

DOWNTOWN SIGN DISTRICT

Proposed

Current Sign
District Boundary

Proposed Addition
to Sign District

W. 'D' ST

'E' ST

PIONEER PKWY E
PIONEER PKWY W

6TH ST
7TH ST

8TH ST
9TH ST
10TH ST

WATER ST

MILL ST

'C' ST
'B' ST
'A' ST

JUSTICE
CENTER
4TH ST

5TH ST

P.O.

CITY HALL/
LIBRARY

MAIN ST

ISLAND

PARK

Willamette R.

S. FRANKLIN BLVD

McJAY HWY

S. 2ND ST

S. 3RD ST

S. 4TH ST

QUARRY RD



0 200 400 800 Ft



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Proposed Amendments to Springfield Sign Code

Downtown Sign District

CAC Draft November 3, 2017

Springfield Municipal Code <http://www.springfield-or.gov/dpw/ResourceCenter/PermitsApplications/Building/SignCode.pdf>
Proposed draft code amendment text is indicated by underline. Deleted text is indicated by ~~strike out~~. Unchanged text is shown as plain text.

8.200 Signs

Commentary: The purpose of the proposed amendments to the Downtown sign code is to support commercial success of downtown by ensuring a pleasant and safe experience for business patrons, visitors, and residents. The Council recognizes that the Downtown Mixed-Use Plan District is a district with unique qualities and characteristics, which should be reinforced by design standards that are specific and appropriate to the district. Adoption of the proposed amendments would apply new Downtown Design standards to the installation of new signage within the Downtown Mixed-Use Plan District.

Commentary: The proposed amendments add a definition for “Blade Sign” because this type of sign has become popular in Springfield and other walkable downtowns. Blade signs have a pedestrian-oriented look, feel and function due to their scale, lettering font size, materials and mounting brackets —often contributing distinctive artistic elements to the district streetscape. Blade signs are encouraged, but not required. Blade signs are currently addressed in the code within the definition of “Wall Sign.” Addressing them in the Definitions section is intended to more clearly communicate that Springfield permits this sign type.

8.202 Definitions. The meaning of specific terms pertaining to the regulation of signs are:

•

Blade Sign. A double-faced wall sign or projecting sign less than one (1) inch in thickness with a sign face area less than nine (9) square feet that is attached to the building face at a 90 degree angle, and may or may not be mounted from an ornamental metal bracket sign structure. Blade signs are designed to be viewed by pedestrians approaching the store front from both directions along the street and sidewalk.

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Commentary: The purpose of Downtown Design Standards for signs is to encourage the effective use of signs as a means of communication and advertising in a manner that reduces the negative effects of signs on safety and aesthetics.

8.250 Downtown Sign District.

42 *Commentary: To implement the Downtown Sign Code consistently on both sides of South A Street, the*
43 *Committee recommends amending Map No. 1 to include the Downtown Mixed-Use sites fronting on the*
44 *south side of South A in the Downtown Sign District.*

45

46 The Downtown Sign District is shown on Map No.1. Each business in this district shall be limited to
47 three (3) signs not counting required pedestrian-oriented signs.

48 *Commentary: The proposed amendments require Downtown businesses requesting sign permits to*
49 *provide at least one sign that is designed to be pedestrian-oriented. The proposed Code provision*
50 *provides several options to address the requirement. As an incentive, pedestrian-oriented blade signs*
51 *are not counted toward the overall number of allowed signs per business.*

52
53 (1) Required Pedestrian-oriented Signs. The building official shall not issue a permit for any new
54 signs unless a business provides at least one pedestrian-oriented sign that meets one of the following
55 criteria:

- 56 (a) A blade sign with lettering size no more than twelve (12) inches tall.
57 (b) A sign no larger than less than nine (9) square feet placed on an entry door, storefront
58 window, wall, or building column visible from the sidewalk having lettering size no more
59 than eighteen (18) inches tall and installed within the area an area between four and six feet
60 high above the grade of the abutting sidewalk. A sign placed on entry door glass or on a
61 storefront window must not obstruct the view into the business from the abutting sidewalk.

62
63 (2) Wall Signs. Each business shall be allowed the following:

- 64 (a) First Story Businesses. First story businesses facing a public street shall be permitted
65 signage of three (3) square feet per lineal foot of building wall.
66 (b) Second Story Businesses and Above. Second story businesses facing a public street shall
67 be permitted signage of 1 ½ square feet per lineal foot of building wall.

68
69 *Commentary: The proposed amendments restrict placement and size of large highway-type freestanding*
70 *pole or monument signs to support a transition to a pedestrian-oriented Downtown and to reduce sign*
71 *clutter as called for in the Downtown Refinement Plan. Existing code allows pole signs to be twenty (20)*
72 *feet tall. The Development Code requires buildings to be built up to the sidewalk, so restricting*
73 *placement of signs within the front setback is consistent with the desired development pattern. On*
74 *“transitioning” arterial streets in Downtown (South A and Pioneer Parkway) where walkable storefronts*
75 *are not currently the norm, the proposed amendments would continue to allow larger signs.*

76
77 (3) Freestanding, Projecting, or Roof Signs. Each building shall be permitted one (1) free standing
78 sign, projecting sign or roof sign subject to the following standards:

- 79 (a) Roof signs and projecting signs shall be limited to a maximum area of eighty (80) square
80 feet for one face and one hundred and sixty (160) square feet for two or more faces. The
81 maximum height for free standing signs shall be 20 feet above grade.
82 (b) Subject to the exceptions set forth below, freestanding signs must not exceed twenty-four
83 (24) square feet for one sign face and forty-eight (48) square feet for two or more sign faces;

84 freestanding signs mounted on a post or pole must be not more than twelve (12) feet in height
85 above grade with at least eight (8) feet clearance from grade to the bottom of the sign; and
86 freestanding monument signs must not be taller than five (5) feet in height above grade.

- 87 (i) Freestanding signs along South A and Pioneer Parkway West and Pioneer
88 Parkway East must not exceed thirty-two (32) square feet for one sign face and sixty-
89 four (64) square feet for two or more sign faces.
90 (ii) Freestanding signs along Main Street between Mill and 8th Street are not
91 permitted.

92 *Commentary: The proposed Downtown Sign District code amendments are being considered in tandem*
93 *with other proposed sign code amendment applicable City-wide. Proposed section 8.234(6) permits*
94 *window signs in commercial and mixed-use zones as long as they do not exceed 20% of the gross glass*
95 *area. Signs within the 20% threshold do not require a sign permit. The proposed language below lowers*
96 *the threshold to 10% Downtown, and clarifies that any signs exceeding the threshold must be permitted*
97 *as wall signs.*

98 (4) Window Signs. Notwithstanding the window sign exception in Section 8.234(6) of this code,
99 window signs not exceeding 10% of the gross glass area of a business are permitted without
100 obtaining a sign permit. Window signs that exceed 10% of the gross glass area are wall signs subject
101 to the limits set forth in Section 8.250(2).

102 *Commentary: The existing code 8.202 definition of Projecting Sign (applicable City-wide) allows a*
103 *projecting sign to extend within two (2) feet of the curb line, and defines "Curb Line" as "The line at the*
104 *face of the curb nearest to the street or roadway." Where constructed as such, projecting signs can*
105 *create an imposing feel and visual obstruction over the sidewalk, block illumination from adjacent street*
106 *lights, and interfere with maintenance of street trees within the Downtown sidewalk zone. After*
107 *examining this issue, the Committee recommends limiting the allowed encroachment to 4 feet from*
108 *building wall.*

109 (5) Encroachment and Clearance. The minimum clearance for all signs encroaching in the public
110 right of way shall be eight (8) feet measured from grade to the bottom of the sign. The maximum
111 encroachment into the public right of way shall be four (4) feet from the building wall, as measured
112 in a perpendicular line between the building wall and the outermost edge of the sign or sign structure,
113 provided that no sign shall encroach within two (2) feet of any curb or driveway line.

114 (6) Illumination From Signs on Non Residential Property. External illumination shall be shielded so
115 that the light source elements are not directly visible from property in a residential zone which is
116 adjacent to or across a street from the property in the non-residential zone.

117 *Commentary: Preponderance of abandoned signs and sign structures and non-conforming signs*
118 *contributes to the appearance and perception of blight condition in downtowns, impeding the*
119 *commercial vitality of Springfield's Downtown District as a whole. The Committee recommends*
120 *incremental removal of non-conforming signs and structures to reduce visual clutter, improve safety and*
121 *aesthetics in support of Downtown's revitalization. Establishing a new effective date for the new design*
122 *standards for signs within the Downtown Sign District will provide clarity to property owners and*

127 businesses regarding the extent to which previously permitted signs are allowed to remain. The date of
128 the Ordinance will be inserted as the effective date.

129 (7) Non-Conforming Signs. A non-conforming sign within the Downtown Mixed-Use Plan District
130 shall be defined as a legal sign existing on the effective date of month, day, 2018, but which does not
131 fully comply with the current sign regulations. Notwithstanding Section 8.323 of this Code, when a
132 business submits an application for a new sign and the business has existing non-conforming signs,
133 no permit will issued for the new sign(s) unless the existing non-conforming signs are removed or
134 altered subject to the standards of this Code, except that the Development and Public Works Director
135 may allow continuance of a non-conforming signs that contribute to the character of the Downtown
136 Sign District and that meet the safety requirements of this Code.