

Staff Report

March 25th, 2014
City of Prineville City Council Meeting

Staff: Joshua Smith Dept: Community Development

Subject: Sign code interpretation

Recently City staff including myself, Capt. Boyd, James Young and Phil Stenbeck sat down and discussed the City's sign code. The issue of flag signs has come up repeatedly in the past and the following is our interpretation of the code.

Flag signs, also referred to as feather flags or feather banners have within the last year or so, been interpreted as banners within our sign code. After reviewing our code together we believe a more accurate interpretation of these signs would be as wind activated or attention attracting devices. A banner is typically a temporary sign advertising a specific event or used as initial signage for a new business. While these types of signs could be used for such a purpose their primary purpose is to attract attention to a specific brand or product. As a wind activated device the City manager or designee has the authority to determine if the signs are a nuisance or an abuse of the law. Per our discussions with the City manager we have declared that these types of signs are a nuisance if they are located in or hang over the public right-of-way. With this interpretation these types of signs will be allowed if exclusively on private property. Both code sections are listed below:

152.20 Exempt Signs. The following signs are exempt from this ordinance.

10. Wind activated or attention attracting devices. Such as balloons, inflatables, streamers and the like shall be regulated on a case by case basis by the City Manager or designee, appealable to City Council, to mitigate a nuisance or abuse of the exemption law.

152.21 Temporary Signs. (No Permit Required) The following signs are allowed according to the terms specified herein.

6. Promotional Banners. Signs associated with a promotional event of a business.

Such banners shall be in compliance with the following standards:

A. A business may display a banner or banners 14 days prior and 7 days after the event.

B. Exceptions. The following shall be exempt from the restrictions listed above:

1. Banners used as permanent signage that are approved through the regular sign review process under the condition that such banners are contained by a permanent frame.

2. A business may utilize banners as its primary signage for the first 60 days of operation. The total area for these banners shall be within the signage area that would generally be allowed for permanent signage.

3. Any banner placed or sponsored by a public or non-profit civic organization for a charitable event.