

TO: HEARINGS OFFICER

FROM: LISA ANDERSON-OGILVIE, AICP
DEPUTY COMMUNITY DEVELOPMENT DIRECTOR AND PLANNING
ADMINISTRATOR

SUBJECT: **CONDITIONAL USE – SIGN PERMIT CASE 18-10;
5020 LIBERTY RD S
AMANDA NOS. 18-118810-SA & 18-116402-SI**

REQUEST

Summary: A proposal to replace an existing freestanding sign with a new electronic reader board display freestanding sign in a residential zone.

Request: A request for Conditional Use and Sign Permit Applications to install a freestanding Electronic Display Sign, which will replace an existing freestanding sign for property approximately 2.98 acres in size, zoned RM-II (Multiple Family Residential), and located at 5020 Liberty Rd S - 97306 (Marion County Assessor's Map and Tax Lot number: 083W09DC / 800).

OWNER: Trinity Covenant Church

APPLICANT: Corey Spady, Salem Sign Co.

FILER: Corey Spady, Salem Sign Co.

RECOMMENDATION

Based upon the Facts and Findings contained in this staff report, staff recommends that the Hearings Officer APPROVE the request for a consolidated conditional use and sign application request to allow an electronic message center to replace a portion of the existing sign display in a residential zone for property located at 5020 Liberty Rd S.

BACKGROUND/PROPOSAL

The application under review by the Hearings Officer is a Conditional Use Permit and Sign Permit applications for property located at 5020 Liberty Rd S (**Attachment A**).

The Conditional Use Permit is required in order to allow an electronic display sign in a residential zone.

The applicant is proposing to replace an existing freestanding monument sign with a new electronic reader board display for an existing church located in a residential zone. The proposed site plan is included as **Attachment B** with elevation drawings as **Attachment C**.

The applicant's statement addressing the applicable approval criteria for the consolidated request is included as **Attachment D**.

SUMMARY OF RECORD

The following items are submitted to the record and are available upon request: All materials submitted by the applicant, including any applicable professional studies such as traffic impact analysis, geologic assessments, and stormwater reports; any materials and comments from public agencies, City departments, neighborhood associations, and the public; and all documents referenced in this report.

FACTS AND FINDINGS

1. Procedural Findings

On August 6, 2018, Corey Spady, Salem Sign Co., submitted a sign application on behalf of the owner, Trinity Covenant Church. After staff review, it was determined that a conditional use permit was required. On September 11, 2018, Corey Spady, Salem Sign Co., submitted the conditional use permit application. Staff deemed the application complete for processing on October 11, 2018.

The public hearing before the City of Salem Hearings Officer is scheduled for November, 14, 2018, at 5:30 p.m. in the Salem City Council Chambers, Civic Center Room 240, located at 555 Liberty Street SE. Notice of public hearing was sent by mail to surrounding property owners pursuant to Salem Revised Code (SRC) requirements on Public hearing notice was also posted on the property by the applicant pursuant to SRC requirements.

2. Salem Area Comprehensive Plan (SACP) designation

The Salem Area Comprehensive Plan (SACP) map designates the subject property as "Multi Family Residential". The subject property is within the Urban Growth Boundary and the Urban Service Area (USA).

3. Zoning and Surrounding Land Uses

The subject property is zoned RM-II (Multiple Family Residential). The proposal is to replace the existing freestanding sign with an electronic reader board. The existing sign is attached (**Attachment C**). Electronic Display Signs in a Residential zone may be installed with a Conditional Use permit, pursuant to SRC 900.090.

The zoning of surrounding properties includes:

- North: Across Boone Rd SE, RM-II (Multiple Family Residential) – apartment complex
- East: RM-II (Multiple Family Residential) – manufactured home park
- South: RM-II (Multiple Family Residential) – manufactured home park
- West: Across Liberty Rd S, RS (Single Family Residential) – single family dwellings and a fire station

4. Site Analysis

The subject property is approximately 2.98 acres in size and is developed with a church and associated parking area.

The subject property abuts Boone Road SE to the north and Liberty Road S to the west. Surrounding properties are zoned RS (Single Family Residential) and RM-II (Multiple Family Residential). Liberty Road S is designated as a major arterial and Boone Road SE as a collector within the Salem TSP (Transportation System Plan).

5. Neighborhood and Citizen Comments

The subject property is located within Faye Wright Neighborhood Association and abuts Sunnyslope Neighborhood Association. The neighborhood associations were notified of the proposal. All property owners and tenants within 250 feet of the subject property were mailed notice of the proposal.

As of the date of completion of this staff report, no comments have been received from the neighborhood associations or surrounding property owners.

6. City Department and Public Agency Comments

The Building and Safety Division has reviewed the proposal and indicated that building permits would be required.

The Public Works Department reviewed the proposal and indicated no concerns with the proposal.

7. Analysis of Conditional Use Criteria

Salem Revised Code (SRC) Chapter 900.090(a) provides that:

No electronic display sign in a Residential zone may be erected without first obtaining a conditional use permit, as provided in SRC Chapter 900.045.

SRC Chapter 900.045 establishes the following approval criteria for Conditional Use for signage:

(1) The proposed sign, as conditioned, will not create or significantly increase street level sign clutter.

Applicant's Statement: The existing sign is located at the corner of Liberty Rd S and Boone Rd SE. The proposal is to replace the existing sign with an electronic reader board. Therefore, the sign will not create or increase street clutter.

Staff Findings: Staff concurs with the applicant that the replacement of the existing sign will not create or increase street level sign clutter.

(2) The proposed sign, as conditioned, will not adversely impact the neat, clean, orderly, and attractive appearance of the surrounding area to a significant degree.

Applicant's Statement: The proposed sign will not impact the neat, clean, orderly and attractive appearance of the surrounding area.

Staff Findings: Properties in the area are zoned residential and are developed with single family dwellings, an elementary school, a fire station, a manufactured park, and an apartment complex. The proposal is to replace the sign with an electronic reader board. The existing sign is visible to the properties across Liberty Road S and Boone Road SE to the north. As proposed with limited display hours, the new electronic reader board does not significantly impact or alter the appearance of the surrounding area.

(3) The proposed sign will not present a traffic or safety hazard.

Applicant's Statement: The proposed sign is to meet the requirements of SRC Chapter 900 and not create any traffic or safety hazards.

Staff Findings: To meet the requirements of SRC Chapter 900, the sign needs to be equipped with an automatic dimming device to control and maintain proper brightness levels under ambient light conditions. The sign will not flash, fade, or scroll, and will meet all City standards and criteria as to not cause a traffic or safety hazard.

(4) The proposed sign will comply with all other regulations, including, but not limited to sign height and placement restrictions.

Applicant's Statement: The sign will comply with all regulations.

Staff Findings: From the information submitted by the applicant, Staff agrees the sign meets size, location, and electronic display sign requirements of SRC Chapter 900.

8. Analysis of Sign Permit

SRC 900.045(f) states that the application for an electronic display sign conditional use permit shall be processed concurrently with the sign permit application. A summary of the applicable sign standards follows:

General Illumination Standards; Zone-Specific Standards (SRC 900.075)

The applicant's request includes replacing a manual reader board with an Electronic Display Sign in an RM2 zone. Sign illumination shall be directed away from and not be reflected upon adjacent premises. No sign shall be illuminated between the hours of midnight and 7 a.m.

Flashing Light; Zone-Specific Standards (SRC 900.080)

The applicant is not proposing flashing lights.

Effects (SRC 900.085)

The applicant is not proposing a sign with effects.

Electronic Display Sign (SRC 900.090)

The sign will meet all regulations of the sign code for electronic display signs.

Rotating and Animated Signs; Zone-Specific Standards (SRC 900.095)

The sign is not proposed to rotate or be animated.

Signs in Vision Clearance Areas (SRC 900.105)

The sign is not located within the vision clearance area.

Freestanding Signs in Residential Zones (SRC 900.130)

SRC 900.130 requires a freestanding sign to be a minimum of 3 feet from the property line abutting a street and 5 feet from a side property line.

The proposed sign meets these requirements.

Permanent Signs in Residential Zones (SRC 900.195)

Freestanding signs shall be limited to a display surface not exceeding 24 square feet.

The proposed display surface is approximately 24 square feet in display area.

RECOMMENDATION

Based upon the Facts and Findings contained in this staff report, staff recommends that the Hearings Officer APPROVE the request for a consolidated conditional use and sign application to allow an electronic message display to replace the existing monument sign in a residential zone for property located at 5020 Liberty Rd S.

Prepared by Olivia Glantz, Planner III

Application Deemed Complete Date: October 11, 2018

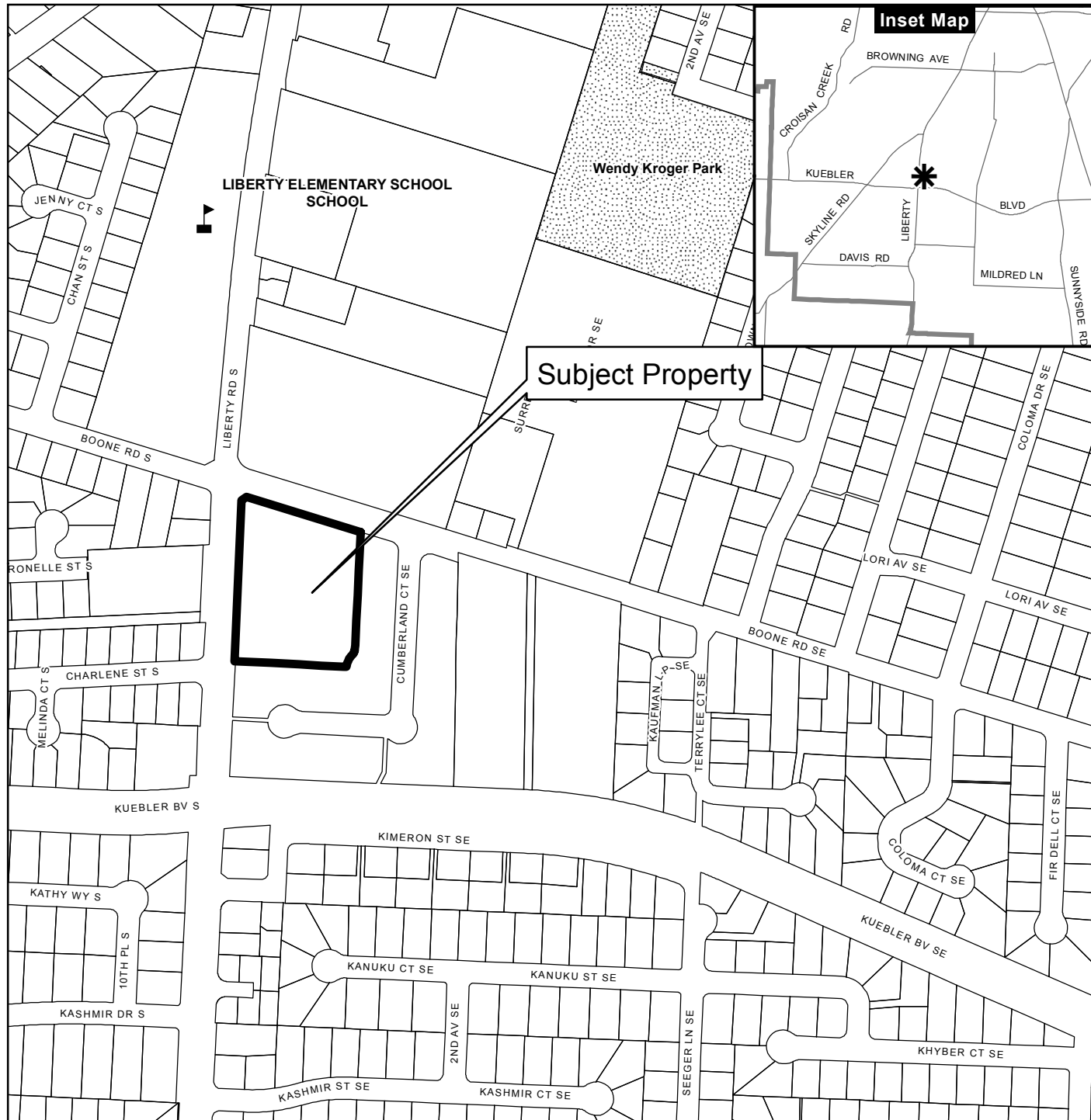
State Mandated Decision Date: February 8, 2019

- Attachments: A. Vicinity Map
B. Proposed Site Plan
C. Elevations and Existing Sign
D. Applicant's Statement








Vicinity Map

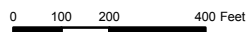
5020 Liberty Rd S

Tax Lot #083W09DC / 800

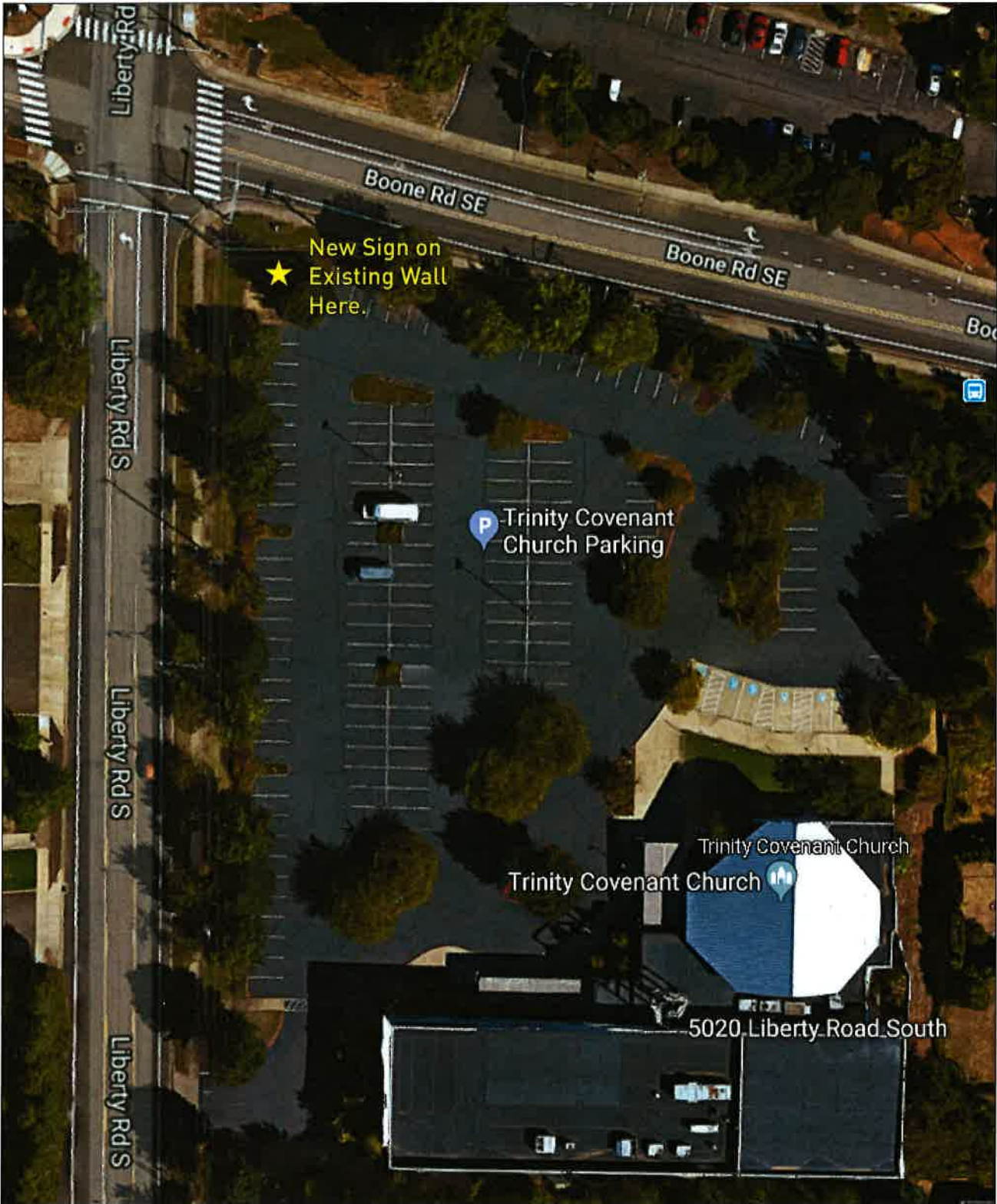


Legend

-  Taxlots
-  Urban Growth Boundary
-  City Limits
-  Outside Salem City Limits
-  Historic District
-  Schools
-  Parks



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SCALE: 1/64" = 1'-0"





Single Face Digital Wall Display



SPECIFICATIONS

CABINET:
Custom Metal
Fabricated;
Painted Black

FACE:
3/16" White SG
High Impact
Acrylic

VINYL:
TBD

DIGITAL DISPLAY:
Guru P10 Full Color;
64 x 192 Matrix

OPTION:
Re-Paint existing
concrete base
(Exact colors TBD)

SCALE: 3/4" = 1'-0"

EXISTING



*Note: Sign in Photo is Approximate Scale.

PROPOSED



Salem Sign Co., Inc.

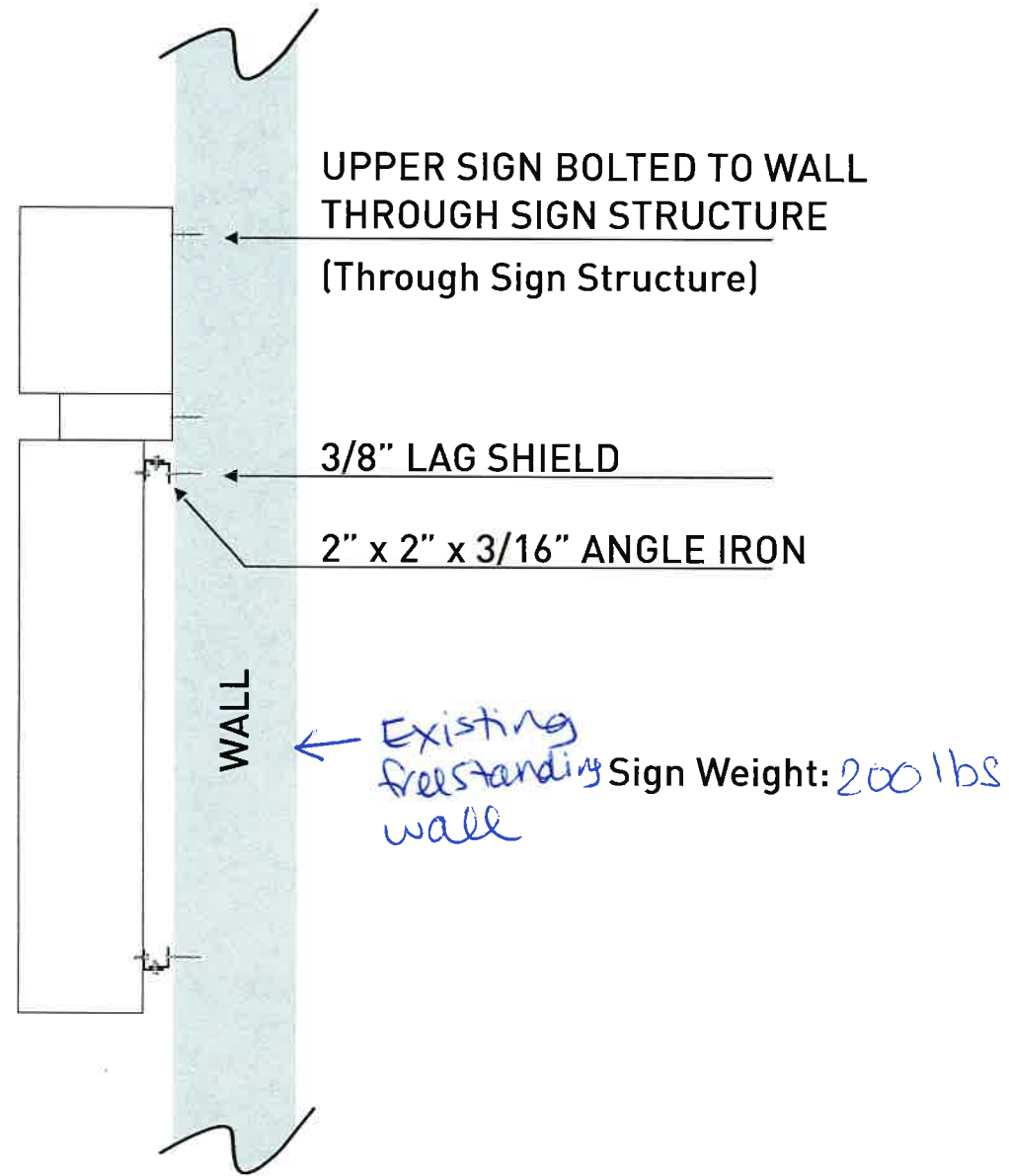
1825 FRONT ST. N.E.
SALEM, OR 97301
503-371-6362
FAX 503-371-0901
e-mail signs@salem-sign.com
CCB# 65297



THIS DRAWING IS THE PROPERTY
OF SALEM SIGN CO., INC.



TYPICAL ATTACHMENT DETAIL - DIGITAL WALL DISPLAY



JOB TITLE:

LOCATION:

DATE:

DRAWN BY:

SALES:

APPROVED BY:



Salem Sign Co., Inc.

September 10, 2018

City of Salem
Community Development Department
Planning Division

RE: Electronic Display Sign Conditional Use Permit

To whom it may concern:

We are proposing new signage for Trinity Covenant Church, located at 5020 Liberty St. S, Salem OR 97306. See exhibit A for sign specifications. The Church is located in a Residential Zone. The proposed sign will be mounted to the existing concrete wall that is at the corner of Liberty Rd S. and Boone Rd. SE. The existing wall is placed at an angle for traffic to see. See exhibits B and C for mounting detail and site map showing placement.

The sign will not create or increase street level sign clutter or will not adversely impact the appearance of the surrounding vicinity to a significant degree. It will not create any traffic or safety hazards, and it complies to all other standards of SRC Chapter 900, including, but not limited to height and placement standards. The sign will not be illuminated between the hours of midnight and 7:00 a.m. The electronic message on the display will not be changed more than once per hour, except for changes to correct hour and minute or temperature information, which will change no more often than once every three seconds.