

ORDINANCE BILL NO. 22-16

AN ORDINANCE RELATING TO DIRECTIONAL SIGNS; AMENDING SRC 85.010 AND 85.040.

The City of Salem ordains as follows:

Section 1. Findings. SRC Chapter 85 establishes criteria for permitting and installing signing for businesses within the public right-of-way. The proposed amendments to Chapter 85 will:

- (a) Allow a sign and pole design that is same as existing pedestrian wayfinding signs.
- (b) Allow businesses, with alley-only access, the ability to have directional signing on street frontage that provides direction to the business in the alley.
- (c) The business sign design has been approved through the Downtown National Register Historic District review.

Section 2. SRC 85.010 is amended as follows:

85.010. Location, Purpose, Types, and Specifications of Permitted Signs. When an application therefor is filed and approved in this chapter provided, it shall be lawful to place in the parking strip or other street area not ordinarily used by pedestrian or for vehicular traffic a directional sign indicating a business district, industrial area, community center, church, institution or manufacturing plant. Three ~~Two~~ types of directional signs are allowed:

(a) Type One sign shall be made of wood, or other approved material, not more than four feet in width, shall not exceed ten feet in height above the level of the street or curb, upon which may be painted or marked the words "industrial area," "business district," "community center," "church," "hospital," or similar designation with letters not more than five inches high. Attached to or suspended from this sign may be panels or shields containing the name or names of business concerns, factories, churches, or other activities or concerns but only one name to be on any individual panel, and the lettering thereon shall not exceed four inches in height. These panels may be suspended one below the other, and they may extend for the width of the sign. The sign or panels may also contain a directional arrow.

(b) Type Two sign shall consist of a single panel in a size, type, and height determined and approved by the director of public works, and may contain information designating a specific industrial area, business district, community center, church, hospital, or similar designation.

More than one directional panel may be fastened to the same post. Such panel may be pointed on

1 one end.

2 (c) Type Three signs may be allowed for individual businesses that have alley-only access. The
3 design for Type Three signs shall be approved by the Director, and match the pedestrian
4 wayfinding directional signs.

5 **Section 3.** SRC 85.040 is amended to read as follows:

6 **85.040. Fees; Generally.** There shall be charged a filing fee for applying for a directional sign
7 permit and an annual privilege and maintenance charge in the amount prescribed by resolution of
8 the council. There shall be charged for the erection of a Type One sign panel and post, a Type
9 Two sign, and a Type Three sign and post, a fee based upon the actual cost of labor, material,
10 and equipment, plus ten percent for engineering and supervision. A fixed maintenance fee will
11 be charged annually thereafter.

12 **Section 4. Codification.** In preparing this ordinance for publication and distribution, the City
13 Recorder shall not alter the sense, meaning, effect or substance of this ordinance, but within such
14 limitations, may:

- 15 (a) Renumber sections and parts of sections of the ordinance;
- 16 (b) Rearrange sections;
- 17 (c) Change reference numbers to agree with renumbered chapters, sections or other parts;
- 18 (d) Delete references to repealed sections;
- 19 (e) Substitute the proper subsection, section or chapter, or other division numbers;
- 20 (f) Change capitalization and spelling for the purpose of uniformity;
- 21 (g) Add headings for purposes of grouping like sections together for ease of reference; and
- 22 (h) Correct manifest clerical, grammatical or typographical errors.

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

27 PASSED by the City Council this _____ day of _____, 2016.

28 ATTEST:

1 City Recorder
2 Approved by City Attorney: _____
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Checked by: K.Hottmann