

# City of St. Helens

P.O. BOX 278      PHONE (503) 397-6272

St. Helens, Oregon  
97051

## SIGNS AND POLITICAL CAMPAIGNS IN THE CITY OF ST. HELENS

Political signs fall within the temporary sign category and, generally, do not require a Sign Permit from the City, but are prohibited unless they comply with the following standards:

- **For residential sign districts:** Signs not exceeding six square feet in area or four feet in height during the period from 120 days before a public election or the time the election is called, whichever is earlier, to five days after the public election.
- **For commercial/industrial sign districts:** Signs not exceeding four square feet in area and five feet in height, during the period from 120 days before a public election or the time the election is called, whichever is earlier, to five days after the public election
- Temporary signs are not allowed to be illuminated.

Sign districts are determined by the underlying land use zoning district. Generally, residential zoning districts are considered to be within the "residential sign district" and commercial and industrial zoning districts are considered to be within the "commercial/industrial sign district." There are some variables to this, particularly in zoning districts that allow a mix of uses (e.g. residential and commercial). Any questions about what a property is zoned and the applicable sign district should be directed to the City Planning Department.

In addition to the temporary sign regulations above, the following is prohibited:

- Any political sign within a public right-of-way.
- Any political sign that may be confused with or construed as a traffic control device, or which hides a traffic control device from view.
- Any political sign that will obstruct access to any fire escape or other entrance/exit from a building or exit corridor.
- Any political sign that could impede vehicular or pedestrian traffic on any street, alley, sidewalk, bikeway or similar travel way.
- Any political sign attached to a tree or a plant, a fence or a utility pole.
- Any sign that violates clear vision rules (SHMC Chapter 17.76)

Political signs erected contrary to City regulations may be removed by the City with or without notice. Noncompliant signs could also result in violations to be remedied in the St. Helens Municipal Court.

The standards explained above apply to what are typically considered "political signs." There are many more sign regulations for permanent and temporary signs, but they generally apply to signs intended for other uses. For more information about the City's sign regulations please contact the City Planning Department or review Chapter 17.88 of the St. Helens Municipal Code (SHMC) online, at City Hall or at the Library.

To contact the City Planning Department call 503-397-6272 or email [jacobg@ci.st-helens.or.us](mailto:jacobg@ci.st-helens.or.us). The City's website is <http://www.ci.st-helens.or.us/>.

This is a guide only and not intended to be a substitute for actual law. Sign content is generally not regulated by the City. The term "political sign" is used here as a common term for explanation purposes only.      October 2008

August 17, 1994

DEPARTMENT OF  
TRANSPORTATION  
DMV - Services  
Transportation permit Unit

County Clerk's Office  
Columbia County Court House  
St. Helens, OR 97051

FILE CODE:

ATTN: Betty Huser

We have been asked by Andrea, in our District 2A Maintenance Office, to send the enclosed copy of the Oregon Motorist Information Act and Oregon Administrative Rule for Temporary Political Signs visible to state highways. The Motorist Information Act contains the Oregon Revised Statutes that govern off-premise advertising signs visible to state highways.

Exempt signs do not require a permit but **must comply with the Administrative Rule and Oregon Revised Statute 377.720** (copy enclosed). Exempt Temporary Political Signs are allowed on private property, visible to state highways, but are **not, under any circumstances, permitted to encroach upon or overhang state highway right of way.**

If you have any further questions regarding this matter, please contact our office.



Jimmy L. Odom  
Program Technician

JLO/jt  
enclosures

c: Andrea  
District 2A



2950 State Street, Rm. 216  
Salem OR 97310  
(503) 945-7903  
Sign Permits (503) 945-7931  
In State WATS  
1-800-336-3602  
FAX (503) 945-7945

## MOTORIST INFORMATION SIGNS

### (General Provisions)

**377.700 Short title.** ORS 377.700 to 377.840 and 377.992 shall be known and may be cited as the Oregon Motorist Information Act of 1971. [1971 c.770 §1]

**377.705 Policy.** To promote the public safety; to preserve the recreational value of public travel on the state's highways; to preserve the natural beauty and aesthetic features of such highways and adjacent areas; to provide information about and direct travelers to public accommodations, services for the traveling public, campgrounds, parks, recreational areas, and points of scenic, historic, cultural and educational interest, it is the policy of this state and the purpose of ORS 377.700 to 377.840 and 377.992:

(1) To establish official information centers and motorist informational signs, including sign plazas in appropriate locations for the convenient arrangement of those signs.

(2) To provide for publication and distribution of official guidebooks and other publications.

(3) To prohibit the indiscriminate use of other outdoor advertising.

(4) To provide motorists, where feasible, a telephone emergency, information and reservation system for lodging. [1971 c.770 §2; 1999 c.877 §1]

**377.707 Identifying location of signs on construction plans; repair or replacement of damaged signs.** (1) The Department of Transportation shall ensure that all construction and engineering plans for state highways identify the locations of motorist informational signs, tourist oriented directional signs and logo signs. The department shall adopt written plans for protecting the signs from damage during construction.

(2) If any sign specified in subsection (1) of this section is damaged, destroyed or lost as a result of work on a highway done by the department, the department shall repair or replace the sign. [2001 c.402 §2]

**Note:** 377.707 was added to and made a part of 377.700 to 377.840 by legislative action but was not added to any smaller series therein. See Preface to Oregon Revised Statutes for further explanation.

**377.708 Effect on certain signs of transfer of jurisdiction over state highway.** (1) As part of the negotiation process between the Department of Transportation and another road authority concerning transfer of jurisdiction over a state highway from the department to the other road authority, the department shall identify any tourist oriented directional signs and logo signs on the state highway that will be affected by the transfer. If there are such signs, the department shall notify the Travel Information Council of the proposed transfer of jurisdiction.

(2) When signs described in subsection (1) of this section are identified, the road authority that will receive jurisdiction over the state highway shall, as part of the negotiation process, agree in writing to protect the signs from destruction or removal. The transfer of jurisdiction may not take place until the receiving road authority has entered into the written agreement described in this subsection.

(3) After the transfer of jurisdiction, the Travel Information Council shall retain authority over signs on the highway as though the highway were still a state highway.

(4) After a transfer of jurisdiction over a state highway from the department to another road authority, the council shall notify the receiving road authority of any request for a new sign and shall request approval of the sign's location from that road authority. [2003 c.388 §2]

**Note:** 377.708 was added to and made a part of 377.700 to 377.840 by legislative action but was not added to any smaller series therein. See Preface to Oregon Revised Statutes for further explanation.

**377.710 Definitions for ORS 377.700 to 377.840.** As used in ORS 377.700 to 377.840 unless the context otherwise requires:

(1) "Back-to-back sign" means a sign with multiple display surfaces mounted on a single structure with display surfaces visible to traffic from opposite directions of travel.

(2) "Business identification sign" means a sign not exceeding 32 square feet that identifies a business and that displays only information necessary to adequately describe the business and the direction and distance to the business.

(3) "Commercial or industrial zone" means an area, adjacent to a state highway, that is zoned for commercial or industrial use by or under state statute or local ordinance.

(4) "Council" means the Travel Information Council created by ORS 377.835.

(5) "Cutout" means every type of display in the form of letters, figures, characters or other representations in cutout or irregular form attached to and superimposed upon a sign.

(6) "Department" means the Department of Transportation.

(7) "Directional sign" means a sign:

(a) Identifying and containing directional information to one or more public places owned or operated by federal, state or local governments or one of their agencies;

(b) Identifying and containing directional information to publicly or privately owned natural phenomena or historic, cultural, scientific, educational and religious sites; or

(c) Identifying and containing directional information to areas of natural scenic beauty or areas naturally suited for outdoor recreation, deemed to be in the interest of the traveling public.

(8) "Director" means the Director of Transportation.

(9) "Display surface" means the area of a sign made available for the purpose of displaying the advertising or informational message.

(10) "Double-faced sign" means a sign with multiple display surfaces with two or more separate and different messages visible to traffic from one direction of travel.

(11) "Erect" means to construct, build, assemble, place, affix, attach, create, paint, draw or in any way bring into being or establish.

(12) "Federal-aid primary system" or "primary highway" means the federal-aid primary system in existence on June 1, 1991, and any highway that is not on such system but that is on the National Highway System.

(13) "Freeway" means a divided arterial highway with four or more lanes available for through traffic with full control of access and grade separation at intersections.

(14) "Governmental unit" means the federal government, the state, or a city, county or other political subdivision or an agency thereof.

(15) "Interstate highway" or "interstate system" means every state highway that is a part of the National System of Interstate and Defense Highways established pursuant to section 103(e), title 23, United States Code.

(16) "Logo" means a symbol or design used by a business as a means of identification of its

products or services.

(17) "Logo sign" means a sign located on highway right of way on which logos for gas, food, lodging and camping are mounted.

(18) "Maintain," "maintained," "maintaining" or "maintenance" includes painting, changing advertising or information on display surfaces, adding or removing a cutout, routine repairs necessary to maintain the sign in a neat, clean, attractive and safe condition, and the term includes allowing to exist.

(19) "Main-traveled way" means the through traffic lanes, exclusive of frontage roads, auxiliary lanes and ramps.

(20) "Motorist informational sign" means a sign erected in a safety rest area, scenic overlook or sign plaza and maintained under the authority of ORS 377.700 to 377.840 to inform the traveling public about public accommodations, services for the traveling public and points of scenic, historic, cultural, scientific, outdoor recreational and educational interest.

(21) "Nonconforming sign" means a sign that is subject to, but does not comply with, the provisions of ORS 377.700 to 377.840.

(22) "On-premises sign" means a sign designed, intended or used to advertise, inform or attract the attention of the public as to:

- (a) Activities conducted on the premises on which the sign is located; or
- (b) The sale or lease of the premises on which the sign is located.

(23) "Outdoor advertising sign" means a sign designed, intended or used to advertise, inform or attract the attention of the public as to:

- (a) Goods, products or services which are not sold, manufactured or distributed on or from the premises on which the sign is located;
- (b) Facilities not located on the premises on which the sign is located; or
- (c) Activities not conducted on the premises on which the sign is located.

(24) "Protected area" means an area located within 660 feet of the edge of the right of way of any portion of an interstate highway constructed upon any part of right of way, the entire width of which was acquired by the State of Oregon subsequent to July 1, 1956, and which portion or segment does not traverse:

- (a) A commercial or industrial zone within the boundaries of a city, as such boundaries existed on September 21, 1959, wherein the use of real property adjacent to the interstate highway is subject to municipal regulation or control; or
- (b) Other areas where land use, as of September 21, 1959, is established as industrial or commercial pursuant to state law.

(25) "Reconstruction" means replacing a sign totally or partially destroyed, increasing its size or performing any work, except maintenance work, that alters or changes a sign authorized to exist under the provisions of ORS 377.700 to 377.840.

(26) "Relocation" includes, but is not limited to the removal of a sign from one situs together with the erection of a new sign upon another situs as a substitute therefor.

(27) "Rest area" means an area established and maintained within or adjacent to a state highway right of way by or under public supervision or control for the convenience of the traveling public, and includes safety rest areas, scenic overlooks or similar roadside areas.

(28) "Secondary highway" means any state highway other than an interstate highway or primary highway.

(29) "Sign" means any sign, display, message, emblem, device, figure, painting, drawing, placard, poster, billboard or other thing that is designed, used or intended for advertising purposes or to inform or attract the attention of the public, and the term includes the sign structure, display surface and all other component parts of a sign; when dimensions of a sign are specified, the term includes panels and frames; and the term includes both sides of a sign of specified dimensions or area.

(30) "Sign area" means the overall dimensions of all panels capable of displaying messages on a sign structure.

(31) "Sign plaza" means a structure erected and maintained by or for the department or the Travel Information Council, adjacent or in close proximity to a state highway, for the display of motorist information.

(32) "Sign regulations for protected areas" means regulations promulgated by the department applicable to signs erected within protected areas prior to, and in effect on, July 2, 1971, or amendments to such regulations promulgated by the department.

(33) "Sign structure" or "structure" means the supports, uprights, braces, framework and display surfaces of a sign.

(34) "State highway," "highway" or "state highway system" means the entire width between the boundary lines of the right of way of every state highway, as defined by ORS 366.005, and the terms also include the interstate system and the federal-aid primary system.

(35) "Tourist oriented directional sign" means a sign erected on state highway right of way to provide business identification and directional information for services and activities of interest to tourists.

(36) "Traffic control sign or device" means an official route marker, guide sign, warning sign, or sign directing or regulating traffic, which has been erected by or under the order of the department.

(37) "Tri-vision sign" means an outdoor advertising structure that contains display surfaces composed of a series of three-sided rotating slats arranged side by side, either horizontally or vertically, that are rotated by an electromechanical process, capable of displaying a total of three separate and distinct messages, one message at a time, provided that the rotation from one message to another message is no more frequent than every eight seconds and the actual rotation process is accomplished in four seconds or less.

(38) "V-type sign" means two signs erected independently of each other with multiple display surfaces having single or multiple messages visible to traffic from opposite directions, with an interior angle between the two signs of not more than 120 degrees and the signs separated by not more than 10 feet at the nearest point.

(39) "Visible" means capable of being seen without visual aid by a person of normal visual acuity, whether or not legible from the main-traveled way of any state highway.

(40) "Waiver" means an agreement executed between the owner of a sign, the owner of the property on which the sign is located and the department which provides that those signs erected adjacent to an interstate or primary highway after October 22, 1965, shall be removed, with partial compensation or no compensation, as provided by the agreement. [1971 c.770 §3; 1973 c.790 §1; 1974 c.33 §1; 1975 c.336 §1; 1977 c.265 §1; 1983 c.111 §1; 1987 c.336 §2; 1993 c.741 §54; 1999 c.877 §2]

**377.712 Issuance of permits for certain preexisting signs.** (1) Notwithstanding the provisions of ORS 377.700 to 377.780, the owner of any outdoor advertising sign in existence on June 12, 1975, located in a commercial or industrial zone in existence on June 12, 1975, that meets all requirements for obtaining an outdoor advertising sign permit as set out in ORS 377.700 to 377.780 and for which the owner had not secured an outdoor advertising permit as required by ORS 377.725 prior to June 12, 1975, either because of ignorance of the requirements of ORS 377.725 or because the area, road or street adjacent to which the sign was situated was not, at that time, designated as a state highway, shall be entitled to the issuance of an outdoor advertising sign permit by the Department of Transportation upon application by the owner of the sign and the payment of the fee established by the department under ORS 377.729.

(2) Notwithstanding the provisions of ORS 377.700 to 377.780, the owner of any outdoor

advertising sign visible from a road or street that is designated as a state highway after February 19, 1990, is entitled to the issuance of an outdoor advertising sign permit for the sign upon application by the owner of the sign, payment of the fee established by the department under ORS 377.729 and receipt of the affidavit required under ORS 377.723, if the sign was legally located within a commercial or industrial zone at the time of designation as a state highway. [1977 c.265 §7; 1993 c.376 §1; 2001 c.104 §127; 2001 c.750 §4]

**Note:** 377.712 was enacted into law by the Legislative Assembly but was not added to or made a part of any series in ORS chapter 377 by legislative action. See Preface to Oregon Revised Statutes for further explanation.

(Signs, Generally)

**377.715 Application of ORS 377.700 to 377.840; prohibition against erection or maintenance of certain signs not in compliance with law.** ORS 377.700 to 377.840, and the rules adopted pursuant thereto, apply to outdoor advertising signs, on-premises signs and directional signs erected or maintained outside the right of way along state highways and visible to the traveling public from a state highway. A person may not erect or maintain an outdoor advertising, on-premises or directional sign visible to the traveling public from a state highway, except where permitted outside the right of way of a state highway, unless it complies with the provisions of ORS 377.505 to 377.540, 377.700 to 377.840, and the rules adopted pursuant thereto, and with applicable federal requirements as of October 23, 1999, including any statute, regulation or contract. A person may not erect or maintain an outdoor advertising sign, directional sign or on-premises sign on the right of way of a state highway. [1971 c.770 §8; 1973 c.790 §2; 1974 c.33 §2; 1975 c.336 §2; 1983 c.111 §2; 1987 c.336 §3; 1999 c.877 §3]

**377.720 Prohibited signs; exceptions.** A sign may not be erected or maintained if it:

- (1) Interferes with, imitates or resembles any official traffic control sign, signal or device, or attempts or appears to attempt to direct the movement of traffic.
- (2) Prevents the driver of a motor vehicle from having a clear and unobstructed view of official traffic control signs and approaching or merging traffic.
- (3) Contains, includes or is illuminated by any flashing, intermittent, revolving, rotating or moving light or moves or has any animated or moving parts. This subsection does not apply to:
  - (a) A traffic control sign.
  - (b) Signs, displays, devices or portions thereof with lights that may be changed at intermittent intervals by electronic process or remote control providing only public service information such as time, date, temperature, weather or similar information.
  - (c) Signs, displays, devices or portions thereof with lights that may be changed at intermittent intervals by electronic process or remote control and that advertise activities conducted on the premises where the sign, display or device is located.
  - (d) A tri-vision sign, if allowed specifically for Oregon, in writing, by the United States Department of Transportation.
- (4) Has any lighting, unless such lighting is so effectively shielded as to prevent beams or rays of light from being directed at any portion of the main traveled way of a state highway, or is of such low intensity or brilliance as not to cause glare or to impair the vision of the driver of a motor vehicle or otherwise to interfere with the operation thereof.
- (5) Is located upon a tree, or painted or drawn upon a rock or other natural feature.
- (6) Advertises or calls attention to a business or other activity or a profession, commodity, product,

service or entertainment no longer carried on, produced, sold or offered.

(7) Advertises activities that are illegal under any state or federal law applicable at the location of the sign or of the activities.

(8) Is not maintained in a neat, clean and attractive condition and in good repair.

(9) Is not able to withstand a wind pressure of 20 pounds per square foot of exposed surface.

(10) Is on a vehicle or trailer that is located on public or private property. This subsection does not apply to a vehicle or trailer used for transportation by the owner or person in control of the property. [1971 c.770 §15; 1973 c.790 §3; 1977 c.256 §2; 1981 c.392 §1; 1999 c.877 §4]

**377.723 Affidavit of city or county necessary for issuance of sign permit; requirements of affidavit.** Notwithstanding any other provision of ORS 377.700 to 377.840, the Department of Transportation shall not issue a permit under ORS 377.725 or 377.767 unless the applicant for the permit submits affidavits that meet the following requirements:

(1) The applicant must submit an affidavit from each city or county that would have jurisdiction over the proposed sign.

(2) Each affidavit must contain a certification by the respective city or county that the proposed sign would comply with all applicable ordinances, plans, rules and other requirements of the city or county.

(3) Each affidavit must be on a form prepared by the department. [1981 c.329 §2; 1987 c.336 §4; 1993 c.741 §55]

**377.725 Permit; application; fee; revocation; cancellation; transfer.** (1) Unless an annual permit has been issued therefor, an outdoor advertising sign or a directional sign shall not be erected, maintained or replaced by any person.

(2) A person may apply for a permit to the Director of Transportation on forms furnished by the director. The permit application shall include a precise description of the sign and such other information as the director considers necessary or desirable to determine compliance with ORS 377.700 to 377.840. The director shall issue a permit for a sign that complies with ORS 377.700 to 377.840. A valid permit may be transferred to another person upon written notice to the director.

(3) A permit shall not be issued for an outdoor advertising sign or a directional sign located adjacent to an interstate highway or freeway unless the director determines that access to the sign from the interstate highway or freeway can be obtained without violating the access control line of the interstate highway or freeway.

(4) A permit shall be renewed annually on the first day of January. Application for renewal of a permit shall be filed prior to expiration of the term of the permit. If application for renewal of a permit is filed within 30 days after the expiration of the term, the permit shall be granted if any additional fee specified by the department in rules adopted under ORS 377.729 is paid at the time the application is filed. Any permit not renewed in accordance with this section shall be canceled.

(5) Permit fees for purposes of this section are as established by the department by rule under ORS 377.729.

(6) A permit shall be issued for one year. The applicable fee shall accompany the permit application. A fee shall not be prorated for a fraction of a year or be refunded if the sign is removed.

(7) Advertising or information on the display surface of a sign may be changed or cutouts may be attached or removed within the sign area without obtaining a permit. However, a permit shall be obtained if the sign is reconstructed.

(8) A reconstruction permit may be issued for the addition of another face on the opposite side of an existing, conforming sign under permit, that is no larger than the existing sign face.

(9) The director shall cancel a permit and require removal of the sign as provided by ORS 377.775

if the director finds a sign has been erected, maintained or serviced from the highway right of way at any portion of the right of way where the Department of Transportation has acquired rights of access to the highway or rights of access have not accrued to the abutting property. In addition, the department may recover from the owner of the sign or person erecting, maintaining or servicing the sign, the amount of damage to landscaping, sodding, fencing, ditching or other highway appurtenances resulting from such acts.

(10) The director may revoke a permit, unless a corrected application is filed or the sign is brought into compliance within 30 days after written notice thereof is mailed to the permittee, if the director finds:

(a) The applicant has knowingly supplied materially false or misleading information in the application for a permit or renewal thereof; or

(b) The sign covered by the permit is in violation of ORS 377.700 to 377.840.

(11) The director shall cancel a permit immediately upon failure of a permittee to erect or maintain the sign as described by the permit application and to attach a permit tag thereto within 120 days after the date of issuance of the permit therefor.

(12) The director shall assign to every permit when issued for an outdoor advertising sign and a directional sign a permit plate with an identification number. The permittee shall attach the applicable permit plate to the sign so as to be visible from the adjacent state highway. The absence of a permit plate or failure to renew the permit annually is prima facie evidence that the sign does not comply with ORS 377.700 to 377.840.

(13) Except as otherwise provided in ORS 377.712 and 377.765, no permits shall be issued for the erection of any new outdoor advertising sign after June 12, 1975.

(14) The director may establish more than one class or type of sign permit as necessary or desirable to carry out ORS 377.700 to 377.840. [1971 c.770 §23; 1973 c.790 §4; 1974 c.33 §3; 1975 c.336 §4; 1977 c.265 §2; 1985 c.553 §1; 1993 c.376 §2; 1993 c.741 §56; 1999 c.877 §5; 2001 c.750 §5; 2003 c.126 §1]

### **377.726 Business identification signs and outdoor advertising signs; permit criteria; rules.**

(1) Permits may be issued under ORS 377.725 for the following signs visible from state highways, except those highways on the interstate system:

(a) Notwithstanding the provisions of ORS 377.725 (13), business identification signs and benches utilized as outdoor advertising signs.

(b) Notwithstanding the provisions of ORS 377.715, 377.725 (13) and 377.770, outdoor advertising signs on bus shelters erected or maintained for use by and convenience of customers of a mass transit district, a transportation district or any other public transportation agency.

(2) The annual fee for a permit under this section shall be established by the Department of Transportation by rule as provided in ORS 377.729.

(3) The Oregon Transportation Commission shall establish, by administrative rule, the number, size and location of the signs and the criteria for the issuance of permits under this section. [1977 c.265 §8; 1979 c.146 §3; 1981 c.308 §2; 1999 c.877 §6; 2001 c.750 §6]

**377.727 Requirements for directional signs; rules.** In addition to the provisions of ORS 377.725, directional signs shall meet the following requirements:

(1) The maximum area shall be 150 square feet; the maximum height shall be 20 feet; and the maximum length shall be 20 feet. Dimensions and area under this subsection shall be computed to include border and trim, but exclude supports.

(2) No directional sign may be located within 2,000 feet of an interchange or intersection at grade along the interstate system or other freeway measured along the interstate highway or freeway from

the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main traveled ways.

(3) No directional sign may be located within 2,000 feet of a rest area, park land or scenic area.

(4) No directional sign shall be located within one mile of any other directional sign facing the same direction of travel.

(5) No more than two directional signs pertaining to the same attraction or activity and facing in the same direction of travel may be erected along a single route approaching the attraction or activity.

(6) No directional signs located adjacent to the interstate system shall be located more than 75 air miles from the attraction or activity.

(7) The message on a directional sign shall be limited to identification and name of the attraction or activity and directional information useful to the traveler in locating the attraction, such as mileage, route number or exit numbers. Descriptive words or phrases describing the activity or its environs are prohibited. However, one standard size graphic may be placed on each sign if not prohibited by federal statutes or regulations.

(8) Privately owned activities or attractions eligible for directional signing are limited to the following: Natural phenomena, scenic attractions, historic, educational, cultural, scientific and religious sites, and outdoor recreational areas.

(9) To be eligible for directional signing, privately owned attractions or activities must be nationally or regionally known, and of outstanding interest to the traveling public. The Department of Transportation shall, by rule, develop specific selection methods and criteria to be used in determining whether or not an activity qualifies for directional signing. Because viticultural areas defined by the Bureau of Alcohol, Tobacco and Firearms are scenic attractions and cultural sites that are regionally known and of outstanding interest to the traveling public, viticultural areas meet the qualifications under this subsection and subsection (8) of this section for directional signing.

(10) The Department of Transportation shall adopt such rules as it deems necessary to carry out the provisions of this section. [1974 c.33 §8; 1999 c.663 §1]

**377.729 Fees for sign permits and business licenses; rules.** The Department of Transportation may adopt rules establishing permit fees for purposes of ORS 377.725 and fees for an outdoor advertising business license issued under ORS 377.730. Fees established by the department shall be designed to recover the cost to the department of regulating signs that are outside the right of way of a highway but are visible from the highway. [1985 c.553 §4; 1987 c.336 §1; 2001 c.750 §2]

**377.730 License for business of maintaining or erecting signs; fee; application; revocation; suspension.** (1) A person shall not engage in the business of erecting or maintaining outdoor advertising signs for other persons without first obtaining an annual license therefor from the Director of Transportation and paying the annual license fee established by the Department of Transportation by rule as provided in ORS 377.729.

(2) An application for a license or renewal thereof shall be made on a form furnished by the director, shall contain such pertinent information as the director may require and shall be accompanied by the applicable annual fee. A license granted under this section expires on June 30 of each year. The fee shall not be prorated. The director shall by certified mail send to each licensee a notice of expiration of license and a renewal application form not less than 30 days before the date of expiration.

(3) If the director finds that an applicant has knowingly provided materially false or misleading information in the application or that a licensee has violated any of the provisions of ORS 377.700 to 377.840, the director may revoke, suspend for a period of up to one year or refuse to renew the license unless a corrected application is filed or the violation ceases, within 30 days after written notice to do

so is mailed to the applicant or licensee. During the suspension of a license, the licensee may continue in business, but shall not erect or reconstruct any sign requiring a permit under ORS 377.700 to 377.840. [1971 c.770 §22; 1973 c.790 §5; 1993 c.741 §57; 2001 c.750 §3]

**377.735 Exemptions from sign permit requirements; historic signs; rules.** (1) If applicable federal requirements as of October 23, 1999, are met, the permit requirements of ORS 377.700 to 377.840 do not apply to:

(a) Signs of a governmental unit, including but not limited to traffic control or regulatory devices, legal notices or warnings.

(b) A temporary sign on private property if:

(A) The sign does not exceed 12 square feet;

(B) The sign is not on a permanent base;

(C) The sign does not remain in place for a period of more than 60 days in a calendar year, except that a sign erected by a resident on the resident's residential property may remain in place for longer than 60 days in a calendar year;

(D) No person receives compensation for displaying the sign; and

(E) The sign complies with ORS 377.720.

(c) On-premises signs.

(2) The Department of Transportation may adopt rules that, for good cause shown, allow a person displaying a temporary sign to obtain a variance from the restrictions in subsection (1)(b) of this section. The department shall not consider the content of the sign in deciding whether to allow a variance.

(3) The department shall adopt rules for the approval and preservation of historic signs. Rules adopted under this subsection may not be based on or allow consideration of the content of the signs.

(4) The department shall adopt rules for the installation and maintenance of permanent signs that do not exceed six square feet and that provide information for the safety or convenience of the public.

(5) ORS 377.700 to 377.840 do not apply to an outdoor advertising sign erected or maintained within a city more than 660 feet from the nearest edge of the right of way of a state highway, unless the sign is designed to be viewed primarily from the state highway. [1971 c.770 §14; 1973 c.790 §6; 1975 c.336 §5; 1977 c.265 §3; 1987 c.336 §5; 1993 c.741 §58; 1999 c.877 §7]

**377.740 ORS 377.700 to 377.840 not intended to authorize signs prohibited by other governmental units.** Nothing in ORS 377.700 to 377.840 and 377.992 is intended to permit a person to erect or maintain any sign that is prohibited by any governmental unit. [1971 c.770 §25]

**377.745 Limitation on form and size of signs.** (1) An outdoor advertising sign shall not exceed:

(a) A length of 48 feet;

(b) A height, excluding foundation and supports, of 14 feet; or

(c) A sign area of 825 square feet.

(2) In determining the dimensions of a sign or sign area under this section:

(a) Cutouts that project beyond the borders of a sign shall be included in measuring the area of a sign, but not the height or length of a sign. The sign area of cutouts shall be no more than 20 percent of the area of the sign to which attached.

(b) The limitations apply to each side of a back-to-back sign.

(c) The size limitations apply to each sign forming a V-type sign.

(d) The size limitations apply separately to each of the three display surfaces on a tri-vision sign. [1971 c.770 §20; 1973 c.790 §7; 1999 c.877 §8]

**377.750 Spacing between signs.** (1) For the purpose of applying the spacing provided by subsection (2) of this section:

(a) Distances shall be measured linearly along the highway and parallel to the center line of the highway.

(b) A back-to-back, double-faced, V-type or tri-vision sign shall be considered one sign.

(c) Distance from an interchange shall be measured from a point departing from or entering onto the main-traveled way.

(2) Minimum spacing between outdoor advertising signs shall be:

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Type of highway where erected	Minimum space between signs on same side of highway (in feet)	Minimum space from interchange (in feet)
Interstate Highway		
Inside cities	500	None
Outside cities	2,000	500
Freeway		
Inside cities	500	None
Outside cities	1,000	500
Other state highway		
Inside cities	100	None
Outside cities	500	None

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[1971 c.770 §21; 1973 c.790 §8; 1997 c.249 §120; 1999 c.877 §9]

**377.755** [1971 c.770 §13; 1973 c.790 §9; 1974 s.s. c.33 §4; 1977 c.256 §1; repealed by 1987 c.336 §7]

**377.756 Permits for signs erected by city or unincorporated community.** (1) The Department of Transportation shall issue permits for the erection of signs authorized by ORS 377.756 to 377.758. Subject to subsections (2) and (3) of this section, permits shall be issued at no cost to any city or county that applies or to any nonprofit or civic applicant approved by a city or county. Each permit entitles the holder of the permit to erect one sign in accordance with this section.

(2) Each city may be given permits under this section entitling the city to erect not more than two signs that are visible from state highways and that are within the city limits or, pursuant to a memorandum of understanding with appropriate federal authorities, are no more than one mile outside of the city limits. The permits may be given directly to the city or may be given to a nonprofit or civic organization designated by the city governing body.

(3) Each county may be given permits under this section entitling each unincorporated community identified in the county comprehensive plan, as defined in ORS 197.015, to erect not more than two signs that are visible from state highways and that are within one mile of the community growth boundary as designated by the county. The permits may be given directly to the county or, if the county governing body so authorizes, to an unincorporated community or a nonprofit or civic organization designated by the county governing body.

(4) The department may not issue more than 200 permits under this section. [1987 c.631 §2]

**377.757 Requirements for signs authorized by ORS 377.756; payment of cost of sign.** (1) A sign authorized by ORS 377.756 shall not exceed 48 square feet in size and may not have a vertical or horizontal dimension of more than eight feet. Nothing in this subsection affects size requirements for signs of a governmental unit that are authorized under ORS 377.735.

(2) Signs erected pursuant to ORS 377.756 to 377.758 shall be kept in good repair and shall be clean and attractive.

(3) A county may require an unincorporated community authorized to erect a sign under ORS 377.756 to 377.758 to pay for the cost of erecting and maintaining the sign.

(4) If a city or county obtains a permit under ORS 377.756 for a nonprofit or civic organization, the city or county may require the organization to pay the cost of erecting and maintaining the sign.

(5) Signs erected pursuant to ORS 377.756 to 377.758 shall conform to the provisions of ORS 377.720. [1987 c.631 §§3,4]

**377.758 Notification by federal authorities of illegal sign; consequences.** If appropriate federal authorities notify the Department of Transportation that the erection of a sign pursuant to any of the provisions of ORS 377.756 to 377.758 is contrary to any federal law, the department shall cease issuing permits and shall cause any signs erected pursuant to ORS 377.756 to 377.758 to be removed. [1987 c.631 §5; 2001 c.104 §128]

**377.760** [1971 c.770 §26; 1973 c.790 §10; repealed by 1987 c.336 §7]

**377.765 Status of previously existing signs; removal upon payment of compensation.** (1) Outdoor advertising signs in existence on June 12, 1975, and lawfully located within commercial or industrial zones in existence on June 12, 1975, and outdoor advertising signs visible from a road or street that is designated as a state highway after February 19, 1990, lawfully located within a commercial or industrial zone at the time of designation as a state highway, may remain. Subject to the provisions of ORS 377.700 to 377.840, such signs may be maintained, reconstructed and relocated. However, such signs shall not be relocated unless a relocation permit has been issued therefor pursuant to ORS 377.767. No permit may be issued to relocate an outdoor advertising sign that was not in existence on June 12, 1975, except that signs that are visible from a road or street that is designated as a state highway after February 19, 1990, and that were lawfully located within a commercial or industrial zone at the time of designation as a state highway, may be relocated within the same section of the road or street.

(2) All outdoor advertising signs which are lawfully located outside of a commercial or industrial zone and visible from an interstate highway or a primary highway shall be removed forthwith upon payment of just compensation as provided by ORS 377.780.

(3) Upon payment of just compensation any outdoor advertising sign located in a scenic area designated pursuant to ORS 377.505 to 377.540 may be removed forthwith.

(4) Where an outdoor advertising sign was reconstructed under a waiver, upon payment of just compensation for that portion of the value which is not covered by the waiver, such outdoor advertising sign may be removed forthwith.

(5) Outdoor advertising signs in existence on July 1, 1971, which are lawfully located outside of a commercial or industrial zone in existence on July 1, 1971, and visible from a secondary highway and not within a scenic area existing on July 1, 1971, or thereafter designated a scenic area may be removed only upon payment of just compensation as provided in ORS 377.780. Such a sign may, upon payment of such just compensation, be removed forthwith. It may not be reconstructed or

replaced if destroyed by natural causes and it may not be moved to a different location.

(6) Subject to subsection (2) of this section, every outdoor advertising sign erected since October 22, 1965, pursuant to a waiver, adjacent to an interstate highway or a primary highway and outside of a commercial or industrial zone shall be removed forthwith, without payment of compensation, unless an owner of such a sign or signs, within 10 days after April 18, 1973, enters into an agreement transferring title to the signs to the state. Such an agreement may provide for the leasing back of such signs and for a scheduled removal which shall be not later than December 31, 1975.

(7) If a secondary highway existing on July 2, 1971, is subsequently designated as an interstate or primary highway, outdoor advertising signs not conforming to the provisions of ORS 377.700 to 377.840 shall be removed upon payment of just compensation.

(8) If any other highway is designated as an interstate or primary highway, a nonconforming outdoor advertising sign lawful before such designation but nonconforming thereafter shall be removed upon payment of just compensation.

(9) Upon the construction or designation of a secondary highway, after July 2, 1971, an outdoor advertising sign lawfully in existence and not regulated under ORS 377.700 to 377.840 prior to such construction or designation shall be governed by subsection (5) of this section.

(10) Any outdoor advertising sign lawfully in existence outside of a city on July 2, 1971, beyond 660 feet from the nearest edge of the right of way of an interstate or primary highway and designed to be viewed primarily from such highway shall be removed by July 1, 1976, without compensation. [1971 c.770 §18; 1973 c.28 §1; 1973 c.790 §11; 1975 c.336 §7; 1993 c.376 §3]

**377.767 Relocation of existing outdoor advertising sign; conditions.** A permit shall be issued for the relocation of an outdoor advertising sign lawfully erected in a commercial or industrial zone in existence on June 12, 1975, if the site lease for said sign is terminated for any reason. The existing sign may be relocated in any commercial or industrial zone upon the following conditions:

(1) The sign that is relocated shall not have a sign size larger than that specified in the permit for the sign located on the site on which the lease was terminated. However, a sign 250 square feet or more may be increased to the maximum size allowed by the provisions of ORS 377.700 to 377.840 if not relocated so as to be visible from Interstate Highway 5, Interstate Highway 205, or Interstate Highway 84.

(2) The site for the relocated sign is not within the distances set out below, on the same side of the highway, from a site from which an outdoor advertising sign was purchased pursuant to the provisions of ORS 377.700 to 377.840.

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<u>Types of Highway</u>	<u>Distance in Either Direction from Site</u>
Interstate	2,000 feet
Freeway	1,000 feet
Other State Highway	500 feet

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(3) Where a sign is relocated in a commercial or industrial zone which first came into existence after January 1, 1973, the site shall be within 750 feet of a developed commercial or industrial area, as measured parallel to the centerline of the highway. For the purposes of ORS 377.710, 377.715, 377.725, 377.735, 377.770, 377.773, 377.780, 377.800 and 377.845 and this section, a "developed commercial or industrial area" shall include only the land occupied by a building, parking lot, storage

or processing area of a commercial or industrial use and on the same side of the highway.

(4) After October 4, 1977, no permit shall be issued to relocate a sign more than 100 miles from the site of an existing sign as of September 1, 1977, as measured along public streets, roads or highways between that site and the proposed new site.

(5) In accordance with applicable provisions of ORS chapter 183, the Department of Transportation may adopt rules to:

(a) Prohibit the erection of signs, including relocation of signs, along any portion of U.S. Highway 101 if the signs or the erection of such signs would violate federal scenic byway laws or regulations or conditions of federal grants relating to scenic byways.

(b) Establish design standards for signs on any highway or portion of highway that is designated a scenic byway by the Oregon Transportation Commission.

(6) If the sign that is relocated is relocated as a tri-vision sign, three equivalent permits must be issued for the sign and the sign must meet all requirements of this section. [1975 c.336 §9; 1977 c.265 §4; 1983 c.226 §1; 1993 c.268 §1; 1997 c.249 §121; 1999 c.877 §10]

**377.768 Effect of relocation permit on existing sign permit; duty of director.** Notwithstanding any provision in ORS 377.700 to 377.840 to the contrary:

(1) Issuance of a permit under ORS 377.767 to relocate a sign for which a permit has been issued under ORS 377.725 shall not cancel the original permit issued under ORS 377.725 except as provided in this section. The applicant for the permit to relocate shall surrender the original permit to the Director of Transportation upon issuance of the permit to relocate. Upon completion of the relocation of the sign, the person holding the permit for relocation of the sign shall notify the director.

(2) The director shall retain any permit surrendered under subsection (1) of this section. If the director:

(a) Is notified that the relocation of the sign is completed within 120 days after the issuance of the permit for relocation, the director shall cancel the original permit.

(b) Cancels the permit for relocation of the sign because the relocation of the sign is not completed within 120 days as required under ORS 377.725, the director shall return the original permit for the sign to the person whose permit for relocation of the sign is canceled.

(3) A permit that is returned under subsection (2) of this section remains valid and retains all rights under ORS 377.725 of a permit that has not been surrendered under this section. [1979 c.146 §2; 1993 c.741 §59]

**377.770 Signs in protected, commercial or industrial areas.** (1) Signs and outdoor advertising signs erected or maintained within protected areas shall comply with the sign regulations for protected areas. If any provision of ORS 377.700 to 377.840 or rules promulgated pursuant thereto are more restrictive than the sign regulations for protected areas, the more restrictive provision or rule applies.

(2) In addition to the requirements provided by subsection (1) of this section, and subject to ORS 377.505 to 377.540, 377.720, 377.725, 377.745, 377.750 and 377.767:

(a) Outdoor advertising signs in existence on June 12, 1975, may be maintained, reconstructed or relocated in commercial or industrial zones. Within cities, an outdoor advertising sign shall not be erected more than 660 feet from the nearest edge of the right of way if such sign is designed to be viewed primarily from a state highway.

(b) The Legislative Assembly declares it is the paramount policy of this state to prohibit outdoor advertising signs except those in existence on June 12, 1975, in commercial or industrial zones established on June 12, 1975, except as provided by ORS 377.765 and 377.767. [1971 c.770 §19; 1973 c.790 §12; 1974 c.33 §5; 1975 c.336 §10]

**377.773 When sign abandoned; removal.** Any outdoor advertising sign which does not have copy on the display surface for a period of six months shall be deemed to have been abandoned by the owner thereof and becomes a noncomplying sign subject to removal by the Director of Transportation under the procedure set forth in ORS 377.775. [1974 c.33 §7; 1975 c.336 §11; 1993 c.741 §60]

**377.775 Removal procedure for noncomplying signs; ownership issues at hearing; disposition of removed signs; costs of removal.** (1) Any sign that fails to comply with ORS 377.700 to 377.840 hereby is declared to be a public and private nuisance. In addition to the penalties provided by ORS 377.992 for violation thereof, such a sign may be removed by the Director of Transportation or the duly authorized representative of the director as provided by this section. The director may enter upon private property and remove the sign without incurring any liability therefor.

(2) If a noncomplying sign does not bear the name and address of its owner or if the owner is not readily identified and located, the director may remove it immediately.

(3)(a) If a noncomplying sign bears the name and address of its owner or if the owner of the sign is readily identified and located, the director shall notify the owner that the sign is in violation of ORS 377.700 to 377.840 and that the owner has 30 days from the date of the notice within which to make the sign comply, to remove the sign or to request a hearing before the director within the time specified in the notice.

(b) If the sign is not made to comply or is not removed and if the owner does not request a hearing within the time required, or if the owner after a hearing fails to comply with the final order in the proceedings, the director or the duly authorized representatives of the director may remove and destroy or otherwise dispose of the sign.

(4)(a) If the person who receives notice under subsection (3) of this section intends to raise issues regarding ownership interests in the sign or its appurtenances in a hearing requested under subsection (3) of this section, the request for hearing must include notice that the person intends to raise those issues and must contain the names and addresses of all persons who have ownership interests in the sign or its appurtenances.

(b) If the person requesting the hearing under subsection (3) of this section fails to include notice of intent to raise issues regarding ownership interests, the person may not raise the issues in the hearing. In addition, the person who requested the hearing may not raise issues regarding ownership interests of any person whose name and address the person who requested the hearing has failed to provide as required by paragraph (a) of this subsection.

(c) For purposes of this subsection, an ownership interest includes, but is not limited to:

(A) An interest in the land on which the sign is located, in the sign structure and in the sign face; and

(B) A right to operate the sign, whether the right is created by lease, operating agreement or otherwise.

(5) The director shall, after removing a sign in accordance with subsection (2) of this section, place it in storage for 30 days while the director makes a further effort to find its owner. If the owner cannot be found within that time, the director may, without incurring any liability therefor, destroy or otherwise dispose of the sign. If the owner is found within that time, the owner may be required to remove the sign from storage; and if the owner is found at any time, the director may recover from the owner the cost of storage. The cost of storage is in addition to the cost of removal payable under subsection (6) of this section.

(6) The owner is liable for, and the director shall collect, the costs of removing a sign. Costs shall be determined by the director on the basis of actual costs of removal or on a square-foot flat fee basis.

(7) If a sign does not bear the name and address of its owner, the advertisement thereon of the goods, products, facilities, services or business of a person or commercial enterprise is *prima facie*

evidence of ownership of the sign by that person or commercial enterprise. [1971 c.770 §17; 1973 c.790 §13; 1977 c.265 §5; 1993 c.741 §61; 2001 c.508 §2]

**377.777 Action to enjoin person from violation of ORS 377.700 to 377.840.** If the Department of Transportation has issued three or more final orders in a 12-month period finding that a person has violated one or more provisions of ORS 377.700 to 377.840, the Director of Transportation may file an action for injunctive relief to enjoin the person, or any other entity substantially controlled or directed by the person, from further violating ORS 377.700 to 377.840. The action may be filed in the Circuit Court for Marion County or in the circuit court of the county that is the principal place of business or residence of the person the director seeks to enjoin. [2001 c.508 §5]

**Note:** 377.777 was added to and made a part of 377.700 to 377.840 by legislative action but was not added to any smaller series therein. See Preface to Oregon Revised Statutes for further explanation.

**377.780 Removal of outdoor advertising signs; payment of compensation; value determinations.** (1) Where the Department of Transportation elects to remove and pay for a sign visible from secondary highways pursuant to ORS 377.765 (5), just compensation shall be paid upon the removal thereof.

(2) For the purposes of ORS 377.700 to 377.840, the department may acquire by purchase, agreement, donation or exercise of the power of eminent domain land or an interest in land or a sign. It shall pay just compensation for:

(a) The taking from the owner of such lawfully placed sign all right, title, leasehold and interest in such sign; and

(b) The taking from the owner of the real property on which the sign is located the right to place such sign thereon.

(3) When the department is required under ORS 377.700 to 377.840 to make payment therefor to remove a sign, the payment shall be for the value of the items specified by subsection (2) of this section, as determined by the department. In determining value, the department shall use the accepted appraisal method customarily used in such cases or the method prescribed by federal regulations, if any, applicable to such appraisals or payments, whichever results in the lowest valuation. However, in any case, the department shall so appraise such signs or rights taken by whatever method may be required to avoid imposition of a reduction in the amount of federal highway funds the state otherwise would be eligible to receive. [1971 c.770 §16; 1973 c.790 §14; 1975 c.336 §12]

**377.785** [1971 c.770 §5; 1973 c.790 §15; 1983 c.324 §36; 1985 c.104 §4; renumbered 285.163 in 1991]

**377.787 Contracts to study motorist information needs; council to establish sign programs.**

(1) The Travel Information Council may enter into contractual or other agreements with other governmental agencies of this state or an independent contractor to study various ways of providing information deemed necessary to the motoring public by signs, information centers or other means. The council may also enter into contractual or other agreements with other governmental agencies of this state or an independent contractor for the construction of experimental signs or displays to provide information deemed necessary to the motoring public.

(2) Notwithstanding any other provisions of ORS 377.700 to 377.840, the Travel Information Council shall institute logo sign and motorist informational sign programs on the state highway system and adopt any rules necessary to carry out such programs. [1979 c.478 §§5,7]

**377.790 Construction, maintenance and operation of tourist and motorist informational signs.** Pursuant to the terms of a written agreement between the Department of Transportation and the Travel Information Council:

(1) The department shall furnish, erect and maintain motorist informational signs, logo signs, tourist oriented directional signs and sign plazas as requested by the council. Such signs shall be erected and maintained at locations the council considers appropriate. The department may contract for the furnishing, erection and replacement of all such sign plazas, logo signs, tourist oriented directional signs and motorist informational signs to be erected upon a state highway, in tourist information centers, rest areas or other places.

(2) In carrying out its responsibilities under ORS 377.700 to 377.840 the council may enter into contractual or other agreements with a city, county or other governmental agency of this state or with an independent contractor providing for the erection, maintenance, administration and operation of sign plazas, logo signs, tourist oriented directional signs and motorist informational signs and collection of the permit fees charged therefor, or for other matter authorized under ORS 377.700 to 377.840 requiring council consideration. When soliciting contracts for goods or professional services, the council shall:

- (a) Require that an independent contractor, city, county or other governmental agency of the state submit a competitive bid;
- (b) Review bids submitted;
- (c) Select the contractor; and
- (d) Enter into a written contract with the selected contractor, subject to contract specifications established by the department. [1971 c.770 §6; 1973 c.790 §16; 1983 c.111 §3; 1993 c.745 §7; 2003 c.14 §164]

**377.795 Allocation of costs of telephone informational system; webpage fee; disposition of receipts.** (1) Whenever the Travel Information Council establishes a telephone reservation system for lodging accommodations or other travel services at a sign plaza, the costs thereof shall be apportioned among the subscribing motels, hotels, trailer parks, campgrounds or providers of other travel services on a per room or other equitable basis.

(2)(a) Whenever the council establishes a tourist and motorist information Internet webpage, or cooperates with the Department of Transportation or another public or private entity to provide information about travel services through an Internet webpage, the council may charge a fee for advertisement by, or information provided on the Internet webpage on behalf of, the providers of travel services.

(b) The council may not place an advertisement for a provider of travel services on an Internet webpage identified as a department webpage. The department may place a link to the council's Internet webpage on an Internet webpage identified as a department webpage.

(3) If the council and the Department of Transportation decide to use the telephone system or the tourist and motorist information Internet webpage for emergency or other services, an appropriate portion of the overall telephone and Internet costs shall be borne by the department.

(4) Receipts shall be deposited monthly, before the 10th day of the month, to the Travel Information Council account required by ORS 377.840.

(5) The council may enter into one or more contracts providing for the promotion and sale of logos, motorist informational signs, sign plazas, subscriptions to the telephone reservation service and subscriptions to the tourist and motorist information Internet webpage. [1971 c.770 §7; 1973 c.790 §17; 1993 c.745 §8; 2001 c.296 §1; 2003 c.14 §165]

**377.800 Tourist and motorist informational signs; logo signs; sign plazas.** For the convenience and information of the traveling public, a person may upon obtaining a permit therefor display messages as may be allowed by rule adopted by the Travel Information Council for the particular type of sign on a motorist informational sign, tourist oriented directional sign, logo sign or at a sign plaza. [1971 c.770 §9; 1973 c.790 §18; 1975 c.336 §13; 1983 c.111 §4]

**377.805 Form of tourist and motorist informational signs; use of logo signs.** (1) The Travel Information Council shall by regulation prescribe the size, shape, color, lighting, and lettering of and manner of displaying messages on tourist oriented directional signs, logo signs and motorist informational signs.

(2) When appropriate, logo signs, tourist oriented directional signs and motorist informational signs shall be displayed in tiers or on panels. With the approval of the Director of Transportation, the council shall specify the types of locations where such a sign or panel may be erected or maintained, and the size, shape, lighting and other characteristics of the panels, including the location of signs thereon. Tiers or panels may be established at reasonably spaced intervals or at sign plazas.

(3) Distinctive signs shall be allowed to the extent considered practicable by the council. Logo signs shall be the primary means used to indicate the availability of one or more brands of motor fuel. Logos shall be of the shape, color and wording customarily used by the company. Logo signs and tourist oriented directional signs shall be placed adjacent to the traveled portion of the highway so as to be easily read by motorists without slowing or stopping. [1971 c.770 §10; 1973 c.790 §19; 1983 c.111 §5; 1993 c.741 §62]

**377.810** [1971 c.770 §12; repealed by 1973 c.790 §27]

**377.820 Application for tourist or motorist informational sign permit; investigation; disposition.** (1) An application for a tourist oriented directional sign, logo sign or a motorist informational sign permit shall be submitted to the Travel Information Council on a form prescribed by the council. The application shall set forth the name and address of the applicant; the name, nature and location of the business or activity; the location where a tourist oriented directional sign, logo sign or a motorist informational sign is desired; and such other information as the council may require. The applicant shall tender with the application the permit fee required under ORS 377.825 for each sign requested.

(2) Upon receipt of an application for a tourist oriented directional sign, logo sign or a motorist informational sign, the council shall refer the application to the Department of Transportation. Upon receipt of the application the department shall do all the following:

(a) Notify any city in which a sign is proposed to be located of the proposed location and composition of the sign and seek comments from the city.

(b) Investigate the facts and make a report to the council with its recommendations thereon.

(c) Not recommend approval of an application unless the requested location conforms to the requirements prescribed by the council under ORS 377.805 and, if applicable, unless the applicant is complying with all statutes and rules of the State Health Officer regarding restaurants and places of public accommodation.

(d) Notify the council promptly in writing of the results of its investigation and its recommendations and the reasons for any recommended disapproval.

(3) If the council approves the application it shall issue the permit and forward the original to the applicant and a copy thereof to the director. If it is not approved, the council shall return the application and fee, stating the reasons for disapproval and giving the applicant opportunity to correct any defects or to be heard within 30 days by the council and to present evidence, with or without

counsel at the applicant's discretion. Upon written request, the council shall hear the matter and notify the applicant of its findings and decision. The applicant may then appeal in the manner provided by ORS chapter 183. [1971 c.770 §24; 1973 c.790 §20; 1983 c.111 §6; 1983 c.523 §1a; 1993 c.741 §63]

**377.825 Fees for sign applications, maintenance costs and reinstallation.** (1) An applicant for a logo sign, tourist oriented directional sign or a motorist informational sign shall pay to the Travel Information Council an initial permit fee and an annual renewal fee which shall be determined for each year by the council in advance of such year.

(2) The council may establish a fee schedule for maintenance costs.

(3) The council may establish a fee for reinstallation of a sign that has been removed. [1971 c.770 §27; 1973 c.790 §21; 1983 c.111 §7; 1991 c.525 §1; 1999 c.38 §1]

**377.830 Limitation on motorist informational sign permits; use of logo signs.** Notwithstanding any other provisions of ORS 377.700 to 377.840, the Travel Information Council shall not issue, for any one place or business eligible therefor, more than two permits for motorist informational or logo signs for one direction of travel on a state highway leading to the place or business. Where a logo is available it shall be used and shall be one of the two allowable signs. [1971 c.770 §11; 1973 c.790 §22; 1983 c.111 §8]

(Administration)

**377.835 Creation of Travel Information Council as semi-independent state agency; members; qualifications; appointment; terms; chairperson; quorum; rulemaking authority.** (1) The Travel Information Council is created as a semi-independent state agency.

(2) The Travel Information Council shall consist of 11 members. One shall be the chairperson of the Oregon Transportation Commission or a person within the Department of Transportation designated by the chairperson and 10 appointed members as follows: Two members from among the lodging, restaurant and recreation industries; one member from the vehicular service industry; one member from the outdoor advertising industry; one member from the electrical sign industry; and five members from the public at large. The public at-large members shall be appointed from among the residents of each congressional district. None of the public at-large members shall have any financial interest in any restaurant, hotel, motel, recreational facility, garage, oil company or other vehicular service industry, or in any advertising business other than shares of stock that are traded on a national stock exchange.

(3) The 10 appointed members shall be appointed by the Governor. Each shall be appointed to serve for a term of four years but a member may be removed at the pleasure of the Governor. Before the expiration of the term of a member, the Governor shall appoint a successor whose term begins on July 1 next following. A member is eligible for reappointment. If there is a vacancy for any cause the Governor shall make an appointment to become effective immediately for the unexpired term. Five shall be appointed biennially on July 2 in odd-numbered years.

(4) The council shall select one of its members as chairperson, another as vice chairperson and a third as secretary. Six members shall constitute a quorum for the transaction of business. The council shall meet quarterly at a time and place to be determined by the chairperson. The chairperson or any three members of the council may call a special meeting upon not less than one week's written notice to the other members. All members are entitled to expenses as provided by ORS 292.495.

(5) The council may, in accordance with ORS chapter 183 and consistent with ORS 377.700 to 377.840, adopt and from time to time amend and repeal rules relating to tourist oriented directional signs, logo signs and motorist informational signs and all other matters necessary and appropriate to

carry out its responsibilities under ORS 377.700 to 377.840. The sign rules for protected areas in effect on July 2, 1971, shall be continued in effect unless modified by the commission. All such rules shall be consistent with federal laws and regulations relating to highways. The Director of Transportation shall take appropriate action for the administration and enforcement of orders issued and rules adopted under ORS 377.700 to 377.840.

(6) The commission may continue or amend any existing agreements and may enter into new agreements with the United States or any agency thereof authorized to make agreements under section 131, title 23, United States Code relating to the regulation, control and removal of signs within or adjacent to the Interstate and Federal Aid Systems.

(7) The council shall be under the administrative control of a director who is appointed by and who holds office at the pleasure of the council. The director of the Travel Information Council may appoint all subordinate officers and employees of the council and may prescribe their duties and fix their compensation. The director of the Travel Information Council may delegate to any subordinate officer or employee any administrative duty, function or power imposed upon the council by or pursuant to law. [1971 c.770 §4; 1973 c.790 §23; 1981 c.545 §5; 1983 c.111 §9; 1993 c.741 §§64,64a; 1997 c.632 §6]

**377.836 Application of certain statutes to Travel Information Council.** (1) Except as otherwise provided by law, and except as provided in subsection (2) of this section, the provisions of ORS 279.835 to 279.855 and ORS chapters 240, 276, 279A, 279B, 279C, 282, 283, 291, 292 and 293 do not apply to the Travel Information Council. The council is subject to all other statutes governing a state agency that do not conflict with ORS 377.700 to 377.840, including the tort liability provisions of ORS 30.260 to 30.300 and the provisions of ORS chapter 183. Subject to the requirements of ORS chapters 238 and 238A, the council's employees are members of the Public Employees Retirement System.

(2) The following shall apply to the council:

(a) ORS 279A.250 to 279A.290;

(b) ORS 282.210 to 282.230; and

(c) ORS 293.235, 293.240, 293.245, 293.611, 293.625 and 293.630. [1993 c.745 §4; 1997 c.249 §122; 2003 c.733 §77; 2003 c.794 §268]

**377.837** [1973 c.790 §26; repealed by 1983 c.111 §10]

**377.838 Authority of director of Travel Information Council.** (1) Except as provided in subsection (2) of this section, in carrying out the duties, functions and powers of the Travel Information Council, the director of the Travel Information Council may contract with any state agency for the performance of such duties, functions and powers as the council considers appropriate.

(2) The director of the Travel Information Council shall not, without the prior approval of the council:

(a) Award any contract for goods or professional services in excess of \$25,000; or

(b) Authorize any expenditure of moneys in excess of \$25,000.

(3) The council shall file with the Governor and the Legislative Assembly an annual report of the activities and operations of the council. [1993 c.745 §5; 1993 c.741 §64b]

**377.840 Travel Information Council account; budget process; disposition of moneys received.** (1) All moneys collected or received by the Travel Information Council shall be deposited into a Travel Information Council account established in a depository bank insured by the Federal Deposit Insurance Corporation or the National Credit Union Share Insurance Fund. In a manner

consistent with the requirements of ORS chapter 295, the chairperson of the council shall insure that sufficient collateral secures any amount of funds on deposit that exceeds the limits of the coverage of the Federal Deposit Insurance Corporation or the National Credit Union Share Insurance Fund. Subject to the chairperson's approval, the council may invest moneys collected or received by the council. Investments made by the council are limited to the types of investments listed in ORS 294.035. Interest earned from any amounts invested shall be made available to the council in a manner consistent with the council's approved biennial budget.

(2) Subject to the approval of the chairperson or director of the Travel Information Council, all necessary council expenses shall be paid from the moneys collected or earned by the council.

(3)(a) The Travel Information Council shall adopt a budget on a biennial basis using the classifications of expenditures and revenues required by ORS 291.206 (1). However, the budget shall not be subject to review and approval by the Legislative Assembly or to future modification by the Emergency Board or Legislative Assembly.

(b) The council shall adopt a budget only after a public hearing thereon. At least 15 days prior to any public hearing on the budget, the council shall give notice of the hearing to all persons known to be interested in the proceedings of the council and to any person who requests notice.

(4) All expenditures from the Travel Information Council account are exempt from any state expenditure limitation. The Travel Information Council shall follow generally accepted accounting principles and keep such other financial and statistical information as may be necessary to completely and accurately disclose the financial condition and financial operations of the council as may be required by the Secretary of State.

(5) As used in this section, "depository bank" has the meaning given in ORS 295.005. [1971 c.770 §29; 1973 c.790 §24; 1987 c.57 §1; 1987 c.336 §6; 1993 c.741 §64c; 1993 c.745 §6; 1995 c.245 §12; 2003 c.405 §7]

**377.845 Use of funds by Department of Transportation after repayment of highway fund.**

After the Travel Information Council has repaid the State Highway Fund for all moneys advanced or owed it may then utilize any funds received in excess of expenses to reimburse the Department of Transportation for such part of the cost of providing public service information in sign plazas in rest areas as the council may decide and also for the acquisition of outdoor advertising signs located outside of commercial or industrial zones adjacent to secondary highways. The Travel Information Council may enter into such agreements with the department as are necessary to carry out the provisions of this section. [1975 c.336 §15]

**PENALTIES**

**377.990** [Amended by 1953 c.335 §2; subsection (4) of 1957 Replacement Part enacted as 1955 c.541 §19; repealed by 1959 c.309 §22]

**377.992 Penalties.** (1)(a) A person who violates any provision of ORS 377.510 or 377.700 to 377.840 or any regulation of the Travel Information Council adopted pursuant thereto is subject to a civil penalty of up to \$100 per day for each day of violation. Except as otherwise provided in paragraph (b) of this subsection, the maximum penalty under this subsection for a violation is \$3,000 per sign.

(b) A person who violates ORS 377.725 is subject to a civil penalty of up to \$100 per day for each day of violation, up to a maximum amount established by the Department of Transportation by rule.

(c) Civil penalties under this subsection shall be imposed in the manner provided by ORS 183.745.

(2) Violation of the conditions and provisions of a permit procured under ORS 377.050 by any

person having procured the permit is punishable, upon conviction, by a fine of not more than \$100, or imprisonment in the county jail for not more than 30 days or both.

(3) Violation of ORS 377.030 to 377.050, 377.510, 377.620 (2) or 377.635 is punishable, upon conviction, by a fine of not more than \$100, or imprisonment in the county jail for not more than 30 days, or both. [1971 c.770 §28; 2001 c.508 §3]

**377.995** [1959 c.309 §21; subsection (5) enacted as 1961 c.615 §17; subsection (6) enacted as 1961 c.614 §11; subsection (7) enacted as 1967 c.590 §12; repealed by 1971 c.770 §31]

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CHAPTERS 378 TO 380

[Reserved for expansion]