



**POSTED FRIDAY,
SEPTEMBER 16, 2011**

NOTICE OF PUBLIC HEARING

Amendments to Regulations for Electronic Display Signs

The **Milwaukie City Council** will hold a public hearing on **Tuesday, October 18, 2011, at 7 p.m.**, at the Milwaukie City Hall, 10722 SE Main Street, to consider a proposal initiated by the City of Milwaukie for recommendation on Zoning Text Amendments (File #ZA-11-02). The land use regulations being considered affect rules for electronic display signs.

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 50% 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 2 minutes.
- 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.

To learn more about a proposal: Call the staff contact listed below. The staff report on the proposal will also be available for public viewing after 8 a.m. on Wednesday, **October 12, 2011**, at the Planning Department, 6101 SE Johnson Creek Blvd; Ledding Library, 10660 SE 21st Ave; City Hall, 10722 SE Main St; and online at <http://www.ci.milwaukie.or.us/meetings>. Copies of information in the file can be obtained for a reasonable fee. Copies of applicable City ordinances and the Comprehensive Plan are also available for review at the locations listed above.

To comment on a proposal: You are invited to attend this hearing or submit comments in writing before the meeting time. You may send written comments in advance to the staff contact listed below, or you may submit your comments in person at the hearing. If you want to present verbal testimony, either pro, con, or to raise questions, you will be invited to speak following the applicant's testimony.

Failure to raise an issue with sufficient specificity, and accompanied by statements or evidence sufficient to afford the responsible parties an opportunity to respond to the issue, will preclude any appeal on that issue to the Land Use Board of Appeals (LUBA).

If you have any questions, please contact Ryan Marquardt in the Planning Department at (503) 786-7658 or marquardt@ci.milwaukie.or.us.

The City of Milwaukie is committed to providing equal access to information and public meetings per the Americans with Disabilities Act (ADA). If you need special accommodations, please call 503-786-7600 at least 48 hours prior to the meeting.