



Memo

Date: October 23, 2024
To: Mayor and City Commissioners
From: Sandra Wood, Principal Planner
Re: Rose Quarter Sign Code – Potential Amendment

On October 30, 2024, City Council will hold a hearing on the Rose Quarter Entertainment Subdistrict – Sign Code Amendments. The amendments allow for increased amounts and flexibility for placing signs at the Moda Center, the City’s primary sports and entertainment venue.

This memo includes revised code language and commentary for an amendment that Mayor Wheeler will introduce at the October 30th hearing, prior to hearing public testimony. This memo is being provided prior to the hearing so that the public has an opportunity to be informed and provide testimony.

The amendment increases the maximum size of signs allowed within 100 feet of Interstate 5 that face the freeway. The Planning Commission recommended limiting the maximum size to 200 feet within 100 feet of I-5, which is similar to the size limitations that currently exist for signs near I-5. This amendment increases the maximum size to 1000 square feet.

Gray shaded text indicates where the Recommended Draft commentary and code language would change to reflect the potential amendment.

Sign code amendment

Amend 32.34.030.A.2.c(6) as follows:

(6) Signs other than changing image signs adjacent to freeways. Signs that are within 100 feet of a freeway right-of-way and that face the freeway may not exceed 1,000 square feet in area. If the entire sign is beneath the level of the surface of the roadway, it is exempt from this standard.

Commentary amendment:

Amend the commentary for 32.34.030.A.2.c(6) as follows:

(6) Signs other than changing image signs adjacent to freeways. This provision modifies an existing limitation for signs located close to and facing the freeway. The provision is in addition to the changing image

sign rules and allows signs up to 1,000 square feet within 100-feet of the I-5 right-of-way. The existing standard limits signs to 200 square feet. The increase allows greater flexibility without removing the limitation entirely. In situations where the I-5 freeway is adjacent to a street, the measurement of the freeway right-of-way is taken from the dedication labeled on the area tax maps. So, this would have a limited impact, as N Wheeler Street runs parallel to I-5 and is incorporated into the overall 100-ft distance. Similar to the current code, if the sign is below the level of the I-5 roadway, it is exempt from this limitation.



Rose Quarter Entertainment Subdistrict Title 32, Sign Code Amendments

October 2024 – Recommended Draft



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**PLANNING &
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How can I participate?

1. **Watch the public hearing** (live stream and recorded) at portland.gov/council-clerk
2. **Testify at the City Council hearing.** The hearing on **October 30, 2024**, at 2:45 PM will be a hybrid format with options to participate either in-person or virtually using a computer, mobile device, or telephone. You **must** sign up to testify in advance. The Council Clerk will post the agenda with the public testimony registration links on Friday, October 25, 2024 by 9:00 AM. To testify before City Council in person or virtually:

- Use the QR code to the right to sign up on your mobile device;
- Visit the project website at www.portland.gov/bps/planning/rq-sign
- Visit the Council Agenda at www.portland.gov/council/agenda
- Call 311, or visit the 311 Customer Service Desk in the Portland Building, or;
- Visit the Auditor's Office on the first floor of City Hall, Room 130



After registering, you will receive a confirmation email containing information about joining the hearing. **The deadline to sign up for the October 30 hearing is Monday, October 29 at 5:00 p.m.** Individuals have three minutes to testify, unless stated otherwise at the hearing.

3. **Submit written testimony.** We strongly encourage electronic written testimony via the Map App. Written testimony must be received by the time of the hearing and must include your name.

Use the Map App:	Use U.S. Mail:
portlandmaps.com/bps/mapapp Click on "Rose Quarter Sign Code Amendments" then click the "Testify" button. Testifying in the Map App is as easy as sending an email.	City Council Rose Quarter Sign Code Testimony 1221 SW 4 th Ave, Room 130 Portland, OR 97204

Contact Project Staff:

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Acknowledgments

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Eli Spevak



September 24, 2024

Mayor Wheeler and City Commissioners

City Hall

1221 SW 4th Ave

Portland, OR 97204

Dear Mayor and City Commissioners,

The Planning Commission is pleased to transmit its recommendation to the City Council on the land use regulation amendments of the Sign Code, Title 32 as part of the *Rose Quarter Entertainment Subdistrict Title 32, Sign Code Amendments* project. The amendments are the result of the City Council direction to develop a regulatory package on signs stated in Resolution 37663 adopted earlier this year.

On September 10, 2024, the Commission voted 7-0 to recommend that City Council adopt Sign Code amendments with two small modifications to the staff proposal.

This project creates a separate Rose Quarter Sign Code District and exempts the District from many of the current sign code regulations, replacing them with a small set of standards that are more relevant to a larger major event entertainment site. The proposal also limits the impact of signage adjacent to the I-5 freeway. The changes only impact Title 32, Signs and Related Regulations. The Zoning Code will still require design review for signs that exceed 32 square feet.

There were two small amendments we made to staff's proposal. The first clarified the name of the district as a sign district for the Rose Quarter area and not indicative of the larger changes proposed in Albina. The second amendment, based on testimony, increases the allowed size of temporary banners, while also clarifying the length that a temporary banner can be displayed in a year. These amendments were approved unanimously, before approving the recommendation on the whole package.



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As the signage for the venue continues to be designed, Commissioners encouraged Spectator Venues and others to consider the impact of larger signs, including an allowance for rooftop signs, on the city's light pollution, keeping in mind the City's dark skies policies.

In addition, the Planning Commission discussed with staff the relationship between local sign regulations and the Oregon Department of Transportation's (ODOT) regulations on billboards and changing image signs. Although the Commission felt comfortable with ODOT's oversight on these forms of signs, the success of that oversight will depend on a dialog between the City and ODOT.

Lastly, the Commission felt that continuing having a design review process, even at a staff review level is important to maintaining oversight of any sign program in the area and integrating signs into the site and into the district.

Recommendation

The Planning Commission recommends that the City Council:

1. Adopt the Rose Quarter Entertainment Subdistrict Title 32 Sign Code Amendments – Recommended Draft
2. Amend the Sign Code, Title 32 as shown in the Recommended Draft

Note that the amendments to Section 32.62 of the Sign Code are not land use amendments, and the Planning Commission did not take a position on those changes.

Thank you for the opportunity to participate in the review of this project and for considering our recommendations.

Respectfully submitted,



Mary-Rain O'Meara, Chair



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Table of Contents

Section I	Introduction/Staff Report -----	9
Section II:	Sign Code Amendments -----	15
32.10	-----	16
32.32	-----	18
32.34	-----	20
32.62 (not a land use section)	-----	28
Maps	-----	30

Section I: Introduction

Planning Commission Recommendation

The Planning Commission recommends that the City Council take the following actions:

- Adopt this report; and
- Amend Sections 32.10, 32.32, and 32.34 of Title 32, Signs and Related Regulations, as shown in the Recommended Draft. These sections are land use regulations and follow Council Resolution 37663 that directed the Bureau of Planning and Sustainability to develop a legislative proposal to revise signage regulations for the Rose Quarter event campus.

In addition, Planning staff propose that City Council:

- Amend Section 32.62 of Title 32, Signs and Related Regulation, as shown in the Proposed Draft. This section is not a land use regulation and is not part of Commission recommendation but supports the amendments within 32.34.

Project Summary and Code Changes

The City of Portland owns the Moda Center and is currently updating its agreement with Rip City Management, which operates the arena on behalf of the City. The shared goal is to create a dynamic, active, and modern arena that's comparable to those found in other U.S. cities. One part of the agreement calls for modernizing the Moda Center's signage program.

This project amends the Sign Code, Title 32, to provide greater sign allowances and flexibility for signs within a newly designated area called the Rose Quarter Entertainment Sign District.

The amendments recognize the changing nature of major event entertainment areas to provide more interactive activities on outdoor plazas and surrounding the buildings. The amendments address updates in sign technology that include greater use of changing image signs which can include video boards and digital displays. There are also opportunities for revenue generation with new sign technology.

The proposal does not amend the Zoning Code, Title 33. Because this area is in the Central City Plan District and in the Design overlay zone, discretionary Design review will continue to be required for any sign over 32 square feet. Also, the proposal does not change the regulations that govern Veterans Memorial Coliseum, which is a historic landmark adjacent to the Moda Center.

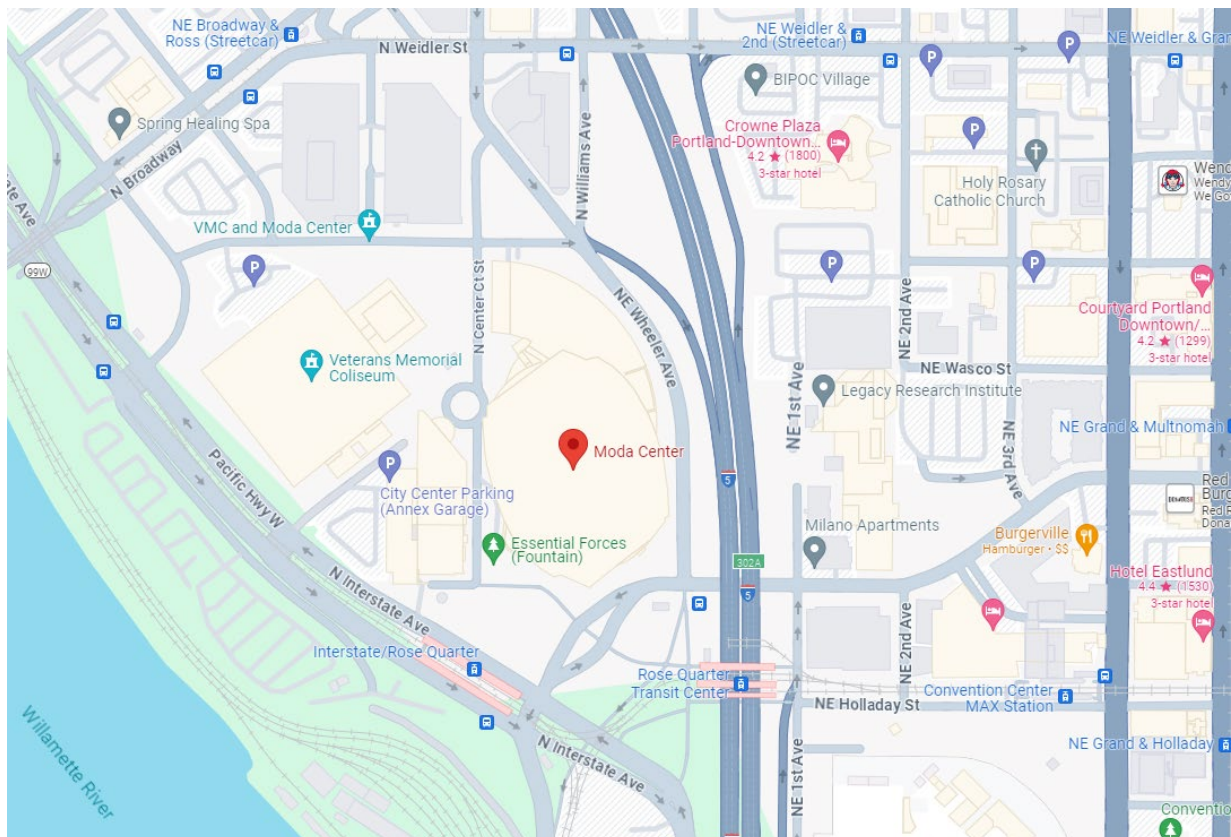
The amendments to the Sign Code, Title 32, are:

- Adopt a map illustrating the boundaries of the Rose Quarter Entertainment Sign District. The boundaries include the Moda Center, the building west of the Moda Center, the parking structures, and much of the plaza areas.

- Exempt the Rose Quarter Entertainment Sign District from the base standards that apply to the CX zone (32.32.020), which include limitations on the total amount of signage, individual sizes, heights, other parameters, and prohibit rooftop signs.
- Exempt the Rose Quarter Entertainment Sign District from the additional standards applicable in all zones (32.32.030), which address limits on changing image signs, signs located near freeways, etc.
- Add a new set of regulations for the Rose Quarter Entertainment Sign District within the Central City plan district section (32.34.030). The regulations allow a significant increase in overall sign allowances and expand the allowance of temporary signs. Rooftop signs that are visible from above would not count toward maximum signage. The section will include modest limitations on changing image signs near roadways but allow larger changing image signs that are away from the streets. The district includes modest limitations on sign lighting and operation of larger changing image signs to address potential issues with light pollution and off-site impacts. The regulations also incorporate many of the City's existing limitations for signs adjacent to the I-5 freeway.

Background

Vicinity Map



Source: Google Maps

Management of the Moda Center

With the completion of the Rose Quarter arena in 1995, the City of Portland entered into a long-term management agreement with Portland Arena Management to oversee the newly constructed arena, as well as the existing Veterans Memorial Coliseum on the site. The management agreement had a term of 30 years, which expires in 2025. The City of Portland has been negotiating with Rip City Management (the new name for Portland Arena Management). The negotiations resulted in the establishment of a “bridge” agreement for the next five years. This bridge agreement gives time to allow for more discussion to develop a long-term agreement. The limited term of the bridge agreement and option to extend it will also allow for greater flexibility to work with either the current owners or potential future owners in the case of a sale, without having to break a long-term agreement.

Signage regulations and land use reviews

The Sign Code (Title 32) applies a set of regulations that limit the total amount of signage on a site, the maximum size of any one sign, the maximum height of free-standing signs, the size of changing image signs, and prohibit signs on rooftops and restrict signage along the I-5 freeway. Signs larger than 32 square feet on sites in the Design ‘d’ overlay zone are required to go through a Design Review.

The sign regulations that apply to this area are written with pedestrians and the downtown street grid in mind. As an example, the largest building mounted or free-standing sign allowed in this area without a modification through Design review is 100 square feet.

The Moda Center and the surrounding area is zoned Central Commercial (CX) with a Design ‘d’ overlay zone. It is also located within the Central City plan district. It is a much larger site than is typical for the CX zone. Such large sites often need larger signs for visibility and for scalability of a larger building. And medium to large signs can only be approved through a modification to the Title 32 sign regulations as part of a Design Review. This can lead to greater uncertainty in approval and has been noted as a potential barrier in ongoing negotiations between the City and Rip City Management.

In the past 30 years, signage for this area has been reviewed through the discretionary Design review process, either as part of other proposed exterior work, or as a stand-alone request for specific types of signs. The most recent large-scale Design review for signs was in 2013 (LU 13-188475) when Moda Health received naming rights to the arena and there was a request for four building mounted signs. The Design review included modifications because all signs exceeded the maximum size (100 s.f.) for individual signs, including the largest request for a sign over 1800 s.f. on the south facing part of the arena. An additional Design review for new signage occurred in 2014 for a 100 s.f. restaurant (Dr. Jacks) sign.

It should be noted that the Oregon Constitution applies the same rules of free speech to commercial and non-commercial signage. As a result, local regulations cannot consider the content or message of a sign.

2024 City Council Resolutions

In February 2024 City Council adopted Resolution 37654, which provides guidance for the City's Spectator Venues to work with Rip City Management to develop a Bridge Agreement. An exhibit to the resolution was a term sheet that included an agreement that the City of Portland would consider making changes to Title 32, the Sign Code, to potentially accommodate the changing nature of signage associated with arenas and major event areas. Note that the Bridge Lease Agreement was approved by City Council (Ord 191857) in August 2024 while the Proposed Draft for this project was under review.

City Council also passed Resolution 37663 in June 2024, directing the Bureau of Planning and Sustainability (BPS) to work with Portland Permitting and Development (PP&D) to prepare amendments to the sign code, Title 32, that provide regulatory pathways for a range of signage without always requiring modifications through a discretionary land use review (i.e. Design review). This resolution was passed by the City Council on June 6, 2024.

Other cities

Staff have reviewed the regulations/ordinances of other cities where arenas exist within central urban areas to see how signage for these arenas is considered from a regulatory standpoint. In San Francisco, and the Chase Arena, a specific sign allowance was approved that allowed for large video screens and rooftop signage and rescinded the existing Mission Bay signage regulations. In Los Angeles, a special "Convention Center and Arena Sign District" was created which directed the sign allocations within the mapped area, with the caveat that signage would still comply with state and federal laws on outdoor advertising. Ordinance tables show that totals, just for digital signage, could vary per district from 4,000 to 49,000 s.f. In Salt Lake City, a special sign district was established for the Sports Arena area that included higher sign allowances per sign, much greater allowances for electronic, changeable signs and an allowance for signs on the rooftop surface.

Conclusion

The amendments are intended to allow enough flexibility within Title 32 for a more dynamic presence in the public areas of the Rose Quarter, while still providing opportunity for oversight of future proposals and public review through the Design review process.

The results are the code amendments contained within this document. The amendments exempt the Rose Quarter area from many of the standards and limitations of the sign regulations. Details of the changes are explained within the commentary pages that accompany the following code amendments in Section II of this report.

Community Engagement

Engagement around this issue began with the two resolutions that were approved by City Council, as mentioned above. Staff with the Bureau of Planning and Sustainability (BPS) have engaged on an ongoing basis with managing partner of the Rose Quarter, Rip City Management

and the City's Spectator Venues. Staff have also worked closely with PP&D Design review and sign permitting staff to develop a workable approach.

Notice of the Proposed Draft and the Planning Commission hearing were submitted online to the DLCD and sent to the City's legislative project list and to property owners within 500 feet of the Rose Quarter Sign District boundary. The legislative list includes recognized organizations, neighborhood associations and business associations. The notice was also emailed to over 30 individuals who expressed an interest in the project. The Proposed Draft was made available on the project web site and the City's testimony database (Map App) was made available to submit testimony. Five members of the public submitted written testimony, mostly in support of the proposal. This included business interests, as well as members of Rip City Management.

The Planning Commission hearing was held on August 27, 2024. Three members related to the Trailblazers/Rip City Management testified in person, offering support but requesting amendments. The Planning Commission held a work session on September 10, 2024. The Commission agreed to a staff technical amendment regarding the name of the district and approved one of the amendments presented in testimony related to temporary banners. The Planning Commission voted to move their recommendation to City Council on September 10.

The notice for the City Council hearing was submitted on October 11 to those who testified at the Planning Commission. Staff also emailed information on the hearing to those who have expressed interest in the project. Information on the Council hearing was made available on the project web site and through the monthly BPS project communication. The Recommended Draft was made available on the project web site and the City's testimony database (Map App) was reopened to allow for the submittal of written testimony starting on October 11.

Timeline

Winter 2024

Spring 2024

July 2024

August 27, 2024

September 10, 2024

October 30, 2024

November 2024

March 2025

Resolution 37654 passed authorizing lease negotiations

Resolution 37663 passed directing BPS to develop sign code proposal

Rose Quarter Sign Code Amendments Proposed Draft released

Planning Commission public hearing

Planning Commission work session and recommendation

City Council public hearing

City Council work session and potential vote

Amendments effective

Section II: Amendments to the Sign Code

This section presents amendments to Title 32, Sign Code. The section is formatted to facilitate readability by showing code amendments on the right-hand (odd) pages and related commentary on the facing left-hand (even) pages.

How to read these amendments:

- Language to be added is show in underline.
- Language to be deleted is show in ~~strikethrough~~.

Commentary

32.10.020 Purpose

This section, which is part of the overall introductory framework for the sign code is not being amended. The existing language is shown here to provide context for the amendments that follow and to illustrate how these amendments may fit in with the current purpose of the Sign Code.

Title 32 Signs and Related Regulations

(Title replaced by Ordinance 175204, effective March 1, 2001.)

Chapter 32.10 Legal Framework and Relationships

32.10.010 Short Title.

Title 32 of the Portland City Code is also referred to as the Sign Code.

32.10.020 Purpose. [No change, but shown for context]

These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication and advertising. The regulations for signs and awnings have the following specific objectives:

- A. To ensure that signs and awnings are designed, constructed, installed and maintained according to minimum standards to safeguard life, health, property and public welfare;
- B. To allow and promote positive conditions for sign communication while at the same time avoiding nuisances to nearby properties;
- C. To reflect and support the desired character and development patterns of the various zones, overlay zones, and plan districts and promote an attractive environment;
- D. To allow for adequate and effective signs in commercial and industrial zones while preventing signs from dominating the appearance of the area; and
- E. To ensure that the constitutionally guaranteed right of free speech is protected.

The regulations allow for a variety of sign types and sizes for a site. The provisions do not ensure or provide for every property or business owner's desired level of visibility for the signs. The sign standards are intended to allow signs to have adequate visibility from streets and rights-of-way that abut a site, but not necessarily to streets and rights-of-way farther away.

32.10.030 – 32.10.070 [No changes]

Commentary

32.32.020 Standards in the Commercial/Mixed Use, Campus Institution 2, Employment, and Industrial Zones.

A General standards and sign features.

This amendment creates an exception to the basic sign standards for the CX zone if the site is located within the boundaries of the Rose Quarter Entertainment Sign District as shown on Map 6. By exempting signs from this section and the next section, the signage would only be subject to the special sign district standards located within 32.32.040. Note that some provisions located here, such as limitations on signage near freeways is being kept within the new sign district standards.

32.32.000 Additional Standards in All Zones

A Where these standards apply.

This amendment creates an exception to the variety of additional standards that are applicable to various types of signs. This includes the regulations on projecting signs, changing images signs and various portable and temporary signage. By exempting signs from this section, the signage would only be subject to the special sign district standards located within 32.32.040. In some cases, such as with changing image signs, there are different regulations that will apply through 32.32.040.

Chapter 32.12 -32.30 [No change]

Chapter 32.32 Base Zone Regulations

32.32.010 [No change]

32.32.020 Standards in the Commercial/Mixed Use, Campus Institution 2, Employment, and Industrial Zones.

(Amended by Ordinances 176469 and 188959, effective May 24, 2018.)

A. General standards and sign features. The standards for permanent signs and sign features in the C, E, and I zones are stated in Tables 2 and 3. All signs must conform to the regulations of Section 32.32.030. Signs located within the Rose Quarter Entertainment Sign District shown on Map 6 are exempt from the standards of this section.

[No change to remainder of Section]

32.32.030 Additional Standards in All Zones.

(Amended by Ordinances 176469, 185915, 188959 and 189805, effective March 1, 2020.)

A. Where these regulations apply. These regulations apply to all signs regulated by this title. Signs located within the Rose Quarter Entertainment Sign District shown on Map 6 are exempt from these standards.

B-K. [No change]

Commentary

32.34.030 Additional Standards in All Zones

A Central City plan district

1. Signs in the Open Space Zone.

Currently, the only additional standards applicable in the Central City plan district are those regulating signs in the open space zone. With the creation of the Rose Quarter Entertainment Sign District listed on the following pages, the numbering for the Open Space zone regulations is revised.

In addition, a grammatical typo within 1.b.(2) is corrected.

2. Signs in the Rose Quarter Event Sign District

The following pages contain a new set of regulations that will apply within the boundary of the Rose Quarter Entertainment Sign District. This district is mapped out on Map 6.

Within the boundaries of the Rose Quarter Entertainment Sign District, these regulations will replace the regulations located within 32.32.020 and 32.32.030. These regulations focus on keeping some limitation on free-standing signs, including changing image signs, adjacent to roads. However, they remove most of the other limitations that apply to overall sign allowances, the size of individual signs, the limits on other wayfinding signs, the current small size allowance of changing image signs, and limits on temporary signs/banners. Essentially, if a sign is not specifically addressed in the following provisions, it is allowed through the provisions of Title 32. However, due to the sign district's location within the Design overlay zone in the Central City plan district, signs over 32 square feet will be subject to a Type II Design Review.

More commentary on each regulation is provided on the following pages.

Chapter 32.34 Additional Regulations for Specific Uses, Overlay Zones, and Plan Districts

32.34.010 Additional Standards for Specific Uses. [No change]

32.34.020 Additional Standards in Overlay Zones. [No change]

32.34.030 Additional Standards in Plan Districts.

(Amended by Ordinances 176469, 179092, 182072, 188959, 189805 and 190477, effective August 1, 2021.)

Plan districts are shown on the Official Zoning Maps.

A. Central City plan district

1. Signs in the Open Space Zone

a1. Purpose. Signs in the Open Space zone are limited in keeping with the low intensity of most uses in the zone. However, the more intense uses allowed in Central City plan district Open Space zones necessitate more visible signage. These regulations are tailored to those uses.

b2. Sign standards. The following regulations apply to sites in the Open Space zone.

(1)a. The sign regulations of the CX zone apply to sites with allowed Major Event Entertainment and Commercial Outdoor Recreation uses.

(2)b. The sign regulations of the RX zones ~~apply~~ies to sites with allowed Retail Sales and Service uses.

Commentary

2. Signs in the Rose Quarter Event Sign District.

- a. Purpose. This is a new Purpose statement that includes the reasoning for the consideration of reduced sign oversight within this sign district. It recognizes the more dynamic nature of the Rose Quarter area as a public gathering and event space. The purpose statement would potentially be considered in the limited cases where a modification to one of these standards is requested.
- b. Where these regulations apply. This provides the reference to the new map that illustrates the boundary where these regulations are applicable. Map 6 will be located at the end of the Title 32 regulations. Outside of the boundaries on Map 6, the regulations in Title 32 continue to apply.
- c. Sign standard. These amendments are the standards that will apply within the boundaries of the Rose Quarter Event sign district. The limitations focus on the following types of signs.
 - (1) All signs. This provision clarifies that all signs, whether addressed by the special standards in the Rose Quarter Entertainment sign district, or not, must follow the sign permit or registration requirements in 32.62.
 - (2) Maximum sign allocation on site. This provision sets a standard for the maximum amount of signage allowed in the sign district. The maximum amount of 40,000 square feet is well above the existing code maximums as well as above the current amount of signage on the site. It will apply to all signs, with the exception of signs that don't require a permit, rooftop signs, and temporary signs. It provides for a great amount of flexibility, but includes a maximum threshold for tracking of the sign programs in the future. It should be the responsibility of the applicant to provide the tracking information to enable Portland Permitting and Development staff to review individual land use reviews and permits.
 - (3) Freestanding signs. This provision creates a height limit for freestanding signs located adjacent to area rights-of-way (note there is a separate limitation for a freestanding changing image sign). Normal height limit in the CX zone would be 20-feet, but this provision allows up to 35-feet within 50-feet of the right-of-way and no specific sign height limit beyond the 50-foot buffer from the right-of-way.

2. Signs in the Rose Quarter Event Sign District

a. Purpose. The sign regulations for the Rose Quarter Event Sign District support the district's role in providing opportunities for public outdoor gatherings in the common spaces including when events are taking place inside the venues. The regulations provide flexibility for the number, size and placement of signs, while also protecting motorists on adjacent freeways and streets from the distraction of large and animated signs. The regulations for this sign district recognize the changing use of signs and sign technology as part of major event entertainment uses.

b. Where these regulations apply. The regulations of this paragraph apply to signs within the boundary of the Rose Quarter Event Sign District shown on Map 6.

c. Sign standard. Signs within the Rose Quarter Event Sign District are subject only to the following regulations. If there are no regulations for a particular type of sign, then that sign is allowed. For purposes of this Subsection, freeways are Regional Trafficways that are not also classified as Major City Traffic Streets by the Transportation Element of The Comprehensive Plan. The Regional Trafficways are the I-5, I-84, I-205, I-405 freeways, US Highway 30 between I-405 and NW Nicolai, and US Highway 26 west of the I-405 freeway:

(1) All signs. All permanent and temporary signs must meet the registration and permit requirements in Chapter 32.62.

(2) Maximum size allocation. The maximum amount of permanent signage in the sign district is limited to 40,000 square feet. The following signs are not included in this total:

(a) Signs that do not require a sign permit;

(b) Rooftop signs that are parallel to the roof surface; and

(c) Temporary signs meeting Subsection (4) below.

(3) Freestanding signs. The height limit for freestanding signs located within 50 feet of a right-of-way is 35-feet. The height limit applies to the total height of the combined sign face and sign structure.

Commentary

c. Sign standard. (contd)

- (4) Temporary signs. These amendments establish an alternative set of standards for temporary signs, with greater allowances for temporary banners (500 s.f.) and temporary fascia signs (100 s.f.) which could include light images projected onto the building. Other temporary signs have an upper limit of 32 square feet, similar to the current limitations. The intent is to provide greater flexibility to provide larger temporary signs in certain situations on the site, such as on the plazas which can be used for public gatherings. In addition, it sets parameters for temporary signs and aligns the land use regulations here with the permitting / process regulations located in 32.62.
- (5) Changing image signs. These signs can include digital and video signs, moving reader boards and other signs that, through physical or electronic mechanics, give the appearance of movement or a change of image or message. The current prohibition on changing image signs close to the I-5 freeway will remain by being included within this section. In situations where the I-5 freeway is adjacent to a street, the measurement of the freeway right-of-way is taken from the dedication labeled on the area tax maps. The prohibition on changing image signs includes mounting a changing image sign on the roof top or projecting it above the roofline. Currently all rooftop signs are prohibited. However, as the new standards for the sign district do not include the general prohibition, one is added here for changing image signs. This is intended to limit the light pollution of a moving sign projecting upwards.

The new regulations limit the size of the changing image element of a freestanding changing image sign within 50-ft feet of a right-of-way, although the allowances are significantly greater than current regulations. The amendment allows changing image elements on freestanding signs up to 100 square feet in these areas. However, there is no limit if the sign is attached to a building.

Larger changing image signs have a limitation to be turned off between the hours of midnight and 6am unless an event ends after 11 pm. In that case, the sign can remain on for one hour after the event. This, in conjunction with the off-site impacts reference of 33.262 on the following page, is intended to limit the amount of light pollution and impacts caused by a changing image sign onto neighboring sites.

(4) Temporary signs. Temporary signs that meet the following are allowed for a period of up to 180 days in a calendar year. Signs meeting these standards are not subject to Design Review. Signs that do not meet the standards of this subsection are subject to the standards for permanent signs:

(a) Temporary sign size limits. The following limits apply to temporary signs:

(i) Temporary banners are limited to 500 square feet;

(ii) Temporary fascia signs are limited to 100 square feet; and

(iii) All other temporary signs are limited to 32 square feet.

(b) Temporary signs may not have direct or internal illumination, unless the message or image is created by light projected onto a surface. A temporary sign can be illuminated by indirect lighting if the lighting is shielded and directed down to the ground. Changing image sign features and electronic elements are prohibited on temporary signs.

(c) Temporary signs must be located outside the right-of-way.

(d) Temporary balloon signs are prohibited.

(5) Changing image signs.

(a) Prohibition. Changing image signs are prohibited in the following locations:

(i) Within 100 feet of a freeway right-of-way unless the entire changing image sign is beneath the level of the surface of the roadway.

(ii) On a rooftop or projecting above the roof.

Commentary

(5b-d) See previous commentary page.

- (6) Signs other than changing image signs adjacent to freeways. This provision modifies an existing limitation for signs located close to, and facing the freeway. The provision is in addition to the changing image sign rules, and limits signs within 100-feet of the I-5 right-of-way to a maximum of 200 square feet, similar to current limitations. In situations where the I-5 freeway is adjacent to a street, the measurement of the freeway right-of-way is taken from the dedication labeled on the area tax maps. So, this would have a limited impact, as N Wheeler Street runs parallel to I-5, and is incorporated into the overall 100-ft distance. Similar to the current code, if the sign is below the level of the I-5 roadway, it is exempt from this limitation.
- (7) Lighting. This provision applies to any indirect lighting used to illuminate a sign and requires that the lighting include shielding and be directed down toward the ground and away from the sky. This would have application in the case that a rooftop sign were to have indirect illumination. The intent is to avoid unnecessary light pollution into the sky.
- (8) This provision clarifies that all signs are subject to the applicable zoning provisions (Title 33) in the Design overlay zone (33.420). Within, 33.420, signs over 32 s.f. are required to go through design review. While direct limits on overall number of signs and maximum sizes are being lifted or expanded, the requirements of design review encourage signage placement and orientation that integrates and respects the building's design and can consider overall visual clutter onsite.

(b) Standards for changing image elements within freestanding signs. Changing image signs that are part of freestanding signs located within 50 feet of a right-of-way that is not a freeway are limited to a maximum size for the changing image elements of 100 square feet and a maximum number of eight signs with changing image elements. There are no limitations on the size or number of changing image signs that are part of freestanding signs located more than 50 feet from a right-of-way that is not a freeway.

(c) Duration. Changing image signs larger than 100 square feet may not be turned on between the hours of 12:00 am and 6:00 am. For events that end between 11:00 pm and 5:00 am, the changing image sign must be turned off no later than one hour after the event ends.

(d) Brightness. Changing image signs visible to properties outside of the combined boundaries of this sign district and the Veterans Memorial Coliseum historic landmark are subject to the glare standard of Subsection 33.262.080.A.

(6) Signs other than changing image signs adjacent to freeways. Signs that are within 100 feet of a freeway right-of-way and that face the freeway may not exceed 200 square feet in area. If the entire sign is beneath the level of the surface of the roadway, it is exempt from this standard.

(7) Lighting. All indirect lighting of signs must be shielded and directed down to the ground.

(8) Unless exempted above, all signs are required to meet the regulations of Portland City Code Chapter 33.420, Design overlay zone.

B-I. [No change]

Commentary

32.62.010 Permit or Registration Required

D Registration

1. Temporary banners and balloon signs. These amendments provide for greater allowances and flexibility for registering temporary banners in the Rose Quarter Entertainment Sign District. Generally, temporary signs are those displayed for a period of up to 180 days within a calendar year. Registration for temporary signs occur in increments of 30 days at a time. The amendments increase the number of large temporary banners that can be registered at one time on site in the district. It also exempts smaller banners up to 32 square feet from the registration requirements. These changes would allow for providing a series of smaller banners for different events without requiring them to always be registered. Larger banners could be used to mark milestones for the team, fans, or venue. The intent is for the reduced registration requirements to work in conjunction with the land use allowances provided in 32.34.030.A.2.c.(4) above.

Other permitting and registration requirements will remain the same as the current process.

Chapter 32.62 Permits and Registration

32.62.010 Permit or Registration Required.

A.-C. [No change]

D. Registration. Temporary banners, balloon signs and portable signs must be registered in accordance with this section. Signs that have been registered under this subsection are exempt from the permit requirements of Subsection B, above.

1. Temporary banners and balloon signs.

a. Registration requirements and time periods. The following temporary signs must be registered. Registration is limited to the time periods specified.

(1) Balloon signs. Maximum registration period is one week per calendar year.

(2) Temporary banners. The registration period for temporary banners is 30 days. The number of banners registered on a site may not exceed one for any registration period, except in the Rose Quarter Entertainment Sign District, shown on Map 6, where up to six banners may be registered during a registration period. Temporary banner registrations on a site may not exceed six registration periods in any calendar year. An individual banner may be registered for up to 6 registration periods. The following temporary banners must be registered:

(a) Banners larger than 32 square feet in area;

(b) Banners not larger than 32 square feet in area, but in excess of 3 on a single site; or

(c) Banners not larger than 32 square feet in area, but in excess of one hung on the same wall or hung on the same structure.

(d) Exception in the Rose Quarter Entertainment Sign District: In the Rose Quarter Entertainment Sign District, registration is not required for temporary banners that are not larger than 32 square feet in area.

b. [No change.]

2-3. [No change]

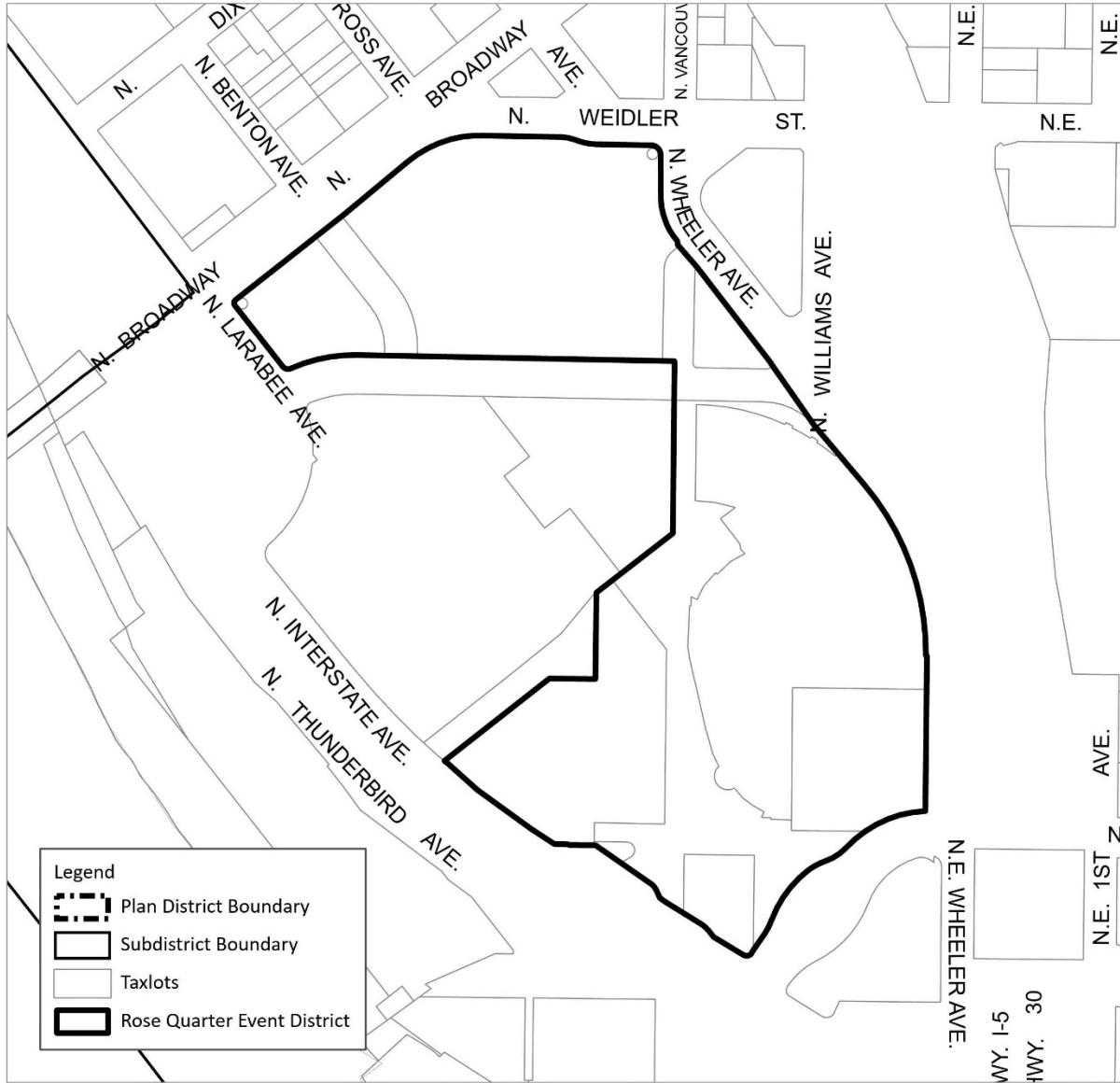
Add Map 6 Rose Quarter Entertainment Sign District to Maps (Title 32):

Commentary

Maps (located at the end of Title)

Map 6 - Rose Quarter Event Sign District

This map illustrates boundaries of the Rose Quarter Event Sign District. The sign district includes the area of the Moda Center, the adjacent administration building and parking, the plazas around the Moda Center and the parking garages to the north. The area does not include the Veterans Memorial Coliseum (VMC) and plaza, due to its historic landmark status. As a historic landmark, there is greater sensitivity to how alterations may impact the landmark and its status. Landmarks in the Central City are also subject to a Historic Resource review instead of a Design review. For that reason, the boundaries of the VMC are not included in the sign district, and signage in the boundary of the landmark will continue to be subject to all regulations of Title 32 as well as a Historic Resource Review.



Map 6

Rose Quarter Entertainment Sign District

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Commentary

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About City of Portland Bureau of Planning and Sustainability

The Bureau of Planning and Sustainability (BPS) develops creative and practical solutions to enhance Portland's livability, preserve distinctive places, and plan for a resilient future.



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