



## CITY of THE DALLES

313 COURT STREET  
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125  
PLANNING DEPARTMENT

### CITY OF THE DALLES PLANNING COMMISSION MINUTES

**Thursday, September 18, 2014**

City Hall Council Chambers

313 Court Street

The Dalles, OR 97058

*Conducted in a handicap accessible room*

6:00 PM

#### **CALL TO ORDER:**

Chair Lavier called the meeting to order at 5:56 PM.

#### **BOARD MEMBERS PRESENT:**

Bruce Lavier, Chris Zukin, Mark Poppoff, John Nelson, Jeff Stiles, Sherry DuFault

#### **BOARD MEMBERS ABSENT:**

Dennis Whitehouse

#### **STAFF MEMBERS PRESENT:**

Planning Director Richard Gassman, Administrative Secretary Carole Trautman

#### **APPROVAL OF AGENDA:**

It was moved by Zukin and seconded by Nelson to approve the agenda as submitted. The motion carried unanimously; Whitehouse absent.

#### **APPROVAL OF MINUTES:**

It was moved by Zukin and seconded by Stiles to approve the September 4, 2014 minutes as submitted. The motion carried unanimously; Whitehouse absent.

#### **PUBLIC COMMENT:**

None

#### **WORK SESSION:**

Director Gassman reported that staff worked with a good sign code committee. He stated there were quite a few portions of the sign code that were recommended by the committee to remain the same. The Committee encouraged the Main Street Coordinator, Matthew Klebes, to work with business owners and CBC property owners to review the sign code for that District.

Director Gassman highlighted the four major changes as listed in his September 18 memorandum.

Director Gassman and the Commission reviewed the listed sign code changes section by section; highlights are listed below as follows:

- Section 13.010.030; Definitions – Point #2: Murals  
Gassman said City Attorney Parker wanted to further consider and review the use of the word “depiction” in the Sign Committee’s (Committee) recommended verbiage.
- Section 13.030.010; Exempt Signs – Point L: Murals  
Lavier suggested expanding the verbiage for murals. Director Gassman said he might leave the word “murals” as is in this section and refer to the specific mural section of the sign code. Lavier said he had a concern that the recommendation of no words or logos would not allow for a description of the mural picture. Zukin said using any words on a mural could cause legal ramifications, because the state supreme court mandated that if it was necessary to read a mural, then it was considered a sign.
- Section 13.030.030; Prohibited Signs – Point #2: Vehicular Signs  
After some discussion by the Commission, Director Gassman said he may add more wording to limit the time frame for signs displayed in the back of vehicles to 12 hours.

#### Point #4: Digital Signs

Gassman explained that the Committee’s recommendation was to make a 15 second time minimum on digital displays, and a maximum limit of three lines per display. The brightness limitation would follow the state regulations, and no scrolling or flashing would be allowed, he said. Lavier suggested making some sample displays with time limits of 6 seconds, 10 seconds, and 15 seconds so the Commission could see the difference. Poppoff suggested using the same brightness regulation as the exterior lighting code.

- Other Sections

#### 13.040.040 – Point #2: Freestanding Signs

Gassman noted a correction to the staff report; the District should be CBC, not CFO.

Poppoff asked if the internally lit restriction would apply in residential zones. Director Gassman said just schools and churches. Poppoff suggested expanding to all residential zones also. After further discussion it was suggested to exempt internally lit addresses for the health and safety reasons to residents, and recommend a maximum size of 2 square feet for address signs.

Chair Lavier suggested limiting external lights in residential areas.

#### 13.050.030 – Point #5: Freestanding Signs in DBD, CG and CR zones

Gassman advised that this recommended change gives more allowance than the existing code. Poppoff suggested a height limit on freestanding signs, because he had seen some that were rather tall. Gassman stated the taller signs in town were within the designated Highway District.

Nelson asked if there were historic guidelines about signs that totally obliterate the historic architecture of a building. He said it has happened in the past. Gassman indicated that the Committee encouraged the Main Street Coordinator to have discussions and possibly develop some sign samples that the downtown business owners had input on. The Committee felt the ideas needed to come from the business owners, he said.

- Notes

Section 13.070.010 C – Point #2: Non-conforming Signs – Time Limit

Poppoff said he would like to see some sort of a time limit on non-conforming signs. Gassman stated Poppoff could bring it up at the time of the sign code hearing because the Committee did not recommend that.

Section 13.070.050 – Point #3: Code Enforcement

Director Gassman said the Committee also discussed code enforcement. The Committee felt there should be consequences for non-compliant and for repeat offenders, perhaps fining them after 2 or 3 repeat offenses. This would be a policy change, not a code change, Gassman indicated.

**STAFF COMMENTS:**

Gassman gave a timeline for the sign code revisions. The Committee's recommended code revisions needed to go to the Land and Conservation Development Commission; therefore the hearing could not occur until the November 6 meeting date.

Gassman also advised that the next regularly scheduled Commission meeting would be a work session on the residential infill policies. Public Works is collecting street network information to bring back to the Commission.

**COMMISSIONER COMMENTS:**

None

**NEXT MEETING:**

October 2, 2014

**ADJOURNMENT:**

Chair Lavier adjourned the meeting at 7:30 PM.

Respectfully submitted by Administrative Secretary Carole Trautman



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Bruce Lavier, Chairman