

City's wall sign falls victim to planned message board

By ERIC A. HOWALD
Of the Keizertimes

It's likely not often that a city finds itself stumbling over the sign code it established, but this is Keizer.

The biggest issue on the Keizer City Council's agenda Tuesday, Feb. 19, was how to avoid running afoul of the city's sign ordinances while fulfilling a long-term goal of installing an electronic message board outside the Keizer Civic Center.

For several years, the city has been socking away money, during budget season, to cover the expense. But a problem reared its head when figuring out how much space the city would be allowed for the sign under the city's sign code.

A wall sign on the north

side of the building already reads "City of Keizer" and "City Hall | Police | Community Center," and takes up roughly 40 square feet of the city's 48-square-foot allowance. That would mean an electronic message board could only take up an additional eight square feet and leave it mostly unreadable from a moderate distance.

On one hand, the city might have applied for a variance, even City Manager Chris Eppley wondered the same thing when two other city officials presented him with the problem and counseled against it.

"The thing is that the sign code is an emotional issue for businesses in this community and providing ourselves a variance when we might not allow others is ... unseemly," Eppley told city councilors.

Community Development Director Nate Brown added that the city would not be able to justify a variance in such a way that it might survive a challenge.

That left the council with three other options. Nix the idea of a message board completely, opt for a smaller –

all-but-unreadable – message board, or modify the wall sign and repurpose square footage gain for the message board.

None of the councilors wanted to forego the sign, and a small message board was a non-starter, which means the lower portion of the wall sign, denoting the types of facilities in the civic center, will be removed to more than double the space available for the electronic message board. The new, electronic sign will be 17.5-square-foot message board and an estimate from Salem Sign Co. places the cost at \$27,650.

City officials are considering two spots for the placement in front of the Chemawa Road entrance or closer to the driveway leading to the rear of the building.

Now that the decision is made, Eppley will still have to apply for a conditional use permit with the Keizer Planning Department. The portion of the sign being removed from the north side of the building might make a return appearance on another wall of the building – only frontage-facing signs count against its sign code allowance.

traffic court

NO LICENSE

Luis M Marquez Rodriguez, \$265; David Alonzo Gaspar, \$40; Lopez Gennero Williams, \$642; Douglas Oswaldo Barrera, \$235; Jose Luis Hidalgo Saucedo, \$287; Cipriano Alfredo Moya Jr., \$235; Mauricio Cayetano Ortiz Avendano, \$235.

NO INSURANCE

Denise Marie Garcia, \$600; Jonathan Abel Thompson, \$265; Tre'ley Tyler Downton, \$235; Brinkley Marie Bryant, \$235; Manuel Antonio Gomez Medina, \$245; Zackery Robert Francisco, \$600; Rhiannon Marie Russell, \$600; Charles Phillip Davis, \$600; Jose Luis Hidalgo Saucedo, \$235; Evidalia Torres Alvarez, \$265; Trista Lorifay Carpenter, \$235.

NO PROOF OF INSURANCE

Joseph Lee Williams, \$642; Christopher Robin Peterson, \$642; Eric Bryan Ruiz-Ebright, \$75; Ciro Christopher Nino, \$75; Lopez Gennero Williams, \$600; Richard Anthony Gonzalez, \$642; Victor Sammy Nicolas, \$265.

DRIVING WHILE SUSPENDED

Denise Marie Garcia, \$1,258; John Jeffery Turner, \$1,258; Mary Elizabeth Hart Johnson,

\$1,258; Ryan Jacob Wellock, \$1,258; Jessica Ann Ridderbusch, \$1,258; Catherine Hanora Rayner, \$1,258; Patricia Maria Guerrero, \$1,258; Jonathan Abel Thompson, \$440; Adam Croy Kottke, \$1,258; Deandre Sanchez Oliver, \$1,258; Nataly Elisabet Martinez Pantoja, \$395; Zackery Robert Francisco, \$1,258; Rhiannon Marie Russell, \$1,258; Hollis Soheil Rana, \$1,258; Jordan Tyler Harrison, \$1,258; Charles Phillip Davis, \$1,258; Hollis Soheil Rana, \$1,258; Timothy Ray Vance, \$1,258; Anthony Neal III, \$440; Evidalia Torres Alvarez, \$440; Michelle Ann Garcia, \$260; Victor Sammy Nicolas, \$492; Christopher Roger Gibson, \$492.

USE OF MOBILE DEVICE

Benjamin Daniel Gonzalez, \$235; George Ezekiel Alvarez, \$235; Owen Matthew Brown, \$235; Keilani Jackie Lynn Truett, \$235; Maria Guadalupe Escudero, \$235; Troy Edward Mc Killop, \$235; Jessica L Mendoza, \$235; Andria Rose Kinyon, \$235; Alexis Marie Garcia, \$235; Addyson Marie Tillett, \$235.

SPEEDING

Matthew Ryan Garrett, \$135; Katerina Foksha, \$135; Jonathan Juan-Bermudez, \$145; Robert Warren Cook, \$135; Nataly Elisabet Martinez Pantoja, \$135; Kimberly Rose Hallahan, \$135; Douglas Oswaldo Barrera, \$325; Tyler Dealan Coblentz, \$217; Patricia Larios, \$135; Jabez

Loftin Mecham, \$150; Tonya Bradine Rapp, \$165; Mauricio Cayetano Ortiz Avendano, \$165; Gerardo Refugio Torres, \$342; Madeline Christine Cook, \$145.

OTHER

Joshua C Larson, \$192, improper positioning of vehicle; Jose Kennedy Zendejas, \$192, pedestrian failure to yield to vehicle; Alexis Zendejas, \$192, pedestrian failure to yield to vehicle; Fabian Campuzano Zepeda, \$440, Speed racing on highway; Heidi Renee Delgado, \$40, failure to register vehicle; Ciro Christopher Nino, \$235, failure to drive within a lane; Ciro Christopher Nino, \$115, failure to carry registration card; Stacey Leigh Thoming, \$245, failure of driver entering roadway to yield; Kole Gregory Amaral, \$415, careless driving with an accident; Jennifer P Bault, \$192, no seat belt; Hollis Soheil Rana, \$300, operation of vehicle without required lights; Richard Anthony Gonzalez, \$150, failure to change information on license; Charles Phillip Davis, \$600, failure to yield to an emergency vehicle; Roy Francis Hilton III, \$115, failure to use safety belts; Chester Clark, \$184, failure to yield to pedestrian on the sidewalk; Jose Luis Hidalgo Saucedo, \$115, failure to register vehicle; Larry James Molinari, \$115, impeding traffic; Michael Conan Schott, \$235, wrong way on a one way street.

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KEIZERTIMES SENIOR HOUSING GUIDE

the Village at Keizer Ridge
ASSISTED LIVING AND MEMORY CARE

DIRECTIONS FROM KEIZER: On River Road, one-half mile north of McNary Estates. Right on McGee Ct, take second driveway on left.

UNIT TYPES: • Assisted Living • Memory Care

MONTHLY RENT: starting at \$2,855

ASSISTED LIVING AVAILABILITY: Yes

AMENITIES: • Individualized Care Plans • State-of-the-art theater • Raised garden beds • All day fresh gourmet dining • Life enriching, meaningful, stimulating activities • Resident created activity calendar • Courtyard walking path • More staff on hand 24/7 than other local facilities • Private & semi-private Memory Care apartments

1165 McGee Court NE, Keizer, OR 97303 • 503-390-1300 • www.VillageAtKeizerRidge.com

Marian Estates

DIRECTIONS FROM KEIZER: Take I-5 South, Hwy 22 East, Exit 13, turn towards Sublimity, right (East) on Church Street.

UNIT TYPES: • Assisted Living • Independent Living • Memory Care • Skilled Rehabilitation & Nursing Care

MONTHLY RENT: Cost Varies

TYPE OF CARE: Full Continuum of Care

AMENITIES: • 38-Acre Private, Family Owned Active Retirement Community • No Buy In • Apartments • Cottages • Café • Gift Shop • Beauty Shop • Pet Friendly • Duck Pond with Walking Areas

390 SE Church Street, Sublimity, OR 97385 • 503-769-3499 • www.MarianEstates.com

Emerald Pointe
Senior Living Community

DIRECTIONS FROM KEIZER: On River Road, one-half mile north of McNary Estates.

UNIT TYPES: • Studio • 1 BR w/ deck or walk-in closet • 2 BR, 1 BA • 2 BR, 2 BA w/ deck or walk-in closet

MONTHLY RENT: starting at \$1,350

ASSISTED LIVING AVAILABILITY: no

AMENITIES: • Full kitchens in every apartment • Free WiFi • Flexible Optional Meals • Waist High Gardens • Full Activities Calendar • Weekly Excursions • Special Dietary Needs Met • Coffee Lounge • Housekeeping • Community Room • Activity Rooms • Resident Lounge • Beauty Salon • Transportation

1125 McGee Ct NE, Keizer, OR 97303 • 503-390-7700 • www.EmeraldPointeKeizer.com

Willamette Lutheran Retirement Community

DIRECTIONS FROM KEIZER: Drive north on River Rd. Turn left on Wheatland Rd. Go 1.5 miles. On left side of road.

UNIT TYPES: • independent living includ. studio and 1-bedroom apartments, 2-bedroom cottages

MONTHLY RENT: starting at \$1,692

ASSISTED LIVING AVAILABILITY: yes

AMENITIES: • Not-for-profit, Christian community serving all faiths • Pets allowed • No Extra Charge for a 2nd person • 24-hour nurse on staff for emergency response • 3-delicious homecooked meals daily • Van service for shopping & medical appts • Housekeeping • Great Social Activities • Church Services

7693 Wheatland Rd N, Keizer, OR 97303 • 503-393-1491 • www.willamettelutheran.com • e-mail: kay@willamettelutheran.com

The Springs at Sunnyview

DIRECTIONS FROM KEIZER: I-5 South, exit left on Market St, left on Lancaster, right on Sunnyview, right on 45th Ave NE

UNIT TYPES: • independent living apartments • studio • 1-bedroom • 2-bedroom • cottages

MONTHLY RENT: Cost Varies

ASSISTED LIVING AVAILABILITY: Call

AMENITIES: • Staff on site 24/7 • Maintenance & Housekeeping • All utilities (except phone) includes basic cable • Transportation to appointments, shopping, events • Washer/Dryer hook ups and coin-free laundry • Salon on site • Daily activities • Chef-inspired meals and flexible dining

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