



Oregon

Theodore R. Kulongoski, Governor

Department of Land Conservation and Development

635 Capitol Street, Suite 150

Salem, OR 97301-2540

(503) 373-0050

Fax (503) 378-5518

www.lcd.state.or.us



NOTICE OF ADOPTED AMENDMENT

07/29/2011

TO: Subscribers to Notice of Adopted Plan
or Land Use Regulation Amendments

FROM: Plan Amendment Program Specialist

SUBJECT: City of Newberg Plan Amendment
DLCD File Number 001-11

The Department of Land Conservation and Development (DLCD) received the attached notice of adoption. A Copy of the adopted plan amendment is available for review at the DLCD office in Salem and the local government office.

Appeal Procedures*

DLCD ACKNOWLEDGMENT or DEADLINE TO APPEAL: Friday, August 12, 2011

This amendment was submitted to DLCD for review prior to adoption pursuant to ORS 197.830(2)(b) only persons who participated in the local government proceedings leading to adoption of the amendment are eligible to appeal this decision to the Land Use Board of Appeals (LUBA).

If you wish to appeal, you must file a notice of intent to appeal with the Land Use Board of Appeals (LUBA) no later than 21 days from the date the decision was mailed to you by the local government. If you have questions, check with the local government to determine the appeal deadline. Copies of the notice of intent to appeal must be served upon the local government and others who received written notice of the final decision from the local government. The notice of intent to appeal must be served and filed in the form and manner prescribed by LUBA, (OAR Chapter 661, Division 10). Please call LUBA at 503-373-1265, if you have questions about appeal procedures.

*NOTE: The Acknowledgment or Appeal Deadline is based upon the date the decision was mailed by local government. A decision may have been mailed to you on a different date than it was mailed to DLCD. As a result, your appeal deadline may be earlier than the above date specified. NO LUBA Notification to the jurisdiction of an appeal by the deadline, this Plan Amendment is acknowledged.

Cc: Steve Olson, City of Newberg
Angela Lazarean, DLCD Urban Planning Specialist

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FORM 2

DLCD

Notice of Adoption

OPTIONAL ELECTRONIC MAILING

DEPT OF

JUL 25 2011

LAND CONSERVATION AND DEVELOPMENT

For Office Use Only

This Form 2 must be mailed to DLCD within 5-Working Days after the Final Ordinance is signed by the public Official Designated by the jurisdiction and all other requirements of ORS 197.615 and OAR 660-018-000

Jurisdiction: **City of Newberg**

Local file number: **DCA-10-001**

Date of Adoption: **7/18/2011**

Date Mailed: **7/22/2011**

Was a Notice of Proposed Amendment (Form 1) mailed to DLCD? Yes No Date: 4/13/2011

Comprehensive Plan Text Amendment

Comprehensive Plan Map Amendment

Land Use Regulation Amendment

Zoning Map Amendment

New Land Use Regulation

Other:

Summarize the adopted amendment. Do not use technical terms. Do not write "See Attached".

The development code change simplified Newberg's Civic Corridor sign code. The design standards were seen as overly restrictive and counterproductive, as they prevented the approval of some signs that appeared to meet the intent of the Civic Corridor overlay. The code change revised the design standards to better fit the existing good signs in the corridor, and reduced the number of standards that new signs have to incorporate.

Does the Adoption differ from proposal? Yes, Please explain below:

The adopted amendment is very similar to the proposed amendment. Some new design standards were added, and the text of others were modified.

Plan Map Changed from: **na**

to: **na**

Zone Map Changed from: **na**

to: **na**

Location: **Many sites along Howard Street in Newberg**

Acres Involved: **0**

Specify Density: Previous: **na**

New: **na**

Applicable statewide planning goals:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>													

Was an Exception Adopted? YES NO

Did DLCD receive a Notice of Proposed Amendment...

45-days prior to first evidentiary hearing?

Yes No

If no, do the statewide planning goals apply?

Yes No

If no, did Emergency Circumstances require immediate adoption?

Yes No

DLCD File No. 001-11 (18786) [16720]

DLCD file No. _____

Please list all affected State or Federal Agencies, Local Governments or Special Districts:

Chehalem Park and Recreation District

Local Contact: Steve Olson, Associate Planner

Phone: (503) 537-1215 Extension:

Address: PO Box 970

Fax Number: 503-537-1272

City: Newberg

Zip: 97132-

E-mail Address:

steve.olson@newbergoregon.gov

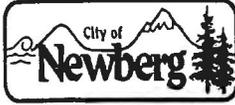
ADOPTION SUBMITTAL REQUIREMENTS

This Form 2 must be received by DLCD no later than 5 working days after the ordinance has been signed by the public official designated by the jurisdiction to sign the approved ordinance(s)
per ORS 197.615 and OAR Chapter 660, Division 18

1. This Form 2 must be submitted by local jurisdictions only (not by applicant).
2. When submitting the adopted amendment, please print a completed copy of Form 2 on light green paper if available.
3. Send this Form 2 and one complete paper copy (documents and maps) of the adopted amendment to the address below.
4. Submittal of this Notice of Adoption must include the final signed ordinance(s), all supporting finding(s), exhibit(s) and any other supplementary information (ORS 197.615).
5. Deadline to appeals to LUBA is calculated **twenty-one (21) days** from the receipt (postmark date) by DLCD of the adoption (ORS 197.830 to 197.845).
6. In addition to sending the Form 2 - Notice of Adoption to DLCD, please also remember to notify persons who participated in the local hearing and requested notice of the final decision. (ORS 197.615).
7. Submit **one complete paper copy** via United States Postal Service, Common Carrier or Hand Carried to the DLCD Salem Office and stamped with the incoming date stamp.
8. Please mail the adopted amendment packet to:

**ATTENTION: PLAN AMENDMENT SPECIALIST
DEPARTMENT OF LAND CONSERVATION AND DEVELOPMENT
635 CAPITOL STREET NE, SUITE 150
SALEM, OREGON 97301-2540**

9. **Need More Copies?** Please print forms on 8½ -1/2x11 green paper only if available. If you have any questions or would like assistance, please contact your DLCD regional representative or contact the DLCD Salem Office at (503) 373-0050 x238 or e-mail plan.amendments@state.or.us.



ORDINANCE No. 2011-2744

AN ORDINANCE AMENDING THE NEWBERG DEVELOPMENT CODE CIVIC CORRIDOR SIGN CODE

RECITALS:

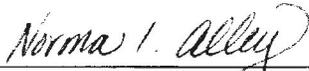
1. On April 4, 2011, the City Council adopted Resolution No. 2011-2939 asking the Planning Commission to consider changes to the Civic Corridor sign code.
2. The Civic Corridor overlay zone was created in 2002 to ensure that new buildings and signs in the corridor were consistent with historic civic buildings, such as the Library and City Hall. There was concern that the Civic Corridor sign code might be too restrictive, as some signs that appeared to be consistent with the historic civic corridor did not meet enough design standards to gain approval.
3. The Planning Commission discussed this issue at an April 14, 2011, public workshop.
4. After proper notice, the Planning Commission held a hearing on June 9, 2011. They found that the existing Civic Corridor sign code is overly restrictive, and that the code could be made simpler and more flexible while still meeting the intent of the Civic Corridor overlay. The Planning Commission approved Resolution No. 2011-289, which recommended adoption of the attached ordinance.
5. After proper notice, the Newberg City Council held a hearing on July 18, 2011, to consider the attached ordinance. The Code of Newberg is as shown in Exhibit "A", which is hereby attached and by this reference incorporated.

THE CITY OF NEWBERG ORDAINS AS FOLLOWS:

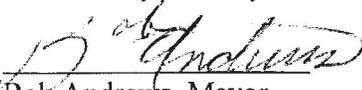
1. The City of Newberg Municipal Code is amended as shown in Exhibit "A", which is hereby adopted and by this reference incorporated.
2. The findings shown in Exhibit "B", which is hereby adopted and by this reference incorporated.

➤ **EFFECTIVE DATE** of this ordinance is 30 days after the adoption date, which is: August 17, 2011.

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of July, 2011, by the following votes: **AYE: 7 NAY: 0 ABSENT: 0 ABSTAIN: 0**


Norma I. Alley, City Recorder

ATTEST by the Mayor this 21st day of July, 2011.


Bob Andrews, Mayor

LEGISLATIVE HISTORY

By and through the Planning Commission at the 6/9/11 meeting.

**Exhibit “A” to Ordinance 2011-2744
Proposed Amendment to Newberg Development Code**

Newberg Development Code shall be amended as follows:

(Note: Additions to the code are underlined, deletions are ~~struckthrough~~.)

**Chapter 15.350
CIVIC CORRIDOR OVERLAY (CC) SUBDISTRICT**

15.350.010 PURPOSE.

(A) The Civic Corridor Overlay Sub-district is designed to emphasize the civic heart of the community and to capitalize on the significant amenity that Newberg’s historic downtown buildings represent. Two buildings which characterize the historic style of Newberg are City Hall, built in 1913 and the library, built in 1912. The important architectural features of this style are illustrated in the figure below.



(B) Specific design standards will ensure that new development is consistent with the regional and local historical traditions that these buildings represent. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historical compatibility is better achieved by relating to the vertical proportions of historic facades, the depth and quality of windows and doors, and emulating the simple vertical massing of historical buildings.

(C) The CC Sub-district is intended to emphasize the civic and historic character of that portion of downtown Newberg generally bounded by Sherman Street on the north, Blaine Street on the west, 5th Street on the south, and Howard and School Streets on the east and as depicted on the zoning map. The sub-district overlay may be applied within any zoning district within these boundaries. The sub-district shall be designated by the suffix "CC" added to the symbol of the parent district. Permitted uses include those permitted by the underlying zoning district and other uses specifically allowed within the CC Sub-district that are compatible with the uses in the underlying zoning.

(Ord. 2002-2561, passed 4-1-02)

15.350.020 GENERAL PROVISIONS.

The uses, procedures, and standards contained within § 15.350.030 through § 15.350.060 apply in addition to the development standards of the underlying zone. Where there is a conflict between the uses and standards of this section and those of the base zone, the uses and standards of this section shall prevail.

(Ord. 2002-2561, passed 4-1-02)

15.350.060 DEVELOPMENT STANDARDS.

In addition to the standards of § 15.220.080, the following development standards shall apply to new development or redevelopment within the Civic Corridor Overlay Sub-district.

(E) *Signage standards.* In addition to the C-3 signage requirements of § 15.435.010 through §15.435.120, to encourage the historic character of the Civic Corridor as described in § 15.350.010, signs lettering within the Civic Corridor shall not exceed 12 inches in height, and signs shall include at least one ~~four~~ of the following ~~six~~ elements:

- ~~(1) The most prominent element on a sign, such as the business' name, uses a serif font and does not exceed eight inches in height.~~
- ~~(2) The sign includes a frame, background or lettering in natural wood materials.~~
- ~~(13) The sign includes a frame, background or lettering in copper, bronze or brass in natural finishes, comprising at least 5 percent of the sign face.~~
- ~~(2) The sign is a freestanding brick monument sign.~~
- ~~(4) The sign incorporates decorative wrought iron.~~
- ~~(35) The sign lettering is in a raised relief, and is constructed of either naturally-finished metal or white-painted wood (or material that appears to be wood).~~
- ~~(4) The sign lettering is engraved in either metal or masonry.~~
- ~~(56) The sign is attached to a mounting bracket and allowed to swing freely.~~

End of proposed amendment.

**Exhibit “B” to Ordinance 2011-2744
Findings**

Newberg Development Code § 15.350.010 PURPOSE – CIVIC CORRIDOR OVERLAY.

- (A) *The Civic Corridor Overlay Sub-district is designed to emphasize the civic heart of the community and to capitalize on the significant amenity that Newberg’s historic downtown buildings represent. Two buildings which characterize the historic style of Newberg are City Hall, built in 1913 and the library, built in 1912. The important architectural features of this style are illustrated in the figure below.*
- (B) *Specific design standards will ensure that new development is consistent with the regional and local historical traditions that these buildings represent. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historical compatibility is better achieved by relating to the vertical proportions of historic facades, the depth and quality of windows and doors, and emulating the simple vertical massing of historical buildings.*

Newberg Comprehensive Plan

J. URBAN DESIGN

GOAL 1: *To maintain and improve the natural beauty and visual character of the City.*

POLICIES:

1. General Policies

- g. Community appearance should continue to be a major concern and subject of a major effort in the area. Street tree planting, landscaping, sign regulations and building improvements contribute to community appearance and should continue to be a major design concern and improvement effort.*

Findings: As stated in the above purpose statement and policies, maintaining and improving the visual character of the city is important to the community. The historic character of the Civic Corridor, as characterized by City Hall and the Library, is an area of special focus. The existing Civic Corridor sign code is inflexible, and can prevent signs that have historic character and meet the purpose of the Civic Corridor regulations from being approved. The proposed amendments will change the design elements to better match the observed historic character of the Civic Corridor, and only require signs to incorporate one design element. These amendments will make the Civic Corridor sign code more flexible for institutions and businesses within the corridor, while protecting the historic character of the corridor. The proposed development code amendment therefore conforms to the Newberg Comprehensive Plan by maintaining and improving the visual character of Newberg.

REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: July 18, 2011

Order ___ Ordinance XX Resolution ___ Motion ___ Information ___
No. No. 2011-2744 No.

SUBJECT: An amendment to Newberg's Development Code Civic Corridor sign code.

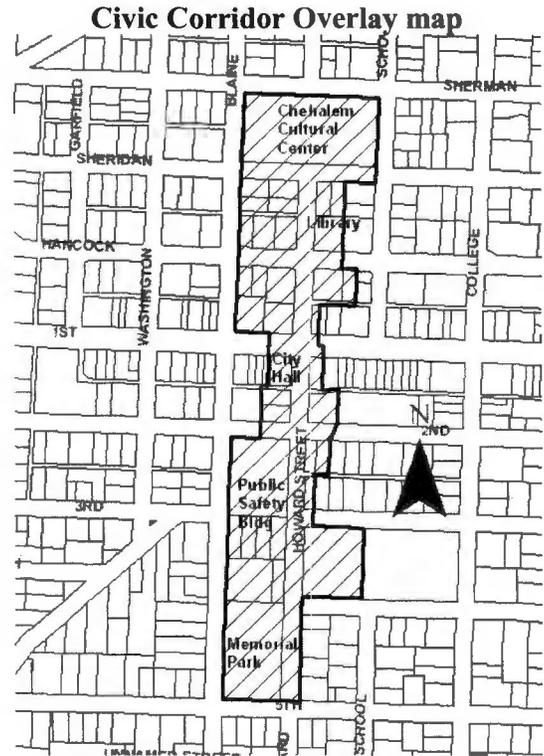
Contact Person (Preparer) for this Motion: Steve Olson, AICP
Dept.: Planning & Building
File No.: DCA-10-001

HEARING TYPE: LEGISLATIVE QUASI-JUDICIAL NOT APPLICABLE

RECOMMENDATION:

Adopt **Ordinance No. 2011-2744**, which amends the Civic Corridor sign code to better match the existing design themes in the corridor and simplifies the code to only require signs to meet one design theme. This will make the Civic Corridor sign code more flexible and allow the proposed Chehalem Cultural Center sign to be approved.

EXECUTIVE SUMMARY:



The Civic Corridor Overlay is a zone that runs north-south along Howard Street and includes most of Newberg's civic buildings. The overlay was created in 2002 to emphasize the civic heart of the community, and has specific design standards for buildings and signs. The purpose of the overlay is to ensure that new development is consistent with historic buildings, such as the Library and City Hall.

Staff feels that the Civic Corridor sign code is too inflexible, and can prevent good signs from being approved. The existing Civic Corridor sign code requires signs to meet the C-3 downtown sign standards plus 4 out of 6 additional Civic Corridor standards. The proposed Chehalem Cultural Center sign easily

meets the C-3 standards but only meets 2 out of 6 Civic Corridor standards. Staff reviewed the existing signs in the corridor and proposed changes to the Civic Corridor sign standards to better match the character of the corridor and simplify the requirements.

The City Council initiated a development code amendment to the Civic Corridor sign code through Resolution 2011-2939 on April 4, 2011. The Planning Commission held a workshop on the issue on April 14, 2011 and held a hearing on potential code changes on June 9, 2011. The Planning Commissioners agreed with the proposed code changes, with the additional condition that sign lettering should not exceed 12 inches in height. The Planning Commission approved Resolution 2011-289, recommending that the City Council adopt the proposed changes to the Civic Corridor sign code.

The proposed Civic Corridor sign code requires signs to meet the C-3 signage requirements (no change), limits the height of sign lettering to 12 inches maximum, and requires signs to include at least one of the following elements:

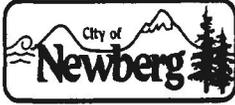
- (1) The sign includes a frame, background or lettering in copper, bronze or brass in natural finishes, comprising at least 5 percent of the sign face.
- (2) The sign is a freestanding brick monument sign.
- (3) The sign lettering is in a raised relief, and is constructed of either naturally-finished metal or white-painted wood (or material that appears to be wood).
- (4) The sign lettering is engraved in either metal or masonry.
- (5) The sign is attached to a mounting bracket and allowed to swing freely.

FISCAL IMPACT: No direct impact.

STRATEGIC ASSESSMENT: The proposed changes simplify the sign code in the Civic Corridor and better align the code with the existing design themes that help tie the corridor together. The proposed change will also assist the Chehalem Cultural Center to complete their sign in a way that they feel will improve the appearance and help establish the identity of the center.

Attachments:

- Ordinance 2011-2744 with
 - Exhibit A: Development Code Amendment
 - Exhibit B: Findings
- 1. Planning Commission Resolution 2011-289 (exhibits by reference)
- 2. Planning Commission Staff Report of June 9, 2011
- 3. Minutes of June 9, 2011 Planning Commission
- 4. City Council Resolution 2011-2939
- 5. Photos of Civic Corridor signs
- 6. Public comments (none as of 6/28/11)



ORDINANCE NO. 2011-2744

AN ORDINANCE AMENDING THE NEWBERG DEVELOPMENT CODE CIVIC CORRIDOR SIGN CODE

RECITALS:

1. On April 4, 2011 the City Council adopted Resolution 2011-2939 asking the Planning Commission to consider changes to the Civic Corridor sign code.
2. The Civic Corridor overlay zone was created in 2002 to ensure that new buildings and signs in the corridor were consistent with historic civic buildings, such as the Library and City Hall. There was concern that the Civic Corridor sign code might be too restrictive, as some signs that appeared to be consistent with the historic civic corridor did not meet enough design standards to gain approval.
3. The Planning Commission discussed this issue at an April 14, 2011 public workshop.
4. After proper notice, the Planning Commission held a hearing on June 9, 2011. They found that the existing Civic Corridor sign code is overly restrictive, and that the code could be made simpler and more flexible while still meeting the intent of the Civic Corridor overlay. The Planning Commission approved Resolution 2011-289, which recommended adoption of the attached ordinance.
5. After proper notice, the Newberg City Council held a hearing on July 18, 2011 to consider the attached ordinance. The Code of Newberg is as shown in Exhibit "A". Exhibit "A" is hereby attached and by this reference incorporated.

THE CITY OF NEWBERG ORDAINS AS FOLLOWS:

1. The Code of Newberg is amended as shown in Exhibit "A", which is attached. Exhibit "A" is hereby adopted and by this reference incorporated.

2. The findings shown in Exhibit "B" are hereby adopted. Exhibit "B" is hereby by this reference incorporated.

➤ **EFFECTIVE DATE** of this ordinance is 30 days after the adoption date, which is: August 17, 2011.

ADOPTED by the City Council of the City of Newberg, Oregon, this 18th day of July, 2011, by the following votes: **AYE:** **NAY:** **ABSENT:** **ABSTAIN:**

Norma I. Alley, City Recorder

ATTEST by the Mayor this 21st day of July, 2011.

Bob Andrews, Mayor

LEGISLATIVE HISTORY

By and through the Planning Commission at the 6/9/11 meeting.

**Exhibit A to Ordinance 2011-2744
Proposed Amendment to Newberg Development Code**

Newberg Development Code shall be amended as follows:

(Note: Additions to the code are underlined, deletions are ~~struckthrough~~.)

**Chapter 15.350
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15.350.010 PURPOSE.

(A) The Civic Corridor Overlay Sub-district is designed to emphasize the civic heart of the community and to capitalize on the significant amenity that Newberg's historic downtown buildings represent. Two buildings which characterize the historic style of Newberg are City Hall, built in 1913 and the library, built in 1912. The important architectural features of this style are illustrated in the figure below.



(B) Specific design standards will ensure that new development is consistent with the regional and local historical traditions that these buildings represent. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historical compatibility is better achieved by relating to the vertical proportions of historic facades, the depth and quality of windows and doors, and emulating the simple vertical massing of historical buildings.

(C) The CC Sub-district is intended to emphasize the civic and historic character of that portion of downtown Newberg generally bounded by Sherman Street on the north, Blaine Street on the west, 5th Street on the south, and Howard and School Streets on the east and as depicted on the zoning map. The sub-district overlay may be applied within any zoning district within these boundaries. The sub-district shall be designated by the suffix "CC" added to the symbol of the parent district. Permitted uses include those permitted by the underlying zoning district and other uses specifically allowed within the CC Sub-district that are compatible with the uses in the underlying zoning.

(Ord. 2002-2561, passed 4-1-02)

15.350.020 GENERAL PROVISIONS.

The uses, procedures, and standards contained within § 15.350.030 through § 15.350.060 apply in addition to the development standards of the underlying zone. Where there is a conflict between the uses and standards of this section and those of the base zone, the uses and standards of this section shall prevail.

(Ord. 2002-2561, passed 4-1-02)

15.350.060 DEVELOPMENT STANDARDS.

In addition to the standards of § 15.220.080, the following development standards shall apply to new development or redevelopment within the Civic Corridor Overlay Sub-district.

(E) *Signage standards.* In addition to the C-3 signage requirements of § 15.435.010 through §15.435.120, to encourage the historic character of the Civic Corridor as described in § 15.350.010, signs lettering within the Civic Corridor shall not exceed 12 inches in height, and signs shall include at least one ~~four~~ of the following ~~six~~ elements:

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- ~~(4) The sign incorporates decorative wrought iron.~~
- (35) The sign lettering is in a raised relief, and is constructed of either naturally-finished metal or white-painted wood (or material that appears to be wood).
- (4) The sign lettering is engraved in either metal or masonry.
- (56) The sign is attached to a mounting bracket and allowed to swing freely.

End of proposed amendment.

Exhibit B to Ordinance 2011-2744 Findings

Newberg Development Code § 15.350.010 PURPOSE – CIVIC CORRIDOR OVERLAY.

- (A) *The Civic Corridor Overlay Sub-district is designed to emphasize the civic heart of the community and to capitalize on the significant amenity that Newberg's historic downtown buildings represent. Two buildings which characterize the historic style of Newberg are City Hall, built in 1913 and the library, built in 1912. The important architectural features of this style are illustrated in the figure below.*
- (B) *Specific design standards will ensure that new development is consistent with the regional and local historical traditions that these buildings represent. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historical compatibility is better achieved by relating to the vertical proportions of historic facades, the depth and quality of windows and doors, and emulating the simple vertical massing of historical buildings.*

Newberg Comprehensive Plan

J. URBAN DESIGN

GOAL 1: *To maintain and improve the natural beauty and visual character of the City.*

POLICIES:

1. General Policies

- g. Community appearance should continue to be a major concern and subject of a major effort in the area. Street tree planting, landscaping, sign regulations and building improvements contribute to community appearance and should continue to be a major design concern and improvement effort.*

Findings: As stated in the above purpose statement and policies, maintaining and improving the visual character of the city is important to the community. The historic character of the Civic Corridor, as characterized by City Hall and the Library, is an area of special focus. The existing Civic Corridor sign code is inflexible, and can prevent signs that have historic character and meet the purpose of the Civic Corridor regulations from being approved. The proposed amendments will change the design elements to better match the observed historic character of the Civic Corridor, and only require signs to incorporate one design element. These amendments will make the Civic Corridor sign code more flexible for institutions and businesses within the corridor, while protecting the historic character of the corridor. The proposed development code amendment therefore conforms to the Newberg Comprehensive Plan by maintaining and improving the visual character of Newberg.

PLANNING COMMISSION RESOLUTION NO. 2011-289

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF NEWBERG RECOMMENDING THAT THE CITY COUNCIL MODIFY THE DEVELOPMENT CODE RELATING TO CIVIC CORRIDOR SIGNS

RECITALS:

1. The Newberg Development Code currently requires signs in the Civic Corridor to meet four out of six design elements. This is very restrictive, and can prevent the approval of signs that appear to meet the intent of the Civic Corridor overlay zone.
2. The code could allow some additional flexibility by modifying the sign design elements to better match the character of the Civic Corridor, and only requiring signs to meet one design element. The proposed code changes would still meet the intent of the Civic Corridor sign regulations, which is to ensure that new signs fit the historic character of the corridor.
3. On April 4, 2011, the Newberg City Council adopted Resolution 2011-2939, initiating potential amendments to the Development Code.
4. On April 14, 2011, the Planning Commission held a public workshop to discuss Newberg's existing Civic Corridor sign code and potential code changes.
5. On April 21, 2011, notice of the proposed changes and public hearing was mailed to all property owners within the Civic Corridor overlay zone.
6. On April 22, 2011, notice of the public hearing was posted in four public locations (City Hall, Library, Fire Station, and Public Safety Building)
7. On April 27, 2011, notice of the public hearing on the proposed changes was published in the *Newberg Graphic*.
8. On May 12, 2011, the Newberg Planning Commission moved the public hearing on the proposed amendments to the following meeting on June 9, 2011.
9. On June 9, 2011, the Newberg Planning Commission held a public hearing on the proposed amendments.

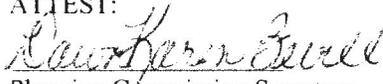
NOW THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Newberg that it recommends that the City Council approve the amendment to the Newberg Development Code as shown in Exhibit A.

This recommendation is based on the staff report, the findings in Exhibit B, and testimony.

Adopted by the Newberg Planning Commission on this 9th day of June, 2011.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1 (Stuhr)

ATTEST:


Planning Commission Secretary

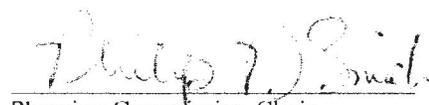
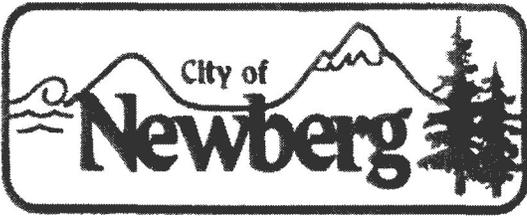

Planning Commission Chair

Exhibit A: Development Code Text Amendments
Exhibit B: Findings

Z:\WP5FILES\FILES.DCA\DCA-10-001 Civic Corridor signs PC Civic Corridor signs staff report 2011-0609.docx

City of Newberg
414 E. First Street
P.O. Box 970
Newberg, OR 97132



City Manager
(503) 538-9421
(503) 538-5013 FAX

Planning and Building Department

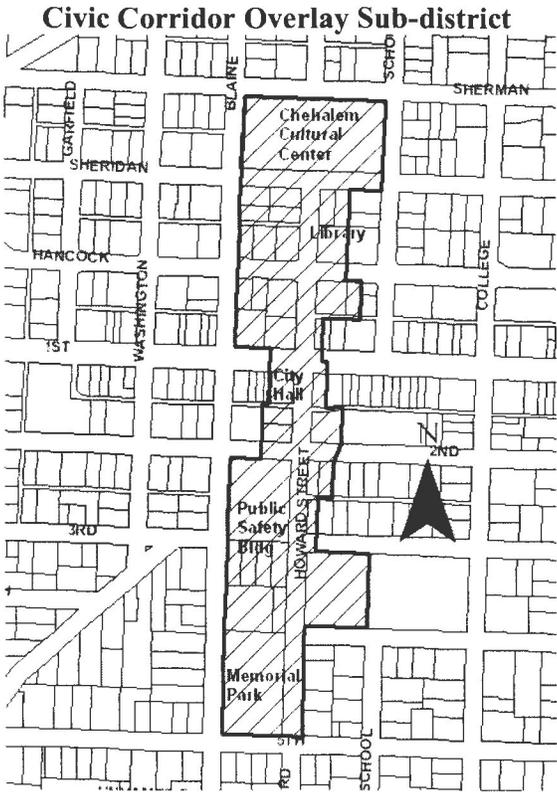
P.O. Box 970 • 414 E. First Street • Newberg, Oregon 97132 • (503) 537-1240 • Fax (503) 537-1272

STAFF REPORT – CIVIC CORRIDOR SIGN CODE AMENDMENTS

FILE NO: DCA-10-001
REQUEST: Amend Newberg’s Development Code to make the Civic Corridor sign code more flexible.
APPLICANT: City of Newberg
PREPARED BY: City of Newberg Planning Staff
HEARING DATE: June 9, 2011 Planning Commission (moved from May 12, 2011)

ATTACHMENTS:

- Resolution No. 2011-289
 - Exhibit A: Proposed Amendments
 - Exhibit B: Findings
- 1. City Council Resolution 2011-2939
- 2. Photos of Civic Corridor signs
- 3. Public comments received to date (none)



I. SUMMARY

The current Civic Corridor sign code is quite restrictive, and requires signs to meet at least four out of six Civic Corridor design elements. In practice, it is very difficult to meet the Civic Corridor standards; a proposed sign for the Chehalem Cultural Center, for example, consists of raised bronze letters and appears to be a good fit for the Civic Corridor but cannot be approved as it only meets two out of six Civic Corridor design elements. The proposed code amendment would change the Civic Corridor design elements to better match the design themes of signs and buildings in the corridor, and only require signs to meet one design theme. This will simplify the sign standards and add flexibility while preserving the intent of the Civic Corridor overlay.

II. BACKGROUND

The Civic Corridor Overlay is a zone that runs north-south along Howard Street and includes most of Newberg's civic buildings. The overlay was created in 2002 to emphasize the civic heart of the community, and has specific design standards for buildings and signs. The purpose of the overlay is to ensure that new development is consistent with historic buildings, such as the Library and City Hall. Staff feels that the Civic Corridor sign code is too inflexible, and can prevent good signs from being approved. Staff developed potential code changes that would allow the Cultural Center sign to be approved, would simplify the sign standards, and better align the standards with design themes within the corridor. The code language in the attached resolution exhibit is intended as a starting point for the discussion.

The City Council initiated a development code amendment to the Civic Corridor sign code through Resolution 2011-2939 on April 4, 2011. The Planning Commission held a workshop on April 14, 2011 to discuss Newberg's existing Civic Corridor sign code and potential code changes.

III. DISCUSSION

The current Civic Corridor sign regulations are not flexible. Proposed signs must meet the C-3 downtown sign standards plus meet four out of six Civic Corridor design elements. In practice, good signs that appear to fit the historic designs within the Civic Corridor sometimes cannot be approved. The proposed Chehalem Cultural Center sign, for example, consists of raised bronze letters over the front entrance and is very similar to the raised letters on City Hall, the Post Office, the Fire Department and the Public Safety Building. This sign easily meets the C-3 sign standards but only meets two out of four Civic Corridor standards and cannot be approved. Another example is the *Newberg Graphic* brick monument sign, which is located just outside the Civic Corridor; this sign easily meets the C-3 downtown sign standards but could not have been approved if it was within the Civic Corridor.

Current requirements = 4 of 6 Civic Corridor standards + 10 points on C-3 standards

Civic Corridor sign design elements

1. The most prominent element on a sign, such as the business' name, uses a serif font and does not exceed eight inches in height.
2. The sign includes a frame, background or lettering in natural wood materials.
3. The sign includes a frame, background or lettering in copper or brass in natural finishes.
4. The sign incorporates decorative wrought iron.
5. The lettering is in a raised relief.
6. The sign is attached to a mounting bracket and allowed to swing freely.

C-3 sign point system

Points Possible	Element
	Sign Type
4	The sign is attached to a mounting bracket and allowed to swing freely.
4	The sign is on an awning and meets the standards in NMC <u>15.435.080</u> .
3	The sign is a fin sign extending at least two feet from the building surface.
3	The sign primarily includes raised or engraved individual letters or graphics on a background wall.
2	The sign is freestanding and less than six feet high.
	Sign Material
4	The sign is sandblasted or carved wood.
4	The sign includes natural finished wood in the frame, background or lettering (plywood excluded).
4	The sign includes a frame, background or lettering in aluminum, copper or brass in natural finishes.
2	The sign is on an opaque fabric awning made of cotton-based canvas or woven acrylic and includes free-hanging trim or vertical front.
2	The sign incorporates decorative wrought iron.
	Sign Face
4	The outline of the sign frame (or the letters and graphics if no frame) is predominantly curved or nonrectangular.
3	All colors on the sign are low intensity, such as muted earth tones. Bright, fluorescent, or neon colors are excluded.
2	The most prominent lettering on the sign, such as the business' name, uses a serif or cursive font.
2	At least 15 percent of the sign area is a landscape, nature, or similar art scene.
	Lighting
2	The sign uses neon tube lighting for letters or graphics.
minus 2	The sign uses internal illumination with greater than 30 percent transparent or light-colored face.
minus 2	The sign is on a backlit, translucent awning.
minus 4	The sign uses blinking, flashing, or chasing lights.
	Sign Size
1 point per 20 percent reduction	For major attached signage, one point for each full 20 percent reduction in the total sign area allowed on that building frontage. For major freestanding signage, one point for each full 20 percent reduction in the total area allowed for that sign.

Staff reviewed the existing signs in the Civic Corridor and determined that there are several design themes that tie the corridor signs together: (1) raised metal or wood letters on a background wall (letters up to 12 inches tall); (2) copper/brass/bronze frames or highlights; and (3) brick backgrounds or structures. The existing Civic Corridor sign code encourages freely-swinging signs on mounting brackets; this design element fits the downtown historic character well and could be kept as a design element. Engraved letters in metal or masonry also fit the historic character of the Civic Corridor. The code could be simplified to require signs to meet at least one of the design themes noted above for signs in the Civic Corridor, while still meeting the C-3 downtown standards. This would simplify the code, allow the Chehalem Cultural Center sign to be approved, and would set clear standards for signs within the Civic Corridor. This would also provide more flexibility for future signage at the Library and within the Cultural District area.

Staff sent a copy of the proposed code change to all property owners and public agencies within the Civic Corridor overlay, and received one comment. Leah Griffith, Library Director, wanted to know how the code change would affect the Library when they wanted to change their existing readerboard sign. Would they be able to have a readerboard sign similar to the *Newberg Graphic* sign or the Library's old monument sign? Leah did like the proposed Cultural Center sign, and was in favor of code changes to allow it. She asked how the proposed changes would fit with any ideas that come out of the Cultural District project.

The proposed changes will make the Civic Corridor sign code more flexible and give the Library and the Cultural District more design options in the future. Under the current code the Library could not build a readerboard sign like the *Graphic's* (the sign is a freestanding brick monument sign with a curved top, raised metal letters, and a readerboard). That sign would easily meet the C-3 standards but only meets two out of six Civic Corridor standards and could not be approved. The proposed changes would allow the Library to have a readerboard sign like the *Graphic*, and allow additional flexibility for the Cultural District project.

IV. STAFF RECOMMENDATION

The staff recommendation is made in the absence of public testimony and may be modified prior to the close of the hearing. At this time, staff recommends:

Adopt Resolution 2011-289, recommending that the City Council adopt the proposed Development Code amendments to the Civic Corridor sign regulations.

PLANNING COMMISSION MINUTES
June 9, 2011
7 p.m. Regular Meeting
Newberg Public Safety Building
401 E. Third Street

TO BE APPROVED AT THE JULY 14, 2011 PLANNING COMMISSION MEETING

I. ROLL CALL:

Present:	Philip Smith, Chair Lon Wall Art Smith Kale Rogers, Student PC	Thomas Barnes, Vice Chair Allyn Edwards Gary Bliss
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Absent: Cathy Stuhr (excused)

Staff Present: Barton Brierley, Building & Planning Director
Steve Olson, Associate Planner
DawnKaren Bevill, Minutes Recorder

II. OPEN MEETING:

Chair Smith opened the meeting at 7:00 p.m. and asked for roll call.

III. CONSENT CALENDAR:

Vice Chair Smith entertained a motion to accept the minutes of the May 12, 2011 meeting.

MOTION #1: Art Smith/Gary Bliss approve the minutes from the Planning Commission Meeting of May 12, 2011. (6Yes/ 0 No/ 1 Absent [Stuhr]) Motion carried.

IV. COMMUNICATIONS FROM THE FLOOR:

Barton Brierley introduced Elizabeth Fouch who is a student from George Fox University and also doing an internship with the City of Newberg Planning Division.

V. LEGISLATIVE PUBLIC HEARINGS:

APPLICANT:	City of Newberg	
REQUEST:	Amend the Newberg Development Code requirements for signs in the Civic Corridor zoning overlay.	
LOCATION:	Civic Corridor overlay zone	
FILE NO.	DCA-10-001	RESOLUTION NO.: 2011-289
CRITERIA:	15.302.030(C)	

Opening of the Hearing:

Chair Smith opened the hearing and asked the Commissioners for any abstentions, conflicts of interest, and objections to jurisdiction to either of the two Legislative Public Hearings to be heard at this meeting. None were brought forward.

Steve Olson gave the staff report and PowerPoint presentation.

Summary:

The existing Civic Corridor sign code is too restrictive.

Some good signs that meet the intent of the Civic Corridor overlay can't be approved.

City Council Resolution 2011-2939 initiated a development code amendment process.

The Planning Commission held a workshop on this issue 4/14/11.

Tonight: Public hearing on proposed changes & PC recommendation

Next step: City Council public hearing (tent. 7/18/11)

Purpose of Civic Corridor overlay:

It was created in 2002 to emphasize the civic heart of the community, characterized by the Library and City Hall. The overlay has specific design standards for buildings and signs to ensure that new developments are consistent with local historic traditions

Mr. Olson explained the existing sign code and reviewed the existing signs in the Civic Corridor. He then explained the proposed changes to the design themes.

Proposed Changes:

Current: Signs must include at least 4 out of 6 possible design elements + meet C-3 standards.

Proposal: Simplify - require signs to meet at least one of the design themes + meet C-3 standards. The proposal simplifies the code, and allows the CCC sign to be approved. It sets clear standards for signs within the Civic Corridor, and keeps the requirement to meet C-3 standards.

Development Code Changes:

(E) *Signage standards.* In addition to the C-3 signage requirements of § 15.435.010 through §15.435.120, to encourage the historic character of the Civic Corridor as described in § 15.350.010, sign lettering within the Civic Corridor shall not exceed 12 inches in height, and signs shall include at least **one** of the following elements:

- (1) The sign includes a frame, background or lettering in copper, bronze or brass in natural finishes, comprising at least 5 percent of the sign face.
- (2) The sign is a freestanding brick monument sign.
- (3) The sign lettering is in a raised relief, and is constructed of either naturally-finished metal or white-painted wood (or material that appears to be wood).
- (4) The sign lettering is engraved in either metal or masonry.
- (5) The sign is attached to a mounting bracket and allowed to swing freely.

Staff Recommendation:

Staff recommends adoption of Resolution 2011-289 recommending that the City Council adopt the proposed Development Code amendments to the Civic Corridor sign regulations.

The commissioners generally agreed with the proposed changes. They discussed the impact the code changes would have, and did not propose any specific changes to the code language.

MOTION #2: Wall/Barnes moved to approve Planning Commission Resolution No. 2011-289. (6 Yes/ 0 No/1 Absent [Stuhr]) Motion carried.

APPLICANT: City of Newberg
REQUEST: Amend the Newberg Development Code pertaining to batch annexation procedures.
LOCATION: Citywide
FILE NO: DCA-11-002 **RESOLUTION NO.:** 2011-291
CRITERIA: 15.302.030(C)

Staff Report: Barton Brierley gave the staff report and Powerpoint presentation.

Proposed Amendments:

Create a “batch” annexation process, where annexation of a group of small properties could be considered together.

Clarify procedures for legislative annexations.

Modify procedures for annexation of properties surrounded by the city (“island” annexations) to conform to recent changes in state law.

Allow legal non-conforming residential use of property to remain after annexation.

Purpose of Amendments:

Reduce costs for housing (and other uses).

Clarify annexation process when City is applicant.

Conform to state laws.

Batch Annexations:

Allows small annexations (< 3 buildable acres) to be grouped.

Annexation considered directly by City Council when in compliance with comprehensive plan.

Annexations go to vote under one ballot title.

Legislative Annexations:

For City Council initiated annexations

For example – health hazards, islands, street right-of-ways

Could include R-4, LIDs

“Application” requirements not imposed

Island Annexations:

State law requires 4 residents in island get to vote

Annexation of residential property “delayed” for 3-10 years.

Annexation of Non-conforming residential uses:

Law currently requires removal of non-conforming uses with 1-10 years of annexation

Applies to residences also

Proposal would allow non-conforming residential uses to remain indefinite

Staff Recommendation:

Staff recommends adoption of Resolution 2011-291, recommending the City Council adopt the proposed amendments

Questions:

Commissioner Barnes asked for clarification regarding the annexation process deadlines on the bottom of page 34(B) and on page 40 B (1). Barton Brierley explained the first one is for the regular annexation process and the second one would be for the batch annexation which is a shorter process.

Commissioner Wall asked for clarification regarding the proposed amendments on page 30 and Action 4.2E on page 31. Barton Brierley explained the action in 4.2E is from the Affordable Action Plan recommendation but this amendment does not propose any changes to the voter annexation requirements.

Commissioner Wall referred to the Legislative annexations on page 38 and stated the Planning Commission will lose some oversight on some annexations in the future. He referred to page 40, item B (4) and asked why, if the City Council can initiate the batch annexation at any time, set specific deadlines for applications? Barton Brierley explained the code will have specific times when annexations can be initiated, giving property owner's specific times they can apply and have their proposal considered. This City Council could also allow a batch annexation at other times, such as on a special election.

Chair Smith asked if an acreage limit can be placed on it, either taking it to the Planning Commission or to the City Council. Barton Brierley does not see an issue in doing that.

Commissioner Wall agreed with a limit on total acreage as Chair Smith suggested and believes the non-residential should be left out of batch annexations.

MOTION #3: Barnes/Art Smith moved to approve Planning Commission Resolution No. 2011-291.

MOTION #4: Wall/Barnes to amend the motion as follows: Batch annexations apply to only residential; adding A (4) on page 39; residential properties only. (6 Yes/ 0 No/ 1 Absent [Stuhr]) Motion carried.

MOTION #5: Bliss/Smith moved to amend with the addition of B (5), page 40; if the total acreage of the batch annexations exceeds 15 acres, it shall be referred to the Planning Commission for a hearing and recommendation. (6 Yes/ 0 No/ 1 Absent [Stuhr]) Motion carried.

MOTION # 6: Barnes/ Wall moved to amend re-number the paragraphs section B on page 40 as follows: B (1) remains the same; B (3) will become B (2); B (4) will become B (3); and B(2) will become B (4). (5 Yes/ 1 No [Philip Smith]/ 1 Absent [Stuhr]) Motion carried.

Vote on Motion #3: (6 Yes/ 0 No/ 1 Absent [Stuhr]) Motion carried.

VI. NEW BUSINESS:

REQUEST: Consider initiating a Development Code Amendment to increase the maximum lot coverage allowed in the R-1 zone from 30% to 40%.

FILE NO.: DCA-11-005

RESOLUTION NO.: 2011-292

Chair Smith stated he has had second thoughts regarding the procedure of this request at the last Planning Commission meeting. After talking to Mr. Brierley and Mayor Bob Andrews he believes he erred. As Planning Commission Chair, he cannot commit City resources just on his say-so alone, but instead should have stated it would be taken under advisement and then it could be voted upon during the Items from Commissioners or New Business section of the meeting as to whether or not the Planning Commission instructs City Staff to develop a resolution.

Barton Brierley gave the following background on the request:

Doug Lanz- Managing Partner for the Terrace Heights Subdivision and Northwest Classic Custom Homes, spoke.

Doug's concerns were about Newberg's lot coverage requirements. Due to 30% lot coverage regulations, the size of a ranch home is limited to around 1800sq ft (Including garage)

The biggest complaint he hears from potential buyers is the inability to build a big enough home. They want a 2200-2400sq ft home on one level.

He is asking for lot coverage to be increased to 40%.

The Planning Commission can initiate the amendment. If they so chose, staff will schedule a hearing at a later date (most likely around July 14th).

Definitions:

Lot Coverage- portion of a lot which, when viewed directly from above, would be covered by a building, or any part of a building, except any area covered by a structure where 50% or more of the perimeter of such structure is open from grade

Parking Coverage- portion of a lot covered by parking lots, aisles, and access, and parking structures, where 50% or more of the perimeter of such structure is open on it sides

Mr. Brierley reviewed the current standards

Purpose for Lot Coverage Standards:

Control Storm Drainage

Provide for Outdoor Living Area on a Lot

Limit Development Density to that Appropriate for the Zone

Mr. Brierley reviewed the City's recent changes made to development standards.

Request:

Amend the development code to increase the maximum lot coverage in R-1 from 30% to 40%

Issues:

Lot sizes have gone down, yet house sizes have increased

Preferences for single story homes and multiple car garages

Preferences more for indoor living and less for outdoor living

Options:

Adopt the resolution as attached or with amendments

Adopt the resolution, contingent on the requestor filing an application and filing fee (\$2,035)

Take no action

Deliberation:

Commissioner Bliss has difficulty with the confusing language about maximum coverage on page 51 (B) and asked for clarification from staff. Mr. Brierley explained it applies to lot and parking coverage and the language needs to be changed. Commissioner Bliss asked why a carport is different from a garage. Barton Brierley explained the code does not really define the purpose of that; his reading of it is a carport ends up being more like an outdoor area and less dense than an enclosed garage. Chair Smith said this does lack a purpose statement for the lot coverage limits because the language is not clear. Commissioner Bliss stated we will need to deal with the proximity of the houses to each other and there is nothing preventing a 2 – 3 story home.

Commissioner Art Smith stated this is an issue due to the element of population who want to move to Newberg and if this can be fixed rather easily, if 40% is a good percentage according to staff, then he agrees. It will be an asset to the community.

Commissioner Barnes stated due to the lot sizes being smaller; the 30% does not work anymore.

Kale Rogers stated if the resolution is adopted, it should be limited to single story houses.

MOTION#7: Edwards/Barnes moved to ask staff to prepare a resolution for a public hearing having to deal with 40% lot coverage in R-1; having it apply to residential uses only; for a single-story residential in the R-1 zone and not to apply to small accessory additions. (6 Yes/ 0 No/ 1 Absent [Stuhr]) Motion carried.

VII. ITEMS FROM STAFF:

Update on Council items:

Barton Brierley stated at their last meeting the City Council heard the Economic Opportunities Analysis changes and the South Industrial Urban Growth Boundary amendment proposal. They will deliberate at the July 20, 2011 meeting. Also, the Habitat for Humanity partition has been appealed to the City Council and they will hear that June 20, 2011. The hearing will be a Record Hearing meaning there will be no oral testimony, just the minutes from the Planning Commission meeting. They will also discuss the uses and rules regarding public spaces on June 20, 2011.

Correspondence: Barton passed out information to the Commissioners from Mr. Anderson regarding the May 14, 2011 minutes.

The next Planning Commission Meeting is scheduled on Thursday, July 14, 2011.

VIII. ITEMS FROM COMMISSIONERS:

Gary Bliss will be away on vacation and will not be in attendance for the July 14, 2011 Planning Commission meeting.

IX. ADJOURN:

Chair Smith adjourned the meeting at 9:10 p.m.

Approved by the Planning Commission on this 14th day of July, 2011.

AYES:

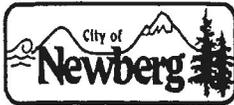
NO:

ABSENT:

ABSTAIN:

Planning Recording Secretary

Planning Commission Chair



RESOLUTION NO. 2011-2939

A RESOLUTION INITIATING AN AMENDMENT TO THE NEWBERG DEVELOPMENT CODE REGARDING SIGNS IN THE CIVIC CORRIDOR

RECITALS:

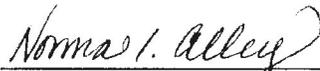
1. The proposed Chehalem Cultural Center sign does not meet the Civic Corridor sign standards. Staff believes the sign is a good fit for the Civic Corridor, and that therefore the Civic Corridor sign standards should be reviewed.
2. The Civic Corridor sign standards currently require signs to include four out of six possible design elements. Staff reviewed the existing signs in the Civic Corridor and determined that there are three design themes that tie the corridor signs together: (1) raised metal or wood letters on a background wall; (2) copper/brass/bronze frames or highlights; and (3) brick backgrounds or structures. The code could be simplified to require signs to meet at least one of the three design themes noted above for signs in the Civic Corridor.
3. This potential amendment would simplify the code, allow the Chehalem Cultural Center sign to be approved, and would set clear standards for signs within the Civic Corridor.
4. The City Council would like to consider a potential amendment to change the Civic Corridor sign standards to focus on the three identified design themes.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City initiates an amendment to the Newberg Development Code that could potentially change the Civic Corridor design standards. The code language in Exhibit "A" is a starting point.
2. By initiating this amendment, the Council does not commit to taking any particular action on the amendment. It only wishes to consider potential amendments through a public hearing process.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: April 5, 2011.

ADOPTED by the City Council of the City of Newberg, Oregon, this 4th day of April, 2011.



 Norma I. Alley, City Recorder

ATTEST by the Mayor this 7th day of April, 2011.



 Bob Andrews, Mayor

Potential Development Code Amendment

(Note: Additions to the code are underlined, deletions are ~~struckthrough~~.)

Part 18.1. CIVIC CORRIDOR OVERLAY (CC) SUB-DISTRICT

151.526.1 PURPOSE.

(A) The Civic Corridor Overlay Sub-district is designed to emphasize the civic heart of the community and to capitalize on the significant amenity that Newberg's historic downtown buildings represent. Two buildings which characterize the historic style of Newberg are City Hall, built in 1913 and the library, built in 1912. The important architectural features of this style are illustrated in the figure below.



(B) Specific design standards will ensure that new development is consistent with the regional and local historical traditions that these buildings represent. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historical compatibility is better achieved by relating to the vertical proportions of historic facades, the depth and quality of windows and doors, and emulating the simple vertical massing of historical buildings.

(C) The CC Sub-district is intended to emphasize the civic and historic character of that portion of downtown Newberg generally bounded by Sherman Street on the north, Blaine Street on the west, 5th Street on the south, and Howard and School Streets on the east and as depicted on the zoning map. The sub-district overlay may be applied within any zoning district within these boundaries. The sub-district shall be designated by the suffix "CC" added to the symbol of the parent district. Permitted uses include those permitted by the underlying zoning district and other uses specifically allowed within the CC Sub-district that are compatible with the uses in the underlying zoning.

(Ord. 2002-2561, passed 4-1-02)

151.526.2 GENERAL PROVISIONS.

The uses, procedures, and standards contained within § 151.526.3 through § 151.526.6 apply in addition to the development standards of the underlying zone. Where there is a conflict between the uses and standards of this section and those of the base zone, the uses and standards of this section shall prevail.

(Ord. 2002-2561, passed 4-1-02)

151.526.6 DEVELOPMENT STANDARDS.

In addition to the standards of § 151.197, the following development standards shall apply to new development or redevelopment within the Civic Corridor Overlay Sub-district.

(E) *Signage standards.* In addition to the C-3 signage requirements of § 151.590 through § 151.601, to encourage the historic character of the Civic Corridor as described in § 151.526.1, signs within the Civic Corridor shall include at least one four of the following six elements:

~~(1) The most prominent element on a sign, such as the business' name, uses a serif font and does not exceed eight inches in height.~~

~~(2) The sign includes a frame, background or lettering in natural wood materials.~~

~~(13) The sign includes a frame, background or lettering in copper, bronze or brass in natural finishes, comprising at least 5 percent of the sign face.~~

~~(2) The sign is a freestanding brick monument sign.~~

~~(4) The sign incorporates decorative wrought iron.~~

~~(35) The sign lettering is in a raised relief, does not exceed 12 inches in height, and is constructed of either naturally-finished metal or white-painted wood (or material that appears to be wood).~~

~~(46) The sign is attached to a mounting bracket and allowed to swing freely.~~

(Ord. 2002-2561, passed 4-1-02)

End of proposed amendment.

Test cases:

Note that the Civic Corridor standards apply to new development or redevelopment only. They do not make any existing signs non-conforming. It is instructive to test the proposed changes on existing signs, however, to verify how they would apply.

- Proposed Cultural Center sign: Would pass – meets two Civic Corridor (CC) standards.
- Post office: Would pass – meets one CC standard.
- Fire Dept.: Would pass – meets one CC standard.
- Public Safety Building: Would pass – meets one CC standard.
- City Hall: Would pass - meets one CC standard.
- Masonic Hall brass wall sign: Would pass – meets two CC standards. Fin sign does not meet C-3 standards, or CC standards.
- Snooty Fox: Would pass – meets two CC standards.
- Oregon First Community Bank: Would pass – monument sign meets two CC standards, and wall sign meets one CC standard.
- Wine Country Antiques: Does not pass but could be modified to pass (by adding a copper frame, for example). (Note: for illustration only – the existing sign is not required to be changed).
- Bike Shoppe: Does not pass but could be modified to pass (by adding a copper outline of a bike or wheel to the sign, for example). (Note: Existing sign is not required to be changed – historic signs are exempt).

Attachment 2: Civic Corridor signs

Post Office (raised letters – approx. 12 inches tall)



Fire Department (raised letters – approx. 10 inches tall)



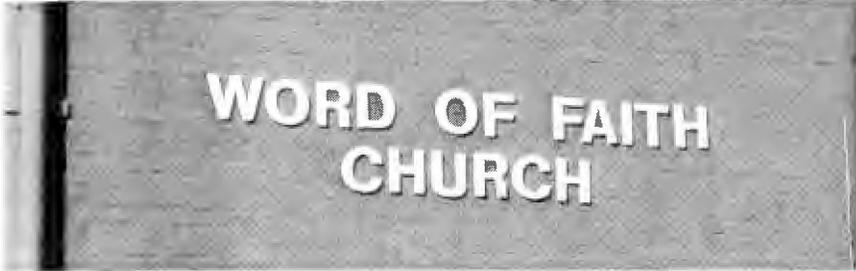
Public Safety Building (raised letters – 8 inches tall)



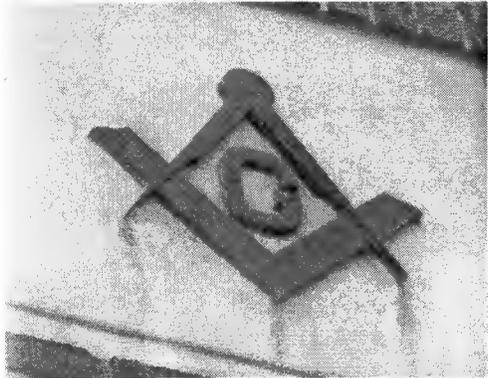
City Hall (raised letters – approx. 12 inches tall)



Word of Faith Church (raised letters – approx. 6 inches tall)



Masonic Hall (raised letters, bronze)



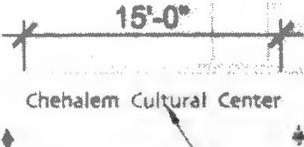
Snoopy Fox (raised letters, bronze)



OR First Community Credit Union (copper frame, brick monument – tallest letter approx. 15 inches)



Proposed Chehalem Cultural Center sign (raised letters, bronze)



- (2) NEW WALL MOUNTED ENTRY SCONCES,
(2) ADDITIONAL ON OPPOSITE SIDE OF
COLUMNS
- (N) 12" TALL BRONZE CUT, STAND OFF
SIGNAGE, SKIA FONT.

Wine Country Antiques (tallest letter approx. 14 inches)

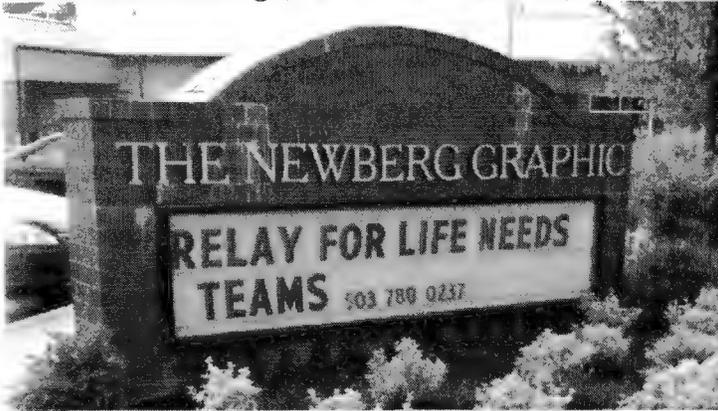


Newbery Bicycle Shoppe



Examples of sign types (these are downtown signs but not in Civic Corridor)

Brick monument sign, raised metal letters (letters less than 12 inches tall)



Sign with copper background (letters are not raised, are less than 12 inches tall)



Sign attached to a mounting bracket and allowed to swing freely



CITY OF NEWBERG

P.O. BOX 970
NEWBERG, OR 97132
PLANNING



*ATTN: PLAN AMENDMENT SPECIALIST
DEPT. OF LAND CONSERVATION + DEVEL.
635 CAPITOL ST. NE, SUITE 150
SALEM, OR 97301-2540*

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07/22/2011

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**LAND CONSERVATION
AND DEVELOPMENT**