

## **ARTICLE 2:**

### **SIGN CODE**

#### **SECTION 4.2.010 PURPOSE AND INTENT**

This Article establishes regulations for exterior signs to further the objectives of the Comprehensive Plan; to protect the health, safety, and welfare of the general public; to reduce traffic hazards caused by signs that distract, confuse, and impair the visibility of motorists, bicyclists, and pedestrians; to ensure the effectiveness of public streets, highways, and other public improvements; to facilitate the creation of an attractive, orderly and harmonious appearance of the City; and to further economic development. To achieve these purposes, it is necessary to regulate the design, quality of materials, location, illumination, and maintenance of signs that are visible from public property, public rights-of-way and private areas open to public travel.

#### **SECTION 4.2.020 DEFINITIONS**

For purposes of this Article, the following terms and phrases shall have the following meaning. If the general definitions in Section [1.1.110](#) conflict, the following definitions shall control for purposes of this Article.

- 1) **ABANDONED SIGN.** Those signs not used in conjunction with a business for more than 90 days.
- 2) **APPROVED PLASTICS.** As defined in the current Oregon Structural Specialty Code (OSSC), as adopted by the City of Roseburg.
- 3) **AWNING.** Any structure made of cloth, vinyl or metal with a noncombustible frame attached to a building which projects over a walkway or sidewalk. The area of the awning that contains sign copy shall be considered a wall sign.
- 4) **BANNER.** Any non-rigid material such as canvas, vinyl or cloth, with no enclosing framework that contains advertising copy.
- 5) **BILLBOARD.** Any sign greater than two hundred (200) square feet for one face shall be considered a billboard.
- 6) **COPY CHANGE.** The replacing of an existing advertising copy and/or sign face to reflect an image change without altering the existing sign structure.
- 7) **CURB LINE.** The line at the face of the curb nearest to the street or roadway. In the absence of a curb, the curb line shall be established by the public works director or their authorized representative.
- 8) **DEVELOPMENT AREA.** The area of a commercial, industrial or residential development that is contained within a single tax lot.

- 9) **DIGITAL BILLBOARD.** An outdoor advertising sign that is static and changes messages by any electronic process or remote control, provided that the change from one message to another message is no more frequent than once every eight seconds and the actual change process is accomplished in two seconds or less.
- 10) **DIRECTIONAL SIGN.** A permanent sign which is designed and erected solely for the purpose of directing vehicular traffic.
- 11) **DIRECTORY SIGN.** A sign giving the name and room number or location of the occupants of a building.
- 12) **DISPLAY SURFACE AREA.** The area enclosed by the display surface of the sign excluding structural supports. Only one face of a double faced sign shall be considered in determining the display surface area.
- 13) **DOUBLE-FACED SIGN.** A sign that has two display surfaces that are used for advertising.
- 14) **ELECTRONIC READER BOARD.** An electric sign supported by one or more uprights in the ground or by an approved method attached to a building wall which displays a message where the change from one message to another message is no more frequent than once every eight seconds and the actual change process is accomplished in two seconds or less.
- 15) **ELECTRIC SIGN.** Any sign containing electrical wiring which is attached or intended to be attached to an electrical energy source and provides artificial light either through exposed lighting on the sign face or through transparent or translucent material from a light source within the sign.
- 16) **EXEMPT.** Signs exempted from normal permit requirements; however, still subject to those restrictions as stated in this Article.
- 17) **FLASHING SIGN.** An illuminated sign, or a sign constructed of reflective material to simulate movement, on or within which light is not maintained stationary and constant in intensity and color at all times. This description does not include an approved electronic reader board.
- 18) **FREESTANDING OR POLE SIGN.** A sign supported by one or more uprights in the ground and detached from any building or structure.
- 19) **GRADE.** The lowest elevation point of the finished ground surface directly below or at the sign location, and any point within five feet from the sign location. If the sign or any projection is within five feet of a public sidewalk, alley, or other public way, the grade will be the elevation of the sidewalk, alley or public way.

- 20) **HOME OCCUPATION SIGN.** An on-premise sign identifying a home occupation, as approved in Section 4.4.100
- 21) **ILLEGAL SIGN.** Any sign that has been installed without a sign permit, required inspections, or erected in violation of this Code.
- 22) **ILLUMINATED SIGN.** Any sign which has characters, letters, figures, or designs illuminated by internally mounted fluorescent lights or luminous tubes.
- 23) **INCIDENTAL SIGN.** A sign identifying or advertising associated goods, products, services or facilities available on the premises. Such incidental signs include, but are not limited to “trading stamps,” “credit cards accepted,” “brand names,” “beverages,” “price signs” or “services.”
- 24) **INDIRECTLY LIGHTED SIGN.** A sign from which light is directed from an external source such as floodlights, or gooseneck reflectors.
- 25) **INSTALL.** This term shall mean attach, place, alter, construct, reconstruct, enlarge or move, and includes the painting of wall signs, but does not include copy changes on any sign.
- 26) **LOGO.** A letter, character, symbol or trademark used to symbolize or stand for a business that has been registered with the U.S. Patent and Trademark Office.
- 27) **MARQUEE.** A permanent roofed structure attached to and supported by the building and projecting over public property and constructed of durable materials such as metal, glass or plastic.
- 28) **MURALS.** An artistic painting applied to and made integral with a wall surface. The primary purpose of a mural is not to advertise products marketed within the structure.
- 29) **NON-CONFORMING SIGNS.** A sign that does not meet the requirements of this Article for a legal sign.
- 30) **NON-STRUCTURAL TRIM.** Material which is molding, battens, caps, nailing strips, latticing, cutouts or letters and walkways which are attached to the sign structure.
- 31) **PORTABLE SIGN.** A single or double faced sign which is temporary in nature. The sign or sign frame is not attached permanently to the building or ground and does not meet the definition of a banner.
- 32) **PORTABLE SWINGER SIGN.** An advertising device that is usually in the shape of an “A” , located on the ground and is easily movable.

- 33) **PROJECTING SIGN.** Any sign other than a wall sign that projects more than 12 inches from an exterior wall.
- 34) **REAL ESTATE SIGN.** A temporary sign placed upon the affected property for the purpose of advertising to the public the sale, rent or lease of a property or a structure.
- 35) **REVOLVING SIGN.** A sign which moves or rotates as if on an axis.
- 36) **ROOF SIGN.** A sign constructed upon or above a roof or parapet of a structure.
- 37) **SIGN.** Any letter, figure, character, marquee, pictorial, picture, logo, trademark, reading matter, or illuminated service which is constructed, placed, attached, painted, erected, fastened, or manufactured in any manner so that it shall be used for the attraction of the public to any place, subject, person, firm, corporation, performance, article, machine, merchandise which is displayed in any manner outdoors. Every sign shall be classified and conform to the requirements of that classification of this code.
- 38) **SIGN COPY.** Any lettering placed on a building wall or on a sign face.
- 39) **SIGN FACE.** The entire area of a sign on which copy may be placed.
- 40) **SIGN HEIGHT.** The vertical distance from grade to the highest point of a sign or a sign structure.
- 41) **SIGN STRUCTURE.** Any structure which supports or is capable of supporting a sign as defined in this code.
- 42) **SPOTLIGHT ILLUMINATION.** Spotlight illumination shall mean illumination which comes from lamps, lenses or devices designed to focus or concentrate light rays on the source.
- 43) **STADIUM SIGNS.** Signs located within a sports stadium or athletic field which are intended for viewing primarily by persons within the stadium.
- 44) **TEMPORARY SIGN.** A temporary sign is any sign, banner, pennant, balloon or valance not permanently attached to a building, structure or the ground.
- 45) **UNDER MARQUEE SIGN.** A sign which is attached only to a marquee and which is suspended or projects downward from a marquee and has no portion of the sign above the bottom surface of the marquee structure.
- 46) **VISION CLEARANCE.** A triangular shaped portion of land established at street and driveway intersections as defined in Section 4.4.060.

- 47) **WALL SIGN.** A sign painted on or attached to a building wall that projects no more than 12 inches from the wall. Hanging signs attached to a building eave or overhang and not classified as a projecting sign. Signs placed on, attached to or constructed on a canopy, awning or marquee, whether or not such structures are located in the public right-of-way, are also considered wall signs.
- 48) **WIND ACTIVATED SIGN.** Any commercial advertisement flag, pennant, balloon, spinner or blimp.

#### **SECTION 4.2.030 EXEMPT SIGNS**

The following signs or operation shall be exempt from the sign permit process, but shall adhere to the standards listed below:

(1) **Changing of Copy/Face Change.** Changing of copy or face change on signs specifically designed to allow for this unless the sign face remains empty for a period of 90 days. If the sign remains vacant for 90 days, it shall be considered abandoned and shall be removed.

(2) **Maintenance.** Normal maintenance and repair of a sign structure or sign service equipment. Normal maintenance and repair does not include structural changes, removal and replacement, copy changes or the addition of electrical wiring.

(3) **Public Signs.** Public signs shall include the following: signs of a public nature, i.e., all signs erected by a public employee in the performance of a public duty, including, but not limited to, safety signs, danger signs, signs indicating scenic or historical points of interest; signs constructed or placed in a public right-of-way by or with the approval of a governmental agency having legal control or ownership over the right-of-way; signs owned or constructed or placed under the direction or authorization of the city.

(4) **Under Marquee Signs.** A sign attached to the underside of a marquee. The maximum height of this sign shall be 12 inches. Such sign shall be permanently attached to the marquee and shall be a minimum of eight feet above grade.

(5) **Home Occupation Signs.** Home occupation signs for approved home occupation businesses shall be erected flat against the wall and not exceeding one and one-half square feet.

(6) **Directional Signs.** A sign indicating traffic movements onto or within a premise, not exceeding six square feet and two and one-half feet in height. A maximum of one sign per vehicle ingress/egress shall be allowed. No sign shall be located in any vision clearance area as defined in the definitions of this code.

(7) **Real Estate Signs.** In any district, there may be two signs located on the subject property. These signs shall be limited to one wall sign and one freestanding sign. These signs shall be set back a minimum of 10 feet from the street and shall be no

larger than eight square feet in a residential area, and up to 20 square feet in a commercial or industrial district.

(8) Election Campaign Signs. Election campaign signs are permitted to be placed on private property in any district, subject to the following conditions:

(a) An election campaign sign shall be allowed 90 days prior to any public election and removed within three days following the final election. The owner of the property on which the sign is placed shall be responsible for its removal.

(b) An election campaign sign shall be no larger than 32 square feet.

(9) Building Construction Signs. A maximum of one sign per contractor and one sign indicating the business to be located in the new structure is permitted for the duration of work conducted on the site. Maximum size for each allowable sign is 32 square feet.

(10) Stadium Signs. Signs located within a sports stadium or athletic field which are intended for viewing primarily by persons within the stadium.

(11) Invisible Signs. The primary purpose of invisible signs is to allow information to be viewed by the business customers once the customer is on the property. Invisible signs are not intended for viewing from any public right-of-way, private right-of-way, or another development site. Examples could be building identification within a large complex, safety award signs, etc. All outside locations are to be reviewed and approved prior to installation by the building official.

(12) Neighborhood Watch, Drug Free Zone, and Business Alert Signs. Neighborhood Watch, Business Alert, and Drug Free zone signs shall be located solely on private property. Maximum size for these signs is six square feet. Signs cannot be located in any vision clearance area.

(13) Drive-Up Menu Boards. Menu boards placed in a driveway specified for drive-up transactions shall be used solely for vehicular and pedestrian product purchasing or transaction information. This sign shall be located out of the front yard setback and will be located where the primary viewing is to the drive-up customers. Maximum height of this sign will be eight feet and maximum size will be 40 square feet. Each drive-up will be limited to two menu boards through exempt status. Additional menu boards will be counted in the permitted allowable signs for the district (i.e., counted as one wall sign if placed on the structure). These signs shall be used only for providing product or transaction information necessary for utilizing the drive-up.

(14) Parking Lot Signs. Signs for accessible parking and towing zones on private property shall be allowed without obtaining a sign permit. These signs shall not exceed six square feet in total size, or exceed seven feet in total height above grade. The number of allowable accessible parking signs is based on the required parking for

the specific approved development area. All signs shall be permanently attached either to a building or secured in concrete.

(15) Murals. A mural on a wall located in a commercial, public land, or industrial district. The size of the mural is not regulated.

(16) Special Event/Holiday Signs. Temporary signage as part of an approved city license or approved city special event.

(17) Portable Signs. Each business located in areas zoned other than residential shall be allowed to place two portable signs on their property without obtaining permits. Each portable sign shall not exceed two feet by three feet per face. Portable signs shall be located on private property where practicable or when placed in the public right-of-way must not create a hazard or interfere with pedestrian and/or vehicular travel. Signs are allowed only during regular business hours of the business presenting the portable sign. Signs shall be placed to conform to all relevant portions of the Americans with Disabilities Act, and maintain a continuous, clear sidewalk width of 48 inches or more. Signs shall be placed to avoid conflict with opened doors of parked vehicles. The sign shape, colors and appearance shall not be similar to any traffic control device. The final determination of signs that are unacceptable due to appearance similar to traffic control devices shall be by the city engineer, to all other provisions of this Article, and the requirements of this Section:

#### **SECTION 4.2.040 PROHIBITED SIGNS**

The following signs are prohibited:

(1) Abandoned Signs. Those signs not used in conjunction with the business located on the premises for more than 90 days.

(2) Illegal Signs. Signs installed without the required permit, inspection approvals, or those improperly constructed.

(3) Signs Interfering with a Traffic Control Device. Any sign blocking or creating confusion with a traffic control device.

(4) Motor Vehicle Signs. Signs placed on or painted on a motor vehicle, trailer or manufactured home which is to be parked on a lot with the purpose of providing additional signs on or for property not otherwise permitted.

(5) Rotating or Flashing Signs. Signs in which the sign face moves or lights flash, travel or reflect. This does not include approved, permitted electronic reader boards.

(6) Portable Signs. A sign which is not permanently anchored to a building or the ground, unless approved under special permit as described in section 4.2.050(3) of this code.

- (7) Posters. Any sign attached to any tree or public utility pole.
- (8) Emitting Signs. Any sign that emits an audible sound, odor or visible matter.
- (9) Prohibited Sign Materials. Any sign constructed of paper, cardboard or unpainted unstained plywood material or any other material not specifically allowed by Oregon Specialty Code or without the building officials approval.
- (10) Exterior Fencing. No signs which are intended for viewing from the exterior of the property shall be allowed to be attached to exterior fencing. Fencing is defined as a structure which serves as an enclosure, barrier or screen that is not part of a building.
- (11) Signs within or projecting over the public right-of-way not authorized by a government agency.
- (12) No sign shall be illuminated or use lighting where such lighting is directed at any portion of a traveled street or will otherwise cause glare or impair the vision of the driver of a motor vehicle.

#### **SECTION 4.2.050 PERMIT PROCEDURES**

Except as specified in Section 4.2.030, no person shall erect, construct, alter or relocate any sign unless a permit has been obtained from the building official. A separate electrical permit shall be required for each sign service equipment as specified in the Electrical Specialty Safety Code. Sign permits shall be issued only to contractors licensed in accordance with city and state regulations, or any property owner or a designee erecting a sign or sign structure on their own property, provided the sign erection work is performed by a person regularly and directly under their employ. The following requirements shall be included with each sign permit application:

- (1) Permit Applications. Two complete sets of plans, engineering calculations, diagrams and other data shall be submitted with each application for a permit. The building official may require plans, computations and specifications to be prepared and designed by an engineer or architect.
  - (a) A scaled plot plan with building dimensions, setback and location of proposed signs shall be submitted with the sign permit application. A photograph of each facade of the building shall be submitted.
  - (b) A scaled elevation drawing shall be submitted in addition to the above requirements if a wall mounted sign will be erected.
  - (c) A description of materials, anchors, footings and attachment systems shall be provided.

(d) For all freestanding, pole or projecting signs over 20 feet in height, plans shall be drawn by a registered engineer.

(e) Each application shall include photographs of existing signage on the property associated with the business.

(f) If the application is for a billboard, the application must include an approved permit from the state of Oregon under the Oregon Motorists Information Act of 1971 (ORS 377.700 et seq.) prior to the erection of the billboard.

(2) Permit-Fees. Permit fees for permanent and temporary signs, excluding electrical, shall be set by resolution of the council. Only one face of a double-faced sign will be used for calculation purposes. Each sign shall be considered separately when calculating plan review and sign permit charges.

(3) Temporary Sign Permit Fees. Four permits for each approved development area shall be permitted per calendar year. The fee for each permit shall be set by resolution by the council. No temporary sign(s) shall be larger than 60 square feet and be erected for a maximum of 30 consecutive days per each permit. The temporary sign(s) shall be located completely on private property and shall be in compliance with the required setbacks as identified in this code. A security deposit is required when this permit is issued. If the applicant fails to remove the temporary sign(s) by the date specified on the permit, the deposit shall be forfeited and the city may remove the temporary sign(s). If any temporary signs are erected without first obtaining a permit, the permit fee shall be doubled. Temporary signs erected by or for the city for city sponsored events, authorized by the city, county, state or for a school district, utility company, or hospital for community events are exempt.

(4) Permit Issuance.

(a) Compliance. The building official shall not issue a permit unless the sign and its location are in compliance with the provisions of this code and the Roseburg Municipal Code. No permit issued shall be transferred to another party.

(b) Expiration. If the sign authorized by a sign permit is not installed within 180 days after the date the permit is issued, or an inspection requested to verify progress of the proposed installation, the permit shall be void. The building official may extend an unexpired sign permit for a period not exceeding 180 days upon written request by the permittee showing that circumstances beyond their control have prevented work on the sign. No permit shall be extended more than once.

(5) Penalty Fees. The fee for any sign permit where the applicant begins work (and/or erects or re-erects a sign) prior to obtaining a sign permit, shall be double the fee specified by resolution of the city council.

(6) Insurance.

(a) Every property owner or designee who applies for a permit to erect, alter, or maintain a sign which projects more than 12 inches over public property, shall file with the building official copies of their public liability and property damage insurance policies. These policies shall be maintained in full force and effect during the time the sign remains over public property. Public liability insurance shall be consistent with City insurance policies described in Roseburg Municipal Code, which includes accidental death to any person. The policy shall contain a requirement of notice of cancellation to the city.

(b) Any sign company erecting a sign owned by the company shall comply with Section 4.2.050.

**SECTION 4.2.060 STANDARDS AND CRITERIA**

a) Setbacks and Siting Standards

No sign or sign structure shall be installed within a public utility easement or right-of-way. No sign or sign structure shall be installed within a five-foot setback from the property line. The property line must set back a minimum of 15 feet from the curb in order to be considered for an exemption from the five-foot setback from any property line. No sign shall be located within the clear vision area pursuant to Section 4.4.060. All signs shall be located entirely on private property unless they are located in the Central Business District where projection over the right-of-way is permitted with the appropriate insurance requirements.

- a. General. All signs shall conform to the clearance and projection requirements of this section or as specified in specific sign district.
- b. Clearance From High Voltage Power Lines. Signs shall be located as specified in the current National Electric Safety Code, and by the public utility commission.
- c. Clearance From Fire Escapes, Exits or Standpipes. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit or standpipe.
- d. Clearance and Access, Roof Signs. No sign shall obstruct any openings to such an extent that light or ventilation is reduced to a point below that required by Uniform Building Code.
- e. Sign Adjacent to Wall Openings. Signs erected within five feet of an exterior wall opening shall be constructed of non-combustible material or approved plastics.

- f. Clearance Over Vehicle Use Area. The minimum clearance of all signs projecting over any portion of a vehicle use area shall be 16 feet. Bollards or other physical barriers capable of protecting all portions of the sign projecting over the vehicle use area may be used to satisfy this standard.
  - g. Sign proposals within the Airport Overlay shall comply with Section 2.8.020
  - h. All signs visible to state highways shall be reviewed by ODOT and meet basic requirements consistent with ORS 377.720
- b) Residential District Sign Standards.

The following sign standards have been established for residential districts:

- a) Home Occupation. Each single family or duplex dwelling unit that has received development approval for home occupation shall be allowed one non-illuminated wall sign of not more than one and one-half square feet.
- b) Multifamily Dwellings, Mobile Home Parks, Day Care Facilities, Subdivisions, Residential Facilities, Parks/Playgrounds, Ambulance Service, Nursing Homes, Privately-Operated Kindergarten, and Bed and Breakfast Facilities. Each use shall be allowed one wall sign or freestanding sign at each public vehicular entrance of not more than eight (8) square feet for one face, or 16 square feet for two or more faces. The maximum height for freestanding signs shall be five feet above grade. The maximum height for wall signs shall be 20 feet above grade, provided that in no case shall a wall sign extend above the building wall. Internally illuminated signs shall be prohibited.
- c) Professional Office uses authorized in a Residential District. Each approved development area shall be limited to one freestanding sign and one wall sign. The freestanding sign shall be a maximum of 16 square feet for one face and 32 square feet for two or more faces. The wall sign shall be a maximum of 16 square feet. Freestanding signs or wall signs shall not be more than eight feet above grade. Each detached building shall be permitted one additional wall sign not to exceed eight square feet. Internally lighted signs shall be prohibited.
- d) Religious Institutions. Each approved development area shall be limited to two freestanding signs and one wall sign. The signs shall be a maximum of 32 square feet for one face and 64 square feet for two or more faces. Freestanding signs or wall signs shall not be more than eight feet above grade. Each detached building shall be permitted one additional wall sign not to exceed eight square feet. Neon signs are prohibited.

c) Non-Residential Zones

a) Public Reserve (PR), Limited Commercial (C1)

Each approved development area shall be allowed:

- i. One (1) freestanding sign not to exceed 50 square feet per sign face, with a maximum size of 100 square feet for two or more faces. This sign cannot exceed twenty (20) feet in height above grade and shall not be internally illuminated. No roof signs shall be permitted.
- ii. Two (2) wall signs, with a maximum combined area of 50 square feet and cannot exceed twenty (20) feet in total height above grade. Wall signs are also prohibited from being internally illuminated.
- iii. Logos. Logos are allowed in addition to the permitted wall signs listed above provided the logo is the logo of the business residing on the premises and provided the total square footage of the permitted wall sign and the logos do not exceed a combined area of 32 square feet. A permit is required for each logo that is being installed based on the square footage of the proposed logo.
- iv. Illumination from Signs on Non-Residential Property. External illumination shall 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.

b) Community Commercial (C2)

These standards apply for all property located in C2 Districts:

- i. Single Businesses. Each business shall be permitted a maximum number of four wall signs totaling 350 square feet for all faces.
- ii. Freestanding and Projecting Signs. In addition to wall signs permitted above, one sign from this group may be permitted for each approved development area. The total area permitted for a freestanding sign or projecting sign shall be 100 square feet for one face or 200 square feet for two or more faces at a maximum of 20 feet above grade.
- iii. Second Story Businesses and Above. Two wall signs per business shall be permitted with a maximum sign display area of 175 square feet for all faces.
- iv. Logos. Logos are allowed in addition to the permitted wall signs listed above provided the logo is the logo of the business residing on the premises and provided the total square footage of the permitted wall signs

and the logos do not exceed a combined area of 350 Square feet for single story businesses and 175 square feet for second story businesses. A permit is required for each logo that is being installed based on the square footage of the proposed logo.

- v. Illumination from Signs on Non-Residential Property. External illumination shall 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.

c) Central Business District (CBD)

Each business in this district shall be limited to three signs.

- i. Wall Signs. Each business shall be allowed the following:
  - ii. First Story Businesses. First story businesses facing a public street shall be permitted signage of three square feet per lineal foot of building wall.
  - iii. Second Story Businesses and Above. Second story businesses facing a public street shall be permitted signage of one and one-half square feet per lineal foot of building wall.
- iv. Freestanding or Projecting Signs. Each building shall be permitted one freestanding sign or projecting sign which shall be limited to a maximum area of 50 square feet for one face and 100 square feet for two or more faces. The maximum height for freestanding signs shall be 20 feet above grade. No roof signs will be permitted.
- v. Encroachment. The minimum height for all signs encroaching in the public right of way shall be eight feet above grade. The maximum encroachment into the public right of way shall be six feet, provided that no sign shall encroach within two feet of any curb or driveway line.
- vi. Logos. Logos are allowed in addition to the permitted wall signs listed above provided the logo is the logo of the business residing on the premises and provided the total square footage of the permitted wall signs and the logos do not exceed a combined area of three square feet per lineal foot of building wall for first story businesses and one and one-half square feet per lineal foot of building wall for second story businesses. A permit is required for each logo that is being installed based on the square footage of the proposed logo.
- vii. Illumination from Signs on Non-Residential Property. External illumination shall 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.

d) Professional Office (PO), General Commercial (C3), Mixed Use (MU), Light Industrial (M1), Medium Industrial (M2), and Heavy Industrial (M3)

- i. Maximum Height. The maximum height for all signs is 25 feet from grade to the top of the sign.
- ii. Single Businesses. Each business shall be permitted a total number of four wall or projecting signs with a maximum of 350 square feet for all faces.
- iii. Freestanding or Roof Sign. In addition to wall signs permitted above, one sign from this group shall be permitted for each approved development area. The total area permitted shall be 100 square feet for one face or 200 square feet for two or more faces.
- iv. Directional Signs. Each approved development area of at least five acres shall be permitted one directional freestanding sign of 200 square feet for one face and 400 square feet for two or more faces.
- v. Logos. Logos are allowed in addition to the permitted wall signs listed above provided the logo is the logo of the business residing on the premises and provided the total square footage of the permitted wall signs and the logos do not exceed a combined area of 350 square feet. A permit is required for each logo that is being installed based on the square footage of the proposed logo.
- vi. Illumination from Signs on Non-Residential Property. External illumination shall 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.

e) Historic District Overlay

- i. The size, color, design, material, and location of all signs within the H Overlay District shall comply with the standards in Section 2.11.010 of this Ordinance.
- ii. Historic House Plaques. Standards for the design, size, material, placement and content of historic house plaques shall be approved by the historic commission and kept on file with the director.
- iii. One freestanding or wall sign of not more than eight square feet for one face and 16 square feet for two faces where frontage exists on a collector or an arterial street. One freestanding or wall sign of not more than four square feet for one face and 16 square feet for two faces where frontage exists along a local street.
- iv. A freestanding sign shall not exceed five feet in height and a wall sign shall be no more than 20 feet above grade.

- v. An addition, an entrance identification sign of not more than one and one-half square feet shall be permitted.
- f) Freeway District. Commercially and Industrially zoned lots with frontage along Interstate 5 Freeway within the Harvard/I-5 (Exit 124) Garden Valley/I-5 (Exit 125), and Edenbower/I-5 (Exit 127) overlays (see Figures 4-1, 4-2 and 4-3 below).
- a. Application. The Freeway District standards apply to all signs located in the geographically bound areas in Figures 4-1, 4-2, and 4-3 that includes billboards and freestanding signs not otherwise permitted in this code. All signs that are located outside the designated Freeway District or fail to meet the sign face requirements shall be considered non-conforming.
    - i. Prior to any site work, the applicant must provide the city with an approved permit from the state of Oregon for the placement of any sign or billboard at the specified proposed location under the Oregon Motorist Information Act of 1971 (ORS 377.700 et seq.)
  - b. Spacing
    - i. Billboards (200 sq. ft. and above) located in the Freeway District along I-5 shall be spaced a minimum of 500 feet apart.
    - ii. Each development area is eligible for one (1) additional freestanding sign which is less than 200 sq. ft. for one face.
  - c. Height.
    - i. Billboards shall be installed at a minimum of 16 feet, and a maximum of 30 feet in height to the bottom of the sign.
    - ii. The additional freestanding sign shall be a minimum of 30 feet and a maximum height of 65 feet.
  - d. Sign Face Requirements. All billboards installed along I-5 shall be a maximum of 500 square feet total. Double faced or one sided billboards shall be considered as one sign and each side may not exceed the allowable size as listed above.
  - e. Abandoned Billboards. Billboards shall be considered abandoned and shall be removed if left vacant and/or left in a state of disrepair for more than 90 days.
- g) Schools.

Every public, federal or state funded school shall be allowed a maximum of three wall signs not to exceed a total combined area of 80 square feet and one freestanding sign not to exceed 40 square feet. Neon signage will not be allowed.

- f. Logos. Logos are allowed in addition to the permitted wall signs listed above provided the logo is the logo of the business residing on the premises and provided the total square footage of the permitted wall signs and the logos do not exceed a combined area of 80 square feet. A permit is required for each logo that is being installed based on the square footage of the proposed logo.
- g. Illumination from Signs on Non-Residential Property. External illumination shall 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.
- h) Other Uses. In cases where the standards within this Section do not specifically address a sign requested in conjunction with a permissible use, the Director shall make a written interpretation of the Ordinance, which shall be kept in the permanent record for that application.

#### **SECTION 4.2.070 NONCONFORMING SIGNS**

For the purpose of this section, a non-conforming sign shall be defined as a legal sign existing on the effective date of July 1, 2016.

- 1) Compliance. All on-site, non-conforming signs prohibited in this code shall be removed when the current business ceases to operate.
- 2) Damaged Non-Conforming Signs. Should any non-conforming sign be damaged by any means to the extent of more than 50 percent of its replacement cost or sign area at the time of damage, it shall be reconstructed in conformance with this code.
- 3) Enlarging Non-Conforming Signs. No non-conforming sign may be enlarged or altered in a way that would increase its nonconformity.
- 4) Abandoned Signs. Any sign or sign structure that remains empty for a period of 90 days shall be considered an abandoned sign. Any non-conforming sign and/or sign structure located on property previously used by a business that ceases operation shall be removed. Conforming, abandoned signs shall have the sign face covered or reversed so no sign copy is visible.
- 5) Annexed Areas and Areas within the Roseburg City Limits. Except as otherwise provided in this section, all signs in areas annexed to the city after the date of adoption of this code and which do not conform to the provisions of this code, shall be regarded as non-conforming signs. These signs may remain until the current business ceases to operate then they shall be removed.

- 6) Existing Non-Conforming Signs. When an application is made for new signs on property which has existing non-conforming signs, permits may be issued provided the proposed signs together with the existing signs do not exceed the allowable number and types of permitted signs.

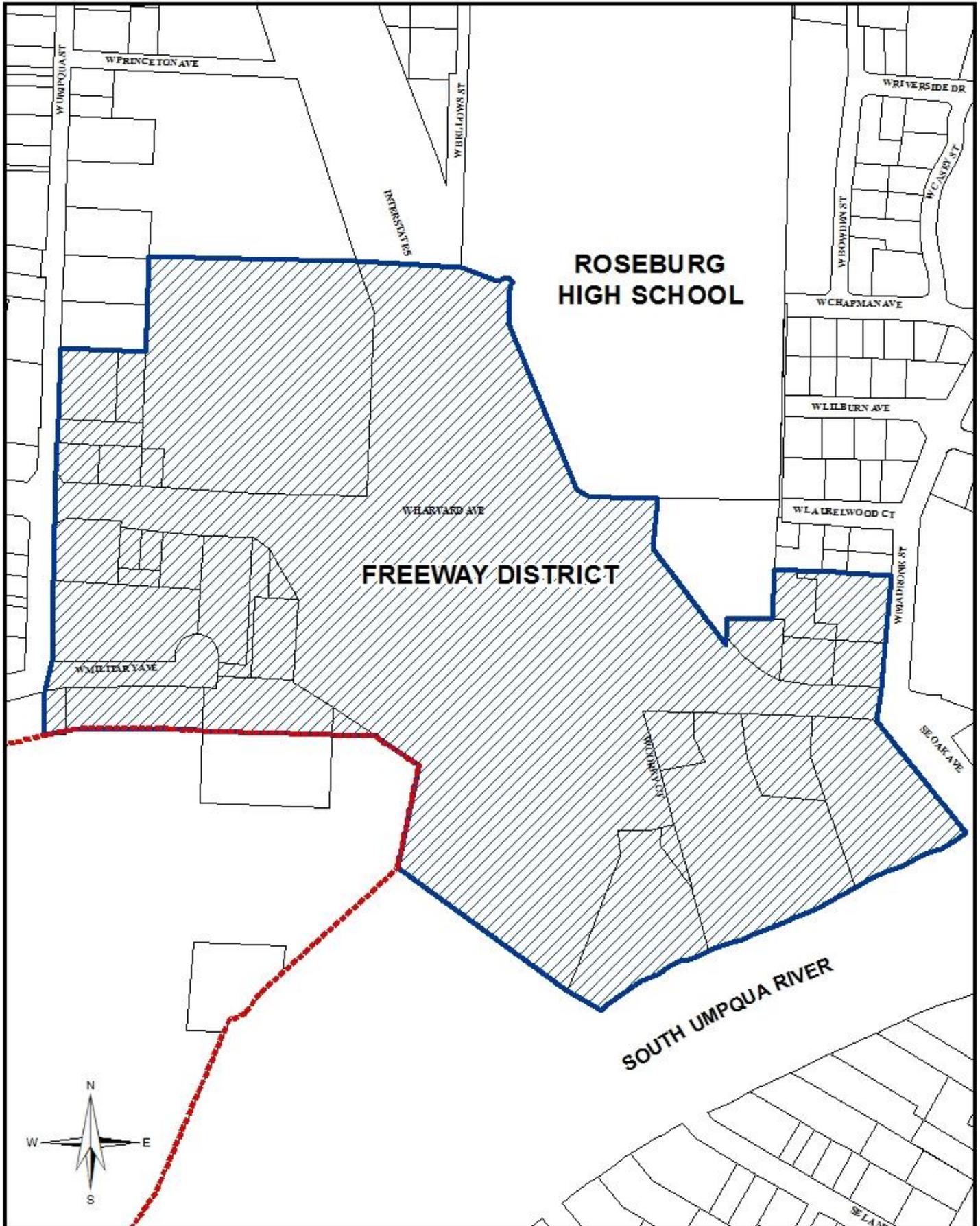
#### **SECTION 4.2.080 CONSTRUCTION AND MAINTENANCE**

- 1) General. The supports for all signs or sign structures shall be securely built, constructed and erected in conformance with the requirements of this code.
- 2) Materials. Materials for construction of signs and sign structures shall be of the quality and grade as specified for buildings in the Oregon Structural Specialty Code.
- 3) Display Surfaces. Display surfaces may be made of metal, glass or approved plastics. Sections of approved plastics on wall signs shall not exceed 225 square feet in area. When more than one section is used, they shall be separated three feet laterally and six feet vertically.

Approved Plastics. The building official shall require that sufficient technical data be submitted to substantiate the proposed use of any plastic material and, if it is determined that the evidence submitted is satisfactory for the use intended, the building official may approve its use.

Condition of Signs. All signs, sign structures, and components shall be maintained in good repair and in a safe and clean condition. All signs judged by the Building Official to not be in good repair and in a safe and clean condition shall be considered nuisances and subject to abatement proceedings. (Ord.3049, 9/99; Ord.3059, 1/00; Ord.3101, 2/02, Ord. 3459 7/16)

**Figure 4-1: I-5 Exit 124 (Harvard Avenue)**





**Figure 4-3: I-5 Exit 127 (Edenbower Boulevard)**

