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**YAMHILL COUNTY ROAD IMPROVEMENT ADVISORY COMMITTEE
'BLUE SIGN' POLICY RECOMMENDATION**

BACKGROUND

The Yamhill County Board of Commissioners (BOC) adopted the Tourist- and Business-Oriented Directional Signs for County and Public Road Right-of-Way Sign Policy ('Blue Sign' Policy) on February 21, 2013.

In April 2014, Commissioner George requested that the Public Works Department (PWD) consider several changes to the policy to "clarify where signs are posted, why we are limiting the number of signs per business, what information will be on each sign, reducing the radius of the sign from the business, and clearly specifying what 'exceptions' are for. It also needs to spell out that more information and flexibility will be allowed on kiosks". Because the Road Improvement Advisory Committee (RIAC) was instrumental in writing the policy and held many meetings with interest groups and the general public, PWD asked RIAC to review Commissioner George's suggested changes and to consider any other issues that may have surfaced after a year of implementation.

The 'Blue Sign' Policy Subcommittee that drafted the initial policy met with PWD staff to consider the recommended changes and to evaluate the results of the first year of policy implementation. Subcommittee members included Michal Wert-Chair, Tony Roos, Bill Anderson, and John Phelan. They recommended several changes that could be made to the policy, and coordinated with Commissioner George to not include other changes that were redundant, did not meet the intent of the policy, or were implementation and not policy issues.

RIAC RECOMMENDATION

At its July 10, 2014 meeting, RIAC considered the changes offered by the Subcommittee. RIAC was concerned that not enough time has elapsed to warrant major changes to the policy, especially since kiosks are a major part of the policy and two 'demonstration' kiosks will soon be completed and installed. Implementation is, of necessity, slow to allow kiosks to be operational and to work personally with those who will have to remove signs to meet policy requirements. This is especially the case since PWD has such limited resources to dedicate to the sign program. After review of the proposed changes, it was agreed that the changes suggested are more 'housekeeping' than substantive.

RIAC does not have a recommendation on whether changes should occur to the existing policy. If the BOC wishes to update the existing policy, RIAC recommends that the policy modifications recommended by the Subcommittee be adopted. A copy is attached.

B.O. 14-451

**YAMHILL COUNTY PUBLIC WORKS DEPARTMENT
TOURIST- AND BUSINESS-ORIENTED DIRECTIONAL SIGNS
COUNTY AND PUBLIC ROAD RIGHT-OF-WAY SIGN POLICY
RIAC Recommendation – July 10, 2014**

BACKGROUND

Yamhill County has an established policy regarding signs in its Zoning Ordinance. However, this policy does not address tourism and business signs located within County road right-of-way. Since the late 1980s, the Public Works Department (Department) has informally provided ‘blue signs’ upon request to provide direction to rural tourist and business operations.

The number of requests for signage has increased substantially over the past several years. Public safety traffic control signs and directional signs vie for attention from the motoring public, often resulting in potentially unsafe roadside distractions, decreased effectiveness of the signs, and excessive and duplicative signage. Yamhill County supports limited roadside directional signage to support local rural business in a manner that is self-funding and does not burden the general taxpayer. However, this must be accomplished in a manner that does not create an unsafe roadside distraction, or interfere with safety signage.

The overriding objective of providing tourism and business directional signage is to improve road safety by giving information to road users, allowing them to clearly identify the route to reach their destination. Tourist and business signage will only be permitted where it will contribute towards a safe journey to rural tourist and business destinations, or where it will direct motorists to use the most appropriate route in road safety terms.

This policy is intended to provide a consistent, reasonable, and balanced approach that allows safe “blue sign” directional signage within the County road right-of-way for eligible facilities.

GENERAL STANDARDS

The Yamhill County Tourist and Business Oriented Directional Signs County and Public Road Right-Of-Way Sign Policy establishes the process for the placement of roadside directional signs within the right-of-way of roads under the jurisdiction of the County. This policy is consistent with the Yamhill County Zoning Ordinance and supersedes all previously written and unwritten policies and practices of the Department regarding the installation and maintenance of signs within its jurisdiction. The following general standards apply:

1. Tourist and business signage is not intended as a marketing or advertising tool, and requests for signs to promote services at a tourist destination or business will not be approved.
2. The purpose of the tourist- and business-related roadside signage is to provide direction within County road right-of-way only where privately-owned off-highway signs cannot reasonably provide adequate directions to motorists.
3. The County will not duplicate signage already provided by ODOT tourism signs or signs of the business visible from the road.

4. Signs will not be placed on County road right-of-way within city limits.
5. Signs will not provide direction to a tourism destination or business located within city limits.
6. Traffic control signs will continue to have priority over all other types of roadside signage.

ELIGIBILITY CRITERIA

1. Only facilities open to the general public are allowed signage. This does not preclude occasional special events that are closed to the general public.
2. Signs can be placed within County right-of-way for the following purposes:
 - a. Tourist-related business or approved business not visible from the primary County road access.
 - b. Tourist-related business or approved business that derives income or visitors during the normal business season from road users not residing in the area of the facility. This includes businesses involved with seasonal agricultural products, including U-Pick and on-farm sales.
3. Institutions and facilities with religious affiliations shall be eligible for tourist and business signage, including church buildings or camps.
4. An individual business or aggregate of businesses shall provide the following minimum level of services:
 - a. Maintenance of regular hours and schedules;
 - b. Restroom facilities and drinking water, where food or drink is available to the public for on-site consumption;
 - c. Adequate off-public road parking accommodations; and
 - d. Possession of any license(s) required by the state and/or local agencies regulating the particular business.
5. Each business or tourist destination identified by a directional sign shall provide assurance of its conformity with all applicable laws concerning the public accommodation without regard to race, color, sex, culture, social origin or condition, or political or religious ideas.
6. The Department may immediately remove the tourist or business directional sign if a business or tourist destination violates any section of this policy or any applicable law or regulation.

APPLICATION PROCESS

1. Directional signage shall be installed within the County road right-of-way only upon the written acceptance of the formal application by the Department Director or designee.
2. Applications may be approved for two signs per business. Two additional signs may be permitted for special circumstances at the discretion of the Department Director.
3. Applications for new or replacement signs shall be submitted on a form approved by the Department with required fees. Fees will be defined on a separate fee schedule. Any changes to the current fee schedule must be approved by the Board of Commissioners (Board).

4. The applicant of record will provide the preferred method of contact and contact information to the Department. It is the responsibility of the applicant or business entity to maintain current information with the Department.
5. Applications will be received and recorded by the Department during regular business hours.
6. Installation of the approved sign(s) will be performed by the County and will be subject to the scheduling of the Department, but no later than two months after an approved application.

ANNUAL SIGN RENEWAL

1. There will be an annual renewal fee for each sign permitted under this policy, as prescribed in the current Board-approved fee schedule.
 - a. No later than March 15 of each year, a renewal invoice for each sign will be mailed or emailed to the applicant of record to the address on file.
 - b. Payment is due within 30 days of mailing of the invoice. It is the responsibility of the applicant of record to keep permit information and fees current. The Department assumes no responsibility for failure of the applicant of record to receive the invoice.
 - c. Signs will be removed by the Department after 60 days if a permit is not renewed. Reinstallation of any sign that was removed for non-payment of yearly fees will be through a new application process.
 - d. The Department will make best efforts to contact the applicant of record or business entity. Non-contact will not negate the terms of this policy or allow signs that are out of compliance with this policy. The Department assumes no responsibility if notices are not received by the business entity or applicant of record.
2. The Department will maintain a current inventory of all signs permitted under this policy and will use the preferred manner of contact for the business entity and/or applicant of record for all contacts from the County.
3. The Department Director, in concert with the County Road Improvement Advisory Committee (RIAC), will prepare an annual report documenting revenues, costs, number of signs, and other activities completed under this policy, including planned projects for the upcoming year. This report will be presented to the Board for approval and, upon approval, will be posted on the County's website.

SIGN PLACEMENT

1. In general, tourist or business signs will be placed at the most appropriate location(s) upon the road network as determined by the Department Director or designee.
 - a. If the Department Director or designee determines that no acceptable location exists for the tourist or business sign, the entire application fee will be refunded.
 - b. If the applicant and the Department cannot agree on an approved sign location, the applicant may withdraw the application and 50 percent of the application fee will be refunded.
 - c. The County reserves the right to remove tourist or business signage where these are to be incorporated into a kiosk, for safety reasons, or where the sign no longer meets the criteria of this policy.
2. Tourist and business signs should complement rather than duplicate existing signage. The maximum number of signs will be permitted only where locations are difficult to find, to

- encourage visitors to use safer routes to reach the destination, or for other special circumstances as approved by the Department Director or designee.
3. The distance from the farthest sign to the destination should be appropriate for the traffic management and safety requirements and should not extend for more than 5 miles from the destination, unless the Department Director or designee deems a farther distance is needed for additional route guidance.
 4. Placement of all signs will comply with the current version of the Manual of Uniform Traffic Control Devices (MUTCD).
 5. Intersection directional signs (see Figure 1).
 - a. Signs will be a minimum of 300 feet, but not more than 700 feet, in advance of an intersection, or as approved by the Department Director or designee.
 - b. No signs will be permitted between warning signs indicating an approaching intersection or stop sign (i.e., Stop Ahead) and the intersection or stop sign.
 - c. There shall be no more than 3 sign post assemblies, with a maximum of 4 businesses per sign post, on any approach to an intersection. Applications will be processed on a first-come, first-served basis until the 3 sign post assemblies are full. A waiting list will be maintained for intersection approaches that have the maximum number of signs.
 - d. Multiple sign posts will be a minimum of 200 feet apart.
 - e. Signs will be located at least 200 feet from other traffic control devices.
 - f. Sign assemblies should normally be installed as follows:
 - i) At intersection approaches where 4 or fewer facilities are shown, all business signs may be combined on one post, with appropriate directional arrows.
 - ii) Where more than 4 facilities are shown, signs for straight-ahead, left-turn and right-turn destinations will be on separate sign posts with a maximum of 4 signs per post. The straight-ahead destination signs will be located farthest from the intersection, then the left-turn destination signs, with the right-turn destination signs located closest to the intersection.
 - iii) When there are multiple destinations in the same direction, they will be in order, based on their distance from the intersection with the closest destination at the top of the post.
 - iv) At the discretion of the Department Director or designee, kiosks or turn outs for sign clusters will be established in appropriate locations and any fee adjustments will be made at the next renewal.
 - v) Kiosks will replace individual signage where approved by the Department Director or designee.
 - g. At the discretion of the Department Director or designee, an exception to sign placement may be made at T-intersections, where location of signs may be more safely viewed across the intersection from the stop sign.
 6. Directional signs between intersections.
 - a. Directional signs between intersections will be limited to only those situations where a business is located between major intersections or unusual circumstances. Placement must be approved by the Department Director or designee.
 7. Sign clusters or kiosks.
 - a. When feasible, sign kiosks or other off- road clusters will be installed to provide the traveling public with a safe off-road opportunity to view signs outside of the normal roadway travel lanes.

- b. Businesses will be encouraged to work together with the Department to provide an attractive and safe off-road experience.
 - c. An advance sign will be placed to alert the traveling public of any upcoming off-road kiosk.
 - d. Within reason, the Department Director will use professional discretion in the design and content of signs included in a sign cluster, consistent with local, state and federal signage requirements.
8. The Department Director or designee has discretion to modify sign placement to address issues of terrain, vegetation, or other common sense issues that render these provisions unreasonable or infeasible.

SIGN DIMENSIONS / CONTENT

1. Signs will be sized according to location and existing signs at the discretion of the Department Director or designee.
2. Sign sizes and dimensions shall be in conformance with the current version of the MUTCD.
3. Signs shall contain only the registered business name or a portion of that name, distance to the destination to the nearest one-quarter mile, and a directional arrow.
4. Arrows pointing to the left or straight ahead will be at the extreme left of the sign. Arrows pointing to the right will be at the extreme right of the sign.
5. Signs will be retro reflective white lettering on blue retro reflective background.
6. Seasonal signs may also designate months of operation.

SIGN REMOVAL / RELOCATION

1. Signs legally located and installed in compliance with this policy and damaged by direct contact with Department equipment will be repaired at the expense of the Department.
2. The Department will remove damaged, deficient, obsolete or non-renewed signs when deemed appropriate by the Department. Subject to subsection 4 below, the Department will provide 30 days written notice to the applicant of record prior to removal of a sign to allow the applicant of record to apply for a replacement sign or renew an annual fee.
3. When requested by the applicant, the Department will replace damaged, stolen or otherwise deficient signs upon receipt of the required fee.
4. Upon being made aware of and confirming that vision restrictions or hazards, including but not limited to public safety or traffic hazards, are created by a sign, the Department will immediately remove the sign which is creating a hazard. Notice will be provided to the applicant of record as soon as possible, and Department will work with the applicant of record to determine a new sign location or permanent removal of the sign. If it is determined that no acceptable new sign location exists for the tourist or business sign, 50 percent of the application fee will be refunded.
5. The Department reserves the right to relocate any sign if it is determined to be in the best interest of the traveling public and for consistency with policy. Unless there is a clear vision or hazard issue, the Department will provide 30 days written notice to the applicant of record prior to removal of a sign to allow the applicant of record to agree to a new sign location or permanent removal of the sign. If it is determined that no acceptable new sign location exists for the tourist or business sign, 50 percent of the application fee will be refunded.

6. The Department makes no guarantee on the permanency of the placement of any sign.

MAINTENANCE

1. Department maintenance shall consist of cleaning the sign, vegetation control around the sign to maintain visibility, straightening leaning or downed signs, and replacing or repairing signs due to vandalism or accidents.
2. For sign kiosks, County maintenance will be as agreed upon in writing between the Department and the business entities.

NONCOMPLIANT SIGNS

1. No business or advertising signs shall be allowed on Yamhill County public road right-of-way except as permitted by this policy.
2. Applicants of record whose signs are not in compliance with this policy will be notified in writing and will be given 30 days from the date of enactment of this policy to apply for a permitted sign. After 30 days, non-compliant signs will be removed by the Department.
3. For signs permitted previously but not in compliance with current County policy, costs will be waived to relocate the allowed number of signs to bring them into compliance. Costs for any changes other than relocation (i.e., name change) will be the responsibility of the applicant of record.
4. This policy shall be fully implemented by June 30, 2016.

APPEALS

Decisions of the Department under this policy may be appealed to the Yamhill County Board of Commissioners within 45 days of receipt of the Department's decision giving rise to the dispute or denial. Upon receipt of a written appeal, the Board shall have 45 days to render a decision. The decision of the Board shall be the final administrative action under this policy. Any person aggrieved by a decision of the Board under this policy may appeal that decision to the Circuit Court as provided by law.

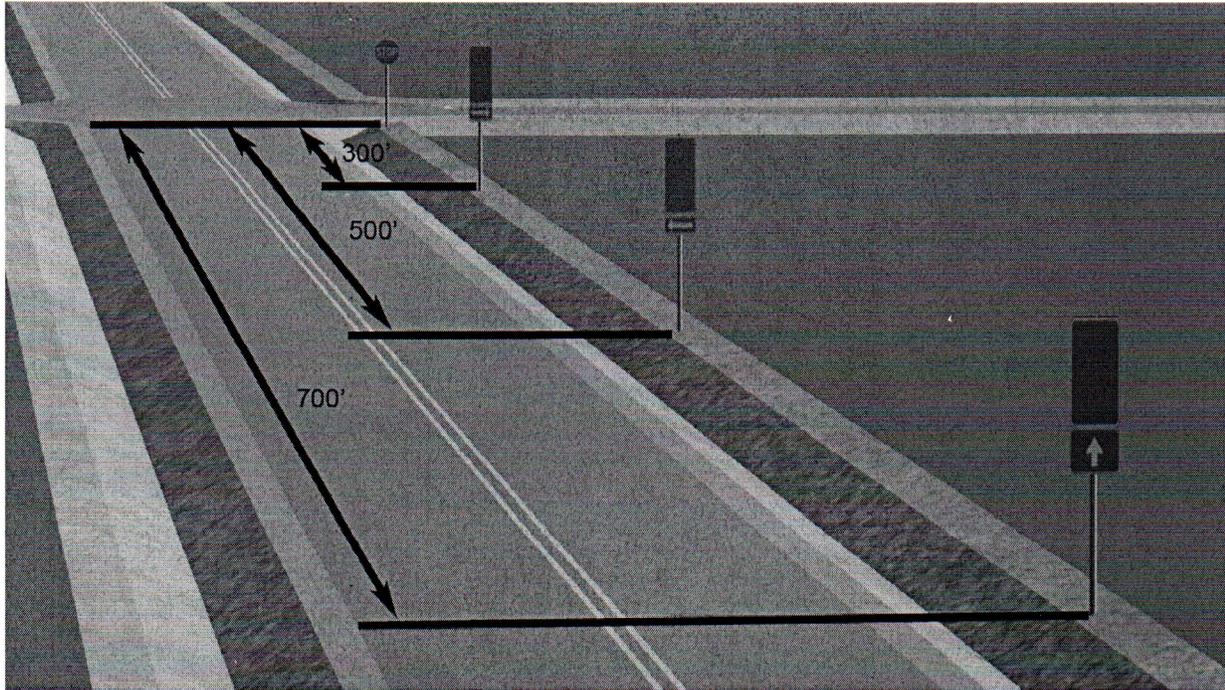
SAVINGS CLAUSE

If any section or part of this policy is held to be illegal, unconstitutional, or void, this shall not be construed to render void any other provision or requirement of this policy.

ENFORCEMENT

This policy may be enforced in any manner authorized by state or local law, including ORS Chapters 368 and 374, and Yamhill County Ordinance No. ____.

Figure 1. Installation of intersection directional signs.



**YAMHILL COUNTY PUBLIC WORKS DEPARTMENT
TOURIST- AND BUSINESS-ORIENTED DIRECTIONAL SIGNS
APPLICATION AND FEE SCHEDULE**

FOR OFFICE USE ONLY:

Application No. _____ Fee Received _____ Date _____

Name of Business/Organization _____ Type of Business _____

Business Address _____ City _____ State _____ Zip Code _____ Phone _____ Email _____

Billing Address _____ City _____ State _____ Zip Code _____ Phone _____ Email _____

Name and Title of Authorized Representative/Officer _____ Phone _____ Email _____

- | | | Yes | No |
|---|---|-----|----|
| 1. Is the business located in Yamhill County outside city limits? | — | — | — |
| 2. Is the business visible from a primary County road? | — | — | — |
| 3. Are there other off-site signs to this business? If yes, where are they located?
_____ | — | — | — |
| 4. Is this business open to the public? If yes, does it provide the following facilities? | — | — | — |
| Restroom facilities | — | — | — |
| Drinking water | — | — | — |
| Adequate parking off public road right-of-way | — | — | — |
| 5. Does the business possess all required state and local permits and/or licenses if applicable? | — | — | — |
| 6. Does the business operate without regard to race, color, sex, culture, social origin/condition, or political or religious ideas? | — | — | — |
| 7. Is the business open all year? | — | — | — |
| If seasonal, during what continuous months is the business open? _____ | | | |
| 8. Normal business hours: Daily times _____ Days per week _____ | | | |
| 9. How many signs are requested? _____ | | | |
| 10. What is the name of the business as it should appear on the sign(s)?
_____ | | | |

11. In the box below, please map business location, approximate location for sign(s), distance of the sign(s) from your business, street name and nearest cross streets.

Instructions:

1. Applicant must complete all information and sign the application form.
2. Application must be submitted with the following fees per the current fee schedule:
 - a. Fee per sign for coordination, manufacture and posting of sign
 - b. Fee for replacement of an existing sign
3. The Department Director/designee will make final determination of the location, wording and estimated cost of the sign(s) based on the information provided in the application. This information will be reviewed with the applicant.
4. Upon agreement on sign location and wording, the Department will prepare and install the sign(s).
5. Routine maintenance of the sign (cleaning, annual inspection, etc.) will be done by the Department.
6. A per sign fee will be assessed annually no later than March 15.
7. When requested by the applicant, the Department will replace damaged, stolen or otherwise deficient signs upon receipt of a signage fee per the current fee schedule.

**All questions should be directed to the Public Works sign manager at (503) 472-7515.
Return the completed form to: Yamhill County Public Works Department, 2060 Lafayette Avenue, McMinnville, OR 97128, ATTN: Blue Sign Application.**

I have read and understand the Yamhill County Public Works Department *Policy for Tourist- and Business-Oriented Directional Signs for County and Public Road Right-of-Way* and agree to all provisions of that policy. I certify that all information presented in this application is true and correct.

Signature of Authorized Representative
Form updated June 4, 2014

Date