CITY OF SPRINGFIELD, OREGON
ORDINANCE NO. 6403 (GENERAL)

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

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

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

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

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

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

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

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

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

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

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

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

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

WHEREAS, the amendments were revised after May 20, 2019;

WHEREAS, on June 3, 2019 the City Council conducted a second reading of the ordinance with revisions incorporated;

WHEREAS, on June 17, 2019 the City Council conducted a third reading of the ordinance, reviewed the evidence and testimony on record and is ready to approve the amendments in Exhibits A and B;

NOW, THEREFORE, THE COMMON COUNCIL OF THE CITY OF SPRINGFIELD ORDAINS AS FOLLOWS:

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

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

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

ADOPTED by the Common Council of the City of Springfield this 17 day of June, 2019 by a vote of 6 for and 0 against.

APPROVED by the Mayor of the City of Springfield this 17 day of June, 2019.

Christine L. Lunz
Mayor

ATTEST:

AG Ryska
City Recorder

REVIEWED & APPROVED
AS TO FORM
DATE: 6/17/19
OFFICE OF CITY ATTORNEY

AMENDMENTS TO SPRINGFIELD MUNICIPAL CODE (SMC)
CHAPTER 8: SIGNS
Downtown Sign District

As recommended by the Downtown Citizen Advisory Committee (CAC) on November 9, 2017 and as revised to reflect City Council's direction received at the February 4, March 25, and April 22, 2019 Work Sessions and May 20, 2019 Regular Session

8.234 Exempt Signs.

(6) Window Signs. In all areas outside the Downtown Sign District, signs that are permanently or temporarily attached to the interior of a window or exterior door or that consist of paint or adhesive vinyl film applied to either side of a window or exterior door.

8.250 Downtown Sign District.

(1) **The Downtown Sign District is shown on Map No.1**. In cases where the sign standards of the Downtown Sign District conflict with standards found in other sections of this code, the stricter standard will prevail unless there is a specific reference to another section of this code. In that case, the referenced section's standards will prevail.

[Placeholder for Map No. 1]

(2) **Sign Limit.** Except for signs permitted according to Section 8.250(3) and (6), each business in this District is limited to three (3) signs. This limit includes a maximum of one (1) freestanding, projecting, or roof sign allowed per building in accordance with the standards in Section 8.250(5). These limits apply to pedestrian-oriented signs that exceed the standards in Section 8.250(3)(a) and to window signs that exceed the maximum area of coverage in Section 8.250(6).

(3) **Pedestrian-oriented Signs.** Pedestrian-oriented signs that meet the following limits and standards do not count toward the sign limit in Section 8.250(2) and will not be charged a permit fee:

(a) **Pedestrian-Oriented Sign Limits:**

(i) For businesses that front only one public street or that do not front any public street, one pedestrian-oriented sign per business; or

(ii) For businesses that front more than one public street, either: one pedestrian-oriented sign per business per building wall that fronts a public street; or, one pedestrian-oriented sign at the corner of a building where two street frontages intersect.

(b) **Pedestrian-Oriented Sign Standards:**

(i) **Window and Wall Signs**. Signs placed on an entry door, storefront window, wall, or building column visible from the sidewalk that are no larger than nine (9) square feet and are installed within an area between four (4) and six (6) feet high above the grade of the abutting sidewalk.

(ii) **Double-Faced Blade Signs**. Double-faced blade signs attached to the building face at a 90-degree angle or at a 135-degree angle when installed at a building corner (plus or

minus a maximum of 15 degrees), less than one (1) inch thick, and no larger than nine (9) square feet. These signs may be mounted from an ornamental bracket.

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

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

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

(5) **Freestanding, Projecting, or Roof Signs.** Each building is permitted one (1) freestanding sign, one (1) projecting sign (not including pedestrian-oriented blade signs that meet the requirements of Section 8.250(3)), or one (1) roof sign in accordance with the following standards:

(a) **Roof signs and projecting signs** are limited to a maximum area of eighty (80) square feet for one face and one hundred and sixty (160) square feet for two or more faces. When installed at a corner building, projecting signs must be attached to the building corner at a 135-degree angle (plus or minus a maximum of 15 degrees).

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

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

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

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

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

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

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

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

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

(6) **Window Signs.**

(a) Notwithstanding the exception in Section 8.234(6), window signs that do not exceed 10% of the gross glass area of windows and exterior doors along each street frontage do not require a sign permit.

(b) Window signs that exceed 10% of the gross glass area of windows and exterior doors per street frontage are subject to the limits in Section 8.250(2) and the requirements for wall signs under Section 8.250(4), with the following exceptions:

(i) A window sign that is permitted as a pedestrian-oriented sign under Section 8.250(3) may exceed 10% of the gross glass area.

(ii) One or more window signs may exceed 10% of the gross glass area without a permit for up to 60 days per calendar year cumulatively. This 60-day period can be consecutive or accrued in smaller periods throughout the calendar year.

(c) All window signs, including those that count as pedestrian-oriented signs, must not entirely obstruct the view into the business from the abutting sidewalk.

(7) **Encroachment and Clearance.**

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

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

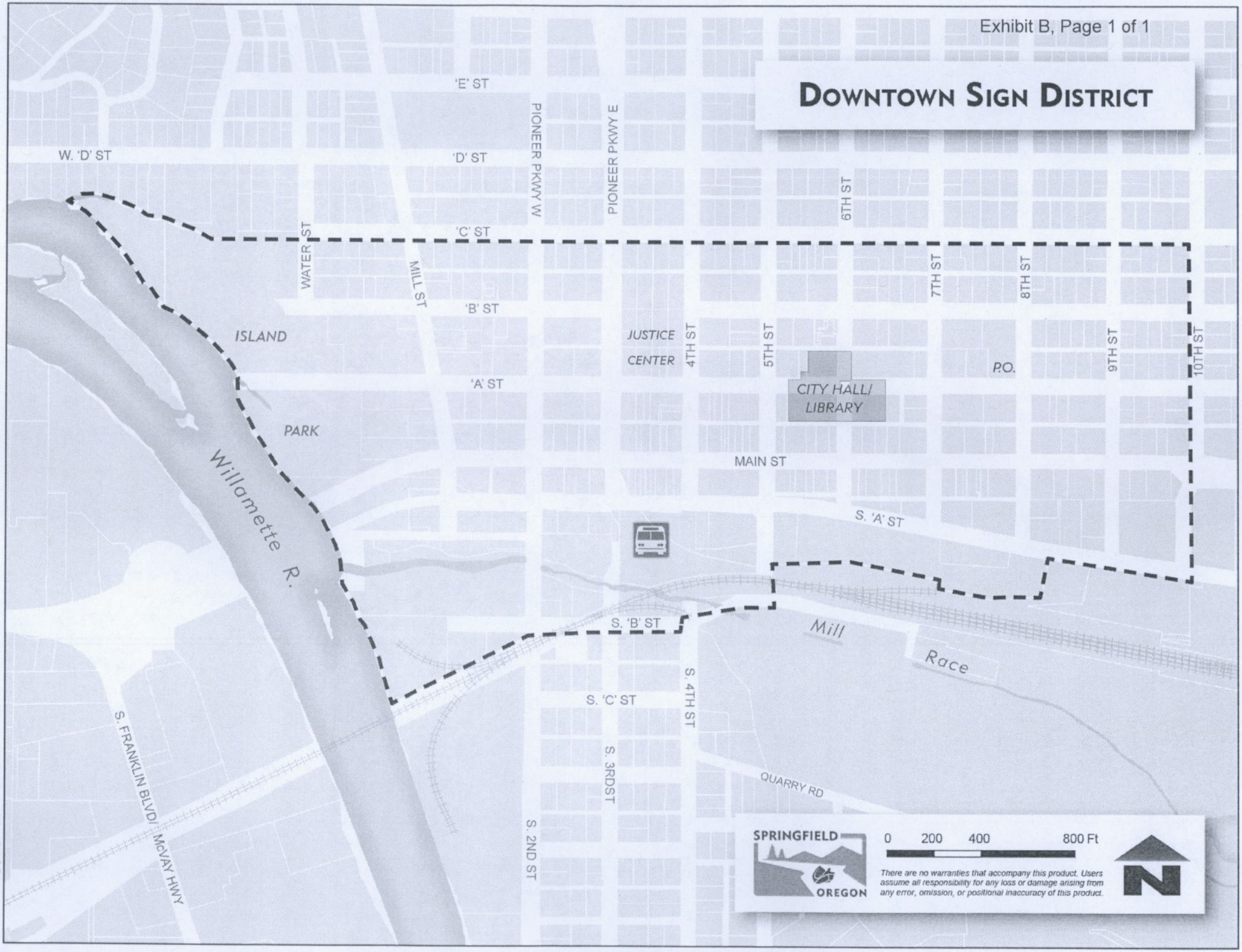
(ii) Encroach within two (2) feet of any curb or driveway line.

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

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

(9) **Historic Signs.** Within the Downtown Sign District, signs lawfully located at properties or buildings listed on the City's adopted Historic Landmark Inventory or on the National Register of Historic Places as of the date of listing or the effective date of this ordinance on [insert effective date] are not considered non-conforming signs under Section 8.232, provided that they meet the safety requirements of this Code under Sections 8.204 through 8.216.

DOWNTOWN SIGN DISTRICT



ORDINANCE NO. 6403