



Memorandum

Date: February 11, 2011

To: Chris Jordan, City Manager

From: Chris Kerr, Senior Planner

Subject: City Council work session comments on the code amendments related to pre-application conference requirements and temporary signage in the right-of-way

The City Council will be holding a public hearing on the subject code amendments on February 14, 2011. At the February 7, 2011 City Council work session, staff briefed the Council on the proposed code amendments. After the briefing, the Council asked staff to include, in their public hearing presentation, alternative language for the Council to consider related to notifying neighborhood association of Planning Director waivers of pre-application requirements and deleting the requirement for Sunday signs to be an A-frame design. Below is alternative language for the Council to consider during their deliberations on this subject. Staff will have an Ordinance prepared for the hearing that includes this alternative language, in case the Council decides to include these edits in the final approval. (Staff will also have an Ordinance available that implements the Planning Commission recommendation).

99.030 B.

...

4. *The Planning Director may waive the requirement for a pre-application conference for any application if he or she determines that such a conference is not warranted. Upon making such a determination, the Planning Director shall provide written notification (i.e., email or letter) to the Planning Commission and applicable neighborhood association ~~president~~.*

52.109 E(1)

...

1. *Sunday Signs shall conform to the following design standards:*
 - ~~a.~~ *The sign shall be a two-sided A-frame type sign;*
 - ~~a.b.~~ *Each sign face shall be no larger than five square feet in area;*
 - ~~b.c.~~ *The sign, including the support structure, shall be no taller than 30 inches;*
 - ~~c.d.~~ *The sign owner's name, address and telephone number shall be placed on the sign; and*

d.e. *The sign shall not be attached or anchored in any way to trees, other objects or public property, including, but not limited to, utility or light poles, parking meters, the ground or pavement.*

Also attached to this Memorandum is correspondence received on February 9, 2011 from Daryl Winand, Governmental Affairs Specialist with the Portland Metropolitan Realtors Association (PMAR).

Attachment



February 9, 2011

John Kovash, Mayor
Council Members
West Linn City Hall
22500 Salamo Road
West Linn, OR 97068

Re: Agenda Bill 2011-02-14-06: Ordinance No. 1599 Community Development Code
Amendments (1) Temporary Signs in the Right-of-Way

Dear Councilors:

On behalf of the Portland Metropolitan Association of Realtors® (PMAR) and its nearly 6,000 members, I am writing to express PMAR's appreciation for your consideration of the proposed amendments to the City of West Linn's Community Development Code as it pertains to the use of temporary signs within the public right-of-way (Sunday Signs).

Every day, individuals and families are buying and selling homes in West Linn. In 2008, Realtors® helped sell more than \$166 million worth of property in the City. In 2009 and 2010 Realtors® were part of transactions totaling more than \$386 million and \$160 million respectively. And year to date 2011, Realtors® have been part of transactions totaling approximately \$7 million. The benefit to the community of home sales is extensive. [Source RMLS]

PMAR appreciates the City of West Linn's continued support of Realtors® efforts to transact properties as demonstrated by City Council's previous actions to suspend enforcement of its temporary sign code to allow greater flexibility in how signs are used within the city.

In addition to the allowance of an A-Frame style sign on Sunday, we would ask Council to give consideration for the use of what is typically referred to in the real estate industry as a "directional" or "stick" sign. This type of sign is generally used to assist potential homebuyers in finding a property for sale that is situated within an area that requires numerous navigational turns to reach from a main arterial. The sign face and height restrictions and display period allowed for use of an A-Frame type sign could apply to this type of sign as well.

We are in agreement with the Planning Commission's recommendation and urge Council's approval of the proposed amendment to Chapter 52 of the West Linn Community Development Code.

Sincerely yours,

/s/ Daryl Winand

Daryl Winand
Governmental Affairs Specialist
Portland Metropolitan Association of Realtors®

cc: Members West Linn City Council: Jody Carson, Teri Cummings, Mike Jones and Jenni Tan
PMAR Governmental Affairs Committee
Jeff Wiren, PMAR 2011 President
Dorian Barnhart, PMAR 2011 Vice President Governmental Affairs
Jane Leo, PMAR Governmental Affairs Director
Kathy Querin, PMAR Chief Executive Officer