



CITY OF

PORTLAND, OREGON

BUREAU OF PLANNING

Mildred A. Schwab, Commissioner
 Terry D. Sandblast, Acting Director
 621 S.W. Alder
 Portland, Oregon 97205
 (503) 248-4253

April 8, 1981

TO: Commissioner Mildred Schwab

FROM: Terry Sandblast, Acting Planning Director *TDS*

SUBJECT: Billboard Zoning Code Amendment

Attached for your review is an ordinance which changes billboards from a Group 5 commercial use to a Group 4 commercial use.

The reason for the change is to alleviate a hardship which could result from Code changes adopted as part of the Comprehensive Plan.

As you probably remember, one of the Code revision actions in the Comp Plan was to eliminate certain groups of commercial activities (Group 1-2-5) as permitted uses in M1 and M2 zones, and to allow them only as conditional uses when it could be demonstrated that the commercial use directly serves or relates to an industrial use in the area, or provides a needed service to an industrial district (33.52.172).

The intent of this change was meant to protect industrial zoned land from being used up by commercial uses. The 1977 Land Use Inventory had shown that this had been a trend in the past. In order to promote industrial activity on the amount of land which had been designated for industrial use, it became necessary to impose some controls on the amount and type of commercial uses which would be allowed in industrial zones.

Early drafts of the Comp Plan suggested that all commercial activities should be permitted only as conditional uses in industrial zones. Through a process of review and discussion and compromise, it was determined that of the 7 commercial use groups, only Group 1, Group 2 and Group 5 should be subject to conditional use review since other groups proved to be compatible with industrial related activities.

Since adoption of the Comp Plan, it has come to my attention that billboards fell into one of the groups which now must go through conditional use review. Billboards do not take away land available for production-oriented activities, and further are already subjected to City review through the Sign Review Committee. It was never the intent of the Planning Commission to subject billboards to conditional use hearing.

CODE
ADMINISTRATION
248-4250

LONG RANGE
PLANNING
248-4260

SPECIAL
PROJECTS
248-4509

TRANSPORTATION
PLANNING
248-4254

HOUSING AND
POPULATION
248-5525

Commissioner Mildred Schwab
(continued)

April 8, 1981

It was an unfortunate oversight that staff did not catch this fact in time to simply change billboards from Group 5 to Group 4 before the Comp Plan was adopted; however, I believe this ordinance accomplishes the purpose without changing the intent of the Plan.

The City Attorney's office has already approved and signed the ordinance. I have not taken it to the Planning Commission because the nature of the action is housekeeping rather than policy related. The action proposed by the ordinance will avoid a duplication of hearings for billboard applications, and will result in billboards being permitted uses in M1 and M2 zones, which is what was allowed before adoption of the Comp Plan.

TS/MW:ad
attachment

cc: Tracy Watson w/cy att.
Michael Harrison " "

ORDINANCE NO. 151417

An Ordinance amending Title 33, Planning and Zoning, of the Municipal Code of the City of Portland, Oregon, to change the classification of billboards from a Group 5 Commercial use to a Group 4 Commercial use, and declaring an emergency.

The City of Portland ordains:

Section 1. The Council finds:

1. In order to protect industrially zoned land from commercial encroachment, a number of the Commercial use groups are allowed in Industrial zones only as a conditional use; and
2. Group 5 uses, which include billboards, are permitted only as conditional uses in M zones; and
3. Billboards are already subject to sign review before approval; and
4. Billboards do not take away from land available for Industrial use; and
5. Subjecting billboards to a dual review process of sign review and conditional use hearing is a duplication of public notification and hearing requirements, as well as a hardship on applicants; and
6. It is, therefore, appropriate and in the public interest that the following amendment to Title 33 be passed.

NOW, THEREFORE, the Council directs:

1. Title 33, Planning and Zoning, is hereby amended by eliminating billboards from 33.42.020 (f)(3) and adding it to 33.42.020 (e)(8); also by eliminating billboards from the Group 5 Parking Regulations in 33.42.040 (e)(3), and adding the following underlined language to 33.42.040 (d):

"One space per two employees in addition to spaces provided for customer vehicles and vehicles in stock. Billboards do not require any parking provisions."

151417

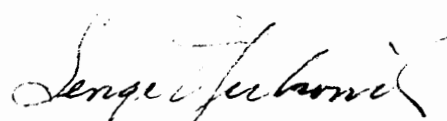
ORDINANCE No.

Section 2. The Council declares that an emergency exists in order to eliminate the hardship, to the outdoor advertising industry, of dual review of billboards located in industrial zones; Therefore, this Ordinance shall be in force and effect from and after its passage by the Council.

Passed by the Council, **APR 16 1981**

Commissioner Mildred Schwab
Marcie Window:ad
March 25, 1981

Attest:



Auditor of the City of Portland

Calendar No. 1194

ORDINANCE No. 151417

Title

Ordinance amending Title 33, Planning and Zoning, of the Municipal Code of the City of Portland, Oregon, to change the classification of billboards from a Group 5 Commercial use to a Group 4 Commercial use, and declaring an emergency.

THURSDAY

Filed APR 10 1981

GEORGE YERKOVICH
Auditor of the CITY OF PORTLAND

By Gordon Croell
Deputy

THE COMMISSIONERS VOTED AS FOLLOWS:		
	Yeas	Nays
Jordan	1	
Lindberg	1	
Schwab	1	
Stovickian	1	
Ivancie		

FOUR-FIFTHS CALENDAR	
Jordan	
Lindberg	
Schwab	
Ivancie	

INTRODUCED BY
Commissioner Schwab

NOTED BY THE COMMISSIONER
Affairs <i>[Signature]</i>
Finance and Administration <i>[Signature]</i>
Safety
Utilities
Works

BUREAU APPROVAL
Bureau: Planning
Prepared By: Marcie Window Date: 3/25/81
Budget Impact Review: <input type="checkbox"/> Completed <input checked="" type="checkbox"/> Not required
Bureau Head: <i>[Signature]</i> Terry Sandblast, Acting Director

CALENDAR
Consent <input checked="" type="checkbox"/> Regular

NOTED BY
City Attorney <i>[Signature]</i>
City Auditor
City Engineer