



Enforcement Plan for the 2015 Sign Code

Throughout the Oregon City Sign Code Update project, the community has consistently expressed a broad desire for more active enforcement of the sign code by the City. During the process of updating the signage standards the City directed resources towards the greatest threats to public health and safety and as a result, the time directed toward enforcing the sign code has steadily decreased. The primary concern is that the new signage standards will be irrelevant if illegal signs are allowed to remain. The City completed a Public Engagement Plan to assure the public understands the new regulations as well as this enforcement plan which includes a comprehensive approach to assure the standards are sufficiently enforced.

- **Multi-Departmental Approach.** Four City departments will work together to enforce the sign code under the oversight of the Code Enforcement Division. Violations would continue to be processed by Code Enforcement, with support from the Planning Division, Public Works Department and Building Division. Each department has dedicated a minimum of the following:
 - Code Enforcement Division: A minimum of two hours a week locating and processing violations, removing unpermitted signs within the right-of-way and coordinating with the other departments to enforce the code.
 - Planning Division: A minimum of two hours a week locating and processing violations, removing unpermitted signs within the right-of-way, and continuing education of the sign code.
 - Public Works Department: A minimum of two hours a week removing unpermitted signs within the right-of-way.
 - Building Division: A minimum of eight hours a week conducting code enforcement (including locating and processing non-permitted signs on private property).

- **Public Education Prior to Enforcement / Ongoing.** For the six months following the approval of the new signage standards, the Planning Division will implement a proactive educational campaign to inform the public of the new standards. The Public Engagement Plan includes a variety of tools such as mailed and emailed notices, posters, messages in water bills and a press release as well as leveraging existing relationships with various City groups. This is anticipated to result in significant voluntary compliance with the new sign standards. During the six month period, enforcement will begin with warnings and progress to fines.

- **Increased Initial Enforcement.** Six months after the signage standards are adopted, the new signage standards would be effective. At this time each department will dedicate a significantly higher amount of staff time towards enforcement of the sign code in order to make a significant impact. Additionally, staff will begin patrolling nonresidential sections of the City to review each property and verify that it is in compliance with the 2015 signage standards. Staff will work with all property owners to assure fair and equitable enforcement.

Implantation of the plan identified above will result in an effective enforcement program and fewer illegal signs throughout the City. The enforcement plan utilizes existing resources and multiple departments within the City to ensure that the sign code is properly enforced. City staff is committed to implementation of this enforcement program and the significant impact it will provide.