

Planning & Zoning Board
City of Medford
Public Hearing for Proposed Ordinance Amending the Prohibition Against Off-Parcel Signs
Medford City Code Section 4.84
March 18, 2019 – 7:00 PM

Vice Chairman Barbeau opened the hearing at 7:00 PM.

Members present: Brandvold, Luebbe, Barbeau

Members absent: Quiring, Rosenbaum

Others Attending: Administrator Welti, Lois Nelson, Ethan Wilkie, Chad Langeslag, Simone Hellevik

Introduction:

The purpose of this public hearing is for the citizens of Medford to address any questions or concerns regarding the Proposed Ordinance Amending the Prohibition Against Off-Parcel Signs Medford City Code Section 4.84.

Chairman Barbeau explained the formal procedure and that everyone will be given the opportunity to participate and ask questions.

Staff presentation-Andy Welti presented a memo regarding the proposed ordinance amending the prohibition against off-parcel signs Medford City Code Section 4.84. The following is a summary:

The owners of the Outlet Center have had discussions with the City regarding advertising public service announcements, sporting events, and products on the digital sign. Current City Code does not allow this form of advertisement. To allow this form of advertising, the City must amend its ordinance.

The City Attorney provided initial responses to questions regarding regulation of advertising:

The city has the flexibility to allow different regulations in different zones. The City could allow off-premise advertising in only C-3 districts (Commercial along the Interstate), but not allow it in other commercial districts (C-1 and C-2 districts).

“Current ordinance prohibits "non-accessory" advertising; that is, advertising that is unrelated to the advertising upon which the sign is located. This kind of prohibition is constitutional...

In general, content-based restrictions on free speech are unconstitutional.

One exception to this rule is our off-premise ordinance--we are not distinguishing between what kind of commercial speech we allow, but are banning all commercial speech unrelated to the premises...”

At the January Council meeting, Council requested that Planning & Zoning consider the request to amend the sign ordinance to allow off-premise or "non-accessory" advertising. The proposed ordinance would only allow off-premise or "non-accessory" advertising in Medford's C-3 district. In addition, Off-

premise or "non-accessory" advertising would only be allowed on parcels with a minimum of 900 linear feet of frontage or front lot line (only two parcels within Medford City limits meet this requirement). Only one off-premise or "non-accessory" sign is allowed per parcel.

Applicant's presentation-none

Statements from the public- none

Concluding the public hearing-Chairman Barbeau asked for a motion to conclude the public hearing.

Motion by Luebbe, seconded by Brandvold to conclude the public hearing. Motion carried.

Action-Recommendations made to City Council.

Planning and Zoning members stated that advertising along the interstate will be more of a topic, amending the current ordinance would not create more visual pollution, the amendment is an "all or nothing" change which will allow all advertising. Questions were asked about potential hacking and whether local businesses could advertise on the sign. The manager of the Outlet Center responded that local businesses would likely be able to advertise on the sign.

Motion by Luebbe, seconded by Brandvold to make a recommendation to the City Council to amend the ordinance as presented in Ordinance 2019-02. Aye: Luebbe, Brandvold. Nay: Barbeau

Motion by Luebbe, seconded by Brandvold to adjourn the public hearing at 7:33 pm. Motion carried.