



City of Durham

17160 SW Upper Boones Ferry Rd.
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MEMORANDUM

DATE: March 3, 2026
TO: Planning Commission
FROM: Jordan Parente, City Administrator
RE: Ainsworth, Sign Permit file # 480-26

On February 6th, 2026, Ainsworth applied for a replacement wall sign for their business located at #230-17400 SW Upper Boones Ferry Road. The sign change reflects the addition of “GDI” to the Ainsworth business logo. The application was assigned Sign Permit #480-26.

The existing sign is letters attached to the building above the business entrance that read “Ainsworth”, preceded by their logo, approved under sign permit 467-23. The existing 2.81 square ft (8.8” x 46”) sign is blue lettering with their tri-colored log of the same blue, red, and green, made with custom painted acrylic. The proposed new sign is for painted aluminum letters attached to the building above the business entrance that read “GDI” and “Ainsworth”, with their logo located directly between the two. The updated sign dimension are: 16” x 120” for a total of 13.3 square feet. Given the substantial changes of the sign 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 16” x 120” dimensions, or 1.333’ x 10’, equals 13.3 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 #480-26, as proposed.