

OUTDOOR ADVERTISING, SIGNS AND BILLBOARDS

Signs are publicly displayed boards whose purpose is to provide information, direction, or advertising. A sign, in order to be effective, must attract attention, without being offensive. There are areas where signs are not desirable, but generally it is the design that is undesirable, not the sign itself.

A. Policies

1. Vistas and viewpoints should not be degraded and visual access to the water from such vistas should not be impaired by the placement of signs.
2. When feasible, signs should be constructed against existing buildings to minimize visual obstructions of the shorelines and water bodies.
3. All outdoor advertising signs should be placed on upland side of public transportation routes which parallel adjacent rivers, streams and lakes, to avoid obstructions.
4. Off-premise outdoor advertising signs and billboards should not be permitted in shoreline areas.
5. Where outdoor advertising is permitted in shoreline areas, signs should be designed and placed so that size, height, illumination and other factors insure compatibility with the aesthetic quality of the existing shoreline and water environment and adjacent land and water uses.
6. Wherever feasible, signs should be flush-mounted against existing buildings to minimize visual obstructions of the shoreline.

B. Regulations

1. All signs shall meet the provisions of all pertinent jurisdictions, when appropriate, including: Klickitat County Sign Ordinance, Washington Department of Transportation, and/or Columbia River Gorge Commission.

2. Off-premise outdoor advertising signs shall be limited to areas of high intensity land use, such as commercial and industrial areas.
3. Signs and lighting for signs shall conform to all federal, state, and county sign standards as developed.
4. Signs in the Natural Buffer Zone and the Natural Environment shall be for the purpose of safety information and direction only.
5. Off-premise outdoor advertising signs, displays, billboards, and/or roof-mounted signs are prohibited in all shoreline environments, EXCEPT off-premise free-standing signs may be permitted for community identification, information or directional purposes. Signs placed on trees or other natural features are also prohibited.
6. Any outdoor advertising within shoreline areas that does not meet the policies and regulations of this program shall be modified to conform with this program or removed within two (2) years of the adoption of this plan.
7. When a business moves or ceases operation, the owner shall remove all signs and outdoor advertising.
8. Outdoor advertising, signs, and billboards use limitations in shoreline environments:

NATURAL BUFFER ZONE - Conditional Use
NATURAL - Conditional Use
CONSERVANCY-Permitted
RURAL - Permitted.
COMMUNITY - Permitted
URBAN/INDUSTRIAL - Permitted