



ROSE QUARTER ENTERTAINMENT SUBDISTRICT – SIGN CODE AMENDMENTS

Amending Title 32, Signs and Related Regulations
Planning Commission Hearing 8/27/24

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THE BUREAU OF
**PLANNING &
SUSTAINABILITY**

Rose Quarter Sign Project Agenda

Presentation

- Staff proposal
- Background
- Current Sign Code
- Summary of Proposed Code Changes
- Outreach & Timeline

Public Testimony

Planning Commission Discussion



Staff Proposal

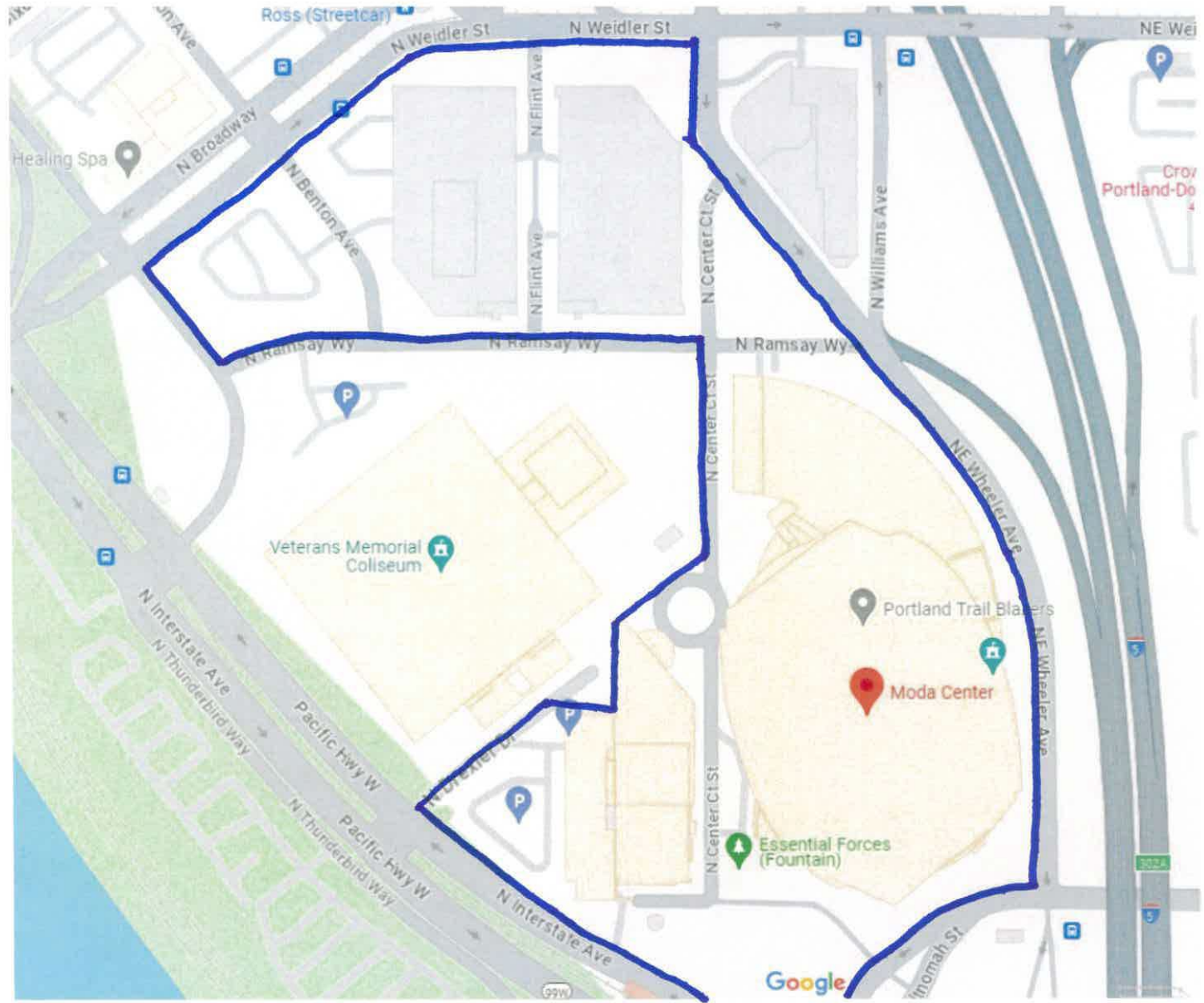
Staff proposes that Planning Commission recommend that City Council:

- **Adopt the Proposed Draft**
- **Amend the land use regulations in Sign Code Sections 32.10, 32.32, and 32.34 as shown in the Proposed Draft** in support of Resolution 37663

The proposal also recommends that City Council:

- **Amend Sign Code Section 32.62, Permits or Registration Required**, to clarify the temporary banner registration process. This is not a land use regulation needing recommendation of the Planning Commission.

Vicinity





Rose Quarter Background

Operating and Lease Agreements

- Initial 30-year agreement expires in 2025
- Bridge agreement approved for 5-years until 2030

Resolution 37663

- Passed by City Council on 6/12/24
- Directed BPS staff to prepare amendments to the Sign Code (Title 32) to allow signage necessary to “meet the needs of a 21st Century multipurpose NBA arena at the Rose Quarter” by 11/20/24

Current Sign Code Regulations

Title 32 covers all aspects of sign permits including:

- Legal framework & authority
- Definitions and applicability
- **Land use regulations**
- Structural and construction standards
- Administration & enforcement

Current Sign Code Regulations

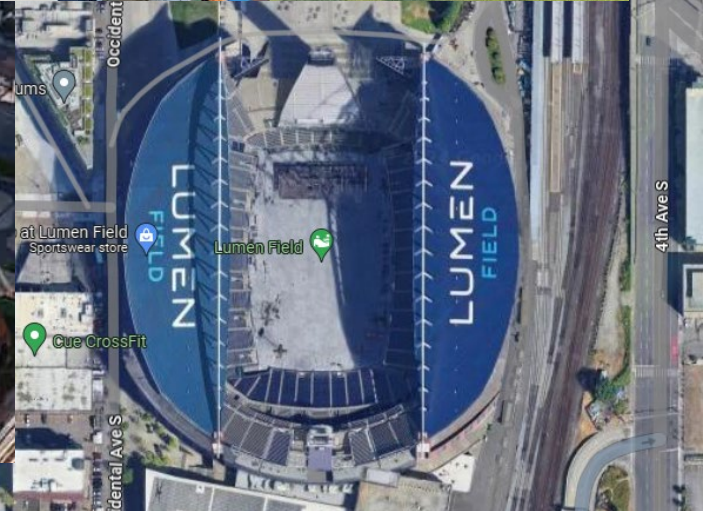
(T32 except where noted)

CXd zoning – Central City plan district

- Limits total signage square footage, based on lineal street frontage
- Individual signs limited to 100 s.f.
- Free-standing signs limited to 100 s.f. and 20-ft in height
- Changing-image signs limited to 20 s.f./site 10 s.f./sign
- Rooftop signs are prohibited
- Maximum limits on temporary banners
- All permanent signs > 32 s.f. subject to design review, lower threshold for historic landmark (T33)



Other Cities



Proposed Title 32, Signs Code Amendments



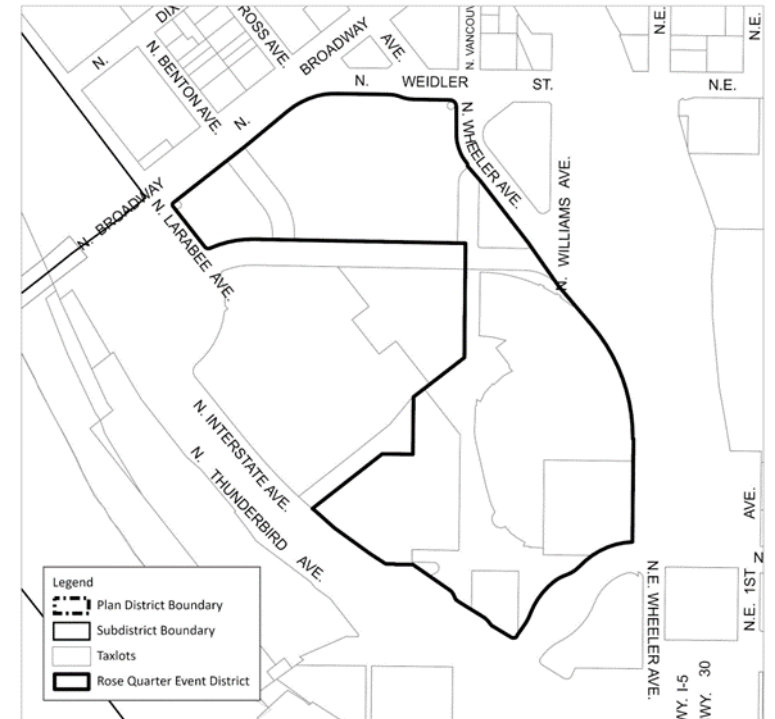
Project Goal & Approach

Amend the sign code, Title 32, to provide greater sign allowances, and flexibility for signs at the Moda Center.

- Establish the boundaries of the Rose Quarter Entertainment subdistrict
- Waive most sign code land use regulations
- Create some parameters to achieve future flexibility and allow for larger signs
- Continue some sign limitations to address distracted driving issues
- Continue requiring Design Review

Proposed Title 32 Code Amendments

- Establish the boundaries of the Rose Quarter Entertainment subdistrict
- Exempt the subdistrict from the sign regulations that apply in the CX zone (total allotment, individual size & height, changing image limitations, roof sign prohibition)



Map 6

Rose Quarter Event Subdistrict

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Proposed Title 32 Code Amendments

Create a set of subdistrict regulations that significantly increase the overall signage allowance:

- Overall sign allotment of 40,000 s.f.
- No prohibition on rooftop signs
- Expand allowances for temporary banners
- No limit on individual signs except:
 - Limit free-standing sign allowance near streets (height and changing image size/number)
 - Changing image signs to meet glare standards
 - Limit hours of operation for larger changing image signs
 - Transfers some existing limitations for signs in proximity to I-5



Zoning Code Impacts

- No zoning code (Title 33) changes proposed
- Signs over 32 s.f. in subdistrict still subject to design review



Outreach and Testimony

- Initial discussion between the City and Rip City Management
- Project information provided in monthly project list, newsletter
- Notice of Proposed Draft and hearing sent to
 - 300+ recipients including neighborhood & business associations, organizations and other interested parties
 - Project email notification list
 - Property owners w/in 500-ft of district boundary
- Two pieces written testimony received as of 8/27.



Rose Quarter code proposal timeline

June 2024:

Resolution 37663 passed (directing BPS)

July 2024:

Proposed Draft released

→ August 27, 2024:

Planning Commission hearing

September 10, 2024:

Planning Commission work session

Fall 2024:

City Council hearing

Early 2025:

Amendment effective

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