

ORDINANCE NO. 1651

(An Ordinance repealing Section 15.24, regulating all signs and sign structures, providing for the issuance of permits and collection of fees, and adding Chapter 17.13 to the Hood River Municipal Code).

NOW, THEREFORE, THE CITY OF HOOD RIVER ordains as follows:

Repeal of Chapter 15.24. Chapter 15.24 is hereby repealed.

Amendment of Chapter 17.13. Chapter 17.13 is added to the Hood River Municipal Code, as follows:

CHAPTER 17.13

SIGN REGULATIONS

Sections:

- 17.13.010 Title.
- 17.13.020 Purpose and Scope.
- 17.13.030 Definitions.
- 17.13.040 Permits Required.
- 17.13.050 Application.
- 17.13.060 Measurement.
- 17.13.070 Fees.
- 17.13.080 Maintenance.
- 17.13.090 Inspections.
- 17.13.100 Abatement of Abandoned Signs.
- 17.13.110 Sign Sizes.
- 17.13.120 Exemptions.
- 17.13.130 Prohibited Signs.
- 17.13.140 Non-conforming Exceptional Signs.
- 17.13.150 Non-conforming Existing Signs.
- 17.13.160 Variance.
- 17.13.170 Penalties.
- 17.13.180 Severability.

17.13.010 TITLE. These regulations shall be known as the Sign Ordinance and may be cited as such and will be referred to herein as "this ordinance" or "this code".

17.13.020 PURPOSE AND SCOPE.

1. This ordinance provides reasonable and necessary regulations for the erection and maintenance of signs in order to:
 - A. Maintain a balance between the need to identify buildings and activities and the negative impact on community image created by visual clutter;
 - B. Protect the public health and safety;
 - C. Preserve, protect, and enhance the economic, scenic, historic, and aesthetic values and objectives of the City; and
 - D. Prevent the interference of signage regulated herein with official traffic signs or signals.
2. The regulations of this code are not intended to permit any violation of the provisions of any other law or regulation.
3. The Uniform Sign Code of 1991, as amended, is hereby adopted by reference as though fully set forth. In cases of conflict between the provisions of said sign code and this ordinance, the provisions of this ordinance shall apply.
4. It is not the purpose of this ordinance to regulate signs which are regulated exclusively by federal or state law. In any case in which federal or state law preempts this ordinance, federal or state law shall apply.

17.13.030 DEFINITIONS :

Definitions of the Hood River Zoning Ordinance are incorporated by reference. In cases of conflict between the definitions of this ordinance and the definitions of 17.01.060 of the Hood River Municipal Code, the following definitions shall apply:

- A. **ABANDONMENT:** A sign structure not containing a sign for 120 days or a sign not in use for 120 continuous days shall be considered abandoned.
- B. **AWNING:** An awning is a temporary or moveable shelter supported entirely by the exterior wall of a building and composed of fabric or metal with a supporting rigid framework.
- C. **BUILDING CODE:** The Building Code is the Uniform Building Code promulgated by the International Conference of Building Officials, as adopted by this jurisdiction.
- D. **BUILDING FACE:** Building face is all the window and wall area of a building on one (1) plane or elevation.
- E. **BUILDING HEIGHT:** Building height is the vertical distance above a reference datum measured to the highest point of the coping of a flat roof or to the deck line of a mansard roof or to the average height of the highest gable of a pitched or hipped roof. The reference datum shall be selected by either of the following, whichever yields a greater height of the building:

1. The elevation of the highest adjoining sidewalk or ground surface within a five foot (5) horizontal distance of the exterior wall of the building when such sidewalk or ground surface is not more than ten (10) feet above lowest grade.
2. An elevation ten (10) feet higher than the lowest grade when the sidewalk or ground surface described in Item 1 above is more than ten (10) feet above lowest grade.

The height of a stepped or terraced building is the maximum height of any segment of the building.

F. BUILDING OFFICIAL: The officer or other designated authority charged with the administration and enforcement of this ordinance or his duly authorized representative.

G. CENTER: A center is a group of establishments planned, developed and managed as a unit with non-segregated, off-street parking and circulation provided on the property.

H. COMBINATION SIGN: A combination sign is any sign incorporating any combination of the features of pole and projecting signs.

I. CURB LINE: The curb line is 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 City Engineer. (See Legal Setback Line.)

J. DIRECTIONAL SIGN: A directional sign is a sign displayed strictly for direction, safety, education or convenience of the public, including signs which identify restrooms, public telephones, and parking area entrances and exits.

K. DISPLAY SURFACE: Display surface is the area made available by the sign structure for the purpose of displaying a message.

L. ELECTRIC SIGN: An electric sign is any sign containing electrical wiring, but not including signs illuminated by an exterior light source.

M. ENTITY: Any use functioning independently.

N. FREE-STANDING SIGN: A free-standing sign is a sign erected on a free-standing frame, mast, or pole and not attached to any building.

O. GRADE: The lowest point of elevation of the finished surface of the ground within an area between the sign and the property line or where the property line is more than five (5) feet from the sign between the sign and a line five (5) feet from the sign.

P. GROUND SIGN: A ground sign is any sign which is supported by one or more uprights, poles or braces in or upon the ground other than a combination or pole sign, as defined by this code.

Q. HEIGHT: The overall height of a sign or sign structure is measured from the average grade directly below the sign to the highest point of the sign or sign structure.

R. LEGAL SETBACK LINE: A setback line is a line established by ordinance beyond which a building/structure may not be built. A legal setback line may be a property or vision or vehicle clearance line.

S. MARQUEE: A marquee is a permanent structure attached to and supported by the building and projecting over public property.

T. MULTI-ENTITY COMPLEX: A multi-entity complex is any structure within which more than one (1) entity is being conducted or will be conducted.

U. MULTI-FAMILY DWELLING: A multi-family dwelling is a structure designed or used for residential purposes containing five (5) or more dwelling units.

V. NON-CONFORMING USE: A non-conforming use means a lawful existing structure or use at the time this ordinance becomes effective, which does not conform to the requirements of this ordinance.

W. NON-RESIDENTIAL USE: A non-residential use is an institutional use, public facility, or similar use in the residential (R-1, R-2, and R-3) zone.

X. OFF-PREMISES SIGN: A sign which relates to an entity not located on the premises where the sign is located.

Y. PORTABLE SIGN: A portable sign is a temporary sign capable of being moved easily and is not permanently affixed to the ground or a structure.

Z. PROJECTING SIGN: A projecting sign is a sign other than a wall sign, which projects from and is supported by a wall of a building or structure.

AA. PROJECTION: Projection is the distance by which a sign extends over public property or beyond the building line.

BB. ROOF LINE: Roof line is the ridge on a gable or peaked roof, the parapet or fascia of a flat roof. A mansard roof is considered as a gable roof for the purposes of this definition.

CC. ROOF SIGN: A roof sign is a sign erected upon or above a roof or parapet of a building or structure.

DD. SANDWICH BOARD: A sandwich or A-board is a sign capable of being moved and not supported by a structure in the ground, nor attached to or erected against a structure.

EE. SIGN: A sign is defined as any identification, description, illustration, symbol or device which is free-standing, affixed, painted, or bas relief upon an awning, building, structure or land, which communicates a message or idea, or identifies, or directs attention to a product, place, activity, person, institution, or entity.

FF. SIGN AREA: Sign area is the area of the smallest geometric figure which encompasses the facing of a sign, including copy, insignia, background and borders, but excluding essential sign structure, foundation, or support. For a multi-faced or two-sided sign, the sign area shall be the total of all faces. If the sign consists of more than one (1) section or module, all areas will be totaled.

GG. SIGN STRUCTURE: A sign structure is any structure which supports or is capable of supporting any sign as defined in this code. A sign structure may be a single pole and may or may not be an integral part of the building.

HH. STRUCTURE: A structure is that which is built or constructed, an edifice or building of any kind, or any piece of work artificially built up or composed of parts joined together in some definite manner.

II. TEMPORARY SIGN: A temporary sign is any exterior sign, banner, pendant, valance or display constructed of cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without frames, to be displayed for a period not exceeding 90 days.

JJ. U.B.C. STANDARDS: U.B.C. Standards is the Uniform Building Code Standards, promulgated by the International Conference of Building Officials, as adopted by this jurisdiction.

KK. VEHICLE CLEARANCE: The triangular area formed at a corner or parcel by the intersection of a dedicated public right-of-way (improved or unimproved) and an alley, driveway, parking lot or loading area and a straight line joining said lines through points ten (10) feet back from their intersection. This vehicle clearance area shall provide an area of unobstructed vision.

LL. WALL SIGN: A wall sign is any sign attached to, erected against, or painted on the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of said wall.

17.13.040 PERMITS REQUIRED: A sign shall not hereafter be erected, re-erected, constructed, altered, except as provided by this code and after a permit for the same has been issued by the Building Official. A separate permit shall be required for a sign or signs for each entity, and a separate permit shall be required for each group of signs on a single supporting structure. In addition, electrical permits shall be obtained for electric signs. All signs are subject to review by the Building and Planning Departments of the City of Hood River.

17.13.050 APPLICATION: Application for a sign permit shall be made in writing upon forms furnished by the Building Official. Such application shall contain the location by street and number of the proposed sign structure, as well as the name and address of the owner and the sign contractor or erector, and a complete site plan. The Building Official may require the filing of plans or other pertinent information where in his opinion such information is necessary to ensure compliance with this code. Standard plans may be filed with the Building Official.

17.13.060 MEASUREMENT: The following criteria shall be used in measuring a sign and sign placement to determine compliance with this ordinance:

- A. **SIGN AREA:** The area of the smallest geometric figure which encompasses the facing of a sign, including copy, insignia, background and borders, but excluding essential sign structure, foundation, or support. For a multi-faced or two-sided sign, the sign area shall be the total of all faces. If the sign consists of more than one (1) section or module, all areas will be totaled.

- B. **HEIGHT:** The overall height of a sign or sign structure is measured from the average grade directly below the sign to the highest point of the sign or sign structure.
- C. **VEHICLE CLEARANCE:** The triangular area formed at a corner or parcel by the intersection of a dedicated public right-of-way (improved or unimproved) and an alley, driveway, parking lot or loading area and a straight line joining said lines through points ten (10) feet back from their intersection. This vehicle clearance area shall provide an area of unobstructed vision.
- D. **LEGAL SETBACK LINE:** A setback line established by ordinance beyond which a sign may not be built. A legal setback line may be a property, vision clearance, or vehicle clearance line.
- E. **AREA OF FACE:** "False fronts" and mansard roofs will be excluded when calculating the area of the primary face.
- F. **ROOF LINE:** The ridge on a gable or peaked roof, the parapet or fascia of a flat roof. A mansard roof is considered as a gable roof for the purposes of this definition.
- G. **VISION CLEARANCE:** Vision clearance is a triangular area formed at a corner lot or parcel by the intersection of dedicated public right-of-way lines and a straight line joining said lines through points twelve (12) feet back from their intersection. The vision clearance area shall provide an area of unobstructed vision from three and one-half (3 1/2) to eight (8) feet above the top of the curb. Natural topographic features, utility poles, and tree trunks are excluded from this requirement.

17.13.070 FEES: A sign permit fee and a plan-checking fee shall be paid in accordance with the schedule established by resolution of the City Council.

17.13.080 MAINTENANCE: All signs and sign support structures, together with all of their supports, braces, guys and anchors, shall be maintained in a safe condition. The display surfaces of all signs shall be kept neatly painted or posted at all times.

17.13.090 INSPECTIONS: All signs for which a permit is required shall be subject to inspection by the Building Official. Footing inspections may be required by the Building Official for all signs having footings including post type signs. All signs containing electrical wiring shall be subject to the provisions of the applicable electrical code, and the electrical components used shall bear the label of an approved testing agency. The Building Official may order the removal of any sign that is not maintained in accordance with the provisions of Section 15.24 after notice to the owner of record of the premises in which the sign is located. All signs may be reinspected at the discretion of the Building Official.

17.13.100 ABATEMENT OF ABANDONED SIGNS: Abandoned signs may be abated pursuant to Hood River Municipal Code, Chapter 8.08, as a nuisance.

17.13.110 SIGN SIZES:

- A. **COMMERCIAL AND INDUSTRIAL ZONES:**

1. **NUMBER:**
 - a. The total number of signs identifying each entity shall not exceed three (3) signs, not including off-premises or directional signs; and
 - b. There shall not be more than two (2) signs on any building face.
 - c. Entities which occupy more than one (1) building shall be treated as separate entities.

2. **AREA:**
 - a. The total area of signs allowed on the primary face shall not exceed eight (8) percent of the building face, occupied by that entity, including windows.
 - b. A sign constructed on a second building face of a entity shall not exceed four (4) percent of that building face.
 - c. If an entity has three (3) building faces, the sign allowed on the second building face may be increased to eight (8) percent of that building face. If a third sign is placed on the third face, it shall not exceed four (4) percent of that building face.
 - d. In no case shall the total area of all signs on any one building face exceed 200 square feet.

3. **HEIGHT:** The maximum height of all free-standing signs with the exception of the freeway zone shall be 25 feet.

4. **FREE-STANDING, ON-PREMISES SIGNS:**
 - a. Free-standing signs shall be limited to one (1) per parcel and shall be included in the total number and area of allowed signs for each entity.
 - b. A center or multi-entity complex shall be allowed one (1) free-standing sign identifying the complex/center in addition to the signs allowed for each entity and shall be included in the total eight (8) percent allowed for the complex.
 - c. Free-standing signs shall not exceed a total 64 square feet of area and not exceed two (2) faces.
 - d. Parcels over 150,000 square feet (3.44 acres) in one (1) ownership shall be entitled to a free-standing sign not to exceed a total of 100 square feet.
 - e. Free-standing signs (all portions) shall be set back at least five (5) feet from all property lines in addition to the vision clearance and vehicle clearance requirements.

5. **PROJECTING SIGNS:** A projecting sign shall not exceed 32 total square feet.
6. **ROOF SIGNS:** No sign shall extend above the roof line at the wall or the top of a parapet wall, whichever is higher.
7. **AWNINGS:** Signs on awnings that identify a entity shall not exceed the permitted sign area.
8. **TEMPORARY SIGNS:**
 - a. Temporary signs shall be limited to one (1) per parcel for up to 90 days.
 - b. Temporary signs shall not exceed 32 square feet in size.
9. **OFF-PREMISES SIGNS:**
 - a. Only one (1) off-premises sign per entity shall be allowed.
 - b. Off-premises signs shall not exceed 24 square feet in size nor 12 square feet per face.
 - c. Free standing off-premises signs shall not exceed eight (8) feet in height.
 - d. Off-premises signs (all portions) shall be set back at least five (5) feet from all property lines in addition to the vision clearance and vehicle clearance requirements.
10. **SANDWICH BOARDS:**
 - a. Only one (1) sandwich board on private property per entity shall be allowed.
 - b. A sandwich board shall be included in the total number of signs and sign area allowed for a particular entity.

B. RESIDENTIAL ZONES:

1. **SUBDIVISIONS:**
 - a. Permanent subdivision signs are limited to a maximum area of 16 square feet.
 - b. Maximum height of a permanent subdivision sign shall be six (6) feet.
 - c. Permanent subdivision signs shall be limited to one (1) at each entrance.

2. **MULTI-FAMILY DWELLINGS:**

- a. A permanent sign for twelve (12) or more multi-family dwelling units may have a maximum area of sixteen (16) square feet.
- b. A permanent sign for eleven (11) or fewer multi-family units may have a maximum area of twelve (12) square feet.

3. **HEIGHT:** Residential signs shall not exceed a height of six (6) feet.

4. **ILLUMINATION:** Signs in residential zones may have external illumination. Reflective type bulbs shall be used for indirect illumination of the display surface, if properly shielded from direct glare onto streets and adjacent properties. Electric signs are prohibited.

5. **NON-RESIDENTIAL USES:**

- a. Signs for non-residential uses in residential zones shall not exceed 24 square feet in size.
- b. Non-residential signs shall be limited to one (1) per parcel unless on a corner lot which allows a maximum of two (2) signs totalling 24 square feet in size.

6. **TEMPORARY SIGNS:**

- a. Temporary signs shall be limited to one (1) per parcel for up to 90 days.
- b. Temporary signs shall not exceed 12 square feet in size.

C. **OPEN SPACE/PUBLIC FACILITIES ZONE:**

- a. Two (2) signs for each site or facility shall be allowed.
- b. Each sign shall not exceed 24 square feet in size.

D. **FREEWAY ZONE:**

- 1. **Purpose:** This special overlay zone is intended to provide for and regulate certain on-premises, free-standing signs which identify individual entities located along I-84. The affected properties, as described below, are those that depend primarily on highway traffic. Because of its location, traffic along I-84 cannot identify those entities within a reasonable and safe distance to exit the highway. Therefore, height and area limitations for free-standing, on-premises signs have been increased.
- 2. **Location:** The freeway zone shall be described as the area located east of the White Salmon-Highway 35 highway, west of the City of Hood River/Hood River County boundary, south of the Columbia River and north of I-84, located within the City limits of Hood River and zoned Commercial (C-2).

And:

That land zoned Light Industrial within the following described boundaries:

Commencing at Engineer's Centerline Station "'2nd' 13+77.00 P.O.T.", thence North 1-03-44 East to Station "'2nd' 17+01.06 P.S." and the Point of Beginning of the description contained herein; thence West 40.00 feet to a point; thence Northerly along a 40.00 foot offset line from said '2nd' Street Centerline, said Centerline being described as a 20-00-00 degree spiral to the left with a length of 200 feet and a deflection angle of 2.5, to Station "'2nd' 19+01.06 P.S.C." ; thence along a 20-00-00 degree simple curve to the left, an arc distance of 177.48 feet to Station "'2nd' 20+78.55 P.T."; thence from said offset line, Northeasterly a distance of 40.00 feet to said Centerline Station "'2nd' 20+78.55 P.T."; thence North 54-26-03 West along said Centerline a distance of 72 feet to the Centerline of Access Road 'C'; thence North 35-33-50 East a distance of 24 feet to Centerline Station "'R' 1193+06.04 P.C."; thence along a 35-00-00 degree simple curve to the right an arc distance of 162.25 feet to Station "'R' 1194+68.30 P.T."; thence South 87-38-53 East along said 'R' Centerline a distance of 204.75 feet to Engineer's Centerline "'R' 1196+73.05 P.O.T."; thence continuing along said centerline extended a distance of 960 feet to the West bank of the Hood River as it exists this date; thence southerly along said West bank a distance of 800 feet to the North Right-of-Way of Interstate 84; thence Westerly along said North Right-of-Way a distance of 900 feet to a point 200 feet East of the Point of Beginning; thence West 200 feet to the Point of Beginning.

Bearings, distances, and stations based on Oregon State Highway Division Preliminary Copy of The Construction Detail Map of the "Second Street Interchange, (Hood River)", dated September 1991.

3. Number: One (1) free-standing, on-premises sign shall be permitted for each parcel/ownership and shall be included in the allowed area for signs as listed in the Commercial/Industrial section of this ordinance.
4. Area: The sign shall not exceed an area of 100 square feet per face and shall not have more than two (2) faces.
5. Height: The sign shall not exceed 45 feet.
6. Other signs: All other signs shall meet the requirements of the Commercial/Industrial portion of this ordinance.

17.13.120 EXEMPTIONS: The following signs shall not require review under this ordinance:

A. CHANGE OF COPY: The changing of the copy or message on a painted or printed sign. A change of copy representing the change of ownership requires compliance with this ordinance.

B. DIRECTIONAL SIGNS: Directional signs less than six (6) feet above grade and less than twelve (12) square feet or six (6) square feet per side in compliance with the vision clearance and vehicle criteria.

C. BANNERS: Banners attached to the City of Hood River's classic light poles

D. MEMORIAL TABLETS OR SIGNS: Names of buildings and date of erection when cut into any masonry surface or constructed of bronze or other noncombustible material.

E. TRAFFIC SIGNS: Traffic, municipal, or directional signs for hospital or emergency services, legal notices, railroad signs, and danger signs.

17.13.130 PROHIBITED SIGNS: The following signs are prohibited within the City limits of Hood River:

A. MOVING SIGNS: Moving signs or flashing signs or any sign or structure which has any visible moving part or visible mechanical movement of any description or other apparent visible movement achieved by any means, including intermittent electrical pulsations or by action of normal wind currents, excepting clocks, barber poles, public service information signs and time or temperature signs.

B. PORTABLE SIGNS: Portable or bench signs, excluding sandwich boards located on private property.

C. POLE AND TREE SIGNS: Signs placed on, painted on, or affixed to any utility pole or tree.

D. UNOFFICIAL SIGNS: Unofficial signs which purport to be, or are an imitation of, or resemble official traffic signs or signals, or which attempt to direct the movement of traffic, or which hide from view any official traffic sign or signal.

E. ROOF SIGNS.

F. CAR SIGNS: A sign placed on, affixed to, or painted on a motor vehicle, vehicle, or trailer, and placed on public or private property for the primary purpose of providing a sign not otherwise permitted in this ordinance.

G. FLAGS AND BANNERS: Flags, banners, and objects designed to move with the wind except the flag of any nation or government entity.

17.13.140 NON-CONFORMING EXCEPTIONAL SIGNS: The Planning Commission will conduct a quasi-judicial hearing in accordance with the requirements of Chapter 17.09 of the Hood River Municipal Code upon submission of an application for recognition as a non-conforming exceptional sign. The Planning Commission may recognize exceptional non-conforming signs when the following three (3) criteria are met:

A. AGE. The sign structure was constructed at least thirty-five (35) years prior to the date of application, and has been maintained or restored in its original location, design and appearance; and

B. **ASSET.** The sign structure is recognized as a special feature in the city, and a visual or historic asset; and

C. **INSPECTION.** The sign structure has been inspected and certified by a licensed sign contractor and a licensed electrician (if applicable) to be in safe condition.

17.13.150 NON-CONFORMING EXISTING SIGNS:

A. Non-conforming signs are those signs lawfully installed prior to the effective date of this ordinance, which do not conform to the standards of this code.

B. All non-conforming signs shall be made to comply with this ordinance when structural alteration, relocation or replacement of a sign occur. Repair of a part of a sign or sign structure to a safe condition, including normal maintenance, shall be permitted without loss of its non-conforming status. Changes in copy shall be permitted without loss of the non-conforming status, provided that there are no other changes to the sign or sign structure. However, a change of copy indicating a change of ownership shall require compliance with this ordinance.

C. All non-conforming signs shall be made to comply with this ordinance no later than November 1, 1998. Any non-conforming temporary sign shall be made to comply with this ordinance by May 1, 1992.

D. Non-conforming signs lawfully located within the City of Hood River commercial or industrial zone on the effective date of this ordinance which are visible from a federal interstate highway or federally aided primary (hereinafter "such signs") may remain unless funds are allocated to provide for payment of just compensation by the City of Hood River pursuant to ORS Chapter 377 and the Highway Beautification Act, provided that within 60 days from the effective date of this ordinance the owner of each such sign:

1. Provides proof to the city planning department that each such sign was in existence on the effective date of this ordinance;
2. Provides the location of each such sign on the effective date of this ordinance to the city planning department;
3. Provides a copy of a valid permit for each such sign issued by the State of Oregon pursuant to ORS 377.700 - 377.840.

E. Signs located on property annexed to the City of Hood River after the adoption of this ordinance shall be made to comply at the same date compliance would have been required if the annexed property had been located within the City of Hood River on the effective date of this ordinance, or within one (1) year of annexation, whichever is later.

17.13.160 VARIANCE: Relief may be requested from all sign regulations except for prohibited signs pursuant to the provisions of Section 17.05.040 to 17.05.080, Variances of the Zoning Ordinance.

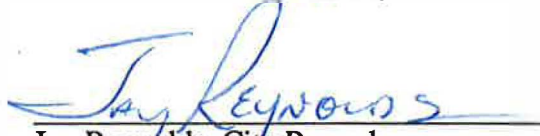
17.13.170 PENALTIES: Failure to comply with this ordinance shall constitute a violation of these regulations and be subject to the penalty and abatement proceedings prescribed under Chapter 17.10 of the Hood River Municipal Code.

17.13.180 SEVERABILITY: The invalidity of a section or subsection of this ordinance shall not affect the validity of the remaining sections or subsections.


Read for the first time: March 9th, 1992

Read for the second time: March 23rd, 1992

PASSED by the Council of the City of Hood River this 23rd day of March, 1992


Jay Reynolds, City Recorder

APPROVED by the Mayor of the City of Hood River this 23rd day of March, 1992.


Glenn P. Taylor, Jr.
Mayor