
AGENDA ITEM SUMMARY

Meeting Date: 5/20/2019
Meeting Type: Regular Meeting
Staff Contact/Dept.: Monica Sather/DPW
Staff Phone No: 541.736.1038
Estimated Time: 20 minutes
Council Goals: Encourage Economic Development and Revitalization through Community Partnerships

**SPRINGFIELD
CITY COUNCIL**

ITEM TITLE: PROPOSED AMENDMENTS TO CHAPTER 8 OF THE SPRINGFIELD MUNICIPAL CODE TO SUPPORT PEDESTRIAN-ORIENTED SIGNAGE IN DOWNTOWN SPRINGFIELD

ACTION REQUESTED: Staff request that Council proceed pursuant to one of three options: **(1)** proceed to Second Reading and adoption of the Ordinance as presented in Attachment 2; **(2)** conduct a Second Reading of the Ordinance with changes to the code language in Exhibits A and B of Attachment 2 according to other options as identified by staff in Attachment 1 and/or as identified by Council; or, **(3)** conduct a Work Session prior to a Second Reading and adoption of the Ordinance.

ISSUE STATEMENT: To ensure that new signage in downtown Springfield is consistent with the purpose of signs as stated in Springfield Municipal Code (SMC) 8.200, updates to SMC 8.250 (Downtown Sign District) and associated sections of the SMC are proposed. The SMC recognizes that an aesthetically pleasing and safe community contributes to its economic prosperity and to the welfare of its residents and visitors. Council action is required to put the updates into effect.

ATTACHMENTS:

1. Council Briefing Memorandum
2. Ordinance
 - Exhibit A– Amendments to the SMC (legislative version)
 - Exhibit B– Map: Amended Downtown Sign District Boundary
3. Table Comparing the Proposed (Draft) Code with the Original Code
4. Record of Downtown Business Meetup, Public Inquiries, and Staff Responses
5. Downtown Citizen Advisory Committee (CAC) Recommendation

**DISCUSSION/
FINANCIAL
IMPACT:** The updates provide measures for signage that will promote a sense of place, a vibrant downtown, and an enjoyable experience for those who want to spend time in Springfield. Input from several sources informed the updates including involvement from the CAC; Springfield’s business community at—and following—Discover Downtown Springfield’s Business Meetup; and Council at its 2/4, 3/25, and 4/22/2019 Work Sessions.

Themes that emerged from the Work Sessions were the importance of a code that is clear to those navigating requirements and the need for a code that balances greater specificity for implementing a vision with being realistic and responsive to business perspectives. Consistent with these themes, staff request further consideration of two remaining aspects of the code (Attachment 1). Staff identifies possible options for approaching both items and offers new code language to support the recommended option, which the Second Reading of the ordinance can incorporate.

Staff does not anticipate significant or immediate impacts to the City’s budget as a result of the amendments. The scope of the proposed updates is limited to privately-constructed signage. Further, while resources such as time for staff review and enforcement of sign permits are associated with administering this section of the SMC, the proposed updates will not require changes to these functions as drafted.

MEMORANDUM

City of Springfield

Date: 5/20/2019

To: Gino Grimaldi **COUNCIL**

From: Tom Boyatt, Community Development Director **BRIEFING**
Sandy Belson, Comprehensive Planning Manager **MEMORANDUM**
Monica Sather, Senior Planner

Subject: Amend Chapter 8 of the Springfield Municipal Code to Support Pedestrian-Oriented Signage in Downtown Springfield

ISSUE: To ensure that new signage in downtown Springfield is consistent with the purpose of signs as stated in Springfield Municipal Code (SMC) 8.200, updates to SMC 8.250 (Downtown Sign District) and associated sections of the SMC are proposed. The SMC recognizes that an aesthetically pleasing and safe community contributes to its economic prosperity and to the welfare of its residents and visitors. Council action is required to put the updates into effect.

COUNCIL GOALS/

MANDATE:

Encourage Economic Development and Revitalization through Community Partnerships

BACKGROUND:

Input from several sources informed the proposed code changes as presented. Details of the timeline and nature of this input follow a description of the project's purpose. The subsequent section (Staff Response to Inquiries, page 2) summarizes written inquiries received by staff after the Downtown Citizen Advisory Committee (CAC) provided its recommendation that the proposed amendments proceed to Council for consideration. Finally—and of note for the May 20 Public Hearing—staff identifies options for Council consideration that may further revise the proposed amendments to address Council's previous questions and concerns (pages 3 - 5).

Project Purpose

As set forth in the SMC, the City recognizes signage as an important visual element within a community. With an active focus specifically on downtown, Council identified momentum in downtown's redevelopment that has continued since the establishment of the Downtown Urban Renewal District and directed staff to update requirements for downtown signage. The City's signage requirements applicable to downtown reside in SMC 8.250: Downtown Sign District of SMC Chapter 8: Signs.

The amendments provide measures for the design and placement of signage that will contribute to promoting a sense of place, a pedestrian-oriented environment, and a vibrant downtown. They are also a product of staff's focus to provide clarity to the code's structure and language so it will be easy to navigate and understand. Attachments 2A and 3 show the proposed text amendments in legislative and a side-by-side table format, respectively.

Council Action & Other History

- The CAC discussed whether and how requirements for signage downtown may change at its meetings on May 25, 2017; June 22, 2017; and November 9, 2017. The CAC reached consensus on a draft of the amendments to the SMC and provided its recommendation to forward the draft for Council review at its November 9, 2017 meeting. The CAC remained
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active on other items related to downtown until it completed its work on June 28, 2018.

- Council held its first Work Session on this item on February 4, 2019 and followed with a second Work Session on March 25, 2019. The first Work Session allowed time for Council to provide comments to and ask questions of staff. The comments received guided additional revisions to the draft code. On March 25, staff presented eight action items that corresponded to the revisions for which staff requested Council direction.
- Consistent with Council’s Goal: Encourage Economic Development and Revitalization through Community Partnerships, staff shared information about the content and process of the project with Springfield’s downtown business community at Discover Downtown Springfield’s Quarterly Business Meetup (“Meetup”) on April 16, 2019. Goals of this outreach included: providing a clear explanation of the implications of the code updates if adopted; bringing awareness to how and when any input would be most effective (e.g., e-mail, public hearing, etc.); and to communicate that staff are always available to serve as a resource. Over 20 members attended the Meetup (see sign-in sheet, Attachment 4). Staff provided several items such as business cards, flyers (Attachment 4), drafts of the code, sign visuals, a map of the Downtown Sign District, and comment cards. Of the two comment cards received, one had comments about the proposed updates (see next section).
- Council held its third Work Session on this item on April 22, 2019. Of interest at this Work Session was a recap from staff about the Meetup. Based on the feedback received, Council determined that certain items in the code that may benefit from Council direction could be addressed at the Public Hearing on May 20. These items begin on page 3.

Staff Response to Inquiries

Downtown Meetup: As noted, staff received one comment card at the Meetup for which staff provided a response (see correspondence with Jeff Wisdom, SignWorks; Attachment 4). There was a question on the comment card about whether existing or proposed requirements regulate signs that are in a state of disrepair or otherwise need attention. In the response, staff pointed to SMC 8.232, which addresses non-conforming signs and abandoned signs for all signage throughout Springfield and clarified that there is no specific language proposed for damaged or abandoned signs within the current draft of the code.

E-Mail: As of the writing of this memorandum, staff received and responded to one additional e-mail (see additional inquiries, Attachment 4). Questions in the e-mail asked about how freestanding signs are defined and why the proposed updates include a provision to no longer allow such signs on Main Street between Mill and 8th Streets¹. Staff defined how the scope of the code affects certain freestanding signs and summarized the purpose of the project.

Based on the questions from the community thus far, staff has no new items to bring to Council’s attention for possible deletion or addition to the current draft of the code. However, considerations remain for whether it is necessary to revise the current draft so that it adequately responds to Council’s comments as consistent with Springfield’s needs.

Changes for Consideration

Since the February 4 Work Session, staff received direction on two of eight action items at Council’s March 25 Work Session and has worked to determine several options for how to best address the six remaining items into the code. The status of each is noted on the next page:

¹ Unless an action proposed by a business requires removal of the sign, the code will allow existing freestanding signs to remain as currently drafted. For example, an action by a business that would require the removal of a freestanding sign that no longer meets the code is when the business files an application for a new sign permit.

- 1, 2 The proposed code specifies size and placement of pedestrian-oriented signs based on Council's direction (8.250(3)).
- 3 The proposed code includes the CAC recommendation for allowable amount and placement of wall signs (8.250(4)).
- 4 The proposed code includes the CAC recommendation for the allowable amount and size of freestanding, projecting, or roof signs but noting that blade signs do not count as projecting signs (8.250(5)).
- 5, 6 The proposed code includes the CAC recommendation for the allowable size and placement of signage on windows (8.250(6)).

The items below specifically relate to a question or concern raised by Council at its February 4 Work Session:

- 7 Provisions for hand-painted art on windows during certain seasons (8.250(6)).
Staff did not yet address in the code and requests Council direction.
- 8 Identifying options for existing signage that will no longer meet code requirements as currently drafted (non-conforming signs) (8.250(9)).
Staff did not yet address in the code and requests Council direction.

Options for items 7 and 8: Along with the menu of options for each item, staff's recommended approach accompanies possible code language. If the Council elects to proceed with the option for which corresponding draft text is provided, the relevant exhibits to the ordinance will reflect this direction at the Second Reading on June 3.

Hand-painted art on windows during certain times of the year (8.250(6))

Council expressed interest in how and whether the code would enforce hand-painted displays on windows during certain times of the year. **To address this issue, staff considered three approaches for revising the draft:** adding "exception" language to allow for more window coverage during a specific date range but in a content-neutral way (option 2); treating these paintings as "temporary signs" (option 3); or, revising the current definition of "mural" to include "window" as opposed to limiting the definition to a wall surface (option 4).

Option 4 appears to be the most straightforward. A revised definition of "mural" would apply city-wide, but it would not change the way that requirements apply to painted windows outside the Downtown Sign District, as all window signs are currently exempt from sign requirements. In addition to not changing current practice, option 4 would not require additional fees and wait times pursuant to a new permit process, nor would it prevent other elements of the proposed code regarding window signs from achieving their intended purpose. Option 4 would also not give preference—whether actual or perceived—to certain hand-generated paintings on windows, the content of which cannot be regulated.

Options:

- 1- *Proceed to first reading with the proposed language as presented in Attachment 2, Exhibit A;*
- 2- *Modify the language to add a date range when coverage can exceed 10%;*
- 3- *Consider painted windows as "temporary signs";*
- 4- *Revise the definition of "mural" to include windows (staff recommendation)*
*Possible language for option 4 (the proposed addition is **bold underlined**):*

8.234 Exempt Signs.

(12) Murals. A mural on a wall or window located in a commercial, public land, or industrial zone.

- 5- *Direct staff to conduct further review to inform the amendments.*

Non-conforming signs: Existing signage that will no longer meet code requirements if the current draft is adopted (8.250(9))

Council noted that the discretion offered to the Director in the draft code would result in a highly subjective interpretation as to whether and how an existing sign contributes to the character of downtown. The draft code reads as follows:

(9) Non-Conforming Signs. A non-conforming sign within the Downtown Sign 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.

Staff identified several possibilities to address this concern:

Option 2 - Remove the exception language. If Council elects to remove the exception language (option 2), a Variance or Modification process is available under which the City may consider allowing the non-conforming sign to remain. However, an applicant must demonstrate that the need for a Variance or Modification is not self-imposed.);

Option 3 - Revise to allow for a review process. Staff procedures, fees, and objective requirements must be established if Council elects to revise the language to allow for a formalized review process.

Option 4 - Modify the exception language to include a list of specific signs or sign characteristics. If the “exception” language is modified to include a list of specific signs or sign characteristics, clear parameters must be identified (e.g., identifying specific signs by name, age, etc.).

Option 5 - Allow non-conforming signs to remain if they are on property with City Landmark and/or National Register status (option 5). Within the boundary are the following buildings that currently have such status:

Historic Site/Structure	Address
Stevens and Perkins Building	330 Main Street
I.O.O.F. Building	346 Main Street
Pacific Power and Light Building	590 Main Street
Southern Pacific Railroad Depot	101 South A Street
Stewart House	214 Pioneer Pkwy. West

This approach appears to accomplish the intent of the CAC’s recommendation to retain downtown’s unique character in a way that is specific, objective, and efficient in using an existing policy framework. This option is staff’s recommendation.

Option 6 - Council also discussed whether approval of a sign permit should be contingent upon bringing non-conforming signs into compliance. If Council is not concerned about ongoing use of non-conforming signs, it could remove that requirement.

Options:

- 1- *Proceed to first reading with the proposed language as drafted;*
- 2- *Remove the last clause beginning at “except that ...”;*
- 3- *Modify the language to allow for a formalized review process;*
- 4- *Modify the language to identify existing signage that contributes to downtown’s character;*
- 5- *Modify the language to allow existing signage that is associated with buildings and/or properties identified as a City Landmark and/or on the National Register of Historic Places to remain (staff’s recommendation);*
Possible language for option 5:

8.250 Downtown Sign District

- (9) Non-Conforming Signs. ... 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. Non-conforming signs that are on property with the City Landmark and/or National Register status are not required to be removed or altered if they meet the safety requirements of this Code.
- 6- *Not require removal/alteration of a non-conforming sign in order to approve a request for a sign permit; or*
- 7- *Direct staff to conduct further review to inform the amendments.*

RECOMMENDED ACTION:

Staff request that Council proceed pursuant to one of three options below:

- Proceed to Second Reading and adoption of the Ordinance as presented in Attachment 2; **or**
 - Conduct a Second Reading of the Ordinance with changes to the code language in Exhibits A and B (Attachment 2) according to other options as identified by staff herein and/or as identified by Council; **or**
 - Conduct a Work Session prior to a Second Reading and adoption of the Ordinance
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CITY OF SPRINGFIELD, OREGON
ORDINANCE NO. _____ (GENERAL)

AN ORDINANCE UPDATING THE CITY OF SPRINGFIELD'S SIGN REGULATIONS BY AMENDING SPRINGFIELD MUNICIPAL CODE SECTIONS 8.234 AND 8.250; AND ADOPTING A SEVERABILITY CLAUSE.

WHEREAS, the City of Springfield has adopted sign regulations in Springfield Municipal Code (SMC) Sections 8.200 through 8.268 for the purposes as stated in SMC 8.200;

WHEREAS, the City has adopted appropriate regulation of signs in an effort to foster adequate information and means of expression and to promote the economic viability and appearance of the community, while protecting the City and its citizens from a proliferation of signs of a type, size, location and character that would adversely impact the aesthetics of the community or threaten health, safety, or the welfare of the community;

WHEREAS, the City Council finds that exterior signs have an impact on the character, quality, and function of Springfield's downtown;

WHEREAS, the City Council finds that signs provide an important medium through which individuals and businesses may convey a variety of messages;

WHEREAS, the City Council now finds it appropriate to update and amend the regulations affecting the Downtown Sign District at SMC Section 8.234 (Exempt Signs) and 8.250 (Downtown Sign District) for the purposes as stated in SMC 8.200 and as consistent with Springfield's support for improving downtown as demonstrated by the Downtown Urban Renewal District;

WHEREAS, these amendments are adopted through the City of Springfield's broad home rule authority under the Chapter II of Springfield City Charter;

WHEREAS, under the United States and Oregon Constitutions, the City may adopt content-neutral time, place, and manner regulations for the construction, placement, and use of signs;

WHEREAS, these amendments to SMC 8.234 and 8.250 are not intended to and shall not be interpreted to restrict speech on the basis of its content, viewpoint, or message;

WHEREAS, the City Council appointed a Downtown Urban Renewal Advisory Committee (DURAC) to inform the revitalization of Springfield's downtown by making recommendations to staff, City Council, and other bodies of the City of Springfield;

WHEREAS, DURAC was appointed by the Committee for Citizen Involvement to serve as the Citizen Advisory Committee (CAC) for the City of Springfield's efforts related to downtown;

WHEREAS, the CAC reached consensus and provided a recommendation on proposed amendments to the Downtown Sign District on November 9, 2017 to be subsequently considered by City Council;

WHEREAS, City Council conducted a first reading and held a duly noticed public hearing on May 20, 2019 regarding the proposed amendments;

WHEREAS, on June 3, 2019 the City Council conducted a second reading of the ordinance, reviewed

the evidence and testimony on record and is ready to approve the amendments in Exhibits A and B;
NOW, THEREFORE, THE COMMON COUNCIL OF THE CITY OF SPRINGFIELD ORDAINS AS FOLLOWS:

Section 1. Springfield Municipal Code Sections 8.234 and 8.250 are amended as shown in Exhibits A and B.

Section 2. Savings Clause. Except as specifically provided herein, Chapter 8 of the Springfield Municipal Code shall continue in full force and effect.

Section 3. Severability Clause. If any section, subsection, sentence, clause, phrase or portion of this Ordinance is, for any reason, held invalid or unconstitutional by a court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision and such holding shall not affect the validity of the remaining portion hereof.

ADOPTED by the Common Council of the City of Springfield this ____ day of _____, _____, by a vote of _____ for and _____ against.

APPROVED by the Mayor of the City of Springfield this _____ day of _____, _____.

Mayor

ATTEST:

City Recorder

1 PROPOSED AMENDMENTS TO SPRINGFIELD MUNICIPAL CODE (SMC)
2 CHAPTER 8: SIGNS
3 Downtown Sign District

4 As recommended by the Downtown Citizen Advisory Committee (CAC) on November 9, 2017 and as
5 revised to reflect City Council’s direction received at the February 4, March 25, and April 22, 2019
6 Work Sessions

7 *****

8
9 ~~Attachment 3 provides a side-by-side comparison of the proposed amendments and the current code to~~
10 ~~allow for a more direct comparison between versions.~~ Proposed amendments to the Sign Code and a
11 discussion to inform the amendments are shown as follows:

- 12 ▪ Proposed additions to the text are indicated by bold underline.
- 13 ▪ Moved text is indicated by underline.
- 14 ▪ Deleted text is indicated by ~~strike-out~~.
- 15 ▪ Unchanged text is shown as plain text.
- 16 ▪ Staff commentary to provide context to the proposed updates is in *italics* in *blue boxes* and precedes
17 the draft text pertaining to the commentary.

18 *****

19 *Commentary: Adoption of the proposed amendments would apply new design standards to the*
20 *installation of signage within the Downtown Sign District. The Downtown Sign District encompasses the*
21 *Downtown Mixed-Use Plan District and immediately surrounding properties. The proposed amendments*
22 *to the Sign Code (Code) for the Downtown Sign District are intended to accomplish multiple objectives*
23 *consistent with the purpose of signs stated in SMC 8.200. Effective signage can promote commercial*
24 *success as a means of communicating and advertising to the public. Effective signage can also provide*
25 *enjoyment for Springfield’s visitors and residents through enlivening the street with cohesive, creative*
26 *design and ensuring that needs for public safety are met—the importance of such signage for*
27 *Springfield’s downtown is no exception. The Council recognizes that downtown Springfield has unique*
28 *qualities and characteristics, which should be reinforced by standards that support the above-stated*
29 *objectives while being specific and appropriate to the area.*

30
31 **8.234 Exempt Signs.**

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

37
38 **8.250 Downtown Sign District.**

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

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(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.

[Placeholder for Map No. 1]

(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).

Commentary: The proposed amendments provide options and incentives for businesses that request permits for new signs to provide at least one sign that is pedestrian-oriented. The intent of the Code’s structure is to provide clarity on the available options. To encourage such signage, the signs specified at 8.250(3) do not count toward the limit of three signs per business and do not ~~require~~ involve permit fees.

Commentary: The proposed amendments specifically identify “blade sign,” as blade signs have 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 streetscape. Within existing Code, blade signs can fall under the definition of “wall sign” or “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. Examples of existing blade signs in downtown informed the sign standards for blade signs per Council’s direction at the March 25, 2019 Work Session.

(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.

82 (ii) Double-Faced Blade Signs. Double-faced blade signs attached to the building face at a
 83 90-degree angle or at a 135-degree angle when installed at a building corner (plus or
 84 minus a maximum of 15 degrees), less than one (1) inch thick, and no larger than nine (9)
 85 square feet. These signs may be mounted from an ornamental bracket sign structure.

87 | *Commentary: The CAC and Council did not provide comments specific to wall signs. -However, Council*
 88 *and the CAC share interests in providing a Code that is user-friendly. Accordingly, staff added clarifying*
 89 *language to the code in its current structure.*

90
 91 (4) Wall Signs. Each business facing a public street shall be allowed the following, in addition to
 92 any pedestrian-oriented signs under Section 8.250(3):

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

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

97
 98 *Commentary: The proposed amendments restrict the placement and size of large, freestanding pole or*
 99 *monument (“highway-type”) signs to support a transition to a pedestrian-oriented downtown and to*
 100 *reduce sign clutter as called for in the Downtown Refinement Plan. Existing Code allows pole signs to be*
 101 *twenty (20) feet tall. The Springfield Development Code requires buildings to be built up to the sidewalk*
 102 *in mixed-use commercial areas, so restricting placement of signs within the front setback along Main*
 103 *Street between Mill and 8th Streets is consistent with the desired development pattern. On*
 104 *“transitioning” arterial streets in Downtown (South A Street and Pioneer Parkways East and West) where*
 105 *walkable storefronts are not currently the norm, the proposed amendments would continue to allow*
 106 *these signs and would have the largest allowable area. The intent of the text’s format is to clarify: (1)*
 107 *that pedestrian-oriented, projecting signs (i.e., blade signs) are not subject to 8.250(5); and, (2) to break*
 108 *up continuous text to instead read like a set of options.*

109
 110 (5) Freestanding, Projecting, or Roof Signs. Each building shall be permitted one (1) freestanding
 111 sign, one (1) projecting sign (not including any pedestrian-oriented blade signs), or one (1) roof
 112 sign which in accordance with the following standards:

113 (a) Roof signs and projecting signs shall be limited to a maximum area of eighty (80) square
 114 feet for one face and one hundred and sixty (160) square feet for two or more faces. When
 115 installed at a corner building, projecting signs must be attached to the building corner at a
 116 135-degree angle (plus or minus a maximum of 15 degrees). ~~The maximum height for free~~
 117 ~~standing signs shall be 20 feet above grade.~~

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

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

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

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

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

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

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

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

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

131
 132 *Commentary: Recent updates to the citywide Sign Code (Ordinance 6389) defined “window signs” and*
 133 *codified the City’s longstanding practice of exempting these signs from permits. The proposed language*
 134 *below limits this exemption for Downtown by only exempting window signs that cover up to 10% of the*
 135 *gross glass area. The standards for wall signs would apply to signs that cover more than 10% of the gross*
 136 *glass area.*

137
 138 **(6) Window Signs.** Notwithstanding the exception in Section 8.234(6), window signs that do not
 139 exceed 10% of the gross glass area of windows and exterior doors along each street frontage do
 140 not require a sign permit. Window signs that exceed 10% of the gross glass area of windows and
 141 exterior doors per street frontage are subject to the limits of Section 8.250(2) and the parameters
 142 for wall signs at 8.250(4) unless the sign counts as a pedestrian-oriented sign (see 8.250(3)).
 143 Window signs, including those that count as pedestrian-oriented signs, must not entirely obstruct
 144 the view into the business from the abutting sidewalk.

145
 146 *Commentary: The definition of “Projecting Sign” at 8.202 (applicable City-wide) allows a projecting sign*
 147 *to extend within two (2) feet of the curb line, and defines “Curb Line” as “The line at the face of the curb*
 148 *nearest to the street or roadway.” Where constructed as such, projecting signs can create an imposing*
 149 *feel and visual obstruction over the sidewalk, block illumination from adjacent street lights, and interfere*
 150 *with maintenance of street trees within the Downtown sidewalk zone. After examining this issue, the*
 151 *CAC recommended limiting the allowed encroachment to four (4) feet from the building wall.*

152
 153 *Commentary: The modified code structure clarifies which requirements apply to freestanding signs and*
 154 *to signs that are affixed to the building wall. In response to Council’s direction to ensure that the Code is*
 155 *clear, additional language clarifies that the requirements do not apply to banners or A-frame signs.*

156
 157 **(7) Encroachment and Clearance.**

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

161 (i) Encroach into the public right of way by more than four (4) feet from the building wall as
 162 measured in a perpendicular line between the building wall and the outermost edge of the
 163 sign or sign structure; nor.

164 (ii) Encroach within two (2) feet of any curb or driveway line.

165 (b) This section does not apply to A-frame signs as defined in Section 8.234(14), nor to banners
 166 or signs as defined in Section 3.223(1).

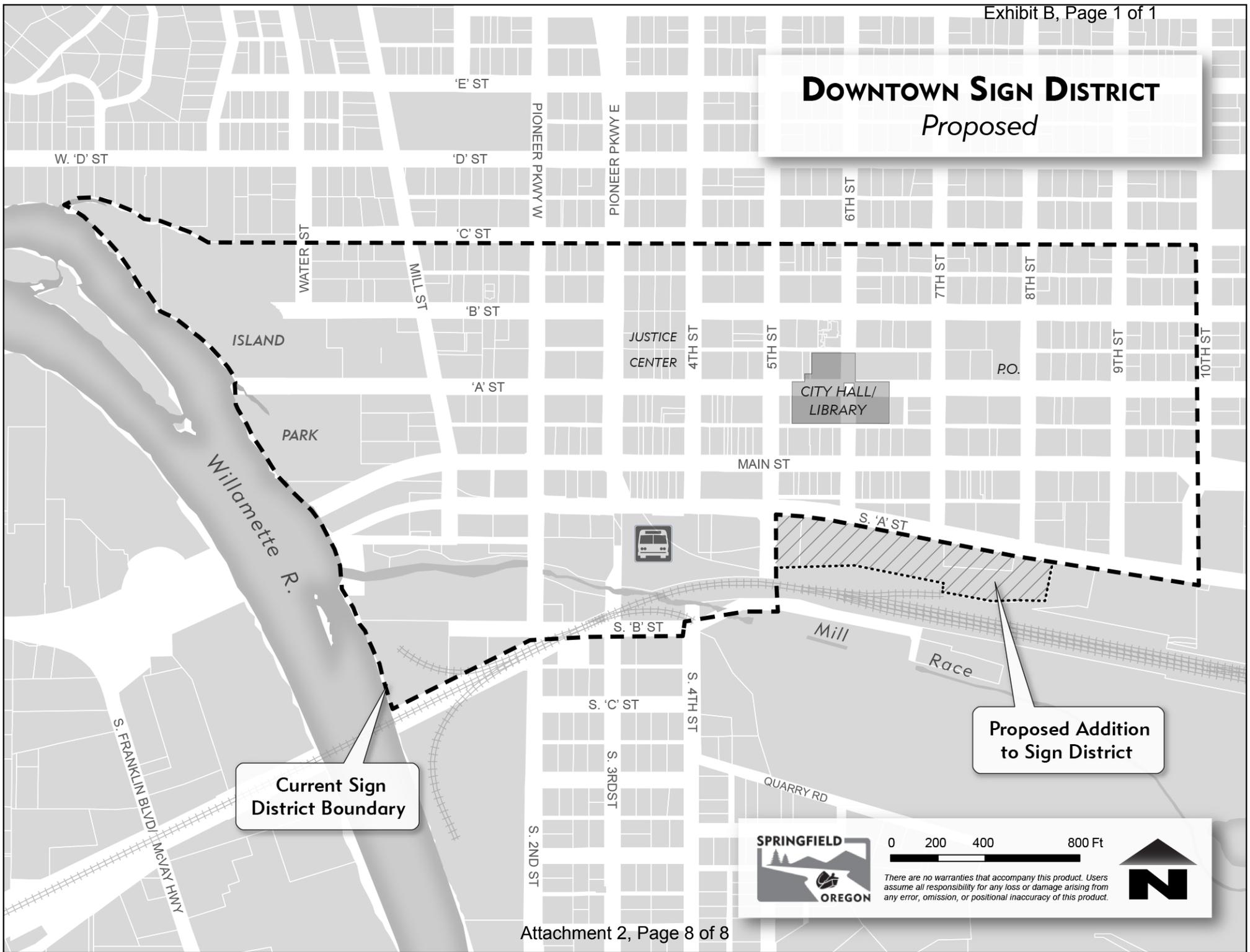
167
 168 **(8) Illumination From Signs on Non-Residential Property.** External illumination shall be shielded
 169 so that the light source elements are not directly visible from property in a residential zone which
 170 is adjacent to or across a street from the property in the non-residential zone.

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

179
 180 **(9) Non-Conforming Signs.** A non-conforming sign within the Downtown Sign District shall be
 181 defined as a legal sign existing on the effective date of [month, day, 2019], but which does not
 182 fully comply with the current sign regulations. Notwithstanding Section 8.232 of this Code, when
 183 a business submits an application for a new sign and the business has existing non-conforming
 184 signs, no permit will be issued for the new sign(s) unless the existing non-conforming signs are
 185 removed or altered subject to the standards of this Code, except that the Development and Public
 186 Works Director may allow continuance of non-conforming signs that contribute to the character
 187 of the Downtown Sign District and that meet the safety requirements of this Code.

DOWNTOWN SIGN DISTRICT

Proposed



Current Sign District Boundary

Proposed Addition to Sign District



0 200 400 800 Ft

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 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.
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.

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 corner 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.</p> <p>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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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 projecting or roof signs per building but proposes changes to the allowable locations, sizes, and heights of freestanding signs (see below).</p> <p>Revised language provides options for new projecting signs at corner buildings.</p> <p>New language prohibits (permanent) freestanding signs in certain locations.</p> <p>New language and revised language reduces the max. allowable size and height of freestanding signs. 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,</p> <p>(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 Sign 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). The Council Briefing Memorandum dated 5/20/2019 notes options for determining which signs contribute to downtown's character (text remains unchanged since the 2/4/19 Work Session).</p>

Please Sign In

City of Springfield
Downtown Business Meet-Up: 4/16/19

Name	Business Name	Business Address	Business Phone	E-Mail	Website
Pata & Kim Harrison	Haven				
Tracy Hogan	Grocery Outlet			springfield@groceryoutlet.com	
EDDIE MARTINEZ	Emerald Lock & Saff				
Winona Carlson	Jean Men's Store	110 Main	541-746-0433		
Richard Carlson	"	"	"		
Mark Rickle	Library				
Evy Hernandez	La Granadilla	418 A St.	(541) 730-6114	evyhernandez@gmail.com	
Terri Coleman	Antique Peddler	612 Main	541-747-1039	antiquepeddler@comcast.net	
Joyce Gardner	"				
Baron Boals	The New Plus	727 Main			
Kim Boals	Valley Inn	758 A St		kboals@yahoo.com	
JEFF WISDOM	Signworks	1259 S. 2nd	747-2890	info@signworks.com	
Andrew Wolf	Remember the Moon	347 Main	35-9204	cynthiasouthern@gmail.com	
Colby Phillips	Public House	418 A St			
Angel & Mestacchia	Main St Market	330 Main St			
ERIC GILFILLAN	Main St Market		541-683-2079	eric@gilfillanmarket.com	
Graig Cousins	OVRA	444 B St	541-724-1100	Cousins@OVRA.com	
Jenny Semmerman	ETROregon ^{oregon} ART	303 S. 5th	541-720-3836	Jenny@escapetheroomoregon.com	
Lou Maenz	Emerald Arts	500 Main St	541-726-8545		
Rhodie Ericksen	Wildan	670 Main	541-570-3642	rhodie@wildan.com	



Downtown Business Meet-Up

Comment Card 4.16.19

Name (not required): JEFF WISDOM / SIGNWORKS

Contact Info (if you would like to chat further): 541-747-2890 / info@oregonsignworks.com

Comment(s): Re: Signage: Is there some kind of regulation in
place for signs that need repair or attention?
Unattractive signs -



SATHER Monica

From: Benjamin Wilkinson <bhw@stopdropandyogallc.com>
Sent: Friday, April 26, 2019 12:05 PM
To: SATHER Monica
Subject: Re: Downtown Business Meet-Up: Notes & Info

Hey Monica!

Thank you so much for the info. I'll be sure to keep it as reference and reach out if I have any questions. I know I have some signs in my possible future.

In Kindness,

Benjamin Wilkinson, RYT 500, RYT 200

Principal Instructor & Owner

Cascadia Wellness Solutions / Stop Drop & Yoga LLC

541.972.3515 | bhw@stopdropandyogallc.com

[web](#) | [facebook](#) | [instagram](#)



On Tue, Apr 23, 2019 at 11:43 AM SATHER Monica <msather@springfield-or.gov> wrote:

Hello Benjamin,

Thank you for your interest in being added to the list- I am happy to add you! In the context of this sign update project for downtown, "freestanding signs" are considered to be two very specific types of signs:

(1) Monument signs: An example is the one near the corner of 5th and South A that has Dutch Bros. as one of the businesses; and

(2) Pole signs: These are the type of sign that is higher up and is supported by a pole. An example is the US Bank sign on Main and the other one on South A.

A visual of these signs (and others) are attached as an example as well as a handout we provided at last week's Discover Downtown Springfield quarterly business meetup. We are not considering the "Open" Banners along Main Street or the sandwich board/A-frame signs as freestanding because they are not permanent and because they are more oriented to pedestrians, which is a goal of the update to the sign code. This goal of making downtown more enjoyable for people who want to walk around and visit downtown a while is why the Downtown Citizen Advisory Committee recommended that new development and redevelopment projects not have the monument signs or pole signs between Mill Street and 8th Street.

I hope this helps. Feel free to let me know if you have any other questions or thoughts based on my response. If you are ever curious about other things related to planning for the look of our downtown, we also have [this project page](#). Here is a [link to the sign code](#) as well.

All the best,



springfield-or.gov

MONICA SATHER, SENIOR PLANNER
City of Springfield Community Development Division
225 Fifth Street | Springfield, OR 97477

T: 541.736.1038 | E: msather@springfield-or.gov



Keep up with all the happenings in downtown Springfield!: www.discoverdowntownspringfield.org

Please let me know if you need any of this communication in a different format, and I will do my best to get you what you need. For more information please see the City's accessibility page:

<http://www.springfield-or.gov/accessibility.html>

From: Benjamin Wilkinson [mailto:bhw@stopdropandyogallc.com]
Sent: Saturday, April 20, 2019 2:01 PM
To: SATHER Monica
Cc: KEENE Vahana
Subject: Re: Downtown Business Meet-Up: Notes & Info

Hey Monica,

Can you add me to the list for updates regarding signs?

Also, what are "freestanding signs"? And why will they not be allowed between Mill and 8th street?

Thank you!

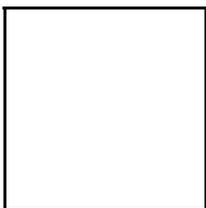
Benjamin Wilkinson, RYT 500, RYT 200

Principal Instructor & Owner

Cascadia Wellness Solutions / Stop Drop & Yoga LLC

541.972.3515 | bhw@stopdropandyogallc.com

[web](#) | [facebook](#) | [instagram](#)



On Fri, Apr 19, 2019 at 9:25 PM KEENE Vahana <vkeene@springfield-or.gov> wrote:

Good afternoon,

I hope you had a chance to join us on Tuesday as we met to chat about upcoming programs, summer fun and proposed downtown sign code updates. Please see the attached recap and information share and don't hesitate to reach out with any comments, questions or concerns.

Have a wonderful weekend,

Vahana Keene

Economic Development Officer

Phone: 541.726.3671

Email: ykeene@springfield-or.gov

Keep up with all the happenings in Downtown Springfield: www.discoverdowntownspringfield.org

Follow us on Facebook: www.facebook.com/discoverdowntownspringfield



SATHER Monica

From: Signworks <info@oregonsignworks.com>
Sent: Sunday, April 21, 2019 7:57 AM
To: SATHER Monica
Subject: Re: Springfield Sign Code Update: Follow-Up

Hello Monica

It was very good to meet you and discuss signage at the meeting.

Thank you for your email and information you provided.

Please keep me posted on future meetings and any input I could provide.

Thanks!

SIGNWORKS

Jeff Wisdom
Owner & Creative Mastermind

1259 S. 2nd Street | Springfield, OR 97477 | 541.747.2890
www.oregonsignworks.com

[facebook](#) | [twitter](#) | [linkedin](#)

On 4/19/2019 5:23 PM, SATHER Monica wrote:

Hello Jeff,

I am so glad we had a chance to meet and talk at Tuesday's Downtown Business Meetup! In reviewing the comment cards we received about the proposed updates to the standards within the Downtown Sign District, I wanted to address your question about whether there is a mechanism in place to address signs that need repair or attention. You picked up on an issue that was very important to the Citizen Advisory Committee when they worked on the draft code.

The current draft does not contain explicit language for the Downtown Sign District. The most recent draft is attached, which is also the same version I provided at the Meetup. There is another section in the code that addresses signs regardless of their location in Springfield.

[Springfield Municipal Code \(SMC\) 8.232](#) is the place to look. It addresses **non-conforming signs** that are damaged and addresses **abandoned signs**. You will see that the threshold of being more than 50% damaged only applies to **non-conforming signs**. If the proposed code is adopted, an example of this requirement being applicable to downtown would be to the existing, freestanding signs between Mill and 8th Streets on Main Street that would no longer meet new code but do so today. **Abandoned signs** (see SMC 8.202: Definitions) allow for further consideration regardless of if a sign is non-conforming.

I hope this helps! Please do not hesitate to let me know if you would like more information or if you have additional thoughts about the draft code given my response. As a reminder, our next Council Work Session will be next Monday (4/22). There is no public comment period at Work Sessions, but there will be at the public hearing. One goal of next Monday's Work Session is to have a clear date identified for the Public Hearing (tentatively May 20). I will keep you posted on a confirmed date. The [project website](#) and [Council Calendar](#) will also be updated regularly.

All the best,



springfield-or.gov

MONICA SATHER, SENIOR PLANNER

City of Springfield Community Development Division

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Downtown Developments: Updates Proposed for the Downtown Sign Code

Why are updates being proposed?

To support the positive momentum of downtown’s renewal, the Springfield City Council directed staff to implement visions of a vibrant downtown and to reinforce many of its existing assets. One way to do just that is to update signage requirements within the Downtown Sign District, as defined in Springfield Municipal Code 8.250. Effective signage can promote commercial success and can contribute to an environment that downtown visitors enjoy by enlivening the street with cohesive, creative design. The importance of such signage for Springfield’s downtown is no exception. One major focus of the updates is to encourage signs that speak to a pedestrian’s perspective. Another goal of the updates is to provide a code that will be easily understood and supportive of business development.

What won’t change and what might change?

The work involved in keeping the above outcomes in mind translates big ideas into specific parameters. Together with input from the Downtown Citizen Advisory Committee (CAC) and City leaders, the project team is identifying ways that the code can serve as a tool to achieve desired outcomes. So far:

- What’s Not Changing**
- Permit fees (except for pedestrian-oriented signs)
 - Permit process
 - Application types
 - A-frame signs still exempt from permit requirements
 - “Open” flags and street banners still exempt from permit requirements
 - Maximum allowable size of roof signs and “projecting signs”

- What Might Be Changing**
- New sign category “pedestrian-oriented signs”
 - Pedestrian-oriented signs will be exempt from:
 - the current 3-sign limit
 - permit fees
 - Corner buildings must have at least 1 sign on each street-facing wall or at the building corner
 - Maximum extension of “projecting signs” over sidewalk:
 - 4 ft. instead of 6 ft.
 - Reduction in the allowable height and size of “freestanding signs,” except for Main Street where these signs will no longer be allowed between Mill & 8th Streets

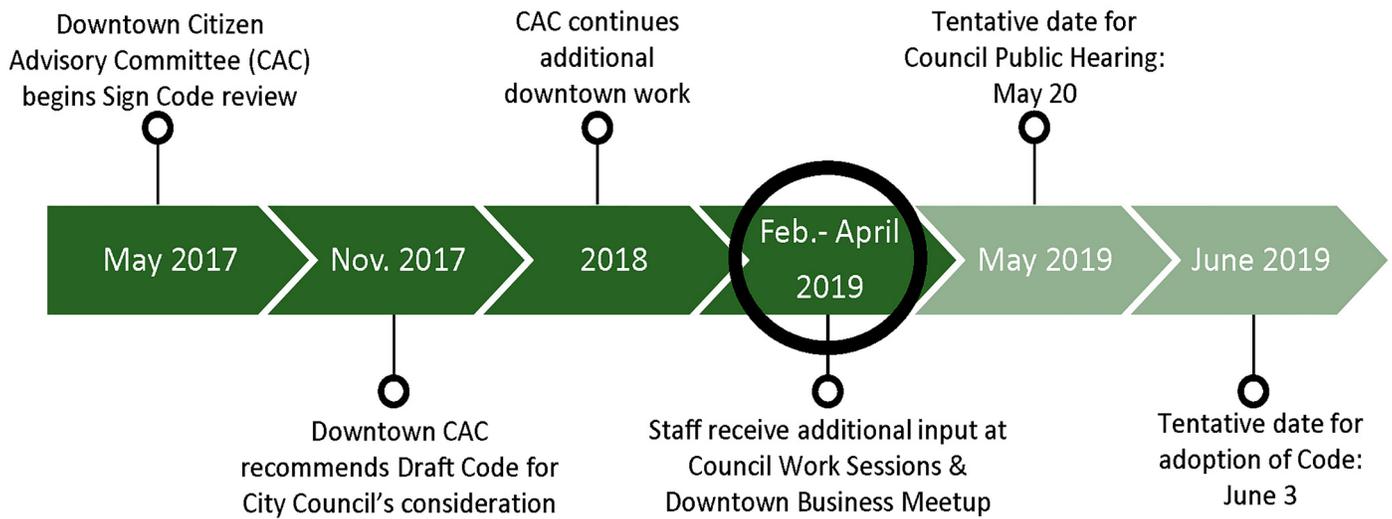
Remaining topics for consideration include: ideal amount and placement of window signs, workable solutions for buildings with multiple tenants, flexible options for incorporating new types and sizes of signs, and how to treat existing signs that may no longer meet the code.





Where are we in the process?

Council is reviewing the CAC's proposed updates to the standards of the Downtown Sign District while discussing the possible changes with staff in-depth at Work Sessions.



How can I stay up-to-date?

There are still more ways to get involved!

Read more: Receive direct updates by requesting to be part of the interested parties list—just contact staff, see details below. Keep track of the latest project news, including information about public meetings, by visiting the City's Downtown Planning webpage or by reviewing materials for previous and upcoming City Council meetings through the City's main webpage using these steps:

Visit springfield-or.gov → hover over the "City" tab → click on "City Council Meetings" under the Administration category

Participate in-person: Council's Work Sessions and Regular Sessions are always open to the public. The next Work Session will be on April 22 and is scheduled to last an hour with an estimated start time of 7:30 PM. You can provide comments verbally or in writing at a Public Hearing tentatively scheduled for May 20. Using the steps above, you can find information about Public Hearings on the City's webpage.

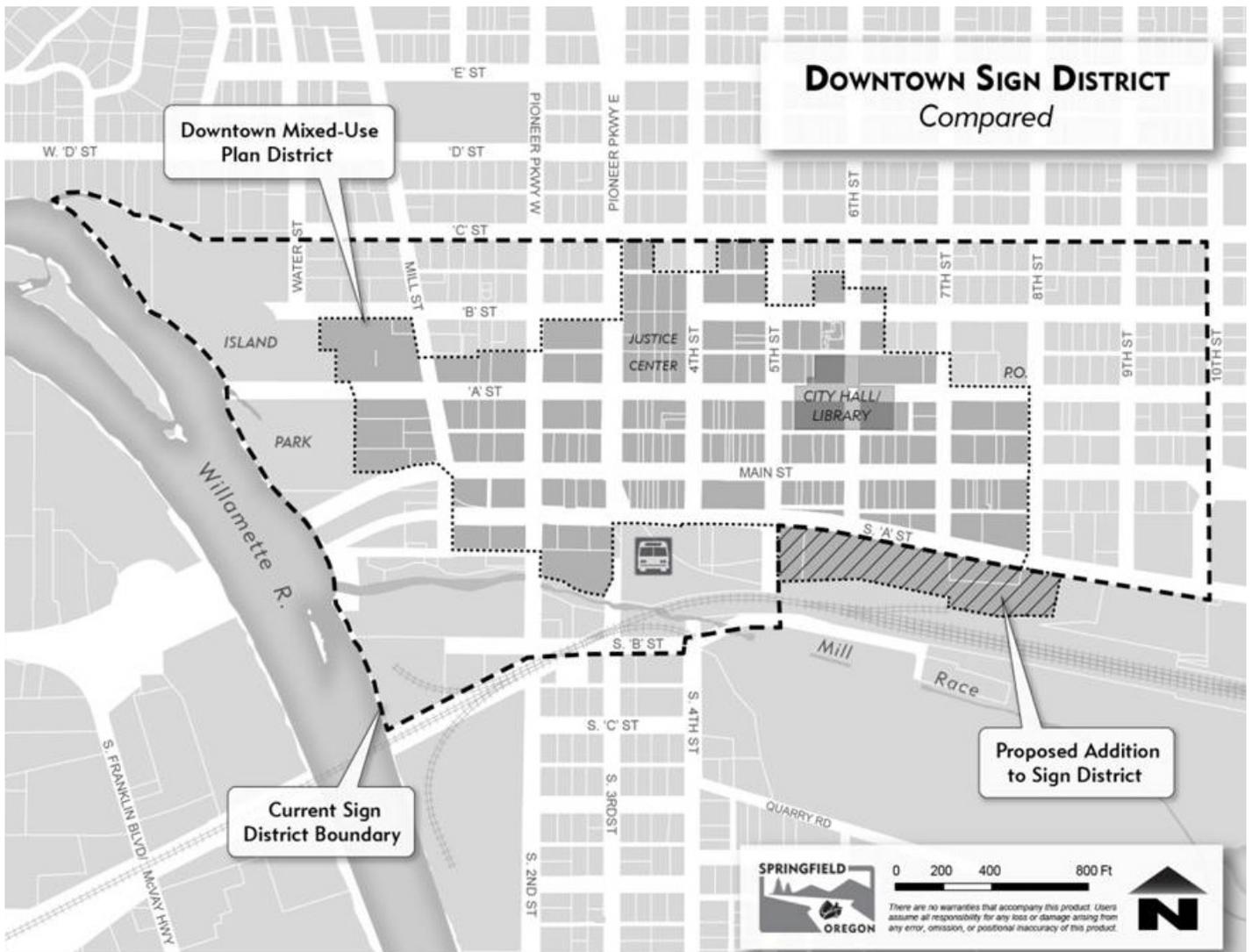
Project contact: Monica Sather | msather@springfield-or.gov | 541.736.1038

Project web page: <http://www.springfield-or.gov/city/development-public-works/downtown-planning/>



When will the new requirements become effective?

Springfield Municipal Code 2.110 requires that ordinances become effective 30 days after adoption. For example, if Council adopts the changes on June 3, the new requirements will apply to properties within the Downtown Sign District Boundary on July 3, 2019.



Questions? Contact Monica Sather | msather@springfield-or.gov | 541.736.1038



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