

On **May 17**, the Planning Commission will hold the final of three 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, and a redline comparison document of the proposed amendments is included as Attachment C.

This final work session scheduled for May 17 is to discuss proposed changes to development standards for permanent signs in each of the zones and overlay zones.

Proposed Amendments
<b>SRC 900.005 (Definitions; rules of construction)</b>
<ul style="list-style-type: none"> <li>▪ Amendments:               <ul style="list-style-type: none"> <li>❖ Added a definition for primary building wall.</li> </ul> </li> </ul>
<b>SRC 900.185 (Permanent signs in residential zones)</b>
<ul style="list-style-type: none"> <li>▪ Amendments:               <ul style="list-style-type: none"> <li>❖ For sites containing multiple dwellings an additional wall sign allowance was created for each dwelling unit.</li> <li>❖ Clarified signage allowance for residential uses, non-residential standalone uses, complexes, and individual uses within a complex.</li> <li>❖ Renumbered section to SRC 900.160.</li> </ul> </li> </ul>
<b>SRC 900.190 (Permanent signs in the Neighborhood Commercial (CN), Neighborhood Center Mixed-Use (NCMU), and Fairview Mixed-Use (FMU) Zones)</b>
<ul style="list-style-type: none"> <li>▪ Amendments:               <ul style="list-style-type: none"> <li>❖ Added the CO (Commercial Office) zone to this category.</li> <li>❖ Clarified signage allowance for residential uses, non-residential standalone uses, complexes, and individual uses within a complex.</li> <li>❖ Renumbered section to SRC 900.165.</li> </ul> </li> </ul>
<b>SRC 900.195 (Permanent Signs permitted in Commercial Office (CO) Zones)</b>
<ul style="list-style-type: none"> <li>▪ Amendments:               <ul style="list-style-type: none"> <li>❖ Standards for signs in the CO (Commercial Office) zone have been combined with the CN (Neighborhood Commercial), NCMU (Neighborhood Center Mixed-Use), and FMU (Fairview Mixed-Use) zones in SRC 900.165. West Salem General Industrial, Commercial High Density Residential, and South Gateway Overlay zones in SRC 900.200.</li> <li>❖ Minor language changes.</li> </ul> </li> </ul>

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

- Amendments:
  - ❖ Removed CR (Retail Commercial) and CG (General Commercial) zones from this section.
  - ❖ Added SWMU (South Waterfront Mixed-Use), MU-I and MU-II (Mixed-Use), ESMU (Edgewater/Second Street Mixed-Use Corridor) zones.
  - ❖ Clarified signage allowance for residential uses, non-residential standalone uses, complexes, and individual uses within a complex.
  - ❖ Created an allowance for buildings with frontage along a designated Parkway or Freeway to have one additional wall sign on the wall facing a Parkway or Freeway not exceeding a display area of 32 square feet.
  - ❖ Created an allowance for buildings that have frontage on a public alley to have an additional non-illuminated wall sign.
  - ❖ Reduction to the maximum height allowance for freestanding signs.
  - ❖ Reduction to the maximum display area allowance for wall signs and freestanding signs.
  - ❖ Updated standards for vehicle viewing signs.
  - ❖ Renumbered section to SRC 900.170.

**SRC 900.205 (Permanent signs in the south waterfront mixed-use zone)**

- Amendments:
  - ❖ Standards for signs in the SWMU (South Waterfront Mixed-Use) zone have been combined with the CB (Central Business District), WSCB (West Salem Central Business District), MU-I and MU-II (Mixed Use), and ESMU (Edgewater/Second Street Mixed-Use Corridor) zones in SRC 900.170.

**SRC 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)**

- Amendments:
  - ❖ Added CR (Retail Commercial), CG (General Commercial), and MU-III (Mixed Use) zones.
  - ❖ Clarified signage allowance for residential uses, non-residential standalone uses, complexes, and individual uses within a complex.
  - ❖ Updated standards for vehicle viewing signs.
  - ❖ Renumbered section to SRC 900.175.

**SRC 900.215 (Permanent signs in public zones)**

- Amendments:
  - ❖ Expanded the allowance for freestanding signage in the PH (Public and Private Health Services) zone for sites with more than 300 feet and more than 1,000 feet of street frontage.
  - ❖ Created an allowance in the PH (Public and Private Health Services) zone for an unlimited number of illuminated emergency directional signs for development sites with emergency facilities provided the directional signs are setback a minimum of 150 feet from the nearest public street.
  - ❖ Renumbered section to SRC 900.180.

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

### **SRC 900.220 (Commercial/Rural Urban Development Overlay Zone)**

- Amendments:
  - ❖ In 2013, the Commercial/Rural Urban Development Overlay Zone was split into four separate overlay zones; however, the sign code was not updated to reflect this change. Overlay zones within the former Commercial/Rural Urban Development Overlay Zone have now been updated to match their current names: Superior-Rural, Oxford-West Nob Hill, Oxford-Hoyt, and Hoyt-McGilchrist overlay zones.
  - ❖ Added Saginaw Street Overlay Zone to this section.
  - ❖ Clarified display surface area limits for freestanding signs.
  - ❖ Created measurable standard prohibiting wall signs that are visible from and within 100 feet of residential zones, and prohibit illuminated freestanding signs within 100 feet of residential zones.
  - ❖ Renumbered section to SRC 900.185.

### **SRC 900.225 (Saginaw Street Urban Development Overlay Zone)**

- Amendments:
  - ❖ This section has been deleted. Standards for permanent signs in the Saginaw Street Urban Development Overlay Zone have been combined with the Superior-Rural, Oxford-West Nob Hill, Oxford-Hoyt, and Hoyt-McGilchrist overlay zones in SRC 900.185.
  - ❖ Created new standard limiting the height and display area for freestanding signs to no more than five feet in height and 15 square feet.

### **SRC 900.230 (Chemawa/I-5. Northwest Quadrant Gateway Overlay Zone)**

- Amendments:
  - ❖ Reduction in display area allowance for wall signs visible from Interstate-5 from 150 square feet or ten percent of the gross face area of the wall, to 100 square feet or ten percent of the gross face area of the wall.
  - ❖ Renumbered section to SRC 900.190.

### **SRC 900.235 (Riverfront Overlay Zone)**

- Amendments:
  - ❖ Standards for signs in the Riverfront Overlay zone have been combined with 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, and the Mixed-Use Overlay zones in SRC 900.195.
  - ❖ Created prohibition for roof signs and rotating, moving, flashing, changing, or blinking signs.
  - ❖ Created an allowance for a larger freestanding sign on development sites with more than 100 feet of street frontage.
  - ❖ Removed prohibition for illuminated signs on the riverfront side of buildings. For buildings next to the Willamette River and within the Willamette Greenway Overlay Zone, SRC 900.205(c) already prohibits any sign having a display surface visible from the Willamette River.
  - ❖ Created new signage allowance that distinguishes between non-residential standalone uses, complexes, and individual uses within a complex.

**SRC 900.240 (Broadway High Street Overlay Zone)**

- Amendments:
  - ❖ Standards for signs in the Broadway High Street Overlay zone have been combined with 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 in SRC 900.195.
  - ❖ Removed prohibition for trailer reader board signs and wall signs on sign towers. Trailer reader board signs are not defined in the existing or proposed sign code, so this prohibition was removed. Sign towers are proposed to be removed as a type of sign and are therefore removed from this section.
  - ❖ Created an allowance for a larger freestanding sign on development sites with more than 100 feet of street frontage.
  - ❖ Created new signage allowance that distinguishes between non-residential standalone uses, complexes, and individual uses within a complex.

**SRC 900.245 (Portland/Fairgrounds Road Overlay Zone)**

- Amendments:
  - ❖ Standards for signs in the Portland/Fairgrounds Road Overlay zone have been combined with the 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 in SRC 900.195.
  - ❖ Removed prohibition for trailer reader board signs and wall signs on sign towers. Trailer reader board signs are not defined in the existing or proposed sign code, so this prohibition was removed. Sign towers are proposed to be removed as a type of sign and are therefore removed from this section.
  - ❖ Reduced the height and display area allowance for freestanding signs on development sites with less than 100 feet of street frontage.
  - ❖ Clarified signage allowance for non-residential standalone uses, complexes, and individual uses within a complex.

**SRC 900.250 (Wallace Road Corridor Overlay Zone)**

- Amendments:
  - ❖ Standards for signs in the Wallace Road Corridor Overlay Zone have been combined with the West Salem General Industrial, Commercial High Density Residential, and South Gateway Overlay zones in SRC 900.200.
  - ❖ Minor language changes.

**SRC 900.255 (South Gateway Overlay Zone)**

- Amendments:
  - ❖ Standards for signs in the South Gateway Overlay Zone have been combined with the Wallace Road Corridor, West Salem General Industrial, and Commercial High Density Residential Overlay zones in SRC 900.200.
  - ❖ Removed prohibition for trailer reader board signs. Trailer reader board signs are not defined in the existing or proposed sign code, so this prohibition was removed.

**SRC 900.260 (West Salem General Industrial Overlay Zone)**

- Amendments:

- ❖ Standards for signs in the West Salem General Industrial Overlay Zone have been combined with the Wallace Road Corridor, Commercial High Density Residential, and South Gateway Overlay zones in SRC 900.200.
- ❖ Minor language changes.

**SRC 900.265 (*Willamette Greenway Overlay Zone*)**

- Amendments:
  - ❖ Minor changes to screening standards for support structures.
  - ❖ Renumbered section to SRC 900.205.

**SRC 900.270 (*Commercial/High Density Residential Overlay Zone*)**

- Amendments:
  - ❖ Standards for signs in the Commercial/High Density Residential Overlay zone have been combined with the Wallace Road Corridor, West Salem General Industrial, and South Gateway Overlay zones in SRC 900.200.
  - ❖ Minor language changes.

**SRC 900.275 (*Historic Districts*)**

- Amendments:
  - ❖ Minor language changes.
  - ❖ Renumbered section to SRC 900.215.

**SRC 900.280 (*Permanent signs for individual businesses in the Market Street Interchange*)**

- Amendments:
  - ❖ Minor language changes.
  - ❖ Renumbered section to SRC 900.210.

**SRC 900.290 (*Permanent signs in the Edgewater/Second Street Mixed-Use Corridor, Mixed Use-I and Mixed Use-II zones*)**

- Amendments:
  - ❖ Standards for signs in the Edgewater/Second Street Mixed-Use Corridor, Mixed Use-I and Mixed Use-II zones have been combined with the CB (Central Business District), WSCB (West Salem Central Business District), and the SWMU (South Waterfront Mixed-Use) zones in SRC 900.170.
  - ❖ Minor language changes.
  - ❖ Clarified signage allowance for non-residential standalone uses, complexes, and individual uses within a complex.