

Springfield Municipal Code							
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### 8.250 Downtown Sign District.

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The Downtown Sign District is shown on Map No. 1. Each business in this district shall be limited to three signs.

(1) Wall Signs. Each business shall be allowed the following:

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

(b) Second Story Businesses and Above. Second story businesses facing a public street shall be permitted signage of one and one-half square feet per lineal foot of building wall.

(2) Freestanding, Projecting or Roof Signs. 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.

(3) Encroachment. 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.

(4) Logos. Logos are allowed in addition to the permitted wall signs listed above provided the logo is the logo of the business residing on the premises and provided the total square footage of the permitted wall signs and the logos do not exceed a combined area of three square feet per lineal foot of building wall for first story businesses and one and one-half square feet per lineal foot of building wall for second story businesses. A permit is required for each logo that is being installed based on the square footage of the proposed logo.

(5) 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. [Section 8.250 amended by Ordinance No. 5862, enacted September 15, 1997; further amended by Ordinance No. 6008, enacted March 18, 2002; further amended by Ordinance No. 6114, enacted February 7, 2005; further amended by Ordinance No. 6276, enacted March 19, 2012.]

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Chapter 8 BUILDING SIGNS							

## 8.202 Definitions.

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

**Abandoned Sign.** Those signs not used in conjunction with a business for more than 90 days.

**Approved Plastics.** As defined in the current Oregon Structural Specialty Code (OSSC), as adopted by the city of Springfield.

**Awning.** Any structure made of cloth, vinyl or metal with a noncombustible frame attached to a building which projects over a walkway or sidewalk. The area of the awning that contains sign copy shall be considered a wall sign.

**Banner.** Any non-rigid material such as canvas, vinyl or cloth, with no enclosing framework that contains advertising copy.

**Billboard.** Any sign greater than two hundred (200) square feet for one face shall be considered a billboard.

**Building Official.** The officer or other designated authority charged with the administration and enforcement of the State Building Code.

**Copy Change.** The replacing of an existing advertising copy and/or sign face to reflect an image change without altering the existing sign structure.

**Curb Line.** The line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curb line shall be established by the public works director or their authorized representative.

**Development Area.** The area of a commercial, industrial or residential development that is contained within a single tax lot.

**Digital Billboard.** An outdoor advertising sign that is static and changes messages by any electronic process or remote control, provided that the change from one message to another message is no more frequent than once every eight seconds and the actual change process is accomplished in two seconds or less.

**Directional Sign.** A permanent sign which is designed and erected solely for the purpose of directing vehicular traffic.

**Directory Sign.** A sign giving the name and room number or location of the occupants of a building.

**Display Surface Area.** The area enclosed by the display surface of the sign excluding structural supports. Only one face of a double faced sign shall be considered in determining the display surface area.

**Double-Faced Sign.** A sign that has two display surfaces that are used for advertising.

**Electronic Reader Board.** An electric sign which conveys a message supported by one or more uprights in the ground or by an approved method attached to a building wall.

**Electric Sign.** Any sign containing electrical wiring which is attached or intended to be attached to an electrical energy source and provides artificial light either through exposed lighting on the sign face or through transparent or translucent material from a light source within the sign.

**Exempt.** Signs exempted from normal permit requirements; however, still subject to those restrictions as stated in sections 8.200 to 8.268.

Fees. The amount required to be paid to the city as specified to undertake any provision of sections 8.200 to 8.268 in pursuit of installing a sign.

Flashing Sign. An illuminated sign, or a sign constructed of reflective material to simulate movement, on or within which light is not maintained stationary and constant in intensity and color at all times. This description does not include an approved electronic reader board.

Freestanding or Pole Sign. A sign supported by one or more uprights in the ground and detached from any building or structure.

Grade. The lowest elevation point of the finished ground surface directly below or at the sign location, and any point within five feet from the sign location. If the sign or any projection is within five feet of a public sidewalk, alley, or other public way, the grade will be the elevation of the sidewalk, alley or public way.

Home Occupation Sign. An on-premises sign identifying a home occupation, as defined by the Springfield Development Code.

Illegal Sign. Any sign that has been installed without a sign permit, required inspections, or erected in violation of this Code.

Illuminated Sign. Any sign which has characters, letters, figures, or designs illuminated by internally mounted fluorescent lights or luminous tubes.

Incidental Sign. A sign identifying or advertising associated goods, products, services or facilities available on the premises. Such incidental signs include, but are not limited to “trading stamps,” “credit cards accepted,” “brand names,” “beverages,” “price signs” or “services.”

Indirectly Lighted Sign. A sign from which light is directed from an external source such as floodlights, or gooseneck reflectors.

Install. This term shall mean attach, place, alter, construct, reconstruct, enlarge or move, and includes the painting of wall signs, but does not include copy changes on any sign.

Logo. A letter, character, symbol or trademark used to symbolize or stand for a business that has been registered with the U.S. Patent and Trademark Office.

Marquee. A permanent roofed structure attached to and supported by the building and projecting over public property and constructed of durable materials such as metal, glass or plastic.

Murals. An artistic painting applied to and made integral with a wall surface. The primary purpose of a mural is not to advertise products marketed within the structure.

Non-Combustible Material. As defined in the current Oregon Structural Specialty Code.

Non-Conforming Signs. A sign that does not meet the requirements in sections 8.200 to 8.268 for a legal sign.

Non-Structural Trim. Material which is molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways which are attached to the sign structure.

Portable Sign. A single or double faced sign which is temporary in nature. The sign or sign frame is not attached permanently to the building or ground and does not meet the definition of a banner.

Portable Swinger Sign. An advertising device that is usually in the shape of an “A”, located on the ground and is easily movable.

Projecting Sign. Any sign other than a wall sign that projects more than 12 inches from an exterior wall.

Real Estate Sign. A temporary sign placed upon the affected property for the purpose of advertising to the public the sale, rent or lease of a property or a structure.

Revolving Sign. A sign which moves or rotates as if on an axis.

Roof Sign. A sign constructed upon or above a roof or parapet of a structure.

Sign. Any letter, figure, character, marquee, pictorial, picture, logo, trademark, reading matter, or illuminated service which is constructed, placed, attached, painted, erected, fastened, or manufactured in any manner so that it shall be used for the attraction of the public to any place, subject, person, firm, corporation, performance, article, machine, merchandise which is displayed in any manner outdoors. Every sign shall be classified and conform to the requirements of that classification of this code.

Sign Copy. Any lettering placed on a building wall or on a sign face.

Sign Face. The entire area of a sign on which copy may be placed.

Sign Height. The vertical distance from grade to the highest point of a sign or a sign structure.

Sign Structure. Any structure which supports or is capable of supporting a sign as defined in this code.

Spotlight Illumination. Spotlight illumination shall mean illumination which comes from lamps, lenses or devices designed to focus or concentrate light rays on the source.

Stadium Signs. Signs located within a sports stadium or athletic field which are intended for viewing primarily by persons within the stadium.

Temporary Sign. A temporary sign is any sign, banner, pennant, balloon or valance not permanently attached to a building, structure or the ground.

Under Marquee Sign. A sign which is attached only to a marquee and which is suspended or projects downward from a marquee and has no portion of the sign above the bottom surface of the marquee structure.

Vision Clearance. A triangular shaped portion of land established at street intersections in which nothing over two and one-half feet is erected, placed, planted or allowed to grow in such a manner as to obstruct the sight distance of motorists entering or leaving the intersection, unless specifically exempted by this code. All corner lots shall maintain a clear area at each access to a public street and on each corner of property at the intersection of two streets or a street and an alley in order to provide adequate sign distance for approaching traffic. The clear vision area shall be in the shape of a triangle. Two sides of the triangle shall be lot (property) lines for a distance of 25 feet. Where the lot (property) lines have rounded corners, the lines shall be measured by extending them in a straight line to a point of intersection. The third side of the triangle is a line across the corner of the lot joining the non-intersecting ends of the other two sides. The required vision clearance area for any driveway shall be 10 feet and measured as described above. The required vision clearance for any alley shall be 15 feet and measured as described above. Exemptions for vision clearance areas are items associated with utilities or publicly owned structures such as poles and signs, and existing trees, no screen or other physical obstruction shall be permitted two and one-half and eight feet above the established height of the curb in the triangular area. For a visual diagram of the vision clearance, please refer to diagram 32-B of the Springfield Development Code.

Wall Sign. A sign painted on or attached to a building wall that projects no more than 12 inches from the wall. Hanging signs attached to a building eave or overhang and not classified as a projecting sign in section 8.202. Signs placed on, attached to or constructed on a canopy, awning or marquee, whether or not such structures are located in the public right-of-way, are also considered wall signs.

Wind Activated Sign. Any commercial advertisement flag, pennant, balloon, spinner or blimp.  
[Section 8.202 amended by Ordinance No. 5862, enacted September 15, 1997; further amended by Ordinance No. 6008, enacted March 18, 2002; further amended by Ordinance No. 6114, enacted February 7, 2005; further amended by Ordinance No. 6276, enacted March 19, 2012.]

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