling
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 - County
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- UGB

Notes

Billboard District - Hwy 213 South

Overview Map



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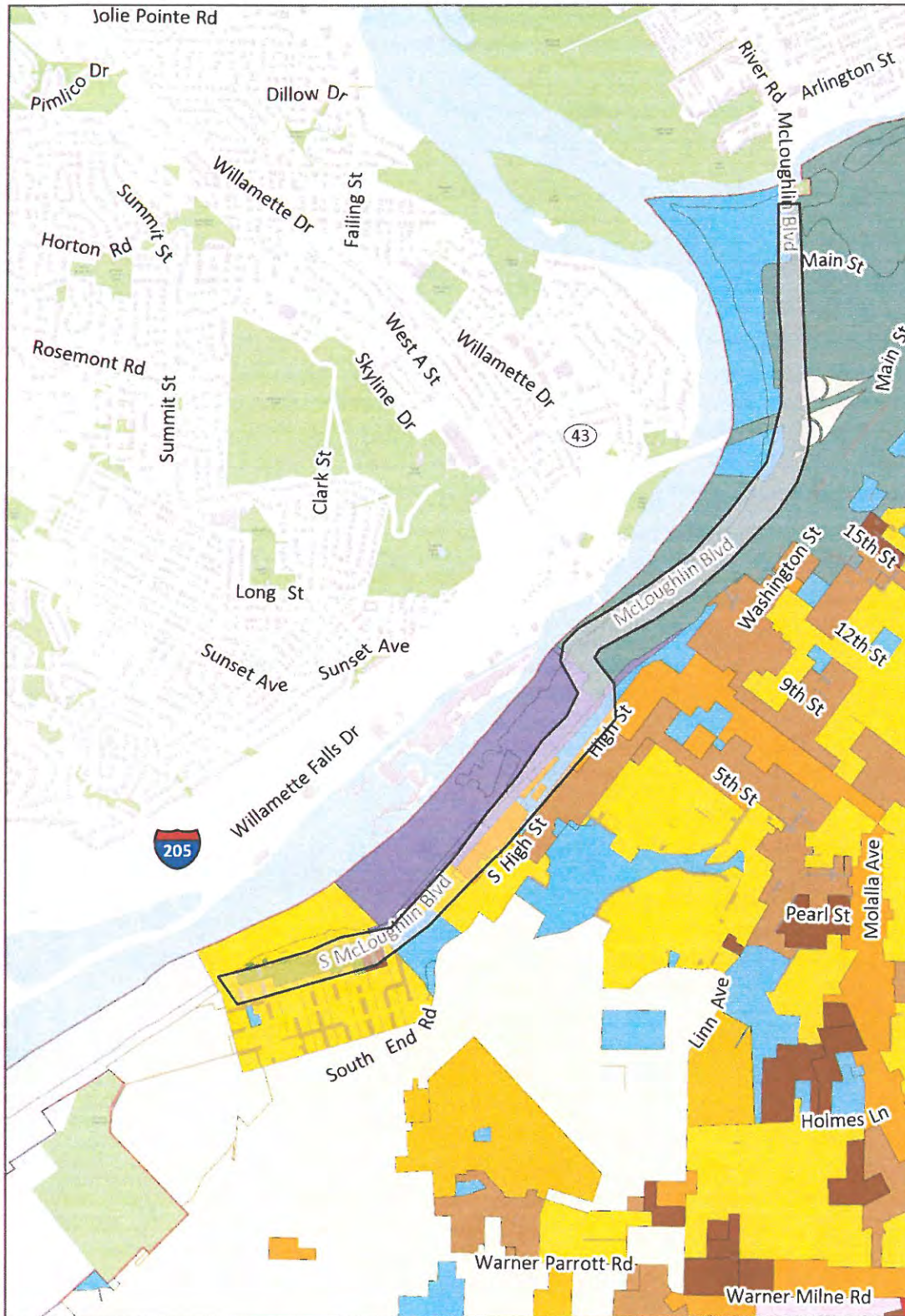
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1: 21,477

Map created 11/11/2013

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OR 97045
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Oregon City GIS Map

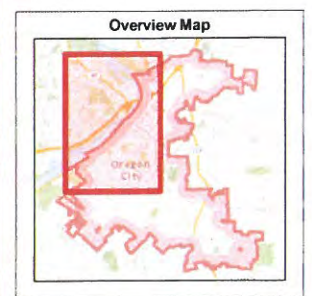


Legend

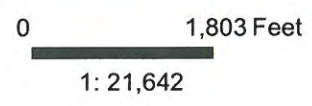
- Unimproved ROW
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 - R-6 - Single Family Dwelling
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 - MUE - Mixed Use Employee
 - GI - General Industrial
 - CI - Campus Industrial
 - I - Institutional
 - FU-10 - County Zoning
- County
- City Limits
- UGB

Notes

Billboard District - Hwy 99E



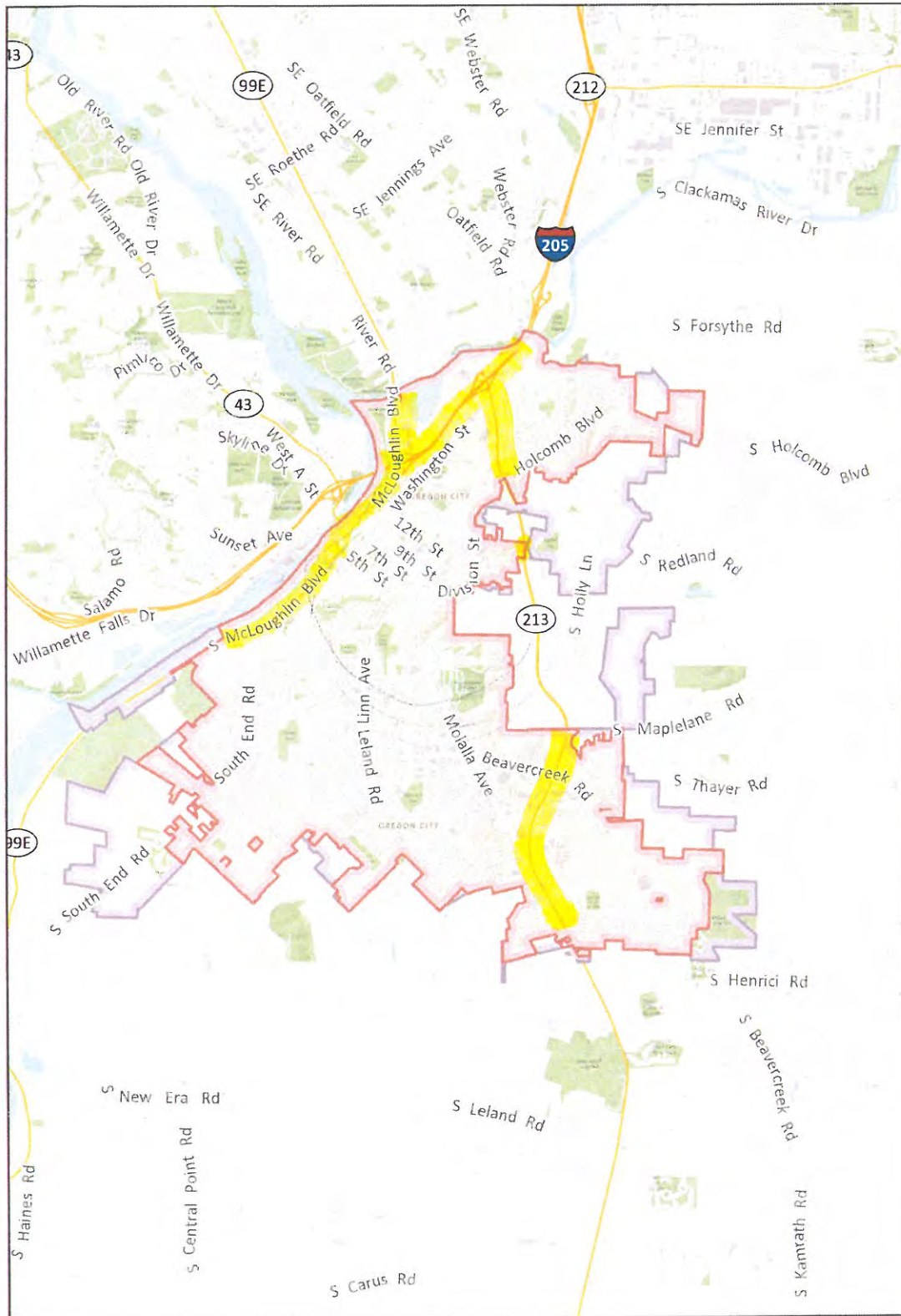
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Oregon City GIS Map



Legend

- City Limits
- UGB

Notes

Proposed Billboard Districts

Overview Map



The City of Oregon City makes no representations, express or implied, as to the accuracy, completeness and timeliness of the information displayed. This map is not suitable for legal, engineering, surveying or navigation purposes. Notification of any errors is appreciated.



0 6,043 Feet

1: 72,515

Map created 11/7/2013

City of Oregon City
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Sandi Burley

Real Estate Representative

715 N.E. Everett Street
Portland, OR 97232

■ 503.736.2266 ■ 503.232.3111 ■ 503.232.7937
sandiburley@clearchannel.com

From: [Jennifer Bragar](#)
To: [Laura Terway](#)
Cc: [Ed Sullivan](#); [Bill Kabeiseman](#)
Subject: RE: Open House: Oregon City Sign Code Update
Date: Thursday, November 14, 2013 11:33:34 AM

Laura,

The below proposals from Jon Stone are along the right track for time, place and manner restrictions for A-frame signs. The part where the City could run into trouble is where content comes into play. For example, in the proposals below, the City would have to look at the content of the sign to determine whether the sign does in fact belong to the business it is located in front of. The CAT members should continue to consider spacing and number limits that do not focus on the content of a sign.

I look forward to further discussion on this topic at the next CAT meeting.

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JENNIFER M. BRAGAR

Associate | 503.228.3939 x 3208 Tel | 503.226.0259 Fax | jbragar@gsblaw.com

GARVEY SCHUBERT BARER | 11th Floor | 121 SW Morrison Street | Portland, OR

97204 | [GSBLaw.com](#)

► land use | condemnation | real estate e-forum: www.northwestlandlawforum.com

-----Original Message-----

From: Laura Terway [<mailto:lterway@ci.oregon-city.or.us>]

Sent: Thursday, November 07, 2013 12:18 PM

To: Jennifer Bragar

Subject: Fwd: Open House: Oregon City Sign Code Update

Morning, this can be addressed next week.

-Laura Terway

Begin forwarded message:

From: Jonathan Stone <jon@downtownoregoncity.org<<mailto:jon@downtownoregoncity.org>>>

Date: November 7, 2013 at 12:16:39 PM PST

To: Laura Terway <lterway@ci.oregon-city.or.us<<mailto:lterway@ci.oregon-city.or.us>>>

Subject: Re: Open House: Oregon City Sign Code Update

We had a discussion about signs at this morning's meeting. An idea cropped up that I thought was interesting.

1. A-frames in the right of way are allowed (within certain placement restrictions such as not on the road and not in the walking path... perhaps 12" away from curb... that sort of thing) in front of a business owner's frontage. No permit required as long as the sign fits within certain guidelines.
2. Signs not in front of a property/business owners's frontage require a permit and perhaps are restricted by distance from each other.

Is this legal?

On Wed, Nov 6, 2013 at 5:24 PM, Laura Terway <lterway@ci.oregon-city.or.us<<mailto:lterway@ci.oregon-city.or.us>>> wrote:

Afternoon, Can you forward this to everyone on your Main Street email list? Thanks

[cid:image003.jpg@01CEDB14.FF9C5F30]Oregon City Sign Code Update Community Open House

Please join us on Monday, November 18th from 5-7pm at City Hall to provide your input about signage regulations in Oregon City. We are updating our sign regulations to better meet the needs of Oregon City residents and businesses now and into the future and need your input and ideas on several key issues. Your comments matter!

www.OCSignCode.org<<http://www.OCSignCode.org>>

[cid:image002.jpg@01CED982.E691BE10]

Laura Terway, AICP

Planner

Planning Division

PO Box 3040

221 Molalla Avenue, Suite 200

Oregon City, Oregon 97045

Please note the Planning Division is available from 7:30am - 6:00pm Monday - Thursday and by appointment on Friday.

Phone: 503.496.1553<tel:503.496.1553>

Fax: 503.722.3880<tel:503.722.3880>

lterway@orcitey.org<<mailto:lterway@orcitey.org>>

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Report<http://maps.orcity.org/imf/ext/viewPropertyReport/viewPropertyReport_Search.jsp> or view our interactive mapping at OCWebMaps<http://maps.orcity.org/imf/sites/OCWebMaps/jsp/launch.jsp?popup_blocked=true>.

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www.OCTransportationPlan.org<<http://www.OCTransportationPlan.org>>.

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--

Jonathan Stone

Executive Director

Main Street Oregon City Inc.
816 Main Street
Oregon City, OR 97045

jon@downtownoregoncity.org<<mailto:jon@downtownoregoncity.org>>

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downtownoregoncity.org<<http://www.downtownoregoncity.org>>

From: Laura Terway
To: ["BURLEY, SANDI"](#)
Cc: ["Ryan Orth"](#)
Subject: Request to Meet
Date: Tuesday, October 29, 2013 3:11:00 PM

Sandi,

I am writing in reference to your request to meet with me to discuss billboards. I am happy to meet with any CAT member one on one, but in order to keep an open and transparent process I would like to summarize our conversation and provide that with any materials from the meeting to the group. I am available to meet November 12th or later. Please send me a few times which work for you to come to my office at 221 Molalla Avenue. Thanks



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Planning Division
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lterway@orc.org

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From: Laura Terway
To: ["marketmanager@orcifyfarmersmarket.com"](mailto:marketmanager@orcifyfarmersmarket.com)
Subject: RE: Sign code
Date: Tuesday, November 05, 2013 5:52:00 PM
Attachments: [Open House Flyer.pdf](#)

Jackie,

Good to hear from you. Unfortunately the members of the Community Advisory Team (CAT) for the Sign Code Update were appointed by the mayor in August. They have already met twice and will meet again on Monday, August 18th. We are having a Community Open House from 5-7pm at City Hall, followed by a CAT meeting from 7-9pm. We would love to hear your thoughts on the project both at the open house, the CAT meeting and at our project website www.OCSignCode.org. Please give me a call if you would like to discuss the project further.



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lterway@orcify.org

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From: marketmanager@orcifyfarmersmarket.com [<mailto:marketmanager@orcifyfarmersmarket.com>]
Sent: Monday, November 04, 2013 12:45 PM
To: Laura Terway
Subject: Sign code

Hi Laura would it be possible for me to get on the Sign Code committee?
I have extensive experience with signs and banners in the City..... for 9 years.
I would like to attend the next meeting either way, can you let me know when that is?
Thanks.

Jackie Hammond-Williams
Market Manager.
Oregon City Farmers Market.
503.734.0192

From: [Daryl Winand](#)
To: [Laura Terway](#); [jeanbob06@comcast.net](#); [ks33030@gmail.com](#); [tom.obrien4@comcast.net](#); [melissa@securitysigns.com](#); [pastor@catalystcc.org](#); [zhenkin9000@gmail.com](#); [signs@magneticsignpdx.com](#); [sandiburley@clearchannel.com](#); [awillhit@yahoo.com](#); [emahoney240@msn.com](#); [Ryan Orth](#); [jon@downtownoregoncity.org](#); [Jennifer Bragar](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - October 14, 2013
Date: Tuesday, November 12, 2013 2:57:50 PM
Attachments: [image004.png](#)
[image005.png](#)
[image006.png](#)

Thank you Laura. With respect to the area to be set-up at the open-house with questions that attendees will be able to vote for their preferred approaches to outstanding policy questions, will the CAT be privy to the questions to be asked prior to the open-house? And will those questions be open ended or will attendees be provided with a choice of possible options?

Daryl Winand
Governmental Affairs Specialist
503-459-2162 Direct



Our office is located at 825 N.E. Multnomah, Suite 1145, Portland, Oregon 97232.

Visit us at www.pmar.org and www.hownw.com!

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From: Laura Terway [mailto:lterway@ci.oregon-city.or.us]
Sent: Tuesday, November 12, 2013 1:47 PM
To: 'jeanbob06@comcast.net'; 'ks33030@gmail.com'; Daryl Winand; 'tom.obrien4@comcast.net'; 'melissa@securitysigns.com'; 'pastor@catalystcc.org'; 'zhenkin9000@gmail.com'; 'signs@magneticsignpdx.com'; 'sandiburley@clearchannel.com'; 'awillhit@yahoo.com'; emahoney240@msn.com; Ryan Orth; jon@downtownoregoncity.org; Jennifer Bragar
Subject: Oregon City Sign Code Community Advisory Team Meeting #2 - October 14, 2013

Good Morning,

Our next Sign Code Update CAT meeting is scheduled for **Monday, Nov. 18 from 7:00-9:00 p.m.** A light dinner will be served. Materials for meeting #3 are attached for your review:

- Meeting agenda

- Briefing paper on sign code enforcement
- Revised code concept and associated map
- Open House plan flyer

As a reminder, we will hold an open house for the public this same evening, prior to the CAT meeting (from 5:00-7:00 p.m.). At the open house, several stations will be staffed by Oregon City to provide information, answer questions and gather feedback. You are encouraged but not required to come early to join in the conversation with participants prior to the CAT meeting. This is a drop-in open house format and you would not need to be there the entire time. The open house stations include background information on the code update project, existing sign code and potential updates previously discussed with the group. In addition, there will be an area set up with several questions where attendees can vote for their preferred approaches to outstanding policy questions.

Finally, note that we will be sending a short online survey to CAT members shortly for you to respond to prior to 10am on Monday the 18th. The survey will correspond to discussion questions listed in the draft code concept. These results will be shared at the CAT meeting and compared to other feedback received from the public to aid our discussion.

Thank you again for your participation on this project! As always, feel free to contact me at 503.496.1553 with any additional questions or concerns.

Sign Code Update Community Open House - Monday, November 18, 2013 (5pm to 7pm)
Sign Code Update Community Advisory Team Meeting #3 - Monday, November 18, 2013
 (7pm to 9pm)
City Hall, Commission Chambers (625 Center Street, Oregon City)

www.OCSignCode.org



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From: [Jonathan Stone](#)
To: [Laura Terway](#)
Subject: Re: Open House: Oregon City Sign Code Update
Date: Thursday, November 07, 2013 12:16:44 PM

We had a discussion about signs at this morning's meeting. An idea cropped up that I thought was interesting.

1. A-frames in the right of way are allowed (within certain placement restrictions such as not on the road and not in the walking path... perhaps 12" away from curb... that sort of thing) in front of a business owner's frontage. No permit required as long as the sign fits within certain guidelines.
2. Signs not in front of a property/business owners's frontage require a permit and perhaps are restricted by distance from each other.

Is this legal?

On Wed, Nov 6, 2013 at 5:24 PM, Laura Terway <lterway@ci.oregon-city.or.us> wrote:

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Oregon City Sign Code Update Community Open House

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Laura Terway, AICP

Planner



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[Download Contact File](#)
Phone (971) 202-1604

fb.com/downtownoc
downtownoregoncity.org

From: [Laura Terway](#)
To: [Laura Terway](#)
Subject: Comment received at www.OCSignCode.org
Date: Wednesday, November 06, 2013 8:42:29 AM

Share your thoughts on the kind of signage you would like to see or not see in Oregon City. Please focus on the physical characteristics of signs (height, size, materials, number of signs, etc) and not the content of signage.

We do not want wood signs that fall apart or cloth awnings. We would like illuminated Panaflex awnings, aluminum awnings, all types of illuminated signs that help reflect a businesses image.



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From: [Mark Evans](#)
To: [Laura Terway](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments
Date: Monday, October 28, 2013 6:42:18 PM
Attachments: [image007.png](#)

I did not get a chance to go through the entire code yet but here are a few things I would like included in the discussion.

Mark Evans

Mark Evans thoughts about sign code discussions:

1. Murals painted upon the wall of a home or business should not be regulated by the code. Since we are content neutral in regards to signs, then the painting on the surface of the building should not be considered a sign. For instance, the code does not tell me what colors I can paint my building. So if I want it painted red, white and blue, it should not be a problem. And if the paint happens to be in the shape of a star or a cross, or any other symbol, then it becomes an issue of content which we cannot regulate.



2. Currently there are no provisions for signs on fences or fencing. Again, if the issue of the color of a fence is not an issue, then anything painted on a fence, seems to be a matter of content. In regards to fences which are not solid, (i.e. chain link), people are allowed to put colored slats in them to make the area inside the fence more private. Since the design in the slats would not be considered a sign, then neither should anything else affixed to the fence that conveys an image or words.



Furthermore, there are some signs hung on fences that could be helpful and needed.



We also still need to determine what constitutes a sign. For instance, do the numbers on this fence constitute a sign? What about the dragons? Would this small fence company identifier be a sign that is not allowed according to the current code? What if it said, "Caution, electric fence"



From: [Magnetic Sign Company](#)
To: [Laura Terway](#)
Subject: Additional comments: Oregon City Sign Code Community Advisory Team Meeting #2
Date: Monday, October 28, 2013 4:24:31 PM

Laura,

I have an additional comment regarding discussions from our last meeting and as I understand this will be a topic of our next meeting too.

Previously it was stated that even with the changes that are made from this committee and the city staff work there is no money in the city budget for any sign code enforcement staff. That the current status of reacting to sign code violations will only come from complaints coming in to the city staff. I feel this is a very poor and unfair way to apply any code violation ordinance and will do nothing to enforce any changes nor will it help to improve our current sign problems. I know that has become the norm around the area in other cities to only react to complaints due to budget constraints but I don't think it is a very good system to follow.

We were told even if the city set aside sign application fees and code violation fines rather than putting these into the general fund there would still not be enough from these sources to fund enforcement staff.

I was thinking of other situations in OC that I might use as a comparison and thought about the downtown parking code enforcement. I have seen two code enforcement officers (a man and a woman) on separate occasions walking the streets check the different areas and meters. Now being there are only meters in a few block area of downtown I find it hard to believe these two code enforcement officers are writing enough tickets to pay their wages and benefits. I have to believe the city or maybe the downtown association is supplementing these employee wages to justify their existence.

The only way we are going to "clean up" the bad and violating signage in Oregon City is to have a dedicated city enforcement staff member going around town with the new code to educate the offenders. Then after a short period if those offenders do not comply they will need to be levied a fine and then that violation needs to be enforced by staff.

We are basically wasting all of our time and any changes we make will not make much difference unless we have a serious mechanism in place (city enforcement staff) to move ahead to improve the sign quality in Oregon City. If the City really wants to see changes it is going to have to find a way to fund proper enforcement.

I am encouraged by the progress we have made so far and I feel the city wants to make fair changes keeping the code simple to understand and apply.

Sincerely, Ed LaPlante

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503.502.6675 Ed's cell
signs@MagneticSignPDX.com
www.MagneticSignPDX.com

From: [BURLEY, SANDI](#)
To: [Laura Terway](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments
Date: Monday, October 28, 2013 12:07:53 PM
Attachments: [image004.png](#)
[image005.png](#)

Hi Laura,

Thanks for sending the final minutes of the second CAT meeting.

I understood from your email of October 22nd with the draft meeting minutes attached that CAT members could provide comments by Monday, October 28TH. If it is too late to revise the meeting minutes, please ask the CAT to consider my comments:

1. On page 5, in the section on sign considerations across zones, the notes state that CAT members would like to simplify the zone groupings by proposing different requirements for residential zones while all other zones would share the same set of regulations. The billboard sign districts/corridors that I suggested may include more than one type of zoning group within each proposed corridor which would be another variation of grouping across zones.
2. On page 4, under the multi-family, small commercial and industrial zone grouping, the benefits of digital signs for community messaging, promoting events and public safety are described. I explained the benefits of digital signs including drawing customers driving on the highways into Oregon City to patronize businesses, messaging for community disasters, and Amber Alerts but I don't see my comments reflected in the meeting notes.

Thank you for your consideration of my comments and suggested changes.



Sandi Burley
Real Estate Representative - Portland

715 NE Everett St
Portland, Oregon 97232

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From: Laura Terway [mailto:lterway@ci.oregon-city.or.us]
Sent: Monday, October 28, 2013 11:57 AM
Cc: 'jeanbob06@comcast.net'; 'ks33030@gmail.com'; 'dwinand@pmar.org'; 'tom.obrien4@comcast.net'; 'melissa@securitysigns.com'; 'pastor@catalystcc.org'; 'zhenkin9000@gmail.com'; 'signs@magneticsignpdx.com'; 'sandiburley@clearchannel.com'; 'awillhit@yahoo.com'; 'jonathan.stone@gmail.com'; 'emahoney240@msn.com'; Ryan Orth
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments

I apologize, I still had the "draft" watermark on the approved minutes. The updated document is attached and has been corrected online.

-Laura

From: Laura Terway
Sent: Monday, October 28, 2013 10:03 AM
Cc: 'jeanbob06@comcast.net'; 'ks33030@gmail.com'; 'dwinand@pmar.org'; 'tom.obrien4@comcast.net'; 'melissa@securitysigns.com'; 'pastor@catalystcc.org'; 'zhenkin9000@gmail.com'; 'signs@magneticsignpdx.com'; 'sandiburley@clearchannel.com'; 'awillhit@yahoo.com'; 'jonathan.stone@gmail.com'; 'emahoney240@msn.com'; 'Ryan Orth'
Subject: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments

Good Morning,

The final minutes from our second CAT meeting are enclosed as well as comments received since the last meeting. Thank you again for your participation in this project, we have received a lot of valuable feedback! Please feel free to contact me at (503) 496-1553. Thank you

www.OCSignCode.org



Laura Terway, AICP

Planner

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From: Laura Terway
To: ["Daryl Winand"](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments
Date: Monday, October 28, 2013 12:07:00 PM
Attachments: [image004.png](#)
[image005.png](#)
[image006.png](#)

Daryl,

Thank you for the notice about the "draft" watermark on the minutes.

I did not recall a specific number of temporary signs which was stated at the meeting so I checked with EnviroIssues to see if they recalled anything or had a number identified in their notes and they did not have a specific number identified either. I believe this remains an outstanding question which the CAT will address specifically in greater detail. Please let me know if I am mistaken.

-Laura Terway

From: Daryl Winand [mailto:DWinand@pmar.org]
Sent: Monday, October 28, 2013 10:32 AM
To: Laura Terway
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments

Hi Laura,

Couple things:

The attached minutes are still marked draft.

Am I incorrect in my belief that there was a recommendation for additional signage of up to 4 signs on private property which I included in my notes on the residential zone grouping?

Daryl Winand
Governmental Affairs Specialist
503-459-2162 Direct



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From: Laura Terway [<mailto:lterway@ci.oregon-city.or.us>]
Sent: Monday, October 28, 2013 10:03 AM
Cc: 'jeanbob06@comcast.net'; 'ks33030@gmail.com'; Daryl Winand; 'tom.obrien4@comcast.net'; 'melissa@securitysigns.com'; 'pastor@catalystcc.org'; 'zhenkin9000@gmail.com'; 'signs@magneticsignpdx.com'; 'sandiburley@clearchannel.com'; 'awillhit@yahoo.com'; jonathan.stone@gmail.com; emahoney240@msn.com; Ryan Orth
Subject: Oregon City Sign Code Community Advisory Team Meeting #2 - Meeting Minutes and Comments

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From: [Daryl Winand](#)
To: [Laura Terway](#)
Cc: [Ryan Orth](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #2 - Draft Meeting Minutes
Date: Thursday, October 24, 2013 12:08:38 PM
Attachments: [image009.png](#)
[Oregon City PMAR Comments Edits to DRAFT Minutes CAT Meeting #2.docx](#)

Laura & Ryan,

Attached is a copy of the CAT Meeting 2 draft minutes with my comments and/or questions.

I've also included language providing definition examples for "Sign", "Temporary Sign" and "Portable Sign" for the CAT's consideration.

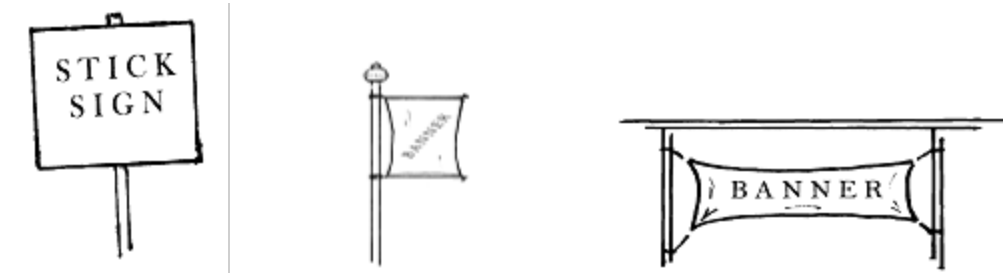
And lastly, I've included recommended language for the various zones within Oregon City specifically as it pertains to temporary and/or portable (a-frame) signs within residential properties. I've not identified specific signage for mixed use zones in that it is my understanding that an opportunity to speak to the allowance of an additional portable sign for those conducting business within mixed use zones will be provided at the next CAT meeting.

SIGN, writing, video projection, pictorial representation, illustration, decoration (including material used to differentiate sign copy from its background), emblem, symbol, design, trademark, banner, flag, pennant, captive balloon, streamer, spinner, ribbon, sculpture, statue, or any other figure or character that by reason of its form, color, wording, symbol, design, or illumination is designed to communicate or enhance the communication of a message and is a building or any part thereof or written, printed, projected, painted, constructed, transmitted or otherwise placed or displayed upon or designed into a supporting structure or upon any material object or device whatsoever. "Sign" is not graphics, murals and artwork that do not communicate informational messages, apart from any aesthetic or artistic message. It is a disputable presumption that a graphic, mural or artwork that depicts or relates to the use of a site or building on which it is displayed, is intended to communicate an informational message about the site or building.

PORTABLE SIGN, sign and its support structure, typically of an A-frame design that is not affixed to a structure or the ground and is simply setting on the ground surface or sidewalk. Examples of a "portable sign" include:



TEMPORARY SIGN, sign and its support structure, typically of a stick sign or lightly mounted banner design that are not permanently affixed directly to a structure by hardware or anchored to the ground by concrete or other foundation. "Temporary signs" do not include portable signs. Examples of a "temporary sign" include:



Temporary Signs allowed without permit within Residential Zones:

Temporary and portable signs shall be kept neat, clean and in good repair.

Signs which are faded, torn, damaged or otherwise unsightly or in a state of disrepair shall be immediately repaired, replaced or removed.

Maximum sign size: No more than one (1) sign shall be up to six (6) square feet in area and six (6) feet in height.

For property bordering on more than one public street, one additional six (6) square feet in area and six (6) feet in height may be displayed on each additional public street frontage.

All other signs shall be no larger than six (6) square feet in face area and four (4) feet in height.

10sq foot set-back from intersection corners.

2-foot setback from sidewalk.

3-foot setback from street pavement if no sidewalk.

A-Frame Signs allowed without permit within residential neighborhoods:

One (1) A-Frame Sign no larger than 5 sq.ft sign face and no taller than 32" allowed on private property or within public right-of-way per property between 6 p.m. Friday and 8 p.m. Sunday, and from 10 a.m. through 3 p.m. on Tuesdays.

Must make effort to contact abutting property owner & if not home, must leave card w/ contact info & description of effort made to contact.

Must not block sidewalks or travel lanes.

Where no curb exists, the sign shall be placed outside the roadway at least 5 feet from the edge of the roadway.

Cannot be placed in a median, traffic island, or other area within the roadway.

The sign is to be entirely outside the roadway and any shoulder.

Signs must allow continuous pedestrian passageway or 4' and must not obstruct pedestrian and wheelchair access to transit stops, disabled parking spaces or building exists.

-

From: Laura Terway [mailto:lterway@ci.oregon-city.or.us]

Sent: Tuesday, October 22, 2013 3:28 PM

Cc: 'jeanbob06@comcast.net'; 'ks33030@gmail.com'; Daryl Winand; 'tom.obrien4@comcast.net'; 'melissa@securitysigns.com'; 'pastor@catalystcc.org'; 'zhenkin9000@gmail.com'; 'signs@magneticsignpdx.com'; 'sandiburley@clearchannel.com'; 'awillhit@yahoo.com'; jonathan.stone@gmail.com; emahoney240@msn.com; Ryan Orth

Subject: Oregon City Sign Code Community Advisory Team Meeting #2 - Draft Meeting Minutes

Good Afternoon,

The draft minutes from our second CAT meeting are enclosed for your review. Please look over the minutes and provide me any comments by Monday, October 28th so we can post them on our project website the following day. All comments received since the meeting are enclosed as well.

Thank you again for your participation in this project, we have received a lot of valuable feedback! Please feel free to contact me at (503) 496-1553. Thank you

www.OCSignCode.org



Laura Terway, AICP

Planner

Planning Division

PO Box 3040

221 Molalla Avenue, Suite 200

Oregon City, Oregon 97045

Please note the Planning Division is available
from 7:30am - 6:00pm Monday - Thursday
and by appointment on Friday.

Phone: 503.496.1553

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lterway@orccity.org

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with a [Property Zoning Report](#) or view our interactive mapping at [OCWebMaps](#). Let's work together to improve our transportation system. Provide your input at [www.OCTransportationPlan.org](#).



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**Oregon City Sign Code Update
Community Advisory Team Meeting #2
Meeting Summary - DRAFT
October 14, 2013
5:00 – 7:00 pm
City Hall, 625 Center Street**

PARTICIPANTS	Community Advisory Team (CAT)	Oregon City staff and facilitation team
	☑ Sandi Burley - Sign Company / Manufacture / Advocate ☑ Mark Evans - Institutional (Faith-based organization / School) ☑ Melissa Hayden - Development / Business ☑ Zach Henkin - Planning Commission ☑ Ed LaPlante - Chamber of Commerce ☑ Bob La Salle - Neighborhood Association/ Citizen Involvement Council ☑ Bob Mahoney (alternate for Tom O'Brien) - Neighborhood Association/ Citizen Involvement Council ☑ Kathleen Sinclair - City Resident ☑ Jonathon Stone (replacing John Southgate) – Main Street Oregon City ☑ Amy Willhite - City Resident ☑ Daryl Winand - Development / Business	☑ Laura Terway, Planner ☑ Jennifer Bragar, Assistant City Attorney ☑ Ryan Orth, facilitator (EnviroIssues) ☑ Bridger Wineman, notetaker (EnviroIssues)
OTHERS PRESENT	• Bob Cochran, Clackamas Community College • Kristine Herman, Clear Channel	
HANDOUTS	Agenda; Draft Code Concept (Oct. 7); Zoning descriptions; Public comments and comments from CAT (Sept. 17 – Oct. 14)	

AGENDA TOPICS

WELCOME, INTRODUCTIONS AND AGENDA OVERVIEW

LAURA TERWAY / RYAN ORTH

Laura Terway and Ryan Orth welcomed attendees. Meeting participants introduced themselves, including Community Advisory Team (CAT) members, City staff and facilitation team.

	Bob Cochran, observing the meeting, introduced himself as the Dean of Campus Services at Clackamas Community College and provided comments for consideration of city staff and the CAT through the sign code update process. The Community College is aware that the surrounding community is not always informed of community-oriented events held at the college including performances, sporting events and career and benefits fairs, among others. There are also messages the college must communicate to students and staff, like campus closures and registration dates. The college-college has a very large frontage and two entrances. The property is zoned institutional. The administration is interested in using electronic signage, similar in size to the sign at Oregon City High School, in addition to the existing signs, to communicate multiple messages daily to the community.	
REPORT ON COMMENTS RECEIVED SINCE LAST MEETING		LAURA TERWAY \ RYAN ORTH
	CAT members provided additional comments following the September CAT meeting which have been shared with the group. Since the last meeting, project staff also met with the Oregon City Transportation Advisory Committee. Compiled comments were provided in advance of the meeting and are posted to the project website, http://www.ocsigncode.org. No new comments were received through the website.	
PRESENTATION AND DISCUSSION: SIGNS BY ZONE GROUPING		LAURA TERWAY \ RYAN ORTH
INTENT OF SIGN STANDARDS	Statements summarizing the intent of the sign code were shared with CAT members, developed based on the purpose statement of the current code and feedback heard so far: • Preserve and enhance the image and identity of Oregon City. • Be compatible with the character of the zoning district and its allowed uses. • Support the economic development of Oregon City businesses. • Promote public safety through design. • Provide guidelines for good design at reasonable costs and with multiple options. A CAT member proposed the list include a point additional language that the code be “clear and concise.”	
SIGN APPLICATION BY ZONE	A draft code concept was developed based on comments received from presentations and community briefings, the project website and through the CAT process so far. Details were provided in the Draft Code document. The draft code concept is intended to help organize and advance the CAT’s discussion on the code update. The draft code concept considers five groups of zones which were assembled due to their shared characteristics in regard to signage considerations. Each zone group included elements of the proposed sign code, highlighting changes proposed to the existing code. Further changes and refinements are expected through additional iterations of the proposal, in response to CAT and community feedback, to form the CAT’s recommendation. CAT members were reminded that their recommendations will inform an update of the sign code that city planning staff will submit to the Planning Commission and City Commission as part of the formal code update process. CAT members were encouraged to consider the usefulness and form of the code groupings used, confirm that previous feedback was accurately captured in the proposal and provide	

	additional comments. Several points were addressed concerning zoning and the sign code: • Zoning provides a forward-looking mechanism through which to express the sign code. Current land use do not always reflect uses allowed by the zoning code. No zoning changes will be proposed through this project. • There is a variance process established in the current code with clear and objective standards. • New construction in a historic district would go through design review by Oregon City staff or the Historic Review Board.
RESIDENTIAL ZONE GROUPING	Residential zones are characterized by residential uses, along with conditional uses such as churches and schools. Signage in these areas is limited in quantity, scale and location and primarily seasonal and temporary. Home occupations in areas zoned residential may have permitted permanent signs. CAT members directed staff that conditional uses should have different sign requirements from residential properties. CAT members provided the following comments about signage in residential zones: Free standing signs • Limits should be placed on the brightness and spacing of electronic signs in residential areas where they are generally used by churches and schools to advertise events. • The height limit for wall and freestanding signs for conditional uses should be expanded from 8 to 15 feet. Temporary signs <u>exempt from permit</u> on private property (Examples include real estate and yard sale signs) • The proposal to allow temporary signs just twice a year is too limiting for churches and schools. • CAT members discussed whether a time limit should be instituted for real estate signs, including suggestions both for limited display duration and comments that temporary signs do not need a time limit. <u>[Question for City Attorney –is this permissible under the law as it identifies the content of the sign if limited to “real estate”?]</u> • <u>Additional temporary signage on private property should be allowed around election season. [Comment: How many days before election/days after election will they be allowed? How many signs? Note: would apply to all elections: May Primariy, November General, March & Sept special elections. Seems an enforcement headache as opposed to allowing 5 signs without permit on residential property with a sign face maximum of 6sq ft (2’x3’) and 72” (6ft) height.]</u> • <u>Additional temporary signage of up to four signs should be allowed on private residential property.</u> • A definition of temporary signage should be identified. • Placement of signs around intersections and driveways should be considered. The current code requires that views at intersections are not obstructed, but obstructed

	views at driveways should be considered as well. • The proposal should allow A-frame signs on private property to advertise real estate open houses, home studios and similar events and uses. While real estate open houses generally occur at particular times, home business which could benefit from temporary signs might operate daily. • Real estate signs should be considered a separate category in the sign code. This is accommodated in the current code which allows one temporary sign per frontage. <u>[Question for City Attorney: Is this permissible under constitution law as it would rely on content to determine if such were being used for real estate?]</u> Signs not requiring a permit/Prohibited Signs • Banners are not currently defined in the code and should be included in the revised code. • Lights and holiday decorations are not currently regulated in the sign code and should remain excluded. Temporary sign in the public right of way • Some explanation of the boundaries of the public right of way should be provided for the public.
MULTI-FAMILY, SMALL COMMERCIAL AND INSTITUTIONAL ZONE GROUPING	The multi-family, small commercial and institutional zone group is characterized by multi-family and smaller scale commercial development near single-family zones as well as major public institutions, government facilities and parks. Sign types in this area include convenience needs for residents, adaptive reuse of existing buildings, and institutional uses. CAT members agreed that the number of signs should be allocated based on frontage with a limit on the maximum number of signs per property. Other comments from CAT members included: • Large institutions do not fit well in this category unless the number of signs is allocated based on property frontage or number of entrances. • Currently permitted signs for properties with small street frontages are too constrictive and should be expanded. • Digital signs should be allowed as they are beneficial for community messaging, promoting events and public safety. • Signage is needed at multifamily and institutions for civic and emergency services and for traffic flow.
MIXED USE, DOWNTOWN AND CORRIDOR ZONE GROUPING	The mixed use, downtown and corridor area includes critical transportation corridors, land uses including high-volume establishments and areas where a mix of high-density residential, office and small-scale retail uses are encouraged along with multistory residential uses. Some areas included in this group have land uses currently which do not reflect the zoning, but may in the future. The group also agreed too many signs in a single stretch of street create a cluttered effect. Flags, banners and A-frames all contribute to clutter and should be regulated together by allowing a maximum total number of temporary signs. Additional comments from CAT members included: • There should be consideration of mixed use areas where real estate signs for

	residential uses should be allowed along with commercial temporary signs. <u>[Comment: Again this specifically calls out the sign based on content to determine if it is real estate related. The Code should simply allow for the use of one a-frame per business during the hours that the business is being conducted.]</u> Additional height should be allowed to create vertical projecting signage to add visual interest to the streetscape.
INDUSTRIAL	The industrial zone is characterized by larger properties with industrial uses and outdoor storage. CAT members did not provide specific comments on proposed sign code for industrial-zoned properties.
COMMERCIAL, CAMPUS AND EMPLOYMENT	Properties in the group of zones including commercial, campus and employment are often larger and include uses such as shopping centers, retail/office campuses or light manufacturing. CAT members provided the following comments: - Menu boards and way finding signs should not count against the number of signs otherwise allowed on a property. - Billboards should be permitted in specific commercial and industrial zones, but not on all of the major arterials. - A-frames should be allowed in this zone group for use by retail which serves industrial uses, like delis and coffee shops.
SIGN CONSIDERATIONS ACROSS ZONES	CAT members expressed interest in discussing murals and possible regulation of signs on commercial vehicles at future meetings. Murals and undeveloped lots may need to be defined in the sign code. CAT members commented that the descriptor “TV Type Signs” used in the draft code is mislabeled because these types of signs do not necessarily use moving images. They often cycle through static content. The industry term for this type of sign is “Electronic Message Center”, or EMC. CAT members asked about inflated “air dancer” signs often seen at auto dealerships. These types of signs are considered balloons and are not permitted in the current sign code. CAT members also asked about signs attached to people. Handheld signs are currently except from the code. Some CAT members commented that these signs, especially those that move, are distracting. Other members commented that limiting handheld signs may be perceived as limiting rights to speech. CAT members agreed that tall, “feather”-type flags should be prohibited. The group felt that feather-type flags are overused and when left up for an extended period they fade and become unattractive. Eliminating these typetypes of flags/banners while continuing to allow national and team-style flags will require a definition of flags in the code, including dimensions. CAT members would like to simplify the zone groupings presented in the draft proposal. It may be simpler to consider proposing different requirements for residential zones while all other zones to share the same set of regulations. Lot size or frontage is an effective mechanism for determining the appropriate size and number of signs across non-residential zones.

Oregon City Sign Code Update Project

DRAFT - Meeting Summary - Community Advisory Team – Oct. 14, 2013

ITEMS FOR CONTINUED DISCUSSION	CAT members and staff identified several issues for further discussion, including: • Enforcement of the sign code: Oregon City has a strong business community which could be leveraged to help promote compliance with the code. Web-based reporting of non-compliant signs should be considered. • Signs behind a window are not restricted in the current code across all zones, but signs painted on the outside are regulated. • The language used in the updated sign code should be clear and understandable. One member suggested that an ad-hoc review committee be formed to ensure the code is clear. CAT members were encouraged to communicate additional comments to staff before the November meeting.
Next Steps and preview open house / meeting #3	LAURA TERWAY \ RYAN ORTH
	Staff will provide a revised proposal for review ahead of the next CAT meeting, scheduled for Nov. 18, 2013. The agenda will also address enforcement-related topics. A public open house will be held from 5:00 – 7:00 PM, immediately before the next CAT meeting, which is scheduled for 7:00 – 9:00 PM. CAT members were encouraged to arrive between 6:00 and 6:30 so public comments and CAT member comments on the revised code proposal can be captured before the CAT meeting begins. Staff will not bring proposals which have not been reviewed by the CAT to the open house. All materials presented to the public will first be provided to the CAT so members have an opportunity to comment. Materials from the first two meetings will be provided to the public. A flier announcing the open house will be distributed and provided to CAT members who are asked to circulate it among their interested acquaintances.