



ROSE QUARTER ENTERTAINMENT SUBDISTRICT – SIGN CODE AMENDMENTS

Amending Title 32, Signs and Related Regulations
City Council Hearing 10/30/24

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THE BUREAU OF
**PLANNING &
SUSTAINABILITY**

Rose Quarter Sign Project Agenda

Presentation

Mayor introduces an amendment

Public Testimony

Vote on Amendment

City Council Discussion

Pass to second reading – November 13



Project Proposal

Planning Commission recommends that City Council:

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

Staff also recommends that City Council:

- **Amend Sign Code Section 32.62, Permits or Registration Required,** to clarify the temporary banner registration process.

Context

- Within Portland's Central City
- Venues adjacent to citywide transportation hub
- Geographic/Social link to Albina neighborhood



Multiple District Objectives

A reconnected and thriving neighborhood district



Wealth building and inclusive economic development



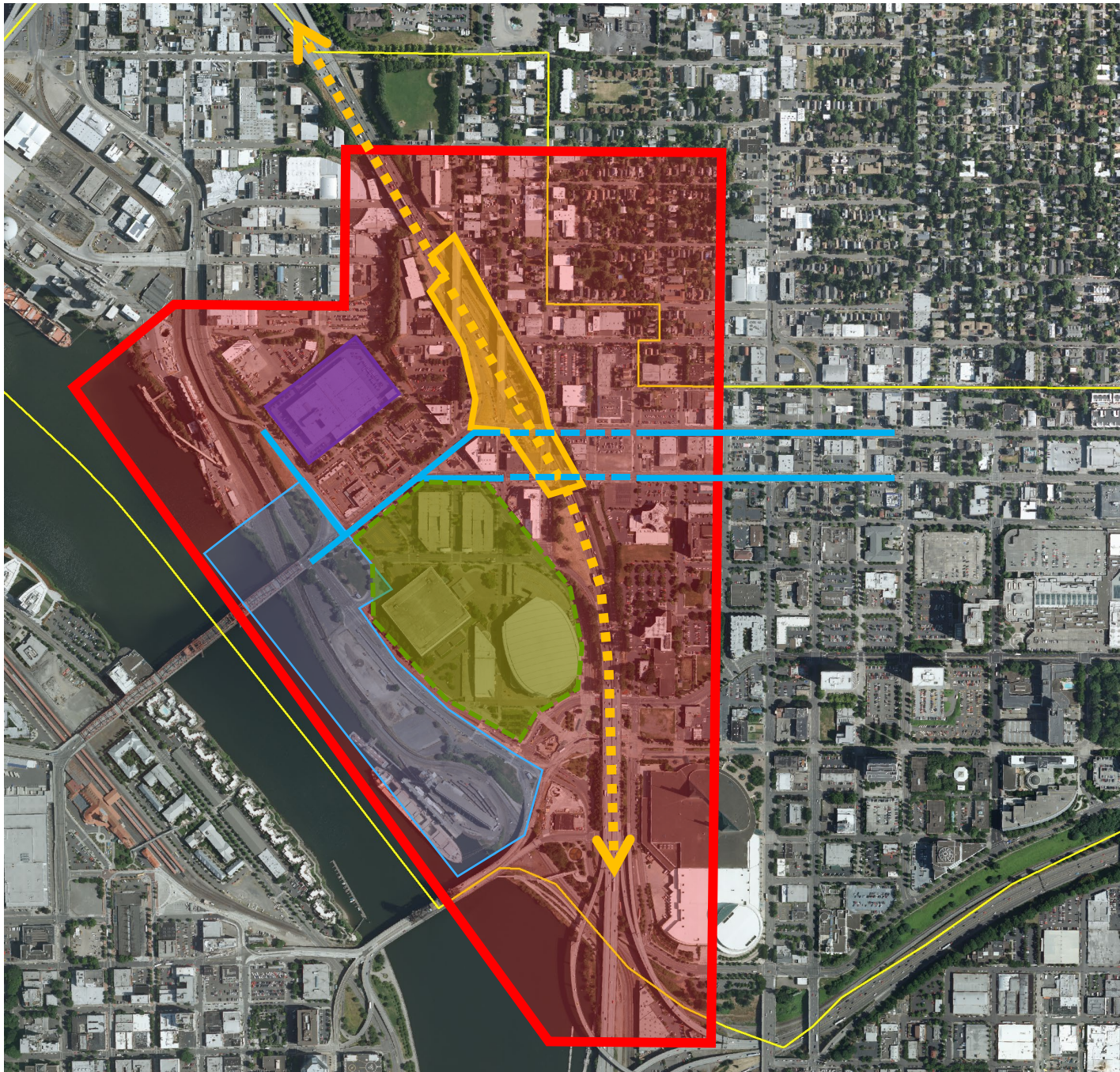
Vibrant regional entertainment venues



Multimodal regional and local transportation

"We will create places of conscience in the city center, where each of us feels safe and has the resources and support to thrive....there are no more elemental forms of wealth than belonging and opportunity."

Rukaiyah Adams,
Albina Vision Trust



Reconnecting Albina Projects



N/NE Quadrant Plan Boundary



ODOT I5RQ Improvement Project



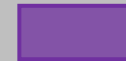
Reconnecting Albina Planning Project



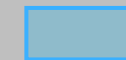
Broadway Main Street Project



Rose Quarter Operating and Lease Agreements



Matthew Prophet Education Center



Waterfront Study

Rose Quarter Facility Background

Operating and Lease Agreements

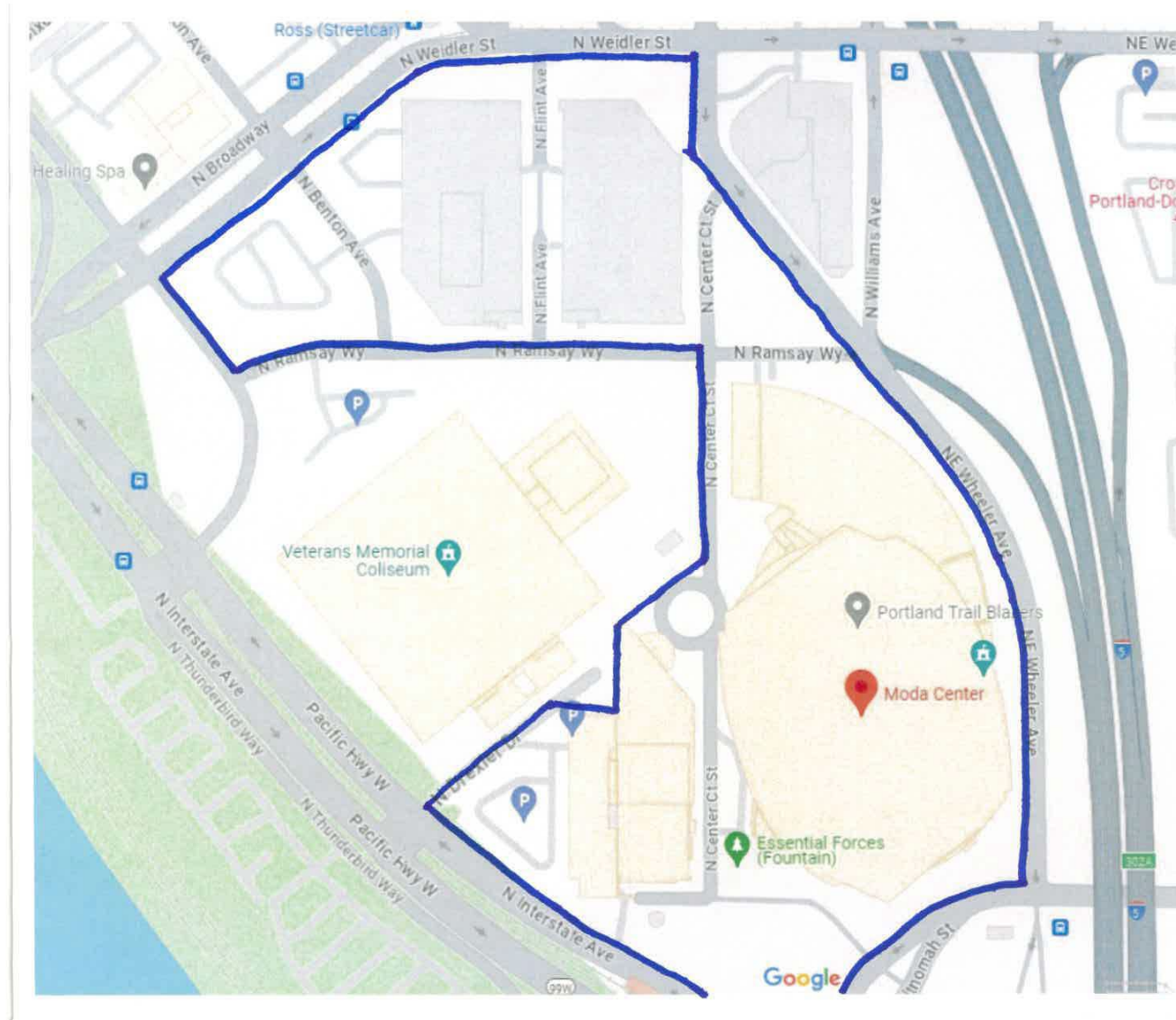
- Initial 30-year agreement expires in 2025
- Bridge agreement approved for 5-years until 2030

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



Proposed Rose Quarter Entertainment Sign District Boundary



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

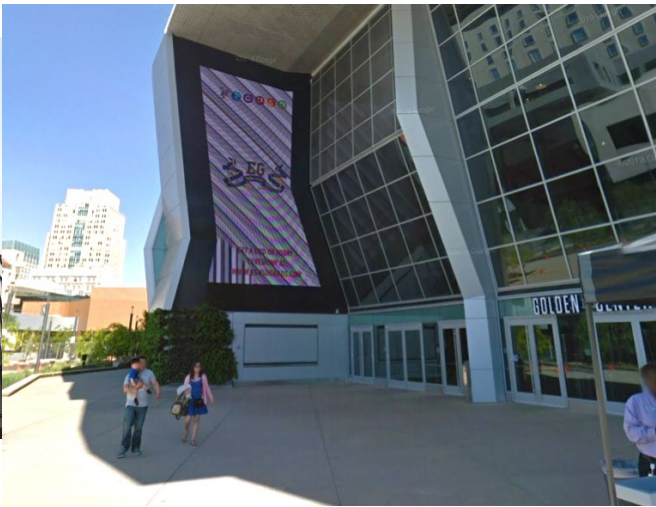
(T32 except where noted)



CXd zoning – Central City plan district

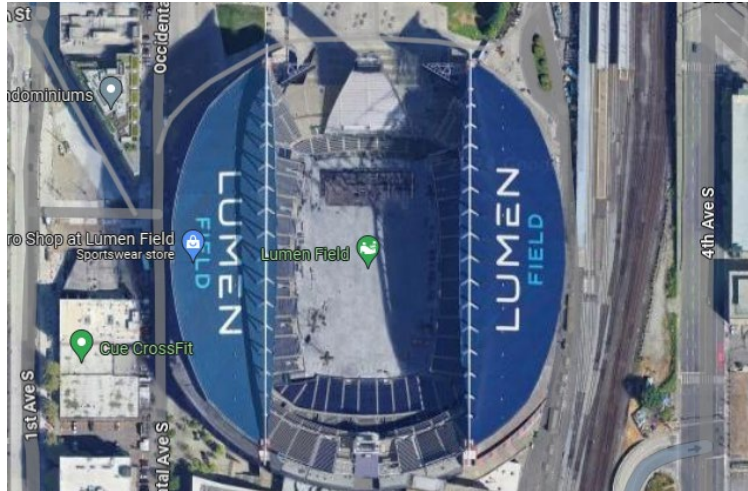
- Limits total signage square footage, based on lineal street frontage
- Individual sign size limited to 100 s.f.
- Free-standing signs limited to 20-ft in height
- Changing-image sign size limited to 20 s.f./site 10 s.f./sign
- Rooftop signs are prohibited
- Several limits on size/number of temporary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

Other Arenas



Modern Sign features	Madison Square Garden (NYC)	Golden 1 (Sacramento)	Chase Center (San Francisco)	Moda Center (Portland)
Multiple types of signs on the building	✓	✓	✓	✓
Large wall-sized signs	✓	✓	✓	✓
Changing image signs	✓	✓	✓	✓

Other Arenas



Modern Sign features	Crypto Arena (Los Angeles)	Golden 1 (Sacramento)	Lumen Field (Seattle)	Moda Center (Portland)
Rooftop sign	✓	✓	✓	✓

Title 32, Signs Code Amendments



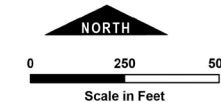
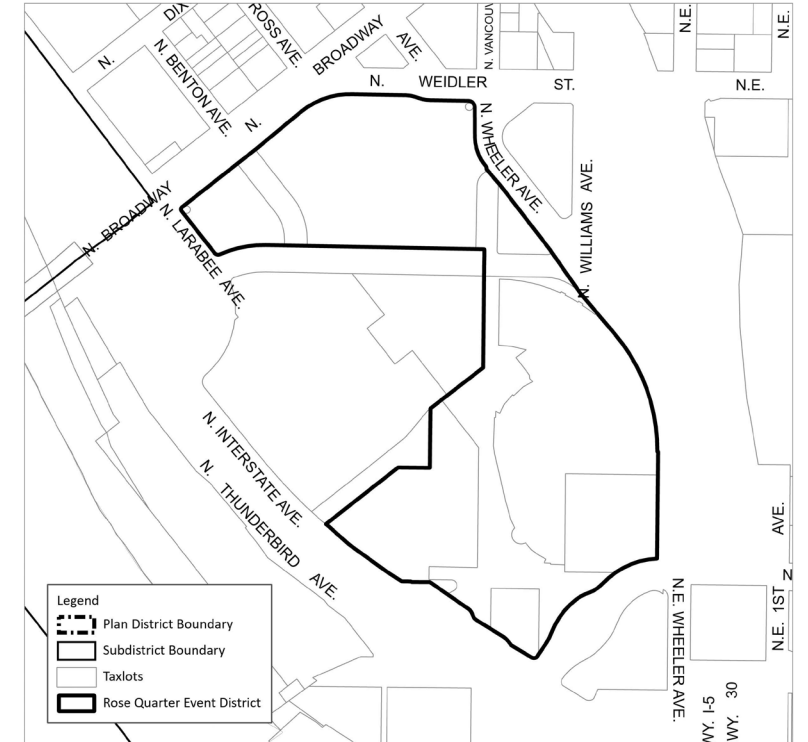
Project Goal & Approach

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 sign district
- Waive most sign code land use regulations
- Create 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 sign district
- Exempt sign district from the sign regulations that apply in the CX zone including:
 - Total allowable sign area
 - Individual sign size & height,
 - Changing image sign *limitations*
 - Rooftop sign prohibition



Map 6
**Rose Quarter Entertainment
Sign District**

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Proposed Title 32 Code Amendments

Create sign district regulations that significantly increase the overall signage allowance:

- Overall sign allotment of 40,000 s.f. (3,000% increase)
- No prohibition on rooftop signs
- Expand allowances for size/number of 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
 - Retain some existing limitations for signs adjacent to I-5



Zoning Code Impacts

- No zoning code (Title 33) changes proposed
- Signs over 32 square feet still subject to design review



Outreach and Testimony

- Initial discussion between the City of Portland and Rip City Management
- Notice of Planning Commission hearing sent to:
 - Neighborhood & business associations, organizations and other interested parties
 - Project email notification list
 - Property owners w/in 500-ft of district boundary
- Supportive testimony received at 8/27 Planning Commission hearing from business groups and Rip City Management.
- Council testimony received so far




Potential Amendment

Per Mayor's Request:

- Expand the allowed size of a sign within 100-ft of the I-5 right-of-way that faces the freeway from 200 square feet to 1,000 square feet [amending 32.34.030.A.2c.(6)]

Rose Quarter code amendment timeline

June	Resolution 37663 passed (directing BPS)
July	Proposed Draft released
August 27	Planning Commission hearing
September 10	Planning Commission work session
 October 30	City Council hearing
November 13	Council vote
Early 2025	Amendment effective

Project Proposal

Planning Commission recommends that City Council:

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

Staff 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 but requires City Council approval.



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