

**THIS IS TO NOTIFY YOU THAT THE CITY IS CONSIDERING ADOPTION OF LAND USE REGULATIONS THAT MAY AFFECT THE PERMISSIBLE USES OF YOUR PROPERTY**

(Land Use File #ZA-11-02)



**MILWAUKIE**  
*Dogwood City of the West*

**The proposed changes only affect rules for electronic display signs. No changes are proposed to the zoning designation or land uses allowed on your property.**

**Why is the City sending this notice?**

State law requires the City to inform you about proposed changes to land use regulations that may affect what you can do on your property.

You are receiving this notice because you are the owner of:

- Property in the Downtown zones with frontage on McLoughlin Blvd,
- Property in the Manufacturing or Business Industrial zone, and/or;
- Property in the Commercial General, Commercial Limited, Community Shopping Commercial Zone.

**Why is the City proposing to change its land use regulations?**



The land use regulations being considered affect rules for electronic display signs, such as the one pictured at left.

The major topics for the proposed regulations are:

- To make allowance for electronic display signs in downtown Milwaukie along McLoughlin Blvd. These signs are not currently allowed anywhere in downtown.
- To limit the size of electronic display signs in commercial and manufacturing zones. The proposed limits would allow reasonably sized electronic display signs, while prohibiting overly large electronic display signs.
- To limit the brightness and frequency of message changes on electronic display signs. These regulations ensure that electronic display signs do not present a traffic safety hazard.

## Summary of Proposed Changes

- **Downtown:** Allow electronic display signs for properties in the downtown zones that have frontage on McLoughlin Blvd. The maximum allowed size for electronic display signs downtown would be 25% of the total sign area or 20 square feet, whichever is less. Electronic display signs are not currently allowed anywhere in the downtown zones.
- **Commercial and Industrial Areas:** Establish limits on the size of electronic display signs in commercial and manufacturing areas. The maximum allowed size for electronic display signs downtown would be 25% of the total sign area or 50 square feet, whichever is less. Currently, there are no size limitations for electronic display signs aside from the general size limits applicable to all signs.
- Limit how frequently an electronic display sign can change copy. Electronic display signs at or under 20 square feet in area could change copy once every 15 seconds. Larger signs could change copy once every 3 hours.
- Establish limits on the illumination level of electronic display signs.
- Allow electronic display signs to only display copy or messages that do not flash, include video, or include moving text or images.
- Require shielding to prevent light pollution for new illuminated signs over 50 square feet in area.
- Allow an electronic display sign to be added to an existing sign without requiring the existing sign to comply with all current height and size regulations.

### **How to learn more about the proposed regulations.**

The proposed regulations, all supporting documents, and all applicable City ordinances are available at the Johnson Creek Facility (address at bottom of page) or online at: <http://www.cityofmilwaukie.org/planning/electronic-display-sign-amendments>. Copies of these are available for review at the Johnson Creek Facility at no cost, and copies can be obtained at a reasonable cost.

### **Public Hearing information.**

The Milwaukie Planning Commission will hold a public hearing on the proposed changes (Land Use File #ZA-11-02) at the date, time, and location listed below:

**Date:** Tuesday, September 13, 2011  
**Time:** 6:30 PM  
**Location:** Milwaukie City Hall – 10722 SE Main Street – Council Chambers, 2nd floor

The materials provided to the Planning Commission for the hearing will be available at 8:00 a.m. on Wednesday, **September 7, 2011**, at the Planning Department, Ledding Library (local information shelf), City Hall (10722 SE Main St), and online at <http://www.ci.milwaukie.or.us/planning/planning-commission-2>. If the Planning Commission recommends approval, the proposed regulations will be considered for adoption by the Milwaukie City Council at a future public hearing.

You are invited to submit comments in writing in advance of the hearings, attend the hearings and/or submit written comments or present verbal testimony at any of the hearings.

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*The City of Milwaukie will make reasonable accommodation for people with disabilities. Please notify us no less than five (5) business days prior to the meeting.*