

Shelby Guizar

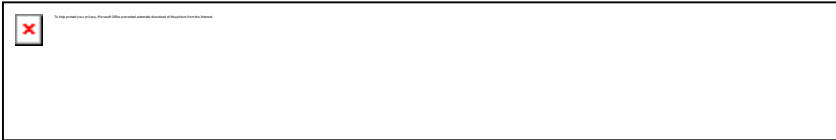
From: Jessica Edmiston <jessicae@courthousefit.com>
Sent: Monday, May 15, 2023 2:40 PM
To: Planning Comments
Subject: Courthouse Fitness Marketing Campaign - Lancaster Drive

Aaron,

We are currently finishing up a large-scale renovation on our Lancaster fitness club. We are planning to utilize a billboard campaign on Lancaster Drive to drive membership sales upon grand opening.

Thanks for your consideration.

--





**ATT: Aaron Planko Planner III
City of Salem Planning Division
555 Liberty Street SE.
Salem, OR 97301**

Dear Planning Commission,

I wish to offer comments on Code Amendment Case No. CA23-03

The proposed amendments include prohibiting Outdoor Advertising Signs (OAS) from MU-III zones.

This is contrary to the Our Salem document defining the MU-III zoning published on the city's website in February of 2022 (see attached). That document states that "all uses allowed in the Retail Commercial (CR) zone would be allowed in the proposed MU-III zone. Outdoor Advertising signs are allowed in CR zones.

This document also states that "the purpose of the Mixed Use-III (MU-III) zone is to identify allowed uses and establish development standards that encourage infill development and redevelopment in mixed-use corridors and centers."

By prohibiting OAS in MU – III zones, this amendment will deter redevelopment on properties that have signs. The existing signs would become nonconforming uses, which would prohibit sign companies from relocating them and as such reduce any flexibility to work with developers on redevelopment projects.

MU-III zoned parcels and districts by the city's definition are the most appropriate areas for OAS. They are commercial hubs where consumers expect to see signs and where local business want to advertise their brands. The existing code already contains language to limit the amount of signage in CR zones via established spacing requirements between signs. This has successfully regulated the number of signs in the city for decades.

The number of parcels that are now zoned MU-III are much more expansive than what was previously prohibiting OAS in some of these areas by the overlay zone designation. Please refer to the attached maps that illustrate what was previously prohibited, vs. what would be prohibited under the new amendment. If the intent of the amendment was to keep the status quo on restricting signs to what was previously an overlay zone, the language has gone significantly beyond that.

Also, of significant importance for the city to consider with the proposed amendment is that existing OAS in MU-III zones would become nonconforming uses. If the city were to do any projects that would impact the signs, they would be subject to paying the sign company just compensation for the loss in revenue of the signs. This cost could be drastically reduced if the sign company were able to relocate the sign.

OUTFRONT/

This is further solidified by the fact that most parcels zoned MU-III on Commercial St. and Lancaster St. are subject to the Oregon state Outdoor Advertising sign program as they were segments added to the National Highway System under the MAP 21 project. ORS 377.713 outlines what is required by the state in condemnation matters involving billboards.

For congruity, I think the best resolution is to allow OAS in MU-III zones.

Regards,



Dan Dhruva
Director of Real Estate and Government Affairs

SALEM, OREGON

MIXED USE-III ZONE

MIXED USE-1 ZONE

FORMER RETAIL COMMERCIAL ZONE (CR)

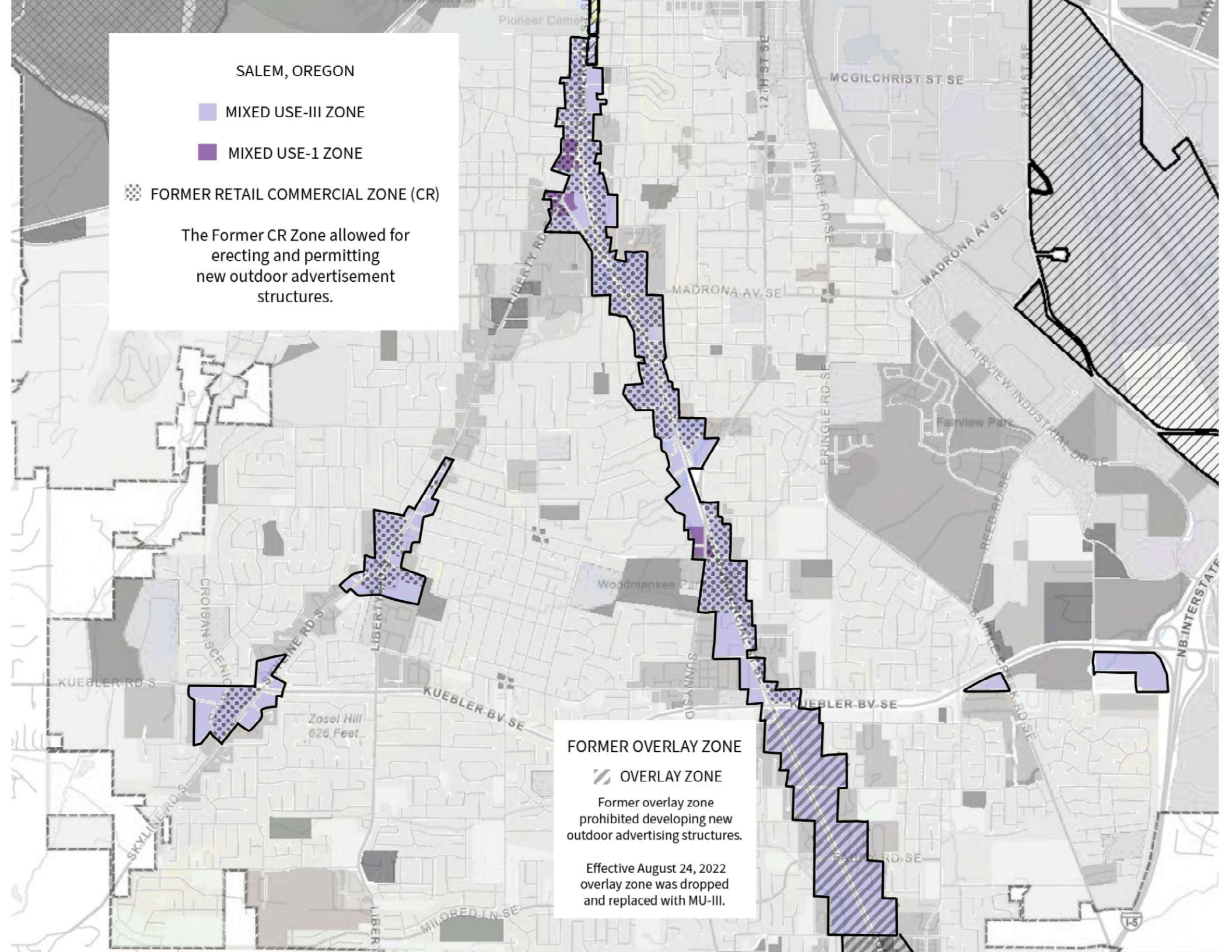
The Former CR Zone allowed for erecting and permitting new outdoor advertisement structures.

FORMER OVERLAY ZONE

OVERLAY ZONE

Former overlay zone prohibited developing new outdoor advertising structures.

Effective August 24, 2022 overlay zone was dropped and replaced with MU-III.





Mixed Use-III (MU-III) Zone Overview

May 2022

The following information describes the proposed MU-III zone, which would be a new zone in Salem. The zone is being proposed as part of the Our Salem project and could change as the project goes through the adoption process. **If you have questions, please contact Eunice Kim, ekim@cityofsalem.net.**

Description

The Mixed Use-III (MU-III) zone is intended to promote infill and redevelopment in mixed-use centers and corridors, particularly those with frequent transit service. Standards would encourage pedestrian-oriented development. Existing uses would be allowed to remain and be expanded. **All uses allowed in the Retail Commercial (CR) zone would be allowed in the proposed MU-III zone. Multifamily housing would be allowed outright in the MU-III zone** as opposed to through a conditional use permit in the CR zone.

CHAPTER 535. MU-III—MIXED USE-III

Sec. 535.001. Purpose.

The purpose of the Mixed Use-III (MU-III) zone is to identify allowed uses and establish development standards that encourage infill development and redevelopment in mixed-use corridors and centers and promote pedestrian access. The MU-III zone generally allows a variety of retail and office uses, commercial services, and multiple family residential uses.

Sec. 535.005. - Definitions.

Unless the context otherwise specifically requires, as used in this chapter, the following mean:

Pedestrian amenities means areas and objects that are intended to serve as places for public use and are closed to motorized vehicles. Examples include plazas, sidewalk extensions, outdoor seating areas, and street furnishings.

Primary street means a street that is classified in the Salem Transportation System Plan (TSP) as an arterial or collector.

Secondary street means a street that is classified in the TSP as a local street.

Sec. 535.010. Uses.

- (a) Except as otherwise provided in this section, the permitted (P), special (S), conditional (C), and prohibited (N) uses in the MU-III zone are set forth in Table 535-1.

**TABLE 535-1
USES**

TABLE 535-1. USES		
Use	Status	Limitations & Qualifications
Household Living		
Single family	P	The following single family activities: <ul style="list-style-type: none"> ■ Townhouse. ■ Residential home, as defined under ORS 197.660. ■ Single family, when located in a mixed-use building.
	N	All other single family.
Two family	P	Two family, when located in a mixed-use building.
	N	All other two family.
Three family	S	Subject to SRC 700.081.
Four family	S	Subject to SRC 700.081.
Multiple family	P	
Group Living		
Room and board	P	Room and board serving 5 or fewer persons.
	C	Room and board serving 6 to 75 persons.
	N	All other room and board.
Residential care	P	
Nursing care	P	
Lodging		
Short-term commercial lodging	P	
Long-term commercial lodging	C	
Nonprofit shelters	P	Nonprofit shelters serving 5 or fewer persons.
	C	Nonprofit shelters serving 6 to 75 persons.
	P	Nonprofit shelters serving victims of domestic violence for 10 or fewer persons.
	N	All other nonprofit shelters.
Retail Sales and Service		
Eating and drinking establishments	P	
Retail sales	N	Used merchandise stores, where sales and storage of merchandise and equipment is not conducted entirely within a building.
	P	All other retail sales.
Personal services	P	
Postal services and retail financial services	P	
Business and Professional Services		
Office	P	
Audio/visual media production	P	
Laboratory research and testing	P	
Motor Vehicle, Trailer, and Manufactured Dwelling Sales and Service		

Motor vehicle and manufactured dwelling and trailer sales	C	
Motor vehicle services	P	Gasoline service stations.
	C	All other motor vehicle services.
Commercial parking	P	
Park-and-ride facilities	P	
Taxicabs and car services	P	
Heavy vehicle and trailer sales	C	Truck rental and leasing.
	N	All other heavy vehicle and trailer sales.
Heavy vehicle and trailer service and storage	C	The following heavy vehicle and trailer service and storage activities: <ul style="list-style-type: none"> ■ Truck stops. ■ Heavy vehicle and equipment operation instruction. ■ Tire retreading and tire repair shops.
	N	All other heavy vehicle and trailer service and storage.
Recreation, Entertainment, and Cultural Services and Facilities		
Commercial entertainment—indoor	C	Nightclubs, located within 200 feet of a residential zone.
	P	All other commercial entertainment—indoor.
Commercial entertainment—outdoor	C	Privately owned camps, campgrounds, and recreational vehicle parks.
	N	The following commercial entertainment—outdoor activities: <ul style="list-style-type: none"> ■ Amusement parks. ■ Drive-in movie theaters.
	P	All other commercial entertainment—outdoor.
Major event entertainment	C	
Recreational and cultural community services	P	
Parks and open space	P	
Nonprofit membership assembly	P	
Religious assembly	P	
Health Services		
Medical centers/hospitals	N	
Outpatient medical services and laboratories	P	
Education Services		
Day care	P	
Basic education	P	
Post-secondary and adult education	P	
Civic Services		
Governmental services	P	
Social services	P	
Governmental maintenance services and construction	N	
Public Safety		
Emergency services	P	
Detention facilities	N	
Military Installations	P	

Funeral and Related Services		
Cemeteries	N	
Funeral and cremation services	P	
Construction Contracting, Repair, Maintenance, and Industrial Services		
General repair services	P	
Building and grounds services and construction contracting	P	The following buildings and grounds services and construction contracting activities: <ul style="list-style-type: none"> ■ Landscape, lawn, and garden services. ■ Tree and shrub services.
	C	Carpet and upholstery cleaning establishments.
	N	All other building and grounds services and construction contracting.
Cleaning plants	N	
Industrial services	P	
Wholesale Sales, Storage, and Distribution		
General wholesaling	N	
Heavy wholesaling	N	
Warehousing and distribution	C	Distribution centers for online, mail order, and catalog sales.
	N	All other warehousing and distribution.
Self-service storage	N	
Manufacturing		
General manufacturing	P	General manufacturing, provided the manufacturing does not exceed 10,000 square feet of total floor area per development site and retail sales of the products manufactured is provided on-site.
	C	The following general manufacturing activities, when exceeding 10,000 square feet of total floor area per development site: <ul style="list-style-type: none"> ■ Industrial and institutional food service contractors. ■ Costume jewelry and precious metals metalsmithing. ■ Sundries and notions. ■ Signs.
	N	All other general manufacturing.
Heavy manufacturing	N	
Printing	P	
Transportation Facilities		
Aviation facilities	N	
Passenger ground transportation facilities	P	
Marine facilities	N	
Utilities		
Basic utilities	C	Reservoirs; water storage facilities.
	P	All other basic utilities.
Wireless communication facilities	Allowed	Wireless communication facilities are allowed, subject to SRC chapter 703.
Drinking water treatment facilities	C	
Power generation facilities	C	
Data center facilities	N	

Fuel dealers	N	
Waste-related facilities	C	The following waste-related facilities are allowed conditionally: <ul style="list-style-type: none"> ■ Recycling depots. ■ Solid waste transfer stations.
	N	All other waste-related facilities.
Mining and Natural Resource Extraction		
Petroleum and natural gas production	N	
Surface mining	N	
Farming, Forestry, and Animal Services		
Agriculture	N	Marijuana production.
	P	All other agriculture.
Forestry	P	
Agriculture and forestry services	P	
Keeping of livestock and other animals	N	
Animal services	N	New wildlife rehabilitation facility.
	P	All other animal services.
Other Uses		
Temporary uses	P	The following temporary uses: <ul style="list-style-type: none"> ■ Emergency shelter, subject to SRC 701.025. ■ Managed temporary village, subject to SRC 701.030. ■ Temporary motor vehicle and recreational vehicle sales, subject to SRC 701.035.
Home occupations	S	Home occupations, subject to SRC 700.020.
Accessory dwelling units	S	Accessory dwelling units, subject to SRC 700.007.

- (b) Continued uses. Existing, legally-established uses established prior to *[Insert Effective Date of Ordinance]*, but which would otherwise be made nonconforming by this chapter, are hereby deemed continued uses.
- (1) Building or structures housing a continued use may be structurally altered or enlarged, or rebuilt following damage or destruction, provided such alteration, enlargement, or rebuilding complies with the standards set forth in SRC 535.015(f).
 - (2) Cease of occupancy of a building or structure for a continued use shall not preclude future use of the building or structure for that use; provided, however, conversion of the building or structure to a conforming use shall thereafter prevent conversion back to the former continued use or any other continued use.
- (c) Adaptive reuse of existing industrial buildings and structures. In order to allow for greater flexibility in the use of existing industrial buildings and structures within the area shown in Figure 535-1, the adaptive reuse of industrial buildings and structures existing on *[Insert Effective Date of Ordinance]*, is allowed as set forth in this subsection.
- (1) Uses. Any use within the industrial use classification that is a permitted, special, or conditional use within the General Industrial (IG) Zone shall be a permitted, special, or conditional use within an existing industrial building or structure within the area shown in Figure 535-1.
 - (2) Development standards; design review. The exterior of the existing industrial building or structure may be altered, but shall not be enlarged. The exterior alteration shall comply with all applicable standards of the IG Zone. The exterior alteration shall not be subject to the development standards, or the design review guidelines or the design review standards, of this chapter.

- (3) Termination. Adaptive reuse of an existing industrial building or structure shall terminate as provided in this subsection. When the adaptive reuse of an existing industrial building or structure has terminated, the property shall thereafter only be used for uses allowed in the MU-III zone.
- (A) Change of use to any use that is allowed in the MU-III zone shall terminate the adaptive reuse of the building or structure.
- (B) Determination by the Building Official that the building or structure is derelict or dangerous, as defined in SRC 50.600 and 56.230, shall terminate the adaptive reuse of the building or structure.
- (C) Substantial damage or destruction of the building or structure by any cause, to the extent that the cost of repair or restoration would exceed 60 percent of the building or structure replacement cost using new materials and conforming to the current building codes, shall terminate the adaptive reuse of the building or structure. Cost of repair or restoration, and replacement cost, shall be determined by the Building Official. The Building Official's determination is appealable as provided in SRC 20J.240 through 20J.430 for contested case proceedings.

Sec. 535.015. Development standards.

Development within the MU-III zone must comply with the development standards set forth in this section.

- (a) *Lot standards.* Lots within the MU-III zone shall conform to the standards set forth in Table 535-2.

**TABLE 535-2
LOT STANDARDS**

TABLE 535-2. LOT STANDARDS		
Requirement	Standard	Limitations & Qualifications
Lot Area		
All uses	None	
Lot Width		
All uses	None	
Lot Depth		
All uses	None	
Street Frontage		
Single family	Min. 40 ft.	Applicable to lots fronting on the turnaround of a cul-de-sac street or the outside curve of a curved street having a radius of 200 feet or less and a direction change of 60 degrees or more. In no case shall the lot width be less than 40 ft. at the front building setback line.
	Min. 30 ft.	
All other uses	Min. 16 ft.	

- (b) *Dwelling unit density.* Development within the MU-III zone that is exclusively residential shall have a minimum density of 15 dwelling units per acre.
- (c) *Setbacks.* Setbacks within the MJU-III zone shall be provided as set forth in Tables 535-3 and 535-4.

**TABLE 535-3
SETBACKS**

TABLE 535-3. SETBACKS		
Requirement	Standard	Limitations & Qualifications

Abutting Street		
Buildings		
Three family, four family, and multiple family	Min. 20 ft No Max.	Applicable to standalone three family, four family, and multiple family uses along arterial streets.
	Min. 5 ft. Max. 30 ft.	<p>Applicable to all other three family, four family, and multiple family.</p> <p>The maximum setback of up to 30 feet is applicable to all new buildings and is permitted, provided the setback area is used for a combination of landscaping and pedestrian amenities and meets the following standards:</p> <ul style="list-style-type: none"> ■ Up to the first 10 ft of the setback area can be used exclusively for pedestrian amenities, and ■ At least 50 percent of the remaining setback area must be landscaped. <p>The maximum setback does not apply to a new building if another building exists between a minimum of 50 percent of the street-facing façade of the new building and the street.</p>
All other uses	Min. 5 ft. Max. 30 ft.	<p>The maximum setback of up to 30 feet is applicable to all new buildings and is permitted, provided the setback area is used for a combination of landscaping and pedestrian amenities and meets the following standards:</p> <ul style="list-style-type: none"> ■ Up to the first 10 ft of the setback area can be used exclusively for pedestrian amenities, and ■ At least 50 percent of the remaining setback area must be landscaped. <p>The maximum setback does not apply to a new building if another building exists between a minimum of 50 percent of the street-facing façade of the new building and the street.</p>
Accessory Structures		
Accessory to single family, three family, four family, and multiple family	None	Applicable to accessory structures not more than 4 ft. in height.
	Min. 5 ft.	Applicable to accessory structures greater than 4 ft. in height.
Accessory to all other uses	Min. 5 ft.	Not applicable to transit stop shelters.
Vehicle Use Areas		
All uses	Per SRC chapter 806	
Interior Front		
Buildings		
Single family, three family, and four family	None	

Multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
All other uses	Zone-to-zone setback (Table 535-4)	
Accessory Structures		
Accessory to single family, three family, and four family	Min. 5 ft.	
Accessory to multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
Accessory to all other uses	Zone-to-zone setback (Table 535-4)	
Vehicle Use Areas		
Multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
All other uses	Zone-to-zone setback (Table 535-4)	
Interior Side		
Buildings		
Single family	None	
Three family and four family	Min. 5 ft.	
Multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
All other uses	Zone-to-zone setback (Table 535-4)	
Accessory Structures		
Accessory to single family, three family, and four family	None	Applicable to accessory structures having at least 1 wall which is an integral part of a fence.
	Min. 5 ft.	Applicable to all other accessory structures.
Accessory to multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
Accessory to all other uses	Zone-to-zone setback (Table 535-4)	
Vehicle Use Areas		
Multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
All other uses	Zone-to-zone setback (Table 535-4)	
Interior Rear		
Buildings		
Single family	None	
Three family and four family	Min. 5 ft.	
Multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
All other uses	Zone-to-zone setback (Table 535-4)	
Accessory Structures		
Accessory to single family, three family, and four family	None	Applicable to accessory structures not more than 9 ft. in height.
	Min. 1 ft. for each 1 ft. of height over 9 ft.	Applicable to accessory structures greater than 9 ft. in height.

	Min. 1 ft.	Applicable to accessory structures adjacent to an alley, unless a greater setback is required based on the height of the accessory structure.
Accessory to multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
Accessory to all other uses	Zone-to-zone setback (Table 535-4)	
Vehicle Use Areas		
Multiple family	Min. 10 ft.	Required landscaping shall meet the Type C standard set forth in SRC chapter 807.
All other uses	Zone-to-zone setback (Table 535-4)	

**TABLE 535-4
ZONE-TO-ZONE SETBACKS**

TABLE 535-4. ZONE-TO-ZONE SETBACKS			
Abutting Zone	Type of Improvement	Setback	Landscaping & Screening
EFU	Buildings and accessory structures	None	N/A
	Vehicle use areas	Min. 5 ft. ⁽¹⁾	Type A
Residential Zone	Buildings and accessory structures	Min. 10 ft. plus 1.5 feet for each 1 foot of building height above 15 feet, but in no case more than 50 ft ⁽²⁾	Type C
	Vehicle use areas	Min. 5 ft. ⁽¹⁾	Type C
Mixed-Use Zone	Buildings and accessory structures	None	N/A
	Vehicle use areas	Min. 5 ft. ⁽¹⁾	Type A
Commercial Zone	Buildings and accessory structures	None	N/A
	Vehicle use areas	Min. 5 ft. ⁽¹⁾	Type A
Public Zone	Buildings and accessory structures	None	N/A
	Vehicle use areas	Min. 5 ft. ⁽¹⁾	Type A
Industrial and Employment Zone: EC, IC, IBC, and IP	Buildings and accessory structures	Min. 5 ft. ⁽¹⁾	Type A
	Vehicle use areas		
Industrial and Employment Zone: IG	Buildings and accessory structures	Min. 10 ft. ⁽¹⁾	Type C
	Vehicle use areas		
Limitations and qualifications: ⁽¹⁾ Zone-to-Zone setbacks are not required abutting an alley. ⁽²⁾ The additional 1.5-feet for each 1-foot of building height above 15 feet does not apply abutting a creek.			

(d) *Lot coverage; height.* Buildings and accessory structures within the MU-III zone shall conform to the lot coverage and height standards set forth in Table 535-5.

**TABLE 535-5
LOT COVERAGE; HEIGHT**

TABLE 535-5. LOT COVERAGE; HEIGHT		
Requirement	Standard	Limitations & Qualifications
Lot Coverage		
Buildings and Accessory Structures		
All uses	No Max.	
Rear Yard Coverage		
Buildings		
All uses	N/A	
Accessory Structures		
Accessory to all uses	No Max.	
Height		
Buildings		
All uses	Max. 70 ft.	
Accessory Structures		
Accessory to single family, three family, four family, and multiple family	Max. 15 ft.	
Accessory to all other uses	Max. 70 ft.	

(e) *Landscaping.*

- (1) *Setbacks.* Setbacks, except setback areas abutting a street that provide pedestrian amenities, shall be landscaped to conform to the following standards:
 - (A) The required setback abutting a street for development that is exclusively residential shall meet the standard of a minimum of one plant unit per 16 square feet of landscaped area. Landscaping shall conform to the standards set forth in SRC chapter 807.
 - (B) For all other uses, landscaping shall conform to the standards set forth in SRC chapter 807.
- (2) *Vehicle use areas.* Vehicle use areas shall be landscaped as provided under SRC chapters 806 and 807.
- (3) *Development site.* A minimum of 15 percent of the development site shall be landscaped. Landscaping shall meet the Type A standard set forth in SRC chapter 807. Other required landscaping under the UDC, such as landscaping required for setbacks or vehicle use areas, may count towards meeting this requirement.
- (4) *Gasoline stations.* In addition to the landscaping requirements set forth in this section, gasoline stations shall be required to provide a minimum of one plant unit per 16 square feet of landscaped area. The landscaped area shall conform to the standards set forth in SRC chapter 807.

(f) *Development Standards for Continued Uses.*

- (1) *Buildings.* Buildings housing a continued use and existing accessory structures may be structurally altered or enlarged, or rebuilt following damage or destruction, provided such alteration, enlargement, or rebuilding conforms to development standards in this chapter and to all other applicable provisions of the UDC; or
 - (2) *Option to rebuild in same location.* Any building or structure rebuilt shall be located on the same location on the lot as the original building or structure and may be enlarged, provided the enlargement does not increase the building or structure's nonconformity to development standards set forth in this chapter and all other applicable provisions of the UDC.
- (g) *Pedestrian-oriented Design.* Development within the MU-III zone, excluding development requiring historic design review and multiple family development, shall conform to the pedestrian-oriented design standards set forth in this section. Any development requiring historic design review shall only be subject to design review according to the historic design review standards or the historic design review guidelines set forth in SRC [chapter 230](#).

(1) *Off-street parking location.* New off-street surface parking areas and vehicle maneuvering areas shall be located behind or beside buildings and structures. New off-street surface parking areas and vehicle maneuvering areas shall not be located between a building or structure and a street.

(2) *Drive through location.* New drive throughs shall be located behind or beside buildings and structures.

(3) *Outdoor storage.* Outdoor storage of merchandise located within 50 feet of the right-of-way shall be screened with landscaping or a site-obscuring fence or wall.

(4) *Building entrances:* For buildings within the maximum setback abutting a street, a primary building entrance for each building facade facing a street shall be facing the street. If a building has frontage on more than one street, a single primary building entrance on the ground floor may be provided at the corner of the building where the streets intersect.

(5) *Ground-floor windows.* For buildings within the maximum setback abutting a street, ground floor building facades facing that street shall include transparent windows on a minimum of 50 percent of the ground floor facade. The windows shall not be mirrored or treated in such a way as to block visibility into the building. The windows shall have a minimum visible transmittance (VT) of 37 percent.

Sec. 535.020. Design review.

Design review under SRC chapter 225 is required for development within the MU-III as follows:

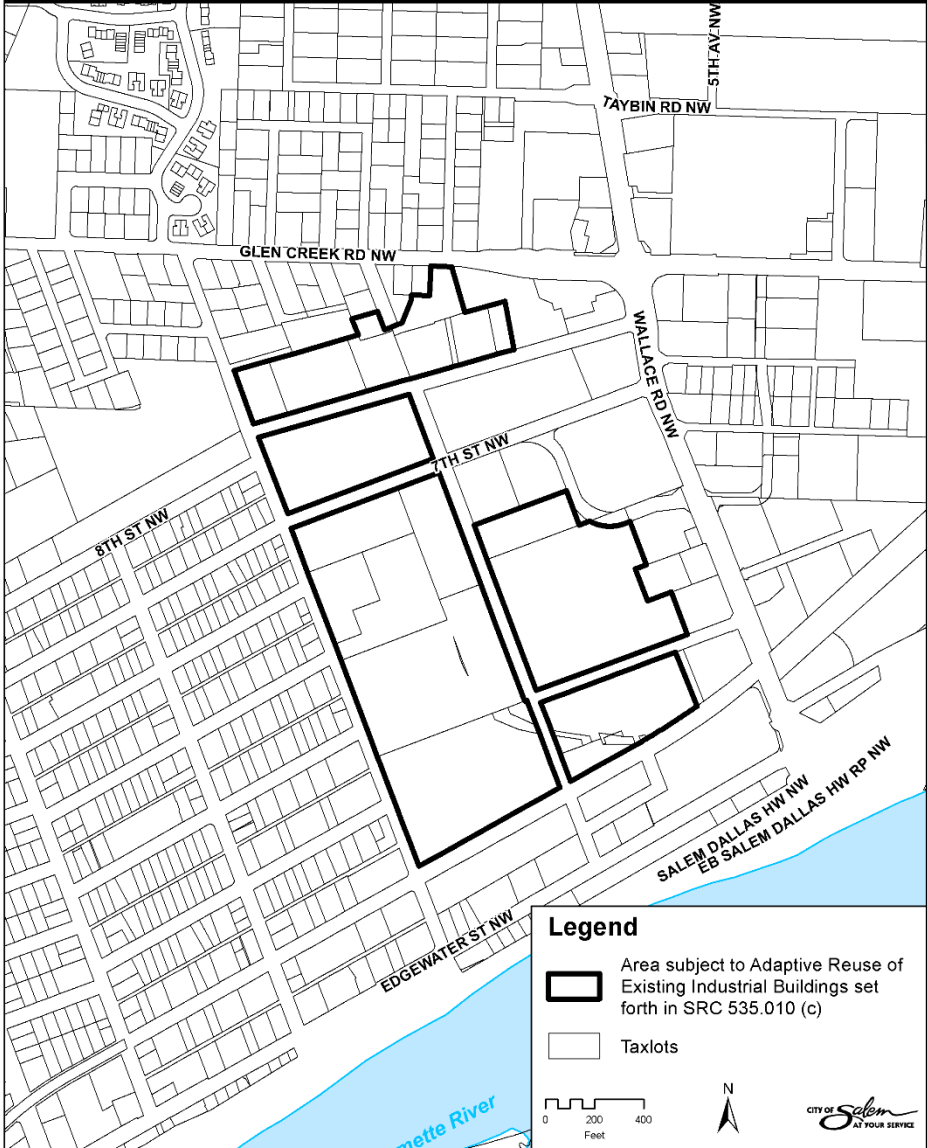
- (a) Multiple family development shall be subject to design review according to the multiple family design review standards set forth in SRC chapter 702.
- (b) Residential care with five or more self-contained dwelling units shall be subject to design review according to the multiple family design review standards set forth in SRC chapter 702.

Sec. 535.025. Other provisions.

In addition to the standards set forth in this chapter, development within the MU-III zone must comply with all other applicable development standards of the UDC, including, but not limited to, the following chapters:

- (a) Trees and Shrubs: SRC chapter 86.
- (b) Wireless Communications Facilities: SRC chapter 703.
- (c) General Development Standards: SRC chapter 800.
- (d) Public Improvements: SRC chapter 802.
- (e) Streets and Right-of-Way Improvements: SRC chapter 803.
- (f) Driveway Approaches: SRC chapter 804.
- (g) Vision Clearance: SRC chapter 805.
- (h) Off-Street Parking, Loading and Driveways: SRC chapter 806.
- (i) Landscaping and Screening: SRC chapter 807.
- (j) Preservation of Trees and Vegetation: SRC chapter 808.
- (k) Wetlands: SRC chapter 809.
- (l) Landslide Hazards: SRC chapter 810.
- (m) Sign Code: SRC chapter 900.

**FIGURE 535-1
AREA SUBJECT TO ADAPTIVE REUSE OF EXISTING INDUSTRIAL BUILDINGS**



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BOARD of DIRECTORS

May 15, 2023

Executive Committee:

President
Drew Johnson

Salem Planning Commission
555 Liberty St SE
Salem, OR 97301

President-Elect
Zach Fischer

RE: Proposed Amendment to SRC Chapter 900 – Sign Code

Vice President
Ron Liedkie

Dear Chair Griggs and Planning Commission members,

Treasurer
Deanna Gwyn

On behalf of the Mid-Valley Association of REALTORS®, we greatly appreciate the extensive work put into updating the sign code by staff and the commission. However, we would like to bring to your attention two specific issues of concern.

Secretary
Ashley Contreras

First, the prohibition of outdoor advertising signs (i.e. billboards) in the MU-III zone. We support and concur with the written testimony submitted by the Home Builders Association of Marion & Polk Counties which detailed this issue and the unintended consequences very well. We respectfully request that the code language be amended to permit the relocation of existing outdoor advertising signs within the MU-III zone.

Past President
Ashleigh Fordham

Second, the display time limit for temporary rigid signs (i.e. real estate signs) of one year. There are instances of real estate listings languishing on the market beyond one year. Willamette Valley Multiple Listing Service (MLS) provided the following:

Directors:

Sarie Scott

Sabrina McCreery

Lauren Gesik

Chun Truong

A J Nash

Jenny Morrow

- Total number of Salem listings surveyed: 39,850 listings (10 years)
- Range of Days on market: 1 day to 3,387 days
- Number of Salem listings 366 days on market or longer: 1,437 listings
- Percent of Salem listings 366 days on market or longer: 3.61%

These numbers are actually very conservative as sellers with “aging” listings often terminate and relist to get a new MLS number. MLS stats do not track the cumulative days on market through multiple attempts.

North Santiam Council
Leslie Stewart

The display time limitation would harm property owners whose properties do not sell timely by not being able to continue visually marketing their properties beyond one year. To accommodate these instances, we respectfully request that an application for a permit to continue displaying the rigid sign beyond one year be allowed.

North Willamette Council
Korinna Barcroft

Affiliate Director
Maeghan Egli

Respectfully,


Drew Johnson
President

Oregon REALTORS®
Past President

From the Desk of Curt Arthur

Curt.Arthur@svn.com

503-588-4146 (direct)

503-559-7990 (cell)

May 15, 2023

Salem Planning Commission
555 Liberty St. SE
Salem, OR 97301

Sent Via Email

RE: Proposed Amendment to SRC Chapter 900 – Sign Code

Dear Chair Griggs and Planning Commission members:

I would like to share my thoughts on prohibiting outdoor advertising signs in the new MU-III zone.

The Our Salem plan will help our community build density and diversity in well defined hubs in the area but the inability for the development community to be able to relocate an outdoor sign, even when all parties are in agreement, is a hurdle that will most certainly prevent some of these types of development to occur. The opposite of the intent.

I strongly recommend the code language be amended to permit the relocation of an existing outdoor sign in the new MU_III zone.

My thanks for your time and my appreciation for your volunteer efforts.

Sincerely,

SVN Commercial Advisors, LLC



Curt Arthur, SIOR
Managing Director

May 15, 2023

Salem Planning Commission
555 Liberty St SE
Salem, OR 97301

RE: Revised Sign Code

Chair Griggs and Members of the Salem Planning Commission,

Thank you for the opportunity to submit testimony regarding the sign code update. Your attention and efforts to these updates are greatly appreciated.

The Salem Chamber of Commerce is dedicated to helping our businesses prosper so our entire community thrive. We share the concerns of the Home Builders Association and Mid-Valley Association of Realtors regarding possible unintended consequences of prohibiting outdoor advertising signs in the MU-III zone.

If the City prohibits sign relocation and a property owner chooses to redevelop a site that has an existing outdoor advertising sign, it is possible that the process could be impeded if the sign company is unwilling to terminate the lease.

Please consider the request to amend the code language to permit the relocation of existing outdoor advertising signs within the MU-III zone.

Respectfully Submitted,



Tom Hoffert, IOM
Chief Operating Office
Salem Chamber of Commerce

Salem Area Chamber of Commerce

President

Wendy Veliz • President
Portland General Electric

Executive Committee

Laura Dorn • Past President
Berkshire Hathaway HomeServices

Mike Herron • Secretary
VIPs Industries Inc.

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Pioneer Trust Bank

Katya Mendez
Mountain West Investment Corporation

Connor Reiten
PNGC Power

Quandray Robertson
Q's Corner Barber Shop

Randy Sutton
Saalfeld Griggs PC

Eric Templeton
AmeriTitle

Jim Vu
Core Solutions Consulting

Angela Williams
Huggins Insurance Services Inc.

Chief Executive Officer

Tom Hoffert
Salem Area Chamber of Commerce