

APPENDIX B:

Comments received by the City

2 of 2

From: Laura Terway
To: ["BURLEY, SANDI"](#)
Cc: ["Ryan Orth"](#)
Subject: RE: Follow-up to October 14, 2013 CAT Meeting
Date: Thursday, October 17, 2013 1:45:00 PM
Attachments: [image003.png](#)

Sandi,

Thank you for your comments. We have not yet begun the next revision of the proposed code and have identified the issue of billboard districts/corridors to be address further by the CAT.



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 8am - 5pm Monday - Thursday and by
appointment on Friday.

Phone: 503.496.1553

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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.



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From: BURLEY, SANDI [<mailto:sandiburley@clearchannel.com>]
Sent: Thursday, October 17, 2013 12:18 PM
To: Laura Terway
Subject: Follow-up to October 14, 2013 CAT Meeting

Hi Laura,

I was very impressed by the thoughtful input on a variety of sign issues at the Citizen's Advisory Committee (CAT) Meeting on Monday evening. There are a couple of items discussed at the meeting that I wanted to clarify with you. Regarding TV type signs, I recall that CAT members were opposed to allowing TV type signs which are signs that have moving or rotating parts. Melissa suggested that TV type signs be replaced with "Electronic Message Centers" which are considered static but are allowed to change images every 8 seconds. Based on commonly accepted industry definitions of outdoor terms, LED type digital billboards are also called Electronic Message Centers

and they comply with all applicable state and federal regulations. In light of this, if the code draft includes a prohibition on TV type signs, I suggest that TV type signs be described as “full motion video signs”.

I also wanted to provide additional information on the request that I made prior to the CAT meeting and that I proposed at Monday’s meeting regarding establishing billboard districts/corridors along I-205, Hwy 99E and Hwy 213. I did not hear any objections at the CAT meeting to my request. My outreach to individual businesses and business organizations in Oregon City regarding digital billboards on I-205 that could draw customers into Oregon City to shop, dine, and patronize other Oregon City businesses indicates that the business community supports allowing digital billboards in designated corridors. Will my request be incorporated into the next sign code revision to be discussed at the November 18th CAT meeting?

In addition to the Gladstone and Hillsboro sign codes which permit digital billboards, the City of Milwaukie recently amended their sign code to permit electronic billboards in a designated sign district/corridor. A copy of the relevant chapter from the Milwaukie sign code is attached.

I look forward to the Open House and next CAT Meeting.

Sincerely,



Sandi Burley
Real Estate Representative - Portland

715 NE Everett St
Portland, Oregon 97232

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Milwaukee Municipal Code

CHAPTER 14.16 SIGN DISTRICTS

14.16.060 DOWNTOWN ZONES

No sign shall be installed or maintained in the DC, DS, DO, DR and DOS Zones, except as allowed under Section 14.12.010 Exempted Signs, or as otherwise noted in this section.

A. Freestanding Sign

In the downtown zones, freestanding signs shall be monument type only. The sign face shall be no less than 60% of the total area of the monument. Pole signs are prohibited.

1. Area

The maximum permitted display surface area of a freestanding sign shall be computed on 1 square foot of area per lineal foot of street or highway frontage.

- a. In the DO Zone the maximum area shall not exceed 40 square feet per display surface and 80 square feet overall.
- b. In the DR and DOS Zones the maximum area shall not exceed 32 square feet per display surface and 64 square feet overall.

2. Height and/or Clearance

- a. In the DC, DS and DO Zones, freestanding signs are limited to a maximum height of 7 feet. Properties with frontage on McLoughlin Boulevard may have freestanding signs with a maximum height of 15 feet and shall only be located along the McLoughlin Boulevard frontage. Freestanding sign height shall be measured from the top of the sign to the lowest finished grade within a 6-foot horizontal distance from the sign.
- b. In the DR and DOS Zones freestanding signs are limited to a maximum height of 6 feet above grade.

3. Number

1 freestanding sign is permitted on a street or highway frontage.

B. Wall Sign

1. Area

The maximum permitted area of a wall sign shall be 20% of the building face.

- a. In the DR and DOS Zones the maximum permitted area of a wall sign shall be 16 square feet.

2. Height and/or Clearance

No wall sign shall extend above the roofline at the wall or the top of a parapet wall, whichever is higher.

3. Number

- a. Dictated by area requirements.

b. In the DR and DOS Zones 1 wall sign is permitted in addition to 1 freestanding sign.

4. Location

Limited to the building surface or surfaces facing the public right-of-way only.

C. Awning Sign

1. Area

The maximum permitted display surface of an awning sign is 25% of the surface of the awning. For a sign hung or suspended underneath an awning, the sign shall not exceed in area 1 square foot per 1 lineal foot of awning length.

2. Height and/or Clearance

An awning sign may not extend higher than the point at which the roofline intersects the exterior wall, regardless of the existence of a parapet wall. An awning sign may not be located higher than the first floor of a building or 15 feet, whichever is less. The minimum clearance below an awning on which signage is hung or displayed is 8 feet from the sidewalk or ground level to the lowest portion of the awning or suspended sign, whichever is lowest.

3. Number

1 awning sign per frontage per occupancy, and 1 sign hanging per awning, is permitted.

D. Daily Display Sign

1. Area

The maximum permitted area of a daily display sign shall be 8 square feet per display surface and 16 square feet overall, with a maximum height limit of 6 feet above ground level.

2. Number

1 daily display sign per occupancy is permitted.

3. Location

A daily display sign shall not be located within the required landscaped areas, and is allowed within the right-of-way only subject to the standards of Section 14.20.040.

E. Projecting Signs

1. Area

Projecting signs shall not exceed in gross area 20% of the face of the building to which the sign is attached or on which the sign is maintained. However, if a projecting sign is located on the same building face as a wall sign, the total of all sign surfaces shall not exceed 20% of the face of the building.

2. Height and/or Clearance

No projecting sign shall extend above the roofline at the wall or the top of a parapet wall, whichever is higher. No projecting sign shall project more than 5 feet from a building. Overhead clearance and projection into public rights-of-way shall be

maintained so that no sign shall project within 2 feet of the curb nor beyond the distances specified in the Table 14.16.060.E.2.

Table 14.16.060.E.2 Projection of Signs into Public Rights-of-Way	
Overhead Clearance	Maximum Projection Into Public Right-of-Way
Less than 8 feet above finished floor/grade	Not permitted
8 feet above finished floor/grade	1 foot
8 to 16 feet above finished floor/grade	1 foot plus 6 inches for each foot of above clearance in excess of 8 feet
Over 16 feet above finished floor/grade	5 feet

3. Location

No projecting sign shall be located within 20 feet of another projecting sign. Of 2 signs not conforming to this provision, the first lawfully installed sign may remain.

4. Number

Only 1 projecting sign will be permitted on the same business frontage. No projecting sign shall be permitted on the same premises where there is a freestanding sign.

F. Marquee Signs

1. Area

The maximum display surface for a sign displayed on a marquee is 25% of the marquee surface.

2. Height

A marquee sign shall not extend higher than the point where the roofline intersects the wall, regardless of the existence of a parapet wall.

3. Location

Marquee signs shall not extend more than 1 foot from the surface of a marquee or more than 1 foot over the top edge of the marquee.

4. Number

1 marquee sign is allowed per frontage per occupancy.

G. Under-Marquee Signs

1. Area

Under-marquee signs shall not exceed 6 square feet per display surface or 12 square feet in overall sign area.

2. Height and/or Clearance

Under-marquee signs must have 8 feet of clearance below the lowest portion of the sign and the ground below.

3. Location

Under-marquee signs shall not project within 2 feet of the curb.

4. Number

No limit, dictated by area requirements.

H. Illumination

Illuminated signs may be permitted subject to the following:

1. Signs with opaque letters or symbols that are backlit, having a light source behind the opaque area and not directly visible from in front of the sign, are permitted.
2. Par spot or reflective-type bulbs may be used for indirect illumination of the display surface if properly shielded from direct glare onto streets.
3. Awning signs shall not be internally illuminated. Features on an awning sign may be externally illuminated subject to review by the Design and Landmarks Committee, per Section 19.1011 Design Review Meetings, and approval by the Planning Commission, per Section 19.1006 Type III Review, according to the following criteria:
 - a. Sign lighting should be designed as an integral component of the building and sign composition.
 - b. Sign lighting should be designed primarily for the enhancement of the pedestrian environment along adjacent streets and open spaces.
 - c. Lighting should contribute to a sign that is architecturally compatible with the character of the area.
4. Sign illumination shall be directed away from, and not be reflected upon, adjacent premises.
5. Internally illuminated cabinet signs are discouraged in the downtown zones. Internal illumination of cabinet signs may be permitted subject to review by the Design and Landmarks Committee, per Section 19.1011 Design Review Meetings, and approval by the Planning Commission, per Section 19.1006 Type III Review, according to the following criteria:
 - a. The sign should be a unique design that responds to the Milwaukie Downtown Design Guidelines.
 - b. The sign copy should be lighter than the sign background.
 - c. The sign background should use a predominance of dark color or be opaque when the light source is on.
6. Electronic display signs are permitted for properties that have frontage on McLoughlin Blvd, subject to the following standards:
 - a. An electronic display sign may be included only as part of a larger sign, and the electronic display portion of the sign is subject to the more restrictive of the following size limitations:

(1) 25% of the size of the sign face that contains the electronic display sign, abuts the electronic display sign, or is on the same sign structure as the electronic display sign.

(2) 20 sq ft.

b. An electronic display sign shall be primarily visible from, and oriented toward, McLoughlin Blvd and not toward any other street on which the property has frontage.

c. Illumination for an electronic display sign is subject to the standards of Subsection 14.24.020.G.1.

d. The manner of display on electronic display signs shall comply with the standards of Subsection 14.24.020.G.3.

e. Incorporating an electronic display sign within an existing nonconforming sign is allowed subject to the regulations of Subsection 14.28.020.A.3.b.

(Ord. 2040 § 2 (Exh. B), 2011; Ord. 2025 § 3, 2011; Ord. 2001 § 2, 2009; Ord. 1977 § 2, 2008; Ord. 1965 §§ 2, 3, 2006; Ord. 1917 § 3 (Exh. B), 2003; Ord. 1916 § 3 (Exh. B), 2003; Ord. 1733 § 1(1) (Exh. A), 1993)

From: [Bob Cochran](#)
To: [Laura Terway](#)
Subject: Oregon City Sign Code - Committee meeting
Date: Tuesday, October 15, 2013 2:59:59 PM
Attachments: [OC Sign Code.docx](#)

Laura: It was good to be with you, your staff and the members of the sign committee last night. It was exciting to see such a diverse group of people addressing these complex and emotional code revisions.

Also, thank you for the opportunity to provide comments on the College's behalf for our desires in the new sign code. I have attached an electronic version for your use.

I would like to point out that during the discussion of the property zoned "Intuitional", that two members of the committee briefly touched on the TV/EMC topic that I requested in my presentation.

These included Sandy Burly who quickly mentioned EMC as it relates to this zone and Bob Mahoney who understood the civic nature our CCC's work and all the good things we are doing, but wondered if we had this information on our website (...and yes we do). At this point in the discussion, the committee was rushed and running out of time to address the other 3 zones and as such, a notation was not made on the topic boards on the wall.

Thank you for including this EMC/TV item for future discussion by the group.

Please let me know if there is anything else you need from me or the college.

Sincerely,

Bob Cochran



Bob Cochran, P.E.
Dean of Campus Services



Clackamas Community College
Lewelling Building 107
19600 Molalla Avenue
Oregon City, Oregon 97045

Voice: 503.594.6790 | Fax: 503.594.6798 | Email: BobC@clackamas.edu

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

From: [BURLEY, SANDI](#)
To: [Laura Terway](#)
Subject: Follow-up to October 14, 2013 CAT Meeting
Date: Thursday, October 17, 2013 12:18:32 PM
Attachments: [image001.png](#)
[Milwaukie Municipal Code Electronic Display Signs.pdf](#)

Hi Laura,

I was very impressed by the thoughtful input on a variety of sign issues at the Citizen's Advisory Committee (CAT) Meeting on Monday evening. There are a couple of items discussed at the meeting that I wanted to clarify with you. Regarding TV type signs, I recall that CAT members were opposed to allowing TV type signs which are signs that have moving or rotating parts. Melissa suggested that TV type signs be replaced with "Electronic Message Centers" which are considered static but are allowed to change images every 8 seconds. Based on commonly accepted industry definitions of outdoor terms, LED type digital billboards are also called Electronic Message Centers and they comply with all applicable state and federal regulations. In light of this, if the code draft includes a prohibition on TV type signs, I suggest that TV type signs be described as "full motion video signs".

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I look forward to the Open House and next CAT Meeting.

Sincerely,



Sandi Burley
Real Estate Representative - Portland

715 NE Everett St
Portland, Oregon 97232

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From: [Kathleen Sinclair](#)
To: [Laura Terway](#)
Cc: rorth@enviroissues.com
Subject: Thoughts on the CAT meeting last night
Date: Tuesday, September 17, 2013 8:42:50 AM

Dear Laura and Ryan,

Thanks so much for your knowledge and guidance regarding this sign business. We covered a lot of information. It seems like there are quite a few strong opinions already bouncing around. After looking over my notes from last night I wanted to express my opinion at this time knowing that things will continue to change and mold into something workable.

I agree with the gentleman in one of the side seats who talked about different districts. And, I believe you mentioned that also Ryan. In driving around and trying to get a feel for Oregon City as an “outsider” I have experienced the distinct feeling of areas not being connected. Then when the districts were discussed, that made more sense. There are distinct areas for whatever reason. It seems if we capitalize on that distinction it will be easier to come to some consensus about signage. It still won’t please everyone but it might come closer.

For my personal tastes, I think Oregon City reads best in the area of Main Street, up Singer Hill and a little way past the library. The architecture of City Hall only adds to that distinction. Another area that seems to reflect the history and pull together is the Washington Street corridor from 205 up the hill to 7th. The commercial corridors around the Oregon City Shopping Center and the intersection of Beaver Creek and 213 (BerryHill??) seem a little less pulled together. There are so many shops in each of these centers that you can’t really figure it out just going by one time. Perhaps they could be grouped in smaller signage with like industries in one area (retail, sporting goods, grocery, medical etc.). No one really gets the coverage they want with their area being so small.

Molalla seems like a mish mash of stuff, some new, some falling down, lots of signs and more a feeling of being on 82nd Ave. in Portland where it feels like you are really no where because there is no distinction. There are some nicer areas south of the post office towards 213 that includes the Haggen’s shopping area and the Community College but it doesn’t read as one area.

I know there are a lot of neighborhoods and associations but I don’t know if their boundaries also include commercial areas. Looking at signage according to the feel of an area regarding time, place and manner while keeping it simple and clean would be a good place to start. Districts might include more than one neighborhood too. How does the department feel about

various districts? You have a better idea of what the plans are for the future regarding zoning and roads etc.

Right now, the signs don't reflect the neighborhoods or areas they are in very well. It is the same kind of jolt you get when someone builds a huge house on a small lot surrounded by small bungalows. Yes, maybe it is all to code and has the right permits and everyone crossed their "T's" and dotted their "I's" but it is okay? I am thinking of those huge commercial signs along Molalla that stick up so high. Surely we can find our burgers and chicken without those huge signs. It is a two lane road, not an 8 lane highway.

I guess it isn't up to us to figure out if there should be distinct districts or not but we could come up with recommendations regarding signage for types of districts and make recommendations about various areas based on our stake holders.

What does seem clear is that we should NOT have one code or recommendation for the whole area. I also agree that looking at other small cities of comparable size (not Portland) is a more viable way to see what might be successful in our area. Oregon City needs to figure out who it wants to be – an historical city that is growing and still respecting its history and roots and place in the State, or a blue collar working class town just chugging along or a quick pass through to get from one place to another and so on.

As for the sandwich boards, I like them, sometimes. Now, isn't that just typical. Well, I like them on Main Street as they give information I can use such as "serving breakfast now," "special today on cupcakes" or "new items," etc. But, the sidewalks are big and there is still room to walk. More of a problem might be people who put their merchandise out on the sidewalk. I like it and it might make me go into the store, but if it is out there plus a sandwich board then it might make it more difficult for people to use the sidewalk for getting from A to B. Is there a clearance code between the sandwich board and the door to the building so anyone in a wheel chair or other device can still get by? Are they regulated at all based on the width of the sidewalk and what else is out there (a tree, parking meter, fire hydrant)?

A-frames on the highways for people going over 35 don't really make sense. Sometimes that is all a person can afford but it does get junky out there. I forgot about the people standing on the corners dressed up and waving things. Are they considered signs?

As for compliance/enforcement, it seems like a warning, then a fine, then a daily fine would be in order after a certain length of time. On one of the spread-sheets it mentioned the idea of trained volunteers enforcing the codes. Coming from my background as a mediator, it seems the volunteers would be better used by being go-betweens (between the city and themselves) and listening to the offenders first and then making suggestions for various ways they could come into compliance rather than alienating them. This is where education could be a

valuable resource. Showing people what they can do and what is available to them rather than just telling them they are wrong makes them a partner.

I will keep looking and do some research too and come up with a more coherent list that you can actually make sense of. These are just my thoughts now. Sincerely, Kathleen Sinclair

From: [Tom O'Brien](#)
To: [Laura Terway](#)
Cc: [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](#); [pastor@catalystcc.org](#); [comprehensivetx@aol.com](#); [ethan.downtownoc@gmail.com](#); [maizeemae@aol.com](#); [lavenderhillcottageoc@gmail.com](#); [retroreivaloc@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](#); [Tony Konkol](#)
Subject: Oregon City Sign Code Update CAT - Public Right of Way definition
Date: Tuesday, September 17, 2013 10:11:17 AM

Good morning Laura,

Thanks to everyone for their participation in the CAT meeting last evening.

During last evenings meeting, the subject of Public Right of Way versus Private Property came up.

I thought it may be helpful to send this definition to everyone.

To clarify the term **Public Right-of-Way**.

<!--[if !supportEmptyParas]--> <!--[endif]-->

Oregon City Code shows the following:

[12.04.010](#) - Jurisdiction and management of the public rights-of-way.

<!--[if !supportEmptyParas]--> <!--[endif]-->

B. Public rights-of-way include, but are not limited to, streets, roads, highways, bridges, alleys, sidewalks, trails, paths, public easements and all other public ways or areas, including the subsurface under and air space over these areas.

<!--[if !supportEmptyParas]--> <!--[endif]-->

The Federal Government defines it as follows:

<!--[if !supportEmptyParas]--> <!--[endif]-->

PROW (Public Right Of Way)

Any sidewalk, planting strip, alley, street, or pathway, improved or unimproved, that is dedicated to public use. The term includes any strip of land over which public facilities such as highways, railroads, or power lines are built.

Tom O'Brien

From: [Ethan Erickson](#)
Cc: [Laura Terway](#)
Subject: Re: Oregon City Sign Code Update CAT - Public Right of Way definition
Date: Tuesday, September 17, 2013 12:30:46 PM

Downtown Business Owners:

Many of you have heard by this time that among other roles, I am no longer able to serve as your representative to the Sign Code Update Committee. We have talked some lately downtown about "A-frame" signs and how they are used, how they are maintained, where they are best placed throughout the downtown, and about what concerns they bring up (e.g. Injury liability).

Below is additional information to consider on the matter of Private Property versus Public Right of way. If you have any further comments accounting for public input, you can direct them to Laura Terway (CC: here) or submit them through the project webpage at <http://www.ocsigncode.org/>

Take care.

Ethan

On Tue, Sep 17, 2013 at 10:10 AM, Tom O'Brien <tom.obrien4@comcast.net> wrote:

Good morning Laura,

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12.04.010 - Jurisdiction and management of the public rights-of-way.

B. Public rights-of-way include, but are not limited to, streets, roads, highways, bridges, alleys, sidewalks, trails, paths, public easements and all other public ways or areas, including the subsurface under and air space over these areas.

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unimproved, that is dedicated to public use. The term includes any strip of land over which public facilities such as highways, railroads, or power lines are built.

--

Ethan E. Erickson

Downtown Community Coordinator

[Main Street Oregon City](#) | [Facebook](#)

816 Main St. - Oregon City, OR 97045

(971) 202 - 1606

The nonprofit Main Street Oregon City Inc. is a volunteer led organization that works with downtown property owners, business owners, and downtown stakeholders to make Oregon City a better place to work, live and visit.

From: [Melissa Hayden](#)
To: [Laura Terway](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up
Date: Tuesday, September 17, 2013 5:09:58 PM
Attachments: [image001.png](#)
[Presentation_sign sizes.pdf](#)
[Value of Signs Woodburn Committee.pdf](#)

Hi Laura,

Attached are some presentations that may come in handy. Let me know what you think/ or if you'd like them tweaked.

Melissa Hayden | Security Signs | Project Manager

Melissa@SecuritySigns.com | www.securitysigns.com

d. 503.546.7114 | m. 360.903.3495 | f. 503.230.1861

2424 SE Holgate Blvd. | Portland, Oregon 97202

Family Owned and Operated Since 1925

From: Laura Terway [mailto:lterway@ci.oregon-city.or.us]
Sent: Tuesday, September 17, 2013 1:19 PM
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'; John Southgate
Subject: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up

Good Afternoon,

Thank you for your attendance at last night's Community Advisory Team meeting for the Oregon City Sign Code Update. Please continue to think about any **issues that** were not identified last night, concerns you have regarding signage in Oregon City and/or any specific changes to the code (including any examples from other jurisdictions). Your additional comments are appreciated by the **end of the day, Monday, September 23.**

We have posted [staff's PowerPoint presentation](#) on our website for public review. 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
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SECURITY SIGNS...



Contact Information:

Melissa Hayden, Project Manager

Melissa@securitysigns.com

2424 SE Holgate Blvd.

Portland, OR 97202

P: 503.546.7114

C. 360.903.3495

F. 503.230.1861

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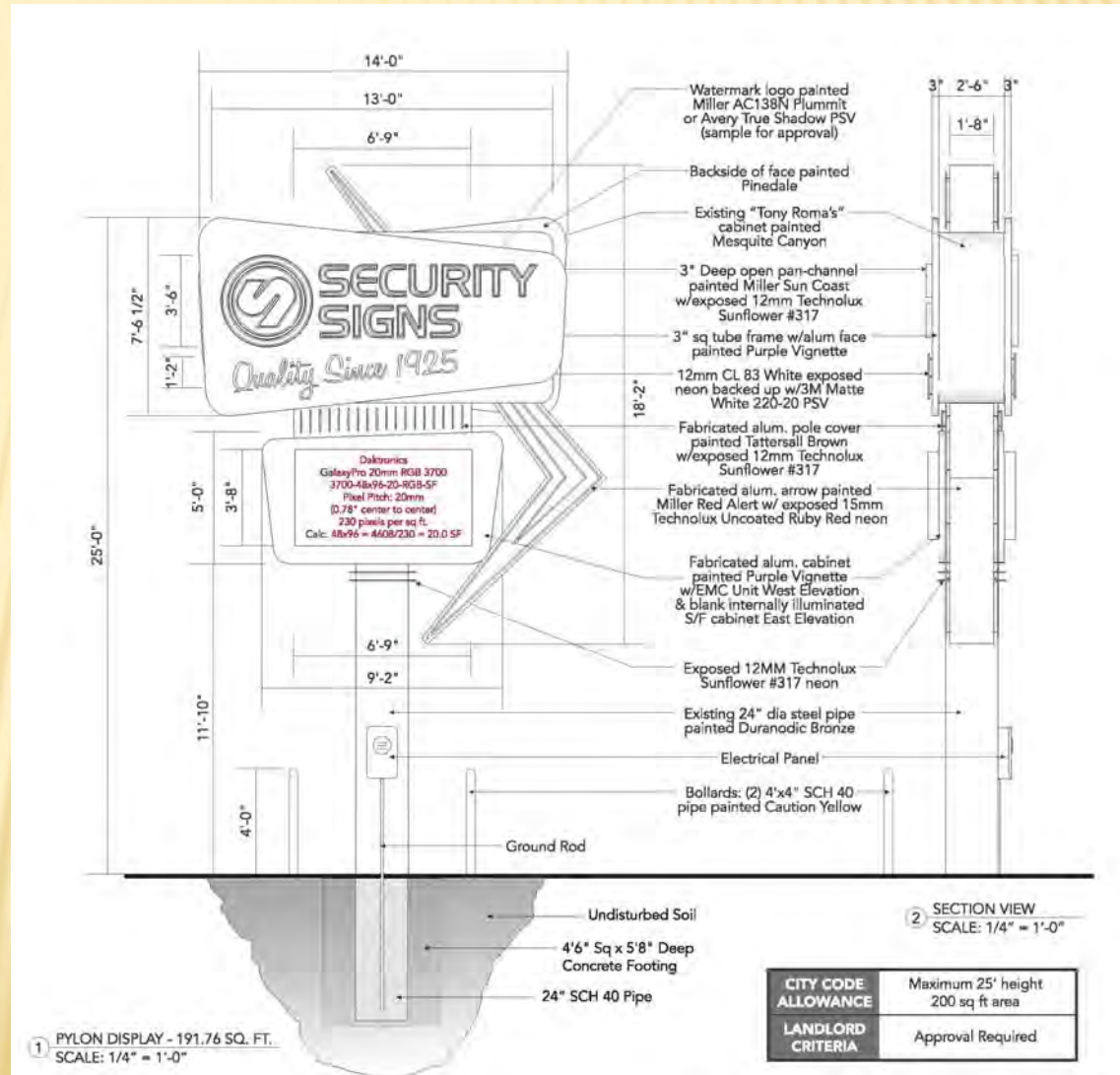


Letter Visibility Chart

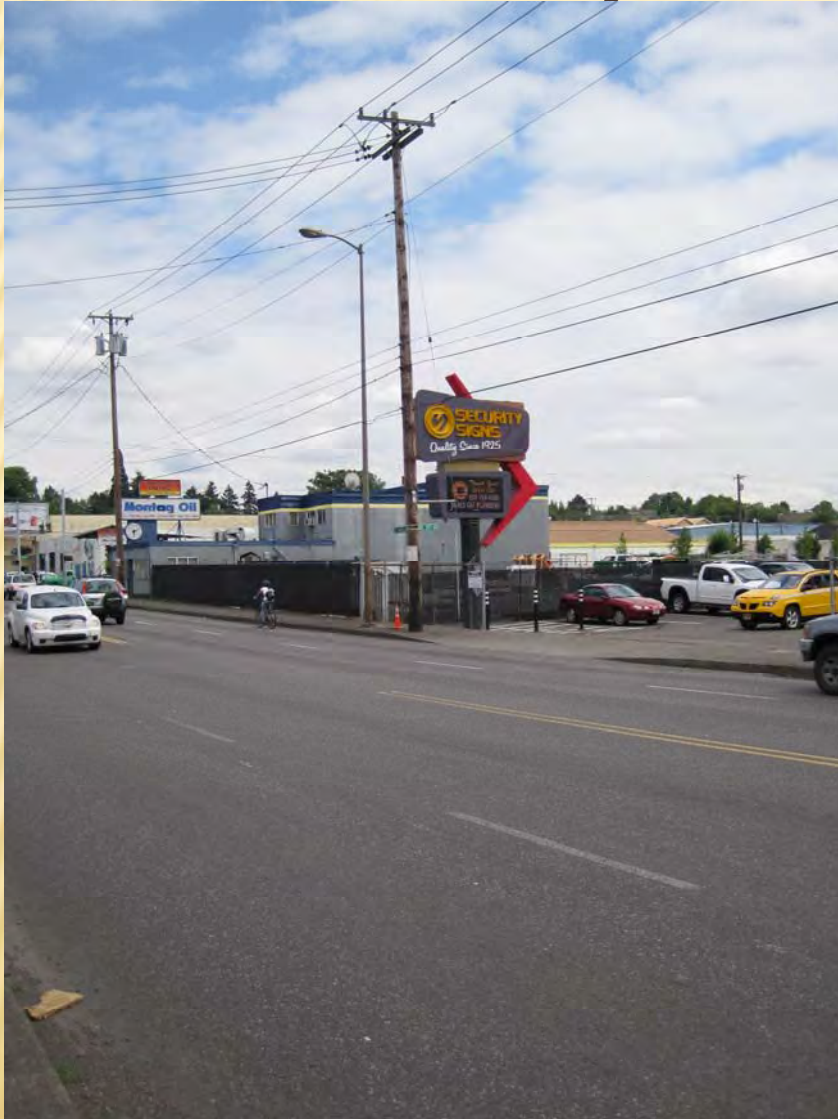
- ✘ Viewing Distance → Required Letter Height
- ✘ 100' → 4"
- ✘ 250' → 10"
- ✘ 360' → 16" (city block)
- ✘ 500' → 22"
- ✘ 750' → 33"
- ✘ 1,000' → 43"



Letter Visibility



Letter Visibility 100'



Letter Visibility 250'



Letter Visibility 360'



Letter Visibility 500'



Letter Visibility 750'



Wall Sign Examples

- ✘ Attached Signs
- ✘ Fascia Signs



16 square feet



- ✘ Lincoln Restaurant in Portland has a diameter of 4'.
- ✘ 'Lincoln' is 4" tall.

18 square feet



- ✘ These signs in the City of Gear Heart are 2' x 9'.
'Gearheart Junction' is 6" tall, 'Café' is 1'3" tall.



30.4 Square feet



- ✘ Evergreen Eye Care in Clark County, WA is 1'9" x 17'4"



33.84 square feet



- ✘ Bike Gallery located in downtown Portland has text 10" tall.



36 square feet



- ✘ Black Stone Grill in Vancouver, WA is 3' x 12'.
- ✘ The main text is 24" while 'american grill' is 9".

225 square feet



- ✘ The 'A' in Aloft is 8'4", the 'h' in hotel 18".



Freestanding Signs

- ✘ Monument Signs
- ✘ Pylon Signs
- ✘ Pole Signs

32 square foot monument



✘ Overall height 5'2"

35 square foot pole sign



- ✘ This multi tenant sign in Portland is 15' tall.

45 square foot monument



- ✘ Club Sport in Tualatin has a 10' overall height.



50 square foot monument



✘ 15' overall height

130 square foot pylon



- ✘ 30' overall height

Electronic Message Centers

- ✘ Changing Image Features
- ✘ Electronic Reader boards
- ✘ LED Matrix

20 square feet - integrated



44 square feet – integrated



- ✘ 235 square feet overall
30' tall

70 square feet



- ✘ 120 square feet overall
35' tall.

LOOK FOR US ON HOLGATE BLVD.....



THANKS!

**WE LOOK FORWARD
TO WORKING WITH
YOU!**



VALUE OF SIGNS: THE SMALL BUSINESS PERSPECTIVE



WHAT CAN BUSINESS SIGNAGE DO FOR A BUSINESS COMMUNITY?

- ▶ Help a Mobile Society
- ▶ Assist Traffic Safety
- ▶ Complement Community Aesthetics

Helping a Mobile Society

How mobile are we?

- ▶ Americans drive nearly 1.7 billion miles / year
- ▶ An estimated 35-50% of consumers frequently shop >5 miles from home
- ▶ Census shows 13-20% of population moves every year
- ▶ Between 2000 and 2005, *close to half* of people >5 years old moved

Communities change quickly. Regular customers can leave, too. Businesses need visible signage to attract highly-mobile, potentially-new customers.

Mobile Society (cont.)

Burger King Study

- ▶ Southern California communities
- ▶ Local ordinance threatened removal of their freeway signs
- ▶ Surveyed motorist customers at local fast food restaurants:
“How did you first become aware of the restaurant?”

Mobile Study (cont.)

Quick Service Restaurants:

Print/electronic advertising	10%
All other	6%
Don't know	6%
Word of mouth	14%
Always knew	29%
<i>Saw it while passing (sign)</i>	<i>35%</i>

Mobile Society (cont.)

“Saw it while passing” = mobile customers who stop on an impulse

Retail & service companies rely heavily on impulse customers to grow their businesses

Assist Traffic Safety

Two common assumptions influence many sign codes in their belief that commercial signage can compromise traffic safety:

- 1) Placement, size or illumination of a sign can be a visual distraction to a motorist*
- 2) Placement, size or illumination of a sign can mask visibility of traffic & highway signs*

Traffic Safety (cont.)

HOWEVER . . .

- ▶ *Pennsylvania Tort Claims Study*

Concludes that 22% of serious auto injury cases derived from “signing deficiency”

- ▶ *Federal Highway Administration* cites sign deficiency as 2nd leading cause of serious accidents on primary & interstate highways

Traffic Safety (cont.)

“Signing deficiency” – the **“failure to provide information – in a safe and effective manner – when and where it is needed by a driver”**.

When a code greatly restricts a sign by size, placement, and/or illumination, what’s more dangerous:

the sign?

or the code?

Traffic Safety (cont.)

FHA report concluded that commercial signs could actually enhance traffic safety, provided that they are:

- noticeable or conspicuous from its background;
- legible; and
- recognizable

Traffic Safety (cont.)

Traffic safety can be improved when drivers:

- know where they are *in relation to*
- where they want to go, *including*
- getting them onto a business' premises should they decide to stop

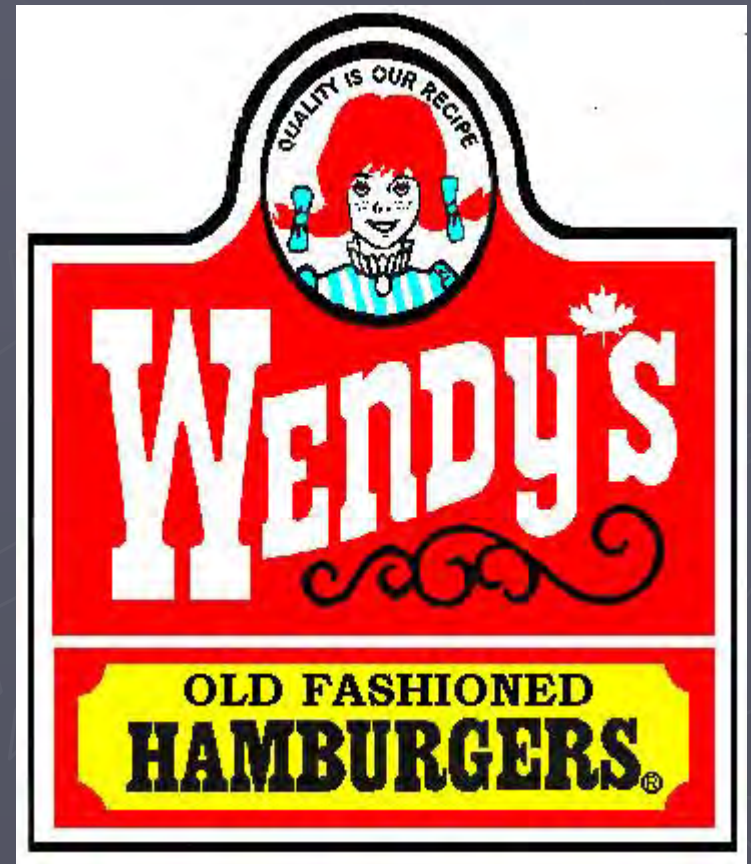
How can this be accomplished?

Noticeable, legible, and understandable signs.

CASE STUDY:

Wendy's

- ▶ Franchise in Southborough, MA, near onramp for I-495 north of Worcester
- ▶ Location lacked visibility from 4-lane, 45 mph road
- ▶ Oct. 2001 – sales low enough for owners to consider shutting down store (\$1.5 million)
- ▶ Won permission to install small sign closer to road – “Wendy’s” & “800 feet”
- ▶ Sales – *within one week* – jumped 20%, and has stayed there
- ▶ Sign *helped* traffic safety



Complement Community Aesthetics

Attempts to legislate a community “look”
(often in the name of improving livability or
limiting visual clutter) can wind up:

Alienating a business community

Running counter to the will of the majority

Aesthetics (cont.)

Small businesses need their signs to compete visually against larger stores in their industry.

Visually appealing signs = attention!

Bland, restrictive signs = not!

THE ROLE OF SIGNAGE FOR A SMALL BUSINESS OWNER

When advising our business clients:

- Thousands have never been to your store
- Signage = “handshake” with the public
- Sign often is first impression with a customer
- What does your sign tell a customer? Too much? Not enough?
- Quality of sign = quality of business

What role is your sign going to play?

Role of Signage

Signage should play these three roles:

Attracting new customers

Branding the location

Creating impulse sales

Attracting New Customers

Signage is more than just a structure hanging out front –

An effective, well-designed sign:

pay for it once

it works 24/7 to communicate your message

Attracting New Customers

Annual Signtronix Traffic Survey

- ▶ Sign company in southern California
- ▶ Conducted every year since 1997
- ▶ Asks questions of a random sample of first-time customers to retail & service companies for which it has built a sign
- ▶ "How did you learn about the business?"
(over 10K responses in all)

A ttracting New Customers

As of December 2008:

TV ad	0.9%
Radio	2.3%
Yellow Pages	6.7%
Newspaper	7.6%
Word of Mouth	35.5%
<i>Their Sign</i>	<i>47%</i>

EXAMPLE:

Carlson's Chrysler

- ▶ 70-year-old business, located in Concord, NH – intersection, daily vehicle traffic between 6K & 10K
- ▶ Dimensions of sign unchanged – replaced manual message board with an electronic equivalent – safer for employees
- ▶ Enabled owner to provide *greater variety of messages to consumers* regarding services
- ▶ Sign helped business attract many new customers to its service department (repairs, oil changes, etc.) – a sector which many consumers had been unaware



Attracting New Customers

Burger King study

+ Signtronix survey

+ Carlson's (and hundreds just like it)

= More people discover businesses through their sign than any other means

Branding Your Business

Extension of “Community Aesthetics” issue:

Small businesses need **effective signage** to help brand their name against larger competitors

Signs are part of a business’ marketing plan

More consistent the display, the greater likelihood that business will be remembered

Branding Your Business

Successful companies emphasize repetition of their image & message – *especially with signage*

Strategy enhances a customer's:

recall (how well a message is remembered)

recognition (how quickly it is identified)

If local consumers were asked to name a company in their area in a given industry, do they have cause to think of yours?

Creating Impulse Sales

Univ. of California at Berkeley study

- Analyzed 30,000 purchases by 4,200 customers in 14 U.S. cities
- Found that 68% of purchases were unplanned during major shopping trips
- Just over 54% were unplanned on smaller trips

From: "Burying the Myth of Impulse Buying," *Brand Strategy*, Sept. 2002, p. 38.

Creating Impulse Sales

Not every business has the same level of impulse buyers:

<u>Business Type</u>	<u>Impulse-Stop %</u>
Shopping Center (>400K sq. ft.)	20%
Shopping Center (<100K sq. ft.)	35%
Convenience Store	40%
Sit Down Restaurant	15%
Service Station	45%
Supermarket	20%

Data from Institute of Transportation Engineers

Creating Impulse Sales

Most retail & service industries rely on impulse sales

Those that are heavily reliant (gas stations, discount hotels, c-stores, fast food, etc.) must design signage with this in mind

DESIGN FACTORS

An “effective sign” must accomplish many things. Here’s but a few of them:

Legibility

Cone of Vision

Lighting

Letter Heights

Angle

Color

Legibility

Legibility = the ability of customers with normal vision to understand symbols & letters on a sign.

More effective to keep message very simple – don't overload.

This table shows the distance at which a sign first becomes legible, based on vehicle speed.

Traffic Speed	Min. Req. Legibility Distance
55 mph	440'
50 mph	400'
45 mph	360'
40 mph	320'
35 mph	280'
30 mph	240'

Letter Heights

If a sign is to be effective, then it must be legible at enough of a distance to help a driver respond.

Generally, letters with a taller and wider “stroke” can be read from further away.

Letters of this height at these speeds should be legible to a driver for **six seconds**. More reaction time would be needed in tourist areas (because of unfamiliarity with area).

Speed of Traffic	Recommended Height (inches)
55 mph	16.5
50 mph	15.0
45 mph	13.5
40 mph	12.0
35 mph	10.5
30 mph	9.0
25 mph	7.0

CASE STUDY:

Belmont Auto Spa

Year 2000:

- ▶ Existing car wash business – new owners recently added detailing services
- ▶ Located along four-lane highway (45 mph)
- ▶ Monument sign located in front of premises:
 - Low to ground
 - Too much information
 - Difficult for fast-passing motorists to fully comprehend its message

OLD SIGN



Belmont (cont.)

2001:

- ▶ New owners installed a pole sign, with attachable reader board (for \$15,000)
- ▶ Pole sign – higher above ground
- ▶ Reader board – changeable copy to allow promotion of services (like detailing)

NEW SIGN



Belmont (cont.)

Within first year of installation:

- ▶ Auto detailing sales increased by 125%
- ▶ Overall business increased 25%
- ▶ Gross income went up \$135,000

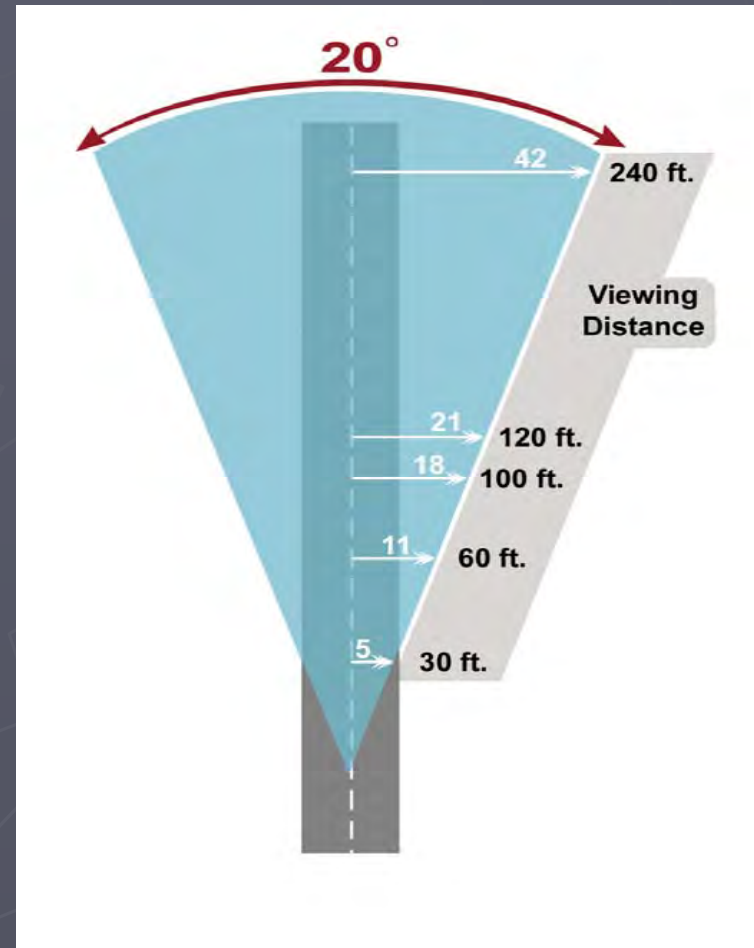
The new sign gave greater space to owners to convey their message, improving legibility for drivers on a four-lane road. The new sign paid for itself in six weeks.

Cone of Vision

Most signs are designed to be viewed from a car.

Drivers have a 20° range (or cone) of vision.

If business' setback is too far from road, sign can be missed.



Angle

Angle influences how much lead time a driver needs to react.

Type I = 90° to road

Type II = 180° to road

Perpendicular signs need less space, and can be seen more easily.

Speed Limit	Type I (sign size)	Type II (sign size)
25 mph	25 sq.ft.	50 sq.ft.
35 mph	36 sq.ft.	75 sq.ft.
45 mph	75 sq.ft.	100 sq.ft.
55 mph	150 sq.ft.	250 sq.ft.

Lighting

Can be lit internally or from without

Wide variety of options & techniques

Contrast is the difference between light & dark areas on the sign.

Positive contrast (light text on dark background) better than negative.

Luminance measures intensity of light emitted from a surface.

Brightness of text or an image should be 4 to 10 times greater than its background.

EFFECTIVENESS OF SIGNAGE ON THE BOTTOM LINE

What is the impact of effective signage on
sales?

Univ. of California – San Diego Study (1997)

- ▶ Commissioned by ISA & California Electric Sign Assn
- ▶ Two-part study of on-premise signage performance

Bottom Line (cont.)

Part I

- ▶ Measured impact of several variables (including signage) on sales at 162 locations of a fast-food chain.
- ▶ Study showed that the number of signs at a site has *a significant, positive impact on increasing sales.*

Bottom Line (cont.)

Part I – results

1. One additional on-premise sign resulted in 4.75% increase in annual sales.
2. One additional on-premise sign increased annual no. of transactions by 3.94%.
3. One additional 36-sq.-ft. wall sign added \$0.06 per transaction, while 144-sq.-ft. signs added \$0.78 per transaction.

Bottom Line (cont.)

Part II

- ▶ Analyzed seven years of weekly sales data at Pier 1 Imports.
- ▶ Study analyzed how signage design at random store locations had influenced sales.

Bottom Line (cont.)

Part II – results

1. New signage added on previously-unsigned building facades increased weekly sales between 2.5% to 7.1%.
2. A new pole sign impacted revenues between 4.9% to 12.3% (attributed by researchers to enhanced visibility).
3. Interior directional signs enhanced sales by 4.0% to 12.4% per week.

Bottom Line (cont.)

Not uncommon for annual sales at a Pier 1 store to be \$1 million. Given this:

1) One new wall sign:

$$\$1,000,000 \times 4.8\% = \$48,000 \text{ increase}$$

2) One new pole sign:

$$\$1,000,000 \times 8.5\% = \$86,000 \text{ increase}$$

3) Interior directional signage:

$$\$1,000,000 \times 8.2\% = \$82,000 \text{ increase}$$

Conclusions

- ▶ Effective, well-designed signs can *enhance* a business community
- ▶ A sign can attract **new customers**, brand a business, and **create impulse sales**
- ▶ Signs have a **positive** influence on **sales tax revenue**

From: [Daryl Winand](#)
To: [Laura Terway](#)
Subject: PMAR - Oregon City CAT Comments as of Sept 23rd - Revised
Date: Tuesday, September 24, 2013 10:21:15 AM
Attachments: [image001.png](#)
[image002.png](#)

Laura - the annual sold transaction numbers provided in my correspondence yesterday were erroneous. I've revised the numbers and resubmit below. Thank you for your time.

Daryl

September 24, 2013

To: Laura Terway, AICP
City Planner
City of Oregon City

Via: e-mail: Iterway@orcitey.org

Re: Oregon City Sign Code Update Community Advisory Team (CAT) Member Comments

Hi Laura,

The Portland Metropolitan Association of Realtors® (PMAR) appreciates the opportunity to assist the City in its effort to establish a workable and mutually beneficial sign code for its citizenry, local businesses and those who conduct business within the city.

Every day, individuals and families are buying and selling homes in Oregon City. In 2011, Realtors® helped sell more than \$ 142 million worth of property in the city. In 2012, REALTORS® were part of transactions totaling more than \$162 million. And, year to date in 2013, REALTORS® have been part of transactions totaling more than \$171 million in the city. [Source RMLS™].

One of the key tools Realtors® use in their business is a sign. Realtors® place signs on the property to communicate with potential buyers. They use signs to assist people in finding homes within your community that are for sale. And, their clients (Oregon City's citizens) ask them to use, and want them to use, signage to market their home effectively. PMAR's recommendations for Oregon City's sign code updates are as follows:

PMAR encourages the use of an A-frame, a-board or sandwich board style of sign within residential and multi-use neighborhoods (residential over commercial) **without permit**. In the industry, these signs are typically known as "Open Signs" and are simply a four-sided sign with a message on two sides. These portable/temporary signs advise the public that in addition to being available For Sale, the property is also currently open for immediate public viewing. Open houses are commonly held for a limited amount of time

on weekends, and perhaps one day during the week (typically Tuesday).

PMAR encourages the use of an A-Frame or Directional temporary/portable signs **without permit** within the public right-of-way Friday 6 a.m. through Sunday at 6 p.m. and Tuesdays from 10 a.m. to 2 p.m., including multi-use neighborhoods/areas (residential over commercial).

PMAR encourages inclusion of language within the sign code to accommodate the multiple sizes of A-Frame signs used within the real estate industry to market residential open houses. Sizes range from 24" to 36" in height.

PMAR encourages inclusion of language within the sign code to ensure the use of A-Frames/Portable Signs within the public right-of-way meet the following notification standards:

An individual or entity wishing to place a portable sign off site-- in front of another property-- must make a good faith effort to contact the property owner and, if not available, leave a message in writing that includes the individual's contact information and a description of the effort made to contact the owner.

PMAR encourages no limit to the number of Temporary Signs on private residential property in that there needs to be sufficient allowance for marketing of properties within your city to benefit both your current and future citizens.

If you have any questions or wish to discuss this matter further, please do not hesitate to contact me at 503-459-2162.

Regards,

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
To: ["Amy"](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up
Date: Tuesday, September 24, 2013 4:45:00 PM

Amy,

That is a good question. The City used to allow billboards, but when the sign regulations were updated in 1994, billboards became prohibited. However, as we discussed at our CAT meeting there are a few exceptions due to the Highway Beautification Act. If the sign is not subject to an exception, then it is a nonconforming sign. The CAT may provide guidance to staff about methods for bringing nonconforming signs into compliance, or removal if such signs cannot come into compliance.

This is an important item and will be one of the topics at an upcoming CAT meeting. Please let me know if you have any additional questions or concerns.



Laura Terway, AICP

Planner

Planning Division

PO Box 3040

221 Molalla Avenue, Suite 200

Oregon City, Oregon 97045

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lterway@orc.org

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From: Amy [mailto:awillhit@yahoo.com]
Sent: Friday, September 20, 2013 9:43 PM
To: Laura Terway
Subject: Re: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up

Laura,

As I was sitting at the light on 213 by Albertsons reading the Billboard today I suddenly found myself remembering you had said Billboards weren't allowed in Oregon City. How did this one get approved?

Amy

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

To:

Cc: "jeanbob06@comcast.net" <'jeanbob06@comcast.net'>; "ks33030@gmail.com" <'ks33030@gmail.com'>; "dwinand@pmar.org" <'dwinand@pmar.org'>; "tom.obrien4@comcast.net" <'tom.obrien4@comcast.net'>; "melissa@securitysigns.com" <'melissa@securitysigns.com'>; "pastor@catalystcc.org" <'pastor@catalystcc.org'>; "zhenkin9000@gmail.com" <'zhenkin9000@gmail.com'>; "signs@magneticsignpdx.com" <'signs@magneticsignpdx.com'>; "sandiburley@clearchannel.com" <'sandiburley@clearchannel.com'>; "awillhit@yahoo.com" <'awillhit@yahoo.com'>; John Southgate <john@johnsouthgateconsulting.com>

Sent: Tuesday, September 17, 2013 1:18 PM

Subject: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up

Good Afternoon,

Thank you for your attendance at last night's Community Advisory Team meeting for the Oregon City Sign Code Update. Please continue to think about any **issues that** were not identified last night, concerns you have regarding signage in Oregon City and/or any specific changes to the code (including any examples from other jurisdictions). Your additional comments are appreciated by the **end of the day, Monday, September 23.**

We have posted [staff's PowerPoint presentation](#) on our website for public review. Please feel free to contact me at (503) 496-1553. Thank you

www.OCSignCode.org

**Laura Terway, AICP
Planner**

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From: [Mark Evans](#)
To: [Laura Terway](#)
Subject: RE: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up
Date: Tuesday, September 24, 2013 12:03:33 PM
Attachments: [image001.png](#)

15.28.050 Prohibited Signs

- G. Portable Signs
- N. Signs on fences or fencing

It is too prohibitive to not allow portable signs or signs on fences or fencing. Any organization that has a temporary location or events needs the ability to advertise and direct people.

Consider a chamber of commerce event which changes from month to month. A temporary sign would help direct to the event and parking. A church who rents facilities on Sundays, such as a school, would not be able to advertise and direct people to their location.

Fences are perfect for hanging banners for upcoming events or temporary signs when a company changes names etc. They are needed to put up parameters of use such as “No Parking Here” or “No unsupervised children on playground”

I also had a question concerning signs on cars. If a car has a magnetic or painted sign on it, does it fall within the parameters of the sign code? If not, can an individual put signs on their car and park it on the grass or street near their building?

Mark Evans, Pastor
Catalyst Community Church

www.catalystcc.org

From: Laura Terway [mailto:lterway@ci.oregon-city.or.us]
Sent: Tuesday, September 17, 2013 1:19 PM
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'; John Southgate
Subject: Oregon City Sign Code Community Advisory Team Meeting #1 - Follow Up

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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: [Kathleen Sinclair](#)
To: [Laura Terway](#); rorth@enviroissues.com
Subject: some additional things
Date: Tuesday, September 24, 2013 8:21:33 PM

Dear Ryan and Laura,

I'm sorry I didn't get back to you with a more coherent list like you asked for by Monday. The time just slipped away from me. But, I wanted to add these items to the other list I sent as I talked with some people today who mentioned that they wished there were signs coming into the city that announced the city and the number of inhabitants, or at least a nice sign on entry and a thank you for visiting when leaving. I don't remember seeing any signs at all from any direction that indicate where the city starts or where it ends. Other people have also pointed out and mentioned to me the age and upkeep or lack thereof of many signs. No one I talked to had anything negative to say about the murals and didn't consider them signs. It is often difficult to get people to just see the size, shape, and dimensions of a sign and not make comment on the content. Hope your week is going well.
Sincerely, Kathleen Sinclair

From: [Melissa Hayden](#)
To: [Laura Terway](#)
Subject: Sign Videos
Date: Thursday, September 26, 2013 3:09:10 PM

Great video on sign area:

http://www.youtube.com/watch?feature=player_embedded&v=AwVhEWdzFMs

And on sign heights:

http://www.youtube.com/watch?feature=player_embedded&v=7VQBsNPZYXY

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Would These Oregon City Businesses Be Better Served With Some Other Type Of Signage?

Consider If Their Current Signs May Actually Chase Potential Customers Away.

These Temporary A-Frame/ Sandwich Board Signs Are Being Used As Permanent Signs.

Would An Attractive Projecting Wall Sign Attract More Customers?





Does This Sign Attract Business?



Projecting Sign Examples That Are Likely To Attract Business



















Menu Display Cabinets – Outdoor Menu Display Cases





