

## **GUIDELINES FOR POLITICAL SIGNS**

Attached are guidelines regarding placement of political signs, from the City of Salem.

Prior to placing any political advertisement signs, or distributing handbills, please read the guidelines carefully. Please also obtain permission from the property owner or resident before placing any political signs, etc. on private property.



August 3, 2011

TO: POLITICAL CANDIDATES AND CITIZEN BALLOT MEASURE COMMITTEES

The information in this letter is provided to assist you in conducting your campaign. This is the most current information available. Please discard previous information notices you may have or encounter.

Political signs are considered "temporary signs" in the Salem Sign Code. Such signs must meet the following standards as specified in the Salem Revised Code (SRC), Chapter 62.

- Lawn signs (temporary signs not meeting an 80 mph wind load factor) may not exceed six (6) square feet, may not exceed a height of 30 inches above grade and may be displayed a maximum of two (2), 60 day periods per year. The number of temporary signs permitted on private property is detailed in the attached table. *SRC 62.115(a) & Appendix 6-Chapter 62.*
- Rigid signs (temporary signs meeting an 80 mph wind load factor) may not exceed a height of six (6) feet above grade and may be displayed a maximum of one year. The size and number of temporary signs permitted on private property are detailed in the attached table. *SRC 62.115(a) & Appendix 6-Chapter 62.*
- Temporary signs may only be placed on private property. They may not be placed within traffic vision clearance areas, pursuant to SRC 76.170, nor may they be placed in any part of the public right-of-way. *SRC 62.115(c) &(d)*
- No temporary sign may be attached to any fence, tree, shrubbery, utility pole, or like items. *SRC 62.115(a)*
- Signs that do not meet compliance with the Salem Sign Code may be subject to removal and/or fines. *SRC 62.540, 62.605 & 62.610*
- Political signs are subject to the same maintenance requirements as other signs. All such signs must be maintained in a neat, clean and attractive condition. *SRC 62.060*

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Planning Division

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## Political Signs

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- Balloons may not be attached to political signs in residential zones. Balloons may be used in commercial and/or industrial zones by permit. Only one balloon permit per business per premise can be issued, limited to one (1) fourteen (14) day period within any six (6) month period with appropriate temporary permits and may not exceed (2) permits in any one year. *62.312(b)*
- Banners may not be used in residential zones. Banners may be used in commercial and/or industrial zones by permit. Only one banner permit per business per premise can be issued. Banners may not exceed 50 square feet in area, must be attached to a building and are limited to four (4) permits per year per business with a 30 day limit for each permit. *62.312(c)*
- A temporary sign display may not make use of propellers or similar rotating wind activated devices or fluorescent paints or dyes. *SRC 62.312(d)*

There are three methods to determine the approximate location of the property lines adjacent to the public right-of-way. While these methods are not exact, chances are if you follow them, you will be able to correctly site your signs:

1. **Locate the water meter.** Generally, the water meter will be located right on or adjacent to the property line that separates private property from the right-of-way.
2. **An inner edge of the sidewalk.** Generally, where there is a parking or planting strip between the sidewalk and the street, the edge of the sidewalk opposite the street will approximate the location of the property line. If there is no improved sidewalk or there is a sidewalk without a parking or planting strip, then locating the water meter will provide you with the most accurate location. This also holds true for streets without curbs, or with unimproved shoulders.
3. **Utility poles.** Most often, public utility poles are situated in the right-of-way area between the street curb and the front property line. This method is sometimes the least accurate, as utility poles may be in a utility easement on private property as opposed to the right-of-way.

From our past experience, may we suggest that you:

1. Designate a person who will be responsible for the maintenance of each sign.
2. Obtain the consent of the person who is responsible for the property where you are locating the sign.

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Political Signs

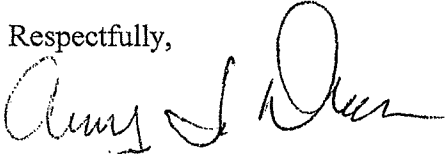
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3. Give the person responsible for the property where you are locating the sign a card with the name and telephone number of someone to call if the sign is stolen, vandalized, weather beaten or otherwise needs repair or replacement. You may find it helpful to place the same information on the sign itself.
4. Designate a person or committee to remove the signs after the campaign. Please contact me at (503) 588-6256, ext 7404, or [adixon@cityofsalem.net](mailto:adixon@cityofsalem.net) with the name and address of the person responsible for removal of the signs.

We know you share with us a desire to equitably enforce these requirements. Experience has shown that adhering to the Sign Code will make your campaign signs more effective, will lessen criticism of your political signs and will maintain the neat and attractive appearance of our community.

Should you desire further clarification, or if you have any other questions, please contact me at (503) 588-6173, ext 7404.

Respectfully,



Amy J. Dixon  
Associate Planner  
Planning Division

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## Appendix 6-Chapter 62

	Residential Properties	Commercial Properties under 10,000 sq. ft. in area	Commercial Properties over 10,000 sq. ft. but less than 1 acre	Commercial Properties 1 acre or more in area	Duration of display of signs.
	Sign area in sq. ft.	Sign area in sq. ft.	Sign area in sq. ft.	Sign area in sq. ft.	
<b>Lawn Signs</b>	6 30" max ht.	6 30" max ht.	6 30" max ht.	6 30" max ht.	60 days - twice per year
<b>Rigid Signs</b>	6 6' max ht.	8 6' max ht.	16 6' max ht.	32 6' max ht.	1 year
<b>Total sq. ft. of sign area allowed at any one time</b>	6 Total for each property	8 Total for each property	16 Total for each property	32 Total for each property	

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