



BOARD of DIRECTORS

May 15, 2023

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Drew Johnson

Salem Planning Commission
555 Liberty St SE
Salem, OR 97301

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RE: Proposed Amendment to SRC Chapter 900 – Sign Code

Vice President
Ron Liedkie

Dear Chair Griggs and Planning Commission members,

Treasurer
Deanna Gwyn

On behalf of the Mid-Valley Association of REALTORS®, we greatly appreciate the extensive work put into updating the sign code by staff and the commission. However, we would like to bring to your attention two specific issues of concern.

Secretary
Ashley Contreras

First, the prohibition of outdoor advertising signs (i.e. billboards) in the MU-III zone. We support and concur with the written testimony submitted by the Home Builders Association of Marion & Polk Counties which detailed this issue and the unintended consequences very well. We respectfully request that the code language be amended to permit the relocation of existing outdoor advertising signs within the MU-III zone.

Past President
Ashleigh Fordham

Second, the display time limit for temporary rigid signs (i.e. real estate signs) of one year. There are instances of real estate listings languishing on the market beyond one year. Willamette Valley Multiple Listing Service (MLS) provided the following:

Directors:

Sarie Scott

Sabrina McCreery

Lauren Gesik

Chun Truong

A J Nash

Jenny Morrow

- Total number of Salem listings surveyed: 39,850 listings (10 years)
- Range of Days on market: 1 day to 3,387 days
- Number of Salem listings 366 days on market or longer: 1,437 listings
- Percent of Salem listings 366 days on market or longer: 3.61%

These numbers are actually very conservative as sellers with “aging” listings often terminate and relist to get a new MLS number. MLS stats do not track the cumulative days on market through multiple attempts.

North Santiam Council
Leslie Stewart

The display time limitation would harm property owners whose properties do not sell timely by not being able to continue visually marketing their properties beyond one year. To accommodate these instances, we respectfully request that an application for a permit to continue displaying the rigid sign beyond one year be allowed.

North Willamette Council
Korinna Barcroft

Affiliate Director
Maeghan Egli

Respectfully,


Drew Johnson
President

Oregon REALTORS®
Past President

From the Desk of Curt Arthur

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503-588-4146 (direct)

503-559-7990 (cell)

May 15, 2023

Salem Planning Commission
555 Liberty St. SE
Salem, OR 97301

Sent Via Email

RE: Proposed Amendment to SRC Chapter 900 – Sign Code

Dear Chair Griggs and Planning Commission members:

I would like to share my thoughts on prohibiting outdoor advertising signs in the new MU-III zone.

The Our Salem plan will help our community build density and diversity in well defined hubs in the area but the inability for the development community to be able to relocate an outdoor sign, even when all parties are in agreement, is a hurdle that will most certainly prevent some of these types of development to occur. The opposite of the intent.

I strongly recommend the code language be amended to permit the relocation of an existing outdoor sign in the new MU_III zone.

My thanks for your time and my appreciation for your volunteer efforts.

Sincerely,

SVN Commercial Advisors, LLC



Curt Arthur, SIOR
Managing Director

May 15, 2023

Salem Planning Commission
555 Liberty St SE
Salem, OR 97301

RE: Revised Sign Code

Chair Griggs and Members of the Salem Planning Commission,

Thank you for the opportunity to submit testimony regarding the sign code update. Your attention and efforts to these updates are greatly appreciated.

The Salem Chamber of Commerce is dedicated to helping our businesses prosper so our entire community thrive. We share the concerns of the Home Builders Association and Mid-Valley Association of Realtors regarding possible unintended consequences of prohibiting outdoor advertising signs in the MU-III zone.

If the City prohibits sign relocation and a property owner chooses to redevelop a site that has an existing outdoor advertising sign, it is possible that the process could be impeded if the sign company is unwilling to terminate the lease.

Please consider the request to amend the code language to permit the relocation of existing outdoor advertising signs within the MU-III zone.

Respectfully Submitted,



Tom Hoffert, IOM
Chief Operating Office
Salem Chamber of Commerce

Salem Area Chamber of Commerce

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Wendy Veliz • President
Portland General Electric

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Chief Executive Officer

Tom Hoffert
Salem Area Chamber of Commerce