

Chapter 17.52

SIGNS

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17.52.010 Purpose.

(1) This chapter's provisions are intended to maintain a safe and pleasing environment for Gladstone by regulating the size, height, number, location, type, structure, design, lighting, and maintenance of signs. More specifically, this chapter intends to achieve the following objectives:

(a) To insure that the design, construction, installation and maintenance of signs does not compromise public safety;

(b) To promote positive conditions for meeting sign user's needs while ensuring that nuisances are avoided to nearby properties;

(c) To support the desired character and development patterns of the City; and

(d) To allow for a reasonable amount of signs while preventing signs from dominating the visual appearance of any area of the City.

Statutory Reference: ORS Ch. 197, 227 and 377

History: Ord. 1364, 2005.

Prior History

17.52.010 **History** Ord. 1131 §2 (part), 1990; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

17.52.020 **History** Ord. 1131 §2 (part), 1990; Ord. 1161 §2, 1992; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

17.52.030 **History** Ord. 1131 §2 (part), 1990; Repealed by Ord. 1323 §1 (part), 2002.

17.52.040 **History** Ord. 1131 §2 (part), 1990; Ord. 1161 §2, 1992; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

17.52.050 **History** Ord. 1131 §2 (part), 1990; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

17.52.055 **History** Ord. 1161 §3, 1992; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

17.52.060 **History** Ord. 1131 §2 (part), 1990; Ord. 1323 §1 (part), 2002;

Repealed by Ord. 1364, 2005.

17.52.070 **History** Ord. 1131 §2 (part), 1990; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

Ord. 17.52.080 **History** Ord. 1131 §2 (part), 1990; Ord. 1323 §1, (part), 2002; Repealed by Ord. 1364, 2005.

Ord. 17.52.090 **History** Ord. 1131 §2 (part), 1990; Ord. 1292 §1 (part), 2000; Ord. 1323 §1 (part), 2002; Repealed by Ord. 1364, 2005.

17.52.020 Applicability.

(1) While the provisions of this chapter regulate the size, height, number, location, type, structure, design, lighting, and maintenance of signs, they are not intended to restrict, limit or control a sign's content, to the extent prohibited by law.

(2) Unless otherwise stated or limited herein, this chapter regulates all related elements of a sign, including a sign's face or display area, structure, supports, braces, guys and anchors.

(3) The provisions of this chapter are in addition to any other relevant provisions under state or federal law.

(4) For the Office Park (OP) zoning district, where the standards of this chapter conflict with the sign standards in the OP district, the standards of the OP district will apply.

Statutory Reference: ORS Ch. 197, 227 and 377

History: Ord. 1364, 2005.

17.52.030 Conformance.

(1) No sign may be placed, constructed, erected, displayed or modified unless it conforms to this chapter's regulations. This chapter is structured to grant permission to erect specified types of signs under specific standards, and does not allow for the erection of a sign not specifically permitted herein.

Statutory Reference: ORS Ch. 197, 227 and 377

History: Ord. 1364, 2005.

17.52.040 General Provisions.

(1) Permit required. Unless exempted under this chapter, a permit is required to place, construct, erect, display or modify a sign.

(2) Review process. The city administrator or his designee will review applications for sign permits for compliance with this chapter unless otherwise stated in this chapter. The city administrator's decision will be rendered in accordance with GMC 17.94 and may be appealed in accordance with GMC 17.92.

(3) Structural code compliance. A sign must

comply with the applicable provisions of the State of Oregon Structural Specialty Code and any related or similar provisions adopted by the City, unless such compliance is modified by this chapter.

(4) Sign clearance. A minimum clearance of eight (8) feet above sidewalks and fifteen (15) feet above driveways must be provided under a freestanding sign.

(5) Vision and sight consideration. A sign must be situated in a manner so as not to adversely affect public safety. Compliance with the City's regulations regarding clear vision is required.

(6) Blanketing. A sign must not be situated in a manner that results in the blanketing or obfuscation of an existing sign on an adjacent property.

(7) Illuminated signs and electric elements.

(a) A sign illuminated in any manner must shield, deflect or otherwise prevent the light illuminating the sign from shining into or onto a neighboring property or impair the vision of any vehicle operator;

(b) No sign or illuminating device associated with a sign may have blinking, flashing or fluttering lights, except as otherwise allowed under this chapter;

(c) No sign or illuminating device associated with a sign may be used in a manner that may be confused with or construed to be traffic signals, traffic control devices, or lights on emergency vehicles;

(d) Except as otherwise provided in this chapter, an illuminated sign cannot be located closer than twenty-five (25) feet to a lot in a residential zoning district;

(e) The light intensity of an illuminated sign or illuminating device associated with a sign must conform to the accepted standards of the sign industry, as provided by the Oregon Electric Sign Association.

(f) A sign containing any electrical components or elements, or illuminated by electrical lighting must be approved under the National Electric Code, as modified by Oregon's regulations, and any related or similar provisions adopted by the City.

(g) An illuminated sign or illuminating device associated with a sign requiring an electric power source must use an Oregon-approved power outlet.

(h) As used in this chapter:

(A) A "directly" illuminated sign means a sign

with exposed lighting or neon tubes on the sign's face, and includes a sign where the message or image is created by light projected onto a surface.

(B) An "indirectly" illuminated sign means a sign with light source that is separate from the sign face and is directed to shine onto the sign.

(C) An "internally" illuminated sign means a sign where the light source is not exposed and is concealed within the sign.

(8) Moving signs. Except as otherwise allowed under this chapter, a sign must remain in a static state, and cannot be designed to rotate, flutter or appear to move.

(9) Maintenance and hazards.

(a) A sign must be in good repair and maintained in a neat, attractive and safe condition, and no sign may be used or situated in a manner that creates a hazard to the public.

(b) Failure to use a sign's copy area for a period of more than twelve (12) consecutive months will constitute a discontinuance of the sign's use and may be declared a nuisance by the City.

(10) Nonconforming signs. A sign that lawfully exists at the time this chapter or any amendment thereto becomes effective, but does not conform to this chapter's standards, may only be altered if:

(a) The alteration does not increase a sign's nonconformity with this chapter's standards; and

(b) The alteration is reviewed under this chapter.

(c) Nonconforming government owned or maintained signs may be altered to the extent of their existing nonconformity notwithstanding this chapter's standards.

(11) Setbacks.

(a) Unless otherwise stated herein, the minimum setback for a sign with a sign face of twenty-four (24) square feet or less in area is one-half of the minimum setback required in the zoning district in which the sign is located. If no setback exists, the sign must be located in an area that ensures it does not compromise public safety, as determined by the city administrator or designee.

(b) Unless otherwise stated herein, the minimum setback for a sign with a sign face greater than twenty-four (24) square feet in area is the same as the minimum setback required in the zoning district in which the sign is located. If no setback exists, the sign must be located in an area that

ensures it does not compromise public safety, as determined by the city administrator or designee.

(12) Area Calculation.

(a) Unless otherwise stated herein, the sign face area limitations established by this chapter will apply on a per-side basis. Every sign is limited to a maximum of two (2) sides.

(b) Sides may be of no greater area than that necessary to provide a frame or support structure to the sign face.

(c) For signs that are allowed a maximum area of twenty-four (24) square feet or more:

(A) Sides cannot exceed the maximum area standard by more than one (1) foot in width, unless the applicant demonstrates to the city administrator's satisfaction that a greater width is necessary to provide adequate support for the sign faces; and

(B) Two (2) support poles may be excluded from the area calculation provided that the caliper of any pole does not exceed one (1) foot, unless the applicant demonstrates to the city administrator's satisfaction that a greater caliper is necessary to provide adequate support for the sign.

(d) For signs required to have a maximum area of less than twenty-four (24) square feet:

(A) Sides cannot exceed the maximum area standard by more than six (6) inches in width, unless the applicant demonstrates to the city administrator's satisfaction that a greater width is necessary to provide adequate support for the sign faces; and

(B) One (1) support pole may be excluded from the area calculation provided that the caliper of any pole does not exceed six (6) inches, unless the applicant demonstrates to the city administrator's satisfaction that a greater caliper is necessary to provide adequate support for the sign.

(e) Support structures excluded from the area calculation may only contain copy or graphics to the extent that such markings are placed on the support structures by the structures' manufacturer.

(f) Requests to allow sides to exceed the maximum widths or to allow support poles to exceed the maximum calipers established herein will be reviewed pursuant to the GMC's design review standards. In no event may a side exceed a maximum width by more than two (2) feet, or may a caliper be larger than two (2) feet.

(13) Definitions.

(a) "Electronic message center sign" is a sign

whose informational content can be changed or altered by electronic means and whose message is typically delivered through the use of LED lights.

(b) "Freestanding sign" is a ground or pole mounted sign not attached to a building, but does not include a portable A-frame sign.

(c) "On-building sign" is a sign attached to any part of a building.

(d) "Portable A-frame sign" or "A-frame" is a sign with two (2) sides, the frame or support structure of which is hinged or connected at the top of the sign in such a manner that the sign is easily moved and erected.

(e) "Temporary sign" is a sign that historically advertised events of a limited duration, such as political campaigns, real estate sales, special sales, etc. As opposed to other signs permitted under this chapter, temporary signs cannot be displayed permanently. For this chapter's purposes, a temporary sign may be a freestanding or on-building sign, but cannot be an A-frame sign.

Statutory Reference: ORS Ch. 197, 227 and 377

History: Ord. 1364, 2005.

17.52.050 Exemptions.

(1) The following signs do not require a sign permit, but must otherwise conform to this chapter's standards:

(a) A sign with a sign face area of two (2) square feet or less;

(b) Government owned or maintained signs in the public right-of-way;

(c) A sign in an open space district;

(d) Temporary signs;

(e) A-frame signs in residential districts.

(2) This chapter does not regulate the following signs:

(a) Dispensers, such as beverage, newspaper and recycling machines;

(b) A sign required by local, state or federal law or regulation, such as but not limited to building and address numbers, street signs, and public notices;

(c) A sign not oriented towards or intended to be legible from a right-of-way, private road or other private property, unless otherwise regulated herein;

Statutory Reference: ORS Ch. 197 and 227

History: Ord. 1364, 2005.

17.52.060 Prohibited signs.

(1) This section is provided for the benefit of sign applicants and for the administration of this chapter. However, this section must be read consistently with GMC 17.52.030. As such, because a specific type of sign is not listed as prohibited does not mean that it is allowed. The following is a non-exclusive list of signs that are prohibited in the City:

- (a) A sign that obstructs the vision clearance of a right-of-way or driveway intersection;
- (b) A sign affixed to or placed on a roof, or an on-building sign extending above the roofline of the building on which it is located;
- (c) A sign that obstructs ingress or egress through a door, window, fire escape, standpipe or any similar facility required or designated for safety or emergency use;
- (d) A sign in the public right of way, other than government owned or managed signs, unless otherwise specifically allowed herein.
- (e) Strobe lights.
- (f) A sign affixed to or placed upon a tree.
- (g) A sign affixed to a utility pole.

Statutory Reference: ORS Ch. 197, 227 and 377
History: Ord. 1364, 2005.

17.52.070 Signs in commercial and industrial districts.

(1) Freestanding signs. Freestanding signs are allowed in commercial and industrial zones.

(a) Number. One (1) freestanding sign is allowed for a development or complex, even when more than one tax lot or ownership is included in the development. A second freestanding sign is permitted in the following cases:

(A) If the development has a public vehicular access point on each of two (2) or more streets, and two (2) freestanding signs are desired, each must be located at access points on different streets; or

(B) The development has more than three hundred (300) feet of continuous frontage on a major arterial. In this instance, the combined sign face area of the two freestanding signs cannot exceed the area allowed under GMC 17.52.070(1)(c)(B).

(C) Regardless of whether a development qualifies under 1(a)(A) and 1(a)(B) above, no more than two (2) freestanding signs will be permitted.

(b) Height.

(A) Pole signs: The maximum height of a freestanding pole sign is twenty (20) feet from the ground.

(B) Monument signs: The maximum height of a monument sign is five (5) feet from the ground.

(c) Area. The maximum sign face area for a freestanding sign is forty (40) square feet. The maximum sign face area for a freestanding sign may be exceeded only in the following instances:

(A) The applicant demonstrates that an increased sign face area is warranted due to one or more of the following factors. Under this subsection, the maximum sign face area cannot exceed sixty (60) square feet.

(i) The development upon which the sign will be placed is significantly larger than other developments in the City;

(ii) The sign will be constructed of wood, brick or stone, or a combination of the same, and illuminated indirectly;

(iii) An electronic message sign or other changeable text copy sign will be included, as permitted by this chapter.

(B) The property has frontage on a major arterial, in which case the sign face area may be one-half (1/2) of a square foot per lineal foot of major arterial frontage. Regardless of total frontage, the maximum sign face area under this subsection cannot exceed two hundred (200) square feet.

(d) Illumination. A freestanding sign may be internally or indirectly illuminated consistent with this chapter's standards regarding the illumination of signs.

(2) On-building signs. On building signs are allowed in commercial and industrial zones.

(a) Number. The maximum on-building sign face area may be distributed among any number of signs.

(b) Area. The maximum on-building sign area is calculated as follows:

(A) If no freestanding sign exists for a development, the maximum on-building sign face area for each tenant of that development is one and one-half (1½) square feet per lineal foot of the tenant's primary building wall.

(B) If a freestanding sign exists for a development, the maximum on-building sign face area for each tenant of that development is one (1)

square foot per lineal foot of the tenant's primary building wall.

(C) Each tenant is allowed a minimum of thirty-two (32) square feet of on-building sign face area.

(D) No individual on-building sign may exceed two hundred (200) square feet in sign face area.

(c) Wall graphics. The use of external walls for graphics, artwork or other displays shall be subject to this chapter's limitations for on-building signs.

(d) Illumination. An on-building sign may be internally or indirectly illuminated consistent with this chapter's standards regarding the illumination of signs.

(e) Alternative to on-building sign. A monument sign within a development is permitted as an alternative to an on-building sign provided the monument sign:

(A) Is located in front of the building with which it is associated;

(B) Does not exceed twelve (12) square feet in total area;

(C) Does not exceed five (5) feet in height; and

(D) Uses materials and colors that are the same, or substantially the same, as those used on the building associated with the sign.

(E) A monument sign meeting the standards of this subsection is permitted in addition to any freestanding sign otherwise permitted by this chapter.

(3) Changeable Copy Signs. Electronic message center signs or manually changeable copy signs (a.k.a. "readerboards"), may be incorporated into a freestanding or on-building sign subject to the following provisions.

(a) Number. Only one (1) such sign is allowed in a development.

(b) Area. Such a sign will be included in the maximum area allowed for a freestanding or on-building sign.

(A) An electronic message center sign cannot comprise more than thirty percent (30%) of the sign's area of which it is a part.

(B) A manually changeable copy sign cannot comprise more than eighty percent (80%) of the sign's area of which it is a part.

(c) Design. A changeable copy sign must be integrated into the design of the freestanding or on-building sign of which it is a part.

(d) Duration. If an electronic message center sign displays a segmented message, the entire message must be completed within ten (10) seconds.

(e) Integration required. A changeable copy sign will only be permitted if it is part of a freestanding or on-building sign. This subsection does not allow for such signs to be displayed independent of a freestanding or on-building sign.

(4) Portable A-frame signs. Portable A-frame signs are allowed in commercial and industrial zones.

(a) Number. One (1) A-frame sign is allowed per business. If no business exists on a parcel of property, then one (1) A-frame sign is allowed for that property. If a business or property, as relevant, uses an A-frame sign, then a temporary sign under 17.52.100 cannot be erected.

(b) Location. An A-frame sign must be located within a property's setback, or within another commercially or industrially zoned business's setback, except as provided below.

(A) If the sign is located on another commercially or industrially zoned property, the sign owner must obtain written consent from the business's owner, or from the property's owner if no business exists on the property. As only one (1) A-frame sign is allowed per business or property, as relevant, this consent must also explicitly waive the owner's right to an additional A-frame sign.

(B) For properties without setbacks, or for properties that directly abut a sidewalk, the sign cannot impede pedestrian access along the business's frontage. A sign placed on or near a sidewalk must allow for at least five (5) feet of unobstructed sidewalk width.

(C) An A-frame sign cannot be placed within a roadway, or in medians, traffic islands or any other area within a roadway. Any sign so placed constitutes a safety hazard any may be removed by the City.

(c) Height. The maximum height of an A-frame sign is four (4) feet.

(d) Area. The maximum sign face area for an A-frame sign is six (6) square feet per side.

(e) Duration. A-frame signs may be displayed permanently, and may be displayed when a business is closed.

(f) Business license. After initial issuance of a permit for an A-frame sign, the permit will be renewed contemporaneously with business license

renewal on an annual basis.

(A) The city administrator or designee will provide a permit form to be completed by and issued to the sign's owner prior to the owner's use of an A-frame sign. The form will include an acknowledgement by the sign's owner of the City's rules regarding A-frame signs, describe the precise location of the sign, and include other information necessary to ensure compliance with the City's sign code.

(B) If an A-frame sign owner's business license expires or is otherwise rendered invalid, the owner's use of its A-frame sign is prohibited until a new business license is issued.

(C) A business cannot obtain more than one (1) business license in order to have more than one (1) A-frame sign.

(5) Other signs in commercial and industrial districts. Signs under this subsection are allowed within commercial and industrial zones. Signs allowed under this subsection are in addition to other signs permitted under this chapter.

(a) Internal Sign.

(A) Location. An internal sign must be directed at visitors who have entered a given development, and not be directed to traffic passing by the development. To that end, the minimum setback for an internal sign is two (2) times the minimum setback required in the zoning district in which the internal sign is located, or at another location that ensures the sign is only directed at visitors of a development, as determined by the city administrator or designee. An internal sign traditionally identifies tenants or destinations within a development and directs traffic to such tenants or destinations.

(B) Area. The maximum area allowed for an internal sign is forty (40) square feet.

(C) Number. A development may have no more than four (4) internal signs, and the total aggregate area for all such signs cannot exceed forty (40) square feet.

(D) Height. An internal sign cannot exceed five (5) feet in height.

(E) Sight distance. An internal sign cannot obscure sight distance for on-site traffic.

(b) External Sign.

(A) Location. As opposed to an internal sign, an external sign may only be directed at traffic passing by or leaving a development. To that end, the setback for an external sign is one-half (1/2) of

the minimum setback required in the zoning district in which the external sign is located, or at another location that ensures the sign is only directed at traffic passing by or leaving a development, as determined by the city administrator or designee. An external sign traditionally directs traffic to or from a given development.

(B) Area. The maximum area allowed for an external sign is three (3) square feet.

(C) Number. A development may have two (2) external signs per frontage.

(D) Height. An external sign cannot exceed four (4) feet in height.

(E) Clear vision. An external sign must comply with all corner vision and clear vision requirements.

Statutory Reference: ORS Ch. 197, 227 and 377

History: Ord. 1364, 2005.

17.52.080 Signs in open space districts.

(1) Signs in open space districts are limited to government owned or maintained signs.

(2) Number. One (1) sign is allowed for each parcel or lot zoned open space.

(3) Height. The maximum height of a sign in an open space district is six (6) feet.

(4) Area. The maximum area of a sign in an open space district is forty (40) square feet.

(5) Illumination. A sign in an open space district may be internally or indirectly illuminated consistent with this chapter's standards regarding the illumination of signs.

Statutory Reference: ORS Ch. 197, 227 and 377

History: Ord. 1364, 2005.

17.52.090 Signs in residential zoning districts.

(1) Number. One (1) permanent sign is allowed for each parcel or lot zoned residential.

(2) Type. The sign must be located inside the dwelling, located flat against the dwelling or located no further than four (4) feet from a residence's footprint.

(3) Area. The maximum area of a permanent sign in a residential district is two (2) square feet.

(4) Multifamily or residential subdivision standards.

(a) Area. The maximum area of a multifamily or subdivision sign is thirty-two (32) square feet.

(b) Number and type. One (1) freestanding sign is allowed for a subdivision development or a

multifamily complex, even if more than one (1) tax lot or ownership is included in the development, except as follows:

(A) If a development has more than one (1) access point, one (1) additional sign may be located at a major public access point located on a different public road.

(B) In the case of (A) above, neither sign may exceed thirty-two (32) square feet in area.

(C) Individual properties within a subdivision are allowed a sign in accordance with subsections (1) through (3), above.

(c) Height. The maximum height of a multifamily or subdivision sign is five (5) feet.

(5) Commercial and institutional use standards. The following standards apply to commercial uses approved as conditional uses in residential zones and to institutional uses that are non-conforming uses or that are approved as conditional uses in residential zones.

(a) Number. Only one (1) sign is allowed for a development or complex, even if more than one (1) tax lot or ownership is included in the development, except as follows:

(A) If a development has more than one (1) access point, one (1) additional sign may be located at a major public access point located on a different public road.

(b) Type. The sign may be freestanding or on-building.

(c) Area. The maximum sign face area is thirty-two (32) square feet.

(d) Height. The maximum height for a freestanding sign is five (5) feet, except for changeable copy signs, as provided below.

(e) Setbacks. A freestanding sign must comply with the minimum side and rear setbacks of the zoning district in which it is located. A freestanding sign may be located within the required front and street side setback areas.

(f) Changeable copy signs. In addition to the sign allowed under 17.52.090(5)(a), a church or school may have one (1) freestanding or on-building changeable copy sign.

(A) Such a sign may be internally or indirectly illuminated, but cannot be an electronic message center sign.

(B) Such a sign's maximum sign face area is thirty-two (32) square feet.

(g) Other standards. Signs approved under this subsection are not subject to 17.52.040(7)(d).

(6) Portable A-frame standards.

(a) Number. One (1) A-frame sign is allowed per lot or parcel.

(b) Location. An A-frame sign must be located within a property's setback. If the person responsible for the sign wants to locate the sign on another residentially zoned property, that person must obtain written consent from the owner of the property upon which the sign is to be placed.

(c) Height. The maximum height of an A-frame sign is four (4) feet.

(d) Area. The maximum sign face area for an A-frame sign is six (6) square feet.

(e) Duration. A-frame signs in residential districts are only allowed to be displayed as follows:

(A) From dusk on Fridays to dusk on Sundays; and

(B) From 10:00 a.m. to 2:00 p.m. on one weekday between Monday and Thursday.

Statutory Reference: ORS Ch. 197,227 and 377

History: Ord. 1364, 2005.

17.52.100 Temporary signs.

(1) Temporary signs are allowed in addition to any permanent sign permitted under this chapter, except as otherwise stated below.

(2) Number. One (1) freestanding or on-building temporary sign is allowed per lot or parcel, except as otherwise stated below.

(3) Height. The maximum height of a freestanding temporary sign is six (6) feet. No on-building temporary sign may extend above the roofline of the building on which it is located.

(4) Area.

(a) The maximum area of a temporary sign in a commercial or industrial zone is thirty-two (32) square feet.

(b) The maximum area of a temporary sign in a residential zone is sixteen (16) square feet.

(A) A residentially zoned lot or parcel may have two (2) temporary signs, so long as the total combined area of the two signs does not exceed sixteen (16) square feet.

(5) Anchoring. Temporary signs must be situated in a manner that prevents the sign from being blown from its location, while allowing the prompt removal of the sign.

(6) Duration. A temporary sign may only be displayed for one hundred and eighty (180) days total in any calendar year for each lot or parcel, or

only until the event associated with the sign has ended, whichever is earlier.

(7) Setbacks. The minimum setbacks for a temporary sign shall be one-half of the minimum setback requirements of the zoning district in which the sign is located. If no setback exists, the sign must be located in an area that ensures it does not compromise public safety, as determined by the city administrator or designee.

(8) Additional temporary sign standards for commercial and industrial districts.

(a) Temporary signs may be displayed during hours of operation only.

(b) No temporary sign is allowed for any development or complex that has a changeable copy sign incorporated into a permanent sign.

Statutory Reference: ORS Ch. 197,227 and 377

History: Ord. 1364, 2005.