

SECTION 24 - SIGN STANDARDS AND REQUIREMENTS

1. Purpose. The purpose of this section is to provide objective standards governing the placement and size of signs, and the responsibilities of those persons erecting said signs, within the Tillamook Urban Growth Boundary (UGB).
2. Standards Applicable to Signs. In addition to compliance with provisions of this Ordinance, all signs shall comply with the provisions of the 1983 Uniform Sign Code, as amended.

Permit fees pursuant to Section 304 of the Uniform Sign Code shall be as follows:

- A. \$10.00 for a sign of less than twenty-four (24) square feet in total face area.
 - B. \$20.00 for a sign of twenty-four (24) to one hundred (100) square feet in total face area.
 - C. \$40.00 for a sign of more than one hundred (100) square feet in total face area.
3. General Provisions
 - A. Conflicting Standards: Signs shall be allowed subject to the provisions of this subsection, except when the provisions conflict with the specific standards for signs in the subject district.
 - B. Signs Subject to State Approval: All signs visible to the traveling public from state highways are subject to the regulations and permit requirements of the Highway Division of the State of Oregon Department of Transportation. Where the regulations of the State and City differ, the more restrictive regulations shall govern.
 - C. Uniform Sign Code: All signs shall comply with the provisions of the Uniform Sign Code of the Uniform Building Codes, except as otherwise provided in this section.
 - D. Address Display: The signing program for a multi-family, commercial or industrial development shall include the display of the street number(s) for the development on the sign, support structure or building where it can be seen from adjacent roads.
 - E. Sign Clearances: A minimum of eight (8) feet above sidewalks and fifteen (15) feet above driveways shall be provided under freestanding signs.
 - F. Setbacks: All signs shall be situated in a manner so as not to adversely affect safety, corner vision or other similar conditions. Unless otherwise specified, all signs shall observe the yard setback requirements of the districts in which they are located.
 - G. Blanketing: No sign shall be situated in a manner, which results in the blanketing of an existing sign.

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H. Illuminated Signs:

1. Internally illuminated signs or lights used to indirectly illuminated signs shall be placed, shielded or deflected so as not to shine into residential dwelling units or structures, or impair the vision of the driver of any vehicle.
2. The light intensity of an illuminated sign shall not exceed the accepted standards of the sign industry, as provided by the Oregon Electric Sign Association.
3. No sign or other illuminating devices shall have blinking, flashing or fluttering lights, with the exception of a time and temperature sign approved by the Planning Commission. This subsection shall not apply to Holiday lights (e.g. Christmas Lights).
4. No colored lights shall be used at any location or in any manner, which may be confused with or construed to be traffic signals or lights on emergency vehicles.

I. Moving Signs: No sign structure, or portion thereof, shall be designed to rotate, flutter or appear to move.

J. Maintenance: All signs together with all of their supports, braces, guys, and anchors, shall be kept in good repair and be maintained in a safe condition. All signs and the site upon which they are located shall be maintained in a neat, clean, and attractive condition. Signs shall be kept free from rust, corrosion, peeling paint, or other surface deterioration. The display surfaces of all signs shall be kept neatly painted or posted.

K. Pre-Existing Signs: Signs and sign structures existing prior to the adoption of this ordinance, which complied with the applicable regulations existing when the sign was established, but which do not comply with one or more of the requirements of this subsection, shall be subject to the provisions of Section 31 for Non-conforming Uses, except:

1. Alterations to a non-conforming sign which reduces, or does not increase its non-compliance with the provisions of this ordinance, including changes in display surface, sign area, height and setback, may be allowed.
2. Sign copy which identifies or advertises a business, product or service no longer located on the same site or premises on which the sign is posted shall be replaced, or removed, within one (1) month of the change of occupancy of the premises or vacancy of the premises. Failure to use the copy area of a non-conforming sign for purposes permitted under this section for a period of more than twelve (12) consecutive months shall constitute a discontinuation of use as provided under Section 31 and such sign shall be removed or modified to satisfy all applicable requirements of this Section and the underlying district.

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4. Design Standards

- A. Message: The permanent copy of the sign shall clearly identify the nature of the business or development. When the name alone does not insure public recognition of the nature of the business or development, additional copy may be included as necessary.
- B. Legibility: All forms of sign copy shall be appropriate in size, color, style, spacing and shape to produce a legible, concise, and uncluttered message as viewed from adjacent public roads or from the appropriate internal circulation road or walkway.
- C. Design: Signs shall be designed using shapes, graphics, colors and material, which are coordinated and complement the development or business identified.

5. Residential (R-7.5, R-5.0, R-O).

A. Signs permitted outright

1) Residential Name Plates:

- a) Shall not exceed two (2) square feet.
- b) Shall be limited only to the title, name, and address of the occupant of the premises upon which the sign is located.
- c) Only one (1) such sign shall be permitted upon the premises.
- d) May be illuminated by indirect lighting only.

2) Temporary Signs as described in 8 (G) and (H) below

B. Signs permitted with a Sign Permit

1) Signs pertaining to home occupations, as provided under Section 28 (12) of this ordinance:

- a) If located inside or flush against the dwelling, the sign shall not exceed three (3) square feet in size. If not affixed to or inside the dwelling, the sign shall not exceed two (2) square feet in size.
- b) Only one (1) such sign shall be permitted upon the premises.
- c) May be located within the required setback area of the district provided it is situated in a manner so as not to adversely affect safety, corner vision or other similar conditions.

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- d) May be illuminated by indirect lighting only.
- 2) Signs identifying multiple use development, multi-family development or subdivisions:
 - a) Free-standing and ground-mounted signs shall not exceed twenty-four (24) square feet, as viewed from a single direction, and shall not exceed a height of five (5) feet above the natural ground elevation.
 - b) On-building signs shall be reviewed as part of the architecture of the building.
 - c) No more than one (1) free-standing or ground-mounted identification sign shall be allowed for a development or complex, even when more than one tax lot or ownership is included in the development. However, in mixed-use developments a separate freestanding sign may be allowed to identify the multiple uses and multi-family portion of the development.
 - d) Directional signs within the development shall not exceed three (3) square feet except as provided in the district.
- 3) Signs for Public and Semi-public facilities, schools, churches, hospitals, and similar uses:
 - a) Shall not exceed eighteen (18) square feet.
 - b) Shall pertain only to the use on the premises.
 - c) May be illuminated by indirect lighting only.
 - d) Only two (1) such sign shall be permitted upon the premises.
- 6. Permanent Identification Signs for Commercial and Industrial Development
 - A. Freestanding or ground-mounted signs oriented to off-site circulation identifying the uses on the premises shall be allowed subject to the following conditions:
 - 1) Only one (1) such sign shall be allowed in all commercial (C-N, C-H, C-C, C-TC) and industrial (I-L, I-G) zones per street frontage.
 - 2) Maximum Height:
 - a) All Signs within the Commercial Zoned District (C-N, C-H, C-C, T-C) = Twenty (20) feet
 - 3) Maximum Sign Area:

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- a) Neighborhood Commercial (C-N)
 - (1) Eight (8) square feet
 - b) Highway Commercial (C-H)
 - (1) Forty (40) square feet
 - c) Central Commercial (C-C)
 - (1) Forty (40) square feet
 - d) Town Center (C-TC)
 - (1) As described in Section 22(6)(L) Historic Architectural Design Guidelines
- 4) Setbacks
- a) Signs within the Downtown Business District, as defined in Section 4, shall not be erected on, over or above any right-of-way for a street if any part of such sign extends less than eight (8) feet above grade, or shall not be maintained on, over or above any right-of-way for a street if any part of such sign extends less than seven (7) feet above grade, or closer than two (2) feet toward the inside edge of the existing curb.
 - b) Signs, other than those within the Downtown Business District, shall not be erected or maintained on, over or above any right-of-way for a street if any part of such sign extends less than eight (8) feet above grade or closer than two (2) feet toward the inside edge of the existing curb.
 - c) Signs less than twenty-eight (28) square feet in size must observe at least one-half of the yard setback requirements of the district in which it is located.
 - d) Signs greater than twenty-eight (28) square feet in size must observe the setback requirements of the district in which it is located.
- 5) Sign Structure: When visible, the supporting structure of the sign shall be incorporated into the overall sign design and shall be in scale with the sign. The sign structure, and any street numbers included on the sign structure, shall not be counted for purposes of determining sign area.
- 6) Any sign not located on the site of the use or activity for which it is advertising shall be subject to a Conditional Use Permit. Public facility signs as defined in Section 4 of this Ordinance shall be exempt from this requirement.

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- 7) Illumination: Such signs may be internally or indirectly illuminated.
 - B. On-Building Signs identifying the use of the premises shall be allowed subject to the following conditions:
 - 1) Three (3) such signs shall be allowed per street frontage in each of the commercial and industrial zones.
 - 2) Design: On-building signs shall be incorporated into the design of the building, and shall not be placed in locations which interrupt, detract from, or change the architectural character of the building.
 - 3) Size: On-building signs shall not exceed 40 square feet in size and shall not be placed in locations which interrupt, detract from, or change the architectural character of the building.
 - C. Changeable copy signs may be incorporated into a permanent identification sign for a business or development, subject to review and approval of the Planning Commission. Approval shall not be granted unless the following conditions are satisfied:
 - 1) Only one (1) such sign shall be used in development.
 - 2) The changeable copy sign shall be included in the maximum sign area allowed under this Section.
 - 3) A changeable copy sign shall not be used on a sign, which includes a time and/or temperature display.
 - D. All Permanent Identification Signs for Commercial and Industrial Development shall be subject to the approval of a sign permit.
7. On-site Traffic Control and Identification Signs
- A. On-site signs shall be those permanent signs which are oriented toward internal circulation roads, driveways and walkways, or which direct the flow of traffic to and from the site from adjacent roads or walkways.
 - B. Traffic Control: Signs which direct the flow of traffic to and from and within the site area shall observe the clear-vision requirements of the district and shall be a maximum of three (3) square feet.
 - C. Directories: An on-site sign oriented primarily toward vehicle circulation which identifies and directs traffic to a number tenants, uses or buildings within the development, shall be limited in area to a maximum of two (2) square feet per tenant, use or building specifically identified, up to a maximum of forty (40) square feet. Directories oriented toward

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pedestrian circulation areas, including those attached to buildings, shall be a maximum of twenty-four (24) square feet in area, and eight (8) feet in height.

D. Identification signs: An on-site, temporary or permanent (such as a sandwich board, A-frame sign), ground-mounted tenant identification sign for an individual building within a development may be allowed as an alternative to an on-building identification sign provided such sign shall:

- 1) Be located on the most visible side of the building being identified.
- 2) Not exceed twelve (12) square feet in area.
- 3) Not exceed four (4) feet in height.
- 4) Use materials and colors, which are the same, or substantially the same, as those used on the building identified by the sign.
- 5) Public facility directional signs may be placed within the public right-of-way when authorized by the City Manager, or his designee, upon written request for such sign by a public facility. Request for placement shall be made on forms provided by the City. Such permit may be issued upon a finding, on the basis of written information furnished by the applicant, that the proposed sign is necessary for the direction of the public and is not detrimental to the general health, safety and welfare of the community.
- 6) Placement and design of any such sign shall be the responsibility of the City. Costs for the sign and placement shall be assessed to the applicant. No public facility shall be allowed more than a total of three (3) signs within the Urban Growth Boundary area. No more than five (5) signs from any number of public facilities shall be allowed at any one location. Each public facility shall be responsible for maintaining any sign approved under its application. Costs for replacement of any sign for any cause shall be assessed to the applicant.

E. All On-site Traffic Control and Identification signs shall be subject to the approval of a sign permit.

8. Temporary Display and Portable Signs

A. Temporary Display Signs: A combination of banners, streamers, strings of lights, flags, beacon lights, sandwich board signs and/or other similar apparatus; may be displayed for the purpose of advertising a grand opening, sale or similar event under the following conditions and limitations:

- 1) Time period and duration: the temporary display shall not exceed a total time period of four weeks in any calendar year and must coincide with an actual event.

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- 2) Hazards: No sign, light, electrical cord, streamer, banner or other apparatus shall be situated or used in a manner which creates a hazard.

B. Portable Identification Signs: A portable sign may be used to temporarily identify a new business until permanent identification signs are installed, or to identify an existing business while permanent identification signs are being repaired or replaced, or to temporarily identify a sale or business location during the hours of operation under the following conditions and limitations:

- 1) Need: No portable sign shall be allowed under this provision when any other permanent or portable sign visible from adjacent roads accurately identifies the premises.
- 2) Number: Only one (1) portable identification sign shall be displayed for a development or complex.
- 3) Time period: The use of a portable identification sign shall be valid for ninety (90) consecutive days, or until a permanent identification sign is installed, whichever occurs first.
- 4) Design Review: The application for permanent identification signing for the business shall be submitted for review and shall be subject to the approval of a sign permit, prior to, or concurrent with, the establishment of a temporary display or portable sign under this Section.
- 5) Size Limits: Portable signs shall not exceed a sign area of thirty-two (32) square feet, or a height of six (6) feet above the natural ground elevation.
- 6) Setbacks: Portable signs shall be set no closer than two (2) feet from the inside edge of the curb.
- 7) Anchoring: All signs approved under this provision shall be physically established in a manner, which both prevents the sign from being moved or blown from its approved location, and allows for removal of the sign.
- 8) Exceptions: No portable sign shall be allowed under this provision for any business or development that has a changeable copy sign incorporated into their permanent identification sign.
- 9) Illuminated Signs: Illumination of any sign or portion thereof, in the shape of an arrow, or any other shape which may be construed as a traffic control device is prohibited. Signs containing any electrical components or parts, or illuminated by electrical lighting, must be approved under the National Electric Code as modified by the State of Oregon Rules and Regulations. Lights and illuminated signs requiring an outside power source shall use a state approved power outlet.

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- 10) Hazards: No sign, light, electrical cord, streamer, banner, or other apparatus shall be situated or used in a manner which creates a hazard.
- C. Portable Service Station Signs: A service station may maintain one (1) portable sign displaying the current prices for fuel sold on the same premises provided such sign does not exceed an area of twelve (12) square feet, or a height of five (5) feet. Such signs shall be subject to clear-vision area requirements and one-half (1/2) the setback requirements of the district, conditions 7 and 8 under Subsection 8B, and shall be subject to the approval of a sign permit.
- D. Incidental Signs: Emblems, Decals, and other similar signs indicating membership in organizations, acceptance of credit cards, brand names of items sold, and other such information which pertains to the business or proprietor of the business located on the premises may be displayed on the inside of any window or door.
- E. Temporary Window Signs: Posters and other signs of a temporary nature which advertise or inform the public of current prices or events may be displayed on the inside of a window or door of a business located in a commercial or industrial district.
- F. Temporary signs advertising the sale, rental or lease of commercial or industrial premises, or identifying a property developer, lease agent or builder, or advertising a legally recorded subdivision in its entirety, or residential property in excess of one acre, may be allowed, subject to the following limitations:
- 1) Shall not exceed sixty (60) square feet in area.
 - 2) Shall pertain only to property upon which they are located, unless they are temporary off-premise directional signs indicating a sale on another piece of property.
 - 3) Shall observe the setback provisions under Subsection 6A(4).
 - 4) Only one (1) such sign shall be permitted on the premises.
 - 5) Shall not be artificially illuminated.
 - 6) Such signs shall be removed from the premises after the premises are sold, rented or leased. Signs pertaining to recorded subdivisions shall not remain upon the premises in excess of eighteen (18) months from the date of filing of the subdivision.
- G. Real estate signs advertising individual lots:
- 1) Shall not exceed six (6) square feet.
 - 2) Shall pertain only to the property upon which they are located, unless they are temporary off-premise directional signs indicating a sale on another piece of property.

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- 3) Shall be located at least five (5) feet behind the front lot line.
 - 4) Shall not exceed five (5) feet in height.
 - 5) Shall be temporary in nature and shall be removed within two (2) weeks after the date of sale.
 - 6) Shall not be artificially illuminated.
- H. Political Signs: Signs which support or oppose ballot measures, persons running for political office, and other issues subject to a vote by the public may be allowed subject to the following:
- 1) Approval by the owner of the property on which the sign is to be posted.
 - 2) Setbacks: Such signs may be located within the required setback area of the district, provided they are situated in a manner so as not to adversely affect safety, corner vision, or other similar conditions.
 - 3) Right-of-way Excluded: Signs shall not be posted in State or County rights-of-way, on telephone poles, traffic signs, or other public apparatus.
 - 4) Size: Signs shall not exceed sixteen (16) square feet in size, as viewed from one direction.
 - 5) Time Limit: All such signs shall be removed within one (1) week after the election for which the sign is posted.
- I. Off-premise directional signs directing traffic to a sale of property or a retail sale
- 1) Shall not exceed six (6) square feet.
 - 2) Shall be located at least five (5) feet behind the front lot line.
 - 3) Shall not exceed five (5) feet in height.
 - 4) Shall be temporary in nature and shall be removed immediately after the date of sale.
 - 5) Shall not be artificially illuminated.
9. Off Premise Signs. Any sign not located on the site of the use or activity for which it is advertising shall be considered off-premise and shall be subject to a Conditional Use Permit, and shall be subject to the approval of a sign permit. Public Facility signs as defined in this ordinance shall be exempt from this requirement.

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- A. Along State Highways: All off-premise signs which are visible from a State highway are subject to approval by the Oregon State Highway Division pursuant to the Motorist Information Act.
 - B. Billboards: New billboards shall not be allowed in any zoning district.
 - C. Political Signs: Signs which support or oppose ballot measures, persons running for political office, and other issues subject to a vote by the public may be allowed subject to the following:
 - 1) Approval by the owner of the property on which the sign is to be posted.
 - 2) Setbacks: Such signs may be located within the required setback area of the district, provided they are situated in a manner so as not to adversely affect safety, corner vision, or other similar conditions.
 - 3) Right-of-way Excluded: Signs shall not be posted in State or County rights-of-way, on telephone poles, traffic signs, or other public apparatus.
 - 4) Size: Signs shall not exceed sixteen (16) square feet in size, as viewed from one direction.
 - 5) Time Limit: All such signs shall be removed within one (1) week after the election for which the sign is posted.
 - D. Along Public Roads: Off-premise directional signs of a temporary nature such as those used to direct persons to open houses, or special one-day events may be allowed subject to the following conditions:
 - 1) Any such sign, if visible from a state highway, shall be subject to approval pursuant to Subsection 9(A) above.
 - 2) All such signs shall comply with conditions 1 through 4 under C above.
 - 3) Time Limit: All such signs shall be removed at the end of the day on which the event, open house, or garage sale is conducted.
 - E. All Off premise signs, except those used temporarily as described in 8 (I) above, shall be subject to the approval of a sign permit.
10. All other signs, signboards, and other forms of outdoor advertising **may** be allowed after approval by the Planning Commission for a period of five (5) years or less, after examination of the location and upon due proof to the satisfaction of the Planning Commission that such sign, signboard, or other advertising will not be unduly detrimental to the adjacent and surrounding

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property, but the same front and side yard provisions as required for buildings may be required. A building permit may be required.

(Added by Ordinance #1178, effective 10/17/02)