



TO: City of Banks Planning Commission

FROM: Stacey Goldstein, City Planner

DATE: October 21, 2015 for the October 27, 2015 Planning Commission Hearing

RE: **Sign Permit Application for American Legion Post 90 Located at 13970 NW Main Street, Banks, OR**

Sign Proposal

The American Legion Post 90 is requesting approval to place a new non-illuminated 4'x 6' single sided reader board sign located at 13970 NW Main Street. The proposed sign meets the definition of a wall sign pursuant to Banks City Code Chapter 150.44.

The proposed sign would be attached directly to the exterior wall of the building, facing NW Main Street. It will partially cover an existing exterior window which faces the street. There are two existing "Bingo" signs on the same wall face. Refer to the photos submitted by the Applicant.

The proposed signage is a 4'x6' channel letter sign, single-sided with a white background. Black letters are used for the text. The sign frame is satin anodized aluminum.

Sign Ordinance Regulations

Sections 151.45 (E) and 150.49 (O) of the Banks Municipal Code provide the applicable regulations for a wall sign that pertains to this proposal as follows:

(E) Signing shall be in proportion with and visually related to the architectural character of the building and be restrained in size relative to the property area.

Findings: The proposed signage partially covering a window on the front façade facing NW Main Street does not meet this criterion. Staff finds that the placement is not in proportion to the building elements and detracts visually from the architectural character of the building, a simple vernacular style. Wall signs should be harmonious and integrated into the architecture of a building, enhancing the form, scale and visual character. Signs should be mounted to fit within existing architectural features. Covering remaining architectural features of the Legion building with a sign should be avoided as it obscures an important architectural detail of the building, the window.

(O) Wall sign.

(1) The sign shall not stand more than 12 inches away from the wall.

(2) The sign shall not exceed 200 square feet in area.

(3) Total wall signage shall not exceed 30% of the wall area in square feet on each facade.

Findings: The proposed wall sign meets subsection (O)1, and (O)2. The Applicant will need to submit additional information to demonstrate compliance with (O)3.

Staff Recommendation

As explained above, the sign code regulations allow wall signs subject to approval by the Planning Commission. Staff cannot make findings that the proposed sign complies with the applicable sections of the sign code. Staff does not support placement of a sign covering a window on the front façade of a building facing Main Street for the reasons stated above.

Staff recommends the Planning Commission move the matter to the next hearing date, which will be determined by the Planning Commission the night of October 27, 2015. This will allow the Applicant to come up with an alternative to meet the code.