

On **March 1**, the Planning Commission will hold its first in a series of work sessions on proposed changes to the City's sign code.

The proposed changes address a variety of issues that have arisen since the last update to the Sign Code in 2012 and range from minor housekeeping amendments to policy-related changes that respond to concerns from staff and the community.

A draft of the proposed amendments to the sign code is included as Attachment A, the current sign code is included as Attachment B.

The first work session on March 1 will focus on temporary signs. Two more work sessions will be scheduled to discuss proposed changes to development standards for permanent signs in each of the zones and overlay zones, and to discuss changes to general development standards (including illumination), processes, and definitions.

#### **Temporary Signs Updates**

- Provide updated definitions for each type of temporary sign, including, Balloon sign, Banner sign, Lawn sign, Pennant sign, Rigid sign, and Sidewalk sign.
- Clarify general development standards applicable to all temporary signs.
- Update permit applicability and display time limits for each type of temporary sign.
- Allow sidewalk signs to be placed on the public sidewalk in some cases for properties outside of the Downtown area.

**CHAPTER 900. - SIGN CODE**

## Sec. 900.001. - Purpose.

The purpose of this chapter is to protect the health, safety, property, and welfare of the public; to improve the neat, clean, orderly, and attractive appearance of the community; to improve the effectiveness of signs in identifying and advertising businesses; to provide for safe construction, location, erection, and maintenance of signs; to prevent proliferation of sign clutter; to minimize adverse visual safety factors to travelers on public highways; to minimize adverse impacts on adjacent properties; and to achieve these purposes consistent with state and federal constitutional limits on the regulation of speech.

## Sec. 900.005. - Definitions; rules of construction.

- (a) As used in this chapter, words used in the present tense include the future, the singular number includes the plural, and the term "shall" is mandatory and not directory.
- (b) Nothing in this chapter is intended, and shall not be construed, to restrict speech on the basis of its speaker, content, or viewpoint, and, to the extent that any provision of this chapter is ambiguous, the provision shall not be interpreted to regulate on the basis of speaker, content, or viewpoint.
- (c) The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Abandoned sign* means any sign that has ceased to be actively maintained and is in a dilapidated or deteriorated condition.

*Approved plastic* means plastic that meets the standards of an approved testing agency for use in construction of illuminated signs.

*Approved testing agency* means a nationally recognized organization primarily established for the purpose of testing methods and materials to approved standards and accepted as an approved testing agency by the Director.

*Building or structure* means a combination of materials to form a construction used for occupancy, use, or ornamentation, whether installed on, above, or below the surface of land. As used in this chapter, building or structure does not include signs.

*Building face* means the wall of a building facing a vehicle use area.

*Building frontage* means the wall of a building facing a street.

*Canopy* means a permanent roofed structure that is erected for the purpose of providing shelter to patrons in automobiles, which is not completely enclosed, and which may be freestanding or partially attached to a building.

*Complex* means a group of buildings, structures, or other development that is functionally or conceptually integrated, regardless of the ownership of the development or underlying land, and regardless of whether located on one or more lots or parcels.

*Curbline* means the edge of the vehicular roadway within the overall right-of-way.

*Cutout* means every type of display in cutout or irregular form attached to or superimposed upon a sign.

*Designated arterial or designated collector* means those streets designated as arterials and collectors in the Salem Transportation System Plan adopted as part of the Salem Area Comprehensive Plan, and all streets included in the area bounded by 13th Street, Mission Street, the Willamette River, and D Street.

*Display* means any visual form or character. A display may be comprised solely, or by a combination, of words, symbols, images, or graphic elements.

*Display surface* means the area of a sign that carries the display. The term "display surface" does not include the sign structure, foundations, or supports.

*Effect* means sequential, intermittent, or simultaneous illumination by flashing light, other than by an electronic display. As used in this chapter, effects include, but are not limited to:

- (1) Animated effect: illumination that depicts a moving object, thing, person, animal, or happening, or depicts an ongoing series of images.
- (2) Chaser effect: illumination that is intended to lead the eye by directional or sequential movement, including, but not limited to, movement that is linear or circular.
- (3) Scintillating effect: illumination that provides a random twinkling of lights, including illumination that forms images, words, or sentences at the end of the sequence of twinkling lights.
- (4) Speller effect: illumination that produces letters, numbers, or visual symbols, individually, or in group, including, but not limited to, illumination that flashes a complete word, phrase, or sentence.

*Electronic display* means a display created by light emitting diodes, liquid crystal displays, plasma display panels, pixel or sub-pixel technology, or other similar technology. As used in this chapter, electronic displays include, but are not limited to:

- (1) Dissolve: the changing of an electronic display by means of varying light intensity or pattern, where one display gradually appears to dissipate or lose legibility simultaneously with the gradual appearance and legibility of a subsequent display.
- (2) Fade: the changing of an electronic display by means of varying light intensity, where one display gradually reduces intensity to the point of being illegible or imperceptible and the subsequent display gradually increases intensity to the point of being legible or capable of being perceived.
- (3) Scrolling: the changing of an electronic display by the apparent vertical movement of the visual image, such that a new visual image appears to ascend and descend, or appear and disappear from the margins of the sign in a continuous or unfurling movement.
- (4) Static display: an electronic display which does not change.
- (5) Travel: the changing of an electronic display by the apparent horizontal movement of the visual image.
- (6) Video display: providing an electronic display in horizontal or vertical formats to create continuously moving images.

*Flashing* means sudden or intermittent electrical illumination and includes illumination that constitutes an effect.

*Market Street Interchange* means the area zoned for retail or general business or industrial use that is located within 660 feet from the edge of the pavement of the main-traveled way, excluding exit or entrance ramps of Interstate Freeway 5, and within 1,000 feet of the centerline of Market Street.

*Marquee* means a permanent roof-like structure projecting over the entrance of a building, that is attached to or supported by the building, which is not completely enclosed or freestanding, and which is erected for the purpose of providing shelter to persons entering the building.

*Noncombustible* means a material that, in the form in which it is used and under the conditions in which it is anticipated to be used, will not ignite, burn, support combustion, or release flammable vapors when subjected to fire or heat.

*Nonstructural trim* means a molding, batten, cap, nailing strip, lattice, or letter walkway attached to a sign.

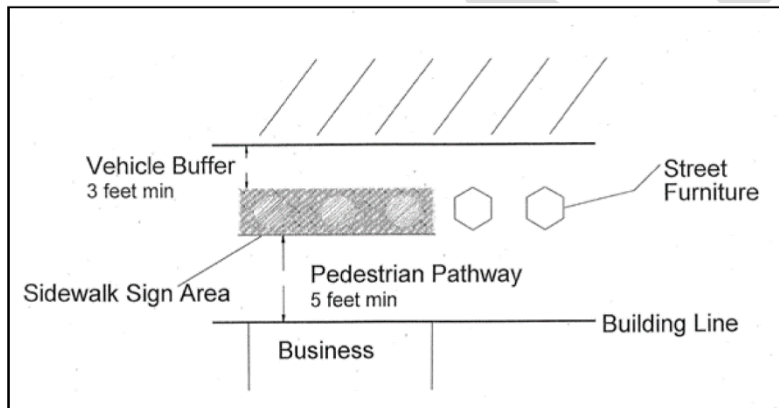
*Occupancy* means individual units within a building that are available for lease by a commercial or industrial tenant.

*Official traffic control device* means traffic signs, signals, directional signs, and notices erected by the public body pursuant to lawful authority.

*Overhead electrical conductor* means any electrical conductor installed above ground, except when such conductor is enclosed in conduit or other material covering of equal or greater strength.

*Pedestrian pathway* means that part of a public sidewalk that is maintained for free and unobstructed movement by pedestrians.

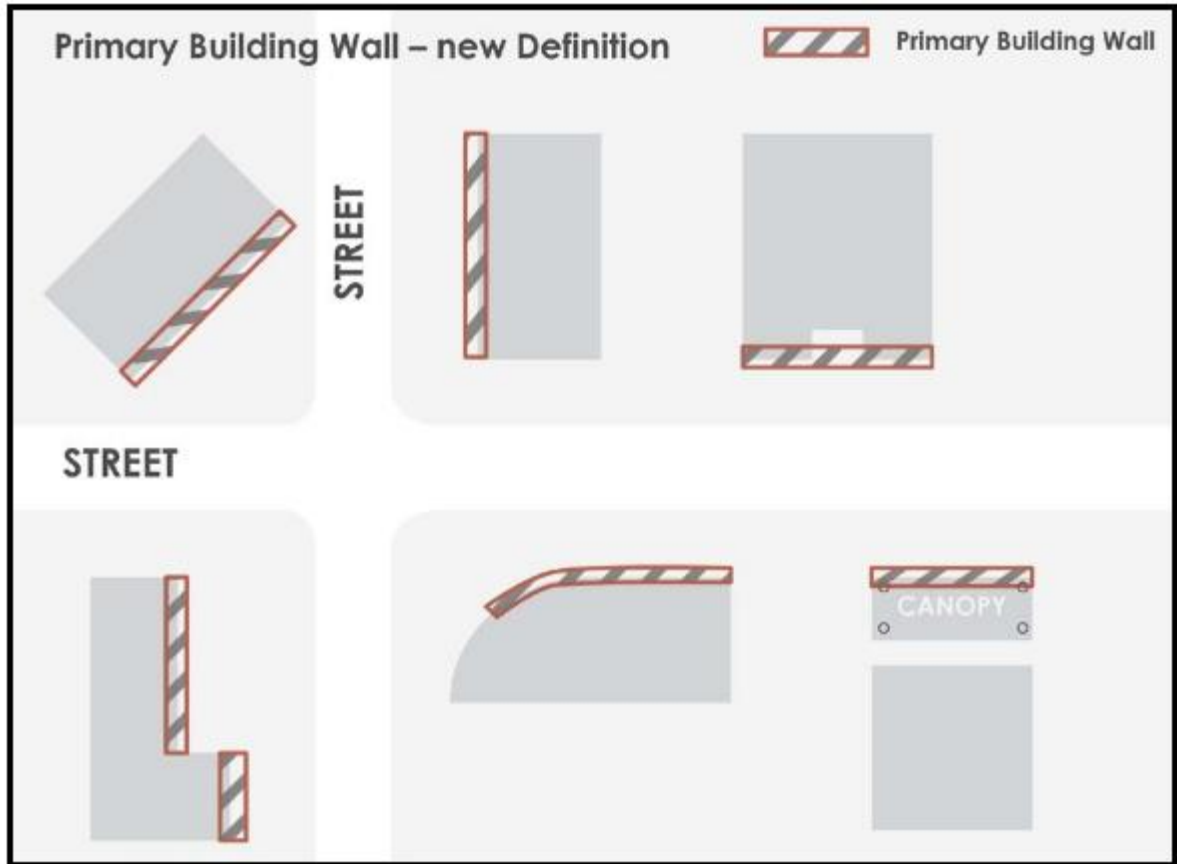
Illustration 900-1



*Person* means an individual, corporation, limited liability company, firm, partnership, co-operative, association, joint venture, joint stock company, or other entity in law or fact.

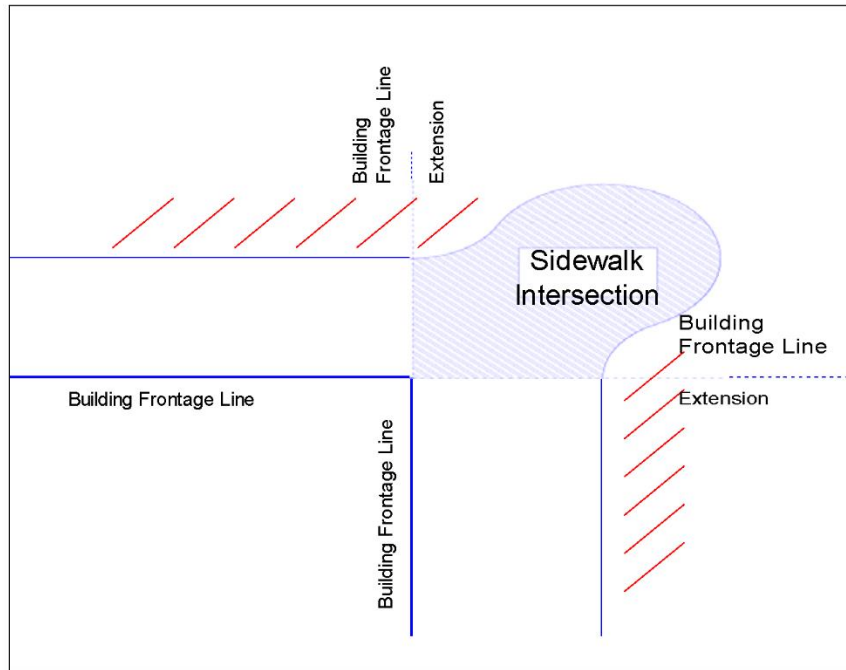
*Primary Building Wall* means the length of a single building wall positioned to face a street frontage. For buildings located along two or more streets, the primary building wall is the longest street-facing building façade. For curvilinear and varied building walls, the following illustration is provided as a guide for applying the definition:

Illustration 900-2



*Sidewalk intersection* means the sidewalk area located adjacent to a street intersection created by extending a line from each building frontage to the edge of the curb at the intersection.

Illustration 900-3



*Sign* means any structure, board, poster, placard, or device which contains or comprises a display designed, used, or intended to attract the attention of the public. As used in this chapter, sign includes the sign structure, display surface, and all other components. For purposes of this chapter, the specific types of signs are defined as follows:

*Illuminated sign* means a permanent sign that uses electronic illumination as part of the sign. Illuminated signs are electronic display signs, electronic time and temperature signs, externally illuminated signs, and internally illuminated signs, which are further defined as follows:

*Electronic display sign* means a sign including, or comprised solely or partially of, an electronic display which can be changed by automatic means, including, but not limited to, the operation of computer software.

*Electronic time and temperature sign* means a sign, or portion thereof, other than an electronic display sign that announces time, temperature, or date.

*Externally illuminated sign* means a sign that is wholly or partially illuminated by a light source exterior to the sign that is primarily designed to illuminate the sign. Exterior light sources include, but are not limited to, exterior flood lights, or flashing light and effects that are part of the sign.

*Internally illuminated sign* means a sign wholly or partially illuminated by a light source that is located in the interior of the sign, and that passes light through the display surface of the sign.

*Permanent sign* means a sign that is permanently attached to a building, structure, or the ground and that is intended to be used for an ongoing, indefinite period of time. Permanent signs are building directories, freestanding signs, hanging signs, interior signs, outdoor advertising signs, projecting signs, roof signs, and wall signs, which are further defined as follows:

*Building directory* means a sign giving the name and room number of the occupants of a building.

*Directional sign* means a sign designed to be read by a person on the premises on which the sign is located, and used only to identify and locate an office, entrance, exit, telephone, or similar place, service, or route.

*Emergency directional sign* means a sign used to identify an area on the site where emergency services are provided.

*Freestanding sign* means a sign supported by one or more upright poles or braces, or placed upon a foundation, in or upon the ground and wholly detached from or only incidentally attached to a building or structure.

*Hanging sign* means a sign that is attached to the underside of a marquee, canopy, portico, porte-cochere, or other similar overhanging structure.

*Interior sign* means a permanent sign located inside an enclosed building or structure, regardless of whether the sign is visible from the exterior of the building.

*Outdoor advertising sign* means a sign which is a substantial permanent structure that is either a wall sign or freestanding sign, with a display surface or surfaces normally and customarily used primarily for painting or posting a display thereon at periodic intervals, and which is located on a lot or parcel that is not owned or leased by the person constructing, erecting, or using the sign. Outdoor advertising signs are not limited as to content, but are 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.

*Projecting sign* means a sign, other than a wall sign, that projects beyond the exterior wall of a building to which it is attached. The term "projecting" means the distance that the sign extends from the building wall.

*Roof sign* means a sign erected upon or painted upon the roof of a building, canopy, portico, or marquee.

*Vehicle directional sign* means a freestanding sign or a wall sign that designates an automobile entrance onto or exit from property.

*Vehicle viewing sign* means a freestanding sign or a wall sign that is intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle.

*Wall sign* means a sign painted on or attached to a wall or parapet of a building or structure, or the face or end of a marquee or canopy, with the sign face parallel to, and projecting not more than 18 inches from, the plane of the wall, parapet, face, or end.

*Temporary sign* means a sign that is not permanently affixed or attached to a building, structure, or the ground and that is intended to be used for limited periods of time which are further defined as follows:

*Balloon sign* means a temporary sign composed of lightweight fabric, vinyl, plastic or similar material designed to be inflatable by gas or wind driven air used to attract visual attention.

*Banner sign* means a temporary sign composed of lightweight fabric, vinyl, plastic or similar material designed to be placed on a building or structure used to attract visual attention.

*Lawn sign* means a temporary sign composed of corrugated plastic, greyboard, or similar type material and that is generally supported by stakes inserted into the ground.

*Pennant sign* may consist of flags, streamers, antenna flags, feather flags, or triangular-shaped flags used to attract visual attention.

*Rigid sign* means a temporary sign that is self-supporting, meets an 80-mph wind load factor, and is designed to be moved from place to place. Rigid signs include, but are not limited to, A-frame or sandwich board signs, and signs attached to self-supporting and moveable wood or metal frames, or signs attached to posts inserted into the ground without foundation, including real estate signs.

*Sidewalk sign* means a temporary sign that does not meet an 80-mph wind load factor and is designed to be moved from place to place. Sidewalk signs include, but are not limited to, A-frame or sandwich board signs, and signs attached to self-supporting and moveable wood or metal frames.

*Sign structure* means the entire structure that comprises the sign, including, but not limited to, the display surface, supports, foundation, and sign tower.

*Special setback area* means an area equal to one-half of the right-of-way width specified in the Salem Transportation System Plan for the appropriate classification of the street, measured at right angles to the centerline of the actual street, or, where there is no street, from the centerline of the right-of-way.

*Street front property line* means the property line abutting a street. Unless the property abuts only one street, the property line shall be at least 50 feet wide to qualify as a street front property line. An access easement shall not be included as part of the width for purposes of determining the street front property line. Access onto the street from the property is not required to establish the street front property line.

*Unobstructed* means an area does not have any physical obstructions to free passage, any tripping hazards, or any area reserved for people to stand or sit.

*Vehicle accessway* means a driveway that gives access to a window whereby goods or services are provided to a patron of a business, and that typically includes queuing lanes, service windows, or service islands.

*Vehicle buffer zone* means an area that runs parallel to and abuts a roadway and creates a pedestrian safety zone and unobstructed accessibility to parked vehicles. The vehicle buffer zone is depicted on Illustration No. 900-1.

*Vision clearance area* means the area providing visibility for vehicular, bicycle, and pedestrian traffic, as determined by SRC 805.005.

Sec. 900.010. - General rule.



- (a) No person shall construct, erect, enlarge, alter, or relocate any sign, or install electrical parts, wiring, or illumination in or upon a sign, until all required permits have been obtained, including, but not limited to, sign permits, building permits, electrical permits, and any other permit required under federal, state, or local law.
- (b) Except as provided in SRC 900.030, no person shall erect, construct, enlarge, alter, repair, move, improve, convert, equip, use, or maintain any sign, or cause or permit the same to be done, in violation of any provision of this chapter or a permit issued hereunder.
- (c) Nothing in this chapter is intended, nor shall be construed, to permit the erection, construction, enlargement, alteration, or maintenance of any sign at any place or in any manner unlawful under any other federal, state, or local law. When any part of this chapter conflicts with another provision of federal, state, or local law, the provision that establishes the stricter standard shall control.

Sec. 900.015. - Exempt signs.

The following signs are exempt from this chapter:

- (a) Official traffic control devices.
- (b) Signs erected entirely within the public right-of-way for the purpose of identifying points of scenic, historic, cultural, geographic, and educational interest when authorized by the governmental unit having jurisdiction over the right-of-way.
- (c) Signs required to be erected by public officers pursuant to law or by order of the court.
- (d) Temporary signs located in Wallace Marine Park's Sports Field Complex allowed and regulated pursuant to a park use permit issued by the City.
- (e) Temporary banners allowed and regulated pursuant to a permit issued by the City for use of the Liberty Parkade and for the banner poles across Liberty Street SE.
- (f) Public murals and public art, as defined by SRC 15.010, and regulated under the provisions of SRC chapter 15, and any rules adopted thereunder.
- (g) Graffiti resistant coverings, containing only graphics or images, installed on equipment enclosures owned by the public or a public utility, or other temporary structures serving the public.

Sec. 900.020. - Prohibited signs.

The following signs are prohibited:

- (a) Any sign which creates a public nuisance due to statements, words, or pictures of an obscene or pornographic character.
- (b) Any sign which violates ORS Chapter 377.
- (c) Any sign which is placed on, affixed to, or painted on a motor vehicle, vehicle, or trailer and placed on public or private property with the primary purpose of providing a sign not otherwise permitted by this chapter. Illuminated signs are not permitted on parked motor vehicles, recreational vehicles, trailers, or other vehicles.
- (d) Any sign located in a manner which could impede traffic on any street, alley, bikeway, or other vehicular way.
- (e) Any sign constructed in such a manner or at such a location that it will obstruct access to any fire escape or other means of ingress or egress from a building. No sign structure, or part thereof,

shall cover, wholly or partially, any window or doorway in a manner that will substantially limit access to the building in case of fire.

- (f) Any sign constructed or maintained which, by reason of its size, location, movement, coloring, or manner of illumination may be confused with or construed as an official traffic control device or which hides any official traffic control device from view.
- (g) Any sign, other than an official traffic control device, located within a vision clearance area.
- (h) Any sign that employs a structure, material, illumination, size, or placement not specifically allowed under this chapter, unless the sign is a lawfully established nonconforming sign.

Sec. 900.025. - Sign permits.

- (a) *Applicability.* Except as otherwise provided in this chapter, a sign permit is required for the construction, erection, enlargement, alteration, relocation, or repair of any permanent or temporary sign.
- (b) *Procedure type.* An application for a sign permit is a Type I procedure under SRC chapter 300.
- (c) *Additional submittal requirements.* In addition to the submittal requirements under SRC chapter 300, an application for a sign permit shall contain:
  - (1) The location of the sign by street and number.
  - (2) The name and address of the sign owner and of the sign erector.
  - (3) Plans for the sign, in a graphic form, detailed and clear enough to show compliance with this chapter. At a minimum, the plans shall include:
    - (A) A detailed drawing of the sign, drawn to scale.
    - (B) Site plan drawn to scale, including location of all existing signs on the property and their sizes.
    - (C) Elevations of the building or structure with signs.
    - (D) Identification of materials and type of sign.
    - (E) A statement whether the sign is located on property owned or leased by the person constructing, erecting, or using the sign.
- (d) *Criteria.* An application for a sign permit shall be granted if the following criteria are met:
  - (1) The sign meets the requirements of SRC chapter 56.
  - (2) The sign is allowed in the zone.
  - (3) The sign will not interfere with the use of any public right-of-way, other public easements, or other publicly owned property.
  - (4) The sign conforms to all the applicable standards in this chapter.
- (e) *Expiration.* Sign permits shall be valid for 180 days after the date of issuance. The Director may grant a one-time extension for a sign permit, not to exceed 90 days, upon showing that there was reasonable cause for the delay and that the construction, erection, alteration, or other work still complies with this chapter.
- (f) *Permit fees.* The application for a sign permit shall be accompanied by a fee as prescribed by resolution of the council.

Sec. 900.030. - Exceptions from permit requirement.

- (a) The following activities do not require a sign permit:
  - (1) Changing of copy on a sign specifically designed for the use of replaceable copy.
  - (2) Painting, repainting, cleaning, and normal maintenance and repair of an existing sign, where no structural alteration or enlargement is made.
- (b) The following signs do not require a sign permit, but are otherwise regulated by this chapter:
  - (1) The following temporary signs: lawn signs, rigid signs, and sidewalk signs when located entirely on private property.
  - (2) Signs for individual residential dwelling units.
- (c) The following signs do not require a sign permit, and are allowed in addition to any other signs otherwise allowed by this chapter:
  - (1) A warning sign that does not exceed four square feet in display surface and six feet in height, that is not located in a vision clearance area, and that is erected on private property to warn the public of a danger on, or prohibiting or limiting access to, the premises on which the sign is located.
  - (2) Permanent building plaques, cornerstones, name plates, and similar building identifications.
  - (3) House and building numbers where the numerals do not exceed a maximum of six inches in height fronting local and collector streets, and a maximum of ten inches in height fronting arterial and parkway streets.
  - (4) Historical markers erected or maintained by public authority or by a historical society or historical organization identifying sites, buildings, or structures of recognized historical value.
  - (5) Non-illuminated signs not visible from a public sidewalk, street, highway, or alley.
  - (6) Signs in the interior of a building.
    - (A) Non-illuminated interior signs in commercial, mixed-use, and industrial zones, including, but not limited to, signs attached to or painted on not more than 20% of interior window area per window.
    - (B) Illuminated interior signs intended to be viewed from the public sidewalk, street, highway, alley, plaza, park, or other similar public place; provided, however, that the sign does not flash or employ an effect, and does not exceed eight square feet in display surface.
    - (C) Illuminated interior signs not intended to be viewed from the public right-of-way.
  - (7) Directional signs that do not exceed eight square feet of display surface, and if the directional sign is freestanding the maximum height shall not exceed four feet.
  - (8) Directional signs in commercial and industrial zones that do not exceed 22 square feet of display surface, that designate an entrance to an automobile service area or an entrance to an off-street loading area on the premises, and are limited to one sign per development site.
  - (9) Temporary signs authorized by a park use permit or special events permit.
  - (10) Art markers erected, maintained or authorized by public authority or by Salem Public Art Commission identifying the art piece.

- (11) **Flags on Poles.** In residential zones, flags on poles extending from the ground are limited to 25 feet in height, except for non-residential uses where the pole height is limited to 45 feet; flag poles may also extend from the exterior wall of a structure; and flag area shall not exceed three feet by five feet. In all other zones, poles extending from the ground are limited to 60 feet in height, and flag area shall not exceed the dimensions of six feet by ten feet.

Sec. 900.035. - Inspection; re-inspection.

- (a) A person who constructs, erects, re-erects, or structurally alters any sign for which a sign permit is required shall notify the Director of completion of the work thereon and request final inspection.
- (b) The Director shall perform sign inspection upon notification by the permittee. A final inspection of a sign shall be made upon completion of all construction work and prior to the illumination of any sign.
- (c) All signs may be inspected or re-inspected at the discretion of the Director. Upon presentation of proper credentials, the Director may enter at reasonable times any building, structure, or premises in the City to perform any duty imposed upon the Director by this chapter. If entry is refused, the Director may use any other lawful means to obtain entry. If the building, structure, or premises is unoccupied, the Director shall first make a reasonable effort to locate the owner or other person with control of the building, structure or premises and request entry. If the Director is unable, after making a reasonable effort, to locate the owner or other person with control of the building, structure, or premises, the Director may enter the building, structure, or premises, but shall, as soon as is practicable, document the efforts made to locate the owner or other person, and inform the owner or other person of the entry.

Sec. 900.040. - Measurements.

- (a) *Size.* Size includes the height, length, width, and area of the display surface of a sign. Measurements shall be rounded up to the nearest foot, or nearest square foot, as applicable.
- (b) *Display surface area.* Display surface area is the area that lies within a line drawn around the outermost points of the display surface of the sign. Display surface area shall be expressed in square feet. Where the display surface is three dimensional, including, but not limited to, spherical or irregular solid shapes, the display surface area shall be calculated by taking the largest cross-section, and drawing a line around the outermost points of the cross-section. If there is open space between sections or modules of a display surface area, the open space shall be deducted from the calculation of the display surface area.
- (c) *Gross face area.* The gross face area of a primary building wall, building frontage, or a building face is the area that lies within a line drawn around the outermost points of the primary building wall, building frontage, or building face. Gross face area shall be expressed in square feet. Where a building houses more than one occupancy, gross face area for each occupancy shall be that area lying within a line drawn around the outermost points of that portion of the building frontage or building face that is actually occupied by the tenant.
- (d) *Height.* Sign height shall be measured from the average level of the grade below the sign to the topmost point of the sign structure.
- (e) *Clearance.* Clearance shall be measured from the average level of the grade below the sign to the lowest point on the sign structure.

- (f) *Setbacks*. For the purpose of applying setback requirements, distances shall be measured from the property line to the nearest edge of the display surface.

Sec. 900.045. - Materials.

- (a) Except as otherwise specified in this section, materials used for construction of signs shall be of the quality and grade specified for buildings and structures pursuant to SRC chapter 56.
- (b) Except for lamps, tubes, bulbs, or neon tubing, no glass shall be used in the display surface of any sign.
- (c) Roof signs, wall signs, projecting signs, and hanging signs shall be constructed of noncombustible materials, except for nonstructural trim, display surfaces, and cutouts which may be constructed of wood, metal, approved plastics, or any combination thereof.
- (d) Except as provided in subsection (e) of this section, only metal and approved plastics shall be used in construction of electronic display signs, internally illuminated signs, and externally illuminated signs.
- (e) Combustible materials for covering or ornamenting a sign structure may be used for electronic display signs, internally illuminated signs, and externally illuminated signs, provided that no load-bearing member of the sign structure is constructed of combustible materials and there is no substantial fire or electrical safety hazard.
- (f) The sign structure of outdoor advertising signs shall be metal.

Sec. 900.050. - Electronic sign construction.

- (a) Electronic display signs, externally illuminated signs, and internally illuminated signs shall be permanently and rigidly affixed to the sign structure, building, or ground.
- (b) The bottom of electronic display signs, externally illuminated signs, and internally illuminated signs and outline lighting enclosures shall not be less than 16 feet above areas accessible to vehicles; provided, however, the bottom of such signs and enclosures may be less than 16 feet above areas accessible to vehicles where such enclosures are protected from physical damage.
- (c) Electronic display signs, externally illuminated signs, and internally illuminated signs shall have placed, within easy view, a laboratory label from an approved testing agency.
- (d) Electronic display signs, externally illuminated signs, and internally illuminated signs shall be serviced by underground utilities.
- (e) Where underground electric service is provided by a utility company, outdoor advertising signs shall be serviced by underground utilities.

Sec. 900.055. - General illumination standards; zone-specific standards.

- (a) Except as otherwise provided in this section, permanent signs may be externally or internally illuminated.
- (b) Devices which use light to project an image onto a surface such as a wall or sidewalk shall be prohibited.
- (c) No sign shall use lights or illumination that creates an unduly distracting or hazardous condition to a motorist, a pedestrian, or the general public, or that may be confused with or construed as an official traffic control device.

- (d) Wall signs, roof signs, and projecting signs visible within 100 feet of a residential zone, measured from the sign to the property line, may not be externally or internally illuminated.
- (e) No reflective bulb, par spot, or incandescent lamp that exceeds 25 watts shall be exposed to direct view from a public street, but may be used for indirect illumination of a display surface.
- (f) Neon tubing shall not exceed 300 milliamperes for white tubing or 100 milliamperes for colored tubing.
- (g) Fluorescent tubes used for interior illumination of a sign shall be placed behind a plexiglass face and shall:
  - (1) In residential zones, not exceed illumination equivalent to 425 milliamperes, and be spaced at least seven inches apart, measured from center to center.
  - (2) In commercial, industrial, and public zones, not exceed illumination equivalent to 800 milliamperes and be spaced at least nine inches apart, measured center to center.
- (h) Zone-specific standards. Notwithstanding subsection (a) of this section, the following standards apply in the following zones:
  - (1) In all Residential zones and the Exclusive Farm Use (EFU) Zone:
    - (A) Freestanding signs shall not be internally illuminated; provided, however, a freestanding sign for nonprofit membership assembly, recreational and cultural community services, religious assembly, or basic education uses may be internally illuminated when the sign is located within 20 feet of a collector, arterial, parkway, or freeway.
    - (B) Freestanding signs shall not be externally illuminated by a light source connected to the sign.
    - (C) Sign illumination shall be directed away from and not be reflected upon adjacent premises. No sign shall be illuminated between the hours of 12:00 midnight and 7:00 a.m.
  - (2) In the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Commercial Office (CO), and Fairview Mixed-Use (FMU) Zones:
    - (A) Sign illumination shall be directed away from and not be reflected upon adjacent premises.
    - (B) No sign shall be illuminated between the hours of 12:00 midnight and 7:00 a.m. or outside of normal business hours as specified in the NCMU zone.
  - (3) In the Public Amusement (PA), Public and Private Cemeteries (PC), Capitol Mall (PM), and Public Service (PS) Zones, externally and internally illuminated signs are permitted but shall not be illuminated within 300 feet of a residential zone.
  - (4) In the Public and Private Health Services (PH) Zone, internally illuminated and externally illuminated signs are permitted on sites without emergency facilities. On sites with emergency facilities, only emergency directional signs shall be illuminated.

Sec. 900.060. - Flashing light; zone-specific standards.

- (a) Unless otherwise prohibited by this chapter, permanent signs may use internal or external flashing light, subject to the standards in this section.
- (b) Internally illuminated signs using flashing light shall have at least 50 percent of the illuminated display surface illuminated at all times.

- (c) The sequence of flashing light shall be uniform, even, and regular, or shall create an apparent motion that is continuous and smooth.
- (d) Where a sign is illuminated by an external light source, no flashing light is permitted.
- (e) Signs with rotating or animated parts shall not be wholly or partially illuminated by flashing light.
- (f) Rotary beacon lights, zip lights, strobe lights, or similar devices shall not be attached to, incorporated in, or maintained as part of any sign.
- (g) No arrow or other directional indicator, or any light source or lamp or tube or group of lights or lamps or tubes contained in a single unit or in multiple units, shall be erected or maintained within view of any public street unless the device meets one of the following:
  - (1) The device was constructed as an integral part of the sign and not later attached or affixed thereto.
  - (2) The device is not illuminated by flashing light.
  - (3) The device is designed and used solely for illumination of a building or pedestrian or vehicular traffic areas.
- (h) When a residence, apartment, hospital, or home for the aged or convalescent is located within a 100-foot line-of-sight distance of a sign containing flashing light; such sign shall use flashing light only between the hours of 7:00 a.m. and 10:00 p.m.
- (i) Zone-specific standards. Flashing light is not allowed for signs in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RM-I and RM-II), Multiple High-Rise Residential (RH), Exclusive Farm Use (EFU), Commercial Office (CO), Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Fairview Mixed-Use (FMU), Public and Private Cemeteries (PC), Public and Private Educational Services (PE), Public and Private Health Services (PH), Capitol Mall (PM), and Public Services (PS) Zones.

Sec. 900.065. - Effects.

- (a) The use of effects is allowed only where flashing light is allowed, subject to the standards set forth in SRC 900.060 and in this section.
- (b) No sign may use a speller effect, or effect in the form of a starburst, expanding starburst, expanding arrow, or extending arrow.
- (c) Chaser effects.
  - (1) Each display surface may have only one chaser effect.
  - (2) Only one sign per building frontage may use a chaser effect. If building has frontage on two or more streets, the building may have a sign using a chaser effect on each frontage.
  - (3) No chaser effect is permitted to be on the same side of a sign as flashing light.
  - (4) No chaser effect shall exceed 20 percent of the illuminated display surface of the sign.
  - (5) No chaser effect shall produce an apparent motion in a single direction that exceeds ten feet per second plus an additional five feet per second for each ten-foot distance over 20 feet between the sign and the nearest adjacent street or highway right-of-way, up to a maximum of 50 feet per second.
  - (6) This subsection shall not apply to chaser effects on theater marquees.

Sec. 900.070. - Electronic display signs.

- (a) No electronic display sign shall be allowed within a historic district.
- (b) All electronic display signs shall meet the following standards:
  - (1) *Zones.*
    - (A) In all industrial zones, public zones, South Waterfront Mixed-Use (SWMU) Zones, Edgewater/Second Street Mixed-Use Corridor (ESMU), Mixed Use-I (MU-I) Zone, Mixed Use-II (MU-II) Zone, Mixed Use-III (MU-III), and commercial zones, other than the Commercial Office (CO), and Neighborhood Commercial (CN) Zones, the change from one electronic display to another electronic display shall be no more frequent than once every eight seconds, except changes to correct hour-and-minute or temperature information, which may change no more often than once every three seconds.
    - (B) In all residential zones, Commercial Office (CO) Zone, Neighborhood Commercial (CN) Zone, Neighborhood Center Mixed-Use (NCMU) Zone, and Fairview Mixed-Use (FMU) Zone, the change from one electronic display to another electronic display shall be no more frequent than once every hour, except changes to correct hour-and-minute or temperature information, which may change no more often than once every three seconds.
  - (2) *Change of display.* The actual change of display for an electronic display sign shall be completed in two seconds or less. Displays may change by fade or by instantaneous change from one static display to another, but shall remain as a static display after completing the change, and, once changed, shall remain static until the next change. Unless specifically authorized by this chapter, dissolve, scrolling, travel, and video display are prohibited.
  - (3) *Brightness.* All electronic display signs must be constructed, operated, or otherwise function in such a way as to meet the provisions of this subsection.
    - (A) Electronic display signs shall not exceed 0.3 foot candles above ambient light as measured using a foot candle (Lux) meter at a pre-set distance in accordance with the following method:
      - (i) At least 30 minutes past sunset, record the ambient light while the sign is off or displaying all black copy, or with the sign's illumination blocked.
      - (ii) The meter shall be held at a height of five feet above grade at the distance as set in Table 900-1.
      - (iii) The meter shall be aimed toward the center of the sign face.
      - (iv) From the same location, a second reading shall be recorded while the sign display is on and not blocked.
      - (v) The measurement distance shall be determined as shown in Table 900-1.

**Table 900-1**

**Electronic Display Sign Brightness**



Area of automatic changeable copy in square feet.	Measurement distance in linear feet
Up to 100 square feet	100 feet
101 to 300	150 feet
301 to 500	200 feet
501 to 680	250 feet

(B) The person owning or controlling an electronic display sign must adjust the sign to meet the brightness standards in accordance with the Director's instructions. The adjustment must be made immediately upon notice of non-compliance from the Director. The person owning or controlling the sign may appeal the Director's determination to the Hearings Officer, using the contested case procedures set forth in SRC chapter 20J.

(C) All electronic display signs must be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions and must be equipped with a means to immediately turn off the display when it malfunctions; and the sign owner or operator must immediately turn off the sign or lighting when notified by the Director that it is not complying with the standards in this section.

(c) Notwithstanding any other provision in this chapter, a municipal corporation providing transit services within the corporate limits of the City may erect one electronic display sign in each of the corporation's transit stops, which shall be limited to two square feet in display surface, screened from adjacent residential properties, and used only for the transmission of public information by the corporation.

Sec. 900.075. - Rotating and animated signs; zone-specific standards.

(a) Unless prohibited by any other provision of this chapter, permanent signs may contain rotating or animated parts, subject to the standards in this section.

(b) When a residence, apartment, hospital, or home for the aged or convalescent is located within a 100-foot line-of-sight distance of any sign with rotating parts, the sign shall rotate or be animated only between the hours of 7:00 a.m. and 10:00 p.m.

(c) No outdoor advertising sign shall contain animated or rotating parts; provided, however, that animated devices giving only the time or temperature are permitted.

(d) Zone-specific standards. Rotating and animated signs are not allowed in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RMI and RMII), Multiple High-Rise Residential (RH), Exclusive Farm Use (EFU), Commercial Office (CO), Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Fairview Mixed-Use (FMU), Public and Private Cemeteries (PC), Public and Private Educational Services (PE), Public and Private Health Services (PH), Capitol Mall (PM), and Public Services (PS) Zones.

Sec. 900.080. - Signs installed over or within the right-of-way.

No sign shall be erected over or within the public right-of-way unless the placement of the sign is first approved by the governmental unit having jurisdiction over the right-of-way.

Sec. 900.085. - Signs in vision clearance areas.

- (a) Except in the Central Business District (CB), signs exceeding 30 inches in height above the curb level, or street shoulder where there is no curb, shall not be placed in a vision clearance area unless the bottom of the sign structure is 8.5 feet or more above the curb level, or the shoulder of a street where there is no curb.
- (b) In the Central Business District (CB), signs exceeding 30 inches in height above the curb level may be placed in a vision clearance area, and are not required to be placed on a sign structure to elevate the sign above the curb level.
- (c) No sign in a vision clearance area may have a supporting pillar or post that is greater than 12 inches in diameter or a rectangular pillar or post with a diagonal cross section measurement no greater than 12 inches.

Sec. 900.090. - Signs in special setback areas.

- (a) Permanent signs, or a portion of a permanent sign, may be located in special setback areas, if the sign owner and the property owner enter into a written removal agreement with the City, requiring removal of any portion of the sign located in the special setback area when such removal is deemed necessary to widen the street.
- (b) The removal agreement shall run with the land, and shall provide:
  - (1) That the sign owner and the owner of the premises, their heirs, successors, and assigns shall remove the sign after not less than 60 days' written notice from the Director;
  - (2) That, if the person responsible for removal does not remove the sign by the date stated in the notice, the City may do so and the costs shall be a lien against the land which may be foreclosed in the manner provided by law; and
  - (3) That the sign owner and property owner shall not be entitled to any damages or compensation on account of removing the sign or portion thereof.
- (c) Nothing in this subsection shall be construed as denying the owner to compensation for any real property acquired for the widening.
- (d) The removal agreement shall be recorded in the city lien docket.
- (e) Signs in special setback areas required by the City to be removed or altered shall be subject to all applicable provisions of the sign code, including setbacks, upon replacement or alteration.

Sec. 900.095. - Sign location for safety.

- (a) No sign shall be erected or maintained which, by reason of its size, location, or construction constitutes a hazard to the public.
- (b) No sign shall obstruct any building opening such that light or ventilation is reduced below minimums required by the Salem Revised Code or any other applicable law.
- (c) No sign shall be erected within five feet of an exterior wall in which there are openings that lie directly behind the display surface unless the sign conforms with the requirements specified by SRC chapter 56 and the sign is constructed of noncombustible materials or approved plastics.
- (d) No sign shall be placed within a sidewalk intersection.
- (e) Signs shall be located not less than ten feet horizontally and ten feet vertically from all overhead electrical conductors which are energized in excess of 750 volts.

Sec. 900.100. - Sign maintenance.

- (a) All signs, together with the site and all components of the sign structure, shall be kept in good repair, free from deterioration, and in a neat, clean, attractive, and safe condition.
- (b) No sign shall be located on a wall facing a side lot line if it is necessary to go onto the adjacent lot to install or service the sign, unless written consent of the adjacent property owner has been obtained prior to the issuance of the sign permit.

Sec. 900.105. - Land divisions.

Within 30 days of the recording of the final plat for a subdivision or partition, signs on the new lots or parcels shall be modified to conform to the applicable provisions of this chapter; provided, however, no such modification shall be required if the land division is for property that is used as a complex and the complex continues to be managed as a unit.

Sec. 900.110. - Freestanding signs.

(a) *Setbacks.*

- (1) Freestanding signs shall have a setback of not less than three feet from the street front property line, unless the property is subject to a special setback area, in which case the freestanding sign shall be setback not less than three feet from the special setback area. If authorization has been granted to place a freestanding sign in the special setback area or the public right-of-way, then no setback shall apply from the street front property line.
- (2) Freestanding signs shall have a setback of not less than five feet from a side lot line.

(b) *Structure.*

- (1) A freestanding sign shall be directly supported by poles or a foundation.
- (2) No external cross braces, guy wires, "T" frames, "A" frames, "trusses," or similar bracing systems shall be used in constructing freestanding signs. Nothing in this subsection prohibits the use of standardized outdoor advertising structures and stringers customarily used for the support of sections of the display surface.

Sec. 900.115. - Hanging signs.

- (a) *Clearance.* Hanging signs shall have a vertical clearance of seven feet, six inches between the bottom of the hanging sign and the grade below the sign.
- (b) *Size.* The display surface of a hanging sign shall not exceed six square feet.

Sec. 900.120. - Projecting signs.

- (a) *Clearance.* A minimum of ten feet clearance shall be required from the bottom edge of all projecting signs to the grade below the sign.
- (b) *Height.*
  - (1) The height of a projecting sign which projects more than three feet, six inches from the face of the building shall not exceed three feet; provided, however, that an additional four inches of height is allowed for each additional foot of clearance above ten feet from grade to bottom of sign, up to a maximum height of five feet.
  - (2) The height of a projecting sign which projects three feet, six inches or less from the building is not limited.

- (3) Notwithstanding subsections (b)(1) and (2) of this section, no projecting sign shall have a height that exceeds three feet above the roof line.
- (c) *Setbacks.* The outer edge of a projecting sign shall have a setback of not less than two feet from the curblin.
- (d) *Projection.*
  - (1) The maximum projection of a projecting sign shall not exceed four feet, six inches; provided, however, that, where a projecting sign is located on a corner with two street frontages, the maximum projection is five feet, six inches.
  - (2) The inner edge of the projecting sign shall not be more than six inches from the face of the building. Projection shall be measured from the wall to which the projecting sign is attached.
- (e) *Structure.*
  - (1) No projecting sign shall be supported by external cross braces, guy wires, trusses, or similar bracing system.
  - (2) The inner edge of a projecting sign shall not be more than six inches from the face of the building to which it is attached.
- (f) *Spacing.* Spacing between projecting signs shall be measured opposite the traffic flow in the traffic lane adjacent to the property, and shall be six feet between the signs for each foot of projection for adjacent signs that are installed at the same elevation.

Sec. 900.125. - Roof signs.

- (a) *Width.* On buildings that are less than 50 feet wide, the width of a roof sign shall be no greater than 50 percent of the width of building. On buildings that are 50 feet wide or greater, the width of a roof sign shall be no greater than 25 feet or 25 percent of the width of the building, whichever is less.
- (b) *Height.*
  - (1) Roof signs located on a flat roof shall not exceed the following heights:

**Table 900-2**  
**Roof Sign Height**

Building Height	Maximum Height for Roof Sign
Less than 15 feet	3 feet
15 to 20 feet	4 feet
Greater than 20 feet	6 feet

- (2) The height of a roof sign located on a gable, hipped roof, or pitched roof that is less than eight feet in height shall be no greater than 50 percent of the vertical height of the roof. The height of a roof sign located on a gable, hipped roof, or pitched roof that is eight feet in height or greater shall be no greater than four feet or 25 percent of the vertical height of the roof, whichever is larger. Vertical height shall be measured from the lower edge of the roof to the peak of the gable, hip, or pitch, vertically from, and not along the plane of, the gable, hip, or pitch.

- (3) Roof signs located on a marquee or canopy shall not exceed a height of four feet above the roof of the marquee or canopy.
- (c) *Setbacks.* A roof sign shall be setback a minimum of three feet from the edge of each wall.
- (d) *Clearance.*
  - (1) A roof sign shall have a minimum clearance of three feet between the bottom of the roof sign and the top of a parallel parapet.
  - (2) When a roof sign is placed on the peak of a roof, the roof sign shall have a minimum clearance of 1½ feet between the bottom of the sign and the roof.
- (e) *Structure.* Except for vertical poles, the supporting structure of a roof sign shall be completely enclosed.

Sec. 900.130. - Wall signs.

- (a) *Height.*
  - (1) Wall signs may project above the higher of the eave line, roof line, or top of the parapet a distance equal to one-third of the height of the sign or three feet, whichever is less.
  - (2) Wall signs attached to a canopy or marquee shall not exceed 30 inches in height.
- (b) *Structure.*
  - (1) The supporting structure for any wall sign shall be completely enclosed so as not to be visible from any public street, alley, or adjacent property.
  - (2) No external braces, guy wires, "A" frames, or similar bracing system shall be used in constructing a wall sign.
  - (3) Wall signs may be installed on mansard roofs of 30 degrees or less, if they are installed vertically, and if the supporting structure is completely enclosed so as not to be visible from any public street, alley, or adjacent property.
- (c) *Clearance.*
  - (1) Wall signs located on an alley shall have a maximum projection of 12 inches from the walls to which they are attached.
    - (A) Wall signs projecting less than 6 inches from the face of the wall shall have a vertical clearance of seven feet six inches between the bottom of the sign and the grade below the sign.
    - (B) Wall signs projecting 6-12 inches from the face of the wall shall have a vertical clearance of 14 feet between the bottom of the sign and the grade below the sign.
  - (2) No portion of a wall sign attached to a canopy or marquee shall extend below the canopy or marquee.

Sec. 900.135. - Outdoor advertising signs.

- (a) Outdoor advertising signs are prohibited in the Willamette Greenway Overlay Zone and in any urban renewal district, regardless of zone.
- (b) *Back-to-back outdoor advertising signs.* Outdoor advertising signs may have multiple display surfaces on the same structure placed back-to-back and in a parallel plane, or as a V-type sign

with an interior angle between the two signs of not more than 120 degrees and the signs separated by not more than 10 feet at the nearest point.

- (c) *Multiple display surfaces.* An outdoor advertising sign may have multiple display surfaces on the same sign structure and facing in the same direction provided that no display surface exceeds 200 square feet.
- (d) *Wall signs.* An outdoor advertising sign that is a wall sign shall conform with the standards for wall signs set forth in this chapter; provided:
  - (1) The outdoor advertising sign does not project above eave line of the roof of a building; and
  - (2) The outdoor advertising sign does not project over public property.
- (e) *Freestanding signs.* An outdoor advertising sign that is a freestanding sign shall conform with the standards for freestanding signs set forth in this chapter; provided, however, that the outdoor advertising sign shall not project over public right-of-way.
- (f) *Size.* Maximum display surface of an outdoor advertising sign shall be limited to 300 square feet.
- (g) *Height.*
  - (1) Maximum height of the display surface and border and trim of an outdoor advertising sign shall be 14 feet.
  - (2) Maximum height to the top of the permanent portion of an outdoor advertising sign shall not exceed 35 feet above the grade below the outdoor advertising sign; provided, however, that lawfully erected signs erected prior to April 28, 1969, within the city limits or in areas later annexed to the City may have up to ten percent additional height, provided such signs do not violate any other provisions of this chapter.
  - (3) Outdoor advertising signs primarily to be viewed from the Interstate 5 Freeway shall not exceed 40 feet in height measured from the top of the sign to the grade below the sign.
- (h) *Cutouts.* Cutouts may be attached to an outdoor advertising sign and may add up to 25 percent additional display surface. Cutouts may project three feet above or two feet to either side or below the display surface. Cutouts shall be limited to one cutout per outdoor advertising sign or one unit on each face of a back-to-back sign. Cutouts shall be one integral unit and shall not project beyond the outdoor advertising sign in more than one horizontal and one vertical plane.
- (i) *Setbacks.* Outdoor advertising signs shall be setback at least:
  - (1) 100 feet from all residential zones; all public zones; and Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Commercial Office (CO), Central Business District (CB), South Waterfront Mixed-Use (SWMU), and Fairview Mixed-Use (FMU) Zones.
  - (2) 200 feet from a dwelling unit measured by straight line from the closest portion of the sign to any portion of the dwelling unit.
  - (3) 200 feet from the Civic Center, which is the area bounded by Trade Street on the north, Liberty Street on the east, Leslie Street on the south, and Commercial Street on the west.
  - (4) 200 feet from the Capitol Mall, as that area is defined in ORS 276.010.
- (j) *Spacing and density.*
  - (1) For the purposes of applying spacing and density requirements, distances shall be measured along a line parallel to the centerline of the adjacent street or highway and between the

nearest edges of the display surfaces, back-to-back and V-type outdoor advertising signs are considered a single sign.

- (2) No outdoor advertising sign shall be erected or maintained within 500 feet of another outdoor advertising sign located on the same side of a street or highway.
- (3) No outdoor advertising sign shall be erected or maintained within 250 feet of another outdoor advertising sign located on the opposite side of a street or highway.
- (4) In addition to the requirements of subsections (j)(2) and (3) of this section, no more than three outdoor advertising signs may be erected or maintained along both sides of a street or highway within a distance of 1,000 linear feet.

## **TEMPORARY SIGNS**

Sec. 900.140. - Temporary signs, general standards.

- (a) Temporary signs shall not be attached to fences, trees, shrubbery, utility poles, or like items and shall not obstruct or obscure permanent signs on adjacent premises.
- (b) Temporary signs shall not be externally or internally illuminated.
- (c) Temporary signs shall not contain rotating or animated parts.
- (d) Except as provided in SRC 900.080, no temporary sign shall be installed in or project over public right-of-way.
- (e) No temporary sign shall be erected or maintained which, by reason of its size, location, or construction constitutes a hazard to the public.
- (f) *Lawn signs.*
  - (1) Lawn signs shall not exceed a maximum display area of six square feet and shall not exceed a height of 30 inches above grade.
  - (2) Lawn signs may be displayed a maximum of two, 60-day continuous periods per year.
- (g) *Rigid signs.*
  - (1) Rigid signs shall not exceed a height of six feet above grade.
  - (2) The maximum display area for rigid signs is provided in the zone-specific standards.
  - (3) Rigid signs may be displayed a maximum of one year.
- (h) *Sidewalk signs on private property.*
  - (1) Sidewalk signs shall not exceed a maximum display area of six square feet and shall not exceed a height of 30 inches above grade.
  - (2) Sidewalk signs may only be displayed during operating hours.
  - (3) Sidewalk signs may not limit or interfere with the free and unobstructed use of pedestrian pathways.
- (i) *Temporary Banners.*
  - (1) The display surface of each temporary banner shall not exceed 50 square feet.
  - (2) All four corners of a temporary banner must be securely attached to a building, except that temporary banners may be displayed on temporary tents or canopies that received tent or

canopy permit approval, and when all four corners of the temporary banner are securely attached to the tent or canopy.

- (3) Display period shall be limited to a 30-day continuous period. A maximum of four temporary banner permits are allowed per calendar year.

(j) *Temporary Pennants.*

- (1) The maximum height for a pennant display shall not exceed 13 feet.
- (2) The total display surface for a pennant display shall not exceed 50 square feet.
- (3) Display period shall be limited to a 60-day continuous period. A maximum of two temporary pennant permits are allowed per calendar year.

(k) *Temporary Balloons.*

- (1) The maximum height for a non-wind driven balloon display shall not exceed 35 feet from point of attachment. Balloons shall be securely attached and adequately tethered by a nonmetallic cable so as to withstand a wind pressure of 30 pounds per square foot of exposed surface.
- (2) Wind driven balloon displays shall not exceed 18 feet in height and must be setback from a street a minimum of one foot for each one foot of height.
- (3) The Director may require any additional information and impose any conditions where such information or conditions are required to ensure the safety of the public or adjacent property.
- (4) Display period shall be limited to 14 days in any six-month period, measured from the date of issuance of the sign permit and shall not exceed two permits in any calendar year.

- (l) *Subdivisions, Planned Unit Developments, and Manufactured Dwelling Parks.* Properties which have received subdivision tentative plan approval, planned unit development final plan approval, or manufactured dwelling park approval may, from the date final approval has been granted until such time as a building permit is issued for the last lot, parcel, or dwelling unit to be sold, have the square footage of temporary signage as is allowed for that size of subdivision, as set forth in Table 900-3.

**TABLE 900-3. RIGID SIGNS FOR SUBDIVISIONS, PLANNED UNIT DEVELOPMENTS, AND MANUFACTURED DWELLING PARKS**

	<b>Total collective display surface for all rigid signs</b>
Total area under 10,000 sq. ft.	8 sq. ft.
Total area over 10,000 sq. ft. but less than one acre	16 sq. ft.
Total area one acre or more	32 sq. ft.

- (1) One temporary banner shall be permitted for a model home or temporary sales office if one is provided for the subdivision, planned unit development, or manufactured dwelling park.



- (m) Businesses with canopies, including, but not limited to, gasoline stations, may have one or more temporary signs, with a total collective display surface not to exceed 24 square feet per canopy. The signs may be freestanding or attached to the supporting structure of the canopy, provided they are not installed in a manner that would present a hazard to vehicles driving under the canopy.

Sec. 900.145. - Temporary signs in residential zones.

The following temporary signs are allowed in Residential Agriculture (RA), Single-Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RM-I and RM-II), Multiple Family High-Rise Residential (RH), and Exclusive Farm Use (EFU) Zones:

- (a) *All Uses.* All uses are permitted the following temporary signs:
  - (1) Lawn signs, sidewalk signs, and rigid signs conforming to the number and display surface limitations as provided in Table 900-4.

TABLE 900-4. LAWN, SIDEWALK, AND RIGID SIGNS IN RESIDENTIAL ZONES			
	Lawn and sidewalk sign display surface limitation for an individual sign	Rigid sign display surface limitation for an individual sign	Total collective display surface for all lawn, sidewalk, and rigid signs located on a development site
All properties	6 sq. ft.	6 sq. ft.	6 sq. ft.

- (b) *Household living (multi-family), group living uses, and all non-residential uses* are permitted the following additional temporary signs:

- (1) Each individual use is permitted one temporary banner.

Sec. 900.150. - Temporary signs in commercial and mixed-use zones.

The following temporary signs are allowed in the Neighborhood Commercial (CN), Commercial Office (CO), Retail Commercial (CR), General Commercial (CG), Central Business District (CB), West Salem Central Business District (WSCB), Fairview Mixed-Use (FMU), South Waterfront Mixed-Use (SWMU), Neighborhood Center Mixed-Use (NCMU), Mixed Use (MU-I, MU-II, and MU-III), and Edgewater/Second Street Mixed-Use Corridor (ESMU) Zones:

- (a) *All Uses.* All uses are permitted the following temporary signs:
  - (1) Lawn signs and rigid signs conforming to the number and display surface limitations as provided in Table 900-5.

TABLE 900-5. LAWN AND RIGID SIGNS IN COMMERCIAL AND MIXED-USE ZONES			
	Lawn sign display surface limitation for an individual sign	Rigid sign display surface limitation for an individual sign	Total collective display surface for all lawn and rigid signs located on a development site

All properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft.
All properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft.
All properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft.

(b) *Household living (multi-family), group living uses, and all non-residential uses* are permitted the following additional temporary signs:

- (1) Each individual use is permitted one temporary banner.
- (2) Each individual use is permitted one sidewalk sign on private property.

(c) *Pennant and balloon displays*. Properties in the CR, CG, SWMU, MU, and ESMU zones are permitted the following additional temporary signs:

- (1) One pennant or balloon display per development site at any one time.

(d) *Sidewalk signs in right-of-way*. Each individual use in the CB zone, or each individual use in any other commercial or mixed-use zone that has a building frontage which entirely abuts a property line adjacent to a street, is allowed one sidewalk sign in the public right-of-way with a permit subject to the following standards:

- (1) Sidewalk signs shall be placed such that a pedestrian zone not less than six feet wide and a vehicle buffer zone of not less than three feet wide is provided. Free and unobstructed passage on the sidewalk shall be maintained at all times.
- (2) Sidewalk signs shall not be placed within a sidewalk intersection.
- (3) No sidewalk sign shall be located in an alley or landscape strip, or shall be attached to utility poles, streetscape landscaping, furnishing, or like items.
- (4) Sidewalk signs may only be displayed during operating hours.
- (5) The sidewalk sign shall be no more than 30 inches in height and 24 inches in width.
- (6) A sidewalk sign permit holder shall obtain and maintain current liability insurance and submit a certificate of insurance in conformance with SRC chapter 42.025.
- (7) The sidewalk sign permit shall terminate December 31 of the year in which the permit is issued.
- (8) The sidewalk sign permit may not be assigned or transferred to any third party.
- (9) A sidewalk sign shall be placed adjacent to the building in which the use is located in.

Sec. 900.155. - Temporary signs in industrial and public zones.

The following temporary signs are allowed in the Employment Center (EC), Industrial Commercial (IC), Industrial Business Campus (IBC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), Second Street Craft Industrial Corridor (SCI), Public Amusement (PA), Public and Private Cemeteries (PC), Public and Private Educational Services (PE), Public and Private Health Services (PH), Public Service (PS), and Capitol Mall (PM) Zones:

- (a) *All Uses*. All uses are permitted the following temporary signs:
  - (1) Lawn signs and rigid signs conforming to the number and display surface limitations specified in Table 900-6.

TABLE 900-6. LAWN AND RIGID SIGNS IN INDUSTRIAL AND PUBLIC ZONES			
	Lawn sign display surface limitation for an individual sign	Rigid sign display surface limitation for an individual sign	Total Collective Display Surface for all lawn and rigid signs located on a development site
All properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft.
All properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft.
All properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft.

- (b) *Household living (multi-family), group living uses, and all non-residential uses* are permitted the following additional temporary signs:
  - (1) Each individual use is permitted one temporary banner.
  - (2) Each individual use is permitted one sidewalk sign on private property.
- (c) *Pennant and balloon displays*. Properties in the IC, IBC, IP, IG, II, and SCI zones are permitted the following additional temporary signs:
  - (1) One pennant or balloon display per development site at any one time.

**PERMANENT SIGNS**

Sec. 900.160. - Permanent signs in residential zones.

The following permanent signs are allowed in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RM-I and RM-II), Multiple Family High-Rise Residential (RH), and Exclusive Farm Use (EFU) Zones:

- (a) *Household Living (One, Two, Three, and Four Family)*. One wall sign or one freestanding sign for a single-family dwelling unit on an individual lot, plus one wall sign for each additional dwelling unit beyond the first. A wall sign shall be limited to a display surface not exceeding one square foot. A

freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.

(b) *Residential subdivisions, residential planned unit developments, and manufactured dwelling parks.*

(1) A residential subdivision, residential planned unit development, or manufactured dwelling park is allowed one freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 12 square feet and to a height not exceeding five feet. The freestanding sign shall be located at the principal motor vehicle entrance to the subdivision, planned unit development, or manufactured dwelling park.

(c) *Household Living (Multi-Family) and Group Living Uses* are permitted the following signs:

(1) Two wall signs, or one wall sign and one freestanding sign.

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet.

(B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(C) Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

(d) *Non-residential uses.* When the primary use of a building is for a standalone non-residential use the following signs are allowed:

(1) *One wall sign or one freestanding sign.*

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet.

(B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(e) *Complexes.* A complex, and individual uses in the complex, are allowed the following signs:

(1) *Complex.*

(A) A complex is allowed one freestanding sign or one wall sign.

(i) The freestanding sign shall be limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.

(ii) Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary wall.

(B) A complex is allowed one wall sign for a building directory. The building directory shall be limited to a display surface not exceeding one square foot per occupancy in the complex.

(2) *Non-residential uses in a complex.* Each individual non-residential use in a complex is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 24 square feet.

(3) *Residential uses in a complex.* Household Living (Multi-Family) and Group Living uses are allowed one wall sign limited to a display surface not exceeding 24 square feet. Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

(f) *Outdoor advertising signs.* Outdoor advertising signs are prohibited.

Sec. 900.165. - Permanent signs in the Neighborhood Commercial (CN), Commercial Office (CO), Neighborhood Center Mixed-Use (NCMU), and Fairview Mixed-Use (FMU) Zones.

The following signs are permitted in the Neighborhood Commercial (CN), Commercial Office (CO), Neighborhood Center Mixed-Use (NCMU), and Fairview Mixed-Use (FMU) Zones:

- (a) *Household Living (One, Two, Three, and Four Family)*. One wall sign or one freestanding sign for a single-family dwelling unit on an individual lot, plus one wall sign for each additional dwelling unit beyond the first. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Household Living (Multi-Family) and Group Living Uses* are permitted the following signs:
  - (1) Two wall signs, or one wall sign and one freestanding sign.
    - (A) Wall signs shall be limited to a display surface not exceeding 32 square feet.
    - (B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
    - (C) Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.
- (c) *Residential subdivisions, residential planned unit developments, and manufactured dwelling parks*.
  - (1) A residential subdivision, residential planned unit development, or manufactured dwelling park is allowed one freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 12 square feet and to a height not exceeding five feet. The freestanding sign shall be located at the principal motor vehicle entrance to the subdivision, planned unit development, or manufactured dwelling park.
- (d) *Non-residential uses*. When the primary use of a building is for a standalone non-residential use the following signs are allowed:
  - (1) *Wall signs*. One wall sign limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
  - (2) *Freestanding signs*. One freestanding sign limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.
- (e) *Complexes*. A complex, and individual uses in a complex, are allowed the following signs:
  - (1) *Complex*.
    - (A) A complex is allowed one freestanding sign or one wall sign.
      - (i) The freestanding sign shall be limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.
      - (ii) Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
    - (B) A complex is allowed one wall sign for a building directory. The building directory shall be limited to a display surface not exceeding one square foot per occupancy in the complex.

(2) *Non-residential uses in a complex.* Each individual non-residential use in a complex is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 32 square feet.

(3) *Residential uses in a complex.* Household Living (Multi-Family) and Group Living uses are allowed one wall sign limited to a display surface not exceeding 24 square feet. Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

(f) *Outdoor advertising signs.* Outdoor advertising signs are prohibited.

Sec. 900.170. - Permanent signs in the Central Business District (CB), West Salem Central Business District (WSCB), South Waterfront Mixed-Use (SWMU), Mixed-Use (MU-I and MU-II), Edgewater/Second Street Mixed-Use Corridor (ESMU) Zones.

The following permanent signs are allowed in the Central Business (CB), West Salem Central Business District (WSCB), South Waterfront Mixed-Use (SWMU), Mixed-Use (MU-I and MU-II), and Edgewater/Second Street Mixed-Use Corridor (ESMU) Zones.

(a) *Household Living (One, Two, Three, and Four Family).* One wall sign or one freestanding sign for a single-family dwelling unit on an individual lot, plus one wall sign for each additional dwelling unit beyond the first. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.

(b) *Household Living (Multi-Family) and Group Living Uses* are permitted the following signs:

(1) Two wall signs, or one wall sign and one freestanding sign.

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet.

(B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(C) Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

(c) *Non-residential uses.* When the primary use of a building is for a standalone non-residential use, the following signs are allowed:

(1) One wall sign, one projecting sign, or one freestanding sign for each street frontage. When the development site is located on a corner lot, only one freestanding sign shall be allowed.

(A) A wall sign shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of gross face area of the primary building wall provided, however, that wall signs shall have a display surface not exceeding 100 square feet on the side of a building facing Riverfront Park, and shall not exceed a display surface exceeding 32 square feet on the side of a building facing the Willamette River.

(B) Projecting signs shall conform with SRC 900.120.

(C) A freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(2) One hanging sign for each primary entrance. Hanging signs shall conform with SRC 900.115.

(3) Buildings with frontage along a designated Parkway or Freeway may have one additional wall sign on the wall facing a Parkway or Freeway not exceeding 32 square feet.

- (4) Buildings abutting a public alley may have one additional non-illuminated wall sign on the wall abutting an alley not exceeding six square feet.
  - (5) Vehicle viewing sign. A maximum of two vehicle viewing signs per drive-through lane. The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
- (d) *Complexes*. A complex, and individual uses in a complex, are allowed the following signs:
- (1) *Complex*.
    - (A) A complex is allowed one freestanding sign or one wall sign per street frontage. When the development site is located on a corner lot, only one freestanding sign shall be allowed.
      - (i) The freestanding sign shall be limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.
      - (ii) Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall provided, however, that wall signs shall have a display surface not exceeding 100 square feet on the side of a building facing Riverfront Park, and shall not exceed a display surface exceeding 32 square feet on the side of a building facing the Willamette River.
    - (B) A complex is allowed one wall sign for a building directory. The building directory shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
    - (C) A complex with a building wall abutting a public alley may have one additional non-illuminated wall sign on the wall abutting an alley not exceeding six square feet.
  - (2) *Non-residential uses in a complex*. Each individual non-residential use in a complex is allowed the following signs:
    - (A) One wall sign. The wall sign shall be limited to a display surface not exceeding 32 square feet.
    - (B) Tenants with frontage along a designated Parkway or Freeway may have one additional wall sign on the wall facing a Parkway or Freeway not exceeding 32 square feet.
    - (C) One hanging sign for each primary entrance. Hanging signs shall conform with SRC 900.135.
    - (D) Vehicle viewing sign. A maximum of two vehicle viewing signs per drive-through lane. The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
    - (E) When the individual tenant does not have a building frontage or building face, the principal occupant of the building in which the tenant is located may execute a written assignment of a portion of that occupant's display surface allowed under subsection (b)(1) of this section, for use by such interior tenant for a wall sign.
  - (3) *Residential uses in a complex*. Household Living (Multi-Family) and Group Living uses are allowed one wall sign limited to a display surface not exceeding 24 square feet. Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

(e) *Outdoor advertising signs.* Outdoor advertising signs are prohibited.

Sec. 900.175. - Permanent signs in the Retail Commercial (CR), General Commercial (CG), Mixed-Use (MU-III), Employment Center (EC), Industrial Commercial (IC), Industrial Business Campus (IBC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Second Street Craft Industrial Corridor (SCI) zones.

The following permanent signs are allowed in the Retail Commercial (CR), General Commercial (CG), Mixed Use (MU-III), Employment Center (EC), Industrial Commercial (IC), Industrial Business Campus (IBC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Second Street Craft Industrial Corridor (SCI) zones.

(a) *Household Living (One, Two, Three, and Four Family).* One wall sign or one freestanding sign for a single-family dwelling unit on an individual lot, plus one wall sign for each additional dwelling unit beyond the first. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.

(b) *Household Living (Multi-Family) and Group Living Uses* are permitted the following signs:

(1) Two wall signs, or one wall sign and one freestanding sign.

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet.

(B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(C) Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

(c) *Non-residential uses.* When the primary use of a building is for a standalone non-residential use, the following signs are allowed:

(1) One freestanding sign, one projecting sign, one roof sign, or one wall sign per street frontage. When the development site is located on a corner lot, only one freestanding sign shall be allowed.

(A) *Freestanding signs.*

(i) *Height.* The height of a freestanding sign shall not exceed 20 feet for up to the first 100 feet of street front property line, plus an additional one foot in height for each 20 feet of street front property line over 100 feet, with a maximum height not exceeding 30 feet.

(ii) *Area.* The display surface of a freestanding sign shall not exceed one square foot per linear foot of street front property line up to the first 100 square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over 100 feet, with a maximum display surface not exceeding 150 square feet.

(B) *Wall signs.*

(i) The display surface for a wall sign shall not exceed 125 square feet.

(C) *Projecting sign standards.* Projecting signs shall conform with SRC 900.120.

(D) *Roof sign standards.* Roof signs shall conform with SRC 900.125.



- (2) Any number of additional wall signs on each building, provided the total display surface of all wall signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-7.

TABLE 900-7. WALL SIGNS IN CR, CG, MU-III, EC, IC, IBC, IP, IG, II, AND SCI ZONES	
Gross area of primary building wall in square feet	Display surface is limited to the greater of the following:
0 to 500	50 square feet or 15 percent of the gross area of primary building wall
500 to 1,000	75 square feet or 12 percent of the gross area of primary building wall
1,001 and over	125 square feet

- (3) One hanging sign for each primary entrance.
- (4) Buildings abutting a public alley may have one additional non-illuminated wall sign on the wall abutting an alley not exceeding six square feet.
- (5) Vehicle viewing sign. A maximum of two vehicle viewing signs per drive-through lane. The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
- (d) *Complexes.* A complex, and individual uses in a complex, are allowed the following signs:
- (1) *Complex.*
- (A) A complex is allowed one freestanding sign or one wall sign per street frontage on a designated collector or arterial street, or on a designated parkway where primary access to the complex is provided by a parkway street. When the development site is located on a corner lot, only one freestanding sign shall be allowed.
- (i) *Freestanding signs.*
- (a) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 35 feet.
- (b) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 250 square feet.
- (ii) *Wall signs.*

- (a) The wall sign shall be limited to a display surface not exceeding 125 square feet.
- (B) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
- (C) When a street front property line of the complex is greater than 300 feet, the complex may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet, to a height not exceeding 20 feet, and shall be placed no greater than 50 feet from the street front property line exceeding such length. When the complex has two freestanding signs located along the same street front property line, there shall be a minimum distance of 100 feet between the signs.

(2) *Non-residential uses in a complex.*

- (A) Individual non-residential uses in a complex may have an unlimited number of wall signs. The total display surface of all signs shall not exceed the square footage set forth in Table 900-8. Only the gross face area of the largest building frontage or building face occupied by the use shall be used in determining the display surface of the wall sign.

<b>TABLE 900-8. WALL SIGNS IN CR, CG, MU-III, EC, IC, IBC, IP, IG, II, AND SCI ZONES</b>	
<b>Gross face area of largest building frontage or building face in square feet</b>	<b>Display surface is limited to the following:</b>
0 to 1,000	50 square feet
1,001 to 2,000	75 square feet
2,001 to 3,000	100 square feet
3,001 and over	125 square feet

- (B) Vehicle viewing sign. A maximum of two vehicle viewing signs per drive-through lane. The maximum combined vehicle viewing sign display surface per drive-through lane shall not exceed 48 square feet, however, the display area for any single vehicle viewing sign shall not exceed 32 square feet.
  - (C) When the individual tenant does not have a building frontage or building face, the principal occupant of the building in which the tenant is located may execute a written assignment of a portion of that occupant's display surface allowed under subsection (d)(2)(A) of this section, for use by such interior tenant for a wall sign.
- (3) *Residential uses in a complex.* Household Living (Multi-Family) and Group Living uses are allowed one wall sign limited to a display surface not exceeding 24 square feet. Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.
- (e) *Outdoor advertising signs.* Outdoor advertising signs conforming with the standards in SRC 900.135 are permitted.

Sec. 900.180. - Permanent signs in public zones.

(a) *Signs permitted in Public and Private Cemeteries (PC), Capitol Mall (PM), and Public Service (PS) zones.*

(1) The following signs are permitted in the PC, PM, and PS zone:

- (A) *Wall signs.* One wall sign for each street frontage. Wall signs may be placed on any side of the building provided that no such sign shall be placed in a location that is visible from and within 100 feet of a residential zone. Wall signs shall be limited to a collective display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
- (B) *Freestanding signs.* One freestanding sign for each street frontage which shall be limited to five feet in height and 24 square feet in total display surface.
- (C) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PS zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display standards set forth in SRC 900.070(b).
- (D) *Commercial use.* Where a commercial use is permitted in a PS zone, the signs allowed for such a use shall be the same as those permitted in SRC 900.165.

(b) *Signs permitted in the Public and Private Educational Service (PE) zone.*

(1) The following signs are permitted in the PE zone:

- (A) *Wall signs.* One wall sign for each street frontage. Wall signs may be placed on any side of the building provided that no such sign shall be placed in a location that is visible from and within 100 feet of a residential zone. Wall signs shall be limited to a collective display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
- (B) *Freestanding signs.* One freestanding sign for each street frontage, which shall be limited to five feet in height and 24 square feet in total display surface; provided, however, that one such sign may be 16 feet in height and 32 square feet in total display surface.
- (C) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PE zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display standards set forth in SRC 900.070(b).

(c) *Signs permitted in the Public and Private Health Services (PH) zone.*

(1) The following signs are permitted in the PH zone:

- (A) *Wall signs.* One wall sign for each street frontage. Wall signs may be placed on any side of the building provided that no such sign shall be placed in a location that is visible from and within 100 feet of a residential zone. Wall signs shall be limited to a collective display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
  - (B) *Freestanding signs.* One freestanding sign for each street frontage, which shall be limited to 20 feet in height and 32 square feet in total display surface.
    - (i) For each street front property line of the site that is greater than 300 feet, one additional freestanding sign shall be permitted, and for each street front property line of the site that is greater than 1,000 feet, two additional freestanding signs shall be permitted. Additional freestanding signs shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding 14 feet. When the site has two or more freestanding signs located along the same street front property line, there shall be a minimum distance of 100 feet between the signs.
  - (C) *Emergency directional signs.* For sites with emergency facilities, an unlimited number of illuminated emergency directional signs are permitted, provided each sign is setback a minimum of 150 feet to the nearest public street. Emergency directional signs shall be limited to a display surface not exceeding 32 square feet, and freestanding signs to a height not exceeding 16 feet.
  - (D) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PH zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display surface standards set forth in SRC 900.070(b).
- (d) *Signs permitted in the Public Amusement (PA) zone.*
- (1) The following signs are permitted in the PA zone:
    - (A) *Wall signs.* One wall sign for each street frontage. Wall signs may be placed on any side of the building provided that no such sign shall be placed in a location that is visible from and within 100 feet of a residential zone. Wall signs shall be limited to a collective display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
    - (B) *Freestanding signs.* One freestanding sign for each street frontage, which shall be limited to five feet in height and 24 square feet in total display surface; provided, however, that one such sign may be 16 feet in height and 32 square feet in total display surface.
      - (i) For major event entertainment uses, one freestanding sign for each street frontage, which shall be limited to five feet in height and 24 square feet in total display surface; provided, however, that one such sign may be 35 feet in height and 250 square feet in total display surface.

No such freestanding sign shall be installed within 100 feet of another freestanding sign on the same property. No electronic display sign, externally illuminated sign, or internally illuminated sign shall be installed or maintained within 300 feet of the boundary of the residential zone.

- (C) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PA zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display surface standards set forth in SRC 900.070(b).

## **SIGNS IN OVERLAY ZONES; MARKET STREET INTERCHANGE; HISTORIC DISTRICTS**

Sec. 900.185. – Permanent signs in the Superior-Rural, Oxford-West Nob Hill, Oxford-Hoyt, Hoyt-McGilchrist and Saginaw Street Overlay Zones.

- (a) *General.* Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Superior-Rural Overlay, Oxford-West Nob Hill Overlay, Oxford-Hoyt Overlay, Hoyt-McGilchrist Overlay, and Saginaw Street Overlay Zones.
- (b) *Superior-Rural Overlay Zone and Oxford-West Nob Hill Overlay Zone.*
- (1) Freestanding signs shall be limited to a display surface of fifteen square feet and to a height not to exceed five feet.
  - (2) Wall signs shall not be placed in a location that is visible from and within 100 feet of a residential zone.
- (c) *Oxford-Hoyt Overlay Zone and Hoyt-McGilchrist Overlay Zone.*
- (1) Freestanding signs on the Commercial Street frontage shall not be illuminated within 100 feet of a residential zone.
  - (2) Wall signs shall not be placed in a location that is visible from and within 100 feet of a residential zone.
- (d) *Saginaw Street Overlay Zone.*
- (1) Freestanding signs shall be limited to a display surface of fifteen square feet and to a height not to exceed five feet.
  - (2) No signs shall not be permitted along the Saginaw Street frontage.

Sec. 900.190. - Chemawa/I-5. Northeast Quadrant Gateway Overlay Zone.

- (a) Subject to the limitations in this section, signs permitted within the underlying zone are allowed in the Chemawa/I-5 North East Quadrant Gateway Overlay Zone, except the following signs are prohibited:
- (1) Outdoor advertising signs.
  - (2) Temporary signs, except when located in interior areas not visible from outside the boundary of the district.

- (b) Signs are not permitted within the district perimeter setback.
- (c) Freestanding signs:
  - (1) Shall not be visible from Interstate-5.
  - (2) Are limited to a height of ten feet.
  - (3) May be built on a landscaped berm no higher than four feet in height.
- (d) Wall signs are limited to a display surface not exceeding 100 square feet or ten percent of the gross face area of the wall, whichever is less when visible from Interstate-5.

Sec. 900.195. - Permanent signs in the Portland-Fairgrounds Road, Pine Street Mixed-Use, Northgate Mixed-Use, Broadway-High Street Retail, Broadway-High Street Housing, Broadway-High Street Transition, Riverfront High Density Residential, Riverfront, and the Mixed-Use Overlay Zones.

- (a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Portland-Fairgrounds Road, Pine Street Mixed-Use, Northgate Mixed-Use, Broadway-High Street Retail, Broadway-High Street Housing, Broadway-High Street Transition, Riverfront High Density Residential, Riverfront, and Mixed-Use Overlay Zones, except the following signs are prohibited:
  - (1) Outdoor advertising signs.
  - (2) Roof signs.
  - (3) Rotating, moving, flashing, changing, or blinking signs.
- (b) *Non-residential uses.* When the primary use of a building is for a standalone non-residential use, the following signs are allowed:
  - (1) *Freestanding signs.* One freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet; provided, however, if the development site has more than 100 feet of street frontage the size of the freestanding sign may increase to a display surface not exceeding 40 square feet and to a height not exceeding 10 feet. Freestanding signs shall be setback at least five feet from the public right-of-way.
  - (2) *Wall signs.* One wall sign for each street frontage. Wall signs may be placed on any side of the building provided that no such sign shall be placed in a location that is visible from and within 100 feet of a residential zone. Wall signs shall be limited to a collective display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
- (c) *Complexes.* A complex, and individual uses in a complex, are allowed the following signs:
  - (1) *Complex.*
    - (A) A complex is allowed one freestanding sign or one wall sign.
      - (i) The freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet; provided, however, if the development site has more than 100 feet of street frontage the size of the freestanding sign may increase to a display surface not exceeding 40 square feet and to a height not exceeding 10 feet. Freestanding signs shall be setback at least five feet from the public right-of-way.

- (ii) Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the primary building wall.
- (2) *Non-residential uses in a complex.* Each individual non-residential use in a complex is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 32 square feet.
- (3) *Residential uses in a complex.* Group living uses are allowed one wall sign limited to a display surface not exceeding 24 square feet. Individual dwelling units are allowed one wall sign limited to a display surface not exceeding one square foot.

Sec. 900.200. – Permanent signs in the Wallace Road Corridor, West Salem General Industrial, Commercial High Density Residential, and South Gateway Overlay Zones.

- (a) Subject to the limitations in this section, signs permitted within the underlying zone are allowed in the Wallace Road Corridor, West Salem General Industrial, Commercial High Density Residential, and South Gateway Overlay Zones, except the following signs are prohibited:
  - (1) Outdoor advertising signs.
  - (b) In the Wallace Road Corridor Overlay Zone, freestanding signs shall be limited to a display surface of 40 square feet and to a height of ten feet above grade.
  - (c) In the South Gateway Overlay Zone, rotating, moving, flashing, changing, or blinking signs are prohibited.

Sec. 900.205. - Willamette Greenway Overlay Zone.

- (a) Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Greenway Overlay Zone, except the following signs are prohibited:
  - (1) Outdoor advertising signs.
  - (b) Structures. All structures, including supporting members, shall be screened, colored, or surfaced so as to blend with the riparian area. Colors shall be natural earth or leaf tones. Surfaces shall be nonreflective.
  - (c) No sign shall have a display surface visible from the Willamette River.
  - (d) Lighting.
    - (1) Lighting shall not flash when visible from the Willamette River, and shall not be focused or oriented onto the surface of the Willamette River.
    - (2) Maximum aggregate intensity of all lighting falling on the Willamette River surface shall not exceed one-tenth foot-candle per square foot.
    - (3) No red or green lights shall be visible from the Willamette River.

Sec. 900.210. - Permanent signs for individual businesses in the Market Street Interchange.

Motor vehicle services, eating and drinking, and long-term or short term commercial lodging uses located in the Market Street Interchange that are not located in a complex may have one freestanding sign which shall be limited to a display surface not exceeding 250 square feet, and to a height of 50 feet. If such sign is erected, it shall be in lieu of and not in addition to any freestanding sign permitted for such business along the street frontage on which it is located.

Sec. 900.215. - Historic districts and individually listed historic resources.

In addition to other regulations applicable to permanent signs within this chapter, new permanent signs in historic districts and individually listed historic resources shall be designed and approved in accordance with SRC chapter 230, except that reconstruction or installation of historic signs in historic districts or on the sites of individually listed historic resources are not subject to SRC 900.110(b)(2), 900.115(b), 900.120(b), 900.120(e), 900.120(f), 900.125(a), 900.125(b), 900.125(e), 900.130(a), 900.130(b), or 900.170-900.210.

## **NONCONFORMING, UNSAFE, ABANDONED, PROHIBITED SIGNS**

### **Sec. 900.220. - Nonconforming signs.**

- (a) Except as otherwise provided in this section, signs which were erected prior to the effective date of this ordinance, and which are made nonconforming by its enactment, shall be considered nonconforming signs which may remain for their lifetime, subject to SRC 900.225.
- (b) A nonconforming sign may be repaired and maintained, and may have the advertising copy thereon changed including the name of the business or owner thereof. A nonconforming sign may be removed from its sign structure for the purpose of repair and maintenance under this subsection if a sign repair permit has been obtained.
- (c) Nonconforming signs may be structurally altered where such alteration is necessary for structural safety.
- (d) Nonconforming signs may be structurally altered, provided that such alterations do not result in a change to the display area, height, and setback of the nonconforming sign.
- (e) Nonconforming signs may be reconstructed if they are moved for construction or repair of public facilities, including sidewalks, roads, and public utilities, so long as the degree of nonconformity is not increased upon reconstruction and such reconstruction is completed within six months following the completion of the construction or repair work.
- (f) Nonconforming signs may be reconstructed if they are damaged, provided that the cost to reconstruct the sign does not exceed 50 percent of the replacement cost of the entire sign, and provided that such sign is reconstructed within six months of the date the sign was damaged.

### **Sec. 900.225. - Removal of nonconforming signs, unsafe, abandoned, or prohibited signs.**

- (a) The Director may remove any sign erected or maintained in violation of this chapter or other applicable provisions of the Salem Revised Code.
- (b) Unless the sign is declared an unsafe sign the Director shall give 30 days' written notice to the owner or lessee of the sign or to the owner of the building, structure, or premises on which the sign is located, to remove the sign. If the sign is not removed in such 30-day period, the Director may remove the sign.
- (c) The Director may declare any sign an unsafe sign if it is erected or maintained in violation of SRC 900.020, "Prohibited Signs"; SRC 900.045, "Materials"; SRC 900.085, "Signs in Vision Clearance Areas"; SRC 900.095, "Sign Location for Safety"; SRC 900.100, "Sign Maintenance"; or SRC 900.140, "Temporary Signs, General Standards," and presents an immediate and serious danger to public health, safety, or welfare. The Director may, without prior notice, order the immediate removal or repair of an unsafe sign within such period of time that the Director deems appropriate to eliminate the danger. The Director may remove an unsafe sign in the event that the owner or lessee of the sign cannot be found or refuses to repair or remove the sign within the time established by the Director.



- (d) The Director may remove any abandoned sign.
  - (1) Evidence of cessation of active use of an abandoned sign includes, but is not limited to, failure to maintain a sign; failure to repair damage within 90 days of the date the damage occurs; failure to remove a temporary sign within a reasonable time period after the date the sign was erected; vacation of the building, structure, or premises upon which the sign is located; or demolition of a primary building or structure on which the sign is located. As used in this section, abandoned signs do not include:
    - (A) Outdoor advertising signs where a person has merely leased or contracted space thereon, and the owner of the sign provides evidence that the lease or contract has expired and the owner is actively seeking new lessees or persons with whom to contract for use of the sign.
    - (B) Signs which the successor to the owner or lessee agrees to maintain as provided in this chapter, provided the new owner or new lessee files a letter of intent with the Director within 30 days after the written notification by the Director to remove the sign.
- (e) The Director may remove or order the removal, without prior written notice, of any prohibited sign or sign erected without a sign permit required by this chapter.

Sec. 900.230. - Procedure upon removal; costs of removal.

- (a) The Director shall, within 30 days after removal, notify the owner or lessee of a sign and the owner of the building, structure, or premises upon which the sign was located, that the sign has been removed. Any sign removed by the Director shall be stored for a period of 30 days from the date notification is given. If the identity or address of the owner or lessee of the sign or the owner of the building, structure, or premises upon which the sign was located cannot be located after reasonable effort, the Director shall store the sign for a period of 30 days after the date the Director determines that notification cannot be made. The Director shall continue to store any sign that has been removed for the additional time during which any appeal of the removal is pending. At the expiration of the time specified in this section, if the owner or lessee of the sign, or the owner of the building, structure, or premises upon which the sign is located, has not reclaimed the sign as provided in subsection (b) of this section, the sign may be destroyed or disposed of in any manner the Director deems appropriate.
- (b) To reclaim any sign that has been removed, the person reclaiming the sign shall pay to the City an amount equal to all costs incurred by the City in removing and storing the sign.
- (c) Where the owner or lessee of a sign and/or the owner of the building, structure, or premises upon which the sign is located, have been notified of the requirement to remove a sign under SRC 900.225, "Removal of nonconforming signs, unsafe, abandoned, or prohibited signs"; and such person has refused to remove the sign, or where the Director has removed or caused the removal of any sign under SRC 900.225, all costs incurred in removal, storage, and disposal of the sign shall be charged to the owner or lessee of the sign, or the owner of the building, structure, or premises upon which the sign was located. The owner or lessee of the sign and the owner of the building, structure, or premises on which the sign is located, shall be jointly and severably liable for the cost of removing, storing, and disposing of the sign, and all costs of such removal, storage, and disposal may be entered in the City's lien docket as a lien against land or premises on which the sign is located, and may be collected or foreclosed in the same manner as any debt, charge, or lien.

- (d) Notwithstanding any other provision of this section, the Director is not required to store or provide notice of storage of any sign that has no apparent value to the owner, including but not limited to, signs advertising an event that has already passed, is damaged, or is hand-written.

Sec. 900.235. - Stop work orders; permit revocation; civil penalties; enforcement.

(a) *Stop work orders and permit revocation.*

- (1) The Director may suspend work or revoke a sign permit upon a finding that:

- (A) The work is not authorized by a valid permit;
- (B) Inaccurate information was used to obtain the permit;
- (C) The applicant is not complying with the terms of the permit or this chapter;
- (D) The work is, or threatens to become, a hazard to property or public safety; is adversely affecting or about to adversely affect adjacent property or rights-of-way; or is otherwise adversely affecting the public health, safety, or welfare;
- (E) The permittee fails to notify the Director of the progress of construction for inspection purposes; or
- (F) The permit was issued in error.

- (2) The Director shall issue a written notice specifying the basis for the suspension or revocation that must be remedied prior to resuming other work on the project.

(b) *Civil penalty.* Any person who fails to comply with the requirements of this chapter, or the terms of a permit issued hereunder; who undertakes an activity regulated by this chapter without first obtaining a permit; or who fails to comply with a stop work order issued pursuant to this chapter; shall be subject to a civil penalty, not to exceed \$2,000.00 per violation. Each day that a violation continues shall constitute a separate violation.

(c) *Civil penalties against agents.* Any person who acts as the agent of, or otherwise assists, a person who engages in an activity which would be subject to a civil penalty, may likewise be subject to a civil penalty.

(d) *Prohibition of final occupancy; injunctive relief.*

- (1) The City shall not issue a notice of final occupancy for property on which a violation of this chapter has occurred or is occurring, until the violation has been cured and any penalty imposed is paid.
- (2) The City may seek injunctive relief against any person who has willfully constructed, erected, enlarged, altered, or relocated any sign in violation of this chapter, such relief to be in effect for a period not to exceed five years.

(e) *Remedies not exclusive.* The remedies provided in this chapter are cumulative and not mutually exclusive and are in addition to any other right, remedies, and penalties available to the City under any other provision of law.

## **APPEALS; VIOLATIONS**

Sec. 900.240. - Appeals.

- (a) *Hearings Officer.* Any person whose sign permit has been revoked, or who has been ordered to alter or remove a sign, may appeal the decision to the Hearings Officer by filing a written notice

of appeal with the Director, not later than 15 business days after the date the decision is issued. The notice of appeal shall state the basis of the appeal, and why the decision was in error, and shall be accompanied by the appeal fee.

- (b) An order requiring the removal of a sign under SRC 900.225 shall be stayed until a final decision is issued by the Hearings Officer. No stay shall be provided for an order of the Director requiring the removal of a sign under SRC 900.225(d).
- (c) The hearings upon appeal or review are contested case proceedings, and shall be conducted under SRC chapter 20J.

Sec. 900.245. - Constitutional issues involving application of sign code.

When an appeal raises an issue involving the application of state or federal constitutional law in the issuance of a sign permit, the revocation of a sign permit, or an order to alter or remove a sign, the Salem Municipal Court shall hear and decide the constitutional law issues on an expedited basis. The court shall conduct a trial on the constitutional issues. The City Attorney may appear on behalf of the City. Following the hearing, the court shall issue a written opinion on the constitutional issues. The court's decision shall be appealable by either party by writ of review to Marion County Circuit Court. The City Attorney shall have the authority to initiate an appeal of the court's decision on behalf of the City. If no appeal is filed, the Court's decision shall be binding upon the parties, and shall be incorporated into the final decision.

Sec. 900.250. - Violations.

- (a) It shall be unlawful to construct, erect, enlarge, alter, or relocate any sign, or install electrical parts, wiring, or illumination in or upon a sign, until all required permits have been obtained, including, but not limited to, sign permits, building permits, electrical permits, and any other permit required under this chapter or under any applicable federal, state, or local law.
- (b) Except as provided in SRC 900.030, it shall be unlawful to erect, construct, enlarge, alter, repair, move, improve, convert, equip, use, or maintain any sign, or cause or permit the same to be done, in violation of any provision of this chapter, or of a permit issued under this chapter.
- (c) A violation of this section is an infraction. Each day that a violation continues shall constitute a separate violation.

## CHAPTER 900. - SIGN CODE

## Sec. 900.001. - Purpose.

The purpose of this chapter is to protect the health, safety, property, and welfare of the public; to improve the neat, clean, orderly, and attractive appearance of the community; to improve the effectiveness of signs in identifying and advertising businesses; to provide for safe construction, location, erection, and maintenance of signs; to prevent proliferation of sign clutter; to minimize adverse visual safety factors to travelers on public highways; to minimize adverse impacts on adjacent properties; and to achieve these purposes consistent with state and federal constitutional limits on the regulation of speech.

(Prior Code, § 900.001; Ord. No. 4-12)

## Sec. 900.005. - Definitions; rules of construction.

(a) The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Abandoned sign* means any sign that has ceased to be actively maintained and is in a dilapidated or deteriorated condition.

*Approved plastic* means plastic that meets the standards of an approved testing agency for use in construction of illuminated signs.

*Approved testing agency* means a nationally recognized organization primarily established for the purpose of testing methods and materials to approved standards, and accepted as an approved testing agency by the Director.

*Balloon* means an inflatable object, including, by way of illustration, but not limitation, helium balloons and forced air filled balloons, generally made from rubber, silk, or other similar material.

*Building or structure* means a combination of materials to form a construction used for occupancy, use, or ornamentation, whether installed on, above, or below the surface of land. As used in this chapter, building or structure does not include signs.

*Building face* means the wall of a building facing a parking lot.

*Building frontage* means the wall of a building facing a street.

*Canopy* means a permanent roofed structure that is erected for the purpose of providing shelter to patrons in automobiles, which is not completely enclosed, and which may be freestanding or partially attached to a building.

*Curblin*e means the edge of the vehicular roadway within the overall right-of-way.

*Cutout* means every type of display in cutout or irregular form attached to or superimposed upon a sign.

*Designated arterial or designated collector* means those streets designated as arterials and collectors in the Salem Transportation System Plan adopted as part of the Salem Area Comprehensive Plan, and all streets included in the area bounded by 13th Street, Mission Street, the Willamette River, and D Street.

*Display* means any visual form or character. A display may be comprised solely, or by a combination, of words, symbols, images, or graphic elements.

*Display surface* means the area of a sign that carries the display. The term "display surface" does not include the sign structure, foundations, or supports.

*Effect* means sequential, intermittent, or simultaneous illumination by flashing light, other than by an electronic display. As used in this chapter, effects include, but are not limited to:

- (1) Animated effect: illumination that depicts a moving object, thing, person, animal, or happening, or depicts an ongoing series of images.

- (2) Chaser effect: illumination that is intended to lead the eye by directional or sequential movement, including, but not limited to, movement that is linear or circular.
- (3) Scintillating effect: illumination that provides a random twinkling of lights, including illumination that forms images, words, or sentences at the end of the sequence of twinkling lights.
- (4) Speller effect: illumination that produces letters, numbers, or visual symbols, individually, or in group, including, but not limited to, illumination that flashes a complete word, phrase, or sentence.

*Electronic display* means a display created by light emitting diodes, liquid crystal displays, plasma display panels, pixel or sub-pixel technology, or other similar technology. As used in this chapter, electronic displays include, but are not limited to:

- (1) Dissolve: the changing of an electronic display by means of varying light intensity or pattern, where one display gradually appears to dissipate or lose legibility simultaneously with the gradual appearance and legibility of a subsequent display.
- (2) Fade: the changing of an electronic display by means of varying light intensity, where one display gradually reduces intensity to the point of being illegible or imperceptible and the subsequent display gradually increases intensity to the point of being legible or capable of being perceived.
- (3) Scrolling: the changing of an electronic display by the apparent vertical movement of the visual image, such that a new visual image appears to ascend and descend, or appear and disappear from the margins of the sign in a continuous or unfurling movement.
- (4) Static display: an electronic display which does not change.
- (5) Travel: the changing of an electronic display by the apparent horizontal movement of the visual image.
- (6) Video display: providing an electronic display in horizontal or vertical formats to create continuously moving images.

*Flashing* means sudden or intermittent electrical illumination, and includes illumination that constitutes an effect.

*Flexible space use* means a use listed as a flexible space use in the Industrial Business Campus (IBC) Zone.

*Industrial complex* means a group of industrial businesses that forms a centralized unit with a joint parking area available for use by patrons of any single business, and may include retail businesses.

*Market Street Interchange* means the area zoned for retail or general business or industrial use that is located within 660 feet from the edge of the pavement of the main-traveled way, excluding exit or entrance ramps of Interstate Freeway 5, and within 1,000 feet of the centerline of Market Street.

*Marquee* means a permanent roof-like structure projecting over the entrance of a building, that is not completely enclosed, freestanding, or attached to or supported by the building, and which is erected for the purpose of providing shelter to persons entering the building.

*Nit* means a measurement of luminance, where one nit is equal to one candela per square meter (1cd/m<sup>2</sup>). A "candela" is a unit of measurement of the intensity of light, where one candela is the monochromatic radiation of 540THz with a radiant intensity of 83 watt per steradian in the same direction. By way of example, an ordinary wax candle generates approximately one candela.

*Noncombustible* means a material that, in the form in which it is used and under the conditions in which it is anticipated to be used, will not ignite, burn, support combustion, or release flammable vapors when subjected to fire or heat.

*Nonstructural trim* means a molding, batten, cap, nailing strip, lattice, or letter walkway attached to a sign.

*Occupancy* means individual units within a building that are available for lease by a commercial or industrial tenant.

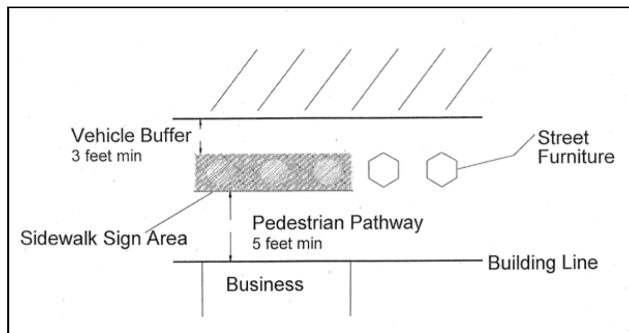
*Office complex* means a group of businesses, other than retail or industrial businesses that form a centralized unit with a joint parking area available for use by patrons of any single business.

*Official traffic control device* means traffic signs, signals, directional signs, and notices erected by the public body pursuant to lawful authority.

*Overhead electrical conductor* means any electrical conductor installed above ground, except when such conductor is enclosed in conduit or other material covering of equal or greater strength.

*Pedestrian pathway* means that part of a public sidewalk that is maintained for free and unobstructed movement by pedestrians.

Illustration 900-1

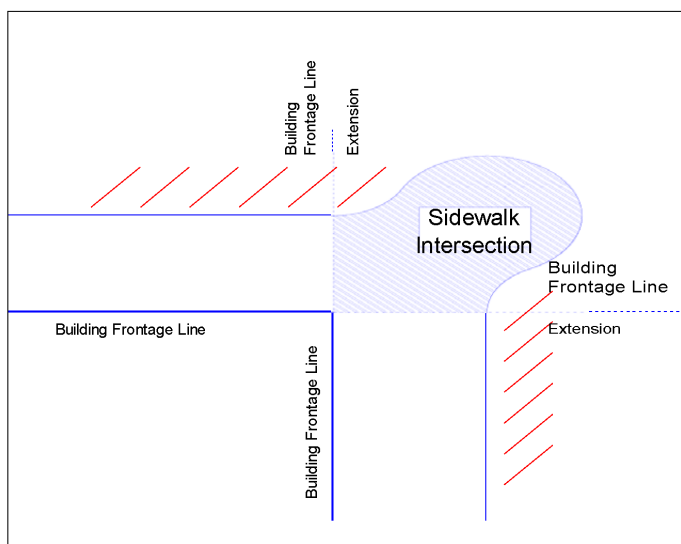


*Person* means an individual, corporation, limited liability company, firm, partnership, co-operative, association, joint venture, joint stock company, or other entity in law or fact.

*Shopping center* means a group of businesses that are primarily retail and that form a centralized unit and has a joint parking area available for use by patrons of any single business.

*Sidewalk intersection* means the sidewalk area located adjacent to a street intersection created by extending a line from each building frontage to the edge of the curb at the intersection.

Illustration 900-2



*Sign* means any structure, board, poster, placard, or device which contains or comprises a display designed, used, or intended to attract the attention of the public. As used in this chapter, sign includes the sign structure, display surface, and all other components. For purposes of this chapter, the specific types of signs are defined as follows:

*Illuminated sign* means a permanent sign that uses electronic illumination as part of the sign. Illuminated signs are electronic display signs, electronic time and temperature signs, externally illuminated signs, and internally illuminated signs, which are further defined as follows:

*Electronic display sign* means a sign including, or comprised solely or partially of, an electronic display which can be changed by automatic means, including, but not limited to, the operation of computer software.

*Electronic time and temperature sign* means a sign, or portion thereof, other than an electronic display sign that announces time, temperature, or date.

*Externally illuminated sign* means a sign that is wholly or partially illuminated by a light source exterior to the sign that is primarily designed to illuminate the sign. Exterior light sources include, but are not limited to, exterior flood lights, or flashing light and effects that are part of the sign.

*Internally illuminated sign* means a sign wholly or partially illuminated by a light source that is located in the interior of the sign, and that passes light through the display surface of the sign.

*Permanent sign* means a sign that is permanently attached to a building, structure, or the ground and that is intended to be used for an ongoing, indefinite period of time. Permanent signs are building directories, freestanding signs, hanging signs, interior signs, outdoor advertising signs, projecting signs, roof signs, and wall signs, which are further defined as follows:

*Building directory* means a sign giving the name and room number of the occupants of a building.

*Directional sign* means a sign designed to be read by a person on the premises on which the sign is located, and used only to identify and locate an office, entrance, exit, telephone, or similar place, service, or route.

*Freestanding sign* means a sign supported by one or more upright poles or braces, or placed upon a foundation, in or upon the ground and wholly detached from or only incidentally attached to a building or structure.

*Hanging sign* means a sign that is attached to the underside of a marquee, canopy, portico, porte-cochere, or other similar overhanging structure.

*Interior sign* means a permanent sign located inside an enclosed building or structure, regardless of whether the sign is visible from the exterior of the building.

*Outdoor advertising sign* means a sign which is a substantial permanent structure that is either a wall sign or freestanding sign, with a display surface or surfaces normally and customarily used primarily for painting or posting a display thereon at periodic intervals, and which is located on a lot or parcel that is not owned or leased by the person constructing, erecting, or using the sign. Outdoor advertising signs are not limited as to content, but are 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.

*Projecting sign* means a sign, other than a wall sign, that projects beyond the building frontage or building face to which it is attached. The term "projecting" means the distance that the sign extends from the building frontage or building face.

*Roof sign* means a sign erected upon or painted upon the roof of a building, canopy, portico, or marquee.

*Vehicle directional sign* means a freestanding sign or a wall sign that designates an automobile entrance onto or exit from property.

*Vehicle viewing sign* means a freestanding sign or a wall sign that is intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle.

*Wall sign* means a sign painted on or attached to a wall or parapet of a building or structure, sign tower, or the face or end of a marquee or canopy, with the sign face parallel to, and projecting not more than 18 inches from, the plane of the wall, parapet, face, or end.

*Temporary sign* means a sign that is not permanently affixed or attached to a building, structure, or the ground and that is intended to be used for limited periods of time. Temporary signs are lawn signs, portable signs, sidewalk signs, and temporary sign displays, which are further defined as follows:

*Lawn sign* means a temporary sign made of corrugated plastic, greybeard, or similar type material and that is generally supported by stakes inserted into the ground.

*Portable sign* means a temporary sign that is self-supporting, meets an 80 mph wind load factor, and is designed to be moved from place to place. Portable signs include, but are not limited to, A-frame or sandwich board signs, signs attached to self-supporting and moveable wood or metal frames, and trailer reader boards.

*Sidewalk sign* means a temporary sign that does not meet an 80 mph wind load factor, and is designed to be moved from place to place. Sidewalk signs include, but are not limited to, A-frame or sandwich board signs, and signs attached to self-supporting and moveable wood or metal frames, but do not include trailer reader boards.

*Temporary sign display* means an attention attracting device or devices, including, but not limited to, pennants, banners, or balloons.

*Sign structure* means the entire structure that comprises the sign, including, but not limited to, the display surface, supports, foundation, and sign tower.

*Sign tower* means a semi-detached structure, not integral to the building and erected for the purpose of signage.

*Special setback area* means an area equal to one-half of the right-of-way width specified in the Salem Transportation System Plan for the appropriate classification of the street, measured at right angles to the centerline of the actual street, or, where there is no street, from the centerline of the right-of-way.

*Street front property line* means the property line abutting a street. Unless the property abuts only one street, the property line shall be at least 50 feet wide to qualify as a street front property line. An access easement shall not be included as part of the width for purposes of determining the street front property line. Access onto the street from the property is not required to establish the street front property line.

*Unobstructed* means an area does not have any physical obstructions to free passage, any tripping hazards, or any area reserved for people to stand or sit.

*Vehicle accessway* means driveway that gives access to a window whereby goods or services are provided to a patron of a business, and that typically includes queuing lanes, service windows, or service islands.

*Vehicle buffer zone* means an area that runs parallel to and abuts a roadway, and creates a pedestrian safety zone and unobstructed accessibility to parked vehicles. The vehicle buffer zone is depicted on Illustration No. 900-1.

*Vision clearance area* means the area providing visibility for vehicular, bicycle, and pedestrian traffic, as determined by SRC 76.170.

- (b) As used in this chapter, words used in the present tense include the future, the singular number includes the plural, and the term "shall" is mandatory and not directory.
- (c) Nothing in this chapter is intended, and shall not be construed, to restrict speech on the basis of its speaker, content, or viewpoint, and, to the extent that any provision of this chapter is ambiguous, the provision shall not be interpreted to regulate on the basis of speaker, content, or viewpoint.

(Prior Code, § 900.005; Ord. No. 4-12)

Sec. 900.010. - General rule.

- (a) No person shall construct, erect, enlarge, alter, or relocate any sign, or install electrical parts, wiring, or illumination in or upon a sign, until all required permits have been obtained, including, but not limited to, sign permits, building permits, electrical permits, and any other permit required under federal, state, or local law.
- (b) Except as provided in SRC 900.030, no person shall erect, construct, enlarge, alter, repair, move, improve, convert, equip, use, or maintain any sign, or cause or permit the same to be done, in violation of any provision of this chapter or a permit issued hereunder.



(c) Nothing in this chapter is intended, nor shall be construed, to permit the erection, construction, enlargement, alteration, or maintenance of any sign at any place or in any manner unlawful under any other federal, state, or local law. When any part of this chapter conflicts with another provision of federal, state, or local law, the provision that establishes the stricter standard shall control.

(Prior Code, § 900.010; Ord. No. 4-12)

Sec. 900.015. - Exempt signs.

The following signs are exempt from this chapter:

- (a) Official traffic control devices.
- (b) Signs required to be erected by public officers pursuant to law or by order of the court.
- (c) Temporary signs located in Wallace Marine Park's Sports Field Complex allowed and regulated pursuant to a park use permit issued by the City.
- (d) Public murals, as defined by SRC 15.010, and regulated under the provisions of SRC chapter 15, and any rules adopted thereunder.
- (e) Graffiti resistant coverings, containing only graphics or images, installed on equipment enclosures owned by the public or a public utility, or other temporary structures serving the public.

(Prior Code, § 900.015; Ord. No. 4-12; Ord. No. 19-15, § 2, 10-12-2015)

Sec. 900.020. - Prohibited signs.

The following signs are prohibited:

- (a) Any sign which creates a public nuisance due to statements, words, or pictures of an obscene or pornographic character.
- (b) Any sign which violates ORS ch. 377.
- (c) Any sign which is placed on, affixed to, or painted on a motor vehicle, vehicle, or trailer and placed on public or private property with the primary purpose of providing a sign not otherwise permitted by this chapter.
- (d) Any sign located in a manner which could impede traffic on any street, alley, bikeway, or other vehicular way.
- (e) Any sign constructed in such a manner or at such a location that it will obstruct access to any fire escape or other means of ingress or egress from a building. No sign structure, or part thereof, shall cover, wholly or partially, any window or doorway in a manner that will substantially limit access to the building in case of fire.
- (f) Any sign constructed or maintained which, by reason of its size, location, movement, coloring, or manner of illumination may be confused with or construed as an official traffic control device or which hides any official traffic control device from view.
- (g) Any sign, other than an official traffic control device, located within a vision clearance area.
- (h) Any sign that employs a structure, material, illumination, size, or placement not specifically allowed under this chapter, unless the sign is a lawfully established nonconforming sign.

(Prior Code, § 900.020; Ord. No. 4-12)

Sec. 900.025. - Sign permits.

- (a) *Applicability.* Except as otherwise provided in this chapter, a permit is required for the construction, erection, enlargement, alteration, or relocation of any sign.
- (b) *Procedure type.* An application for a sign permit is a Type I procedure under SRC chapter 300.
- (c) *Additional submittal requirements.* In addition to the submittal requirements under SRC chapter 300, an application for a sign permit shall contain:

- (1) The location of the sign by street and number.
- (2) The name and address of the sign owner and of the sign erector.
- (3) Two complete sets of plans for the sign, in a graphic form, detailed and clear enough to show compliance with this chapter. At a minimum, the plans shall include:
  - (A) A detailed drawing of the sign, drawn to scale.
  - (B) Site plan drawn to scale, including location of all existing signs on the property and their sizes.
  - (C) Elevations of the building or structure with signs.
  - (D) Identification of materials and type of sign.
  - (E) A statement whether the sign is located on property owned or leased by the person constructing, erecting, or using the sign.
- (d) *Criteria.* An application for a sign permit shall be granted if the following criteria are met:
  - (1) The sign meets the requirements of SRC chapter 56.
  - (2) The sign is allowed in the zone.
  - (3) The sign will not interfere with the use of any public right-of-way, other public easements, or other publicly owned property.
  - (4) The sign conforms to all the applicable standards in this chapter.
- (e) *Expiration.* Sign permits shall be valid for 180 days after the date of issuance. The Director may grant a one-time extension for a sign permit, not to exceed 90 days, upon showing that there was reasonable cause for the delay and that the construction, erection, alteration, or other work still complies with this chapter.
- (f) *Permit fees.* The application for a sign permit shall be accompanied by a fee as prescribed by resolution of the council.

(Prior Code, § 900.025; Ord. No. 4-12)

Sec. 900.030. - Exceptions from permit requirement.

- (a) The following activities do not require a sign permit:
  - (1) Changing of copy on a sign specifically designed for the use of replaceable copy.
  - (2) Painting, repainting, cleaning, and normal maintenance and repair of a sign, where no substantial structural alteration is made.
- (b) The following signs do not require a sign permit, but are otherwise regulated by this chapter:
  - (1) Temporary signs not located in the public right-of-way.
  - (2) Signs for dwelling units authorized under SRC 900.185(a).
  - (3) Vehicle directional signs.
- (c) The following signs do not require a sign permit, and are allowed in addition to any other signs otherwise allowed by this chapter:
  - (1) A warning sign that does not exceed four square feet in display surface and six feet in height, that is not located in a vision clearance area, and that is erected on private property to warn the public of a danger on, or prohibiting or limiting access to, the premises on which the sign is located.
  - (2) Permanent building plaques, cornerstones, name plates, and similar building identifications.
  - (3) House and building numbers where the numerals do not exceed six inches in height.
  - (4) Historical markers erected or maintained by public authority or by a historical society or historical organization identifying sites, buildings, or structures of recognized historical value.
  - (5) Non-illuminated signs not visible from a public sidewalk, street, highway, or alley.
  - (6) Interior signs.

- (A) Non-illuminated interior signs in commercial and industrial zones, including, but not limited to, signs attached to or painted on the inside of a window.
- (B) Illuminated interior signs intended to be viewed from the public sidewalk, street, highway, alley, plaza, park, or other similar public place; provided, however, that the sign does not flash or employ an effect, and does not exceed eight square feet in display surface.
- (C) Illuminated interior signs not intended to be viewed from the public right-of-way
- (7) Directional signs that do not exceed eight square feet of display surface.
- (8) Directional signs in commercial and industrial zones that do not exceed 22 square feet of display surface, that designate an automobile service entrance onto the premises, and limited to one per business per premises.
- (9) Temporary signs authorized by a park use permit.

(Prior Code, § 900.030; Ord. No. 4-12)

Sec. 900.035. - Sign adjustments.

- (a) *Applicability.* The Director may grant adjustments of up to ten percent of the applicable height and display surface size standards in this chapter.
- (b) *Procedure type.* A sign adjustment is processed as a Type II Procedure under SRC chapter 300.
- (c) *Additional submittal requirements.* In addition to the submittal requirements for a sign permit required by SRC 900.025, an application for a sign permit that includes an adjustment shall contain a statement of the specific standard for which the adjustment is requested, and the amount of the adjustment.
- (d) *Criteria.* An application for a sign adjustment shall be granted if the adjustment sought is not more than ten percent of the applicable height and display surface size standards applicable to the sign in this chapter.
- (e) *Concurrent processing required.* Applications for sign adjustments shall be processed concurrently with the sign permit application.

(Prior Code, § 900.035; Ord. No. 4-12)

Sec. 900.040. - Sign variances.

- (a) *Applicability.* Sign variances may be granted to the height and display surface standards, to increase the number of allowed signs, to allow relocation of a sign, and to allow structural alterations to a sign.
- (1) *Limitation.* A sign variance shall not provide for any of the following:
  - (A) To allow a sign prohibited by SRC 900.020, "Prohibited Signs."
  - (B) To decrease a setback or a special setback.
  - (C) To allow placement of a sign in a vision clearance area.
  - (D) To allow structural alterations to a nonconforming or non-complying sign.
  - (E) To authorize a sign not otherwise permitted on the property for which the variance is sought.
  - (F) To allow any sign other than those specifically allowed by this chapter.
  - (G) To modify the display and brightness regulations for electronic display signs established by SRC 900.090.
- (b) *Procedure type.* A sign variance is a Type III procedure under SRC chapter 300.
- (c) *Submittal requirements.* In addition to the submittal requirements for a sign permit required by SRC 900.025, an application for a sign permit that includes a variance shall contain a statement of the specific standard for which the variance is requested, and the amount or scope of the variance.
- (d) *Criteria.* An application for a sign variance shall be granted if the following criteria are met:
  - (1) Compliance with the applicable standard would create an unnecessary hardship due to unique or unusual physical

conditions of the property over which the applicant has no control, such as topography and lot shape, which are not present on other properties in the vicinity that have the same zone designation; the hardship does not result from actions of the applicant, owner, or previous owners of the property; and the sign variance is limited to the minimum reasonably necessary to alleviate the problem created by the unique or unusual physical conditions;

- (2) The sign variance is necessary to permit signage comparable with other properties in the vicinity that have the same zone designation;
  - (3) The sign variance will not adversely affect the function or appearance of the development and use of the property and surrounding properties; and
  - (4) The sign variance will not impose limitations on other properties and signage in the area, including signage that would be allowed on adjacent properties.
- (e) *Conditions of approval.* The Review Authority may impose conditions on the approval of a sign variance necessary to establish compliance with the approval criteria.
- (f) *Concurrent processing required.* Applications for a sign variance shall be processed concurrently with the sign permit application.

(Prior Code, § 900.040; Ord. No. 4-12)

Sec. 900.045. - Electronic display sign conditional use permits.

- (a) *Applicability.* This section applies to applications for conditional use permits to erect electronic display signs in residential zones.
- (b) *Procedure type.* Electronic display sign conditional use permit applications are Type III procedures under SRC chapter 300.
- (c) *Additional submittal requirements.* In addition to the submittal requirements for a sign permit required by SRC 900.025, an application for an electronic display sign conditional use permit shall contain a statement addressing the criteria set forth in subsection (d) of this section.
- (d) *Criteria.* An application for an electronic display sign conditional use permit shall be granted if the following criteria are met:
- (1) The sign will not create or significantly increase street level sign clutter;
  - (2) The sign will not adversely impact the neat, clean, orderly, and attractive appearance of the surrounding vicinity to a significant degree;
  - (3) The sign will not create a traffic or safety hazard; and
  - (4) The sign complies with all other standards in this chapter, including, but not limited to, height and placement standards.
- (e) *Conditions.* The Review Authority shall impose such conditions on an electronic display sign conditional use permit as are necessary to establish compliance with the approval criteria.
- (f) *Concurrent processing required.* Electronic display sign conditional use permits shall be processed concurrently with the sign permit application.

(Prior Code, § 900.045; Ord. No. 4-12)

Sec. 900.050. - Inspection; re-inspection.

- (a) A person who constructs, erects, re-erects, or structurally alters any sign for which a sign permit is required shall notify the Director of completion of the work thereon and request final inspection.
- (b) The Director shall perform sign inspection upon notification by the permittee. A final inspection of all signs shall be made upon completion of all construction work and prior to the illumination of any sign.
- (c) All signs may be inspected or re-inspected at the discretion of the Director. Upon presentation of proper credentials, the Director may enter at reasonable times any building, structure, or premises in the City to perform any duty imposed upon the Director by this chapter. If entry is refused, the Director may use any other lawful means to obtain entry. If the building,

structure, or premises is unoccupied, the Director shall first make a reasonable effort to locate the owner or other person with control of the building, structure or premises and request entry. If entry is refused, the Director may use any other lawful means to obtain entry. If the Director is unable, after making a reasonable effort, to locate the owner or other person with control of the building, structure, or premises, the Director may enter the building, structure, or premises, but shall, as soon as is practicable, document the efforts made to locate the owner or other person, and inform the owner or other person of the entry.

(Prior Code, § 900.050; Ord. No. 4-12)

Sec. 900.055. - Measurements.

- (a) *Size.* Size includes the height, length, width, and area of the display surface of a sign. Measurements shall be rounded up to the nearest foot, or nearest square foot, as applicable.
- (b) *Display surface area.* Display surface area is the area that lies within a line drawn around the outermost points of the display surface of the sign. Display surface area shall be expressed in square feet. Where the display surface is three dimensional, including, but not limited to, round or irregular solid shapes, the display surface area shall be calculated by taking the largest cross-section, and drawing a line around the outermost points of the cross-section. If there is open space between sections or modules of a display surface area, the open space shall be deducted from the calculation of the display surface area.
- (c) *Gross face area.* The gross face area of a building frontage or a building face is the area that lies within a line drawn around the outermost points of the building frontage or building face. Gross face area shall be expressed in square feet. Where a building houses more than one business, gross face area for each business shall be that area lying within a line drawn around the outermost points of that portion of the building frontage or building face that is actually occupied by the business.
- (d) *Height.* Sign height shall be measured from the average level of the grade below the sign to the topmost point of the sign structure.
- (e) *Clearance.* Clearance shall be measured from the average level of the grade below the sign to the lowest point on the sign structure.
- (f) *Spacing and density.*
  - (1) For the purpose of applying spacing requirements or density limits to signs, distances shall be measured along a line parallel to the centerline of the adjacent street or highway and between the nearest edges of the display surfaces.
  - (2) A back-to-back sign is counted as a single sign for the purpose of spacing and density limits.
- (g) *Setbacks.* For the purpose of applying setback requirements, distances shall be measured from the property line to the nearest edge of the display surface.

(Prior Code, § 900.055; Ord. No. 4-12)

Sec. 900.060. - Materials.

- (a) Except as otherwise specified in this section, materials used for construction of signs shall be of the quality and grade specified for buildings and structures pursuant to SRC [chapter 56](#).
- (b) Except for lamps, tubes, bulbs, or neon tubing, no glass shall be used in the display surface of any sign.
- (c) Roof signs, wall signs, projecting signs, and hanging signs shall be constructed of noncombustible materials, except for nonstructural trim, display surfaces, and cutouts which may be constructed of wood, metal, approved plastics, or any combination thereof.
- (d) Except as provided in subsection (e) of this section, only metal and approved plastics shall be used in construction of electronic display signs, internally illuminated signs, and externally illuminated signs.
- (e) Combustible materials for covering or ornamenting a sign structure may be used for electronic display signs, internally

illuminated signs, and externally illuminated signs, provided that no load-bearing member of the sign structure is constructed of combustible materials and there is no substantial fire or electrical safety hazard.

(f) The sign structure of outdoor advertising signs shall be metal.

(Prior Code, § 900.060; Ord. No. 4-12)

Sec. 900.065. - Sign supports.

Unless approval to place a sign in right-of-way has been obtained from the applicable government agency, sign supports shall be located on private property.

(Prior Code, § 900.065; Ord. No. 4-12)

Sec. 900.070. - Electronic sign construction.

- (a) Electronic display signs, externally illuminated signs, and internally illuminated signs shall be permanently and rigidly affixed to the sign structure or building.
- (b) The bottom of electronic display signs, externally illuminated signs, and internally illuminated signs and outline lighting enclosures shall not be less than 16 feet above areas accessible to vehicles; provided, however, the bottom of such signs and enclosures may be less than 16 feet above areas accessible to vehicles where such enclosures are protected from physical damage.
- (c) Electronic display signs, externally illuminated signs, and internally illuminated signs shall have placed, within easy view, a laboratory label from an approved testing agency.
- (d) Electronic display signs, externally illuminated signs, and internally illuminated signs shall be serviced by underground utilities.
- (e) Where underground electric service is provided by a utility company, outdoor advertising signs shall be serviced by underground utilities.

(Prior Code, § 900.070; Ord. No. 4-12)

Sec. 900.075. - General illumination standards; zone-specific standards.

- (a) Except as otherwise provided in this section, permanent signs may be externally or internally illuminated.
- (b) Temporary signs shall not be externally or internally illuminated.
- (c) No sign shall use lights or illumination that creates an unduly distracting or hazardous condition to a motorist, a pedestrian, or the general public, or that may be confused with or construed as an official traffic control device.
- (d) Wall signs, roof signs, and projecting signs placed on a building face that fronts a residential use may not be externally or internally illuminated.
- (e) No reflective bulb, par spot, or incandescent lamp that exceeds 25 watts shall be exposed to direct view from a public street, but may be used for indirect illumination of a display surface.
- (f) Neon tubing shall not exceed 300 milliamperes for white tubing or 100 milliamperes for colored tubing.
- (g) Fluorescent tubes used for interior illumination of a sign shall be placed behind a plexiglass face and shall:
  - (1) In residential zones, not exceed illumination equivalent to 425 milliamperes, and be spaced at least seven inches apart, measured from center to center.
  - (2) In commercial, industrial, and public zones, not exceed illumination equivalent to 800 milliamperes and be spaced at least nine inches apart, measured center to center.
- (h) The light source for an internally illuminated sign may be comprised of light emitting diodes, so long as the light emitting diodes are used for illumination only, do not create an electronic display or effect, and conform to the brightness limitations

set forth in SRC 900.090.

- (i) Zone-specific standards. Notwithstanding subsection (a) of this section, the following standards apply in the following zones:
- (1) In the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RMI and RMII), Multiple High-Rise Residential (RH), and Exclusive Farm Use (EFU) Zones:
    - (A) Freestanding signs shall not be internally illuminated; provided, however, a freestanding sign for nonprofit membership assembly, recreational and cultural community services, religious assembly, or basic education uses may be internally illuminated when the sign is located adjacent to a collector, arterial, parkway, or freeway.
    - (B) Freestanding signs shall not be externally illuminated by a light source connected to the sign.
    - (C) Sign illumination shall be directed away from and not be reflected upon adjacent premises. No sign shall be illuminated between the hours of 12:00 midnight and 7:00 a.m.
  - (2) In the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Commercial Office (CO), and Fairview Mixed-Use (FMU) Zones:
    - (A) Sign illumination shall be directed away from and not be reflected upon adjacent premises.
    - (B) No sign shall be illuminated between the hours of 12:00 midnight and 7:00 a.m. or during business hours as specified in the NCMU zone.
  - (3) In the South Waterfront Mixed-Use (SWMU) Zone, signs facing the Willamette River shall not be illuminated.
  - (4) In the Public and Private Cemeteries (PC), Capitol Mall (PM), and Public Service (PS) Zones, externally and internally illuminated signs are permitted only where the adjacent property is zoned commercial or industrial.
  - (5) In the Public and Private Health Services (PH) Zone, only signs designating emergency entrances shall be illuminated.
  - (6) In the Public Amusement (PA) Zone, signs shall not be illuminated within 300 feet of a residential zone.

(Prior Code, § 900.075; Ord. No. 4-12; Ord. No. 1-13)

Sec. 900.080. - Flashing light; zone-specific standards.

- (a) Unless otherwise prohibited by this chapter, permanent signs may use internal or external flashing light, subject to the standards in this section.
- (b) Internally illuminated signs using flashing light shall have at least 50 percent of the illuminated display surface illuminated at all times.
- (c) The sequence of flashing light shall be uniform, even, and regular, or shall create an apparent motion that is continuous and smooth.
- (d) Where a sign is illuminated by an external light source, no flashing light is permitted.
- (e) Signs with rotating or animated parts shall not be wholly or partially illuminated by flashing light.
- (f) Rotary beacon lights, zip lights, strobe lights, or similar devices shall be not attached to, incorporated in, or maintained as part of any sign.
- (g) No arrow or other directional indicator, or any light source or lamp or tube or group of lights or lamps or tubes contained in a single unit or in multiple units, shall be erected or maintained within view of any public street unless the device meets one of the following:
  - (1) The device was constructed as an integral part of the sign and not later attached or affixed thereto.
  - (2) The device is not illuminated by flashing light.
  - (3) The device is designed and used solely for illumination of a building or pedestrian or vehicular traffic areas.
- (h) When a residence, apartment, hospital, or home for the aged or convalescent is located within a 100-foot line-of-sight distance of a sign containing flashing light; such sign shall use flashing light only between the hours of 7:00 a.m. and 10:00 p.m.

- (i) Zone-specific standards. Flashing light is not allowed for signs in the Residential Agriculture (RA), Single Family Residential (RS), Residential (RD), Multiple Family Residential (RMI and RMII), Multiple High-Rise Residential (RH), Exclusive Farm Use (EFU), Commercial Office (CO), Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Fairview Mixed-Use (FMU), Public and Private Cemeteries (PC), Public and Private Educational Services (PE), Public and Private Health Services (PH), Capitol Mall (PM), and Public Services (PS) Zones.

(Prior Code, § 900.080; Ord. No. 4-12)

Sec. 900.085. - Effects.

- (a) The use of effects is allowed only where flashing light is allowed, subject to the standards set forth in SRC 900.080 and in this section.
- (b) No sign may use a speller effect, or effect in the form of a starburst, expanding starburst, expanding arrow, or extending arrow.
- (c) Chaser effects.
  - (1) Each display surface may have only one chaser effect.
  - (2) Only one sign per building frontage may use a chaser effect. If building has frontage on two or more streets, the building may have a sign using a chaser effect on each frontage.
  - (3) No chaser effect is permitted to be on the same side of a sign as flashing light.
  - (4) No chaser effect shall exceed 20 percent of the illuminated display surface of the sign.
  - (5) No chaser effect shall produce an apparent motion in a single direction that exceeds ten feet per second plus an additional five feet per second for each ten-foot distance over 20 feet between the sign and the nearest adjacent street or highway right-of-way, up to a maximum of 50 feet per second.
  - (6) This subsection shall not apply to chaser effects on theater marquees.

(Prior Code, § 900.085; Ord. No. 4-12)

Sec. 900.090. - Electronic display signs.

- (a) No electronic display sign may be erected in a residential zone without first obtaining an electronic display sign conditional use permit pursuant to SRC 900.045.
- (b) No electronic display sign shall be allowed within a historic district.
- (c) All electronic display signs shall meet the following standards:
  - (1) *Zones*.
    - (A) In all industrial zones, public zones, South Waterfront Mixed-Use (SWMU) Zones, Edgewater/Second Street Mixed-Use Corridor (ESMU), Mixed Use-I (MU-I) Zone, Mixed Use-II (MU-II) Zone, and commercial zones, other than the Commercial Office (CO), and Neighborhood Commercial (CN) Zones, the change from one electronic display to another electronic display shall be no more frequent than once every eight seconds, except changes to correct hour-and-minute or temperature information, which may change no more often than once every three seconds.
    - (B) In all residential zones, Commercial Office (CO) Zone, Neighborhood Commercial (CN) Zone, Neighborhood Center Mixed-Use (NCMU) Zone, and Fairview Mixed-Use (FMU) Zone, the change from one electronic display to another electronic display shall be no more frequent than once every hour, except changes to correct hour-and-minute or temperature information, which may change no more often than once every three seconds.
  - (2) *Change of display*. The actual change of display for an electronic display sign shall be completed in two seconds or less. Displays may change by fade or by instantaneous change from one static display to another, but shall remain as a static display after completing the change, and, once changed, shall remain static until the next change. Unless specifically authorized by this chapter, dissolve, scrolling, travel, and video display are prohibited.



(3) *Brightness*. All electronic display signs must be constructed, be operated, or otherwise function in such a way as to not exceed the provisions of this subsection.

(A) At the time of installation, electronic display signs may be illuminated to a degree of brightness that is no greater than 7,500 nits between sunrise and sunset and that is no greater than 1,000 nits between sunset and sunrise; provided, however, that an electronic display sign comprised solely of one color shall not exceed the following levels:

- (i) For a display comprised of red only, 3,150 nits between sunrise and sunset, and 450 between sunset and sunrise;
- (ii) For a display comprised of green only, 6,300 nits between sunrise and sunset, and 900 nits between sunset and sunrise;
- (iii) For a display comprised of amber only, 4,690 nits between sunrise and sunset, and 670 nits between sunset and sunrise.

(B) All electronic display signs must be maintained and operated to meet the following brightness standards:

- (i) No sign shall be brighter than is necessary for clear and adequate visibility.
- (ii) No sign shall be of such intensity or brilliance as to impair the vision of a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle.
- (iii) No sign shall be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device, or signal.

(C) The person owning or controlling an electronic display sign must adjust the sign to meet the brightness standards in accordance with the Director's instructions. The adjustment must be made immediately upon notice of non-compliance from the Director. The person owning or controlling the sign may appeal the Director's determination to the Hearings Officer, using the contested case procedures set forth in SRC chapter 20].

(D) All electronic display signs must be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions and must be equipped with a means to immediately turn off the display when it malfunctions; and the sign owner or operator must immediately turn off the sign or lighting when notified by the Director that it is not complying with the standards in this section.

(d) Notwithstanding any other provision in this chapter, a municipal corporation providing transit services within the corporate limits of the City may erect one electronic display sign in each of the corporation's transit stops, which shall be limited to two square feet in display surface, screened from adjacent residential properties, and used only for the transmission of public information by the corporation.

(Prior Code, § 900.090; Ord. No. 4-12; Ord. No. 3-18, § 15, 5-14-2018, eff. 6-13-2018; Eng. Ord. No. 4-18, § 10, 8-13-2018, eff. 9-12-2018)

Sec. 900.095. - Rotating and animated signs; zone-specific standards.

(a) Unless prohibited by any other provision of this chapter, permanent signs may contain rotating or animated parts, subject to the standards in this section.

(b) Temporary signs shall not contain rotating or animated parts.

(c) When a residence, apartment, hospital, or home for the aged or convalescent is located within a 100-foot line-of-sight distance of any sign with rotating parts, the sign shall rotate or be animated only between the hours of 7:00 a.m. and 10:00 p.m.

(d) No outdoor advertising sign shall contain animated or rotating parts; provided, however, that animated devices giving only the time or temperature are permitted.

(e) Zone-specific standards. Rotating and animated signs are not allowed in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RMI and RMII), Multiple High-Rise Residential (RH), Exclusive Farm Use (EFU), Commercial Office (CO), Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Fairview Mixed-Use (FMU), Public and Private Cemeteries (PC), Public and Private Educational Services (PE), Public and Private Health Services (PH), Capitol Mall (PM), and Public Services (PS) Zones.

(Prior Code, § 900.095; Ord. No. 4-12)

Sec. 900.100. - Signs installed over or within the right-of-way.

No sign shall be erected over or within the public right-of-way unless the placement of the sign is first approved by the governmental unit having jurisdiction over the right-of-way.

(Prior Code, § 900.100; Ord. No. 4-12)

Sec. 900.105. - Signs in vision clearance areas.

- (a) Except in the Central Business District (CB), signs exceeding 30 inches in height above the curb level, or street shoulder where there is no curb, shall not be placed in a vision clearance area unless the bottom of the sign structure is 8.5 feet or more above the curb level, or the shoulder of a street where there is no curb.
- (b) In the Central Business District (CB), signs exceeding 30 inches in height above the curb level may be placed in a vision clearance area, and are not required to be placed on a sign structure to elevate the sign above the curb level.
- (b) No sign in a vision clearance area may have a supporting pillar or post that is greater than 12 inches in diameter or a rectangular pillar or post with a diagonal cross section measurement no greater than 12 inches.

(Prior Code, § 900.105; Ord. No. 4-12)

Sec. 900.110. - Signs in special setback areas.

- (a) Permanent signs, or a portion of a permanent sign, may be located in special setback areas, if the sign owner and the property owner enter into a written removal agreement with the City, requiring removal of any portion of the sign located in the special setback area when such removal is deemed necessary to widen the street.
- (b) The removal agreement shall run with the land, and shall provide:
  - (1) That the sign owner and the owner of the premises, their heirs, successors, and assigns shall remove the sign after not less than 60 days' written notice from the Director;
  - (2) That, if the person responsible for removal does not remove the sign by the date stated in the notice, the City may do so and the costs shall be a lien against the land which may be foreclosed in the manner provided by law; and
  - (3) That the sign owner and property owner shall not be entitled to any damages or compensation on account of removing the sign or portion thereof.
- (c) Nothing in this subsection shall be construed as denying the owner to compensation for any real property acquired for the widening.
- (d) The removal agreement shall be recorded in the city lien docket.

(Prior Code, § 900.110; Ord. No. 4-12)

Sec. 900.115. - Sign location for safety.

- (a) No sign shall be erected or maintained which, by reason of its size, location, or construction constitutes a hazard to the public.
- (b) No sign shall obstruct any building opening such that light or ventilation is reduced below minimums required by the Salem Revised Code or any other applicable law.
- (c) No sign shall be erected within five feet of an exterior wall in which there are openings that lie directly behind the display surface unless the sign conforms with the requirements specified by SRC chapter 56 and the sign is constructed of noncombustible materials or approved plastics.
- (d) Any sign located on a sidewalk shall have a safety barrier of not less than 18 inches, measured from the bottom of the

sidewalk surface, and constructed of solid and seamless materials.

(e) No sign shall be placed within a sidewalk intersection.

(f) Signs shall be located not less than ten feet horizontally and ten feet vertically from all overhead electrical conductors which are energized in excess of 750 volts.

(Prior Code, § 900.115; Ord. No. 4-12)

Sec. 900.120. - Sign maintenance.

(a) All signs, together with the site and all components of the sign structure, shall be kept in good repair, free from deterioration, and in a neat, clean, attractive, and safe condition.

(b) No sign shall be located on a wall facing a side lot line if it is necessary to go onto the adjacent lot to install or service the sign, unless written consent of the adjacent property owner has been obtained prior to the issuance of the sign permit.

(Prior Code, § 900.120; Ord. No. 4-12)

Sec. 900.125. - Land divisions.

Within 30 days of the recording of the final plat for a subdivision or partition, signs on the new lots or parcels shall be modified to conform to the applicable provisions of this chapter; provided, however, no such modification shall be required if the land division is for property that is used as a shopping center, office complex, or industrial complex and the shopping center, office complex, or industrial complex continues to be managed as a unit.

(Prior Code, § 900.125; Ord. No. 4-12)

Sec. 900.130. - Freestanding signs.

(a) *Setbacks.*

(1) Freestanding signs shall have a setback of not less than three feet from the street front property line, unless the property is subject to a special setback area and no authorization to place a freestanding sign in the special setback area has been given, in which case the freestanding sign shall be setback not less than three feet from the special setback area.

(2) Freestanding signs shall have a setback of not less than five feet from a side property line.

(b) *Structure.*

(1) A freestanding sign shall be directly supported by poles or a foundation.

(2) No external cross braces, guy wires, "T" frames, "A" frames, "trusses," or similar bracing systems shall be used in constructing freestanding signs. Nothing in this subsection prohibits the use of standardized outdoor advertising structures and stringers customarily used for the support of sections of the display surface.

(c) *Limit.* A corner lot shall be limited to one freestanding sign.

(Prior Code, § 900.130; Ord. No. 4-12)

Sec. 900.135. - Hanging signs.

(a) *Clearance.* Hanging signs shall have a vertical clearance of seven feet, six inches between the bottom of the hanging sign and the grade below the sign.

(b) *Structure.* No supporting member of any hanging sign shall pierce or extend through the support structure.

(c) *Size.* The display surface of a hanging sign shall not exceed six square feet.

(Prior Code, § 900.135; Ord. No. 4-12)

Sec. 900.140. - Projecting signs.

- (a) *Clearance.* A minimum of ten feet clearance shall be required from the bottom edge of all projecting signs to the grade below the sign.
- (b) *Height.*
  - (1) The height of a projecting sign which projects more than three feet, six inches from the face of the building shall not exceed three feet; provided, however, that an additional four inches of height is allowed for each additional foot of clearance above ten feet from grade to bottom of sign, up to a maximum height of five feet.
  - (2) The height of a projecting sign which projects three feet, six inches or less from the building is not limited.
  - (3) Notwithstanding subsections (b)(1) and (2) of this section, no projecting sign shall have a height that exceeds three feet above the roof line.
- (c) *Setbacks.* The outer edge of a projecting sign shall have a setback of not less than two feet from the curbline.
- (d) *Projection.*
  - (1) The maximum projection of a projecting sign shall not exceed four feet, six inches; provided, however, that, where a projecting sign is located on a corner with two street frontages, the maximum projection is five feet, six inches.
  - (2) The inner edge of the projecting sign shall not be more than six inches from the face of the building. Projection shall be measured from the wall to which the projecting sign is attached.
- (e) *Structure.*
  - (1) No projecting sign shall be supported by external cross braces, guy wires, trusses, or similar bracing system.
  - (2) The inner edge of a projecting sign shall not be more than six inches from the face of the building to which it is attached.
- (f) *Spacing.* Spacing between projecting signs shall be measured opposite the traffic flow in the traffic lane adjacent to the property, and shall be six feet between the signs for each foot of projection for adjacent signs that are installed at the same elevation.

(Prior Code, § 900.140; Ord. No. 4-12)

Sec. 900.145. - Roof signs.

- (a) *Width.* On buildings that are less than 50 feet wide, the width of a roof sign shall be no greater than 50 percent of the width of building. On buildings that are 50 feet wide or greater, the width of a roof sign shall be no greater than 25 feet or 25 percent of the width of the building, whichever is less.
- (b) *Height.*
  - (1) Roof signs located on a flat roof shall not exceed the following heights:
    - (A) Building height of 15 feet or less, six feet.
    - (B) Building height of 15 to 20 feet, seven feet.
    - (C) Building height greater than 20 feet, eight feet.
  - (2) The height of a roof sign located on a gable, hipped roof, or pitched roof that is less than eight feet in height shall be no greater than 50 percent of the vertical height of the roof. The height of roof signs located on a gable, hipped roof, or pitched roof that is eight feet in height or greater shall be no greater than four feet or 25 percent of the vertical height of the roof, whichever is larger. Vertical height shall be measured from the lower edge of the roof to the peak of the gable, hip, or pitch, vertically from, and not along the plane of, the gable, hip, or pitch.
  - (3) Roof signs located on a marquee or canopy shall not exceed a height of four feet above the roof of the marquee or canopy.
- (c) *Setbacks.*
  - (1) A roof sign shall be setback a minimum of three feet from the front wall.

(2) A roof sign shall be setback a minimum of three feet from each end wall.

(d) *Clearance.*

(1) A roof sign shall have a minimum clearance of three feet between the bottom of the roof sign and the top of a parallel parapet.

(2) When a roof sign is placed on the peak of a roof, the roof sign shall have a minimum clearance of 1½ feet between the bottom of the sign and the roof.

(e) *Structure.* Except for vertical poles, the supporting structure of a roof sign shall be completely enclosed.

(Prior Code, § 900.145; Ord. No. 4-12)

Sec. 900.150. - Wall signs.

(a) *Wall signs on building walls.* Wall signs placed on a wall of a building shall conform to this subsection.

(1) *Height.*

(A) Wall signs may project above the higher of the eave line, roof line, or top of the parapet a distance equal to one-third of the height of the sign or three feet, whichever is less.

(B) Wall signs that do not extend the full length of the wall may project above the eave line, roof line, or top of the parapet one-third of the height of a building if the building is less than 15 feet in height, or six feet if the building is over 15 feet in height.

(C) The height of a wall sign that extends the full length of the wall shall not exceed four feet, measured from the roof line directly behind the wall to the top of the wall.

(D) Wall signs attached to a marquee shall not exceed 30 inches in height.

(2) *Structure.*

(A) The supporting structure for any wall sign shall be completely enclosed so as not to be visible from any public street, alley, or adjacent property.

(B) No external braces, guy wires, "A" frames, or similar bracing system shall be used in constructing a wall sign.

(C) Wall signs may be installed on mansard roofs of 30 degrees or less, if they are installed vertically, and if the supporting structure is completely enclosed so as not to be visible from any public street, alley, or adjacent property.

(3) *Clearance.*

(A) The bottom of a wall sign that projects from a wall and is located on an alley shall have a clearance of not less than 14 feet from grade and shall have a maximum projection from the wall to which it is attached of not more than 12 inches.

(B) The lower edge of a wall sign attached to a marquee shall not extend below the marquee.

(b) *Sign towers.* Wall signs may be placed on sign towers that conform to this subsection.

(1) *Width.*

(A) The width of a sign tower shall not exceed 20 percent of the width of the building frontage to which it is attached, when the sign tower does not project from the wall a distance less than four feet.

(B) The width of the sign tower shall not exceed four feet when the sign tower projects from the building frontage to which it is attached a distance greater than four feet.

(C) The width of the sign tower shall not exceed four feet when the sign tower includes a fin on the roof of the building to which the sign tower is attached. Any fin shall be located generally perpendicular to the building frontage.

(2) *Height.* The height of a sign tower:

(A) For buildings less than 15 feet in overall height, shall not exceed six feet, measured above a flat roof or the eave line on a pitched, hip, or gabled roof.

- (B) For buildings between 15 and 25 feet in height, shall not exceed the greater of nine feet or 40 percent of the height of the building, measured above a flat roof or the eave line on a pitched, hip, or gabled roof.
- (C) For buildings over 25 feet in height, shall not exceed the greater of 12 feet, six inches or 30 percent of the height of the building, measured above a flat roof or the eave line on a pitched, hip, or gabled roof.
- (D) Notwithstanding any other provision in this subsection, a sign tower shall not exceed the applicable height standards in the zone where the sign tower is located.
- (3) *Setbacks.* Sign towers shall not project over public property, into any area required to be landscaped, or over a setback line.
- (4) *Zones.* Sign towers shall be located only in industrial zones and commercial zones, other than the Commercial Office (CO) or Neighborhood Commercial (CN) Zone.
- (5) *Structure.* The supporting structure for sign towers shall be completely enclosed so as not to be visible from any public street, alley, or adjacent property.

(Prior Code, § 900.150; Ord. No. 4-12)

Sec. 900.155. - Outdoor advertising signs.

- (a) *Prohibited outdoor advertising signs.* Outdoor advertising signs are not permitted:
  - (1) In residential zones, public zones, or in the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Mixed Use-I (MU-I), Mixed Use-II (MU-II), Commercial Office (CO), Central Business District (CB), West Salem Central Business District (WSCB), South Waterfront Mixed-Use (SWMU), Employment Center (EC), Second Street Craft Industrial Corridor (SCI), Edgewater/Second Street Mixed-Use Corridor (ESMU), and Fairview Mixed-Use (FMU) Zones.
  - (2) In any urban renewal district, regardless of zone.
  - (3) Within the Willamette Greenway boundary.
- (b) *Back-to-back outdoor advertising signs.* Outdoor advertising signs may have display surfaces placed back-to-back on the same structure and in a parallel plane.
- (c) *Multiple display surfaces.* An outdoor advertising sign may have multiple display surfaces on the same sign structure and facing in the same direction provided that no display surface exceeds 200 square feet.
- (d) *Wall signs.* An outdoor advertising sign that is a wall sign shall conform with the standards for wall signs set forth in this chapter; provided:
  - (1) The outdoor advertising sign does not project above eave line of the roof of a building; and
  - (2) The outdoor advertising sign does not project over public property.
- (e) *Freestanding signs.* An outdoor advertising sign that is a freestanding sign shall conform with the standards for freestanding signs set forth in this chapter; provided, however, that the outdoor advertising sign shall not project over public right-of-way.
- (f) *Size.* Maximum display surface of an outdoor advertising sign shall be limited to 300 square feet.
- (g) *Height.*
  - (1) Maximum height of the display surface and border and trim of an outdoor advertising sign shall be 14 feet.
  - (2) Maximum height to the top of the permanent portion of an outdoor advertising sign shall not exceed 35 feet above the grade below the outdoor advertising sign; provided, however, that lawfully erected signs erected prior to April 28, 1969, within the city limits or in areas later annexed to the City may have up to ten percent additional height, provided such signs do not violate any other provisions of this chapter.
  - (3) Outdoor advertising signs primarily to be viewed from the Interstate 5 Freeway shall not exceed 40 feet in height measured from the top of the sign to the grade below the sign.
- (h) *Cutouts.* Cutouts may be attached to an outdoor advertising sign and may add up to 25 percent additional display surface. Cutouts may project three feet above or two feet to either side or below the display surface. Cutouts shall be limited to one

cutout per outdoor advertising sign or one unit on each face of a back-to-back sign. Cutouts shall be one integral unit and shall not project beyond the outdoor advertising sign in more than one horizontal and one vertical plane.

(i) *Setbacks.* Outdoor advertising signs shall be setback at least:

- (1) 100 feet in all residential zones; all public zones; and Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Commercial Office (CO), Central Business District (CB), South Waterfront Mixed-Use (SWMU), and Fairview Mixed-Use (FMU) Zones.
- (2) 200 feet from an occupied residential structure fronting on the same street, regardless of zone.
- (3) 200 feet from the Civic Center, which is the area bounded by Trade Street on the north, Liberty Street on the east, Leslie Street on the south, and Commercial Street on the west.
- (4) 200 feet from the Capitol Mall, as that area is defined in ORS 276.010.

(j) *Spacing and density.*

- (1) For the purposes of this subsection, back-to-back V-structured outdoor advertising signs are considered a single sign.
- (2) No outdoor advertising sign shall be erected or maintained within 500 feet of another outdoor advertising sign located on the same side of a street or highway.
- (3) No outdoor advertising sign shall be erected or maintained within 250 feet of another outdoor advertising sign located on the opposite side of a street or highway.
- (4) In addition to the requirements of subsections (j)(2) and (3) of this section, no more than three outdoor advertising signs may be erected or maintained along both sides of a street or highway within a distance of 1,000 linear feet.

(Prior Code, § 900.155; Ord. No. 4-12; Ord. No. 3-18, § 16, 5-14-2018, eff. 6-13-2018; Eng. Ord. No. 4-18, § 11, 8-13-2018, eff. 9-12-2018)

#### TEMPORARY SIGNS

Sec. 900.160. - Temporary signs, general standards.

- (a) Temporary signs shall not be attached to fences, trees, shrubbery, utility poles, or like items and shall not obstruct or obscure permanent signs on adjacent premises.
- (b) No temporary sign shall be placed within a sidewalk intersection.
- (c) Except as provided in SRC 900.100, no temporary sign shall be installed in or project over public right-of-way.
- (d) No temporary sign shall be erected or maintained which, by reason of its size, location, or construction constitutes a hazard to the public.
- (e) Lawn signs and sidewalk signs shall not exceed a height of 30 inches above grade. Portable signs shall not exceed a height of six feet above grade.
- (f) Lawn signs and sidewalk signs may be displayed a maximum of two, 60-day continuous periods per year. Portable signs may be displayed a maximum of one year.
- (g) Businesses with canopies, including, but not limited to, gasoline stations, may have one or more temporary signs, with a total collective display surface not to exceed 24 square feet per canopy. The signs may be freestanding or attached to the supporting structure of the canopy, provided they are not installed in a manner that would present a hazard to vehicles driving under the canopy.
- (h) Portable signs.
  - (1) Portable signs shall be placed and maintained such that a pedestrian pathway not less than five feet wide, and a vehicle buffer zone of not less than three feet wide, at all times provides free and unobstructed passage on the sidewalk. The pathway shall begin either where the sidewalk and the property line meet or between the portable sign and the street when the sidewalk sign is placed next to the building or property line and then extends into, or is placed entirely on, the adjacent sidewalk.

- (2) Portable signs shall be placed and maintained such that a vehicle buffer zone not less than three feet wide at all times provide free and unobstructed passage on the sidewalk.
- (3) The portable sign shall not limit or interfere with the free and unobstructed use of the sidewalk.
- (4) The placement of portable signs shall be limited to the normal business hours that the premises is open for business, and shall be removed from the sidewalk when the premises is not open for business.
- (5) Placement shall be within the sidewalk area directly in front of the business premises; provided, however, that a portable sign may be placed on the sidewalk in front of an adjacent business if the business owner first secures written approval from the adjacent business. Notwithstanding this subsection, no more than one portable sign shall be permitted in the sidewalk area in front of a single business premises.
- (6) No portable sign shall be located in an alley, or shall be located on or attached to streetscape landscaping or furniture.
- (i) Temporary sign displays. Where allowed in the zone, temporary sign displays shall comply with the following:
  - (1) Temporary sign displays shall not use propellers or similar rotating or wind-activated devices or fluorescent paints or dyes.
  - (2) One temporary banner sign is allowed on each building frontage or building face for each separate business located on a premises, provided the temporary banner sign is located on a building. Display period is limited to 30 days, and is renewable upon application for renewal and upon replacement of all banners not neat, clean, and in good repair; provided, however, renewals shall not exceed four renewals in any one-year period. The display surface of each temporary banner sign shall be limited to 50 square feet.
  - (3) Pennants are limited to a display period of six months.
  - (4) The height to which a balloon may be displayed shall not exceed 35 feet from point of attachment. Balloons shall be securely attached and adequately tethered by a nonmetallic cable so as to withstand a wind pressure of 30 pounds per square foot of exposed surface. The Director may require any additional information and impose any conditions where such information or conditions are required to ensure the safety of the public or adjacent property. Balloons shall be limited to one per business per premises. Display period shall be limited to 14 days in any six-month period, measured from the date of issuance of the sign permit and shall not exceed two permits in any one year.

(Prior Code, § 900.160; Ord. No. 4-12)

Sec. 900.165. - Temporary signs in residential zones.

The following temporary signs are allowed in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RMI and RMII), Multiple Family High-Rise Residential (RH), and Exclusive Farm Use (EFU) Zones:

- (a) Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations as provided in Table 900-1.

<b>TABLE 900-1. LAWN, SIDEWALK, AND PORTABLE SIGNS IN RESIDENTIAL ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>
All Properties	6 sq. ft.	6 sq. ft.	6 sq. ft. on any 1 premises



- (b) In the RMI, RMII, and RH zones, apartment houses and retirement homes may have one temporary banner sign not to exceed square feet in display surface, on each frontage for each separate complex, provided such temporary banner sign is located building. Display period is limited to 60 days and is renewable upon application for renewal and replacement of all banners clean, and in good repair.
- (c) Properties which have received subdivision approval may, from the date of recording of the final plat until such time as a building permit is issued for the last lot or parcel to be sold, have the same square footage of temporary signage as is allowed for that size of subdivision, as set forth in Table 900-2.

<b>TABLE 900-2. LAWN, SIDEWALK, AND PORTABLE SIGNS FOR SUBDIVISIONS IN RESIDENTIAL ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises
Properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises

(d) Temporary sign displays. Temporary sign displays are not allowed in residential zones.

(Prior Code, § 900.165; Ord. No. 4-12)

Sec. 900.170. - Temporary signs in commercial zones.

- (a) The following temporary signs are allowed in the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), Commercial Office (CO), and Fairview Mixed-Use (FMU) Zones:
  - (1) Lawn signs, sidewalk signs and portable signs conforming to the number and display surface limitations as provided in Table 900-3.

<b>TABLE 900-3. LAWN, SIDEWALK, AND PORTABLE SIGNS IN CN, NCMU, CO, AND FMU ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>

All properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
All properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises
All properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises

- (2) Apartment houses and retirement homes may have one temporary banner sign not to exceed 50 square feet in display surface, on each frontage for each separate complex, provided such temporary banner sign is located on a building. Display period is limited to 60 days and is renewable upon application for renewal and replacement of all banners not neat, clean, and in good repair.
- (3) Properties which have received subdivision approval may, from the date of recording of the final plat until such time as a building permit is issued for the last lot or parcel to be sold, have lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations as provided in Table 900-4.

<b>TABLE 900-4. LAWN, SIDEWALK, AND PORTABLE SIGNS FOR SUBDIVISIONS IN CN, NCMU, CO, AND FMU ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises
Properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises

- (4) Temporary sign displays. Temporary sign displays are not allowed in the CN, NCMU, CO, and FMU zones.
- (b) The following temporary signs are allowed in the CB, WSCB, and SWMU zones:
- (1) *Private property.*
- (A) Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations specified in

Table 900-5 are allowed on private property.

<b>TABLE 900-5. LAWN, SIDEWALK, AND PORTABLE SIGNS IN CB, WSCB, AND SWMU ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises
Properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises

(B) Temporary sign displays. Pennants, balloons, and temporary banner signs are allowed on private property in the CB, WSCB, and SWMU zones.

(2) *Portable signs in right-of-way.* Portable signs in public rights-of-way in the CB, WSCB, and SWMU zones require a permit, which shall, in addition to the regulations set forth in SRC 900.160(h), be subject to the following conditions:

(A) The portable sign shall be no more than 30 inches in height and 24 inches in width.

(B) A portable sign permit holder shall obtain and maintain current liability insurance and submit a certificate of insurance in conformance with SRC chapter 42.025.

(C) The sidewalk sign permit shall terminate December 31 of the year in which the permit is issued.

(D) The portable sign permit may not be assigned or transferred to any third party.

(c) The following temporary signs are allowed in the Retail Commercial (CR), General Commercial (CG), Edgewater/Second Street Mixed-Use Corridor (ESMU), Mixed Use-I (MU-I), and Mixed Use-II (MU-II) Zones:

(1) Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations specified in Table 900-6.

<b>TABLE 900-6. LAWN, SIDEWALK, AND PORTABLE SIGNS IN CR, CG, ESMU, MU-I, AND MU-II ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>

Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises
Properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises

(2) Temporary sign displays. Pennants, balloons, and temporary banner signs are allowed on private property in the CR, CG, ESMU, MU-I, and MU-II zones.

(Prior Code, § 900.170; Ord. No. 4-12; Ord. No. 3-18, § 17, 5-14-2018, eff. 6-13-2018; Eng. Ord. No. 4-18, § 12, 8-13-2018, eff. 9-12-2018)

Sec. 900.175. - Temporary signs in industrial zones.

The following temporary signs are allowed in the Industrial Commercial (IC), Industrial Business Campus (IBC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), Employment Center (EC), and Second Street Craft Industrial Corridor (SCI) Zones:

(a) Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations specified in Table 900-7.

<b>TABLE 900-7. LAWN, SIDEWALK, AND PORTABLE SIGNS IN INDUSTRIAL ZONES</b>			
	<b>Lawn and Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, and portable signs located on a single property)</b>
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises

Properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises
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(b) Temporary sign displays. Pennants, balloons, and temporary banner signs are allowed on private property in industrial zones.

(Prior Code, § 900.175; Ord. No. 4-12; Ord. No. 3-18, § 18, 5-14-2018, eff. 6-13-2018)

Sec. 900.180. - Temporary signs in public zones.

The following temporary signs are allowed in the Public Amusement (PA), Public and Private Cemeteries (PC), Public and Private Educational Services (PS), Public and Private Health Services (PH), Public Services (PS), and Capitol Mall (PM) Zones:

(a) Lawn signs, sidewalk signs, and portable signs conforming to the number and display surface limitations specified in Table 900-8.

<b>TABLE 900-8. LAWN, SIDEWALK, AND PORTABLE SIGNS IN PUBLIC ZONES</b>			
	<b>Lawn &amp; Sidewalk Signs Display surface limitation for an individual sign</b>	<b>Portable Signs Display surface limitation for an individual sign</b>	<b>Total Collective Display Surface for all signs (all lawn, sidewalk, &amp; portable signs located on a single property)</b>
Properties under 10,000 sq. ft. in area	6 sq. ft.	8 sq. ft.	8 sq. ft. on any 1 premises
Properties over 10,000 sq. ft. but less than one acre in area	6 sq. ft.	16 sq. ft.	16 sq. ft. on any 1 premises
Properties one acre or more in area	6 sq. ft.	32 sq. ft.	32 sq. ft. on any 1 premises

(b) Temporary sign displays. Temporary banner signs are allowed in public zones.

**PERMANENT SIGNS**

(Prior Code, § 900.180)

Sec. 900.185. - Permanent signs in residential zones.

The following permanent signs are allowed in the Residential Agriculture (RA), Single Family Residential (RS), Duplex Residential (RD), Multiple Family Residential (RMI and RMII), Multiple Family High-Rise Residential (RH), and Exclusive Farm Use (EFU) Zones:

- (a) *Dwellings*. Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Residential subdivisions, residential planned unit developments, and manufactured dwelling parks*.
  - (1) A residential subdivision, residential planned unit development, or manufactured dwelling park is allowed one freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 12 square feet and to a height not exceeding five feet. The freestanding sign shall be located at the principal motor vehicle entrance to the subdivision, planned unit development, or manufactured dwelling park.
  - (2) Businesses in a residential planned unit development are allowed the following signs:
    - (A) Each business in a convenience service area is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding four square feet.
    - (B) Each business in a limited retail service area is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 50 square feet.
  - (3) The signs permitted by this subsection shall not extend above the eave line, roof line, or top of a parapet wall.
- (c) *Apartment houses and retirement homes in Multiple Family Residential (RMI and RMII) and Multiple Family High-Rise Residential (RH) Zones*. Apartment houses and retirement homes located in the Multi-Family Residential (RMI and RMII) Zone and the Multiple Family High-Rise Residential (RH) Zone are permitted the following signs:
  - (1) *RMI and RMII zones*. Two wall signs, or one wall sign and one freestanding sign.
    - (A) Wall signs shall be limited to a display surface not exceeding 32 square feet.
    - (B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
  - (2) *RH zone*. Two wall signs, or one wall sign and one freestanding sign.
    - (A) When two wall signs are used, one wall sign shall be limited to a display surface not exceeding 32 square feet and the second wall sign shall be limited to the greater of 32 square feet or two percent of the gross face area of building wall to which the sign is attached.
    - (B) When one wall sign and one freestanding sign are used:
      - (i) The wall sign shall be limited to a display surface not exceeding 32 square feet.
      - (ii) The freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
  - (3) *Vehicle directional signs*. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (d) *Businesses*. When the primary use of a building is for a business, unless located in an office complex or a residential planned unit development, the following signs are allowed:
  - (1) *One wall sign or one freestanding sign*.
    - (A) Wall signs shall be limited to a display surface not exceeding 32 square feet.
    - (B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
  - (2) *Vehicle directional signs*. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be

limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.

(3) *Facilities for religious services.* In addition to the signs allowed in subsections (d)(1) and (2) of this section, facilities for religious services that have a school, day care facility, kindergarten, or other similar accessory use are allowed one additional sign, which may be either a wall sign or a freestanding sign.

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet in display surface.

(B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(Prior Code, § 900.185; Ord. No. 4-12)

Sec. 900.190. - Permanent signs in the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), and Fairview Mixed-Use (FMU) Zones.

The following signs are permitted in the neighborhood commercial, neighborhood center mixed-use, and fairview mixed-use zones:

(a) *Dwellings.* Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.

(b) *Residential subdivisions, residential planned unit developments, and manufactured dwelling parks.*

(1) A residential subdivision, residential planned unit development, or manufactured dwelling park is allowed one freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 12 square feet and to a height not exceeding five feet. The freestanding sign shall be located at the principal motor vehicle entrance to the subdivision, planned unit development, or manufactured dwelling park.

(2) Businesses in a residential planned unit development are allowed the following signs:

(A) Each business in a convenience service area is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding four square feet.

(B) Each business in a limited retail service area is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 50 square feet.

(3) The signs permitted by this subsection shall not extend above the eave line, roof line, or top of a parapet wall.

(4) Vehicle directional signs. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.

(c) *Businesses.* Unless located in an office complex or a residential planned unit development, a business is allowed the following signs:

(1) *Wall signs.* One wall sign for each building frontage and building face; provided, that no such sign shall be allowed on a building face where the sign would be directed toward an abutting residential area. Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the building frontage or building face to which it is attached.

(2) *Freestanding signs.* One freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.

(3) *Facilities for religious services.* In addition to the signs allowed in subsections (c)(1) and (2) of this section, facilities for religious services that have a school, day care facility, kindergarten, or other similar accessory use are allowed one additional sign, which may be either a wall sign or a freestanding sign.

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet in display surface.

(B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

- (4) *Vehicle directional signs.* One vehicle directional sign located at each motor vehicle entrance to or exit from the property shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (d) *Office complexes.* An office complex, and individual businesses in the office complex, are allowed the following signs:
- (1) *Office complex.*
- (A) An office complex is allowed one freestanding sign or one wall sign.
- (i) The freestanding sign shall be limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.
- (ii) Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of the gross face area of the building frontage or building face to which it is attached.
- (B) An office complex is allowed one wall sign for a building directory. The building directory shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
- (C) *Vehicle directional signs.* An office complex is allowed one vehicle directional sign at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (2) *Individual businesses in an office complex.* Each individual business in an office complex is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 24 square feet.

(Prior Code, § 900.190; Ord. No. 4-12)

Sec. 900.195. - Permanent signs permitted in Commercial Office (CO) Zones.

The following permanent signs are permitted in the Commercial Office (CO) Zone:

- (a) *Dwellings.* Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one free standing sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Residential subdivisions, residential planned unit developments, and manufactured dwelling parks.*
- (1) A residential subdivision, residential planned unit development, or manufactured dwelling park is allowed one freestanding sign. The freestanding sign shall be limited to a display surface not exceeding 12 square feet and to a height not exceeding five feet. The freestanding sign shall be located at the principal motor vehicle entrance to the subdivision, planned unit development, or manufactured dwelling park.
- (2) Businesses in a residential planned unit development are allowed the following signs:
- (A) Each business in a convenience service area is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding four square feet.
- (B) Each business in a limited retail service area is allowed one wall sign. The wall sign shall be limited to a display surface not exceeding 50 square feet.
- (3) The signs permitted by this subsection shall not extend above the eave line, roof line, or top of a parapet wall.
- (4) *Vehicle directional signs.* One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (c) *Apartment houses and retirement homes.* Apartment houses and retirement homes are permitted the following signs:
- (1) Two wall signs, or one wall sign and one freestanding sign.
- (A) Wall signs shall be limited to a display surface not exceeding 32 square feet.



- (B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding 1
- (2) Vehicle directional signs. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (d) *Businesses*. Unless located in an office complex or a residential planned unit development, a business is allowed the following signs:
- (1) *Wall signs*. One wall sign on each building frontage and building face; provided, that no such sign shall be allowed on a building face where the sign would be directed toward an abutting residential area. Wall signs shall be limited to a display surface that is the greater of 32 square feet or two percent of the gross face area of the building frontage or building face to which it is attached.
- (2) *Freestanding signs*.
- (A) One freestanding sign that complies with this subsection.
- (i) When the premises abuts a residential zone, a Commercial Office (CO) Zone, or a public zone, the freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height of five feet.
- (ii) When the premises abuts a commercial zone, other than a Commercial Office (CO) Zone, or an industrial zone, the freestanding sign shall be limited to a display surface not exceeding 24 square feet, and to a height not exceeding 15 feet.
- (3) *Facilities for religious services*. In addition to the signs allowed in subsections (d)(1) and (2) of this section, facilities for religious services that have a school, day care facility, kindergarten, or other similar accessory use are allowed one additional sign, which may be either a wall sign or a freestanding sign.
- (A) Wall signs shall be limited to a display surface not exceeding 32 square feet in display surface.
- (B) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
- (4) *Vehicle directional signs*. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (e) *Office complexes*. An office complex, and individual businesses in the office complex, are allowed the following signs:
- (1) *Office complex*.
- (A) One freestanding sign or one wall sign:
- (i) One freestanding sign that complies with this subsection.
- (a) When the premises abuts a residential zone, a Commercial Office (CO) Zone, or a public zone, the freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
- (b) When the premises abuts a commercial zone, other than a Commercial Office (CO) Zone, or an industrial zone, the freestanding sign shall be limited to a display surface not exceeding 24 square feet, and to a height not exceeding 15 feet.
- (ii) Wall signs. Wall signs shall be limited to a display surface that is the greater of 32 square feet or two percent of the gross face area of the building frontage or building face to which it is attached.
- (B) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
- (C) Vehicle directional signs. One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall

be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.

- (2) *Individual businesses in an office complex.* Each individual business in an office complex is allowed one wall sign. The wall sign shall have a display surface not exceeding 24 square feet.

(Prior Code, § 900.195; Ord. No. 4-12)

Sec. 900.200. - Permanent signs in Central Business District (CB), West Salem Central Business (WSCB), Retail Commercial (CR), and General Commercial (CG) Zones.

The following permanent signs are allowed in the Central Business District (CB), West Salem Central Business (WSCB), Retail Commercial (CR), and General Commercial (CG) Zones.

- (a) *Dwellings.* Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Permanent signs for businesses.* Unless the business is located in a shopping center or office complex, a business may have the following signs:
- (1) One freestanding sign, one projecting sign, one roof sign, or one wall sign on each building frontage. When the business is located on a corner lot, only one freestanding sign shall be allowed.

(A) *Freestanding signs.*

(i) *Height.*

- (a) In the CB, CR, and CG zones, the height of a freestanding sign shall not exceed 20 feet for up to the first 100 feet of street front property line, plus an additional one foot in height for each 20 feet of street front property line over 100 feet, with a maximum height not exceeding 30 feet.
- (b) In the WSCB zone, freestanding signs shall be limited to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.

(ii) *Area.*

- (a) In the CB, CR, and CG zones, the display surface of a freestanding sign shall not exceed one square foot per linear foot of street front property line up to the first 100 square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over 100 feet, with a maximum display surface not exceeding 150 square feet.
- (b) In the WSCB zone, freestanding signs shall be limited to a display surface of 40 square feet, including structural, framing, and design elements attached to or supporting the sign.

(B) *Wall signs.*

- (i) For CR and CG zones, the display surface for a wall sign shall not exceed 125 square feet. Notwithstanding the size of the display surface authorized by this subsection, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding 30 inches.
- (ii) For CB and WSCB zones, the display surface for a wall sign shall not exceed that allowed by Table 900-9.

**TABLE 900-9. WALL SIGNS IN CB AND WSCB ZONES**

Gross face area of the face of the building to which the sign is attached in square feet	Permitted sign area is the greater of the following:
0 to 450	150 square feet or 33⅓ percent of the gross face area

451 to 800	200 square feet or 25 percent of the gross face area
<u>801</u> to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

(C) *Projecting sign standards.* Projecting signs shall conform with SRC 900.140.

(D) *Roof sign standards.* Roof signs shall conform with SRC 900.145.

- (2) Any number of additional wall signs on each building, provided the total display surface of all wall signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-10.

<b>TABLE 900-10. WALL SIGNS IN CB, WSCB, CR, AND CG ZONES</b>	
<b>Gross face area of building frontage in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 500	50 square feet or 15 percent of the gross face area
500 to 1,000	75 square feet or 12 percent of the gross face area
1,001 to 2,000	120 square feet or 10 percent of the gross face area
2,001 to 4,000	200 square feet or 8 percent of the gross face area
4,001 to 6,000	320 square feet or 6 percent of the gross face area
6,001 and over	360 square feet or 5 percent of the gross face area

- (3) One hanging sign on each building frontage and each building face.
- (4) One wall sign located on the wall abutting an alley adjacent to the building in which the business is located. The wall sign shall be limited to a display surface not exceeding six square feet.
- (5) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
- (6) Vehicle viewing sign. One vehicle viewing sign, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed 32 square feet.
- (7) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (b)(5) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.

(c) *Permanent signs for shopping centers.* A shopping center and individual businesses in the shopping center are allowed the signs:

(1) *Shopping center.*

(A) One sign shall be allowed on each building frontage on a designated arterial or designated collector as follows:

(i) For CR or CG zones, one freestanding sign or one wall sign. However, when the shopping center is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.

(a) Freestanding sign.

(1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 35 feet.

(2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 250 square feet.

(b) The wall sign shall be limited to a display surface not exceeding 125 square feet; provided, however, when the wall sign is located on a marquee, the wall sign not extend below the lower edge of the marquee, and shall be limited to a height not exceeding 30 inches.

(ii) For CB and WSCB zones, one freestanding sign, projecting sign, or one wall sign. However, when the shopping center is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.

(a) Freestanding sign in CB zone.

(1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 30 feet.

(2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 150 square feet.

(b) Freestanding sign in WSCB zone. In the WSCB zone, the freestanding sign shall be limited to a display surface of 40 square feet and to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.

(c) The display surface for a wall sign shall not exceed that allowed by Table 900-11.

**TABLE 900-11. WALL SIGNS IN CB AND WSCB ZONES**

Gross face area of the face of the building to which the sign is attached in square feet	Permitted sign area is the greater of the following:
0 to 450	150 square feet or 33½ percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area

801 to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

(d) Notwithstanding the size of the display surface authorized by this subsection, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding 30 inches.

(e) Projecting signs shall conform with SRC 900.140.

(B) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the shopping center. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.

(C) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (c)(1)(B) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.

(D) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.

(E) When a street front property line of the shopping center is greater than 300 feet, the shopping center may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. When the shopping center has two freestanding signs located along the same street front property line, there shall be a minimum distance of 100 feet between the signs.

(2) *Individual businesses.*

(A) One sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.

(i) In the CR or CG zones, one wall sign or one roof sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.

(a) The wall sign shall have a display surface not exceeding the square footage set forth in Table 900-12; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

<b>TABLE 900-12. WALL SIGNS IN CR AND CG ZONES</b>	
<b>Gross face area of building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area

2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

(b) Roof sign standards. Roof signs shall conform with SRC 900.145.

(ii) In the CB and WSCB zones, one wall sign, one projecting sign, or one roof sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.

(a) The wall sign shall have a display surface not exceeding the square footage set forth in Table 900-13; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

<b>TABLE 900-13. WALL SIGNS IN CB AND WSBC ZONES</b>	
<b>Gross face area of building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

(b) Roof sign standards. Roof signs shall conform with SRC 900.145.

(c) Projecting sign standards. Projecting signs shall conform with SRC 900.140.

(B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet; provided, however, that the display surface may be increased by forgoing part of the display surface authorized by subsection (c)(2)(A) of this section, and adding such display surface to the wall sign.

(C) One hanging sign on each building frontage and each building face.

(D) Vehicle viewing sign. One vehicle viewing sign, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed 32 square feet.

- (E) When the individual business does not have a building frontage or building face, the principal occupant of the building business is located may execute a written assignment of a portion of that occupant's display surface allowed under of this section, for use by such interior business for a wall sign.
- (d) *Permanent signs for office complexes.* An office complex and individual businesses in the office complex are allowed the following signs:
- (1) *Office complex.*
- (A) One sign shall be allowed on each building frontage on a designated arterial or designated collector as follows:
- (i) For CR or CG zones, one freestanding sign or one wall sign. However, when the office complex is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.
- (a) Freestanding sign.
- (1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 30 feet.
- (2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 150 square feet.
- (b) The wall sign shall be limited to a display surface not exceeding 125 square feet; provided, however, that, when the wall sign is located on a marquee, the wall sign not extend below the lower edge of the marquee, and shall be limited to a height not exceeding 30 inches.
- (ii) For CB and WSCB zones, one freestanding sign, projecting sign, or wall sign. However, when the office complex is located on a corner lot where the two intersecting streets are either designated arterials or designated collectors, only one freestanding sign shall be allowed.
- (a) Freestanding sign in CB zone.
- (1) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street frontage, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 30 feet.
- (2) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 feet of street front property line, plus one quarter additional square foot for each foot of street front property line over 100 feet, up to a maximum display surface of 150 square feet.
- (b) Freestanding sign in WSCB zone. In the WSCB zone, the freestanding sign shall be limited to a display surface of 40 square feet and to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.
- (c) The display surface for a wall sign shall not exceed that allowed by Table 900-14.

**TABLE 900-14. WALL SIGNS IN CB AND WSCB ZONES**

Gross face area of the face of the building to which the sign is attached in square feet	Permitted sign area is the greater of the following:
0 to 450	150 square feet or 33½ percent of the gross face area

451 to 800	200 square feet or 25 percent of the gross face area
<u>801</u> to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

(d) Notwithstanding the size of the display surface authorized by this subsection, wall signs that are located on a marquee shall not extend below the lower edge of the marquee and shall be limited to a height not exceeding 30 inches.

(e) Projecting signs shall conform with SRC 900.140.

(B) When a street front property line for the office complex exceeds 300 feet, the office complex may have one additional freestanding sign. The freestanding sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. When the office complex has two freestanding signs located along the same street front property line, there shall be a minimum distance of 100 feet between such signs.

(C) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.

(2) *Individual businesses.*

(A) One sign for each building frontage or building face; provided, however, that no such sign shall be allowed on a building face where the sign would be directed towards an abutting residential area

(i) For CR or CG zones, the sign may be a wall sign or roof sign.

(a) The wall sign shall be limited to a display surface not exceeding the square footage set forth in Table 900-15; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

<b>TABLE 900-15. WALL SIGNS IN CR AND CG ZONES</b>	
<b>Gross face area of building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area



- (b) Roof sign standards. Roof signs shall conform with SRC 900.145.
- (ii) In the CB and WSCB zones, the sign may be one wall sign, projecting sign, or roof sign.
  - (a) The wall sign shall be limited to a display surface not exceeding the square footage set forth in Table 900-16; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface of the wall sign.

<b>TABLE 900-16. WALL SIGNS IN CB AND WSCB ZONES</b>	
<b>Gross face area of building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

(b) Roof sign standards. Roof signs shall conform with SRC 900.145.

(c) Projecting sign standards. Projecting signs shall conform with SRC 900.140.

- (B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet.
- (C) One hanging sign on each building frontage and each building face.
- (D) Vehicle viewing sign. One vehicle viewing sign, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed 32 square feet.
- (E) When the individual business does not have a building frontage or building face, the principal occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed by subsection (d)(2)(A) of this section, for use by such interior business for a wall sign.

(e) *Outdoor advertising signs.* Outdoor advertising signs that comply with this chapter are allowed.

(Prior Code, § 900.200; Ord. No. 4-12; Ord. No. 31-13; Ord. No. 8-14; Ord. No. 3-18, § 19, 5-14-2018, eff. 6-13-2018)

**Editor's note—** Ord. No. 3-18, § 19, adopted May 14, 2018, effective June 13, 2018, changed the title of § 900.200 from "Permanent signs in Central Business District (CB), Retail Commercial (CR), and General Commercial (CG) Zones" to read as herein set out.

Sec. 900.205. - Permanent signs in the south waterfront mixed-use zone.

- (a) An individual business in the south waterfront mixed-use zone is allowed the following signs:

- (1) One wall sign or one projecting sign on each building frontage on a designated arterial or designated collector.
  - (A) A wall sign shall have a display surface not exceeding the square footage set forth in Table 900-17; provided, however, that wall signs shall have a display surface not exceeding 150 square feet on the side of a building facing Riverfront Park, and shall not exceed a display surface of 32 square feet on the side of a building facing the Willamette River.

<b>TABLE 900-17. WALL SIGNS IN SOUTH WATERFRONT MIXED-USE ZONES</b>	
<b>Gross face area of the building frontage or building face in square feet:</b>	<b>Display surface is the greater of:</b>
0 to 1,000	50 square feet or 15 percent of the gross face area
1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

(B) Projecting sign standards. Projecting signs shall conform with SRC 900.140.

- (2) One wall sign on each building face. The wall sign shall be limited to a display surface not exceeding eight square feet.
  - (3) One hanging sign for each building frontage and each building face.
  - (4) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
- (b) Each building in the south waterfront mixed-use zone that contains two or more businesses is allowed the following signs:
- (1) One wall sign, one projecting sign, or one freestanding sign, for each building frontage on a designated arterial or designated collector; provided, however, that, when the building is located on a corner lot with two such intersecting street frontages, only one freestanding sign shall be allowed.

(A) *Freestanding sign standards.*

- (i) *Height.* The height of a freestanding sign shall not exceed 20 feet for up to the first 100 feet of street front property line, plus an additional one foot in height for each 20 feet of street front property line frontage over 100 feet, with a maximum height not exceeding 30 feet; provided, however, that freestanding signs located in the area between Riverfront Park and any building shall not exceed five feet in height.
- (ii) *Area.* The display surface of a freestanding sign shall not exceed one square foot per linear foot of street front property line up to 100 square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over 100 feet, with a maximum display surface not exceeding 150 square feet; provided, however, that freestanding signs located in the area between Riverfront Park and any building shall have a display surface not exceeding 32 square feet.

(B) *Wall sign standards.* A wall sign shall have a display surface not exceeding the square footage set forth in Table 900-18; provided, however, that:

- (i) When the wall sign is located on a marquee, the display surface shall be limited to a height not exceeding 30 inches extend below the lower edge of the marquee.
- (ii) On the side of buildings facing Riverfront Park, wall signs shall have a display surface not exceeding 150 square feet.
- (iii) On the side of buildings facing the Willamette River, wall signs shall have a display surface not exceeding 32 square feet.

<b>TABLE 900-18. WALL SIGNS IN SOUTH WATERFRONT MIXED-USE ZONES</b>	
<b>Gross face area of the building frontage or building face in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 450	150 square feet or 33½ percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
<u>801</u> to 1,250	250 square feet or 20 percent of the gross face area
1,251 and over	15 percent of the gross face area

(C) *Projecting sign standards.* Projecting signs shall conform with SRC 900.140.

- (2) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
- (3) One freestanding sign located between Riverfront Park and the building. The freestanding sign shall be limited to a display surface not exceeding 32 square feet and to a height not exceeding five feet.
- (4) When one or more of the street front property lines exceeds 300 feet, the building may have one additional freestanding sign. The sign shall be located along the street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. When two freestanding signs are located on the same street front property line, there shall be a minimum distance of 100 feet between such signs.

(Prior Code, § 900.205; Ord. No. 4-12)

Sec. 900.210. - Permanent signs in Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), Employment Center (EC), and Second Street Craft Industrial Corridor (SCI) Zones.

The following permanent signs are permitted in the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), Employment Center (EC), and Second Street Craft Industrial Corridor (SCI) Zones:

- (a) *Dwellings.* Single family dwellings and dwelling units in duplexes are allowed either one wall sign or one freestanding sign. A wall sign shall be limited to a display surface not exceeding one square foot. A freestanding shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.
- (b) *Permanent signs for business.* Unless the business is located in an industrial complex or is classified as flexible space use, a business may have the following signs:
  - (1) One freestanding sign, one projecting sign, one roof sign, or one wall sign, for each building frontage; provided, however, that, when the business is located on a corner lot, only one freestanding sign shall be allowed.

- (A) *Wall signs.* The display surface for a wall sign shall not exceed 125 square feet.
  - (B) *Freestanding signs.*
    - (i) *Height.* Freestanding sign height is limited to 20 feet for up to the first 100 feet of street front property line, plus an additional one foot in height for each 20 feet of street front property line over 100 feet, with a maximum height of 30 feet.
    - (ii) *Area.* Where the sign is a freestanding sign, the sign shall be limited in area to one square foot per linear foot of street front property line up to the first 100 square feet of display surface, plus an additional one-quarter square foot of display surface for each additional one foot of street front property line over 100 feet, with a maximum limit of 150 square feet of display surface.
  - (C) *Projecting sign standards.* Projecting signs shall conform with SRC 900.140.
  - (D) *Roof sign standards.* Roof signs shall conform with SRC 900.145.
- (2) Any number of additional wall signs on each building; provided, however, that the total display surface of all signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-19. No single wall sign allowed under this subsection shall have a display surface exceeding 100 square feet.

<b>TABLE 900-19. WALL SIGNS IN INDUSTRIAL ZONES AND EC ZONE</b>	
<b>Gross face area of building frontage in square feet</b>	<b>Display surface is limited to the greater of the following:</b>
0 to 500	50 square feet or 15 percent of the gross face area
500 to 1,000	75 square feet or 12 percent of the gross face area
1,001 to 2,000	120 square feet or 10 percent of the gross face area
2,001 to 4,000	200 square feet or 8 percent of the gross face area
4,001 to 6,000	320 square feet or 6 percent of the gross face area
6,001 and over	360 square feet or 5 percent of the gross face area

- (3) One hanging sign on each building frontage and each building face.
- (4) One wall sign located on the wall abutting an alley adjacent to the building in which the business is located. The wall sign shall be limited to a display surface not exceeding six square feet.
- (5) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
- (6) Vehicle viewing sign. One vehicle viewing sign, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed 32 square feet.
- (7) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (b)(5) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be

limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.

(c) *Permanent signs for industrial complexes.* An industrial complex and individual businesses in the industrial complex are allowed the following signs:

(1) *Industrial complex.*

- (A) One freestanding sign for each building frontage on a designated arterial or designated collector; provided, however, that, when the industrial complex is located on a corner lot with two such arterials or collectors, only one freestanding sign shall be allowed.
  - (i) *Height.* The freestanding sign shall be limited to a height not exceeding 20 feet for the first 100 feet of street front property line, plus an additional one foot for each 20 feet of street front property line over 100 feet, up to a maximum height not exceeding 35 feet.
  - (ii) *Area.* The freestanding sign shall be limited to a display surface not exceeding one square foot per linear foot of street front property line for the first 100 square feet of street front property line, plus one-quarter additional square foot for each additional foot of street front property line over 100 feet, up to a maximum display surface not exceeding 250 square feet.
- (B) Vehicle directional signs. One freestanding sign or one wall sign located at each motor vehicle entrance to or exit from the complex. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding four feet.
- (C) One wall sign to be used as a building directory. The wall sign shall be limited to a display surface not exceeding one square foot per occupancy in the complex.
- (D) If a street front property line of the industrial complex is greater than 300 feet, the industrial complex may have one additional freestanding sign. The freestanding sign shall be located along each street front property line exceeding such length. The freestanding sign shall be limited to a display surface not exceeding 50 square feet and to a height not exceeding 20 feet. If the shopping center has two freestanding signs on the same street front property line, there shall be a minimum distance of 100 feet between the signs.
- (E) Vehicle service or loading directional sign. In lieu of the sign allowed in subsection (c)(1)(B) of this section, one freestanding sign or one wall sign located at each service or loading entrance onto the premises. A wall sign shall be limited to a display surface not exceeding eight square feet. A freestanding sign shall be limited to a display surface not exceeding 22 square feet and to a height not exceeding 15 feet.

(2) *Individual businesses.* Unless the business is classified as flexible space use, a business may have the following signs:

- (A) One wall sign or one roof sign for each building frontage or building face; provided, however, that no sign shall be allowed on a building face when the sign would be directed towards a residential area.
  - (i) The wall sign shall have display surface not exceeding the square footage set forth in Table 900-20; provided, however, that, where there is more than one business housed in the same building, only the gross face area of the building frontage or building face occupied by the business shall be used in determining the display surface for the wall sign.

**TABLE 900-20. WALL SIGNS IN INDUSTRIAL ZONES AND EC ZONE**

Gross face area of building frontage or building face, in square feet	Display surface is limited to the greater of the following:
0 to 1,000	50 square feet or 15 percent of the gross face area

1,001 to 2,000	150 square feet or 12 percent of the gross face area
2,001 to 4,000	240 square feet or 10 percent of the gross face area
4,001 to 6,000	400 square feet or 8 percent of the gross face area
6,001 and over	480 square feet or 6 percent of the gross face area

(ii) Roof sign standards. Roof signs shall conform with SRC 900.145.

- (B) One wall sign on each building frontage or building face; provided, however, that no sign shall be allowed on a building face where the sign would be directed towards an abutting residential area. The wall sign shall have a display surface not exceeding eight square feet; provided, however, that the display surface may be increased by forgoing part of the display surface authorized by subsection (c)(2)(A) of this section, and adding such display surface to the wall sign.
- (C) One hanging sign on each building frontage and each building face.
- (D) Vehicle viewing sign. One vehicle viewing sign, located on a vehicle accessway adjacent to a building or on the building, and intended to be seen by a person doing business from the vehicle accessway while the person is within the person's motor vehicle. The display surface shall not exceed 32 square feet.
- (E) If the individual business does not have building frontage or a building face, an occupant of the building in which the business is located may execute a written assignment of a portion of that occupant's display surface allowed by subsection (c)(2)(A) of this section, as a wall sign for use by such interior business.

(d) *Outdoor advertising signs.* Outdoor advertising signs that comply with this chapter are allowed in the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), and Intensive Industrial (II) Zones.

(Prior Code, § 900.210; Ord. No. 4-12; Ord. No. 31-13; Ord. No. 8-14; Ord. No. 3-18, § 20, 5-14-2018, eff. 6-13-2018)

**Editor's note—** Ord. No. 3-18, § 20, adopted May 14, 2018, effective June 13, 2018, changed the title of § 900.210 from "Permanent signs in Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Employment Center (EC) Zones" to read as herein set out.

Sec. 900.215. - Permanent signs in public zones.

(a) *Signs permitted in Public and Private Cemeteries (PC), Capitol Mall (PM), and Public Service (PS) Zones.*

(1) The following signs are permitted in PC, PM, and PS zones:

- (A) *Wall signs.* One wall sign for each building frontage, which shall be limited to the greater of 32 square feet or two percent of the gross face area of the building frontage on which it is located.
- (B) *Freestanding signs.* One freestanding sign for each building frontage which shall be limited to five feet in height and 24 square feet in total display surface. Such signs shall be set back at least three feet from a street front property line or the special set back area established by the Salem Zoning Ordinance, whichever is greater, provided further that, where adjacent property is zoned residential or commercial office, signs shall be set back at least 20 feet from the side lot line abutting a CO or residential zone.
- (C) *Vehicle directional signs.* One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding 30 inches.

- (D) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PS zone within athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility and viewing stands, and are used only during events where the public attends. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display standards set forth in SRC 900.090(c).
- (E) *Commercial use.* Where a commercial use is permitted in a PS zone, the signs allowed for such a use shall be the same as those permitted in subsection (d)(1) of this section.
- (F) *Externally illuminated and internally illuminated signs.* Externally illuminated signs and internally illuminated signs are permitted only in PC, PM, and PS zones where the adjacent property is zoned commercial or industrial. No flashing illumination shall be permitted.

(b) *Signs permitted in Public and Private Educational Service (PE) Zones.*

(1) The following signs are permitted in PE zones:

- (A) *Wall signs.* One wall sign for each building frontage, which shall be limited to the greater of 32 square feet or two percent of the gross face area of the building frontage on which it is located.
- (B) *Freestanding signs.* One freestanding sign for each building frontage, which shall be limited to five feet in height and 24 square feet in total display surface; provided, however, that one such sign may be 16 feet in height and 32 square feet in total display surface. Such signs shall be set back at least three feet from a street front property line or the special setback area established by the Salem Zoning Ordinance, whichever is greater, provided further that, where adjacent property is zoned residential or commercial office, signs shall be set back at least 20 feet from the side lot line abutting a CO or residential zone.
- (C) *Vehicle directional signs.* One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding 30 inches.
- (D) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PE zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display standards set forth in SRC 900.090(c).
- (E) *Externally illuminated and internally illuminated signs.* No flashing illumination shall be permitted.

(c) *Signs permitted in Public and Private Health Services (PH) Zones.*

(1) The following signs are permitted in PH zones:

- (A) *Wall signs.* One wall sign for each building frontage, which shall be limited to the greater of 32 square feet or two percent of the gross face area of the building frontage on which it is located.
- (B) *Freestanding signs.* One freestanding sign for each building frontage, which shall be limited to five feet in height and 24 square feet in total display surface; provided, however, that one such sign may be 15 feet in height and 24 square feet in total display surface. Such signs shall be set back at least three feet from a street front property line or the special setback area established by the Salem Zoning Ordinance, whichever is greater, provided further that, where adjacent property is zoned residential or commercial office, signs shall be set back at least 20 feet from the side lot line abutting a CO or residential zone.
- (C) *Vehicle directional signs.* One vehicle directional sign located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding eight square feet and to a height not exceeding 30 inches.

(D) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PH zone within athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility and viewing stands, and are used only during events where the public attend. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display surface set forth in SRC 900.090(c).

(E) *Externally illuminated and internally illuminated signs.* Only emergency vehicle directional signs and emergency entrances to a building in PH zones shall be externally illuminated signs or internally illuminated signs. No flashing illumination shall be permitted.

(d) *Signs permitted in Public Amusement (PA) Zones.*

(1) The following signs are permitted in the PA zone:

(A) *General.* All signs permitted in SRC 900.200 shall be permitted in a PA zone; provided, however, that any sign permitted by this subsection shall not be an externally illuminated sign, an internally illuminated sign, or an electronic display sign when it is erected or maintained within 300 feet of the boundary of the residential zone.

(B) *Freestanding signs.* For an office complex in a PA zone, each separate occupancy may have one freestanding sign not exceeding 30 feet in height and 100 square feet in total display surface. Each sign shall be separate and not part of any other sign allowed on this property. No such freestanding sign shall be installed within 100 feet of another freestanding sign on the same property. Where a PA zone is adjacent to a residential zone, no electronic display sign, externally illuminated sign, or internally illuminated sign shall be installed or maintained within 300 feet of the boundary of the residential zone.

(C) *Electronic display signs.* Electronic display signs no larger than 800 square feet shall be permitted in the PA zone within stadiums, athletic fields, and other outdoor assembly facilities, where they are intended primarily for viewing by persons within the facility, are oriented toward the interior of the facility and viewing stands, and are used only during events where the public attends as spectators. Notwithstanding any other provision of this chapter, signs allowed by this subsection may employ dissolve, fade, scrolling, static display, travel, and video display. Signs allowed by this subsection shall not be subject to the electronic sign display surface standards set forth in SRC 900.090(c).

(Prior Code, § 900.215; Ord. No. 4-12)

#### **SIGNS IN OVERLAY ZONES; HISTORIC DISTRICTS; MARKET STREET INTERCHANGE**

##### Sec. 900.220. - Commercial/Rural Urban Development Overlay Zone.

(a) *General.* Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Commercial/Rural Urban Development Overlay Zone.

(b) *Area I.*

(1) Freestanding signs shall be limited to a display surface of three feet by five feet and to a height not to exceed five feet.

(2) Wall signs shall not be visible from the residential areas to the west.

(c) *Area II.*

(1) Freestanding signs shall be limited to a display surface of three feet by five feet and to a height not to exceed five feet.

(2) Wall signs shall not be visible from the residential areas to the east.

(d) *Areas III and IV.*

(1) Wall signs shall not be visible from the residential areas to the east.

(2) Freestanding signs on the Commercial Street frontage shall not cause glare to adjacent residential uses.

(Prior Code, § 900.220; Ord. No. 4-12)



Sec. 900.225. - Saginaw Street Urban Development Overlay Zone.

Subject to the limitations in this section, signs permitted within the underlying zone are allowed in the Saginaw Street Urban Development Overlay Zone, except no signs shall be permitted along the Saginaw Street frontage.

(Prior Code, § 900.225; Ord. No. 4-12)

Sec. 900.230. - Chemawa/I-5. Northeast Quadrant Gateway Overlay Zone.

(a) Subject to the limitations in this section, signs permitted within the underlying zone are allowed in the Chemawa/I-5 North East Quadrant Gateway Overlay Zone, except the following signs are prohibited:

- (1) Outdoor advertising signs.
  - (2) Temporary signs, except when located in interior areas not visible from outside the boundary of the district.
- (b) Signs are not permitted within the district perimeter setback.
- (c) Freestanding signs:
- (1) Shall not be visible from Interstate-5.
  - (2) Are limited to a height of ten feet.
  - (3) May be built on a landscaped berm no higher than four feet in height.
- (d) Wall signs are limited to a display surface not exceeding 150 square feet or ten percent of the gross face area of the wall, whichever is less when visible from Interstate-5.

(Prior Code, § 900.230; Ord. No. 4-12)

Sec. 900.235. - Riverfront Overlay Zone.

(a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Riverfront Overlay Zone, except the following signs are prohibited:

- (1) Outdoor advertising signs.
- (b) Freestanding signs shall be restricted to a display surface of 24 square feet and to a height not exceeding five feet. Freestanding signs shall be set back at least five feet from a street property line.
- (c) A maximum of one wall sign per building frontage or building face is permitted. Wall signs on a building frontage shall be limited to a display surface that is the greater of 32 square feet or two percent of gross face area of the building frontage. Wall signs on a building face shall be limited to a display surface of 24 square feet.
- (d) Illumination of signs is prohibited on the riverfront side of buildings.
- (e) Signs owned or leased by an industrial use existed on December 1, 1998, within the overlay zone area may be altered, enlarged or rebuilt and may be extended onto vacant land or intensified provided such alteration, enlargement, rebuilding, extension or intensification otherwise complies with the regulations specified in the Sign Codes for the zone in which the use is permitted. Abandonment or change to a non-industrial use shall remove the sign from the scope of this section.

(Prior Code, § 900.235; Ord. No. 4-12; Ord. No. 31-13)

Sec. 900.240. - Broadway High Street Overlay Zone.

(a) Subject to the limitations in this section, signs permitted within the underlying zones are allowed in the Broadway High Street Overlay Zone, except the following signs are prohibited:

- (1) Outdoor advertising signs.
- (2) Trailer reader boards.
- (3) Roof signs.

- (4) Wall signs on sign towers.
- (b) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet. Freestanding signs shall be setback at least five feet from the public right-of-way.
- (c) A maximum of one wall sign per building frontage or building face is permitted. Wall signs on a building frontage shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of gross face area of the building frontage. Wall signs on building face shall be limited to a display surface not exceeding 24 square feet.

(Prior Code, § 900.240; Ord. No. 4-12)

Sec. 900.245. - Portland/Fairgrounds Road Overlay Zone.

- (a) Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Portland/Fairgrounds Road Overlay Zone, except the following signs are prohibited:
  - (1) Outdoor advertising signs;
  - (2) Trailer reader boards; and
  - (3) Rotating, moving, flashing, changing, or blinking signs.
- (b) Freestanding signs.
  - (1) Freestanding signs shall be restricted to a maximum of ten feet in height above grade, which includes structural, framing, and design elements attached to, or supporting the sign.
  - (2) Total display surface for freestanding signs is limited to 40 square feet, unless within shopping centers or office complexes. Where the street frontage for a shopping center or office complex exceeds 100 feet in length, the display surface may be increased one square foot for every five feet of street frontage over 100 feet. Such signs shall not exceed 80 square feet in display surface.
- (c) Wall signs shall be limited to 32 square feet or two percent of gross face area of the wall to which it is attached, whichever is less. When a business has no freestanding sign, then one sign can be up to 40 square feet in display surface.
- (d) Sign towers are allowed, provided the sign and supporting structure does not exceed ten feet above the roof line.
- (e) Signs for businesses outside shopping centers and office complexes.
  - (1) Each business is allowed two signs. When the business is located on two or more street frontages, one additional sign limited to 32 square feet in display surface is allowed for the second street frontage. Where allowed by this chapter, roof signs may not exceed 40 square feet in display surface.
  - (2) When the total display surface of all signs is less than the total display surface allowed for the business, then the display surface of the signs may be increased up to a maximum display surface of 46 square feet for a sign which was limited to 40 square feet in display surface and 36.8 square feet for a sign which was limited to 32 square feet in display surface. In no case shall the total display surface of all signs exceed the total display surface allowed.
- (f) Signs for shopping centers and office complexes.
  - (1) Each shopping center or office complex shall have a maximum of one sign unless the shopping center or office complex is located on two or more street frontages. One additional 40 square foot sign for the second street frontage is permitted.
  - (2) Each individual business in a shopping center or office complex is allowed one sign per business with a maximum display surface of 32 square feet. Where allowed by this chapter, roof signs may not exceed 32 square feet in display surface.
  - (3) Within integrated shopping centers and office complexes, a freestanding sign may not exceed 40 square feet in area unless street frontage of a shopping center or office complex exceeds 100 feet in length. Where the street frontage for a shopping center or office complex exceeds 100 feet in length, the freestanding sign display surface may be increased one square foot for every five feet of street frontage over 100 feet. Such freestanding signs shall not exceed 80 square feet in display surface.

(Prior Code, § 900.245; Ord. No. 4-12)

Sec. 900.250. - Wallace Road Corridor Overlay Zone.

(a) Subject to the limitations in this section, signs permitted within the underlying zone are allowed in the Wallace Road Corridor Overlay Zone, except the following signs are prohibited:

(1) Outdoor advertising signs.

(b) In the Wallace Road Corridor Overlay Zone, freestanding signs shall be limited to a display surface of 40 square feet and to a height of ten feet above grade, including structural, framing, and design elements attached to or supporting the sign.

(Prior Code, § 900.250; Ord. No. 4-12; Ord. No. 3-18, § 21, 5-14-2018, eff. 6-13-2018)

**Editor's note—** Ord. No. 3-18, § 21, adopted May 14, 2018, effective June 13, 2018, changed the title of § 900.250 from "Edgewater Street/Wallace Road Area Overlay Zone" to read as herein set out.

Sec. 900.255. - South Gateway Overlay Zone.

Signs permitted in the underlying zones are allowed in the South Gateway Overlay Zone, except the following signs are prohibited:

(a) Outdoor advertising signs.

(b) Trailer reader boards.

(c) Rotating, moving, flashing, changing, or blinking signs.

(Prior Code, § 900.255; Ord. No. 4-12)

Sec. 900.260. - West Salem General Industrial Overlay Zone.

(a) Subject to the limitations in this section, signs permitted within the underlying zone are allowed in the West Salem General Industrial Overlay Zone, except the following signs are prohibited:

(1) Outdoor advertising signs.

(Prior Code, § 900.260; Ord. No. 4-12; Ord. No. 3-18, § 22, 5-14-2018, eff. 6-13-2018)

**Editor's note—** Ord. No. 3-18, § 22, adopted May 14, 2018, effective June 13, 2018, changed the title of § 900.260 from "West Salem Industrial Overlay Zone" to read as herein set out.

Sec. 900.265. - Willamette Greenway Overlay Zone.

(a) Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Greenway Overlay Zone, except the following signs are prohibited:

(1) Outdoor advertising signs.

(b) Structures. All structures, including supporting members, shall be screened, colored, or surfaced so as to blend with the riparian area. Colors shall be natural earth or leaf tones. Surfaces shall be nonreflective. Screening shall be sight-obscuring.

(c) No sign shall have a display surface visible from the Willamette River.

(d) Lighting.

(1) Lighting within the Greenway Overlay Zone shall not flash when visible from the Willamette River, and shall not be focused or oriented onto the river surface.

(2) Maximum aggregate intensity of all lighting falling on the Willamette River surface shall not exceed one-tenth foot-candle per square foot.

(3) No red or green lights shall be visible from the Willamette River.

(Prior Code, § 900.265; Ord. No. 4-12)

Sec. 900.270. - Commercial/High Density Residential Overlay Zone.

Subject to the limitations in this section, signs permitted in the underlying zones are allowed in the Commercial/High Density Residential Overlay Zone, except outdoor advertising signs are prohibited.

(Prior Code, § 900.270; Ord. No. 4-12)

Sec. 900.275. - Historic districts.

In addition to other regulations applicable to permanent signs within this chapter, signs in historic districts shall be designed and approved in accordance with SRC chapter 230, except that reconstruction or installation of historic signs in commercial historic districts are not subject to SRC 900.130(b)(2), 900.130(c), 900.135(b), 900.135(c), 900.140(b), 900.140(d), 900.140(e), 900.140(f), 900.145(a), 900.145(b), 900.145(e), 900.150(a)(1), 900.150(a)(2), or 900.200.

(Prior Code, § 900.275; Ord. No. 4-12; Ord. No. 7-15)

Sec. 900.280. - Permanent signs for individual businesses in the Market Street Interchange.

A service station, restaurant, motel, hotel, or trailer camp located in the Market Street Interchange that is not located in a shopping center may have one freestanding sign which shall be limited to a display surface not exceeding 250 square feet, and to a height of 50 feet with a maximum clearance between the bottom of the sign and the grade of 30 feet. If such sign is erected, it shall be in lieu of and not in addition to any freestanding sign permitted for such business along the street frontage on which it is located.

(Prior Code, § 900.280; Ord. No. 4-12)

Sec. 900.290. - Permanent signs in the Edgewater/Second Street Mixed-Use Corridor, Mixed Use-I and Mixed Use-II zones.

The following permanent signs are allowed in the Edgewater/Second Street Mixed-Use Corridor, Mixed Use-I and Mixed Use-II zones.

(a) *Dwellings*. Single family and two-family uses are allowed the following signs:

(1) One wall sign or one freestanding sign.

(A) A wall sign shall be limited to a display surface not exceeding one square foot.

(B) A freestanding sign shall be limited to a display surface not exceeding one square foot and to a height not exceeding 30 inches.

(b) *Multiple family*. Multiple family uses are allowed the following signs:

(1) Two wall signs, or one wall sign and one freestanding sign.

(A) Wall signs shall be limited to a display surface not exceeding 32 square feet.

(B) A freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.

(c) *Standalone business*. Each building that only contains one business is allowed the following signs:

(1) One wall sign, one projecting sign, or one freestanding sign for each building frontage. When the development site is located on a corner lot, only one freestanding sign shall be allowed.

(A) A wall sign shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of gross face area of the building frontage. No wall sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.

(B) Projecting signs shall conform with SRC 900.140.

(C) A freestanding sign shall be limited to a display surface not exceeding 24 square feet and to a height not

exceeding five feet.

- (2) One hanging sign. Hanging signs shall conform with SRC 900.135.
- (3) Vehicle directional signs. One vehicle directional sign may be located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.
- (d) *Multiple businesses*. Each building that contains two or more businesses is allowed the following signs:
  - (1) One freestanding sign, one projecting sign, or one wall sign for each building frontage. When the development site is located on a corner lot, only one freestanding sign shall be allowed.
    - (A) Freestanding signs shall be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet.
    - (B) Wall signs shall be limited to a display surface not exceeding the greater of 32 square feet or two percent of gross face area of the building frontage. No wall sign shall be allowed on a building face where the sign would be directed towards an abutting residential area.
    - (C) Projecting signs shall conform with SRC 900.140.
  - (2) One hanging sign per business. Hanging signs shall conform with SRC 900.135.
  - (3) One wall sign per business.
    - (A) Wall signs shall be limited to a display surface not exceeding 32 square feet.
  - (4) Vehicle directional signs. One vehicle directional sign may be located at each motor vehicle entrance to or exit from the property. A wall sign shall be limited to a display surface not exceeding four square feet. A freestanding sign shall be limited to a display surface not exceeding four square feet and to a height not exceeding 30 inches.

( Ord. No. 3-18, § 23, 5-14-2018, eff. 6-13-2018; Eng. Ord. No. 4-18, § 13, 8-13-2018, eff. 9-12-2018)

**Editor's note**— Eng. Ord. No. 4-18, § 13, adopted Aug. 13, 2018, with an effective date of Sept. 12, 2018, changed the title of § 900.290 from "Permanent signs in the Edgewater/Second Street Mixed-Use Corridor (ESMU) Zone" to read as herein set out.

#### **NONCONFORMING, UNSAFE, ABANDONED, PROHIBITED SIGNS**

Sec. 900.300. - Nonconforming signs.

- (a) Except as otherwise provided in this section, signs which were erected prior to the effective date of this ordinance, and which are made nonconforming by its enactment, shall be considered nonconforming signs which may remain for their lifetime, subject to SRC 900.305. Where a sign permit is granted prior to the effective date of this ordinance, the permit shall be valid for a period of 90 days from the effective date of the ordinance from which this chapter is derived.
- (b) Any nonconforming sign which is:
  - (1) An unsafe sign shall be removed within the time specified in SRC 900.310.
  - (2) An abandoned sign shall be removed within the time specified in SRC 900.315.
  - (3) A prohibited sign shall be removed within the time specified in SRC 900.325.
- (c) A nonconforming sign may be repaired and maintained, and may have the advertising copy thereon changed including the name of the business or owner thereof. A nonconforming sign may be removed from its sign structure for the purpose of repair and maintenance under this subsection if a sign repair permit has been obtained.
- (d) Nonconforming signs may be structurally altered where such alteration is necessary for structural safety.
- (e) Nonconforming signs may be reconstructed if they are moved for construction or repair of public works or public utilities, and such reconstruction is completed within one year.
- (f) Nonconforming signs may be reconstructed if they are damaged by an act of God or an accident, provided that such damage does not exceed 50 percent of the cost of reconstruction of the entire sign and provided that such sign is reconstructed

within six months of the date the sign was damaged.

- (g) Nonconforming signs shall be properly repaired and maintained as provided in this chapter. A sign maintained in violation of this subsection shall be removed as provided in applicable provisions of SRC 900.310 through 900.330.

(Prior Code, § 900.300; Ord. No. 4-12)

Sec. 900.305. - Removal of nonconforming signs.

- (a) The Director may remove any sign erected or maintained in violation of this chapter or other applicable provisions of the Salem Revised Code.
- (b) Unless the sign is an unsafe sign subject to SRC 900.310, the Director shall give 30 days' written notice to the owner or lessee of the sign or to the owner of the building, structure, or premises on which the sign is located, to remove the sign. If the sign is not removed in such 30-day period, the Director may remove the sign.

(Prior Code, § 900.305; Ord. No. 4-12)

Sec. 900.310. - Removal of unsafe signs.

If a sign is erected or maintained in violation of SRC 900.020, "Prohibited Signs"; SRC 900.060, "Materials"; SRC 900.105, "Signs in Vision Clearance Areas"; SRC 900.115, "Sign Location for Safety"; SRC 900.120, "Sign Maintenance"; or SRC 900.160, "Temporary Signs, General Standards," and presents an immediate and serious danger to public health, safety, or welfare, the Director may, without prior notice, order the immediate removal or repair of the sign within such period of time that the Director deems appropriate to eliminate the danger. The Director may remove the sign in the event that the owner or lessee of the sign cannot be found, or refuses to repair or remove the sign within the time established by the Director.

(Prior Code, § 900.310; Ord. No. 4-12)

Sec. 900.315. - Removal of abandoned signs.

- (a) The Director may remove any abandoned sign.
- (b) Unless the sign is an unsafe sign subject to SRC 900.310, the Director shall give 30 days' written notice to the owner or lessee of the sign, or to the owner of the building, structure, or premises on which the sign is located, to remove the sign. If the sign is not removed in such 30-day period, the Director may remove the sign or cause the sign to be removed.
- (c) Evidence of cessation of active use of an abandoned sign includes, but is not limited to, failure to maintain a sign; failure to repair damage within 90 days of the date the damage occurs; failure to remove a temporary sign within a reasonable time period after the date the sign was erected; or vacation of the building, structure, or premises upon which the sign is located. As used in this section, abandoned signs do not include:
- (1) Outdoor advertising signs where a person has merely leased or contracted space thereon, and the owner of the sign provides evidence that the lease or contract has expired and the owner is actively seeking new lessees or persons with whom to contract for use of the sign.
  - (2) Signs which the successor to the owner or lessee agrees to maintain as provided in this chapter, provided the new owner or new lessee files a letter of intent with the Director within 30 days after the written notification by the Director to remove the sign.

(Prior Code, § 900.315; Ord. No. 4-12)

Sec. 900.320. - Reserved.

Sec. 900.325. - Removal of prohibited signs or signs erected without a permit.

The Director may remove or order the removal, without prior written notice, of any prohibited sign or sign erected without a sign permit required by this chapter.

(Prior Code, § 900.325; Ord. No. 4-12)

Sec. 900.330. - Procedure upon removal; costs of removal.

- (a) The Director shall, within 30 days after removal, notify the owner or lessee of a sign and the owner of the building, structure, or premises upon which the sign was located, that the sign has been removed. Any sign removed by the Director shall be stored for a period of 30 days from the date notification is given. If the identity or address of the owner or lessee of the sign or the owner of the building, structure, or premises upon which the sign was located cannot be located after reasonable effort, the Director shall store the sign for a period of 30 days after the date the Director determines that notification cannot be made. The Director shall continue to store any sign that has been removed for the additional time during which any appeal of the removal is pending. At the expiration of the time specified in this section, if the owner or lessee of the sign, or the owner of the building, structure, or premises upon which the sign is located, has not reclaimed the sign as provided in subsection (b) of this section, the sign may be destroyed or disposed of in any manner the Director deems appropriate.
- (b) To reclaim any sign that has been removed, the person reclaiming the sign shall pay to the City an amount equal to all costs incurred by the City in removing and storing the sign.
- (c) Where the owner or lessee of a sign and/or the owner of the building, structure, or premises upon which the sign is located, have been notified of the requirement to remove a sign under SRC 900.305, "Removal of Non-Complying Signs"; SRC 900.310, "Removal of Unsafe Signs"; or SRC 900.315, "Removal of Abandoned Signs"; and such person has refused to remove the sign, or where the Director has removed or caused the removal of any sign under SRC 900.310, "Removal of Unsafe Signs" or SRC 900.325, "Removal of Prohibited Signs or Signs Erected Without a Permit," all costs incurred in removal, storage, and disposal of the sign shall be charged to the owner or lessee of the sign, or the owner of the building, structure, or premises upon which the sign was located. The owner or lessee of the sign and the owner of the building, structure, or premises on which the sign is located, shall be jointly and severally liable for the cost of removing, storing, and disposing of the sign, and all costs of such removal, storage, and disposal may be entered in the City's lien docket as a lien against land or premises on which the sign is located, and may be collected or foreclosed in the same manner as any debt, charge, or lien.

(Prior Code, § 900.330; Ord. No. 4-12)

Sec. 900.335. - Stop work orders; permit revocation; civil penalties; enforcement.

(a) *Stop work orders and permit revocation.*

(1) The Director may suspend work or revoke a sign permit upon a finding that:

- (A) The work is not authorized by a valid permit;
- (B) Inaccurate information was used to obtain the permit;
- (C) The applicant is not complying with the terms of the permit or this chapter;
- (D) The work is, or threatens to become, a hazard to property or public safety; is adversely affecting or about to adversely affect adjacent property or rights-of-way; or is otherwise adversely affecting the public health, safety, or welfare;
- (E) The permittee fails to notify the Director of the progress of construction for inspection purposes; or
- (F) The permit was issued in error.

(2) The Director shall issue a written notice specifying the basis for the suspension or revocation that must be remedied prior to resuming other work on the project.

(b) *Civil penalty.* Any person who fails to comply with the requirements of this chapter, or the terms of a permit issued hereunder; who undertakes an activity regulated by this chapter without first obtaining a permit; or who fails to comply with

a stop work order issued pursuant to this chapter; shall be subject to a civil penalty, not to exceed \$2,000.00 per violation. Each day that a violation continues shall constitute a separate violation.

(c) *Civil penalties against agents.* Any person who acts as the agent of, or otherwise assists, a person who engages in an activity which would be subject to a civil penalty, may likewise be subject to a civil penalty.

(d) *Prohibition of final occupancy; injunctive relief.*

(1) The City shall not issue a notice of final occupancy for property on which a violation of this chapter has occurred or is occurring, until the violation has been cured and any penalty imposed is paid.

(2) The City may seek injunctive relief against any person who has willfully constructed, erected, enlarged, altered, or relocated any sign in violation of this chapter, such relief to be in effect for a period not to exceed five years.

(e) *Remedies not exclusive.* The remedies provided in this chapter are cumulative and not mutually exclusive and are in addition to any other right, remedies, and penalties available to the City under any other provision of law.

(Prior Code, § 900.335; Ord. No. 4-12)

## APPEALS; VIOLATIONS

Sec. 900.340. - Appeals.

(a) Hearings Officer. Any person whose sign permit has been revoked, or who has been ordered to alter or remove a sign, may appeal the decision to the Hearings Officer by filing a written notice of appeal with the Director, not later than 15 business days after the date the decision is issued. The notice of appeal shall state the basis of the appeal, and why the decision was in error, and shall be accompanied by the appeal fee.

(b) An order requiring the removal of a sign under SRC 900.310, SRC 900.315, or SRC 900.325 shall be stayed until a final decision is issued by the Hearings Officer. No stay shall be provided for an order of the Director requiring the removal of a sign under SRC 900.315.

(c) The hearings upon appeal or review are contested case proceedings, and shall be conducted under SRC chapter 20J.

(Prior Code, § 900.340; Ord. No. 4-12)

Sec. 900.345. - Constitutional issues involving application of sign code.

When an appeal raises an issue involving the application of state or federal constitutional law in the issuance of a sign permit, the revocation of a sign permit, or an order to alter or remove a sign, the Salem Municipal Court shall hear and decide the constitutional law issues on an expedited basis. The court shall conduct a trial on the constitutional issues. The City Attorney may appear on behalf of the City. Following the hearing, the court shall issue a written opinion on the constitutional issues. The court's decision shall be appealable by either party by writ of review to Marion County Circuit Court. The City Attorney shall have the authority to initiate an appeal of the court's decision on behalf of the City. If no appeal is filed, the Court's decision shall be binding upon the parties, and shall be incorporated into the final decision.

(Prior Code, § 900.345; Ord. No. 4-12)

Sec. 900.350. - Violations.

(a) It shall be unlawful to construct, erect, enlarge, alter, or relocate any sign, or install electrical parts, wiring, or illumination in or upon a sign, until all required permits have been obtained, including, but not limited to, sign permits, building permits, electrical permits, and any other permit required under this chapter or under any applicable federal, state, or local law.

(b) Except as provided in SRC 900.030, it shall be unlawful to erect, construct, enlarge, alter, repair, move, improve, convert, equip, use, or maintain any sign, or cause or permit the same to be done, in violation of any provision of this chapter, or of a permit issued under this chapter.



(c) A violation of this section is an infraction. Each day that a violation continues shall constitute a separate violation.  
(Prior Code, § 900.350; Ord. No. 4-12)