

Purpose and Objectives of Wilsonville's Sign Regulations per Section 4.156.01.

- (.01) The general purpose of the Sign Regulations are to provide one of the principal means of implementing the Wilsonville Comprehensive Plan by fostering an aesthetically pleasing, functional, and economically vital community, as well as promoting public health, safety, and well-being. The Sign Regulations strive to accomplish the above general purpose by meeting the needs of sign owners while maintaining consistency with the development and design standards elsewhere in Chapter 4. This Code regulates the design, variety, number, size, location, and type of signs, as well as the processes required to permit various types of signs. Sign regulations have one or more of the following specific objectives:
- A. Well-designed and aesthetically pleasing signs sufficiently visible and comprehensible from streets and rights-of-way that abut a site as to aid in wayfinding, identification and provide other needed information.
 - B. Sign design and placement that is compatible with and complementary to the overall design and architecture of a site, along with adjoining properties, surrounding areas, and the zoning district.
 - C. A consistent and streamlined sign review process that maintains the quality of sign development and ensures due process.
 - D. Consistent and equitable application and enforcement of the Sign Regulations.
 - E. All signs are designed, constructed, installed, and maintained so that public safety, particularly traffic safety, are not compromised.
 - F. Sign Regulations are content neutral.