



The general purpose of signs is to communicate. The public benefits from this expression of speech, particularly in identifying businesses. This benefit supports the Comprehensive Plan Goal of establishing Veneta as a service and retail center for the Fern Ridge area and an attractive residential community.

The purpose of the Veneta Sign Code is to safeguard, preserve, and enhance economic, recreational, and aesthetic values through regulation of the size, number, location, illumination, construction and maintenance of signs; and thereby protect public health, safety and general welfare.

### Designated Sign Districts

Four sign districts have been established to ensure that sign size and location will provide the most visibility for each business while protecting the aesthetic and livability qualities of surrounding uses. The size, height and distance allowed between signs vary by district, taking into account traffic speeds and types of uses in each district. Refer to the attached table for Permitted Signs to determine whether or not a sign is allowed in the following districts and what specific requirements may apply. In addition to specific requirements for each district, signs must comply with all other sections of the Veneta Sign Code.

- **Highway 126 Corridor District:** All property zoned Highway Commercial, Community Commercial, Industrial-Commercial, Light Industrial, Medium Industrial, Public Facilities and Parks, which abut Highway 126.
- **Business District(s):** All property zoned Highway Commercial, Community Commercial, Industrial/ Commercial, Light Industrial, Medium Industrial, Public Facilities and Parks which do not abut Hwy 126.
- **Residential District:** All property zoned Rural Residential, General Residential or Single-Family Residential. Also includes residential uses in the Residential - Commercial zone. The Residential District has two sub-districts: Single-Family Residential and Multi-Family Residential.
- **Downtown District:** All property zoned Broadway Commercial and Residential-Commercial, except residential uses.

Signs in the Downtown District should be human-scale and directed primarily at people walking and biking, in addition to people driving.

**If property is visible from a state highway, a permit from the Oregon Department of Transportation (ODOT) may be required in addition to any city permits.**

### Authorization of Similar Signs

The Building or Planning Official may permit in a particular sign district a type of sign not specifically listed in the Veneta Sign Code, provided the sign is of the same general type as the signs permitted there by code. The decision of the building and planning official may be appealed to the Planning Commission using procedures specified in Section 2.07 of this ordinance.

### Definitions

**SIGN:** Any identification, description, illustration, symbol or device which is placed, painted, or affixed directly or indirectly upon a building, structure, flag or land visible from a public right-of-way.

- Alteration:** Any change including but not limited to the size, shape, method of illumination, position, location, materials, construction, or supporting structure of a sign, but excluding content.
- Area:** The area included within the outer dimensions of a sign. In the case of a multi-faced sign, the area of each face shall be included in determining sign area, except double-faced signs placed no more than 24 inches back-to-back. The area of odd-shaped signs made up of individual letters mounted to the wall of a building shall be the area enclosed within the outline or perimeter around the sign or letters.
- Building Sign:** A sign attached to, projecting from, erected against or painted on the building, or on the face of a marquee, awning, canopy or building fascia or to a wall or fence which is intended to be read from a public right-of-

way.

- (d) **Blade Sign**: Blade signs may be hung below roof overhangs, canopies or awnings over public or private pedestrian ways in accordance with Section 5.15 (10)(h). Such signs shall be uniform in size and placement in relationship to such signs on adjacent buildings, but in no case shall they be larger than 24 inches in height by three feet in length.
- (e) **Business**: A commercial or industrial enterprise
- (f) **Construction Sign**: A temporary, non-illuminated sign placed at a construction site which identifies the contractor, architect, lending institution and/or development project. The sign shall be removed once construction is complete.
- (g) **Directional Sign**: A permanent sign which is designated and erected solely for the purpose of directing traffic.
- (h) **Election**: The time designated by law for voters to cast ballots for candidates and measures.
- (i) **Election Signs**: A temporary, non-illuminated sign erected during the period beginning 90 days before a public election or the time the election is called, whichever is earlier, to 30 days after the public election. All election signs must be removed within 30 days following an election. A candidate who intends to run again in the following election must still comply with this 30-day requirement. Such a candidate shall not re-erect election signs until either (1) 30 days has elapsed since that candidate's election signs were removed, or (2) until the filing deadline for the upcoming election, whichever is a shorter period of time.
- (j) **Flashing Sign**: A sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externality mounted intermittent light source.
- (k) **Free-Standing Sign**: A non-temporary sign erected on a free-standing frame, mast or pole and not attached to any building. Signs shall comply with the size and height standards for the sign district in which the sign is located and with the Uniform Sign Code (USC).
- (l) **Garage, Yard or Estate Sale Sign**: A temporary sign which advertises a public sale for the purpose of disposing of personal property.
- (m) **Grand Opening**: A 30-day period which encompasses the date a newly established business opens to the public.
- (n) **Human-scale**: A scale appropriate, specific, or comprehensible to pedestrians, especially with reference to architecture or design.
- (o) **Illegal Sign**: A sign which is not authorized by or is erected in violation of the Veneta Sign Code.
- (p) **Illuminated Sign**: Any sign which has characters, letters, figures, or designs with the source of illumination being on the surface of the sign or from within the sign.
- (q) **Indirectly Lighted Sign**: A sign having a source of illumination directed toward the sign so that a beam of light falls upon the exterior surface of a sign.
- (r) **Logo**: Pictures, figures, symbols, letters, sign copy or similar graphic design which advertises or identifies a business, building or use.
- (s) **Monument Sign**: A low to the ground, free-standing sign mounted in a frame that is incorporated into the overall design of the sign. The total square footage of a monument sign shall include the supporting frame. Signs shall comply with the size and height standards for the sign district in which the sign is located and with the Uniform Sign Code (USC).
- (t) **Murals**: Mosaic, wall decoration or painted scene, graphic art technique or combination or grouping of mosaics, murals, paintings or graphic art techniques applied, implanted or placed directly onto a wall or fence. With the exception of the artist's signature, the mural shall contain no printed text or logo and shall be intended as a decorative or ornamental feature or to highlight a building's architectural or structural features.
- (u) **Non-conforming Sign**: An existing sign, lawful at the time of enactment of this ordinance, which does not conform to

the requirements of the Veneta Sign Code.

- (v) **On-Site Information Sign:** A sign used for the purpose of communicating to persons on the development site. Such a sign may be visible but shall not convey a message to persons not on the site. A sign which conveys a message where any portion of the message is easily legible or discernible to a person of ordinary vision from any location off the site commonly visited by members of the public shall not qualify as an on-site information sign. On-site information signs may include but are not limited to menu boards and building directories.
- (w) **Portable Sign:** A single or double surface painted or poster type sign which is not permanently attached to a building, structure or the ground which is to be displayed for more than 30 days per calendar year. It shall be constructed of weather-resistant paper, cloth, wood, plastic, or metal, or other material with sufficient structural integrity to withstand wind and moisture, so as to maintain appearance and service for the term of use. The maximum dimensions for sandwich boards, sidewalk signs, and curb signs is 42 inches tall by 30 inches wide.
- (x) **Public Sign:** Any sign placed by a public officer or employee in the performance of a public duty, including but not limited to traffic signals and control signs, warning lights, street identification signs, directional signs, informational signs or legal notices.
- (y) **Real Estate Signs:** A temporary, non-illuminated sign advertising the prospective sale, rental or lease of the building(s) or property on which the sign is located. The sign shall be removed once the property is sold or leased.
- (z) **Roof Sign:** A sign affixed to the roof of the building or structure, rising above the roof level at any point. Signs affixed to the roof edge and hanging below the roof are not classified as roof signs. False facades and architectural elements that also serve as signs do not count as roof signs, if the element would still exist if it were not a sign.
- (aa) **Sign Band:** A small rectangular space recessed into an exterior building wall that is designed for a building sign which may be engraved into the building façade or mounted onto the sign band. May have integrated lighting for the sign so that internal signage illumination is not necessary.
- (bb) **Sign Cabinet:** A frame or external structure of a box-like sign that encloses the various functional elements of the design, whether electrical or structural components. Can be free-standing or wall-mounted.
- (cc) **Sign Height:** The vertical distance from grade to the highest point of a sign or a sign structure.
- (dd) **Temporary Sign:** A sign which is not permanently affixed to a building, structure or the ground, including all devices such as banners, pennants, sandwich boards, sidewalk signs, curb signs and balloons which will be displayed for 30 days or less per calendar year. The maximum dimensions for sandwich boards, sidewalk signs, and curb signs is 42 inches tall by 30 inches wide.
- (ee) **Unsafe Sign:** Any sign or supporting structure which constitutes a hazard to the public health, safety or welfare by reason of structural design or construction, inadequate maintenance, lack of repair or dilapidation.
- (ff) **Vehicle Sign:** Any sign permanently or temporarily placed on or attached to a motor vehicle, where the vehicle is used in the regular course of business for purposes other than the display of signs.
- (gg) **Wall Sign:** See Building Sign.
- (hh) **Warning Signs:** Signs which warn the public of the existence of danger, hazardous materials or relating to trespass and containing no advertising material.
- (ii) **Window Sign:** Any sign attached to or painted on the inside surface of a window.
- (jj) **Roof Sign:** A sign affixed to the roof of the building or structure, rising above the roof level at any point. Signs affixed to the roof edge and hanging below the roof are not classified as roof signs. False facades and architectural elements that also serve as signs do not count as roof signs, if the element would still exist if it were not a sign.

### **Prohibited Signs**

Any sign not exempted or allowed pursuant to the Veneta Sign Code, except by approval of variance, is not permitted. The following signs are prohibited:

- Signs or devices that move; appear to move; have moving parts or can move by wind or other means; or display flashing, intermittent, scintillating or varying degree of intensity lights (flags and time/temperature signs excepted).
- Strings of lights and "neon type" tubing used to outline or border any feature of the building are not permissible. (Neon tubing is allowed in the actual composition of a sign.) This type of sign may be allowed by the Building and Planning Official if the applicant provides substantial proof that the sign will not provide a distraction to the operator of a motor vehicle.
- Strings of pennants, tinsel and lights except for grand openings and holiday lights (from November 15 to January 15).
- Signs which project more than 6 inches above the roof of a building.
- Signs that may be confused with public traffic signs or highway identification signs, or graphically appear similar to these types of signs. This includes, but is not limited to, signs which use the words "stop, slow, caution, look, danger" or any other word, phrase, symbol or character that may mislead or confuse vehicle operators.
- Signs (excluding blade signs) located on or above public rights-of-way without written consent of the applicable jurisdiction.
- Signs placed on, affixed to, or painted on any motor vehicle, trailer or other mobile structure which is inoperable or not registered, licensed and insured for use on public highways.
- Unsafe or illegal signs as defined by the Veneta Sign Code.
- Internally illuminated signs in the residential district, except address or name plates.
- Signs which exceed this Code's size, distance, or height restrictions, or conflict with any other provision of the Veneta Sign Code.
- Sign cabinets in the Downtown District.
- Roof signs.

### **Temporary Signs**

There is no limit to the size or number of temporary signs allowed on a lot or parcel, except as indicated in Table 5.15 for specific types of temporary signs (such as election signs, real estate signs and garage sale signs). Unless otherwise specified, a temporary sign may only be displayed for up to 30 days per calendar year. Signs that will be displayed for more than 30 days per year are considered "portable signs" and require a permit (see Table 5.15). Although no permit is required for a temporary sign, the Building and Planning Official must be notified of any temporary signs not listed in Table 5.15, for tracking purposes. The placement of temporary signs must conform to the requirements listed in the Veneta Sign Code.

### **Permitted Signs**

Table 5.15 below list the types of signs which are allowed within the four designated sign districts. In addition to the conditions listed in these tables, all signs must comply with all other applicable sections of the Veneta Sign Code.

### **Sign Permits**

A sign permit is required in each of the following instances:

- Upon the erection of any new sign except signs specifically listed in Table 5.15 as signs not requiring a permit.
- To make structural or electrical alteration to an existing sign, including a change in the size, shape, materials or location.
- To replace a pre-existing sign.

Information required for a sign permit:

- A drawing to scale shall be submitted which indicates fully the material, color, dimensions, size, shape and height above grade. The drawing shall show the structural elements of the proposed sign and supporting structure(s) and any other information needed to show that the sign will not interfere with traffic safety, public health, or general welfare.
- Building Signs: The diagram shall show where the sign will be attached to the building, including the distance the sign will project from the wall to which it is attached and the height above the finished ground surface over which it is mounted.
- Free-standing Signs: In addition to the diagram a site plan shall be submitted which shows the placement of the sign on the property with relation to property lines, driveways, sidewalks, parking areas and buildings.
- The size and types of all other permitted signs located on the applicant's building or property.
- For free-standing signs, the applicant shall show the distance, measured in feet, to free-standing signs on adjacent lots.

In addition to a sign permit, all illuminated signs require a City of Veneta electrical permit.

A permit shall expire if a sign is not installed, as approved, within 180 days from the date of approval. Reapplication shall include a new, fully completed application form and a new application fee.

### **Permit Fees**

Sign permit fees which are due and payable upon receipt of a permit shall be set by separate resolution adopted by the council.

### **Illuminated Signs**

Illuminated signs, except those listed in as Prohibited Signs, are permitted in all sign districts. In addition to the requirements of the sign district in which the sign is located, illuminated signs must comply with the following:

- No sign may be illuminated or use lighting where such lighting is directed at any portion of a traveled street or will otherwise cause glare or impair the vision of the driver of a motor vehicle or otherwise interfere with the operation thereof.
- No sign may be illuminated or use lighting which causes a direct glare on adjacent properties.
- External illumination shall be shielded so that the light source elements are not directly visible from a residential use which is adjacent to or across a street from the source of illumination.

### **Placement of Signs**

In addition to requirements of the sign district in which a sign is located, placement of signs must comply with the following:

- No signs in excess of 2½ feet in height shall be placed in the vision clearance area as described in Section 5.03 or within 10 feet of driveways. A portion of the sign area, excluding the base or supporting structure, may extend into the vision clearance area or within 10 feet of a driveway, provided it is at least 8 feet above grade.
- No sign or portion thereof shall be erected within a future street right-of-way unless and until an agreement is recorded stipulating that when street improvements are made the sign will be removed or relocated at no expense to the City.
- No sign or portion thereof shall be erected within public utility easements.
- No sign or portion thereof shall be placed where it obstructs ingress or egress through any door, window, fire escape, or like facility required or designated for safety or emergency use.
- No sign shall interfere with on-site traffic, bicycle or pedestrian circulation.
- No sign may be placed where it hides from view any official traffic sign or signal.
- No sign or portion thereof shall extend beyond any property line of the premises on which such sign is located.
- No sign projecting from a building may be less than 8 feet above the ground over which it projects and may not interfere with traffic circulation or public safety.

#### **Calculating Sign & Wall Areas**

The total area for building signs shall not exceed the area permitted in this sign district in which the building is located. The area shall include all signs attached to, projecting from, erected against or painted on a wall or portion of a wall, including any fascia, awning, canopy or marquee attached to the wall, which is visible to the public. If any sign painted on a roof or attached to a fence is visible and intended to be read from a public right-of-way, the total area of the roof painting or fence sign shall be included in the total area permitted for building signs. The total area permitted for building signs may be divided into multiple signs or used for one single sign and may also be used for portable signs.

#### **Vehicle Signs**

The City does not regulate signs placed on, affixed to, or painted on any operable motor vehicle, trailer or other mobile structure which is registered, licensed and insured for use on public highways.

#### **Non-Conforming Signs**

- A non-conforming sign may continue to be used until altered, replaced, modified or moved at which time the sign shall be brought into conformance with all provisions of the Veneta Sign Code.
- General maintenance, repair and copy changes which do not add to the size or shape of the sign shall be permitted.
- If a non-conforming sign is totally or substantially destroyed, a future sign on the site shall comply with the provisions of the sign district in which the property is located.

#### **Sign Maintenance**

Signs and supporting structures shall be maintained to protect public safety and to prevent deterioration. Sign maintenance includes copy changes, painting, repainting, cleaning and normal maintenance and repair but does not include a structural or electrical change.

### **Unsafe or Illegal Signs**

Any sign determined by the Building or Planning Official to be an unsafe or illegal sign is subject to the following:

- If the Building or Planning Official finds that any sign is unsafe or illegal, enforcement action shall be taken as prescribed in Section 2.090. Failure to remove or alter said sign as directed shall subject the permittee or property owner to the penalties prescribed in Section 2.10.
- The Building and Planning Official may remove or cause to be removed any sign which is so unsafe or insecure it constitutes a real and immediate danger to persons or property.
- Any sign removed because it has been determined to be unsafe or illegal shall not be re-established until a valid permit has been issued.

### **Variances**

A request for a variance must comply with Article 10. Variances will not be granted where the following sign regulations are involved:

- Prohibited Signs
- Abatement of unsafe signs
- Construction and Maintenance standards of the Uniform Sign Code
- Placement of a sign in the Clear Vision Area

### **General Exemption**

All public signs are exempt from the Veneta Sign Code.

**TABLE 5.15 Permitted Signs**

Type of Sign	Highway 126 Corridor District		Business District		Downtown District		Residential District			
	Permitted	Requires Permit	Permitted	Requires Permit	Permitted	Requires Permit	Permitted	Requires Permit	Permitted	Requires Permit
<b>Free-Standing or Monument Signs</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	1 per lot or parcel. Max height: 35 ft. Max size: 100 sq. ft.	1 per lot or parcel. Max height: 20 ft. Max size: 64 sq. ft.	1 per lot or parcel. No sign cabinets. Max height: 8 ft. Max size: 20 sq. ft.	1 per subdivision. Max height: 20 ft. Max size: 32 sq. ft.	1 per lot or parcel. Max height: 20 ft. Max size: 64 sq. ft.					
<b>Building Signs</b>	Y	Y	Y	Y	Y	Y	N	N/A	Y	Y
	Total area of all building signs shall not exceed 6% of building's footprint (sq. ft.)	Total area of all building signs shall not exceed 6% of building's footprint (sq. ft.)	Total area of all building signs shall not exceed 6% of building's footprint (sq. ft.) No sign cabinets.						Total area of all building signs shall not exceed 6% of building's footprint (sq. ft.)	
<b>Portable Signs</b>	Y	Y	Y	Y	Y	Y	N	N/A	Y	Y
	1 per street frontage. Max height: 42 inches Max width: 30 inches	1 per street frontage. Max height: 42 inches Max width: 30 inches	1 per street frontage. Max height: 42 inches Max width: 30 inches						1 per street frontage. Max height: 42 inches Max width: 30 inches	
<b>Temporary Signs</b>	Y	N/A	Y	N/A	Y	N/A	N	N/A	Y	N/A
	Time & size limits (see definition). 1 sandwich board, sidewalk sign, or curb sign per street frontage.	Time & size limits (see definition). 1 sandwich board, sidewalk sign, or curb sign per street frontage.	Time & size limits (see definition). 1 sandwich board, sidewalk sign, or curb sign per street frontage.						Time & size limits (see definition). 1 sandwich board, sidewalk sign, or curb sign per street frontage.	
<b>Flags (no height or size restrictions on the National or State flags)</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	Max height: 35 ft. Max size: 20 sq. ft.	Max height: 35 ft. Max size: 20 sq. ft.	Max height: 35 ft. Max size: 20 sq. ft.		Max height: 35 ft. Max size: 20 sq. ft.		Max height: 35 ft. Max size: 20 sq. ft.		Max height: 35 ft. Max size: 20 sq. ft.	
<b>Election Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	Time limit (see definition) Max size: 32 sq. ft.	Time limit (see definition) Max size: 12 sq. ft.	Time limit (see definition) Max size: 4 sq. ft.		Time limit (see definition) Max size: 4 sq. ft.		Time limit (see definition) Max size: 4 sq. ft.		Time limit (see definition) Max size: 4 sq. ft.	
<b>Real Estate or Construction Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	Time limit (see definition). 1 per lot. Max size: 36 sq. ft.	Time limit (see definition). 1 per lot. Max size: 36 sq. ft.	Time limit (see definition). 1 per lot. Max size: 36 sq. ft.		Time limit (see definition). 1 per lot. Max size: 4 sq. ft.		Time limit (see definition). 1 per lot. Max size: 4 sq. ft.		Time limit (see definition). 1 per lot. Max size: 36 sq. ft.	
<b>Driveway Entrance/Exit Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	Max height: 2 ½ ft.	Max height: 2 ½ ft.	Max height: 2 ½ ft.		Max height: 2 ½ ft.		Max height: 2 ½ ft.		Max height: 2 ½ ft.	
<b>Address Plates</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	Max size: 1 sq. ft.	Max size: 1 sq. ft.	Max size: 1 sq. ft.		Max size: 1 sq. ft.		Max size: 1 sq. ft.		Max size: 1 sq. ft.	
<b>Directional Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	Max size: 2 sq. ft.	Max size: 2 sq. ft.	Max size: 2 sq. ft.		Max size: 2 sq. ft.		Max size: 2 sq. ft.		Max size: 2 sq. ft.	
<b>Blade Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
	1 per business entrance. Max size: 6 sq. ft.	1 per business entrance. Max size: 6 sq. ft.	1 per business entrance. Max 6 sq. ft.							
<b>Public Sign</b>	Y	N	Y	N	Y	N	Y	N	Y	N
<b>Window Signs</b>	Y	N	Y	N	Y	N	N	N/A	N	N/A
<b>Holiday Lights, Decorations, And Banners</b>	Y	N	Y	N	Y	N	Y	N	Y	N
<b>On-Site Information Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
<b>Murals</b>	Y	N	Y	N	Y	N	Y	N	Y	N
<b>Garage, Yard, &amp; Estate Sale Signs</b>	N	N/A	N	N/A	N	N/A	Y	N	Y	N
<b>Warning Signs</b>	Y	N	Y	N	Y	N	Y	N	Y	N
<b>Name Plates/Sign Bands</b>	N	N/A	N	N/A	N	N/A	Y	N	Y	N