

## ORDINANCE No. 184120 As Amended

\*Accept donation of the sign commonly known as the Made in Oregon Sign from Darryl Paulsen and execute an Intergovernmental Agreement between the City and PDC; authorize the Director of the Bureau of Internal Business Services to execute Maintenance Agreement, Retail/Parking Lot Commercial Lease, Rooftop Commercial Lease and Rooftop Easement in support of the sign and donation (Ordinance)

### Section 1. The Council finds:

1. The building located at 5 NW Naito Parkway was the original location for the Willamette Tent & Awning Company, the forerunner of the White Stag Company, founded in 1884. In Portland's early days, when the Willamette River was a "forest" of sailing ships, Willamette Tent & Awning supplied demands for canvas products. Max and Leopold Hirsch purchased Willamette Tent and Awning in 1907 and brought in Harry Weiss as a partner, becoming Hirsch-Weiss. During the depression of the 1930s, Hirsch added new sportswear lines, including ski apparel, and a new name developed: "White Stag" which is the English translation of the German names of Hirsch-Weiss.
2. In 1940, Ramsey Signs built an illuminated sign for the White Satin Sugar Company which rented space on the White Stag Company roof. The sign was altered in 1950 to include animation. In 1959, the sign was converted to its existing form for the White Stag Company, then the sponsor of the sign's operations and maintenance. In 1997 the lettering was again changed from White Stag Sportswear to Made in Oregon Old Town to reflect a new sponsor, retaining the original neon-lit outlines of the state of Oregon. The nose on the reindeer glows red during the holidays.
3. The original Historic Landmark Designation for the White Stag Sign was approved by Portland City Council on February 23, 1978.
4. The Made in Oregon sign serves as a landmark marquee, welcoming folks traveling into the Central City over the Burnside Bridge.
5. The Made in Oregon sign serves as a prominent national and international landmark associated with the City of Portland.
6. The Made in Oregon sign is frequently shown in national and international telecasts for events occurring in Portland, as well as in movies, news stories, television series, and publications to showcase Portland's cityscape.
7. The Portland-oriented message of the sign is integral to its value as a Portland Landmark.
8. The City's ability to retain the Portland-oriented messaging of the sign can only be accomplished through City ownership.
9. A purchase offer by another entity in the amount of \$535,000 was made for the sign.
10. The Made in Oregon sign's importance as an iconic landmark is unique and substantial and its donation should be accepted to ensure its continued connection to the City of Portland.

11. The Historic Landmarks Commission has approved an application to replace the lettering "Made in" with "Portland" in matching font, scale and illumination sequencing.
12. The current owner of the sign, Darryl Paulsen, has generously offered to donate the sign with the condition that the City utilize Ramsay Signs, Inc. for the maintenance and repair of the sign for 10 years.
13. The Portland Development Commission (PDC) constructed a retail space under the west side of the Burnside Bridge, and is transferring ownership of the retail space to the City of Portland.
14. The City has negotiated a lease agreement with White Stag Block Master Subtenant, LLC for a nearby parking lot and the newly constructed retail space in an amount that will cover all sign maintenance and repair costs plus the conversion of the sign to read "Portland, Oregon."
15. White Stag Block Master Subtenant, LLC will lease a portion of the rooftop of 5 NW Naito Parkway to the City for seven years. After seven years, White Stag Block, LLC will convey a rooftop easement to the City to support the permanent placement of the sign.


NOW, THEREFORE, the Council directs:

- a. The Mayor is authorized to execute the Donation Agreement and upon satisfaction of all donation conditions to execute the accompanying Maintenance Agreement and Acceptance of Donation Agreement, in substantially similar forms as those documents are attached hereto as Exhibit A, and upon approval to form by the City Attorney's Office. The Mayor may delegate to the Director of the Bureau of Internal Business Services the authority to execute the Maintenance Agreement.
- b. The Mayor is authorized to execute the Intergovernmental Agreement between the City and PDC in substantially similar form as attached hereto as Exhibit B, and upon approval to form by the City Attorney's Office.
- c. The Director of the Bureau of Internal Business Services is authorized to execute the Retail/Parking Lot Commercial Lease, Rooftop Commercial Lease and Rooftop Easement, in substantially similar forms as attached hereto as Exhibits C through E, and upon approval to form by the City Attorney's Office.

Section 2. The Council declares that an emergency exists because the public would benefit from construction proceeding immediately to allow completion of the work prior to the upcoming holiday season; now, therefore, this ordinance shall be in full force and effect from and after its passage by the Council.

Passed by the Council: SEP 15 2010

Mayor Sam Adams  
Commissioner Randy Leonard  
Prepared by: Amy Ruiz  
Date Prepared: September 9, 2010

LaVonne Griffin-Valade  
Auditor of the City of Portland  
By   
Deputy

Agenda No. **184120** As Amended  
**ORDINANCE NO.**  
 Title

\* Authorize the Mayor to accept donation of the sign commonly known as the "Made in Oregon Sign" from Darryl Paulsen and to execute an Intergovernmental Agreement between the City and PDC;  
 ✓ Authorize the Director of the Bureau of Internal Business Services to execute Maintenance Agreement, Retail/Parking Lot Commercial Lease, Rooftop Commercial Lease and Rooftop Easement in support of the sign and donation. (Ordinance)

<p style="text-align: center;"><b>INTRODUCED BY</b>                  Commissioner/Auditor:  <b>Mayor Sam Adams</b>  <b>Commissioner Randy Leonard</b></p>	CLERK USE: DATE FILED <u>SEP 10 2010</u>
<p style="text-align: center;"><b>COMMISSIONER APPROVAL</b></p>	<p style="text-align: center;">LaVonne Griffin-Valade                  Auditor of the City of Portland</p> <p>By: <u><i>Susan Paulsen</i></u>                  Deputy</p> <p><b>ACTION TAKEN:</b></p>
Mayor—Finance and Administration - Adams <i>[Signature]</i>	
Position 1/Utilities - Fritz	
Position 2/Works - Fish	
Position 3/Affairs - Saltzman	
Position 4/Safety - Leonard <i>[Signature]</i>	
<p style="text-align: center;"><b>BUREAU APPROVAL</b></p>	
Bureau: Bureau Head:	
Prepared by: Amy Ruiz Date Prepared: 9/9/10	
Financial Impact Statement Completed <input type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input checked="" type="checkbox"/>	
Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input type="checkbox"/>	
Council Meeting Date <b>9/15/2010</b>	
City Attorney Approval <i>[Signature]</i>	

<b>AGENDA</b>
<b>TIME CERTAIN</b> <input checked="" type="checkbox"/> Start time: <u>9:30 am</u>
Total amount of time needed: <u>45</u> (for presentation, testimony and discussion)
<b>CONSENT</b> <input type="checkbox"/>
<b>REGULAR</b> <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	_____	
4. Leonard	4. Leonard	✓	
Adams	Adams	✓	