
AGENDA ITEM SUMMARY

Meeting Date: 4/22/2019
Meeting Type: Work Session
Staff Contact/Dept.: Monica Sather/DPW
Staff Phone No: 541.736.1038
Estimated Time: 60 minutes
Council Goals: Encourage Economic Development and Revitalization through Community Partnerships

**SPRINGFIELD
CITY COUNCIL**

ITEM TITLE:	DOWNTOWN SIGN CODE UPDATE
ACTION REQUESTED:	Continue review and discussion of the proposed amendments to the sign code for the Downtown Sign District. Direct staff to: (1) prepare the proposed amendments in Attachments 1-4 for first reading and public hearing; (2) recommend alternate language; or, (3) request more information from staff and another Work Session.
ISSUE STATEMENT:	Staff will bring forth the items that were unaddressed at the 3/25/2019 Work Session to ensure that updates to the sign code are consistent with the purpose of signs as stated in Springfield Municipal Code (SMC) 8.200. SMC 8.200 recognizes that an aesthetically pleasing and safe community contributes to its economic prosperity and to the welfare of its residents and visitors. The City's signage requirements applicable to downtown reside in SMC 8.250.
ATTACHMENTS:	<ol style="list-style-type: none">1. Legislative version of the proposed code language with staff commentary2. Clean version of the proposed code language3. Table comparing the proposed (draft) code with the original code4. Map: proposed amendment to the Downtown Sign District boundary5. Downtown Citizen Advisory Committee (CAC) discussion and recommendation (11/9/2017 meeting minutes)
DISCUSSION/ FINANCIAL IMPACT:	<p>With an active focus specifically on downtown, Council identified recent momentum in downtown's redevelopment and potential efficiencies in staffs' efforts by directing staff to update requirements for downtown signage as part of the Downtown Design Standards project.</p> <p>The updates provide measures for the design and placement of signage that will promote sense of place, a pedestrian-oriented environment, and downtown vitality as recommended by the CAC; and incorporate revisions in response to Council's previous comments and questions. Council held Work Sessions on this item on 2/4/2019 and 3/25/2019. The proposed amendments reflect the feedback staff received from Council at both Work Sessions. Council's willingness to provide time for this third Work Session will allow staff to discuss the items where the need for direction remains (action items c through h, Attachment 1).</p> <p>Clear themes emerged from previous Work Sessions: the importance of a code that is clear to those navigating requirements, and for a code that balances greater specificity for implementing a vision with being realistic and responsive to business perspectives.</p> <p>Consistent with Council's Goal: Encourage Economic Development and Revitalization through Community Partnerships, staff will have participated in Discover Downtown Springfield's 4/16 Downtown Business Meetup to present the proposed code amendments to enable the business community to provide informed comment at the Council's public hearing.</p>

42 also provide enjoyment for Springfield’s visitors and residents through enlivening the street with
43 cohesive, creative design and ensuring that needs for public safety are met—the importance of such
44 signage for Springfield’s downtown is no exception. The Council recognizes that downtown Springfield
45 has unique qualities and characteristics, which should be reinforced by standards that support the above-
46 stated objectives while being specific and appropriate to the area.

47
48 **8.234 Exempt Signs.**

49 (6) Window Signs. In all areas outside the Downtown Sign District (8.250), signs that are
50 permanently or temporarily attached to the interior of a window or exterior door or that consist of
51 adhesive vinyl film applied to either side of a window or exterior door. Within the Downtown
52 Sign District, signs that do not exceed 10% of the gross glass area of windows and exterior doors
53 along each street frontage.

54
55 **8.250 Downtown Sign District.**

56 *Commentary: To implement the Code consistently on both sides of South A Street, the CAC*
57 *recommended amending Map No. 1 for the Downtown Sign District to include sites within the Downtown*
58 *Mixed-Use Plan District boundary, which front the south side of South A Street.*

59
60 (1) **The Downtown Sign District is shown on Map No.1. In cases where the sign standards of the**
61 **Downtown Sign District conflict with standards found in other sections of this code, the stricter**
62 **standard will prevail unless there is a specific reference to another section of this code. In that**
63 **case, the referenced section’s standards will prevail.**

64
65 [Placeholder for Map No. 1]

66
67 (2) **Sign Limit. Except for signs permitted according to 8.250(3) and (6), each business in this**
68 **District shall be limited to three (3) signs. This limit includes a maximum of one (1) freestanding,**
69 **projecting, or roof sign allowed per building in accordance with the standards at 8.250(5) below.**
70 **These limits apply to pedestrian-oriented signs that exceed the standards at 8.250(3)(a) and to**
71 **window signs that exceed the maximum area of coverage at 8.250(6).**

72
73 *Commentary: The proposed amendments require Downtown businesses that request permits for new*
74 *signs to provide at least one sign that is pedestrian-oriented. The draft language provides several*
75 *options to address this requirement. To encourage pedestrian-oriented signage, the signs specified at*
76 *8.250(3) do not count toward the limit of three signs per business.*

77
78 *Commentary: The proposed amendments specifically identify “blade sign” blade signs have become*
79 *popular in Springfield and other walkable downtowns. Blade signs have a pedestrian-oriented look, feel,*
80 *and function due to their scale, lettering font size, materials, and mounting brackets —often contributing*
81 *distinctive artistic elements to the streetscape. Blade signs are encouraged but are not required. Within*
82 *existing Code, blade signs fall under the definition of “wall sign” and can also be interpreted as a type of*
83 *“projecting sign” depending on how far the sign extends from the exterior wall from which it is affixed.*

The intent of describing a blade sign is two-fold: **(1)** to more clearly communicate that Springfield permits this sign type; and, **(2)** to assist those who interpret and implement the Code.

Commentary: At the March 25, 2019 Work Session, Council provided clear direction on:

- (1) Which aspects of sign measurements to specify (or not); and
- (2) Encouraging pedestrian-oriented signage as opposed to leveraging this type of signage through a regulatory-based approach.

Accordingly, staff removed specifications for lettering height, defined the maximum square footage allowed for blade signs based on existing signage downtown (i.e., the Hearts for Hospice sign), clarified that these signs do not require permit fees, and removed reference to “required” pedestrian-oriented signage throughout the draft text. The draft code also incorporates a revised structure for clarity and emphasizes flexible options for pedestrian-oriented signage.

(3) Pedestrian-oriented Signs. Pedestrian-oriented signs that meet the following limits and standards do not count toward the sign limit in 8.250(2) and will not be charged a permit fee:

(a) Pedestrian-Oriented Sign Limits:

- (i) For businesses that front only one public street or that do not front any public street, one pedestrian-oriented sign per business; or
- (ii) For businesses that front more than one public street, either: one pedestrian-oriented sign per business per building wall that fronts a public street; or, one pedestrian-oriented sign at the corner of a building where two street frontages intersect.

(b) Pedestrian-Oriented Sign Standards:

- (i) Window and Wall Signs. Signs placed on an entry door, storefront window, wall, or building column visible from the sidewalk that are no larger than nine (9) square feet and are installed within an area between four (4) and six (6) feet high above the grade of the abutting sidewalk.
- (ii) Double-Faced Blade Signs. Double-faced blade signs attached to the building face at a 90-degree angle or at a 135-degree angle when installed at a building corner (plus or minus a maximum of 15 degrees), less than one (1) inch thick, and no larger than nine (9) square feet. These signs may be mounted from an ornamental bracket sign structure.

ACTION ITEMS

STATUS: COUNCIL DIRECTION ADDRESSED

- a- Topic addressed: Signs on entry doors, storefront windows, walls, or building columns
- b- Topic addressed: Blade signs

Commentary: Staff request^{ed} Council input on whether to amend the existing requirements for wall signs (8.250(4)). The CAC and Council did not provide comments specific to wall signs. However, Council and the CAC share interests in limiting sign clutter and in providing a Code that is user-friendly. Existing Code regulates wall signs on a per-business basis. Under existing Code, businesses that do not face a public street (i.e., have no street frontage) cannot have an individual wall sign but can make

126 arrangements with the building owner and/or other businesses to share sign space (e.g., a business
127 directory). Without changing this section of Code, businesses without street frontage would have
128 options for other sign types (e.g., blade sign).

129 A second option would be to add language to account for non-street-facing businesses.

130 Another option would be to modify the language in a way that does not account for individual businesses
131 but instead considers an entire building. For example, signage could be based on the number of stories
132 or building height. For buildings with multiple tenants, it would be up to the building owner to work with
133 tenants to allocate signage to each business within the overall building limit.

134

135 (4) **Wall Signs.** Each business facing a public street shall be allowed the following, in addition to
136 any pedestrian-oriented signs under Section 8.250(3):

137 (a) **First Story Businesses.** First story businesses facing a public street shall be permitted
138 signage of three (3) square feet per lineal foot of building wall.

139 (b) **Second Story Businesses and Above.** Businesses above the first story that face a public
140 street shall be permitted signage of 1 ½ square feet per lineal foot of building wall.

141

ACTION ITEM

STATUS: COUNCIL DIRECTION NEEDED

Options regarding wall signs:

- 145 -c.1- Leave the existing text at Subsections (a) and (b) as-is (no additional changes);
- 146 -c.2- Modify the language to account for businesses that do not face a public street;
- 147 -c.3- Modify the language to regulate wall signs on a per-building basis; or,
- 148 -c.4- Direct staff to conduct further review to inform the amendments and to return to Council.

149

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

157

158 *Commentary: Staff added text to clarify that pedestrian-oriented, projecting signs (i.e., blade signs) are*
159 *not subject to 8.250(5) and modified the Code structure to break up continuous text to instead read like a*
160 *set of options. The limited time at the Work Session did not provide an opportunity for Council to inform*
161 *staff about whether it wishes to reduce the scale and presence of freestanding, projecting, or roof signs.*
162 *Methods to reduce scale and presence include limiting square footage and/or height and prohibiting*
163 *signs in certain locations as drafted below.*

164

165 (5) **Freestanding, Projecting, or Roof Signs.** Each building shall be permitted one (1) freestanding
166 sign, one (1) projecting sign (not including any pedestrian-oriented blade signs), or one (1) roof
167 sign which in accordance with the following standards:

168 (a) Roof signs and projecting signs shall be limited to a maximum area of eighty (80) square
169 feet for one face and one hundred and sixty (160) square feet for two or more faces. When
170 installed at a corner building, projecting signs must be attached to the building at a 135-
171 degree angle (plus or minus a maximum of 15 degrees). ~~The maximum height for free~~
172 ~~standing signs shall be 20 feet above grade.~~

173 (b) Freestanding signs along Main Street between Mill and 8th Streets are not permitted.

174 (c) Freestanding signs along South A Street and Pioneer Parkway W and E:

175 (i) Sign faces must be no larger thirty-two (32) square feet for one face and sixty-four (64)
176 square feet for two or more faces.

177 (ii) Post- or pole-mounted signs must be no higher than twelve (12) feet above grade with at
178 least eight (8) feet clearance from grade to the bottom of the sign.

179 (iii) Monument signs must be no higher than five (5) feet above grade.

180 (d) Freestanding signs in all other areas:

181 (i) Sign faces must be no larger than twenty-four (24) square feet for one face and forty-
182 eight (48) square feet for two or more faces.

183 (ii) Post- or pole-mounted signs must be no higher than twelve (12) feet above grade with at
184 least eight (8) feet of clearance from grade to the bottom of the sign.

185 (iii) Monument signs must be no higher than five (5) feet above grade.

186

ACTION ITEM

STATUS: COUNCIL DIRECTION NEEDED

Options regarding the design and location of freestanding, projecting, and roof signs:

- 189 -d.1- Proceed to first reading with the proposed language as drafted;
- 190 -d.2- Modify the language to another specified square footage, height, and/or allowable locations; or,
- 191 -d.3- Direct staff to conduct further review to inform the amendments and to return to Council.

193

194 *Commentary: Recent updates to the citywide Sign Code (Ordinance 6389) defined “window signs” and*
195 *codified the City’s longstanding practice of exempting these signs from permits. Proposed language*
196 *below limits this exemption for Downtown by exempting window signs that cover up to 10% of the gross*
197 *glass area. Signs covering more than 10% of the gross glass area would be considered wall signs.*

198

199 *Commentary: Staff added: “unless the sign counts as a required pedestrian-oriented sign (see 8.250(1))”*
200 *to account for businesses that want to provide a window sign as the required pedestrian-oriented sign*
201 *but may have to use a small window. Staff also recognize that visibility in and out of buildings offers*
202 *safety and a welcoming environment for commercial activity—both values expressed by Council.*
203 *Accordingly, an option would be to prohibit a business to choose the window sign option as a way to*
204 *meet pedestrian-oriented requirements if the sign covers more than 10% of the glass area; in this case, a*
205 *blade or wall sign would be required.*

206

207 *Commentary: At the February 4, 2019 Work Session, Council emphasized the importance of providing a*
208 *safe and attractive downtown. Relatedly, the amount and height of signage allowed on windows was a*
209 *point of discussion. Input is requested as to whether Council wishes to reduce the allowable coverage of*

210 a window to below 10% and/or specify the allowable placement of window signs, such that window signs
211 would not be allowed within the glass area that is four (4) to six (6) feet above adjacent grade. The
212 height restriction would not affect “pedestrian-oriented signs” as the description is currently drafted.

213
214 *Commentary: At the February 4, 2019 Work Session, Council expressed interest in accounting for painted*
215 *windows during the fall and winter months—particularly to account for a wide variety of signs places in*
216 *windows during the holiday season. To address this issue, staff considered three approaches: adding*
217 *“exception” language to allow for more window coverage during a specific date range but in a content-*
218 *neutral way (shown below as **option g.2**); treating these paintings as “temporary signs” (**option g.3**); or,*
219 *revising the current definition of “mural” to include “window” as opposed to limiting the definition to a*
220 *wall surface (option g.4). **Option g.3** may impact internal and business operations given the need to*
221 *modify and/or create new permit review procedures. **Option g.4** appears to be a straightforward*
222 *approach, though a revised definition of “mural” would apply city-wide.*

223
224 **(6) Window Signs.** Notwithstanding the exception in Section 8.234(6), window signs that do not
225 exceed 10% of the gross glass area of windows and exterior doors along each street frontage do
226 not require a sign permit. Window signs that exceed 10% of the gross glass area of windows and
227 exterior doors per street frontage are subject to the limits of Section 8.250(2) and the parameters
228 for wall signs at 8.250(4) unless the sign counts as a pedestrian-oriented sign (see 8.250(3)).
229 Window signs, including those that count as pedestrian-oriented signs, must not entirely obstruct
230 the view into the business from the abutting sidewalk.

ACTION ITEMS

STATUS: COUNCIL DIRECTION NEEDED

Options regarding window signage that counts as pedestrian-oriented signage:

- 235 -e.1- Proceed to first reading with the proposed language as drafted;
- 236 -e.2- Do not allow window signs to count as pedestrian-oriented signage under 8.250(3) if the sign
237 would cover more than 10% of the gross glass area along the street frontage; or,
- 238 -e.3- Direct staff to conduct further review to inform the amendments and to return to Council

Options regarding the allowable placement of window signs:

- 240 -f.1- Proceed to first reading with the proposed language as drafted;
- 241 -f.2- Modify the language to prohibit window signs (not pedestrian-oriented signs) on the glass area
242 that is located between four (4) and six (6) feet above the grade of the sidewalk; or,
- 243 -f.3- Direct staff to conduct further review to inform the amendments and to return to Council

Options regarding the use of windows for hand-generated paintings during certain times of the year:

- 245 -g.1- Proceed to first reading with the proposed language as drafted;
- 246 -g.2- Modify the language to add a date range during which window coverage can exceed 10%;
- 247 -g.3- Consider painted windows as “temporary signs”;
- 248 -g.4- Revise the definition of “mural” to include windows; or,
- 249 -g.5- Direct staff to conduct further review to inform the amendments and to return to Council.

251 *Commentary: The definition of “Projecting Sign” at 8.202 (applicable City-wide) allows a projecting sign*
252 *to extend within two (2) feet of the curb line, and defines “Curb Line” as “The line at the face of the curb*
253 *nearest to the street or roadway.” Where constructed as such, projecting signs can create an imposing*
254 *feel and visual obstruction over the sidewalk, block illumination from adjacent street lights, and interfere*
255 *with maintenance of street trees within the Downtown sidewalk zone. After examining this issue, the*
256 *CAC recommended limiting the allowed encroachment to four (4) feet from the building wall.*

257
258 *Commentary: Staff modified the Code structure to clarify which requirements apply to freestanding signs*
259 *and to signs that are affixed to the wall of a building. Also in response to Council’s direction to ensure*
260 *that the Code is clear, staff added language to clarify that the requirements of this subsection do not*
261 *apply to banners or A-frame signs.*

262
263 **(7) Encroachment and Clearance.**

- 264 (a) The minimum vertical clearance for all permanent signs encroaching in the public right of
265 way shall be eight (8) feet measured from grade to the bottom of the sign. When affixed to a
266 building, signs must not:
267 (i) Encroach into the public right of way by more than four (4) feet from the building wall as
268 measured in a perpendicular line between the building wall and the outermost edge of the
269 sign or sign structure; nor,
270 (ii) Encroach within two (2) feet of any curb or driveway line.
271 (b) This section does not apply to A-frame signs as defined in Section 8.234(14), nor to banners
272 or signs as defined in Section 3.223(1).

273
274 **(8) Illumination From Signs on Non-Residential Property.** External illumination shall be shielded
275 so that the light source elements are not directly visible from property in a residential zone which
276 is adjacent to or across a street from the property in the non-residential zone.

277 *Commentary: Where abandoned signs, abandoned sign structures, and certain non-conforming signs*
278 *represent the majority of signage in an area, this condition can contribute to the perception of blight.*
279 *Observable blight in Springfield’s Downtown District has the potential to impede its commercial vitality.*
280 *The CAC recommended incremental removal of non-conforming signs and structures to reduce visual*
281 *clutter, ensure safety, and improve aesthetics in support of Downtown’s revitalization. Establishing a*
282 *new effective date for the new design standards for signs within the Downtown Sign District will provide*
283 *clarity to property owners and businesses regarding the extent to which previously permitted signs are*
284 *allowed to remain. The date of the Ordinance will be inserted as the effective date.*

285
286 *Commentary: At the February 4, 2019 Work Session, Council noted that the discretion offered to the*
287 *Director would result a highly subjective interpretation as to whether and how an existing sign*
288 *contributes to the character of downtown (see last clause of the paragraph beginning with: “except that*
289 *the Development and Public Works Director...”). Though the text remains unchanged in this draft, staff*
290 *identified several possibilities that may address this concern as presented in the action item below the*
291 *draft Code. Potential implications are as follows:*

- 292 ▪ *Should Council elect to remove the exception language (**option h.2**), a Variance or Modification*
- 293 *procedure is available under which the City could consider allowing the non-conforming sign to*
- 294 *remain. However, the criteria state that the need for such requests may not be self-imposed.*
- 295 ▪ *Staff procedures, fees, and clear and objective requirements will need to be established if Council*
- 296 *elects to modify the language to allow for a formalized review process (**option h.3**).*
- 297 ▪ *Should Council elect to modify the exception language to include a list of specific signs or sign*
- 298 *characteristics (**option h.4**), objective parameters must be identified (e.g., identifying specific signs*
- 299 *by name, age, etc.).*
- 300 ▪ *For **options h.1 and h.3**, updating Section 8.238 (Appeals) would be required to account for existing*
- 301 *signage. The current language states: “Those who wish to erect a sign...”*

302 *Council also discussed whether bringing non-conforming signs into compliance should be required prior*
 303 *to issuance of a new sign permit. If Council is not concerned about ongoing use of non-conforming signs,*
 304 *it could remove that requirement as indicated in **option h.5**.*

305 (9) Non-Conforming Signs. A non-conforming sign within the Downtown Mixed-Use Plan District
 306 shall be defined as a legal sign existing on the effective date of [month, day, 2019], but which
 307 does not fully comply with the current sign regulations. Notwithstanding Section 8.232 of this
 308 Code, when a business submits an application for a new sign and the business has existing non-
 309 conforming signs, no permit will be issued for the new sign(s) unless the existing non-
 310 conforming signs are removed or altered subject to the standards of this Code, except that the
 311 Development and Public Works Director may allow continuance of non-conforming signs that
 312 contribute to the character of the Downtown Sign District and that meet the safety requirements
 313 of this Code.

ACTION ITEM	
STATUS: COUNCIL DIRECTION NEEDED	
Options regarding non-conforming signs:	
-h.1-	Proceed to first reading with the proposed language as drafted;
-h.2-	Remove the last clause beginning at “except that ...”;
-h.3-	Modify the language to allow for a formalized review procedure;
-h.4-	Modify the language to identify existing signage that contributes to downtown’s character;
-h.5-	Not require removal/alteration of a non-conforming sign in order to approve a request for a sign permit; or
-h.6-	Direct staff to conduct further review to inform the amendments and return to Council.

42 minus a maximum of 15 degrees), less than one (1) inch thick, and no larger than nine (9)
43 square feet. These signs may be mounted from an ornamental bracket.

44
45 (4) **Wall Signs.** Each business facing a public street shall be allowed the following, in addition to
46 any pedestrian-oriented signs under Section 8.250(3):

47 (a) **First Story Businesses.** First story businesses facing a public street shall be permitted
48 signage of three (3) square feet per lineal foot of building wall.

49 (b) **Second Story Businesses and Above.** Businesses above the first story that face a public
50 street shall be permitted signage of 1 ½ square feet per lineal foot of building wall.

51
52 (5) **Freestanding, Projecting, or Roof Signs.** Each building shall be permitted one (1) freestanding
53 sign, one (1) projecting sign (not including any pedestrian-oriented blade signs), or one (1) roof
54 sign in accordance with the following standards:

55 (a) **Roof signs and projecting signs** shall be limited to a maximum area of eighty (80) square
56 feet for one face and one hundred and sixty (160) square feet for two or more faces. When
57 installed at a corner building, projecting signs must be attached to the building at a 135-
58 degree angle (plus or minus a maximum of 15 degrees).

59 (b) **Freestanding signs along Main Street between Mill and 8th Streets** are not permitted.

60 (c) **Freestanding signs along South A Street and Pioneer Parkway W and E:**

61 (i) Sign faces must be no larger than thirty-two (32) square feet for one face and sixty-four
62 (64) square feet for two or more faces.

63 (ii) Post- or pole-mounted signs must be no higher than twelve (12) feet above grade with at
64 least eight (8) feet clearance from grade to the bottom of the sign.

65 (iii) Monument signs must be no higher than five (5) feet above grade.

66 (d) **Freestanding signs in all other areas:**

67 (i) Sign faces must be no larger than twenty-four (24) square feet for one face and forty-
68 eight (48) square feet for two or more faces.

69 (ii) Post- or pole-mounted signs must be no higher than twelve (12) feet above grade with at
70 least eight (8) feet of clearance from grade to the bottom of the sign.

71 (iii) Monument signs must be no higher than five (5) feet above grade.

72
73 (6) **Window Signs.** Notwithstanding the exception in Section 8.234(6), window signs that do not
74 exceed 10% of the gross glass area of windows and exterior doors along each street frontage do
75 not require a sign permit. Window signs that exceed 10% of the gross glass area of windows and
76 exterior doors per street frontage are subject to the limits of Section 8.250(2) and the parameters
77 for wall signs at 8.250(4) unless the sign counts as a pedestrian-oriented sign (see 8.250(3)).

78 Window signs, including those that count as pedestrian-oriented signs, must not entirely obstruct
79 the view into the business from the abutting sidewalk.

80
81 (7) **Encroachment and Clearance.**

82 (a) The minimum vertical clearance for all permanent signs encroaching in the public right of
83 way shall be eight (8) feet measured from grade to the bottom of the sign. When affixed to a
84 building, signs must not:

- 85 (i) Encroach into the public right of way by more than four (4) feet from the building wall as
86 measured in a perpendicular line between the building wall and the outermost edge of the
87 sign or sign structure; nor,
88 (ii) Encroach within two (2) feet of any curb or driveway line.
89 (b) This section does not apply to A-frame signs as defined in Section 8.234(14), nor to banners
90 or signs as defined in Section 3.223(1).

91
92 (8) **Illumination From Signs on Non-Residential Property.** External illumination shall be shielded
93 so that the light source elements are not directly visible from property in a residential zone which
94 is adjacent to or across a street from the property in the non-residential zone.
95

96 (9) **Non-Conforming Signs.** A non-conforming sign within the Downtown Mixed-Use Plan District
97 shall be defined as a legal sign existing on the effective date of [month, day, 2019], but which
98 does not fully comply with the current sign regulations. Notwithstanding Section 8.232 of this
99 Code, when a business submits an application for a new sign and the business has existing non-
100 conforming signs, no permit will be issued for the new sign(s) unless the existing non-
101 conforming signs are removed or altered subject to the standards of this Code, except that the
102 Development and Public Works Director may allow continuance of non-conforming signs that
103 contribute to the character of the Downtown Sign District and that meet the safety requirements
104 of this Code.



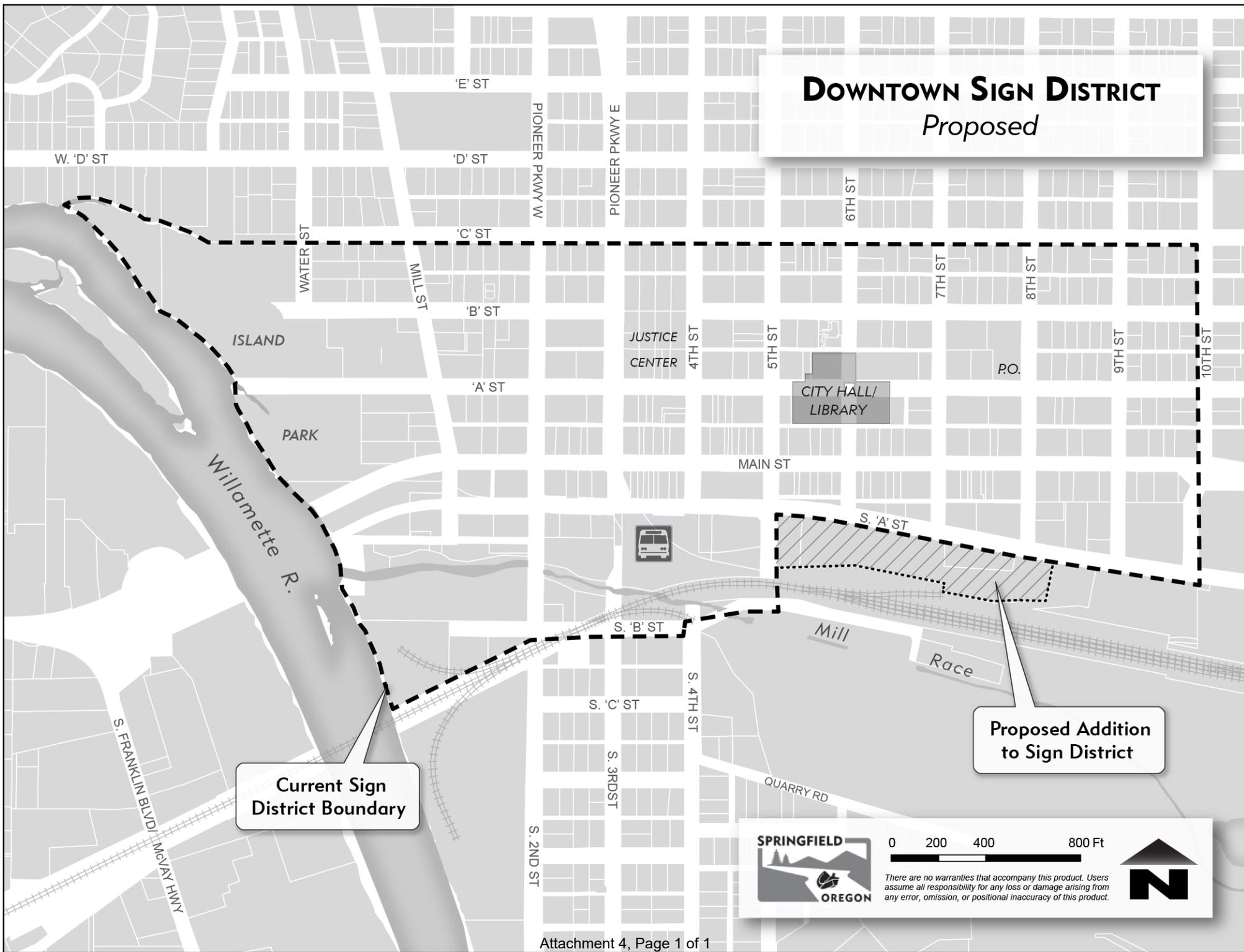
DOWNTOWN SIGNAGE: PROPOSED AMENDMENTS TO SPRINGFIELD MUNICIPAL SIGN CODE

PROPOSED CITATION	PROPOSED LANGUAGE	CURRENT CITATION	CURRENT LANGUAGE	STAFF NOTES
8.234(6)	<u>Window Signs.</u> In all areas outside the Downtown Sign District (8.250), signs that are permanently or temporarily attached to the interior of a window or exterior door or that consist of adhesive vinyl film applied to either side of a window or exterior door. Within the Downtown Sign District, signs that do not exceed 10% of the gross glass area of windows and exterior doors along each street frontage.	8.234(6)	<u>Window Signs.</u> Signs that are permanently or temporarily attached to the interior of a window or that consist of paint or adhesive vinyl film applied to either side of a window.	Revised language at 8.250(6) references 8.234(6) within the “Exempt Signs” section. The amendments to “Window Signs” at 8.234(6) provide consistency when cross-referencing sections of the code.
8.250(1)	The Downtown Sign District is shown on Map No.1. In cases where the sign standards of the Downtown Sign District conflict with standards found in other sections of this code, the stricter standard will prevail unless there is a specific reference to another section of this code. In that case, the referenced section’s standards will prevail.	N/A	The Downtown Sign District is shown on Map No. 1.	Revised language. To implement the Code consistently on both sides of South A Street, the CAC recommended amending Map No. 1 to include sites within the Downtown Mixed-Use Plan District boundary. At Work Sessions, Council expressed the need to ensure that the Code language is clear and consistent. The text specifies when the standards of the Downtown Sign District apply to development projects as opposed to more general standards.
8.250(2)	Sign Limit. Except for signs permitted according to 8.250(3) and (6), each business in this District shall be limited to three (3) signs. This limit includes a maximum of one (1) freestanding, projecting, or roof sign allowed per building in accordance with the standards at 8.250(5) below. These limits apply to pedestrian-oriented signs that exceed the standards at 8.250(3)(a) and to window signs that exceed the maximum area of coverage at 8.250(6).	N/A	Each business in this district shall be limited to three signs.	Revised language. No change other than incorporating new language for optional pedestrian-oriented signs.
8.250(3)	Pedestrian-oriented Signs. Pedestrian-oriented signs that meet the following limits and standards do not count toward the sign limit in 8.250(2) and will not be charged a permit fee:	N/A	N/A	New language. The draft language provides options. As noted, these signs are encouraged but are not required. They are exempt from permit fees and do not count toward the 3-sign limit.
8.250(3)(a)	Pedestrian-Oriented Sign Limits: (i) For businesses that front only one public street or that do not front any public street, one pedestrian-oriented sign per business; or (ii) For businesses that front more than one public street, either: one pedestrian-oriented sign per business per building wall that fronts a public street; or, one pedestrian-oriented sign at the corner of a building where two street frontages intersect.	N/A	N/A	New language added after the 2/4/19 Work Session to account for corner buildings.
8.250(3)(b)	Pedestrian-Oriented Sign Standards: (i) Window and Wall Signs. Signs placed on an entry door, storefront window, wall, or building column visible from the sidewalk that are no larger than nine (9) square feet and are installed within an area between four (4) and six (6) feet high above the grade of the abutting sidewalk. (ii) Double-Faced Blade Signs. Double-faced blade signs attached to the building face at a 90-degree angle or at a 135-degree angle when installed at a building corner (plus or minus a maximum of 15 degrees), less than one (1) inch thick, and no larger than nine (9) square feet. These signs may be mounted from an ornamental bracket.	N/A	N/A	New language added after the 3/25/19 Work Session to specify maximum size and thickness of blade signs based on signage that Council pointed to that is currently downtown. The area between 4 ft. and 6 ft. above adjacent grade draws the attention of pedestrians who are already close to the building. While the physical presence of any signage causes some obstruction of views into and out of businesses, the intent is to maintain transparency for reasons of economic success and safety.
8.250(4)	Wall Signs. Each business facing a public street shall be allowed the following, in addition to any pedestrian-oriented signs under Section 8.250(3):	8.250(1)	<u>Wall Signs.</u> Each business shall be allowed the following:	Revised language intends to clarify that these limits do not apply to signage provided to satisfy pedestrian-oriented requirements.
8.250(4)(a)	First Story Businesses. First story businesses facing a public street shall be permitted signage of three (3) square feet per lineal foot of building wall.	8.250(1)(a)	<u>First Story Businesses.</u> First story businesses facing a public street shall be permitted signage of three (3) square feet per lineal foot of building wall.	No change shown at this time (see Council Packet, Attachment 1).
8.250(4)(b)	Second Story Businesses and Above. Businesses above the first story that face a public street shall be permitted signage of 1 ½ square feet per lineal foot of building wall.	8.250(1)(b)	<u>Second Story Businesses and Above.</u> Second story businesses facing a public street shall be permitted signage of 1 ½ square feet per lineal foot of building wall.	No change shown at this time (see Council Packet, Attachment 1).

PROPOSED CITATION	PROPOSED LANGUAGE	CURRENT CITATION	CURRENT LANGUAGE	STAFF NOTES
<p>8.250(5)</p> <p>8.250(5)(a)</p> <p>8.250(5)(b)</p> <p>8.250(5)(c)</p> <p>8.250(5)(d)</p>	<p>Freestanding, Projecting, or Roof Signs. Each building shall be permitted one (1) freestanding sign, one (1) projecting sign (not including any pedestrian-oriented blade signs), or one (1) roof sign in accordance with the following standards:</p> <p>Roof signs and projecting signs shall be limited to a maximum area of eighty (80) square feet for one face and one hundred and sixty (160) square feet for two or more faces. When installed at a corner building, projecting signs must be attached to the building at a 135-degree angle (plus or minus a maximum of 15 degrees).</p> <p>Freestanding signs along Main Street between Mill and 8th Streets are not permitted. Freestanding signs along South A Street and Pioneer Parkway W and E:</p> <p>(i) Sign faces must be no larger than thirty-two (32) square feet for one face and sixty-four (64) square feet for two or more faces. (ii) Post- or pole-mounted signs must be no higher than twelve (12) feet above grade with at least eight (8) feet clearance from grade to the bottom of the sign. (iii) Monument signs must be no higher than five (5) feet above grade.</p> <p>Freestanding signs in all other areas:</p> <p>(i) Sign faces must be no larger than twenty-four (24) square feet for one face and forty-eight (48) square feet for two or more faces. (ii) Post- or pole-mounted signs must be no higher than twelve (12) feet above grade with at least eight (8) feet of clearance from grade to the bottom of the sign. (iii) Monument signs must be no higher than five (5) feet above grade.</p>	<p>8.250(2)</p>	<p><u>Freestanding, Projecting or Roof Signs.</u> Each building shall be permitted one freestanding sign, projecting sign or roof sign which shall be limited to a maximum area of 80 square feet for one face and 160 square feet for two or more faces. The maximum height for freestanding signs shall be 20 feet above grade.</p>	<p>Revised language does not change the limit of signs per building but proposes changes to the max. size and height of freestanding signs (see below).</p> <p>Revised language does not change the max. allowable size of projecting signs but provides options for new projecting signs at corner buildings.</p> <p>New language prohibits (permanent) freestanding signs.</p> <p>New language and revised language reduces the max. allowable size and height. New language identifies monument signs as a specific sign. Under current code, all freestanding signs have a max. height of 20 ft.</p> <p>New language and revised language reduces the max. allowable size and height. New language identifies monument signs as a specific sign. Under current code, all freestanding signs have a max. height of 20 ft.</p>
<p>8.250(6)</p>	<p>Window Signs. Notwithstanding the exception in Section 8.234(6), window signs that do not exceed 10% of the gross glass area of windows and exterior doors along each street frontage do not require a sign permit. Window signs that exceed 10% of the gross glass area of windows and exterior doors per street frontage are subject to the limits of Section 8.250(2) and the parameters for wall signs at 8.250(4) unless the sign counts as a pedestrian-oriented sign (see 8.250(3)). Window signs, including those that count as pedestrian-oriented signs, must not entirely obstruct the view into the business from the abutting sidewalk.</p>	<p>N/A</p>	<p>N/A</p>	<p>New language. The code for the Downtown Sign District does not regulate window signs. Window signs are currently exempt according to 8.234(6).</p>
<p>8.250(7)</p> <p>8.250(7)(a)</p> <p>8.250(7)(b)</p>	<p>Encroachment and Clearance.</p> <p>The minimum vertical clearance for all permanent signs encroaching in the public right of way shall be eight (8) feet measured from grade to the bottom of the sign. When affixed to a building, signs must not:</p> <p>(i) Encroach into the public right of way by more than four (4) feet from the building wall as measured in a perpendicular line between the building wall and the outermost edge of the sign or sign structure; nor, (ii) Encroach within two (2) feet of any curb or driveway line.</p> <p>This section does not apply to A-frame signs as defined in section 8.234(14) of this code, nor to banners or signs as defined in section 3.223(1).</p>	<p>8.250(3)</p>	<p><u>Encroachment.</u> The minimum height for all signs encroaching in the public right-of-way shall be eight feet above grade. The maximum encroachment into the public right-of-way shall be six feet, provided that no sign shall encroach within two feet of any curb or driveway line.</p>	<p>Revised language to note clearance and to clarify that min. clearance (not height) is the focus of this section and to clarify that this section applies to freestanding signs affixed to buildings. New language added for clarification and to account for specific requirements for signs affixed to buildings. Existing code only specifies that signs cannot project within 2 ft. of a curb line along a street, which can create visual obstructions and interfere with maintenance. The CAC recommended limiting allowable encroachment to 4 ft. from the wall.</p>
<p>8.250(8)</p>	<p>Illumination From Signs on Non-Residential Property. External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone which is adjacent to or across a street from the property in the non-residential zone.</p>	<p>8.250(4)</p>	<p><u>Illumination from Signs on Non-Residential Property.</u> External illumination shall be shielded so that the light source elements are not directly visible from property in a residential zone adjacent to or across a street from property in the non-residential zone.</p>	<p>Revised language. No change other than grammatical.</p>
<p>8.250(9)</p>	<p>Non-Conforming Signs. A non-conforming sign within the Downtown Mixed-Use Plan District shall be defined as a legal sign existing on the effective date of [month, day, 2019], but which does not fully comply with the current sign regulations. Notwithstanding Section 8.232 of this Code, when a business submits an application for a new sign and the business has existing non-conforming signs, no permit will be issued for the new sign(s) unless the existing non-conforming signs are removed or altered subject to the standards of this Code, except that the Development and Public Works Director may allow continuance of non-conforming signs that contribute to the character of the Downtown Sign District and that meet the safety requirements of this Code.</p>	<p>N/A</p>	<p>N/A</p>	<p>New language. Where abandoned and non-conforming signs are the majority of signage in an area, this condition can contribute to the perception of blight. The CAC recommended incremental removal of non-conforming signs according to an effective date on which the new standards apply (date of the Ordinance). Attachment 1 of the Council Packet notes options for determining which signs contribute to downtown's character (text remains unchanged since the 2/4/19 Work Session).</p>

DOWNTOWN SIGN DISTRICT

Proposed



Current Sign District Boundary

Proposed Addition to Sign District



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There are no warranties that accompany this product. Users assume all responsibility for any loss or damage arising from any error, omission, or positional inaccuracy of this product.



Downtown District Design

Downtown Citizen Advisory Committee

Meeting Minutes

November 9, 2017 – 5:30 to 7:00 pm

Springfield City Hall Jesse Maine Room, 225 5th Street, Springfield

Attendance

Staff: Linda Pauly, Jolynn Barker, David Bowlsby

Assistant City Attorney: Kristina Schmunk Kraaz

CAC members: Shannon Mudge, Steve Moe, Karen Hageman, John Tuttle,
Kip Amend, Tiffany Washington

This document provides a very brief summary of the meeting. Comprehensive recorded minutes are posted as an audio file on the project website:

<http://www.springfield-or.gov/dpw/DowntownPlanning.htm>

CALL TO ORDER.

Meeting was called to order at 5:30p.m. by Chairman Steve Moe.

AGENDA REVIEW.

No changes to the agenda were proposed.

APPROVAL OF MINUTES.

Shannon Mudge moved to approve the minutes.

Kip Amended seconded the motion.

Minutes were approved for the 5/25/17 and 6/22/17 meeting

PUBLIC COMMENT.

No public comments.

Downtown Design Standards: Downtown Sign Code Amendments

Linda Pauly provided materials on the screen and gave a recap of the information provided at the last meeting to summarize Committee's input on sign design standards from the previous meetings. Handouts with comments made by committee members and comments received via email from Philip Farrington (6-22-17) and Eric Adams (6-6-17) were distributed. She reviewed the issues that the Committee discussed.

Linda introduced David Bowsby, the City of Springfield's Building Official, who is in charge of the city's sign code.

Linda also introduced Kristina Schmunk Kraaz, the Assistant City Attorney; she is working on the code language and will answer any legal questions.

Linda mentioned that Committee members indicated they would like to see the code require permanent materials for signs.

David Bowsby responded that the sign code already requires that the material used be approved by the building code, and that has to do with the proximity to the structure. The goal is to protect signs from the elements and to address public safety.

Linda asked Kristina Schmunk Kraaz if they are allowed to require signs be professionally designed and manufactured.

Kristina answered that prohibiting handwritten signs could be a legal grey area.

Shannon Mudge added that he designed his own sign but had it professionally made.

Karen Hageman said the A-frame signs are useful and important but thought that when the city allowed each business two A-frame signs that is when they got out of hand. It created more clutter.

David added that he recommended one sign but City Council decided on allowing two A-frame signs.

Shannon suggested allowing one per door.

David said one A-frame per business is more common. He mentioned that because they cannot regulate sign content, Main Street businesses were allowing others to advertise with an A-frame sign. The viewscape on Main now includes signs for businesses not on Main. There is no tool to prevent that from happening.

Kristina said that the Committee could recommend only one A-frame per business in just the Downtown area.

John Tuttle also raised the concern that signs on the sidewalk limit mobility. There is limited space.

Kip Amend said that because traffic is moving slower downtown they might not need two signs.

Shannon said having more than one sign dilutes the effectiveness of a sign.

Linda asked Karen, a former Downtown business owner, if she would have been okay with only one A-frame sign, and she replied that she said one is plenty as long as you have your other fixed signs.

Shannon said one per side if business is on a corner (e.g. Planktown).

David asked if the committee's review of sign code is addressing the "Open" flag sidewalk signs. They are not in the sign code.

Kristina said that they are technically government signs because the City provides them, so they are exempt. A-frame signs are exempt from the total business sign limit, as well as signs that are located in a window. She stated that the City is also reviewing the City-wide sign regulations. Linda concluded her summary of the issues discussed, put the draft code language on the screen, and asked Kristina to present the proposed draft code amendments.

Kristina went over the proposed changes in the draft sign code with the committee. She stated the intent is to provide clear and objective standards that do not involve discretion and thus do not require a land use decision process.

One of the first things proposed is adding the definition and dimensions of a "blade sign." Language has been added to encourage businesses to use "ornamental" hanging hardware. It is not a requirement.

David said the language "plants a seed" to provide a mental picture of the City's intent for the design standard. He described other code provisions addressing permanence of sign materials.

Kip asked where the 90 degree sign hanging requirement came from. Also, is a blade sign just one piece?

Kristina said if they kept the sign under the pedestrian sign limit and projection requirements they could use other shapes.

Kristina pointed out language that has been added to require one pedestrian-oriented sign at the time a sign permit is requested. These signs will not be included in the business sign limit. Several choices are provided to meet the pedestrian-oriented sign requirement.

Linda said most businesses already include such signs.

Shannon Mudge thinks they are giving businesses a lot of leniency so it will work.

John Tuttle asked if a blade sign and A-frame sign would be interchangeable for a pedestrian required sign.

Kristina replied that an A-frame sign will not meet the pedestrian-oriented sign as drafted.

Kristina said the proposal does not change the existing wall sign regulation.

Linda said this issue did not come up in the Committee's review, so it was left "as is."

John mentioned that the size limit for wall signs is quite large.

Kristina clarified that the limit includes all signs, except those that are exempt.

David clarified that signs on the vertical wall plane are considered "wall signs."

Kristina went over the draft of the standards for free-standing, roof, or projection signs.

Karen Hageman asked if business on a corner are only allowed one free-standing, roof or projection sign.

Kristina replied that they are still only allowed one.

Kip asked for clarification about freestanding signs occupying the sidewalk on Main Street.

Kristina answered that they are allowed but there is a draft proposal to prohibit them from Mill to 8th Streets.

Kip asked about non-conforming signs and new businesses.

Kristina answered that they drafted that businesses applying for a new sign permit will have to remove or change all non-conforming signs first but does not know if that provision extends to new business licenses. The committee can either accept the new draft's standards or continue with the current code that only requires signs getting a permit to be conforming.

Karen asked why free-standing signs will be prohibited from Mill to 8th Streets.

Linda replied that Main Street from Mill to 8th Streets is the Downtown Mixed-use Plan District where the Design Standards will apply. Buildings are built up to the sidewalk. The proposed design standards in the sign code are intended to provide pedestrian-oriented signs in the district. Other streets, such as South A or Pioneer Parkway are transitioning from highway orientation to pedestrian orientation, thus larger signs would be allowed. John said the few existing non-conforming free standing signs would be removed over time.

Shannon Mudge commented that he sees a property rights issue with the proposed draft and non-conforming free-standing signs.

Kristina replied that it is a good fairness argument but she has done the research and thinks both options are legally sound.

Kip Amend asked if sign issues are usually simple "over the counter."

David Bowsby answered that they are not.

Without this code change, the non-conforming signs could remain indefinitely. They go away when damaged or when owner chooses to remove them or when they are abandoned.

David asked if the abandonment period of signs could be reduced from 90 days to 30 days.

Shannon added that he thinks 90 days is better because of things like contract negotiations or safety and electrical issues.

Kip commented that he would like to see simple language that will clean up the area.

Shannon said that he thinks the effective date is too soon.

Kristina asked Committee for specific feedback.

Kip said he wants to clean up the non-conforming signs.

Kristina replied that the effective date will be the day it is adopted by the City Council.

Kristina pointed out that window signs are not currently regulated. She recommends addressing them and recommends that signs not exceed 10% of the total windows without a permit. Excess signage over the 10% minimum will then be considered a wall sign. the 10% is based on a model sign code.

Linda said this allows a business to get something up right away when they open, without a sign permit, in response to the input from business owners on the Committee.

John Tuttle asked if it restricts it to a specific portion of the window.

Kristina replied that it does not. They can use any of the area.

David added that most sign permits are smaller than the maximum allowed.

Karen Hageman asked if that includes banners on the window a business might hang.

David answered that any copy is considered a sign and it would apply.

Linda said Mezzaluna is a good example of this that meets the standard.

Karen asked what could be done about businesses that have a lot of posters taped in their windows. She thinks it's an eyesore.

Kristina replied that anything that is copy, graphics and images is considered a sign. It could be a flyer or a menu, etc. Enforcement of the code is complaint driven.

Karen thinks that it should be 10% of frontage rather than total window area. Safety is an issue when windows are blocked.

Shannon added that lights used to be turned on in a business at night to provide safety for pedestrians and too many posters can interrupt that.

Kristina suggested adding positional standards.

Kip asked if a window is transparent material versus a glass block.

Kristina replied that it is and she will make the clarification in the code standards.

David Bowsby asked if there is a limit to the amount of window that can be covered.

Kristina Schmunk Kraaz replied that any sign that takes up more than 10% of area will be held to the wall sign standards.

Karen Hagman asked about windows that are covered with things like a sheet of paper.

Kristina answered that it doesn't fall under the sign code but may apply to the development code. Under

current code, it is acceptable.

The final change that Kristina told the committee about was adding a 4' wall projection limit for signs in the right-of-way.

Kristina said that illuminated signs have not changed, but if the committee would like to, they should give Linda Pauly specific changes that they would like to see in the code.

John Tuttle asked the committee if they liked the changes to the free-standing signs.

Shannon Mudge replied that he did like that it gave businesses a choice. He is absolutely satisfied.

Steve Moe asked the committee if they had a consensus.

The committee members raised no other objections to the proposed codes.

Linda Pauly showed the committee a map of the potential boundary revision of the Downtown Sign District and asked if they approved.

John asked if there will be another for the overlay boundary for the Washburn District.

Kristina replied that the Washburn District is a historic sign district already but if there is any overlapping of the two boundaries the more strict control will be followed.

Kip Amend said that current industrial area south of A St has so much potential but there is no sign control over it. That is where the most intrusions could affect the City entrance.

David added that if the boundary were to expand to include that area then it would have more restrictive sign controls while the other side of the street will not have the same restrictions. Expanding the Sign District boundary to include the South A piece makes sense.

The committee members agreed with Kip and David's point.

The map will be updated for the ordinance to expanding the Sign District boundary to include the property south of South A.

Meeting was adjourned at 7:10 pm.

Next meeting: TBD