



Oregon

John A. Kitzhaber, M.D., Governor

Department of Land Conservation and Development

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NOTICE OF ADOPTED CHANGE TO A COMPREHENSIVE PLAN OR LAND USE REGULATION

Date: 08/18/2014
Jurisdiction: City of Salem
Local file no.: CA 14-05
DLCD file no.: 010-14

The Department of Land Conservation and Development (DLCD) received the attached notice of adopted amendment to a comprehensive plan or land use regulation on 08/13/2014. A copy of the adopted amendment is available for review at the DLCD office in Salem and the local government office.

Notice of the proposed amendment was submitted to DLCD 47 days prior to the first evidentiary hearing.

Appeal Procedures

Eligibility to appeal this amendment is governed by ORS 197.612, ORS 197.620, and ORS 197.830. Under ORS 197.830(9), a notice of intent to appeal a land use decision to LUBA must be filed no later than 21 days after the date the decision sought to be reviewed became final. If you have questions about the date the decision became final, please contact the jurisdiction that adopted the amendment.

A notice of intent to appeal must be served upon the local government and others who received written notice of the final decision from the local government. The notice of intent to appeal must be served and filed in the form and manner prescribed by LUBA, (OAR chapter 661, division 10).

If the amendment is not appealed, it will be deemed acknowledged as set forth in ORS 197.625(1)(a). Please call LUBA at 503-373-1265, if you have questions about appeal procedures.

DLCD Contact

If you have questions about this notice, please contact DLCD's Plan Amendment Specialist at 503-934-0017 or plan.amendments@state.or.us



NOTICE OF ADOPTED CHANGE TO A COMPREHENSIVE PLAN OR LAND USE REGULATION

FOR DLCD USE

File No.: 010-14 {22291}

Received: 8/13/2014

Local governments are required to send notice of an adopted change to a comprehensive plan or land use regulation **no more than 20 days after the adoption.** (See OAR 660-018-0040). The rules require that the notice include a completed copy of this form. **This notice form is not for submittal of a completed periodic review task or a plan amendment reviewed in the manner of periodic review.** Use Form 4 for an adopted urban growth boundary including over 50 acres by a city with a population greater than 2,500 within the UGB or an urban growth boundary amendment over 100 acres adopted by a metropolitan service district. Use Form 5 for an adopted urban reserve designation, or amendment to add over 50 acres, by a city with a population greater than 2,500 within the UGB. Use Form 6 with submittal of an adopted periodic review task.

Jurisdiction: City of Salem

Local file no.: CA14-05

Date of adoption: 08-11-2014 Date sent: 8/13/2014

Was Notice of a Proposed Change (Form 1) submitted to DLCD?

Yes: Date (use the date of last revision if a revised Form 1 was submitted): 06-26-2014

No

Is the adopted change different from what was described in the Notice of Proposed Change? Yes No

If yes, describe how the adoption differs from the proposal:

Local contact (name and title): Amy Dixon, Planner II *ADD*

Phone: 504-540-2304 E-mail: adixon@cityofsalem.net

Street address: 555 Liberty St SE, Rm 305 City: Salem Zip: 97301-

PLEASE COMPLETE ALL OF THE FOLLOWING SECTIONS THAT APPLY

For a change to comprehensive plan text:

Identify the sections of the plan that were added or amended and which statewide planning goals those sections implement, if any:

For a change to a comprehensive plan map:

Identify the former and new map designations and the area affected:

Change from _____ to _____ . _____ acres. A goal exception was required for this change.

Change from _____ to _____ . _____ acres. A goal exception was required for this change.

Change from _____ to _____ . _____ acres. A goal exception was required for this change.

Change from _____ to _____ . _____ acres. A goal exception was required for this change.

Location of affected property (T, R, Sec., TL and address): _____ . _____

The subject property is entirely within an urban growth boundary

The subject property is partially within an urban growth boundary

If the comprehensive plan map change is a UGB amendment including less than 50 acres and/or by a city with a population less than 2,500 in the urban area, indicate the number of acres of the former rural plan designation, by type, included in the boundary.

Exclusive Farm Use – Acres:	Non-resource – Acres:
Forest – Acres:	Marginal Lands – Acres:
Rural Residential – Acres:	Natural Resource/Coastal/Open Space – Acres:
Rural Commercial or Industrial – Acres:	Other: – Acres:

If the comprehensive plan map change is an urban reserve amendment including less than 50 acres, or establishment or amendment of an urban reserve by a city with a population less than 2,500 in the urban area, indicate the number of acres, by plan designation, included in the boundary.

Exclusive Farm Use – Acres:	Non-resource – Acres:
Forest – Acres:	Marginal Lands – Acres:
Rural Residential – Acres:	Natural Resource/Coastal/Open Space – Acres:
Rural Commercial or Industrial – Acres:	Other: – Acres:

For a change to the text of an ordinance or code:

Identify the sections of the ordinance or code that were added or amended by title and number:

Chapter 900, Sign Code: 900.200 Permanent Signs in the CB, CR & GC Zones; 900.210, Permanent Signs in IBC, IC, IP, IG, II & EC Zones

For a change to a zoning map:

Identify the former and new base zone designations and the area affected:

Change from	to	. Acres:
Change from	to	. Acres:
Change from	to	. Acres:
Change from	to	. Acres:

Identify additions to or removal from an overlay zone designation and the area affected:

Overlay zone designation: . Acres added: . Acres removed:

Location of affected property (T, R, Sec., TL and address):

List affected state or federal agencies, local governments and special districts: NA

Identify supplemental information that is included because it may be useful to inform DLCD or members of the public of the effect of the actual change that has been submitted with this Notice of Adopted Change, if any. If the submittal, including supplementary materials, exceeds 100 pages, include a summary of the amendment briefly describing its purpose and requirements.

Council staff report appearing on agendas of June 9 and July 28, 2014.



COMMUNITY DEVELOPMENT DEPARTMENT

555 Liberty St. SE / Room 305 • Salem, OR 97301-3503 • (503) 588-6173 • (503) TTY 588-6353 • (503) Fax 588-6005

August 13, 2014

Si necesita ayuda para comprender esta informacion, por favor llame 503-588-6173.

**NOTICE OF FINAL DECISION: Ordinance No. 8-14
Amending SRC Chapter 900, Sign Code**

YOU ARE HEREBY NOTIFIED that the City Council of the City of Salem adopted Ordinance No. 8-14 at the August 11, 2014 session. Ordinance No. 8-14 amends the Salem Revised Code Chapter 900 relating to menu boards. A copy of the ordinance is attached.

Any person with standing may appeal the City Council's decision by filing a "Notice of Intent to Appeal" with the Land Use Board of Appeals, 775 Summer St NE, Suite 330, Salem OR 97301-1283, **not later than 21 days after August 13, 2014**. Anyone with questions regarding filing an appeal with the Oregon Land Use Board of Appeals should contact an attorney.

The complete case file is available for review at the Community Development Department, 555 Liberty St SE, Room 305, Salem OR 97301. If you have any further questions, you may contact the City of Salem Planning Division at 503-588-6173.

Lisa Anderson-Ogilvie,
Urban Planning Administrator

Attached: Ordinance No. 8-14

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(B) Wall Signs.

(i) For CR and CG zones, the display surface for a wall sign shall not exceed one hundred twenty-five square feet. Notwithstanding the size of the display surface authorized by this subparagraph, 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 thirty inches.

(ii) For CB zones, the display surface for a wall sign shall not exceed that allowed by Table 900-9.

**Table 900-9
Wall Signs in CB 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 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 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 paragraph does not exceed the maximum display surface set forth in Table 900-10.

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Table 900-10
Wall Signs in CB, CR, and CG Zones

Gross face area of building frontage 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 face area
500 to 1000	75 square feet or 12 percent of the gross face area
1001 to 2000	120 square feet or 10 percent of the gross face area
2001 to 4000	200 square feet or 8 percent of the gross face area
4001 to 6000	320 square feet or 6 percent of the gross face area
6001 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 signs, 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 ~~twenty-four~~ thirty-two square feet.

(7) **Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed in SRC 900.200(b)(5), 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

1 limited to a display surface not exceeding twenty-two square feet and to a height
2 not exceeding fifteen feet.

3 **(c) Permanent Signs for Shopping Centers.** A shopping center and individual
4 businesses in the shopping center are allowed the following signs:

5 **(1) Shopping Center.**

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

8 **(i)** For CR or CG zones, one freestanding sign or one wall sign.

9 However, when the shopping center is located on a corner lot where the
10 two intersecting streets are either designated arterials or designated
11 collectors, only one freestanding sign shall be allowed.

12 **(a) Freestanding Sign.**

13 **(1) Height.** The freestanding sign shall be limited to a height
14 not exceeding twenty feet for the first one hundred feet of street
15 frontage, plus an additional one foot for each twenty feet of street
16 front property line over one hundred feet, up to a maximum
17 height not exceeding thirty feet.

18 **(2) Area.** The freestanding sign shall be limited to a display
19 surface not exceeding one square foot per lineal foot of street
20 front property line for the first one hundred feet of street front
21 property line, plus one quarter additional square foot for each
22 foot of street front property line over one hundred feet, up to a
23 maximum display surface of one hundred and fifty square feet.

24 **(b)** The wall sign shall be limited to a display surface not exceeding
25 one hundred twenty-five square feet; provided, however, when the
26 wall sign is located on a marquee, the wall sign not extend below the
27 lower edge of the marquee, and shall be limited to a height not
28 exceeding thirty inches.

29 **(ii)** For CB zones, one freestanding sign, projecting sign, or one
30 wall sign. However, when the shopping center is located on a

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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 twenty feet for the first one hundred feet of street frontage, plus an additional one foot for each twenty feet of street front property line over one hundred feet, up to a maximum height not exceeding thirty feet.

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

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

**Table 900-11
Wall Signs in CB 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 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

1 (c) Notwithstanding the size of the display surface authorized by
2 this subparagraph, wall signs that are located on a marquee shall not
3 extend below the lower edge of the marquee and shall be limited to a
4 height not exceeding thirty inches.

5 (d) Projecting signs shall conform with SRC 900.140.

6 **(B) Vehicle Directional Signs.** One freestanding sign or one wall sign
7 located at each motor vehicle entrance to or exit from the shopping center.
8 A wall sign shall be limited to a display surface not exceeding eight square
9 feet. A freestanding sign shall be limited to a display surface not exceeding
10 eight square feet and to a height not exceeding four feet.

11 **(C) Vehicle Service or Loading Directional Sign.** In lieu of the sign
12 allowed in SRC 900.200(c)(1)(B), one freestanding sign or one wall sign
13 located at each service or loading entrance onto the premises. A wall sign
14 shall be limited to a display surface not exceeding eight square feet. A
15 freestanding sign shall be limited to a display surface not exceeding twenty-
16 two square feet and to a height not exceeding fifteen feet.

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

20 **(E)** When a street front property line of the shopping center is greater than
21 three hundred feet, the shopping center may have one additional
22 freestanding sign. The freestanding sign shall be located along the street
23 front property line exceeding such length. The freestanding sign shall be
24 limited to a display surface not exceeding fifty square feet and to a height
25 not exceeding twenty feet. When the shopping center has two freestanding
26 signs located along the same street front property line, there shall be a
27 minimum distance of one hundred feet between the signs.

28 **(2) Individual Businesses.**

29 **(A)** One sign for each building frontage or building face; provided,
30 however, that no such sign shall be allowed on a building face where the

1 sign would be directed towards an abutting residential area.

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

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

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13 **Table 900-12**
14 **Wall Signs in CR and CG Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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26 (b) **Roof Sign Standards.** Roof signs shall conform with SRC
27 900.145.

28 (ii) **In the CB zones,** one wall sign, one projecting sign, or one roof
29 sign for each building frontage or building face; provided, however,
30 that no such sign shall be allowed on a building face where the sign

1 would be directed towards an abutting residential area.

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

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9 **Table 900-13**
10 **Wall Signs in CB Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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22 (b) **Roof Sign Standards.** Roof signs shall conform with SRC
23 900.145.

24 (c) **Projecting Sign Standards.** Projecting signs shall conform with
25 SRC 900.140.

26 (B) One wall sign on each building frontage or building face; provided,
27 however, that no sign shall be allowed on a building face where the sign
28 would be directed towards an abutting residential area. The wall sign shall
29 have a display surface not exceeding eight square feet; provided, however,
30 that the display surface may be increased by forgoing part of the display

1 surface authorized by SRC 900.200(c)(2)(A), and adding such display
2 surface to the wall sign.

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

4 (D) **Vehicle Viewing Sign.** One vehicle viewing signs, located on a vehicle
5 accessway adjacent to a building or on the building, and intended to be seen
6 by a person doing business from the vehicle accessway while the person is
7 within the person's motor vehicle. The display surface shall not exceed
8 ~~twenty-four~~ thirty-two square feet

9 (E) When the individual business does not have a building frontage or
10 building face, the principal occupant of the building in which the business is
11 located may execute a written assignment of a portion of that occupant's
12 display surface allowed under subsection (b)(1) of this section, for use by
13 such interior business for a wall sign.

14 (d) **Permanent Signs for Office Complexes.** An office complex and individual
15 businesses in the office complex are allowed the following signs:

16 (1) **Office Complex.**

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

19 (i) For CR or CG zones, one freestanding sign or one wall sign.

20 However, when the office complex is located on a corner lot where the
21 two intersecting streets are either designated arterials or designated
22 collectors, only one freestanding sign shall be allowed.

23 (a) **Freestanding Sign**

24 (1) **Height.** The freestanding sign shall be limited to a height
25 not exceeding twenty feet for the first one hundred feet of street
26 frontage, plus an additional one foot for each twenty feet of street
27 front property line over one hundred feet, up to a maximum
28 height not exceeding thirty feet.

29 (2) **Area.** The freestanding sign shall be limited to a display
30 surface not exceeding one square foot per lineal foot of street

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front property line for the first one hundred feet of street front property line, plus one quarter additional square foot for each foot of street front property line over one hundred feet, up to a maximum display surface of one hundred fifty square feet.

(b) The wall sign shall be limited to a display surface not exceeding one hundred twenty-five 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 thirty inches.

(ii) For CB 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.

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

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

(b) The display surface for a wall sign shall not exceed that allowed by Table 900-14.

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**Table 900-14
Wall Signs in CB 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 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

(c) Notwithstanding the size of the display surface authorized by this subparagraph, 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 thirty inches.

(d) Projecting signs shall conform with SRC 900.140.

(B) When a street front property line for the office complex exceeds three hundred 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 fifty square feet and to a height not exceeding twenty feet. When the office complex has two freestanding signs located along the same street front property line, there shall be a minimum distance of one hundred 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.

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(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.

**Table 900-15
Wall Signs in CR and CG Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 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 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

1 the square footage set forth in Table 900-16; provided, however,
2 that, where there is more than one business housed in the same
3 building, only the gross face area of the building frontage or building
4 face occupied by the business shall used in determining the display
5 surface of the wall sign.
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7 **Table 900-16**
8 **Wall Signs in CB Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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20 **(b) Roof Sign Standards.** Roof signs shall conform with SRC
21 900.145.

22 **(c) Projecting Sign Standards.** Projecting signs shall conform with
23 SRC 900.140.

24 **(B)** One wall sign on each building frontage or building face; provided,
25 however, that no sign shall be allowed on a building face where the sign
26 would be directed towards an abutting residential area. The wall sign shall
27 have a display surface not exceeding eight square feet.

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

29 **(D) Vehicle Viewing Sign.** One vehicle viewing signs, located on a vehicle
30 accessway adjacent to a building or on the building, and intended to be seen

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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 ~~twenty-four~~ thirty-two 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 SRC 900.200(d)(2)(A), for use by such interior business for a wall sign.

(e) **Outdoor Advertising Signs.** Outdoor advertising signs that comply with this Chapter are allowed.

Section 2. SRC 900.210 is amended to read as follows:

900.210. Permanent Signs in Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Employment Center (EC) 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), and Employment Center (EC) 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 thirty 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 one hundred twenty-five square feet.

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(B) Freestanding Signs.

(i) Height. Freestanding sign height is limited to twenty feet for up to the first one hundred feet of street front property line, plus an additional one foot in height for each twenty feet of street front property line over one hundred feet, with a maximum height of thirty feet.

(ii) Area. Where the sign is a freestanding sign, the sign shall be limited in area to one square foot per lineal foot of street front property line up to the first one hundred 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 one hundred feet, with a maximum limit of one hundred fifty 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 paragraph does not exceed the maximum display surface set forth in Table 900-19. No single wall sign allowed under this paragraph shall have a display surface exceeding one hundred square feet.

**Table 900-19
Wall Signs in Industrial Zones and EC Zone**

Gross face area of building frontage 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 face area
500 to 1000	75 square feet or 12 percent of the gross face area
1001 to 2000	120 square feet or 10 percent of the gross face area
2001 to 4000	200 square feet or 8 percent of the gross face area
4001 to 6000	320 square feet or 6 percent of the gross face area
6001 and over	360 square feet or 5 percent of the gross face area

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

2 (4) One wall sign located on the wall abutting an alley adjacent to the building
3 in which the business is located. The wall sign shall be limited to a display
4 surface not exceeding six square feet.

5 (5) **Vehicle Directional Signs.** One freestanding sign or one wall sign located
6 at each motor vehicle entrance to or exit from the premises. A wall sign shall be
7 limited to a display surface not exceeding eight square feet. A freestanding sign
8 shall be limited to a display surface not exceeding eight square feet and to a
9 height not exceeding four feet.

10 (6) **Vehicle Viewing Sign.** One vehicle viewing signs, located on a vehicle
11 accessway adjacent to a building or on the building, and intended to be seen by
12 a person doing business from the vehicle accessway while the person is within
13 the person's motor vehicle. The display surface shall not exceed ~~twenty-four~~
14 thirty-two square feet

15 (7) **Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed
16 in SRC 900.210(b)(5), one freestanding sign or one wall sign located at each
17 service or loading entrance onto the premises. A wall sign shall be limited to a
18 display surface not exceeding eight square feet. A freestanding sign shall be
19 limited to a display surface not exceeding twenty-two square feet and to a height
20 not exceeding fifteen feet.

21 (c) **Permanent Signs for Industrial Complexes.** An industrial complex and
22 individual businesses in the industrial complex are allowed the following signs:

23 (1) **Industrial Complex.**

24 (A) One freestanding sign for each building frontage on a designated
25 arterial or designated collector; provided, however, that, when the industrial
26 complex is located on a corner lot with two such arterials or collectors, only
27 one freestanding sign shall be allowed.

28 (i) **Height.** The freestanding sign shall be limited to a height not
29 exceeding twenty feet for the first one hundred feet of street front
30 property line, plus an additional one foot for each twenty feet of street

1 front property line over one hundred feet, up to a maximum height not
2 exceeding thirty-five feet.

3 (ii) **Area.** The freestanding sign shall be limited to a display surface
4 not exceeding one square foot per lineal foot of street front property
5 line for the first one hundred square feet of street front property line,
6 plus one-quarter additional square foot for each additional foot of street
7 front property line over one hundred feet, up to a maximum display
8 surface not exceeding two hundred fifty square feet.

9 **(B) Vehicle Directional Signs.** One freestanding sign or one wall sign
10 located at each motor vehicle entrance to or exit from the complex. A wall
11 sign shall be limited to a display surface not exceeding eight square feet. A
12 freestanding sign shall be limited to a display surface not exceeding eight
13 square feet and to a height not exceeding four feet.

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

17 **(D)** If a street front property line of the industrial complex is greater than
18 three hundred feet, the industrial complex may have one additional
19 freestanding sign. The freestanding sign shall be located along each street
20 front property line exceeding such length. The freestanding sign shall be
21 limited to a display surface not exceeding fifty square feet and to a height
22 not exceeding twenty feet. If the shopping center has two freestanding signs
23 on the same street front property line, there shall be a minimum distance of
24 one hundred feet between the signs.

25 **(E) Vehicle Service or Loading Directional Sign.** In lieu of the sign
26 allowed in SRC 900.210(c)(1)(B), one freestanding sign or one wall sign
27 located at each service or loading entrance onto the premises. A wall sign
28 shall be limited to a display surface not exceeding eight square feet. A
29 freestanding sign shall be limited to a display surface not exceeding twenty-
30 two square feet and to a height not exceeding fifteen feet.

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

3 (A) One wall sign or one roof sign for each building frontage or building
4 face; provided, however, that no sign shall be allowed on a building face
5 when the sign would be directed towards a residential area.

6 (i) The wall sign shall have display surface not exceeding the square
7 footage set forth in Table 900-20; provided, however, that, where there is
8 more than one business housed in the same building, only the gross face
9 area of the building frontage or building face occupied by the business
10 shall be used in determining the display surface for the wall sign.

11
12 **Table 900-20**
13 **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 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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24 (ii) **Roof Sign Standards.** Roof signs shall conform with SRC
25 900.145.

26 (B) One wall sign on each building frontage or building face; provided,
27 however, that no sign shall be allowed on a building face where the sign
28 would be directed towards an abutting residential area. The wall sign shall
29 have a display surface not exceeding eight square feet; provided, however,
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that the display surface may be increased by forgoing part of the display surface authorized by SRC 900.210(c)(2)(A), 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 signs, 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 ~~twenty-four~~ thirty-two 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 SRC 900.210(c)(2)(A), as a wall sign for use by such interior business.

(d) **Permanent Signs for Flexible Space Use.** A flexible space business may have the following signs:

(1) Two signs per business shall be permitted on a building; one such sign, not greater than six feet in area, for each business on the glass frontage, and a second wall or parapet sign, not greater than fifteen square feet in area, for each business.

(2) One freestanding building directory sign per street frontage shall be permitted with each tenant, limited to one square foot of area; such sign shall be located within seventy-five feet of both a flexible space building and the principal entry drive to the area.

(e) **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.

/////
/////

1 **Section 3. Codification.** In preparing this ordinance for publication and distribution, the City
2 Recorder shall not alter the sense, meaning, effect or substance of this ordinance, but within such
3 limitations, may:

- 4 (a) Renumber sections and parts of sections of the ordinance;
- 5 (b) Rearrange sections;
- 6 (c) Change reference numbers to agree with renumbered chapters, sections or other parts;
- 7 (d) Delete references to repealed sections;
- 8 (e) Substitute the proper subsection, section or chapter, or other division numbers;
- 9 (f) Change capitalization and spelling for the purpose of uniformity;
- 10 (g) Add headings for purposes of grouping like sections together for ease of reference; and
- 11 (h) Correct manifest clerical, grammatical or typographical errors.

12 **Section 4. Severability.** Each section of this ordinance, and any part thereof, is severable, and
13 if any part of this ordinance is held invalid by a court of competent jurisdiction, the remainder of
14 this ordinance shall remain in full force and effect.

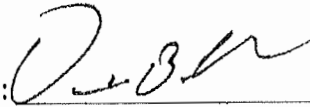
15 PASSED by the City Council this 11th day of August, 2014 .

16 ATTEST:

17 *Kathleen Hall*

18 City Recorder

19 Approved by City Attorney:





20 Checked by: A. Dixon

21 g:\group\legal\1\council\2014\052714 amending sign code ord 8-14.docx

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FUTURE REPORT: MAY 27, 2014
FOR COUNCIL MEETING OF: June 9, 2014
AGENDA ITEM NO.: 8.1 (a)

July 28, 2014
4 (c)

TO: MAYOR AND CITY COUNCIL
THROUGH:  LINDA NORRIS, CITY MANAGER
FROM:  GLENN W. GROSS, DIRECTOR
COMMUNITY DEVELOPMENT DEPARTMENT
SUBJECT: PROPOSED AMENDMENTS TO SALEM REVISED CODE
CHAPTER 900 (SIGN CODE)

ISSUE:

Should the City Council conduct first reading of Ordinance Bill No. 8-14 amending Salem Revised Code Chapter 900 to increase display surface of a fast food menu board from 24 square feet to 32 square feet, hold a public hearing on the matter, and after such hearing, advance Ordinance Bill No. 8-14 to second reading for enactment?

RECOMMENDATION:

Conduct first reading of Ordinance Bill No. 8-14 amending SRC Chapters 900 to increase display surface of a fast food menu board from 24 square feet to 32 square feet, hold a public hearing on the matter, and after such hearing, advance Ordinance Bill No. 8-14 to second reading for enactment.

BACKGROUND:

Staff was given direction by Council in November 2012 to conduct community outreach and research possible amendments to Salem Revised Code (SRC) Chapter 900 (Sign Code) related to the increased square footage and overall number of vehicle viewing signs, commonly referred to as menu boards and often used by fast food restaurants. Council further directed staff to return with amendment recommendations.

Staff determined not to pursue the increase in number of menu boards due to lack of support.

Staff researched other jurisdictions' regulations governing vehicle viewing sign:

Jurisdiction	Regulation	Square Footage	Number of signs
Marion Co	Sign must not visible from ROW.	No limit	No limit
Keizer	If over 10 sq ft, must be screened from adjacent street	40	1 per business
Eugene	The sign's main purpose is to communicating to persons on the development site. (Drive Thru Lane)	40	1 sign
Bend	Not intended to be legible from the public ROW	45	No limit
Beaverton	Sign must not visible from ROW.	No limit	No limit
Portland	Sign must not visible from ROW.	No limit	No limit

Standard vehicle viewing signs for businesses in the City of Salem:

Business	Menu Board (sq. ft.)	2nd Menu/Pre-menu*
Arby's	36	none
Burger King	32	8
Carl's Jr	48	none
Dutch Bro	none	none
Jack In the Box	32	32
McDonald's**	32	32 - only at Center Street
Muchas Gracias	24	none
Starbucks	24	8
Subway	16	none
Taco Bell	36	none

* A pre-menu board is usually a menu board without audio capability placed earlier in the drive through queue for the purpose of allowing patrons to view some of the menu items before they order.

** All of the McDonald's restaurants in Salem have 2 drive thru lanes, each with one 32 square foot menu board, except their Center Street location, which has one lane with 2 boards, both of which are 32 square feet in size.

FACTS AND FINDINGS:

Outreach

1. The following summarizes responses received during outreach effort proposing an increase in the display surface of vehicle viewing signs from 24 to 32 square feet and overall number of vehicle viewing signs:

Support: Two citizens, Salem Sign, Security Signs, Foress Signs, Sunnyslope and Northgate Neighborhood Associations, and Salem Area Chamber of Commerce (Chamber). (The Chamber recommends the maximum display surface of these signs be 48 square feet in area.)

Opposed: Three citizens, Grant Neighborhood Association and Northeast Neighbors

2. Staff created an ad-hoc committee consisting of a business that utilizes menu boards, a representative of the Chamber, and two neighborhood representatives to assist staff in developing its recommendation.
3. In January of 2014 staff conducted a second round of outreach and sent a request for input and direction to Neighborhood Association Chairs, other interested parties, and the Chamber.
4. The following summarizes responses received during staff's 2014 outreach effort:

Support: West Salem Neighborhood Association, McDonalds Corporation, and the Chamber (increase to 48 square feet in area)

Opposed: Northeast Neighbors

Procedural Findings

5. Pursuant to SRC 300.1110(a)(3), staff may initiate a legislative land use proceeding by placing an ordinance on the City Council agenda for first reading.
6. ORS 197.610 and OAR 660-018-0020 require that notice be provided to the Department of Land Conservation and Development (DLCD) on any proposed amendment to a local land use regulation at least 35 days prior to the first public hearing. Notice to DLCD was mailed on May 20, 2014.

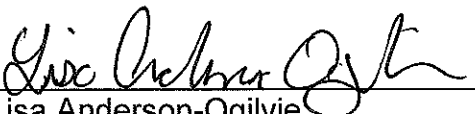
Proposed Code Amendments

7. The Sign Code currently limits vehicle viewing display areas to 24 square feet. The proposed amendment would increase the display area to 32 square feet. By providing this increase, the business may increase the font, pictures, and items listed. Often size of the menu board is dictated by requirements paced on the local restaurant by their franchise agreements with corporation headquarters. McDonald's restaurants have indicated that 70% of their business is conducted from the drive thru. Thus, adequate menu board size is

critical to serving their customers.

ALTERNATIVES:

1. Conduct first reading and schedule the matter for a public hearing before the Council.
2. Take no action.



Lisa Anderson-Ogilvie,
Urban Planning Administrator

Prepared by Amy J. Dixon, Planner II

- Attachments
1. Doug Bates, McDonald's Corporation Email
 2. Salem Area Chamber of Commerce Email and Letter
 3. West Salem Neighborhood Association Letter
 4. Northeast Neighbors Letter

Amy Dixon - RE: Sign Code Amendment

ATTACHMENT 1

From: Bates Doug <Doug.Bates@us.mcd.com>
To: Amy Dixon <adixon@cityofsalem.net>
Date: 11/4/2011 5:11 PM
Subject: RE: Sign Code Amendment
Attachments: OPF-1_COL Presell.pdf; OPF-4_COL.pdf; fp43menuboard.pdf; http presell.pdf

Hi Amy and thanks so much for including McDonald's in the amendment process.

The Pre-sell or preview board is internally illuminated. I have attached two versions that we use everywhere USA attached. The one is installed @ Commercial St. The other is a new one we are now using. It is triangular in shape and rotates depending on new menu item for breakfast, lunch or dinner. The overall height and face dimensions are similar. The Viewable area is actually 7.8sf on any single panel. 8sf viewable/panel should be adequate. The one installed at commercial street is the offset version, is slightly larger in overall surface area, but is still under 8sf viewable area.

The Menu board is also internally illumination and is four same size panels side by side. Each panel is 7.8sf viewable area. 8sf viewable per panel should be adequate or 32sf viewable area in total. The physical dimension is what is shown on the attachments. The post is 1'6" tall to bottom of menu board. I have attached both the existing menu board installed @ Commercial St and the newer menu board that we have recently rolled out to compliment the new pre-sell board. The new menu board's four panels are also triangular in shape. Only one face is visible at any time. The overall height of 6'9" works in our case, however some competitors might prefer 7'-0". If you consider the Administrative option of 10% this would cover that.

When a side x side or double DT lane is available we would like one menu board/DT lane or 64sf viewable area.

When we do not have the physical space to install a double or side by side arrangement, we would like the option to install a tandem arrangement. This arrangement would have one pre-sell board twp menu boards (roughly 20' apart). This should be considered as an alternate allowed solution to the side by side or double DT arrangement.

As a future option, we add a topper panel in the horizontal direction that is again no more than 8sf viewable.

For future flexibility, a 10% administrative increased allowance by staff would be a good variable.

Amy, let me know if this helps and is clear enough for you. If not let's discuss further as this is a huge issue for ALL QSR(Quick Service Restaurants). At McDonald's on average nationwide 70% of all of our business is DT. To successfully support our customers this is what we really need.

Again I real appreciate your request to assist in the sign code revisions on this topic.

Thank you,

Doug Bates | Area Construction Manager
12131 113th Ave NE | Suite 103 | Kirkland, WA 98034
Office: 425-821-4970 | Direct: 425-242-2411 | Cell: 425-577-0415 | Fax: 425-242-2498

From: Amy Dixon [adixon@cityofsalem.net]

Sent: Tuesday, October 25, 2011 7:42 AM

To: s-carlson sign; s-cascade sign; s-cascade lisa; s-coastal - billy Bobb; s-metrowestern nick; s-luminite Larry now EDS signs; s-es&a cheri; s-es&a j?; s-es&a tina; s-fastsigns; s-fastsigns Mark Smith; s-garrett sign; s-image king dean; john@martin-bros.com; michelle@martin-bros.com; s-meyer sign bill; s-meyer sign co; s-meyers sign; s- meyers sign - Steve Murphy; s-ramsay rick; s-ramsay TERRY; S-salem sign; s-security signs Joe Platt; s-security sign Melissa Hayden; s-tubeart; Bates Doug; s-campbell; s-Vancouver - Dick Miller; s-vancouver

Subject: Sign Code Amendment

The City of Salem is in the process of finishing up the last of the amendments to the Sign Code. One area that we need assistance is the drive thru menu and preview signs. The current code only allows one sign limited to 5 feet tall and 24 sq ft in area. We understand that this limitation does not fit with the needs of the industry. Therefore we are asking for assistance to determining an adequate size, height and number to accommodate your needs and your customers' needs.

Please let me know by November 7th.

Thanks,
amy

Amy J. Dixon
Associate Planner
City of Salem
Community Development Dept
Planning Division
555 Liberty St SE
Salem, Or 97301
(503) 588-6173, ext 7404
FAX (503) 588-6005

The information contained in this e-mail and any accompanying documents is confidential, may be privileged, and is intended solely for the person and/or entity to whom it is addressed (i.e. those identified in the "To" and "cc" box). They are the property of McDonald's Corporation. Unauthorized review, use, disclosure, or copying of this communication, or any part thereof, is strictly prohibited and may be unlawful. If you have received this e-mail in error, please return the e-mail and attachments to the sender and delete the e-mail and attachments and any copy from your system. McDonald's thanks you for your cooperation.

SALEM AREA
CHAMBER OF
COMMERCE

ATTACHMENT 2

President
Ryan Allbritton
U.S. Bank

Chief Executive Officer
Jason Brandt

Executive Committee
Bruce Anderson
NW Natural
Jim Bauer
Willamette University
Brent DeHart
Northwestern Mutual
Barbara Hacke Resch
Morgan Stanley Wealth Management
LeAnn Keim
Columbia Bank
John K. Miller
Courthouse Fitness

Board of Directors
Curt Arthur
Sperry Van Ness Commercial Advisors, LLC
Patricia Callihan-Bowman
Express Employment Professionals
Cort Garrison
Salem Health
Byron Hendricks
Prudential Real Estate Professionals
Abby Heppner
Heppner Chiropractic, LLC
Eric Jamieson
Garrett Hemann Robertson P.C.
Terrence L. Kuenzi, CPA
Kuenzi & Company, LLC
Jim Lewis
Salem Association of Realtors
John Pataccoli
Redhawk Vineyard & Winery
Greggery Peterson
Broadway Café
Selma Moon Pierce, DDS
Mark Shipman
Saalfeld Griggs PC
T.J. Sullivan
Huggins Insurance
Wendy Veliz Buck
Portland General Electric

Salem Area Chamber of Commerce
1110 Commercial Street NE
Salem, Oregon 97301
503-581-1466; Fax 503-581-0972
Salemchamber.org

February 13, 2014

Salem City Council
555 Liberty Street SE
Salem, OR 97301

To: Salem City Council
From: Salem Chamber Executive Committee
Re: Regulations for Vehicle Viewing Signage within the City of Salem

In September of 2012, the Salem Chamber was given the opportunity by City of Salem staff to share our position on sign code amendments being considered at that time by City Council.

One component of those City Council decisions was delayed to allow city staff an opportunity to gather more information and feedback from community stakeholders. The goal was to develop an appropriate recommendation to City Council relating to the size of "vehicle viewing signs" which includes menu boards for franchise restaurants.

Originally, the recommendation of city staff was to allow a maximum display surface of 48 square feet for the type of sign in question which the Salem Chamber continues to advocate for. However, after further community outreach, the city staff recommendation has changed to promote a maximum display surface of 32 square feet.

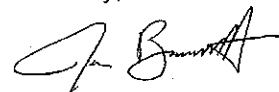
A size standard to allow for a maximum display surface of 48 feet would make all current signage in the City of Salem used by franchise restaurants legal. Some examples of franchise restaurants currently in operation within the city that are over the 32 square feet recommendation but under the 48 square feet Salem Chamber proposal include Arby's, Carl's Jr., and Taco Bell. Although these properties would be grandfathered in according to city staff even if a new 32 square foot standard were adopted, we feel the policy would send the wrong message to franchise owners needing to meet the obligations of franchise signage standards moving forward.

Our vision in cooperation with the City of Salem is to make our community the best place in Oregon to do business and these policy decisions are a great way for us to work together and showcase our city as a place that is open for business.

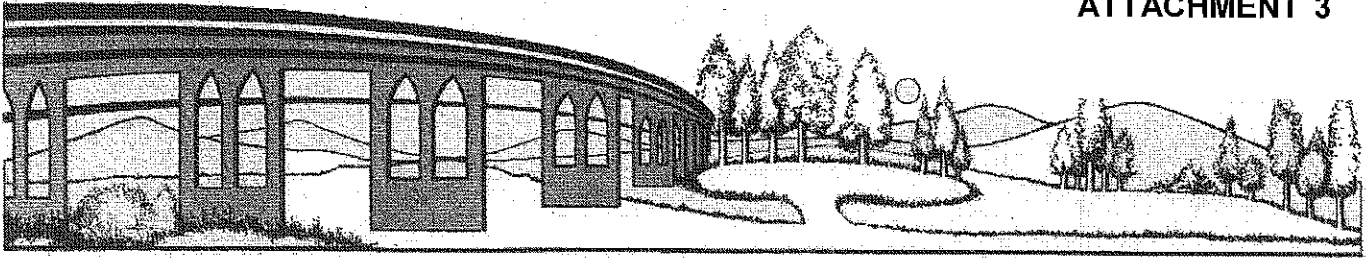
Franchise standards can be very strict as it relates to signage specifications and our hope is that the final decision made by City Council does not impede or over regulate the ability of local franchise owners to meet the obligations they must adhere to relating to sign standards.

We greatly appreciate all you continue to do as wonderful volunteers for our great city. Please feel free to reach out to me or any member of the Salem Chamber Executive Committee with any questions.

Sincerely,



Jason Brandt
Chief Executive Officer
Salem Area Chamber of Commerce



West Salem Neighborhood Association

555 Liberty Street SE Room 305 Salem, Oregon 97301 • 503-588-6207

To: Amy J. Dixon, Planner II
 From: West Salem Neighborhood Association ("WSNA")
 Date: February 7, 2014
 Subject: Proposed Change to the Rules for Electronic Signs Located in Residential Zones

Recommendation: WSNA has no issue as to the increase in the "menu board signs" in residential zones as long as this change has no effect upon the "freestanding sign exception" pertaining to non-profits etc..


Discussion: The above matter was discussed as new business during the WSNA's February 3, 2014 meeting.

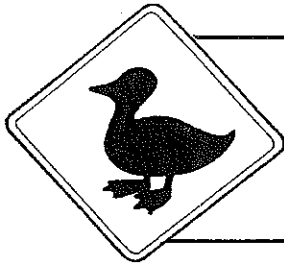
During the discussion it was determined that the specific matter regarding the increase from twenty-four square feet (24 sq. ft.) to thirty-two square feet (32 sq. ft.) in the display area of "menu board signs" was brought up before on or about March 4, 2013. Although at the time, the main focus was the proposed exception to the ban on freestanding internally illuminated signs in residential zones, the matter regarding "menu board sign" square footage was also addressed. At that time, there was no issue on this matter and we supported staff's recommendation.

The final City Council decision was to limit the "menu board sign" to twenty-four square feet.

As stated there was discussion and deliberation on February 3, 2014 regarding your request for informal comments on the second effort to increase the menu boards by eight square feet (8 sq. ft.) for a total of thirty-two (32 sq. ft.) from twenty-four square feet (24 sq. ft.). The end result was: there was again no issue to this matter, leaving our position the same as it was previously.

However, we do want to clarify that this "no issue position" to the proposed increase relates to "menu board signs" **only**. We do not intend that this code change will have any effect upon, or change to, the current requirements for the freestanding signs now allowed in the exception for non-profit membership assemble, recreational and cultural community services, religious assembly, or basic education use in residential zones. **That exception should remain as is with no change to square footage.**


 Joshlene Pollock, Land Use Chair on behalf of West Salem Neighborhood Association
joshpollock@comcast.net (714) 504-8979



NEN

NORTHEAST NEIGHBORS
555 Liberty Street SE, Rm 305
Salem, OREGON 97301

(503) 588-6207
www.salemnen.org

NEN Comments on Proposed Code Change Relating to Menu Sign Boards

At its meeting on January 21, the NEN Board voted unanimously to **oppose** any increase in the size or number of menu board signs. Our reasons remain much the same as in our previous letter on amendments to the vehicle viewing sign code: the impact on neighboring properties and the increase in "sign clutter."

Our comments are submitted for the Staff Report and future City Council Hearing.

ORDINANCE BILL NO. 8-14

AN ORDINANCE RELATING TO SIGN CODE, AMENDING SRC 900.200 AND 900.210

The City of Salem ordains as follows:

Section 1. SRC 900.200 is amended to read as follows:

900.200. Permanent Signs in Central Business District (CB), Retail Commercial (CR), and General Commercial (CG) Zones. The following permanent signs are allowed in the Central Business District (CB), 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 thirty 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.** The height of a freestanding sign shall not exceed twenty feet for up to the first one hundred feet of street front property line, plus an additional one foot in height for each twenty feet of street front property line over one hundred feet, with a maximum height not exceeding thirty feet.

(ii) **Area.** The display surface of a freestanding sign shall not exceed one square foot per lineal foot of street front property line up to the first one hundred 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 one hundred feet, with a maximum display surface not exceeding one hundred fifty square feet.

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(B) Wall Signs.

(i) For CR and CG zones, the display surface for a wall sign shall not exceed one hundred twenty-five square feet. Notwithstanding the size of the display surface authorized by this subparagraph, 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 thirty inches.

(ii) For CB zones, the display surface for a wall sign shall not exceed that allowed by Table 900-9.

**Table 900-9
Wall Signs in CB 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 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 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 paragraph does not exceed the maximum display surface set forth in Table 900-10.

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Table 900-10
Wall Signs in CB, CR, and CG Zones

Gross face area of building frontage 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 face area
500 to 1000	75 square feet or 12 percent of the gross face area
1001 to 2000	120 square feet or 10 percent of the gross face area
2001 to 4000	200 square feet or 8 percent of the gross face area
4001 to 6000	320 square feet or 6 percent of the gross face area
6001 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 signs, 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 ~~twenty-four~~ thirty-two square feet.

(7) **Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed in SRC 900.200(b)(5), 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

1 limited to a display surface not exceeding twenty-two square feet and to a height
2 not exceeding fifteen feet.

3 **(c) Permanent Signs for Shopping Centers.** A shopping center and individual
4 businesses in the shopping center are allowed the following signs:

5 **(1) Shopping Center.**

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

8 **(i)** For CR or CG zones, one freestanding sign or one wall sign.

9 However, when the shopping center is located on a corner lot where the
10 two intersecting streets are either designated arterials or designated
11 collectors, only one freestanding sign shall be allowed.

12 **(a) Freestanding Sign.**

13 **(1) Height.** The freestanding sign shall be limited to a height
14 not exceeding twenty feet for the first one hundred feet of street
15 frontage, plus an additional one foot for each twenty feet of street
16 front property line over one hundred feet, up to a maximum
17 height not exceeding thirty feet.

18 **(2) Area.** The freestanding sign shall be limited to a display
19 surface not exceeding one square foot per lineal foot of street
20 front property line for the first one hundred feet of street front
21 property line, plus one quarter additional square foot for each
22 foot of street front property line over one hundred feet, up to a
23 maximum display surface of one hundred and fifty square feet.

24 **(b)** The wall sign shall be limited to a display surface not exceeding
25 one hundred twenty-five square feet; provided, however, when the
26 wall sign is located on a marquee, the wall sign not extend below the
27 lower edge of the marquee, and shall be limited to a height not
28 exceeding thirty inches.

29 **(ii)** For CB zones, one freestanding sign, projecting sign, or one
30 wall sign. However, when the shopping center is located on a

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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 twenty feet for the first one hundred feet of street frontage, plus an additional one foot for each twenty feet of street front property line over one hundred feet, up to a maximum height not exceeding thirty feet.

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

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

**Table 900-11
Wall Signs in CB 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 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

1 (c) Notwithstanding the size of the display surface authorized by
2 this subparagraph, wall signs that are located on a marquee shall not
3 extend below the lower edge of the marquee and shall be limited to a
4 height not exceeding thirty inches.

5 (d) Projecting signs shall conform with SRC 900.140.

6 **(B) Vehicle Directional Signs.** One freestanding sign or one wall sign
7 located at each motor vehicle entrance to or exit from the shopping center.
8 A wall sign shall be limited to a display surface not exceeding eight square
9 feet. A freestanding sign shall be limited to a display surface not exceeding
10 eight square feet and to a height not exceeding four feet.

11 **(C) Vehicle Service or Loading Directional Sign.** In lieu of the sign
12 allowed in SRC 900.200(c)(1)(B), one freestanding sign or one wall sign
13 located at each service or loading entrance onto the premises. A wall sign
14 shall be limited to a display surface not exceeding eight square feet. A
15 freestanding sign shall be limited to a display surface not exceeding twenty-
16 two square feet and to a height not exceeding fifteen feet.

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

20 **(E)** When a street front property line of the shopping center is greater than
21 three hundred feet, the shopping center may have one additional
22 freestanding sign. The freestanding sign shall be located along the street
23 front property line exceeding such length. The freestanding sign shall be
24 limited to a display surface not exceeding fifty square feet and to a height
25 not exceeding twenty feet. When the shopping center has two freestanding
26 signs located along the same street front property line, there shall be a
27 minimum distance of one hundred feet between the signs.

28 **(2) Individual Businesses.**

29 **(A)** One sign for each building frontage or building face; provided,
30 however, that no such sign shall be allowed on a building face where the

1 sign would be directed towards an abutting residential area.

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

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

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13 **Table 900-12**
14 **Wall Signs in CR and CG Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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26 (b) **Roof Sign Standards.** Roof signs shall conform with SRC
27 900.145.

28 (ii) In the CB zones, one wall sign, one projecting sign, or one roof
29 sign for each building frontage or building face; provided, however,
30 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.

**Table 900-13
Wall Signs in CB Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 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

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surface authorized by SRC 900.200(c)(2)(A), 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 signs, 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 ~~twenty-four~~ thirty-two 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 under subsection (b)(1) 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 twenty feet for the first one hundred feet of street frontage, plus an additional one foot for each twenty feet of street front property line over one hundred feet, up to a maximum height not exceeding thirty feet.

(2) Area. The freestanding sign shall be limited to a display surface not exceeding one square foot per lineal foot of street

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front property line for the first one hundred feet of street front property line, plus one quarter additional square foot for each foot of street front property line over one hundred feet, up to a maximum display surface of one hundred fifty square feet.

(b) The wall sign shall be limited to a display surface not exceeding one hundred twenty-five 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 thirty inches.

(ii) For CB 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.

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

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

(b) The display surface for a wall sign shall not exceed that allowed by Table 900-14.

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**Table 900-14
Wall Signs in CB 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 33-1/3 percent of the gross face area
451 to 800	200 square feet or 25 percent of the gross face area
801 to 1250	250 square feet or 20 percent of the gross face area
1251 and over	15 percent of the gross face area

(c) Notwithstanding the size of the display surface authorized by this subparagraph, 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 thirty inches.

(d) Projecting signs shall conform with SRC 900.140.

(B) When a street front property line for the office complex exceeds three hundred 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 fifty square feet and to a height not exceeding twenty feet. When the office complex has two freestanding signs located along the same street front property line, there shall be a minimum distance of one hundred 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.

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(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.

**Table 900-15
Wall Signs in CR and CG Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 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 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

1 the square footage set forth in Table 900-16; provided, however,
2 that, where there is more than one business housed in the same
3 building, only the gross face area of the building frontage or building
4 face occupied by the business shall be used in determining the display
5 surface of the wall sign.

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7 **Table 900-16**
8 **Wall Signs in CB Zones**

Gross face area of building frontage or building face in square feet	Display surface is limited to the greater of the following
0 to 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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20 **(b) Roof Sign Standards.** Roof signs shall conform with SRC
21 900.145.

22 **(c) Projecting Sign Standards.** Projecting signs shall conform with
23 SRC 900.140.

24 **(B)** One wall sign on each building frontage or building face; provided,
25 however, that no sign shall be allowed on a building face where the sign
26 would be directed towards an abutting residential area. The wall sign shall
27 have a display surface not exceeding eight square feet.

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

29 **(D) Vehicle Viewing Sign.** One vehicle viewing signs, located on a vehicle
30 accessway adjacent to a building or on the building, and intended to be seen

1 by a person doing business from the vehicle accessway while the person is
2 within the person's motor vehicle. The display surface shall not exceed
3 ~~twenty-four~~ thirty-two square feet

4 (E) When the individual business does not have a building frontage or
5 building face, the principal occupant of the building in which the business is
6 located may execute a written assignment of a portion of that occupant's
7 display surface allowed by SRC 900.200(d)(2)(A), for use by such interior
8 business for a wall sign.

9 (e) **Outdoor Advertising Signs.** Outdoor advertising signs that comply with this
10 Chapter are allowed.

11 **Section 2.** SRC 900.210 is amended to read as follows:

12 **900.210. Permanent Signs in Industrial Business Campus (IBC), Industrial**
13 **Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial**
14 **(II), and Employment Center (EC) Zones.** The following permanent signs are permitted in
15 the Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP),
16 General Industrial (IG), Intensive Industrial (II), and Employment Center (EC) zones:

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

22 (b) **Permanent Signs for Business.** Unless the business is located in an industrial
23 complex or is classified as flexible space use, a business may have the following
24 signs:

25 (1) One freestanding sign, one projecting sign, one roof sign, or one wall sign,
26 for each building frontage; provided, however, that, when the business is
27 located on a corner lot, only one freestanding sign shall be allowed.

28 (A) **Wall Signs.** The display surface for a wall sign shall not exceed one
29 hundred twenty-five square feet.
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(B) Freestanding Signs.

(i) Height. Freestanding sign height is limited to twenty feet for up to the first one hundred feet of street front property line, plus an additional one foot in height for each twenty feet of street front property line over one hundred feet, with a maximum height of thirty feet.

(ii) Area. Where the sign is a freestanding sign, the sign shall be limited in area to one square foot per lineal foot of street front property line up to the first one hundred 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 one hundred feet, with a maximum limit of one hundred fifty 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 paragraph does not exceed the maximum display surface set forth in Table 900-19. No single wall sign allowed under this paragraph shall have a display surface exceeding one hundred square feet.

**Table 900-19
Wall Signs in Industrial Zones and EC Zone**

Gross face area of building frontage 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 face area
500 to 1000	75 square feet or 12 percent of the gross face area
1001 to 2000	120 square feet or 10 percent of the gross face area
2001 to 4000	200 square feet or 8 percent of the gross face area
4001 to 6000	320 square feet or 6 percent of the gross face area
6001 and over	360 square feet or 5 percent of the gross face area

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(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 signs, 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 ~~twenty-four~~ thirty-two square feet

(7) **Vehicle Service or Loading Directional Sign.** In lieu of the sign allowed in SRC 900.210(b)(5), 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 twenty-two square feet and to a height not exceeding fifteen 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 twenty feet for the first one hundred feet of street front property line, plus an additional one foot for each twenty feet of street

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front property line over one hundred feet, up to a maximum height not exceeding thirty-five feet.

(ii) Area. The freestanding sign shall be limited to a display surface not exceeding one square foot per lineal foot of street front property line for the first one hundred square feet of street front property line, plus one-quarter additional square foot for each additional foot of street front property line over one hundred feet, up to a maximum display surface not exceeding two hundred fifty 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 three hundred 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 fifty square feet and to a height not exceeding twenty feet. If the shopping center has two freestanding signs on the same street front property line, there shall be a minimum distance of one hundred feet between the signs.

(E) Vehicle Service or Loading Directional Sign. In lieu of the sign allowed in SRC 900.210(c)(1)(B), 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 twenty-two square feet and to a height not exceeding fifteen feet.

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

3 (A) One wall sign or one roof sign for each building frontage or building
4 face; provided, however, that no sign shall be allowed on a building face
5 when the sign would be directed towards a residential area.

6 (i) The wall sign shall have display surface not exceeding the square
7 footage set fort in Table 900-20; provided, however, that, where there is
8 more than one business housed in the same building, only the gross face
9 area of the building frontage or building face occupied by the business
10 shall be used in determining the display surface for the wall sign.

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12 **Table 900-20**
13 **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 1000	50 square feet or 15 percent of the gross face area
1001 to 2000	150 square feet or 12 percent of the gross face area
2001 to 4000	240 square feet or 10 percent of the gross face area
4001 to 6000	400 square feet or 8 percent of the gross face area
6001 and over	480 square feet or 6 percent of the gross face area

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24 (ii) **Roof Sign Standards.** Roof signs shall conform with SRC
25 900.145.

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27 (B) One wall sign on each building frontage or building face; provided,
28 however, that no sign shall be allowed on a building face where the sign
29 would be directed towards an abutting residential area. The wall sign shall
30 have a display surface not exceeding eight square feet; provided, however,

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that the display surface may be increased by forgoing part of the display surface authorized by SRC 900.210(c)(2)(A), 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 signs, 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 ~~twenty-four~~ thirty-two 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 SRC 900.210(c)(2)(A), as a wall sign for use by such interior business.

(d) Permanent Signs for Flexible Space Use. A flexible space business may have the following signs:

(1) Two signs per business shall be permitted on a building; one such sign, not greater than six feet in area, for each business on the glass frontage, and a second wall or parapet sign, not greater than fifteen square feet in area, for each business.

(2) One freestanding building directory sign per street frontage shall be permitted with each tenant, limited to one square foot of area; such sign shall be located within seventy-five feet of both a flexible space building and the principal entry drive to the area.

(e) 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.

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1 **Section 3. Codification.** In preparing this ordinance for publication and distribution, the City
2 Recorder shall not alter the sense, meaning, effect or substance of this ordinance, but within such
3 limitations, may:


- 4 (a) Renumber sections and parts of sections of the ordinance;
- 5 (b) Rearrange sections;
- 6 (c) Change reference numbers to agree with renumbered chapters, sections or other parts;
- 7 (d) Delete references to repealed sections;
- 8 (e) Substitute the proper subsection, section or chapter, or other division numbers;
- 9 (f) Change capitalization and spelling for the purpose of uniformity;
- 10 (g) Add headings for purposes of grouping like sections together for ease of reference; and
- 11 (h) Correct manifest clerical, grammatical or typographical errors.

12 **Section 4. Severability.** Each section of this ordinance, and any part thereof, is severable, and
13 if any part of this ordinance is held invalid by a court of competent jurisdiction, the remainder of
14 this ordinance shall remain in full force and effect.

15 PASSED by the City Council this _____ day of _____, 2014 .

16 ATTEST:

17
18 City Recorder

19 Approved by City Attorney: 

20 Checked by: A. Dixon

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West SALEM

NEIGHBORHOOD ASSOCIATION

Chair
Kenji Sugahara
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Co-Chair
Heather Swanson
Heather97304@gmail.com

Vice Chair
Vacant

Edgewater District
Janet Noakes

Land Use
Josh Pollock

Parks
Carl Goodwin

Safety and Preparedness
Josh Pollock, Interim

Schools
Herm Boes

Transit
Steve Evans

Transportation
Nick Fortey

Walker Pool
Jan Schmitt

Watershed Council
EM Easterly

July 10, 2014

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CITY OF SALEM
CITY RECORDER

Mayor Anna Peterson and City Council
555 Liberty Street SE, Room 305
Salem, Oregon 97301

Re: Proposed Amendments to Salem Revised Code Chapter 900 (Sign Code) to Increase the Display Surface of a Fast Food Menu Board from 24 Square Feet to 32 Square Feet (CA 14-05)

Honorable Mayor and Council Members:

On July 7, 2014, the above referenced matter came before the West Salem Neighborhood Association (WSNA) membership as a published agenda item.

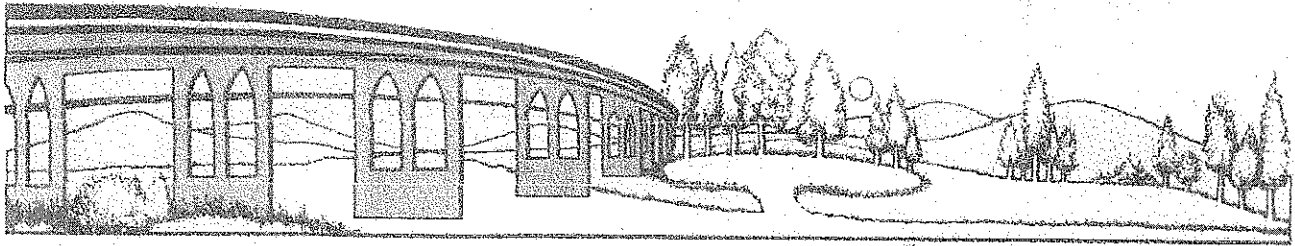
It was determined that on February 7, 2014, we submitted a letter indicating that the membership, present at that time, had "no issue" with the proposed increase in menu sign.

Currently, as a published agenda item, the vote was to unanimously accept our prior position and have attached our previous letter specifying the perimeters of our "no issue" position.

Respectfully submitted on behalf of the West Salem Neighborhood Association,



Joshlene Pollock, Land Use Chair
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(714) 504-8979



West Salem Neighborhood Association

555 Liberty Street SE Room 305 Salem, Oregon 97301 • 503-588-6207

To: Amy J. Dixon, Planner II
From: West Salem Neighborhood Association ("WSNA")
Date: February 7, 2014
Subject: Proposed Change to the Rules for Electronic Signs Located in Residential Zones

Recommendation: WSNA has no issue as to the increase in the "menu board signs" in residential zones as long as this change has no effect upon the "freestanding sign exception" pertaining to non-profits etc..

Discussion: The above matter was discussed as new business during the WSNA's February 3, 2014 meeting.

During the discussion it was determined that the specific matter regarding the increase from twenty-four square feet (24 sq. ft.) to thirty-two square feet (32 sq. ft.) in the display area of "menu board signs" was brought up before on or about March 4, 2013. Although at the time, the main focus was the proposed exception to the ban on freestanding internally illuminated signs in residential zones, the matter regarding "menu board sign" square footage was also addressed. At that time, there was no issue on this matter and we supported staff's recommendation.

The final City Council decision was to limit the "menu board sign" to twenty-four square feet.

As stated there was discussion and deliberation on February 3, 2014 regarding your request for informal comments on the second effort to increase the menu boards by eight square feet (8 sq. ft.) for a total of thirty-two (32 sq. ft.) from twenty-four square feet (24 sq. ft.). The end result was: there was again no issue to this matter, leaving our position the same as it was previously.

However, we do want to clarify that this "no issue position" to the proposed increase relates to "menu board signs" **only**. We do not intend that this code change will have any effect upon, or change to, the current requirements for the freestanding signs now allowed in the exception for non-profit membership assemble, recreational and cultural community services, religious assembly, or basic education use in residential zones. **That exception should remain as is with no change to square footage.**

Joshlene Pollock, Land Use Chair on behalf of West Salem Neighborhood Association
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July 28, 2014
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July 18, 2014

McDonald's USA, LLC
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CITY OF SALEM
CITY RECORDER

Support for City Code change to increase DT menu boards from 24sf to 32sf in the City of Salem

To whom it concerns please accept this letter of support letter for the above menu board sf increase.

Background: 2 years ago McDonald's local operators undertook a very aggressive remodel program to a number of its existing Salem restaurants. 5 of the 6 restaurants remodeled only had one 32sf menu board. On average nationally 70% of our customers go through the DT. To optimize the DT's on these projects all 6 were fitted with 2-32sf menu boards. During this process the City raised the issue of whether the 32sf menu boards met the code. By interpretation it was determined that the 4 panel menu board's actual viewable area was less than 32 sf in total. That interpretation allowed for 32sf menu boards to be installed and meet the current code. It was only after these projects had been completed that the City had internal discussions about how they were interpreted and recommended a code change to actually state that 32sf signage would be allowed.

All other installed McDonald's menu boards located in the City of Salem are currently 32 sf. The importance to maintain this standard for the above restaurants' is the ease for our customers to find the order menu identical which makes for quicker and more accurate order taking, easier, and most efficient for both the customer and the restaurant staff.

Again at all other current locations in the City of Salem all of the existing McDonald's menu boards are currently 32 sf.

This action to reduce our menu boards from 32sf to 24sf is a hardship out of our control.
Please note that staff does support this code change.

We would appreciate a favorable ruling for the 32sf menu boards and will continue to support and follow the City staff's attempt to have City Council make this a permanent code change.

Thank you,

Doug Bates

*Email to doug.bates@us.mcd.com

Sincerely,

Doug Bates

McDonald's USA, LLC
Area Construction Manager
425.242.2411