

ORDINANCE NO. 2017-07

AN ORDINANCE OF THE CITY OF SEASIDE, OREGON, AMENDING THE CODE OF SEASIDE CHAPTER 155 MAKING SPECIFIC CHANGES TO THE SIGN ORDINANCE REGULATION OF SANDWICH BOARD SIGNS.

WHEREAS, the City of Seaside City Council and Mayor have received a petition requesting changes to the City's sign ordinance that would eliminate the provision restricting the placement of sandwich board signs to within 10' from the entrance to a building; and

WHEREAS, the Council heard from some small business owners they believe the restriction is having a negative impact on their ability to attract customers to their businesses given the variety of property configurations that can render the signage ineffective; and

WHEREAS, the Seaside Planning Commission was split evenly when asked whether they would support an amendment that would remove the A-Frame or sandwich board sign locational restriction; and

WHEREAS, on a one year trial basis, the Council is willing to remove the locational restriction in order to assess the impacts the lesser restriction will have on the businesses and the appearance of the city as a whole; and

WHEREAS, the City Council is the appropriate body to review and approve amendments to the Code of Seaside; including the Sign Code in Chapter 155.

NOW, THEREFORE, THE CITY OF SEASIDE ORDAINS AS FOLLOWS:

SECTION 1. The provisions regulating the permitted location of A-Frame or sandwich board signs in Section 155.16 (E) shall be amended as follows:

(E) A-Frame or sandwich board signs: These signs are not permitted off premise. They must be located entirely on the property with no more than one sign per business regardless of the permitted area allowed. The sign area is limited to no more than ten square feet per face. Although a permit is not required for these signs, they must be located so they will not obstruct clear vision areas, pedestrian, or vehicular access.

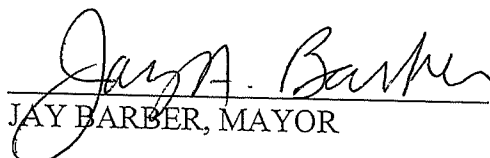
SECTION 2. The amendment will be valid for a period of one year from the date this ordinance becomes effective.

SECTION 3. The amendment in Ordinance No. 2017-07 will take effect on the thirtieth day after its adoption; July 26, 2017.

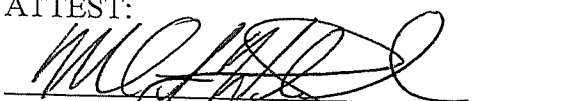
ADOPTED by the City Council of the City of Seaside on this 26 day of June, 2017, by the following roll call vote:

YEAS: FRANK, BARBER, WRIGHT, PHILLIPS, MORRISEY
NAYS: NONE
ABSTAIN: NONE
ABSENT: MONTERO, HORNING

SUBMITTED to and **APPROVED** by the Mayor on this 27 day of June, 2017


JAY BARBER, MAYOR

ATTEST:


Mark J. Winstanley, City Manager