



City of Durham

17160 SW Upper Boones Ferry Rd.
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MEMORANDUM

DATE: December 30th, 2025
TO: Planning Commission
FROM: Jordan Parente, City Administrator
RE: GISI, Sign Permit file # 478-25

On December 2nd, 2025, Graphic Information Systems, Inc (GISI) applied for a replacement wall sign for their business located at #130-17300 SW Upper Boones Ferry Road. The sign change reflects a GISI business logo. The application was assigned Sign Permit #478-25.

The existing sign is free-standing letters that read “GISI Marketing Group®”, under approved sign permit 466-23. The existing 28 square ft sign is red and black lettering. The new sign application is one sign on a backing with a red GISI logo and the wording “GISI Marketing Group” in navy blue. The updated sign dimension are: 30” x 115” for a total of 23.96 square feet. Given the substantial changes of the sign color, materials and size it is being processed as a Type 2 process.

Section 6 of the Durham Development Code is titled “Sign Regulation” and includes all signs visible from the public right-of-way, for all zoning districts. Signage is a subordinate use of property.

When considering a sign permit, the Planning Commission may wish to focus their decision on:

§6.2 Prohibited Sign Features. In all zoning districts, no sign shall:

§6.2.1 Use internal illumination, a flashing or intermittent device to display a message, or rotate, revolve or move;

§6.2.2 Use of external illumination that generates glare that disrupts the vision of motorists on adjacent right of way or that exceeds 1 foot-candle as measured at any boundary of the property on which the sign is located;

§6.2.3 Project above the highest point of any building to which the sign is attached;

§6.6 Signs Requiring Permit – Other Districts, (OP, IP and BPO Districts):

§6.6.3 One wall sign for each individual person or entity or person that occupies a structure, identifying the location and entry door of the entity or person, not exceeding 30 square feet in area, not extending more than 15 feet horizontally in either direction from the centerline of the entry and with dimensions proportional to the building façade on which the sign is placed.

The proposed sign is stationery, does not extend above the highest point of the building, or more than 15 feet horizontally in either direction from the centerline of the entry. No illumination is proposed. The 30” x 115” dimensions, or 2.5’ x 9.58’, equals 23.95 square feet, which is less than 30 square feet.

The proposed sign substantially complies with §6.2 and §6.6 of the DDC. Staff recommend the Planning Commission approve sign permit #478-25, as proposed.