

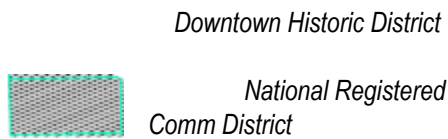
Objectives.

To establish sign standards that preserve and enhance the form, scale, and visual character that make Pendleton’s historic districts unique and achieve the following objectives:

- 1. To ensure that all signs within the various local historic districts or on landmark sites are compatible with the special character of Pendleton’s historic past.*
- 2. To help convey the sense of excitement and vitality envisioned for the historic districts.*
- 3. To encourage signs which, by their appropriate design, are integrated with and harmonious to the buildings and sites which they occupy.*
- 4. To preserve and improve the appearance of the City as an historic community in which to live and work.*
- 5. To allow each individual business to clearly identify itself and the goods and services which it offers in a clear and distinctive manner.*
- 6. To promote signs as pedestrian oriented rather than automotive, which is consistent with the historic character.*
- 7. To ensure that the installation of a sign does not damage the historic structure, nor detract from the historic character of a historic district or landmark site while allowing structurally safe installation of signage.*

SECTION 7.02.2 Downtown Historic District can be defined as that area between the Umatilla River and the railroad tracks (mid-block Frazer Avenue) and mid-block of SE 3rd Street to SW 3rd Street, often depicted with the Central Parking District.

SECTION 7.02.3 National Register of Historic Places Inventory defines the South Main Street Commercial Historic District as: a five and a half block area bounded by Dorion Avenue on the north, the Union Pacific Railroad on the south; by SW 2nd Street on the west and SE 1st Street on the east.



SECTION 7.02.4 Appropriate and Inappropriate Types of Signs in a Historic District.



The character of Pendleton’s historic districts and landmark sites necessitates the attention of the City to the form, quality and character of signs. Sign quality has a direct impact on how each individual district is perceived, whether sophisticated, exciting, intriguing and unique, or over-presented, garish and potentially place-less. Each district has a specific individual architectural character which in turn requires careful design of signs to ensure compatibility with the building and

the streetscape. To ensure that signs enhance each district, it is important to note that there will be sign types which are less appropriate to a specific historic district, irrespective of whether they are allowed per the Sign Ordinance. Sign types that are considered generally to be appropriate or inappropriate in the districts are listed here. These standards should be read in conjunction with the Pendleton’s sign design guidelines when considering options for new signs or additional signs.

SECTION 7.02.5 Prohibited Sign Types.

Because signs can detract from a neighborhood’s character, a building’s beauty, and create traffic safety distresses, these signs are not permitted within the Historic District regardless of sign design:

- 1. *Signs with moving parts; and*
- 2. *Roof signs (signs that exceed the roofline (not mechanical parts on the roof) of the building’s silhouette); and*
- 3. *Flashing signs, including open/close, arrows, temporary, intermittent or steady; and*



4. *Swinging or with swinging parts. Swinging signs can become free when damaged by high winds; and Attention devices such as inflatables, flags, spotlights, laser/sky projections, and signs that emit any sound, vibration, or smell; however, sign spinners are allowed; and*

- 5. *Attention devices such as inflatables, flags, spotlights, laser/sky projections, and signs that emit any sound, vibration, or smell; however, sign spinners are allowed; and*
- 7. *Internally lit signs on exclusively residentially used property; and*
- 8. *Signs on fences/fencing, trees, tethered, benches (except donation/dedication signage); and*
- 9. *Billboards; and*



10. *Variances for prohibited sign types are not allowed.*



SECTION 7.02.6 Historic House Plaques. *Standards for the design, size, material, placement and content of historic house plaques shall be approved by the Historic Landmarks Commission and kept*

on file with the Historic Preservation Officer. Review of historic plaques will be placed on the next regularly scheduled meeting of the Historic Preservation (Landmarks) Commission.

SECTION 7.02.7 Architectural Context. *Individual historic districts have historic characteristics that should be preserved, enhanced and incorporated into the design of new building projects.*

Standard 1

A sign shall preserve, complement or enhance the architectural composition and features of the building. Staff shall use the Guidelines to determine if the proposed sign preserves the architectural composition and features of the building for which the sign will be installed.



Standard 2

The sign shape shall have a design of the 1950s era or earlier time periods. The sign shape shall follow the line design of the portion of the building for which it is attached. The dimension of the sign shall be the minimum square footage necessary to convey the message while maximizing the building's façade to be visually seen.

SECTION 7.02.8 Proportion, Scale and Dimensions. *Historic preservation should not focus only on one building or site.*

When considering the preservation of a sign or the addition of a new sign, consideration should be given to its location and setting as it relates to the entire district. The sign size limitation shall be that established in the Sign Requirements Table for the Downtown Historic District.



Standard 3

A sign shall be designed to be in proportion and scale with the building as per Sign Requirements Table.

- Although a freestanding sign would be in proportion and scale with the building, freestanding and grounds signs may not be installed on Main Street or any building in an historic district that is not set back from the frontage street by at least 30 feet. The freestanding sign must be placed along the frontage of the area set back (parking lot, open space) and not next to the building's façade.*

Standard 4

Signs shall have a human scale and be pedestrian oriented.

- Signs within an historic district shall be visible from a distance of 100 feet and consistent with sign requirements within the District.*
- Signs fronting properties along the Umatilla River or levee shall be oriented for pedestrian traffic, visible from a distance of 100 feet, and double-sided.*

Sign Requirements Table - Downtown Historic District					
Street	Type	Notes			
Main	Freestanding	0sf	(1)	Projecting signs are mounted perpendicular to the building façade with at least 8ft of clearance from the ground/sidewalk to bottom of the sign. They are located either at the corner (preferred) or near business entrance with 3ft clearance from curb.	
	Ground	0sf			
	Projecting	(1)			
	Other*	(2), (3), (4)			
	Facelift	(5)			
SE/SW 1st St	Freestanding	32sf	(2)	Awning or Canopy signs are limited to 20% of valance area and may not project more than 36 inches from building face.	
	Ground	32sf			
	Projecting	(1)			
	Other*	(2), (3), (4)			
	Facelift	(5)			
SE/SW 2nd St	Freestanding	32sf	(3)	Logos are in conjunction with wall signs but may not exceed 6sf for a first story business and 9sf for a second story business.	
	Ground	32sf			
	Projecting	(1)			
	Other*	(2), (3), (4)			
	Facelift	(5)			(4)
SE/SW 3rd St	Freestanding	32sf	(5)	Signage limitations remain as above for Facelifts.	
	Ground	32sf			
	Projecting	(1)			
	Other*	(2), (3), (4)			
	Facelift	(5)			

*Awning, Canopy, Logos, "V" and Wall Signs

- *Freestanding signs shall be:*
 - *no more than 32 square feet,*
 - *with a design no later than the 1950's,*
 - *restricted to a black background if electronic message with a component of LED or neon banding,*
 - *on a black pole with a decorative or acorn base.*
 - *EMC could have lettering but no graphics/video and must meet the standards for EMCs.*
- *Height of Freestanding signs shall be limited to 20 feet in height.*
- *When overhead electrical lines conflict with a potential Freestanding sign, then a ground sign shall be utilized rather than increasing the height of a Freestanding sign.*
- *Only one freestanding or ground sign may be installed to represent a building, whether occupied by a single or multiple business, or a site, whether a single or several buildings on the same property.*
- *Electronic message centers (variable message/reader boards), whether alone or a component of a sign, are strictly prohibited for any building built pre-1950 within an historic district.*

SECTION 7.02.9 Sign Limit Standard 5

Signs shall not dominate an Historic District or any structure within the Historic District. Signs are to compliment the building and direct pedestrians to commercial places; therefore, the number of signs on a building shall be limited.

- *No more than one principal sign shall be installed on a single building. The principal sign may represent more than one business within that building. The firewall or property line shall be used to define single building. Signs that meet the standards for Directory Signs shall count as one principal sign.*
- *All other signs shall be smaller in size and placed in a location on the building that is distinctively different from the principal sign.*



- *Hanging/blade signs shall not exceed the depth of the awning, have a clearance from the sidewalk/ground of 8 feet to the bottom of the sign and a height limit of six inches, and be installed with a decorative bracket on solid bar extensions (not chain/wire, not swinging). These signs are specifically designed to direct pedestrian traffic.*
- *No building, regardless of firewall separations, shall have more than three (3) signs when there is more than one business within a building's footprint regardless of frontage; otherwise, the limit shall be two (2).*

-Window signs. Window signs are not intended to be permanent. Signs placed or painted on an entry door, storefront window that are no larger than ½ the height of the window are permitted without counting towards the sign number limitation. Painted signs to celebrate a Pendleton event (Round-Up/Bike Week/WhiskyFest, etc) are also exempt from the sign number limitation and may cover the entire window face but must be removed within one week of the event's closure.

SECTION 7.02.10 Positioning

One of the parameters that determines the effectiveness of a sign is its location on a building. Incorrect positioning can render a sign useless and obscure or overwhelm the building or harm the architectural features of the site.

Signs shall be located:

- *Within an existing sign frame attached to the historic structure provided the sign frame does not obscure significant features of the historic resource; or*
- *Between the transom and sill of the first story and:*
 - *Perpendicular to the corner;*
 - *Flush to the facade; or*
 - *Perpendicular to the building;*
- *Suspended from the awning or marquee provided bottom of sign is at least 8 feet from the sidewalk or ground.*

Standard 6

The sign shall be positioned to primarily serve the pedestrian at the street level. No sign shall be placed on the highest roof. Signs may be placed on a lower roof provided the top of the sign does not extend beyond the highest roofline when viewed from across the street.



Standard 7

Signs shall be placed in an architecturally appropriate location no more than 20 feet above the sidewalk for freestanding or 15 feet for projecting and wall signage. Signs on commercial buildings along arterial streets may be placed higher on a façade but shall not exceed the roofline or silhouette of the building, nor placed above the ground story if the upper story(ies) is residential in use.

SECTION 7.02.11 Projection – Entire Sign or Outcropping from Wall

Standard 8



A projecting sign shall be designed to equate with the sign projection seen traditionally.

- *The sign bracket of a projecting sign shall be designed as a decorative or complementary element of the sign with a design that mimics the architectural style of the building or its elements.*

Projecting Signs may not exceed a projection equal to three (3") inches for each linear foot of the building's frontage from the building's center to the nearest corner of the building. However, no sign must be permitted to project more than six (6') feet over the public right-of-way nor any closer

than three (3') feet to the curb line.

The height may not be:

- *Less than eight (8') feet from the ground or sidewalk surface, whichever exists, measured to the bottom of the sign,*
- *And not exceed twenty (20') feet,*
- *Or exceed the roof line/parapet, whichever is less, measured to the top of the sign, without option of Variance.*

Standard 9

The projection of a wall sign shall be minimized to the depth of the sign panel or letter.

- *A wall sign shall be designed to sit within rather than forward of the fascia or other architectural details of the building.*

SECTION 7.02.12 Sign Attachment Parts

When a new sign is proposed on an historic building, owners should first look for evidence of a previous sign installation.

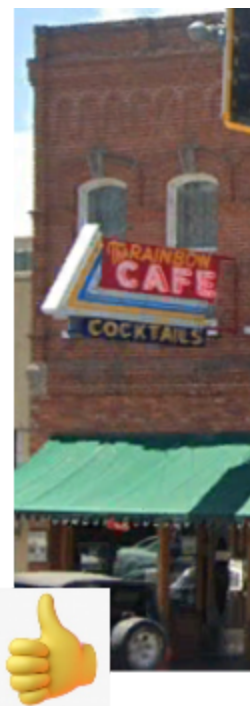
Standard 10

Sign attachment parts shall reuse original sign locations (holes in the façade or fixing positions) to protect the original building materials.

- *When creating new fixture areas on brick buildings, holes shall be drilled in the brick rather than the mortar.*
- *Where prominent historic façade features will not be blocked, hidden, or damaged.*

SECTION 7.02.13 Illumination

Well-designed sign illumination can add energy and visual excitement to the area, in keeping with a commercial or entertainment district, but it should not overwhelm. An indirectly lit sign, with light that also highlights building features may be appropriate.



Lighting installed prior to the effective date of this ordinance shall comply with the following.

- Amortization On or after June 18, 2024, all sign lighting shall comply with this Code.*
- Change of Business Name or Sign. Whenever there is a face change, new or replacement sign installed, or the business name is changed, all sign lighting on the*

property shall be brought into compliance with this Ordinance before the lighted sign is turned on.

Standard 11

Illumination of a sign should be done with the objective of achieving a balance between the architecture, the historic district and the sign.

- *Intermittent or flashing light sources must be avoided to maintain traffic safety.*
- *The sign illumination source, external, shall be shielded and directed only toward the sign to minimize glare.*
- *The sign illumination shall have:*
 - *an automatic dimmer; and*
 - *utilize warm white light LEDs with a color temperature of no more than 3000K; and*
 - *with an output of no more than 40 candelas per square meter (dc/m²) or nits at night; and*
 - *shall be switched off completely after 2300 h (11:00pm) or 30 minutes after close of business, whichever is later; and shall remain off until 6AM. EMC signs for traffic and safety information shall be exempt from curfew.*

Consider halo illumination as an alternative to other types of internally illuminated signs.

- *Reversed pan-channel letters with an internal light source reflecting off of the building may be used for “halo” illumination.*

SECTION 7.02.14 Internally Illuminated Signs

Internally Illuminated signs are built with a sign face which is lit or outlined by a light source located within the sign. The face is generally made of colored plastic, vinyl or other transparent material. They generally are used as wall signs or as monument signs.



Standard 12

- *Internally illuminated box signs shall not be installed on Main Street to SE/SW 1st Street or any building registered as historic (local, state, or national); and.*
- *All illuminated signs shall follow Standard 15 for lighting restrictions.*

Standard 13

Wiring conduit for sign lighting shall be carefully routed to avoid damage to architectural details and concealed from view as much as possible. No exposed conduit is permitted.

Standard 14

The selective use of neon may be considered. Neon shall be used in limited volume to ensure that it does not become visually obtrusive and dominate the street frontage. LED lighting may be the best alternative as neon lighting requires specialized knowledge, experience and may not be readily available near Pendleton.

Standard 15

The use of internally illuminated sign faces shall be limited to individual cut out letters.

- *The light source for internally illuminated signs shall be warm white light LEDs with a color temperature of no more than 3000K; and*
- *With an output of no more than 40 candelas per square meter (dc/m2) or nits at night*
- *Consider halo illumination as an alternative*

Standard 15a – Electronic Reader/Changeable/Variable Message Boards

The use of electronic reader/changeable/variable message boards shall be limited to ...

- *Buildings constructed after 1950 on/after SE/SW 2nd or SE/SW 3rd Street that is not predominately residential in use; and*
- *The background for EMC's shall be solid black; and*
- *May display lettering only, video/graphics/movement is strictly prohibited; and*
- *The message shall be static for 30 seconds; and*
- *May incorporate only 50% of the sign cabinet; and*
- *Must have an auto dimmer; and*
- *Utilize warm white light LEDs with a color temperature of no more than 3000k, with an output of no more than 40 candelas per square meter (dc/m2) or nits at night; and*
- *Shall be switch off completely after 2300 h (11PM) or 30 minutes after close of business, whichever is later; and*
- *Shall not be turned on until 6AM*
- *EMC signs for traffic and safety information shall be exempt from curfew.*

Standard 15b – Electronic Reader/Changeable/Variable Message Boards on Main & SE/SW 1st Street

*All electronic reader/changeable/variable message boards on Main and SE/SW 1st Street within the Historic District are considered a **Conditional Use** with recommendation from the Historic Preservation Commission to the Planning Commission. Approval is based on these criteria:*

- *The building's primary use is as a theater, cinema, or church; and*
- *The sign is for the sole purpose of the theater, cinema or church portion of the building; and*
- *The sign structure design is 1930s or prior with documentation to support the age of the sign structure; and*
- *The background for EMC's shall be solid black; and*
- *May display lettering only, video/graphics/movement is strictly prohibited; and*
- *The message shall be static for 30 seconds; and*
- *May incorporate only 50% of the sign cabinet; and*
- *Must have an auto dimmer; and*
- *Utilize warm white light LEDs with a color temperature of no more than 3000k, with an output of no more than 40 candelas per square meter (dc/m2) or nits at night; and*
- *Shall be switch off completely after 2300 h (11PM) or 30 minutes after close of business, whichever is later; and*
- *Shall not be turned on until 6AM*

SECTION 7.02.15 Material

Historically, signs were either painted directly on the building façade or made of wood either attached directly to the building or suspended from wrought iron brackets.

Standard 16

Sign materials shall be compatible with those of the historic building and the historic character of the Historic District.

- *Signs shall be constructed of wood, metal, or acrylic; or painted on the wall of non-historic buildings.*

- Only Ghost Signs shall be painted on the brick portion of the buildings on Main Street.



SECTION 7.02.16 Color

The use of color is an important factor in effectively communicating a message. Contrast between the foreground and background is an important component in creating legibility. Color will distinguish signs from each other and can offer an indication of the message without having to be able to understand the language of the sign.

SECTION 7.02.17 Lettering

Standard 19
Letter styles and sizes shall be compatible with the building front.



Standard 20

Lettering shall be of a design or calligraphy used during the era of the building or block lettering.



SECTION 7.02.18 Logos

Standard 21

A corporate logo or color scheme incorporated into a building design is considered a sign.

- Logos are allowed in addition to the permitted wall signs listed above, provided the combined square footage does not exceed the total square footage of the permitted wall signs and the logos do not exceed six square feet for first story businesses and nine square feet for second story businesses.

- Logos of chain or franchised businesses are prohibited on signs, but may be allowed if modified to incorporate graphics, colors, and lettering styles compliant with the historic district for which they are located. Judgement of compliancy shall be based upon the building's architecture within 100 feet of the proposed logo sign.

SECTION 7.02.19 Sign Types - Sign types vary widely, and a range may be considered appropriate either individually or in combination. The important principle is that signs should not overwhelm the architecture of the building.

SECTION 7.02.20 Historic Signs

Historic signs can contribute mightily to the architectural and historic character of Pendleton's buildings and districts. They can complement or even define an individual building.



Standard 22

Historic signs, as a distinctive feature of Pendleton, shall be retained regardless of compatibility with the code and, where appropriate, restored.

- Signs designated historic shall remain as they were originally designed.
- Signs designated historic shall be recreated only with historical, pictorial, and physical documentation.

Standard 23

Historic signs shall be preserved, maintained, and repaired.

Designated Historic Signage				
Signage	Location	Sign Type	Approval Date	Notes
Rainbow Café	209 S Main St	Projecting/Box LED	9/12/1988	Refurbished
Vintage Antique Store	224 SE Court Ave	Projecting/Box LED	5/13/1991	Removed and stored in
General Auto Parts	511 SE Court Ave	Roof	6/5/1991	Business Name Change:OGG
Wally's Wheels	613 SE Court Ave	Pole	9/30/1991	Removed and stored in
Hamley's	30 SE Court Ave	Projecting/LED	10/30/1991	
Cimmiyotti's Rest	137 S Main St	Projecting/Box LED	4/21/1994	Refurbished and altered
Rud's Hearing Aids	29 SW Dorion Ave	Projecting	4/17/2008	Removed and stored in

Historic signs require Designation. Process to designate a historic sign shall be approved by the Historic Preservation Commission.

- Any person desiring to designate a sign as historic must submit a written letter for this request and the letter must include the signature of the land owner and business owner and date of signature.
- The Sign to be designated historic must be forty (40) years of age or older. It may be a restored/altered sign provided proof of age is submitted; and
- The Sign to be designated historic, if original to building, must have advertised the same business, during the period of time located on the site; and
- The Sign to be designated historic must be maintained in good repair once designated; and
- The Sign to be designated historic may not obscure the visibility of another business sign that complies with this Ordinance when viewed from a vehicular distance of one hundred (100') feet.
- A deed restriction, recorded document limiting how a property owner can use/alter their property, shall be placed on the property restricting the removal of a declared historic sign. The sign face or copy may be changed, but the sign structure must remain with the building.
 - A. Proof that the sign is historic must be submitted to the Planning Director and, if approved by the Historic Preservation Commission, the sign will be placed on a list of Historic Signs which must be kept on file. If a sign ceases to meet the criteria of Historic Signs, removal from the list will occur after thirty (30) days provided the Planning Director sends a written notice to the business and property owners.
 - B. Notice to Property and Business Owners. If a sign is proposed for designation as historic, a public hearing will be held in accordance with Conditional Use provisions of the Unified Development Code before the Historic Preservation Commission (or Planning Commission if HPC is dissolved), and the applicable fee paid by the applicant. A notice of the proposed designation will be mailed to all owners of property and businesses, which front upon the same side of the street within two hundred (200') feet of the property upon which the Historic Sign is located. Written testimony to the proposed designation received within the twenty (20) day notice period will be submitted before the Historic Preservation Commission by the Planning Director, and if no objections to the designation are received, the decision becomes final and effective; however, if objections are received, then the customary fourteen (14) day appeal period is imposed. Appeals may be heard before the Planning Commission or City Council as appropriate.
 - C. Alteration of Historic Signs. A sign owner, business owner or property owner wishing to alter the size, appearance, structure, location, or copy (face) of a designated Historic Sign, must submit design drawings and other evidence to the Planning Commission to enable the Commission to determine if the proposed alteration will materially detract from the historic character of the sign.
 - D. Signs designated Historic may not be removed from the building in which they are mounted. Historic Signs must be relocated to the interior of the building they represented if they will no longer be placed in use on the exterior building face(s). Proof of such relocation is required and shall be submitted as a letter dated and signed by the land owner, accompanied by photos.

- E. Building names designated Historic may not be removed even if the building is no longer operated by the building name, but they may be relocated to an interior wall visible to the public of the building's lobby. Proof of such relocation is required and shall be submitted as a letter dated and signed by the land owner, accompanied by photos.

Standard 24

Historic painted wall signs and "ghost" signs shall be retained.

- Painted wall signs on a building façade shall be left intact and maintained.
- Painted wall signs on a building façade may be restored provided they are restored with the underlying (original) advertisement and painted with the originally depicted colors.



SECTION 7.02.21 Awnings and Canopy Signs

A well designed and well-placed awning can make a good impression, attract potential customers and unify a streetscape.

Standard 25

- New awnings may use similar features to both enhance the character of the building and convey the necessary information to the public.
- Awning Signs shall be located on the awning valance.



Standard 26

Signs on Awnings shall be designed with the historic character of the building and district in mind.

- Signs may occupy a maximum of twenty percent (20%) of the valance (vertical surface) area on each face of an awning.
- Awnings and canopy signs may project no more than thirty-six inches (36") from the face of the building except when used as entrance canopies.
- Nylon, canvas or other similar materials are suitable. Material should be high quality, colorfast and sun fade resistant.
- Vinyl or plastic materials may not be used.

Standard 27

Illumination of awnings may be considered in certain situations.

- Illuminated/back-lit translucent awnings or translucent letters on opaque backgrounds may not be installed.
- Canvas awnings illuminated with approved light sources that are down directed and shielded may be installed.

SECTION 7.02.22 Wall Signs

Wall signs were one of the most common types of sign used historically in Pendleton. Wall signs, placed on the fascia or horizontal band between the storefront and the second floor, were among the most common. This area is often called the "signboard," and as the word implies, provides a perfect place for a sign.

Standard 28



Well-designed flush-mounted wall signs are encouraged.

- Wall signs shall be located such that they fit within panels formed by moldings or transom panels on the façade.
- Wall signs may not obscure significant architectural façade features.



SECTION 7.02.23 Projecting Signs

Projecting signs, both lettered and symbolic, were also common historically. Projecting signs are generally two-sided signs, suspended from an iron bracket or building element, mounted perpendicular to the face of the building. Projecting signs are usually an appropriate type of sign for an historic structure because their installation is such that it requires minimum anchoring to the building and therefore does less damage.

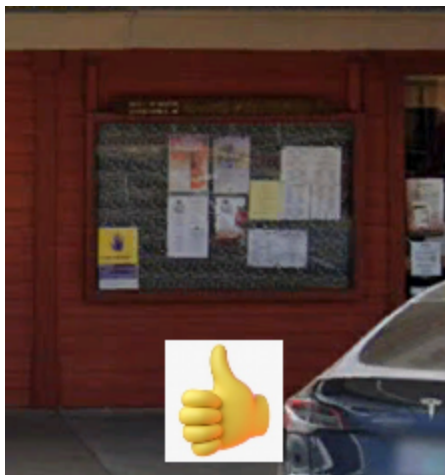
Standard 29

A projecting sign, which projects from the building front, is encouraged, particularly on a more pedestrian oriented corridor.

- A projecting sign shall be mounted perpendicular to the building façade and provide eight feet of clearance between the sidewalk and bottom of the sign.
- A projecting sign shall be located near the business entrance or corner.
- Projecting Signs may not exceed a projection equal to three (3") inches for each linear foot of the building's frontage from the building's center to the nearest corner of the building. However, no sign must be permitted to project more than six (6') feet over the public right-of-way nor any closer than three (3') feet to the curb line.

The height may not be:

- Less than eight (8') feet from the ground or sidewalk surface, whichever exists, measured to the bottom of the sign,
- And not exceed twenty (20') feet,
- A projecting sign may not exceed the roof line/parapet, whichever is less, measured to the top of the sign, without option of Variance.



SECTION 7.02.24 Menu Boards

A menu board is a weather tight box with a glass or Plexiglas front that is used to display menus, sign bulletins, photographs etc.

Standard 30

In the case of a restaurant, a menu board is essential and will usually be considered appropriate.

- The board shall be positioned near the main restaurant entrance.
- The glass or Plexiglas front shall be designed to handle harsh sunlight to avoid clouding of the face.

SECTION 7.02.25 Monument Signs

Monument Signs are not attached to the building. They can include information on one or two sides, spanning between two posts, or

suspended from one post that is set in paving or landscape areas.

Standard 31

- Lighting of monument signs shall be shielded and directed only toward the sign.
- Internally illuminated monument signs are prohibited.

- Monument signs are permitted as an alternative to a wall sign if the building façade is brick and the sign is set flush with the wall.



**SECTION 7.02.26
Directory Signs**

Directory or Tenant Directory signs are attached to a building and are often used for professional offices. They include information about

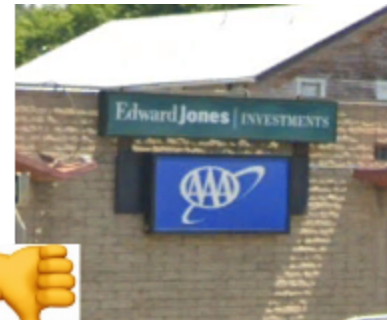
several businesses on a single larger sign, with an identifying building address and/or building name. Although they are usually located within the building, sometimes they are placed on the exterior.



Standard 32

Use Directory Signs on multi-tenant sites to reduce the visual clutter of many signs.

- Where several businesses share a building, signs shall be coordinated.
- Sign Directories shall be channel lettering rather than box sign panels.



**SECTION 7.02.27 Murals
Standard 33**

Murals can be a popular art form adding vibrancy to the business or neighborhood. However, murals are susceptible to the weather and open to the public. All murals within the Historic District are a **Conditional Use** with recommendation from the Historic Preservation Commission to the Planning Commission. Approval is based on these criteria:

1. Planning. This is an opportunity for the applicant to state the scope of the project:

Those proposals that do not have a solid foundation in the planning of the mural shall not be approved.

2. Agreements. Murals become property.

Proposals that lack an agreement spelling out the details of the mural shall not be approved. A copy of the agreement shall be submitted to the City as a condition of approval.

3. Wall Selection. Not all locations that appear “perfect” for a mural have the physical qualities that allow painting or will hold painting for an extended period. Murals shall be located only on the side or rear of buildings.

Proposals that will be painted on wall surfaces that will likely reduce or eliminate the desired lifespan of the mural shall not be approved. The use of some type of fabric substrate (e.g. parachute cloth or a nonwoven fabric) with



application to the wall is strictly prohibited in the Historic District. Installation of panels of plywood, aluminum, polystyrene, etc. shall not be permitted.

4. Wall and Surface Preparation. Work may need to be performed to ready the wall for the mural.

Proposals that lack documentation on the research and information on the wall and surface preparation shall not be approved. This research is essential in preservation of the mural.

5. Painting. Compatibility is key to help the mural last its intended lifespan, remain blemish free, and project the image intended.

Proposals that will utilize leftover paint shall not be approved for murals whose lifespan is one year or longer. Murals painted with other than ASTM I or ASTM II paint products shall not be approved. The use of VOCs is prohibited. Proposals that do not have information on the paint product's chemical make-up shall not be approved.

6. Coating. To maintain the lifespan of the mural, coatings may require reapplication. It is best to know who will be responsible to assume the responsibility and cost. Coating the mural acts as a protection against outdoor elements and graffiti.

Proposals that will utilize coatings incompatible with the paint shall not be approved for murals whose lifespan is one year or longer. Proposals that lack coatings and a plan for graffiti removal shall not be approved. The use of VOCs is prohibited. Proposals that do not have information on the coating product's chemical make-up shall not be approved.

7. Maintenance. Without proper maintenance, a mural's lifespan will be shortened, and the public participation will diminish.

Proposals that lack a budget, agreement, and contact person to maintain the mural shall not be approved. Proposals that will use a cleaning agent corrosive to the mural of the building's surface shall not be approved.

8. Design. Design can be subjective. The desire in the Historic District is to maintain the historic character of the neighborhood. In the Downtown Historic District, it can be seen from the Umatilla River to the UPRR railroad tracks near Frazer Avenue to SW 3rd Street and SE 3rd Street. Murals within this area need to be compatible with that historic character; and; therefore, will need to display components of the historic neighborhood.

Proposals shall utilize:

- a. Colors like those seen on the buildings within a one block radius of the mural's location;*
- b. A theme that captures a scene that would be typical of Pendleton's past in the historic district. Themes of Pendleton's past that are not typical of the historic district for which the sign is located shall not be approved; or*
- c. A theme capturing the historic past of the building for which it is located;*
- d. And the theme shall exhibit at least two of these components of Oregon:*
 - i. Oregon Trail*
 - ii. Oregon State*
 - iii. Indians*
 - iv. Agriculture*
 - v. Pioneers*
 - vi. Missionaries*
 - vii. Oregon Resources (parks, rivers, timber, etc.)*
- e. Or at least two of these historic components of Pendleton:*
 - i. Historic buildings in Pendleton*
 - ii. Oregon Trail*
 - iii. Pendleton's famous (not Round-Up related)*
 - iv. CTUIR*
 - v. UPRR*
 - vi. Past Pendleton business of the downtown*
 - vii. Past Pendleton cultures of the downtown*

9. *Mural Lifespan. Murals, if properly planned, could last decades; however, it might be the intent to sustain decades. Therefore, the applicant shall disclose a timeline for the mural, and the decision shall be based on the needs of that mural to sustain its intended lifespan. In other words, a mural meant to last one month will require less maintenance methods than a mural to last two decades.*

SECTION 7.02.28 Exception Signs

Standard 34

Signs can become a historic element or enhance a historic façade when appropriately designed.

- *Due to the unique character of the building façade, a sign may be designed to enrich the façade; therefore, signs that are of a unique shape, design, material, color or lettering shall be heard as a **Conditional Use** with the Historic Preservation Commission recommendation to the Planning Commission based on these criteria:*
 1. *Sign structural design is no later than the 1930s; and*
 2. *Sign structure is refurbished or reuse of a historic sign structure from another community or state; and*
 3. *A certificate that demonstrates the historic age of the sign is provided.*
- *Signs that meet the above criteria may be placed on a building regardless if they are prohibited.*
- *Historic signs, as defined by this Ordinance, are exempt from the requirements of **SECTION 7.02.8 Proportion, Scale and Dimensions.***
- *Existing EMCs may remain on the buildings until such time as they are not maintained or are removed from the building, with exception of repair provided they are remounted in the same location within three months of removal. The business owner must notify the Historic Preservation Officer that the EMC is going in for repair to retain right to re-attach.*
 - *Historical Society Museum*
 - *Eagles*

SECTION 7.02.29 Conditional Signs

Conditional Uses

Purpose. *Conditional signs may be permitted subject to the granting of a conditional use permit. Because of their unusual or special characteristics of the sign, conditional uses require special consideration so that they may be properly located with respect to the objectives of this ordinance and their effect on surrounding properties.*

Authority. *The Planning Commission shall have the authority to approve, approve with conditions, disapprove or revoke conditional sign permits subject to the provisions of this Section. The Historic Preservation Commission shall have the authority to recommend approval, approval with conditions, disapproval or revocation of conditional sign permits to the Planning Commission within an historic district. Alterations of a sign or sign structure classified as conditional and existing prior to the effective date of this ordinance shall conform to all regulations pertaining to conditional uses. Conditional Signs listed in this Ordinance may be permitted, enlarged, or otherwise altered upon authorization by the Planning Commission in accordance with the standards and procedures set forth in this Ordinance. In permitting a new Conditional Sign or the alteration of an existing Conditional Sign, the Commission may impose, in addition to those standards and requirements expressed by this Ordinance, any additional conditions which the Commission considers necessary to protect the best interests of the surrounding property or the City as a whole. In reviewing Conditional Signs, the Commission may use the purpose and scope provisions of the Sign Code as criteria for evaluating the request.*

Allowances. *Those signs specifically identified as Conditional Uses in this Code may be considered for approval. This Code cannot anticipate every potential sign proposal; signs that are similar in nature and impact to those that may be considered under the Conditional Use procedure, pursuant to a formal interpretation by the Planning Commission, may be processed and considered for approval under these standards.*

Application. A property owner or his/her authorized agent may initiate a request for a Conditional Sign or the modification of a Conditional Sign by an application with the City, using forms prescribed pursuant to conditional use applications in the Unified Development Code, Ordinance #3845. The Commission may require other drawings or information necessary to obtain an understanding of the proposed sign and its relationship to surrounding properties.

Public Hearing. Before the Commission may act on a request for a Conditional Sign, it shall hold a Public Hearing. Notice of the Public Hearing shall be given in accordance with the provisions of public hearing notices in the Unified Development Code, Ordinance #3845.

Notification. Within seven (7) days after a decision has been rendered with reference to a request for a Conditional Sign, the City shall provide the applicant with written notice of the decision.

Time Limit. Authorization of a Conditional Sign will be void after one hundred eighty (180) days or such lesser time as the authorization may specify unless substantial construction pursuant thereto has taken place. However, the Commission may extend authorization for an additional period not to exceed one hundred eighty (180) days on request.

Findings of fact. To grant any conditional use, the Planning Commission must find, based upon evidence, both factual and supportive, provided by the applicant, that:

1. The building/site for the proposed sign is within an historic district and regarded commercial in nature, not a home occupation; and
2. The building/site for the proposed sign has square footage allowance remaining for the type of sign proposed; and
3. The area for the proposed sign is adequate in size and shape to accommodate said sign and all supports, and other features required by this ordinance; and
4. The proposed sign will relate to pedestrians, streets and highways without causing a distraction to pedestrian or vehicular traffic that would create a nuisance; and
5. Any negative impacts of the proposed sign on adjacent properties and subject building can be mitigated through application of other ordinance standards, or other reasonable conditions of approval; and
6. In areas designated as requiring preservation of historic, scenic or cultural resources and attributes, proposed sign will be of a design complimentary to the surrounding area.

Conditions of approval. In permitting a conditional use, the Planning Commission may impose, in addition to regulations and standards expressly specified in this Ordinance, other conditions found necessary to protect the best interests of the surrounding property or neighborhood, or the City as a whole. These conditions may include, but not be limited to, the following:

- A. Decreasing sign cabinet size of proposed sign, other signage on building/site or total square footage allowance to accommodate requested sign.
- B. Requiring alteration of sign display regulations and curfew where necessary to reduce conflicts between the sign and the neighborhood in a character in keeping with the surrounding area.
- C. Requiring maintenance agreements.
- D. Requiring installation of live vegetation at base of sign, including type of live vegetation and square footage.
- E. Limiting the location and number of signs on the property.
- F. Requiring proof of the sign structures age, size, and mechanical components.
- G. Adjusting the curfew hours or brightness of the sign.
- H. Requiring a maintenance plan for the sign.
- I. Establishing a time within which the proposed sign shall be installed.
- J. The requirement of a bond for removal of such sign within a specified period.

- K. *Increase the size, type or capacity of power to serve the sign.*
- L. *Requirements under which any future enlargement or alteration of the sign shall be reviewed by the Planning Commission and new conditions imposed.*
- M. *And such other conditions as will make possible the installation, use, and retention of the sign in an orderly and efficient manner and in conformity with the intent and purposes set forth in this Ordinance.*

Limitations. *A conditional use permit shall not grant variances to regulations otherwise prescribed by the Development Code. Variance application(s) may be filed in conjunction with the conditional use application, and both applications may be reviewed at the same hearing.*

Procedure. *Conditional Use applications shall be processed according to the standards for a Type III application contained in Article 13 of the Unified Development Code, Ordinance #3845.*

Appeal. *Appeal of a Conditional Use shall be processed according to the standards for appeal of a Type III decision contained in Article 13 of the Unified Development Code, Ordinance #3845.*

Alterations. *The Commission may establish standards under which any future enlargement or alteration of the use shall (or shall not) require a new or modified Conditional Use application.*

Revocation. *Upon a determination that there are sufficient grounds, the Planning Commission may at any time initiate a review of the operation of any Conditional Use. A review shall be initiated if the Planning Director receives three documented and unresolved complaints within six months that a conditional use has not complied with the applicable conditions of approval or the applicable standards of this Section. If a review is initiated, the Commission shall hold a public hearing to determine whether the use follows applicable standards and conditions. Review of an existing Conditional Use shall be processed as a Type III procedure consistent with the standards for a new Conditional Use. At the conclusion of the hearing, the Planning Commission shall adopt findings of compliance or non-compliance for the conditional use. Upon adoption of findings of non-compliance, the property owner(s) shall submit a compliance schedule documenting that compliance will be achieved within forty-five (45) days or a shorter period of time if the Commission determines there is a cause for emergency action. Receipt of further documented and unresolved complaints will result in revocation of the conditional use permit.*

Sign Type Restrictions Table - Downtown Historic District		
Street	Type	Notes
Main	Box	Nbt Permitted
	EMC	Conditional Use
	Mural	Conditional Use
	Roof	Nbt Permitted
	Flashing	Nbt Permitted
	Swinging	Nbt Permitted
	Attention Device	Nbt Permitted
Main to SE/SW 1st Street	Box	Nbt Permitted
	EMC	Conditional Use
	Mural	Conditional Use
	Roof	Nbt Permitted
	Flashing	Nbt Permitted
	Swinging	Nbt Permitted
	Attention Device	Nbt Permitted
Historic Registered Building	Box	Nbt Permitted
	EMC	Conditional Use
	Mural	Conditional Use
	Roof	Nbt Permitted
	Flashing	Nbt Permitted
	Swinging	Nbt Permitted
	Attention Device	Nbt Permitted
SE/SW 2nd Street	Box	Nbt Permitted
	EMC*	Nbt Permitted
	Mural	Conditional Use
	Roof	Nbt Permitted
	Flashing	Nbt Permitted
	Swinging	Nbt Permitted
	Attention Device	Nbt Permitted
SE/SW 3rd Street	Box	Nbt Permitted
	EMC*	Nbt Permitted
	Mural	Conditional Use
	Roof	Nbt Permitted
	Flashing	Nbt Permitted
	Swinging	Nbt Permitted
	Attention Device	Nbt Permitted
	Internal Lit Cabinet with Plastic Face	Box
	Electronic Variable Message Boards/Centers	EMC
	Sign mounted above highest roofline	Roof
	Intermittent lighting of sign	Flashing

*Provided building was built post 1950.

THE FOLLOWING DEFINITIONS WILL BE ADDED TO THE CURRENT LIST:

SECTION 16.01. DEFINITIONS AND ABBREVIATIONS.

Ordinance No. 4017

Animated Sign. A sign, excluding an electronic changeable copy sign, which involves motion or rotation of any part by mechanical or artificial means or which displays flashing or intermittent lights.

Awning Sign. A sign that is painted on or otherwise made part of the awning material. Signs is limited to the vertical portions of the awning; the sides and the front valance. No signs shall protrude beyond the vertical face.

Billboard. A form of an off-premises sign. A freestanding ground sign located on industrial, commercial or residential property if the sign is designed or intended to direct attention to a business, product or service that is not sold, offered or existing on the property where the sign is located.

Directory Sign. A sign on which the names and locations of occupants or the use of a single building without firewalls or property are identified, but which does not include any advertising message.

Flashing Sign or Lights. A sign that contains an intermittent or flashing light source that may also include the illusion of intermittent or flashing light by means of animation or externally mounted intermittent light sources.

Ghost Sign. A sign painted on an exterior building wall, which has been weathered and faded to the extent that it has lost its original brightness of color and visibility.

Historic Replication Sign. A sign, which is an exact replication, including materials and size, of a historic sign which once existed in the same location.

Historic Sign. A sign that by its construction materials, age, prominent location, unique design, or craftsmanship, provides historic character, individuality, and a sense of place or orientation regarding clues to a building's history.

Inflatable Sign or Display. Any inflatable object used for signs or promotional purposes.

Internally Illuminated Sign. A sign which has characters, letters, figures, designs or outlines internally illuminated by electric lights, luminous tubes or other means as a part of the sign itself.

Landmark: A building, sign, structure, site, object, or district listed in the City of Pendleton Local Landmark Register.

Menu Board. Small scale sign boxes containing menus generally located near the primary entrance to a restaurant.

Monument Sign. A sign that is supported by one (1) or more uprights or braces which are fastened to or embedded in the ground or a foundation in the ground and not attached to any building or wall.

Mural. A work of art, such as a painting applied directly to a wall, fence, pavement, or similar surface that is purely decorative in nature and content and does not include advertising by picture or verbal message.

Plaque. A small-scale sign often embedded into the wall covering of a building that displays information pertaining to the building.

Pole Sign. A freestanding sign other than a monument sign erected and maintained on a mast(s) or pole(s) and not attached to any building.

Projecting Sign. A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall.

Projection Sign. A sign which projects a visual image or message onto a surface.

Temporary Sign. Any exterior sign, banner, pennant, valance or advertising display constructed of paper, cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without light frames, intended to be displayed for a short period of time. Examples of temporary signs include: an A-frame sign; balloon; secured banner; unsecured banner; public event banner; garage/yard sale sign; political sign; real estate sign; special event sign.

Video Sign. Animated visual messages that are projected on a screen.

Wall Sign. *A sign with messages or copy erected parallel to and attached to or painted on the outside wall of a building.*

Wind Sign. *Any propeller, whirling, or similar device that is designed to flutter, rotate, or display other movement under the influence of the wind. This shall include “pennant flags”, or banners.*

Window Sign. *A sign inside of or attached to the interior of a transparent glazed surface (window or door) oriented to the outside of the building. A display window that does not include signs shall not be considered a sign.*

Ordinance No. 4017

EFFECTIVE DATE: This Ordinance shall be effective upon passage by the City Council.

PASSED by the City Council and approved by the Mayor June 18, 2024.

Approved as to form

APPROVED

Nancy Kerns, City Attorney

John H. Turner, Mayor

ATTEST

Sheri Allen, City Recorder