

Chapter 730
SIGNS

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730.01 Purpose. The purpose of this chapter is to provide a safe, consistent, equitable and legal system of signing. The regulations of such factors as size and location will encourage the communication of information and orientation for both visitors and citizens; provide for the effective identification and advertisement of business establishments; eliminate visual blight; and provide standards to safeguard life, health, property and public welfare.

730.02 Applicability. The following regulations shall apply to any sign erected, moved, or altered after adoption of this Ordinance. Official traffic control signs and instruments of the state, County, municipality, or political subdivision of the state, are exempt from all provisions of this Ordinance.

730.03 Compliance with State Regulations

- A. All outdoor advertising signs shall be in compliance with the provisions of ORS Chapter 377 when applicable.
- B. No outdoor advertising sign permitted by ORS Chapter 377 shall be erected within 100 feet of a residential dwelling without written consent of the owner.
- C. All off-premise signs within view of any State Highway shall be regulated by State regulation under ORS Chapter 377 and receive building permit approval.
- D. All on-premise signs shall meet the Oregon Administrative Rule regulations for on-premise signs which have the following standards:
 - 1. Maximum total sign area for one business is 8% of building area plus utilized parking area, or 2,000 square feet, whichever is less.
 - 2. Display area maximum is 825 square feet for each face of any one sign, or half the total allowable sign area, whichever is less.
 - 3. Businesses which have no buildings located on the premises or have buildings and parking area allowing a sign area of less than 250 square feet may erect and maintain

on-premises signs with the total allowable area of 250 square feet, 125 square feet maximum for any one face of a sign.

4. Maximum height of freestanding signs adjacent to interstate highways is 65 feet, for all other highways is 35 feet, measured from the highway surface or the premises grade, whichever is higher to the top of the sign.
- E. All on-premise signs within view or 660 feet of any State Highway shall obtain permit approval from the Permit Unit, Oregon State Highway Division.

730.04 Visual Impacts

- A. No sign shall be placed as to interfere with visibility or effectiveness of any official traffic sign or signal, or with driver vision at any access point or intersection.
- B. No sign shall cause glare, distraction, or other driving hazards within a street or road right-of-way.
- C. No sign shall be moving, revolving or flashing, and all lighting shall be directed away from residential use or zones, and shall not be located so as to detract from a motorists' vision except for emergency purposes.
- D. Light from a sign shall be directed away from a residential use or zone.

730.05 Noncommercial & Temporary Signs

- A. Identification signs shall not exceed a total of four square feet of display surface per side for home occupation.
- B. One temporary sign, not exceeding 32 square feet in area, shall be allowed per tract of land or subdivision advertising the sale of the tract or the lots.
- C. A sign not exceeding 16 square feet per side directing vehicular traffic to places of interest to the public, such as tourist accommodations and recreation sites which would otherwise be difficult to find, shall be permitted subject to the provisions of Chapter 210, Conditional Uses.