



June 1, 2017

Salem Planning Commission
555 Liberty Street SE
Salem, OR 97301

Re: ***Comments on Proposed Sign Code Amendments – CA 16-05***

President Fry and Planning Commissioners:

SCAN supports most of the proposed amendments to the sign code. The more objective and enforceable standards for measuring brightness of electronic signs are especially needed.

SCAN does not support creating a class 2 sign adjustment process. If someone wants to deviate from the sign code by more than the 10% administrative adjustment currently allowed, then he or she should go through the variance process to ensure it is justified.

The proposed class 2 adjustment would allow adjustments to *"any sign standard"* with no limit on degree of adjustment. It makes adjustments easier to achieve than going through the variance process. *At a time of rampant noncompliance with the sign code, the City should not institutionalize greater deviations through a new class 2 adjustment.* Also, just because a class 2 adjustment process was added to the Urban Development Code does not mean it is appropriate for the sign code.

SCAN has a growing concern with the proliferation of illegal signs, both on private property and in the public right-of-way. The proposed amendments do not address enforcement of the sign code, but SCAN believes enforcement is the main issue the City needs to address to provide relief from the growing visual pollution and distractions along Salem's arterial and collector streets. The visual shouting match at busy street intersections is a safety hazard.

The City is unwilling or unable to hold the business, organization, or person named on an illegal sign accountable for violating the sign code. This allows businesses or persons to violate the sign code with impunity and likely contributes to the proliferation of illegal signs. SCAN asks the City to search for a way to hold the party named on an illegal sign accountable for that violation and to enforce its sign code.

Thank you for your consideration,

Jeff Schumacher, SCAN President, 2016-17

Amy Dixon

From: Jeff Schumacher <jeff.schumacher@gmail.com>
Sent: Thursday, June 01, 2017 3:28 PM
To: Amy Dixon
Cc: Roz Shirack
Subject: Comments on Proposed Sign Code Amendments
Attachments: 20170601152531.pdf

Amy,

Please see SCAN's comments on the proposed sign code amendments. We would like these comments to go to Planning Commission for their meeting on Tuesday, June 6th.

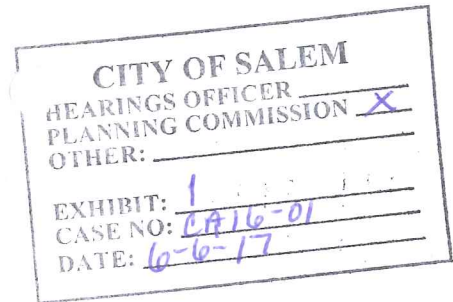
Thank you for coming to our SCAN meeting last month, and enjoy your retirement!

Jeff Schumacher
SCAN president, 2016-17

Subject: (none)

Date: Tuesday, June 6, 2017 at 4:37:15 PM Pacific Daylight Time

From: Ellen Stevens



For the record, my name is Ellen Stevens. For nearly 4 decades, I've lived in Ward 2. My almost daily, urban hikes send me downtown along the trails and public spaces such as Bush's Pasture Park, Pringle Park near the hospital and the linear trail along Pringle Creek.

Over the years, I have seen an increasing flood of illegal signs.

For myself and on behalf of others in the community that have an interest and work continually to protect, preserve and conserve the City's historic resources, I thank the staff and the planning commission for re-visiting our current code.

Random illegal signage defaces our historical areas, our open spaces and public art, our parks, and our National Historic Districts.

All are state, local and national resources of importance, of value, of what we present to others of our history, our architectural and cultural heritage.

Along High Street in the Gaiety Hill/Bush's Pasture Park National District, it is not uncommon to find illegal signs offering house painting, a sale at an appliance store -- or a sports event in the public-right-of-way or unsightly placement on a utility pole.

On Mission and Liberty in the Historic District, we have found illegal billboard size signs on fences surrounding construction sites.

These signs detract from our All-Star Heritage community, from the dignity of our nationally recognized historic sites and quality interpretative signage that guide visitors and tourists to our community.

Historical sites should not suffer sign pollution.

Directional signs placed by Salem's Public Works should not be cluttered with these illegal signs.

As some of you know, great efforts are made daily -- and investment -- to protect and uphold the appearance of historical properties at considerable detail in our City Code, in Chapter 230, under the reviews of the Historic Landmarks Commission.

Those standards are to uphold the appearance of historic properties, landmarks and parks. The sign code should reinforce this effort.

This flood of illegal signs doesn't honor our City's heritage. Or respect our parks.

As a member of SCAN's Historic Parks and Garden Committee I ask for enforcement and review of the code.



SIGN POLLUTION

Fred Meyer South – Illegally placed signs in the Right of Way.

September 2017 – going west on Madrona South – 9 illegally placed signs.

November 2017 - now 3 have been vandalized, 7 remain.

December 2017 – signs still there!!

Turn corner onto Commercial – 5 more of the SAME sign.

Amy Dixon

From: epwhitehouse@comcast.net
Sent: Wednesday, May 10, 2017 4:43 PM
To: Amy Dixon
Cc: Alan Alexander
Subject: Re: Proposed City of Salem Sign Code Amendments

Amy, my one comment right now would be that it is just fine for the city to have a sign code, however I see a proliferation of political and other signs in the public right of way, and nothing is being done about it by the City. I also see lots of signs by Kelly, College Pro Painting, Walk to Life, etc. I think non-enforcement of the City's sign code actually penalizes ethical political candidates and businesses that abide by the City's sign code. I do not think it would be so difficult for the City to enforce its code -- simply call the offending businesses or candidates and tell them to remove the sign "or else," and the "or else" should mean a substantive fine -- say \$100 per illegally placed sign. My two cents, and thanks for your good work,

Evan White
Land Use Chair
Sunnyslope NA

From: "Amy Dixon" <ADIXON@cityofsalem.net>
To: "Amy Dixon" <ADIXON@cityofsalem.net>
Sent: Wednesday, May 10, 2017 2:46:11 PM
Subject: RE: Proposed City of Salem Sign Code Amendments

It is anticipated that a public hearing before the Planning Commission will be held June 6, 2017

Amy J. Dixon, Planner II
City of Salem
Community Development Dept.
555 Liberty St SE / Room 305
Salem, OR 97301
503-540-2304

March 23, 2017

TO: Interested Parties

RE: Proposed Code Changes to Salem Revised Code Chapter 900, Sign Code

This letter is intended to provide information for you and your organization on proposed code amendments to Salem Revised Code Chapter 900, Sign Code. We are seeking input on the proposed amendments prior to the public hearing. It is anticipated that a public hearing before the Planning Commission will be held May 16, 2017.

The amendments address the following (more specific information is attached):

1. Requiring only one set of plans at submittal which accommodates electronic submittals (current language requires 2 sets of plans),
2. Eliminating temporary sign permits,
3. Exempting public art and art markers from the sign code,

4. Establishing an adjustment process that allows more than a 10% increase to height and display surface,
5. Establish measurable brightness standards for electronic signs,
6. Renaming overlay zones to be consistent with the Unified Development Code,
7. Allow for illumination of non-emergency signs on property that have no emergency services within the Public and Private Health zones,
8. Minor housekeeping changes.

I am available to meet with you and your organization if you have questions or need further information or you may contact me at (503) 540-2304, or adixon@cityofsalem.net.

Sincerely,

Amy J. Dixon, Planner II
City of Salem
Community Development Dept.
555 Liberty St SE / Room 305
Salem, OR 97301
503-540-2304

Amy Dixon

From: epwhitehouse@comcast.net
Sent: Monday, June 05, 2017 9:44 AM
To: Amy Dixon
Subject: Re: Proposed City of Salem Sign Code Amendments

Amy, I plan to be at the hearing tomorrow night and will testify. With several other people, I'm meeting with Brady this afternoon to talk about what might be done about this situation. FYI, I counted two dozen lawn signs yesterday at two intersections on Keubler. Thanks for your reply, Evan

From: "Amy Dixon" <ADIXON@cityofsalem.net>
To: epwhitehouse@comcast.net
Cc: "Alan Alexander" <awa8025@aol.com>
Sent: Monday, June 5, 2017 7:59:27 AM
Subject: RE: Proposed City of Salem Sign Code Amendments

Evan,

Your comments were received as part of the outreach and were summarized in the staff report. SCAN submitted comments as part of the public hearing process.

It sounds like you would like these comments submitted as part of the record for the hearing. If this is correct, please let me know if they are your comments or Sunnyslope's comments. This way will know how to present them to the commissioners.

Thank,
Amy

Amy J. Dixon, Planner II
City of Salem
Community Development Dept.
555 Liberty St SE / Room 305
Salem, OR 97301
503-540-2304

From: epwhitehouse@comcast.net [mailto:epwhitehouse@comcast.net]
Sent: Friday, June 02, 2017 11:51 AM
To: Amy Dixon <ADIXON@cityofsalem.net>
Cc: Alan Alexander <awa8025@aol.com>
Subject: Fwd: Proposed City of Salem Sign Code Amendments

Amy, seems to me that these comments should have been included in the staff report. Blessings, Evan White

From: epwhitehouse@comcast.net
To: "Amy Dixon" <ADIXON@cityofsalem.net>
Cc: "Alan Alexander" <awa8025@aol.com>
Sent: Wednesday, May 10, 2017 4:43:05 PM
Subject: Re: Proposed City of Salem Sign Code Amendments

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Evan White
Land Use Chair
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Sincerely,

Amy J. Dixon, Planner II
City of Salem
Community Development Dept.
555 Liberty St SE / Room 305
Salem, OR 97301
503-540-2304

Amy Dixon

From: James Carpentier <James.Carpentier@signs.org>
Sent: Friday, June 02, 2017 3:05 PM
To: Amy Dixon
Cc: Lisa Anderson-Ogilvie; Rebai Tamerhoulet; hfletcher@foresssign.com; Corey Spady; Patti King; David Hickey
Subject: Sign Permit applications
Attachments: NWSC ISA Salem sign permit application 6217.pdf; Corvallis Sign Application (003).pdf; What's Involved in Neon and or Electrical Sign Work in Oregon.pdf

Hello Amy,

I wanted to make you aware of a significant issue with sign permit applications in Salem. Additional information is needed on your sign permit application to ensure that sign permits are issued in accordance with the Oregon Administrative Rules. I have attached a letter that describes the issue, sign application from Corvallis, and some background information prepared by Hal Fletcher, Foress Sign.

We hope that this issue can be resolved soon. I will be attending the hearing on June 6th.

Do not hesitate to contact me with any questions.

Best Regards,

James B Carpentier AICP
Director State & Local Government Affairs

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Alexandria, VA 22314
(480) 773-3756 Cell
www.signs.org | www.signexpo.org
james.carpentier@signs.org





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Alexandria, VA 22304
main: (703) 836-4012
fax: (703) 836-8353
info@signs.org
WWW.SIGNS.ORG

June 2, 2017

To: Amy Dixon, Planner II

From: James Carpentier AICP, Director State & Local Government Affairs, International Sign Association

Re: Permitting process for signs in Salem

I am contacting you on behalf of the Northwest Sign Council and the International Sign Association. Both associations work with jurisdictions to assist in the creation of beneficial and enforceable sign regulations.

We have become aware of a situation in Salem that deals with the applications for signs in the city and state licensing requirements for electric signs. Section 918-282-0220(a) (see attached information prepared by Hal Fletcher, Foresight Sign) of the Oregon Administrative Rules which requires a Limited Journeyman Sign Electrician License (SIG) to install electrical signs. This SIG license is required in addition to the Contractor's license (CCB# which needs to be an Electrical General Contractor License) which you currently require on your sign permit application. Your current sign permit application does not require that the applicant for an electric sign include the license number for the limited journeyman sign electrician. This requirement will ensure that the installer of an electrical sign is properly trained and can safely install all electrical sign types, including some unique sign types such as neon.

I have attached the sign permit application from Corvallis. In their sign permit application they have included language that requires that illuminated signs include the license number for the limited journeyman sign electrician (SIG), in addition to the Contractor's license number (CCB).

Therefore, we request that you add a section to your sign permit application that requires illuminated signs include the license number for the limited journeyman sign electrician.

Do not hesitate to contact me with any questions at 480-773-3756 or james.carpentier@signs.org.

Best Regards,

James Carpentier, AICP

What's Involved in Neon and or Electrical Sign Work in Oregon?

In order for electrically illuminated sign to be safe and effective, signs must be properly installed by a Registered Electrical Sign Contractor and Licensed Journey Sign Electrician.

Only licensed electrical contractors and electricians are permitted to install and service electrical signs that have components consisting of Neon transformers and power supplies, including those intended to be connected to a Class 2 source of supply, that provides the voltage and ballasting for neon and cold-cathode tubing (electric-discharge tubing) consisting of electrodes and gas, such as neon, mercury, helium, argon and similar gases, enclosed in glass for use in signs and outline lighting. Electrical Signs, referred to as signs, using incandescent lamps, fluorescent lamps, HD lamps, neon tubing and other combinations for use in, that includes and is not limited to, awning signs, channel letter signs, directional signs, ordinary box signs, recessed signs, trailer-mounted signs, and other similar signs.

All the items indicated must be installed in accordance with appropriate Oregon Building Code, National Electrical Code (NEC), NFPA 70, the UL standards and the manufacturer's specifications.

These neon and electrical sign systems must be installed by a licensed electrical contractor and local permits must be taken out before installation.

Licensing Requirements for Neon and Electric Sign Installers

Oregon State law requires all electricians and electrical contractors to be licensed with the Department of Consumer Protection. It is a violation of State law for a person to install or offer to install a Neon and Electric Sign system unless he or she has first obtained a *Limited Sign Contractor License* through the Building Codes Division (BCD), as provided in Section 918-282-0000 of the Oregon Administrative Rules.

Only licensed contractors can sign contracts obtain permits. Journey people and apprentices cannot work directly for consumers, unless employed by, or employing a licensed contractor of record for the work being performed.

ELECTRICAL PERMITS AND FEES

918-309-0090

Minimum required licensure for people who perform neon and electric sign system work can be found in:

Oregon Administrative Rules
Chapter 918 Building Codes Division
OAR Chapter 918,
Division 309 3-1-08
DIVISION 309

Rules for Electrical Contractors Desiring to Make Electrical Installations under Working Permits; Any electrical contractor who elects to use a working permit authorized by ORS 479.840 shall:

(1) Submit to the division a \$2,000 corporate surety bond or a cash bond on a division-approved form guaranteeing the payment of all fees provided for under ORS 479.510 to 479.850.

(2) Apply to the division for the working permit and affix at the job site before any electrical installation is commenced.

(3) Submit the supplementary permit application and the total permit fee as soon as the fees for that job can be determined and in no case, more than three months from the date work commenced on the job.

Provided, that in special long term construction projects such as high rise buildings and large industrial buildings, where the electrical contractor has procured the prior approval of the division, a new working permit may be issued for three months for the same building if all fees for the electrical installations under the working permit issued for the preceding three-month period have been paid in full.

(4) Agree that the aggregate amount of unpaid fees outstanding at any time shall not exceed the amount of the bond. No working permit shall be issued and any existing working permit shall become null and void when fees totaling over \$2,000 are owed.

(5) Agree that if any unresolved dispute arises as to the amount of fees due on a particular installation, job, or in the aggregate shall be decided by the division after a hearing before the board.

Oregon Administrative Rules, Chapter 918
2016 Compilation
Building Codes Division
OAR Chapter 918, Division 282
DIVISION 282
ELECTRICAL AND ELEVATOR LICENSING

Electrical Contractors
Limited Electrical Sign Contractor
918-282-0020

Limited Sign Contractor License

A limited sign contractor's Scope of Work:

- (1) Shall employ at least one full-time limited journeyman sign electrician;
 - (2) Is limited to the electrical work authorized by a limited journeyman sign electrician license; and
 - (3) Is authorized to make, direct, supervise or control the making of a sign installation only if the contractor is a sole proprietor who is also licensed as a limited journeyman, a general supervising or a general journeyman electrician.
- 918-282-0000

Electrical Contractors in General

(1) *An electrical contractor license is a specialized license allowing a company to engage in the business of making electrical installations. This license is in addition to the licensing and bonding required by the Construction Contractors Board.*

(2)(a) *Generally, the contractor is required to have a full-time general supervising electrician to supervise the electrical work and sign permits; and*

(b) *Generally, the electrical installations are required to be made by individuals holding an appropriate electrical license.*

(3) *Exceptions to Sections (1) and (2). Certain statutory exemptions are in ORS 479.540. Different electrical contractor categories and requirements are in ORS 479.630 and this division of rules.*

918-282-0010

Electrical Contractor License

An electrical contractor:

- (1) Shall continuously employ at least one full-time general supervising electrician except as otherwise exempted;
- (2) Is not authorized to make, direct, supervise or control the making of an electrical installation, unless properly licensed; and
- (3) Shall display its electrical license at each of the contractor's places of business. If the contractor has multiple places of business, a facsimile of the license may be posted. The object of this requirement is to display the scope of electrical authority held by the contractor.

918-282-0015

Electrical Contractor's Responsibilities

Electrical contractors engaged in the business of making electrical installations that require a

signing supervising electrician shall assure that all electrical work is made by, or under the direct supervision or control of, a continuously employed full-time signing supervising electrician acting within the scope of their license.

(1) Signing supervising electricians shall perform supervisory duties for only one contractor for which they are registered. Registered signing supervising electricians shall provide direct supervision or control through one of the following:

(a) Be on the job site;

(b) Have on the job site a continuously employed full-time supervising electrician; or

(c) Be available in person, or have a supervising electrician available to meet with the jurisdictional inspector at the job site within two business days following the request.

(2) Electrical contractors who have more than one designated continuously employed full-time signing supervising electrician shall assign only one signing supervising electrician responsibility for the work being performed under each valid permit.

(3) When an electrical contractor has only one designated signing supervising electrician, the electrical contractor may not use a different signing supervising electrician until the designated signing supervising electrician has discontinued the signing supervising electrician responsibilities and written notice has been provided to the division. The electrical contractor shall not continue electrical work until another signing supervising electrician is employed and written notification is provided to the division.

(4) Electrical contractors shall notify the division in writing who their signing supervising electrician(s) is.

Notification shall be provided within five days of entering into or termination of that relationship.

(5) Worker leasing companies, as defined in ORS 656.850, shall notify the division within five business days of any contractual relationship or change in a contractual relationship with an electrical contractor.

Notification shall include the name of the electrical contractor and a list of employed licensed electricians, including signing supervising electricians, leased to the electrical contractor. Electrical contractors and signing supervising electricians who utilize worker-leasing companies are responsible for assuring compliance with the provisions of ORS Chapter 479 and the rules adopted thereunder.

918-282-0120

Licensing Requirements for Electrical Work

(1) No person or entity shall allow any individual to perform electrical work for which the individual is not properly registered or licensed.

(2) Owners, managers or agents of facilities having electrical employees shall report in writing to the division and the authority having jurisdiction, the names and license numbers of limited supervising manufacturing plant or limited maintenance electricians employed.

The Department of Consumer Protection and Business Services is responsible for the licensing and regulation of all occupational trades people who work in Oregon. Neon and Electric Sign work falls under the State's legal definition of Electrical Work; therefore, Neon and Electric Sign installers need electrical training and licensure.

Limited Electrical Sign Journeyman

918-282-0220

Limited Journeyman Sign Electrician License

SCOPE OF WORK: The holder of this license may perform only work limited to installing, servicing, maintaining and testing electric signs where such work commences may extend a sign branch circuit not more than 15 feet if the dedicated branch circuit exists at that location or connection directly adjacent to such sign and only while in the employ of a contractor licensed for such work. The requirements to qualify for this license examination shall be the completion of a registered apprenticeship program or equivalent experience and training.

(1) A limited journeyman sign electrician:

(a) Installs and services electrical signs and outline lighting;

(b) Shall be employed by a limited sign contractor;

(c) May extend a sign branch circuit not more than 15 feet if the dedicated branch circuit exists at that location; and

(d) Is not permitted to:

(A) Install a branch circuit from an electrical panel;

(B) Install control equipment not located on the same wall or post, inside or outside the building;

(C) Install branch circuits; or

(D) Perform work on service equipment.

(2) A licensed apprentice, after completing the sixth period of apprenticeship training, may service signs without supervision. "Servicing" is the replacement of incandescent, high intensity discharge and fluorescent lamps and cleaning and painting the sign interior.

(3) This license is not required to install the footing or pole, or to operate the equipment required to access or set in place an electric sign, or to clean and paint the sign exterior.

(4) License and Equivalent Requirements.



corvallispermits.com

SGN

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Track the status of your application

Visit www.corvallispermits.com and select "check case status"



Sign Permit Application

Site & Applicant Information

Street Address

Benton County Assessor's Parcel #

Applicant Name

Mailing Address

City, State and Zip Code

Email

Phone

How do you prefer to be contacted ?:

☐ Email

☐ Mail

☐ Phone

Fax

Sign Contractor Name

Mailing Address

City, State and Zip Code

CCB License #

☐ Illuminated signs require a limited Journeyman Sign Electrical Contractor

Property Owner Name *(if different than Applicant)*

Mailing Address

City, State and Zip Code

Property Sign Allocation Summary

Zoning District

Length of Property Line at Primary Frontage *(count both property lines for corner lot)*: feet

Primary Frontage Multiplier= ☐ 0.10 (residential) ☐ 1.5 (other)

Property Sign Allocation square feet (frontage x multiplier)

Total of All Existing Signs square feet

Remainder of Allocation square feet

Proposed Sign

Type of Sign

☐ Attached

☐ Free-Standing

☐ Temporary Banner

Horizontal Dimension of Sign feet

Vertical Dimension of Sign feet

Sign Area sq. ft.

Corvallis Community Development Department
Development Services Division
301 SW Madison Avenue
Corvallis, OR 97333

tel: (541) 766-6929

email: Development.Services@corvallisoregon.gov
web: www.corvallispermits.com

BFB Properties LLC

780 Commercial St. SE; Suite 300; Salem, OR 97301 | 503-851-2941 | ben@bcwebhost.net

July 31, 2017

Aaron Panko
Planner III
City of Salem
Community Development Department
555 Liberty St SE
Rom 305
Salem, OR 97301

Dear Aaron Panko:

I am writing in support of the Class 2 Adjustment clause, part of the proposed changes to the City sign code. I believe that this clause is a needed and useful change to the current codes, which will benefit the City (both residents and businesses) without harm to anyone.

I have reviewed comments previously submitted by others, and I think they have laudable goals, but that their reasoning is mistaken. Most of the prior public comments center on the excessive number of illegal signs and the need to eliminate these signs. I fully support the idea of reducing illegal signs, which can be a public eyesore. However, I believe these other commentators are mistaken in thinking that the Class 2 adjustment clause will somehow cause more illegal signs. In fact, such a clause will reduce the number of illegal signs.

Illegal signs primarily occur when businesses (usually small businesses) seek ways to advertise their business but can't find a way to work within the City sign code. If they can't find a solution within the City sign code, then they ignore it and produce their own, illegal signs. What is needed is more flexibility for the Planning department to work with these businesses, to find practical, legal solutions. The proposed Class 2 Adjustment clause would help to give City staff that flexibility and should reduce the incidence of illegal signs.

The current sign code is too rigid, preventing City staff from dealing with what would otherwise be absurd dilemmas. In my case, I am a commercial real estate investor and my interest in the Class 2 Adjustment clause came about because I have one of those situations where the current code makes no sense.

I am seeking to place a sign on one of my buildings. The sign in almost all respects meets current code requirements; there is no problem with the size or appearance of the sign, but rather just how it is mounted. I want to place the sign on the exterior wall of my building, but the current code requires me to put that sign on a post (right in front of the same location on the same wall). It will be the same sign in the same location, with the same appearance to the world, except that in one case it will be fixed to the wall

and in the other case it will be mounted on a post. Why is this an issue? For two reasons: first, mounting on the post almost doubles the cost of the sign. Second, having a post in that particular location would be ugly. In other words, the current code requires me to spend a lot more money on something that will be less attractive. The Class 2 Adjustment clause would allow City staff to address this situation.

The City Council should approve the Class 2 Adjustment clause as a needed improvement to the City's sign code. And if they really want to reduce illegal signs, short of budgeting for more sign code enforcement, this clause will help.

Sincerely,

Ben Bednarz

CC: Chuck Bennett

**Comments Presented at Salem City Council Meeting of June 26, 2017,
Regarding Proposed Amendments to RE SRC 900, Sign Code**

Good evening. I am Evan White. I live in Ward 7. Like many other cities, the Salem sign code prohibits lawn signs in the public right of way. In a case involving Los Angeles, the US Supreme Court explained that *"the visual assault on the citizens... presented by an accumulation of signs posted on public property constitutes a significant substantive evil... The City's interest in attempting to preserve or improve the quality of urban life is one that must be accorded high respect."*¹

Problem is, in Salem, due to funding limitations, currently there is no enforcement of this part of our sign code. The people who place illegal signs in the right of way probably are not aware that they are breaking the law and potentially subject to civil penalties – up to \$2,000 per day per violation.

Everyone -- businesses, non-profits and political candidates should all follow the rules. Several weeks ago, I counted two dozen illegally placed signs at two intersections along Kuebler Boulevard. The furniture store, right across the street from City Hall, has seven illegal signs in the public right of way. Check it out tonight on your way home.

Sometimes families, businesses or non-profits "adopt a street" and pick up litter and trash to improve the appearance of our city.

I propose a similar public/private partnership called "the Salem Sign Sweepers." These volunteers would be overseen by City staff and wear yellow safety vests while gathering up the illegally placed signs, and taking them to the City Shop. The Sign Sweepers would then attempt to contact owners of the illegal signs, telling them where they can collect their signs after payment of an appropriate fine as determined by City staff.

I'm willing to be a Salem Sign Sweeper, and I know others who would be happy to join me. Let's all work together to make Salem even more beautiful. Thank you.

¹ City Council v Taxpayers for Vincent 466 U.S. 789 (1984)

Ruth Stellmacher

From: Nancy McDaniel <nanmcdann@yahoo.com>
Sent: Thursday, August 10, 2017 9:01 AM
To: Chuck Bennett; citycouncil
Cc: Aaron Panko; Nikki Paxton; Joan Lloyd; A. Scott
Subject: NEN opposes proposed sign code amendment

Categories: Recorder Tasks

At our July 18 meeting the Northeast Neighbors (NEN) Board voted unanimously to oppose CA 16-05, the proposed amendment to the sign code, for the following reasons:

- Our main concern is with eliminating permits for temporary signs. Without a permit, there would be no way to tell when a temporary sign was put up. The code retains the time limits for temporary signs but there would be no practical way to enforce them. In effect, this code amendment does away with the concept of temporary signs.
- The proposal sets new standards to measure the brightness of electronic signs, but allows one year to calibrate existing signs to be in compliance. This seems an unnecessarily long time.
- We oppose shortening the cycle time for electronic signs in the Commercial Neighborhood zone to 30 seconds. This was a recommendation by the Planning Commission to amend the current limit of one hour. A cycle time of 30 seconds isn't compatible with the purpose of the CN zone, which is to provide "uses that are compatible with the scale and character of surrounding neighborhood areas."
- And finally, the amendment doesn't address the proliferation of new sign types – for example, the tall "wing-like" signs that are fabric stretched over a wire frame, and the inflatable figures. These sign types aren't included in the definition of temporary signs and it's not clear how they're regulated. Both of these types have become so commonplace that they need to be addressed in the code.

In short, it seems the wrong direction for the proposed amendment to eliminate temporary sign permits while ignoring gaps in its coverage of temporary signs. We suggest it's time for a more comprehensive review of the sign code if the city wants to address the visual shouting match that we see all over Salem.

Thank you for your consideration of our concerns,

Nancy McDaniel
NEN Land Use Chair

RECEIVED

AUG 10 2017

TO: Salem City Council
RE: Ordinance Bill No. 17-17
Public Hearing to receive testimony on August 14, 2017
FROM: Ellen Stevens, Ward 2

COMMUNITY DEVELOPMENT

SIGN POLLUTION

Over the past few years, several sign/banner businesses have opened in Salem, producing cheap signs as seen all over town.

To me, the most egregious example in South Salem was:

Fred Meyer South – for four months, beginning in September or October, 2016, multiple signs:
GET A FLU SHOT
9 along Madrona
turn the corner onto Commercial – 5 more.

It's illegal – most are in the Public Right of Way.

It's distracting. It's tacky.

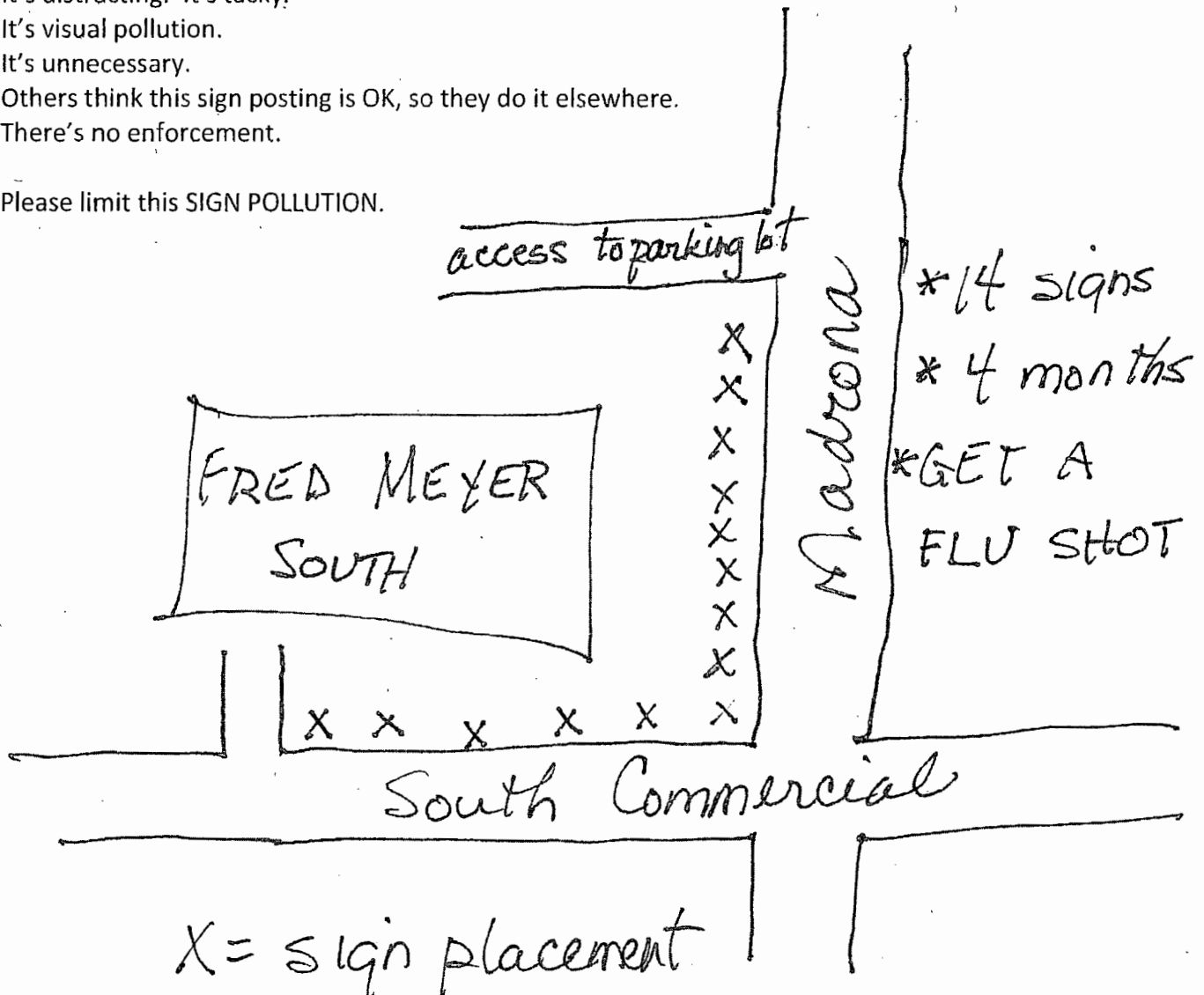
It's visual pollution.

It's unnecessary.

Others think this sign posting is OK, so they do it elsewhere.

There's no enforcement.

Please limit this SIGN POLLUTION.



Ruth Stellmacher

From: Brian Hines <brianhines1@gmail.com>
Sent: Sunday, August 13, 2017 6:52 PM
To: citycouncil; CityRecorder
Subject: Advance testimony for sign ordinance agenda item, 8/14 City Council meeting

Here is my advance testimony for agenda item 4.a at tomorrow's City Council meeting. I'm submitting it in the form of a blog post that I just finished writing. I've been concerned about illegal signs in the public right of way for a number of years, along with many other people who want Salem to look attractive, not tacky. Please consider my suggestions for making the current sign ordinance stronger, not weaker.

Here's a link to the blog post:

<http://hinessight.blogs.com/salempoliticalsnark/2017/08/city-council-needs-to-enforce-ban-against-temporary-signs-in-public-right-of-way.html>

Brian Hines
10371 Lake Drive SE
Salem, OR 97306

City Council needs to enforce ban against temporary signs in public right of way

With all the problems in our country (and the world) right now, I understand why some people feel it is wrong to get upset about the many illegal signs littering the public right of way in Salem.

OK, I understand. But I heartily disagree that this isn't important. It is!

Salem's quality of life -- along with our ability to project a positive image to visitors and people/businesses who might want to move here -- is diminished when illegal signs proliferate along our streets, making this town look like a perpetual garage sale.



Lots of the signs are placed by businesses such as Kelly's Home Furnishings. Kelly's periodically puts dozens on signs on the public right of way, getting free advertising at the public's expense. See: "Take down those illegal signs, Kelly's (and other Salem sign scofflaws)."

The current City of Salem sign ordinance requires that someone wanting to put a temporary sign in the public right of way get approval from City officials if the sign is within the city limits.

900.100. Signs Installed Over or Within the Right-of-Way. No sign shall be erected over or within public right-of-way unless the placement of the sign is first approved by the governmental unit having jurisdiction over the right-of-way. (Ord No. 4-12)

But revisions to the sign ordinance up for review at tomorrow's City Council meeting do away with the need for this approval, since the proposed revised ordinance eliminates SRC 900.100. The prohibition on temporary signs in the public right of way remains, though.

TEMPORARY SIGNS

900.160. Temporary Signs, General Standards.

- (a) Temporary signs shall not be attached to fences, trees, shrubbery, utility poles, or like items and shall not obstruct or obscure permanent signs on adjacent premises.
- (b) No temporary sign shall be placed within a sidewalk intersection.
- (c) Except as provided in SRC 900.100, no temporary sign shall be installed in or project over public right-of-way.

Well,

this doesn't seem like progress.

As several neighborhood associations and individuals concerned about illegal signs noted in comments on the revised ordinance, doing away with the need to get approval for temporary signs in the public right of way sends the message, "Hey, go ahead and place your illegal signs. No permit required now!"

Here's some of the comments:

Northeast Neighbors neighborhood association

At our July 18 meeting the Northeast Neighbors (NEN) Board voted unanimously to oppose CA 18-05, the proposed amendment to the sign code, for the following reasons:

- Our main concern is with eliminating permits for temporary signs. Without a permit, there would be no way to tell when a temporary sign was put up. The code retains the time limits for temporary signs but there would be no practical way to enforce them. In effect, this code amendment does away with the concept of temporary signs.

...

In short, it seems the wrong direction for the proposed amendment to eliminate temporary sign permits while ignoring gaps in its coverage of temporary signs. We suggest it's time for a more comprehensive review of the sign code if the city wants to address the visual shouting match that we see all over Salem.

Evan White

Amy, my one comment right now would be that it is just fine for the city to have a sign code, however I see proliferation of political and other signs in the public right of way, and nothing is being done about it by the City. I also see lots of signs by Kelly, College Pro Painting, Walk to Life, etc. I think non-enforcement of the City's sign code actually penalizes ethical political candidates and businesses that abide by the City's sign code. I do not think it would be so difficult for the City to enforce its code -- simply call the offending businesses or candidates and tell them to remove the sign "or else," and the "or else" should mean a substantive fine -- say \$100 per illegally placed sign. My two cents, and thanks for your good work.

Evan White
Land Use Chair
Sunnyslope NA

South Central Association of Neighbors

SCAN has a growing concern with the proliferation of illegal signs, both on private property and in the public right-of-way. The proposed amendments do not address enforcement of the sign code, but SCAN believes enforcement is the main issue the City needs to address to provide relief from the growing visual pollution and distractions along Salem's arterial and collector streets. The visual shouting match at busy street intersections is a safety hazard.

The City is unwilling or unable to hold the business, organization, or person named on an illegal sign accountable for violating the sign code. This allows businesses or persons to violate the sign code with impunity and likely contributes to the proliferation of illegal signs. SCAN asks the City to search for a way to hold the party named on an illegal sign accountable for that violation and to enforce its sign code.

Thank you for your consideration,



Jeff Schumacher, SCAN President, 2016-17

Thus rather than enforcing the prohibition of signs in the public right of way, the City of Salem wants to make it easier to place these signs by doing away with the current requirement to get approval for such signs. Apparently the rationale is that few people are doing the right thing and requesting approval, so why not allow *anyone* to easily put up illegal signs?

I can think of several reasons.

(1) Requiring approval for temporary signs opens the door to charging a fee for such a permit. Why should Kelly's and other businesses be allowed to use the public right of way for free advertising? If Kelly's wants to put up dozens of signs advertising a sale, then Kelly's should have to pay for this privilege.

(2) Having a fee schedule for permits to place temporary signs in the right of way would generate income that could be used to pay for a Code

Enforcement person to manage the proliferation of such signs. Currently the City of Salem says it doesn't have the money to fund this position. Yet the City isn't taking any steps to generate fees from temporary sign permits -- and now is going further backwards by doing away with the requirement to get approval to put temporary signs in the public right of way,

(3) Eliminating the possibility of getting approval for a temporary sign in the public right of way via the current 900.100 means that there is no way -- none, nada, zilch -- any such sign should be in the public right of way at any time. But there is no indication that the City of Salem intends to enforce this absolute prohibition should the revised sign ordinance be approved.

Meaning, it would be one thing if the City of Salem was eliminating the possibility of getting approval for signs in the public right of way because it intends to crack down hard on sign scofflaws. However, if this is the case, City officials need to make that explicit at tomorrow's City Council meeting, explaining how they are now going to enforce an ordinance that prohibits signs in the public right of way -- now without any way to get approval to go around this prohibition.

The staff report on the proposed sign ordinance changes is confusing in this regard. It says that most illegal signs in the public right of way don't require a permit.

4. During the neighborhood association meetings, citizens expressed concerns that the proposed amendment would make it easier to install illegal signs or affect enforcement of illegal signs. The proposed amendment is to eliminate temporary sign permit. Most sign compliance issues involve temporary signs that do not require permits, such as lawn, rigid signs, or A-Frame signs in the right-of-way.

don't understand this.

Both the current and proposed sign ordinances say "no temporary sign should be installed in or project over public right of way." There is no exemption for certain types of signs, such of those mentioned above (lawn signs, rigid signs, A-Frame signs). So along with the neighborhood associations, I'm perplexed by the staff report's contention that those sorts of temporary signs don't require approval under the current sign ordinance.

It sure looks like the intent of the proposed change is to make it easier for people and businesses to place temporary signs in the public right of way without having to worry about getting a permit or paying a fine. Like I said, this would be a big step backward for Salem -- which should be working to eliminate the plethora of illegal signs rather than encouraging them.

I'll end by noting that when I visit a town that doesn't allow temporary signs in the public right of way, I'm always impressed by what a difference this makes.

For example, my wife and I frequently visit Sisters, Oregon. The town has strict zoning/appearance rules, obviously, because the commercial area looks classy, tasteful, attractive, and temporary sign-free. Ditto with where my daughter lives, Laguna Niguel, California.

Somehow both towns get along fine without temporary signs in the public right of way. In fact, both towns appear to be *prospering* without them.

Our City officials need to grasp that both quality of life and economic development flow from making a town a desirable place to live and work in. It is short-sighted to believe that allowing tacky visual sign pollution is a good thing for Salem.

Brian Hines
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