

**SEASIDE PLANNING COMMISSION AGENDA**  
**989 Broadway - City Hall Council Chambers**  
**August 21, 2012**  
**7:00 p.m.**

- 1. CALL TO ORDER:**
- 2. PLEDGE OF ALLEGIANCE:**
- 3. OPENING REMARKS:**
- 4. DECLARATION OF CONFLICT OF INTEREST OR EXPARTE CONTACTS:**
- 5. ORDINANCE ADMINISTRATION:**
  - A. Planning Commission Review of Mural/Wall Graphics at Seaside Civic & Convention Center**
  - B. Planning Commission Consideration of Profession Offices within the Commercial Neighborhood (C-1) Zone**
  - c. Discuss Feather/Bow Flag Signs under the Sign Ordianance.**
- 6. PUBLIC COMMENTS: Not related to specific agenda items:**
- 7. PLANNING COMMISSION & STAFF COMMENTS:**
- 8. ADJOURNMENT:**

# Memorandum

**To:** Planning Commission  
**From:** Planning Director  
**Date:** August 20, 2012  
**Re:** Seaside Civic & Convention Center Mural

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The following information was submitted by Russel Vandenberg concerning a proposal to develop a mural on the southwest facing wall of the Seaside Civic & Convention Center:

The Seaside Civic & Convention Center has contracted with Nvision Imaging for a mural to be installed on the southwest wall (approximately 10'-3" X 25'-3") of Convention Center. The mural will depict a large Seaside postcard image in the center (approximately 17.5' wide) along with four smaller postcard images on each side of the central image.

The mural will be .25" thick Dibond sheets that will be applied to an aluminum backing sheets after the sheets are attached to the wall.

The City Council has reviewed the mural and they support the proposed design.

The Planning Commission is charged with review and approval of all murals. Copies of the submitted mockup sketches are attached.

In the past murals have been approved subject the following standards:

1. Wall graphics must maintain compliance with the definition indicated in the sign ordinance which states:  
**Wall Graphics:** Any mosaic, mural, or painting, or graphic art technique, or combination or grouping of mosaics, murals, or paintings or graphic art techniques applied, implanted or placed directly onto a wall or fence and containing no copy, advertising symbols, lettering, trademarks or other references to any product, service, goods or advertising anything sold on or off the premises.
2. Wall graphics may not imitate or resemble a traffic sign, signal, or attempt to direct the movement of traffic.
3. The display surfaces of all wall graphics must be kept neatly painted or posted.

The building official can order the removal of any wall graphic that is not maintained in accordance with these provisions and the wall graphics may be re-inspected at the discretion of the building official.

Staff is recommending the Commission approve the proposed mural subject to the following condition:

The display surfaces of all wall graphics must be kept neatly painted or posted. The building official can order the removal of the mural/wall graphic if it is not maintained in accordance with this condition and the mural/wall graphics can be re-inspected at his discretion.

## Russ Vandenberg, General Manager

**From:** Nathan Hammond - Nvision Imaging, Inc. [nathan@nvisionimaging.com]  
**Sent:** Wednesday, July 18, 2012 1:50 PM  
**To:** 'Kevin Cupples'  
**Cc:** rvandenberg@seasideconvention.com; via2004@freedomnw.com  
**Subject:** RE: Seaside Civic & convention Center / Postcard Mural

Hi Kevin,

Thanks for getting back to me.

Although my business is a full service graphics firm, because of the extreme weather on the Oregon Coast and the special installation that is required to make this project last as long as possible, I am working with one of my partners who owns Fast Signs on 82<sup>nd</sup> Avenue. They have a printer that produces a much more durable, archival product, as well as the installation staff to apply this on site in one 1-2 days

Hopefully below answers your questions, but please let me know if you need more information on anything.

- **My partner will be coming by to inspect the wall this weekend. We will then have the most accurate assessment if there will be any preparation to the wall needed.**
  - Basically, we will be building the framework on site, then applying the laminated vinyl to the finished framework.
  - **The 1/4" thick panels/substrate are a sign product called DiBond**, made of aluminum sheet outer coating and a solid PVC core. Best outdoor product available. It is also what we are using for risers/spacing.
  - For each panel, we are installing **1/8" thick risers cut from the same aluminum substrate (DiBond) and striped around each panels perimeter** to keep water from building up behind the mural.
  - The panels and corner frame will be secured using **special concrete rated - stainless steel bolts/anchors**. After the holes are predrilled, the bolts will go through the panels, aligned with the risers, then into the wall directly, and countersunk. The corner 16 gauge aluminum bracket will be attached directly to the wall with no risers. I don't have the company that makes the hardware off hand, but if you need it I can get it from Jeff. Again, these are specifically designed for attaching signs to concrete and used specifically for this purpose.
  - The graphic will be applied over top of the entire structure, with wrapped edges to prevent any water damage to the edges. This is a special process much like installing car graphics on-site. We are doing it to allow the continuous wrapped edge and no bolt holes exposed on the exterior.
- As for the lifetime of the product, we are using the best and longest lasting products available and they have made big strides in outdoor longevity/achievability in the last 10 years.
  - We are printing this on the longest lasting UV Vinyl made by 3M as there flagship product for exactly this purpose, outdoor longevity.
  - We are printing using UV inks (basically a paint printer) vs. aqueous inks, like I use at my business. Again, there is nothing better.
  - Then we are Laminating the vinyl with a 3M PVC laminate, again the best available and also UV rated to protect both the ink and the vinyl itself, as well as make it easily

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cleanable.

- **3m rates these combined products about 5 years in most environments'** with no visual fading, peeling or imaging defects. Though that is a very conservative estimate and they make no guaranties as to longevity. I have seen these products lasting much longer in real life though. **My opinion is that it will stay in very good condition for 10 years, if it is cleaned regularly, every 2-3 months with a rag and some alcohol.** Depending on what your standard for lasting is, maybe even much longer.
- There is no paint or printing process in existence that will last even close to as long as this. We are using the best combined products available today.
  
- Lastly, at moment we are planning on **going with the Estimate we supplied** (bottom of the PDF page I attached yeaterday).
  - If the wall inspection reveals any additional work needed, we would be happy to provide an additional estimate.
  - We are planning **on installation in 3 weeks, the exact day still to be scheduled.**We will let you know as soon as it is scheduled, if that is OK.
  
- As for the sign permit, that has to be applied for by you guys, but please let us know if you need documentation from us.

I hope that is specific enough, but again let me know if there are still details you need.

Looking forward to seeing it up!

Thank you Kevin!

Best regards

Nathan Hammond  
N VISION I m a g i n g , i n c  
503.319.5430 . nvisionimaging.com

**From:** Kevin Cupples [mailto:kcupples@cityofseaside.us]  
**Sent:** Wednesday, July 18, 2012 10:17 AM  
**To:** 'Nathan Hammond - Nvision Imaging, Inc.'  
**Subject:** RE: Seaside Civic & convention Center / Postcard Mural

Thanks for the photo shots. I explain how the mural/wall graphics will be accomplished. If the mural will be painted directly on the wall, please provide details concerning the type of preparation of the wall prior to painting, they type of paint that will be used for the actual mural, estimated lifetime of the mural, and the maintenance schedule over the lifetime of the mural.

If the mural will be attached to the wall, please provide information concerning the type of wall preparation prior to attachment, the base material that will be attached to the wall, the treatment of the material that will be mounted, the type of mounting hardware that will be used, mounting specifications for the mural material, estimated lifetime of the mural, and the maintenance schedule over the estimated lifetime of the mural.

In addition, we will need an estimated time schedule that will indicate when the work will begin and end. We will also need a cost estimate for the entire job.

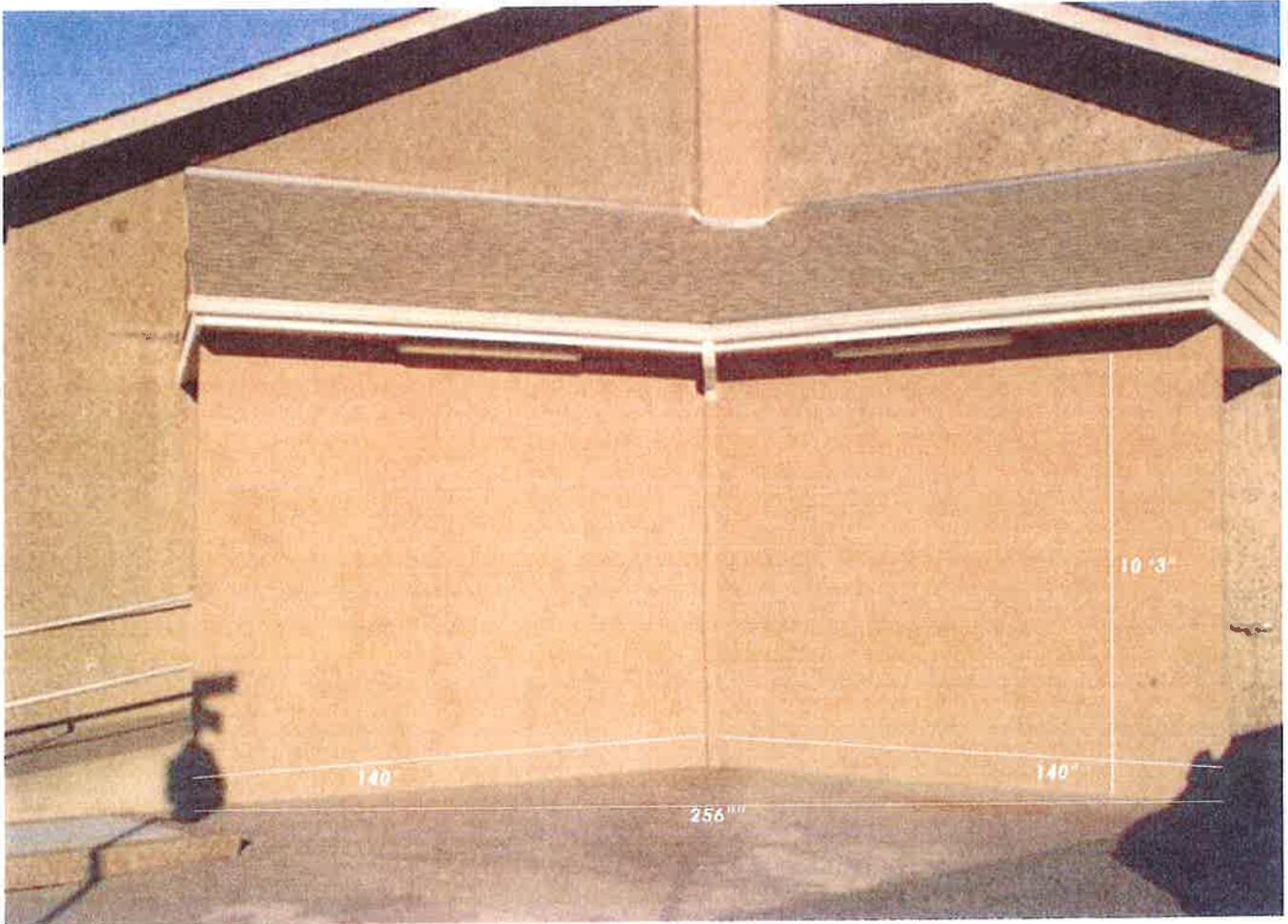
If you have any questions, please contact me at [kcupples@cityofseaside.us](mailto:kcupples@cityofseaside.us) or the phone number listed below. Thanks!

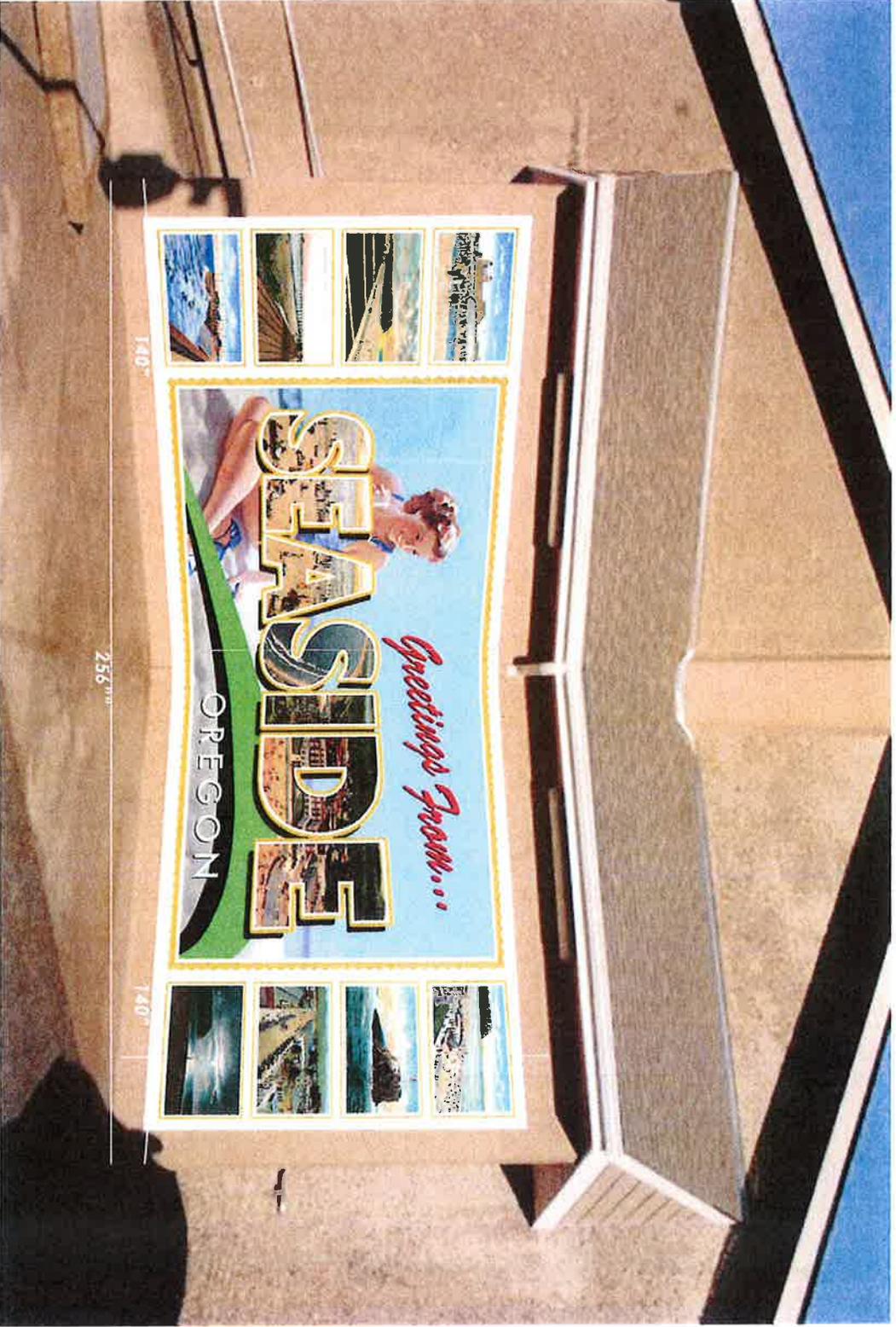
Kevin S. Cupples, AICP  
Seaside Planning Director

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web: [www.fastsigns.com/154](http://www.fastsigns.com/154)  
email: [154@fastsigns.com](mailto:154@fastsigns.com)

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140"

256"

140"

# Memorandum

**To:** PLANNING COMMISSION

**From:** PLANNING DIRECTOR

**Date:** August 21, 2012

**Re:** Professional Offices in C-1 Zones

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## **Seaside Zoning Ordinance Clarification**

A question has been raised concerning allowed uses within the Commercial Neighborhood (C-1) zone. The zone currently permits the following use:

2. Retail businesses such as grocery, drug, variety stores, restaurants, barber and beauty shops, laundry and dry cleaning; and rental of non-motorized bikes, trikes, and boats.

The list of retail businesses includes a number of service type uses that are "usually" listed with retail or listed under a separate use type within a zone. The following examples are from the R-C and C-2 zones:

## **Residential Commercial RC**

3. Retail businesses and services with business hours not to exceed 8:00 AM - 10:00 PM.
  - A. Drug stores
  - B. Variety stores
  - C. Barber shop and beauty shop
  - D. Clothes cleaning
  - E. Antique stores
  - F. Gift shop, flower shops, rock shops, hobby shops
  - G. Professional offices
  - H. Repair shops for TV and appliances
  - I. Similar uses as authorized by the Planning Commission

## **Commercial Resort C-2**

1. Retail stores and shops handling things such as clothing, gifts, food, drugs, antiques, furniture and appliances.

6. Service type store or business such as a barber shop or beauty shop, clothes cleaning, shoe repair, small appliance repair and telegraph office.

Since the C-1 zone includes examples of uses that are more service related, I believe it is reasonable to permit other service or professional type uses based on:

- the vague language in the list of permitted uses in the C-1 zone; and,
- other zones permitting service or profession type uses that are specifically mentioned under the retail heading in the C-1 zone.

Your thoughts would be greatly appreciated. If the ordinance is interpreted to permit service and professional type uses, staff would recommend the City add language that would clarify the matter when future amendments are made to the zone..

**PC Comments:**

## CITY OF SEASIDE MEMORANDUM

**To: Mayor & City Council**  
**From: Community Development Department**  
**Date: August 27, 2012**  
**Subject: Feather Flag Policy for the C-2 & C-4 Core Area**

### **Request Summary:**

The Seaside City Council and Planning Commission have been working on a policy that would allow businesses within the downtown core areas to apply for a permit to place one feather or bow flags within the public right-of-way adjacent to their business. This issue started out as a code enforcement issue but later grew into a matter of policy when a number of downtown business identified sign issues that were unique to their area based on development patterns.

The sign issue was first brought up during a Planning Commission meeting on May 1, 2012 and it was later discussed during two joint work sessions held by the Council and Planning Commission. Based on discussions during the last joint work session, staff has prepared a draft policy (see attached) that will establish a policy that will allow businesses to request authorization to place a temporary feather or bow flag sign within the public right-of-way adjacent to their business.

### **Recommended City Council Action:**

Review the proposed policy and adopt it subject to any further changes that may be necessary after the Council hears public testimony on the matter.

## **City of Seaside Policy Concerning Feather & Bow Flag Signs within the Public Right-of-way in the C-2 & C-4 Zones**

### **ISSUE:**

The current City of Seaside sign ordinance does not permit private signs in the public right of way. By the very nature of development in the central business district, many of the business owners have limited on-site area to install free standing or portable signs. Some business owners do not even have the option of providing wall mounted signs due to lease restrictions that prohibit attaching signs to the exterior of their building. A number of these owners have requested authorization from the City Council that would permit the temporary installation of a feather or bow flag sign in the public sidewalk adjacent to their business. In recognition of this issue, the City Council has authorized following policy.

### **PERMIT AUTHORIZATION**

The installation of one temporary feather or bow flag sign within the public right of way adjacent to a business located in the Resort Commercial (C-2) and Central Commercial (C-4) zones can be authorized by a permit subject to the requirements in this policy. Authorization by the city to place these signs in the right-of-way exempts them from regulation under the city's sign ordinance and the Council can be temporarily suspended or permanently revoke the authorization at any time. All other signage is still regulated by the Seaside Sign Ordinance.

### **SUBMITTAL REQUIREMENTS**

A site plan must be submitted that shows the sidewalk area adjacent to their building, building access, planted gardens, existing street signs, light poles, other public improvements and the location of the existing flag hole in the sidewalk that will be used for the temporary installation of the feather flag sign. The submittal must also include a colored elevation drawing or photo that indicates the dimensions, graphic design, size and type of pole material proposed. The City will charge a \$40 review fee at the time of submittal.

### **MAXIMUM SIGN AREA**

Temporary feather or bow flag signs may have a maximum sign area of thirty-two (32) square feet.

### **MAXIMUM SIGN HEIGHT & WIDTH**

The maximum height shall be fourteen (14) feet and the maximum width shall be three (3) feet. The Planning Director may allow increases of up to twenty (20) percent over the above maximum standards to accommodate unique design features that will not fit within the standard limitations.

### **POLE MATERIAL & BASE DIAMETER**

Pole material can be ridged or semi-ridged; however, the material must be capable of supporting the sign during adverse weather so the top of the sign will not deflect more than three (3) feet. The base diameter can not exceed one and three-eighths inches (1-3/8") and the base must fit tightly enough to prevent it from wobbling in the hole.

### **BUSINESS HOURS ONLY**

Temporary flag signs shall be utilized only during regular business hours and shall be removed during non-business hours.

### **ONE TEMPORARY FLAG SIGN PER BUSINESS FRONTAGE**

No business shall be allowed to have more than one temporary flag or bow sign within the public right-of-way.

### **SIGN MAINTENANCE**

Temporary flag signs are to be maintained in a neat, orderly fashion so as not to constitute an unsightly appearance or a public nuisance. Signs shall be constructed of durable, weather resistant materials and be professional in appearance in a manner meeting the approval of the Planning Director. If such signs are not maintained, the property owner or business owner shall remove them immediately upon notice by the Planning Director.

### **ILLUMINATION NOT PERMITTED**

Temporary flag signs shall not be illuminated.

### **ON-SITE ADVERTISING ONLY**

Temporary flag signs shall not advertise products or services not available at the location of the sign.

### **LOCATION**

Temporary flag signs will not be permitted in locations where the sign will adversely impact pedestrian movement, block traffic signs, or interfere with awnings.

### **PROHIBITED ACTIONS**

No business or property owner is allowed to alter or relocate the holes in the public sidewalk. Establishing any new holes is at the sole discretion of the City of Seaside Public Works Department.

### **INSURANCE REQUIREMENTS**

Before a permit can be issued, the applicant must file a certificate showing public liability and property damage insurance protecting the owner and the city from all claims for damage to property or bodily injury, including death, which may arise from the installation of the temporary flag sign. Such insurance shall provide coverage of not less than a \$1,000,000. combined single limit per occurrence. Such insurance shall be without prejudice to coverage otherwise existing and shall name as additional insured the city, its officers and employees, and shall further provide that the policy shall not terminate or be canceled without 30 days' written notice to the City.

### **TEMPORARY PERMITS & LIMITATIONS**

Feather and bow flag signs will be permitted within the public right of way under limited authorization granted by the City Council. As such, any authorization can be amended, suspended, or revoked by the Council at any time without remuneration. The temporary signs can not be put up during special events or holidays (e.g. Flag Day & the downtown wine walk) when the flag holes will be used for their original purpose.