

ORDINANCE NO. 187096

*Authorize City to place in Pioneer Courthouse Square from May 1, 2015 through March 31, 2016 a temporary freestanding sign with countdown clock, donated by TrackTown USA for the International Association of Athletics Federation World Indoor Championships Portland 2016 (Ordinance; waive Title 33 and Title 32)

The City of Portland ordains:

Section 1. The Council finds:

1. The International Association of Athletics Federation (IAAF) is an international athletics organization that was founded in 1912 in Stockholm, Sweden as the world governing body for the sport of track and field athletics. For one hundred years, the IAAF has fulfilled the need for a world governing authority, for a competition program, for standardized technical equipment and for a list of official world records.
2. TrackTown USA, Inc., based in Eugene, Oregon, is a non-profit organization committed to setting a standard of excellence in the sports of track and field and running by hosting premier events, creating a supportive environment for elite athletic performances, improving facilities and inspiring the next generation of track and field athletes and fans.
3. TrackTown USA is the sponsoring organization and is responsible for organizing the IAAF World Indoor Championships Portland 2016. This will be the first time this global event has been held in the United States in over 20 years. The event will bring the best track and field athletes in the world to Portland for four days of competition at the Oregon Convention Center, where a purpose built track and field arena will be constructed, and at the Moda Center. Extensive activities and youth and public engagement programs are planned at Pioneer Courthouse Square and in the competition venues during the period of the event.
4. TrackTown USA proposes to construct and donate to the City a temporary, 19 foot tall freestanding sign with a digital countdown clock and static signage (Exhibit A). The sign will be installed on top of an existing masonry bench along the SW 6th Avenue frontage in Pioneer Courthouse Square. The digital clock, also described as a changing image sign, will contain counting down numbers within four titled categories: “days”, “hours”, “minutes” and “seconds”, and will be approximately 20 square feet in changing image sign area. The static sign areas, varying in size and material from painted metal to vinyl, range from approximately 2.5 square feet to 40 square feet; and total 120 square feet of static sign area. All signage will be directly related to the IAAF World Indoor Championships Portland 2016, City of Portland themed imagery, and two sponsor logos no larger than 3 square feet each at the base of the sign. The design of the clock is intended to generate social media interaction and will help garner significant attention for the event and the City of Portland as the host city.
5. TrackTown USA issued a Request for Proposals in the interest of generating highly creative proposals for the freestanding sign that could be designed, fabricated and

installed using local creative and fabrication talent. Initially, 34 firms expressed interest in the proposal; 6 local firms submitted detailed proposals; and one firm, Downstream, was selected to design, fabricate, install and maintain the clock.

6. Pioneer Courthouse Square, located in the heart of Downtown Portland, is an urban park affectionately known as the City's "living room." Prior to its grand opening in 1984, a private 501(c)(3) non-profit organization was created to manage programming and daily operations. The non-profit advocacy groups' ongoing mission is to activate and enrich the environment of the City of Portland's premiere public Park and gathering space for the benefit of Portland's citizens and visitors. Working in partnership with the City of Portland, the non-profit organization has successfully fulfilled the Park's prominent public role with the help of community volunteers and private sector contributions. In recent years, through this unique public-private management model, the Park has been recognized as one of the most successful public spaces in the United States. Each year the Park is activated by more than 300 programmed event days made possible through citizen-driven initiative and the generosity of private sector sponsors throughout the Portland region. This scope of annual programming contains iconic annualized community traditions and unique 'once in a lifetime' events that reflect the civic role of the Park within its community and the evolving needs of the citizenry that it supports.
7. Situating a temporary freestanding sign with a changing image/countdown clock in Pioneer Courthouse Square to call attention to an upcoming world-class track and field event to be attended by thousands of citizens and world-wide visitors and athletes is appropriate to the civic nature and mission of the Square.
8. The site is located in an Open Space (OS) zone, with a "d" or Design overlay zone. The site is also located in the Central City plan district.
9. Regulations of Title 33 (Planning and Zoning) that apply to the site include those of the OS zone (33.100), the Design Review overlay zone (PCC 33.420), and the Central City plan district (33.510). Signs on the site are regulated by Title 32 (Signs and Related Regulations).
10. The Design Review overlay zone regulations require a Design Review when signs larger than 32 SF are proposed in the OS zone (PCC 33.420.041.F). The time required to process a Design Review application would prevent prompt installation of the sign to generate public interest and excitement about the event.
11. Certain provisions of the Sign Code also place limitations on the proposal. They include the following:
 - a. The proposed sign includes a digital countdown clock, which is defined as a "changing image sign" feature (PCC 32.22.020.J). Changing image signs are prohibited on the site (PCC 32.32.010), as are modifications or adjustments requests to this standard.
 - b. The proposed sign will be approximately 120 square feet in area. PCC 32.32.010 limits the size and location of signs to 10 square feet in the OS Zone, requiring modifications or adjustments through Design Review for approval.
 - c. The proposed sign will be approximately 19 feet tall. PCC 32.32.010 limits the height of signs to 10 feet in the OS Zone, requiring modifications or adjustments through Design Review for approval.

12. With the exception of the authorizations provided by the City Council through this ordinance, all elements of the proposed sign requiring structural review, or other approval will follow the requirements of the applicable codes.
13. Given the long standing use of the Square as the location for the temporary civic engagement and the unique location and opportunity to construct a highly visible countdown clock promoting a world-wide recognized track and field event hosted by the City of Portland, it is in the public interest to waive the application of the identified sign code and Design Review regulations in this particular situation. The sign will be located on City owned property, the Pioneer Courthouse Square, will be owned by the City and will be the City's speech, with the City having the right to control the content of the sign. Given the unique circumstances, this City Council action is not a precedent for any future action.

NOW THEREFORE, the Council directs:

- a. Waive PCC 33.420.041.F to allow the temporary freestanding sign without the required design review as shown in Exhibits A in Pioneer Courthouse Square at 701 SW 6th Avenue from May 1, 2015 through March 31, 2016.
- b. Waive PCC 32.32.010 to allow the temporary freestanding sign identified in paragraph a. above to include changing image sign features.
- c. Waive PCC 32.32.010 to allow the temporary freestanding sign identified in paragraph a. above to contain static sign features larger than 10 square feet.
- d. Waive PCC 32.32.010 to allow the temporary freestanding sign identified in paragraph a. above to stand taller than 10 feet.
- e. Waive PCC 32.32.030 to allow the changing image sign identified in paragraph a. above to locate at this site, with changing image sign features that may exceed the maximum size limitations.
- f. TrackTown USA is required to submit final design drawings for the countdown clock for necessary approvals by the Bureau of Development Services consistent with the intent of this Ordinance.
- g. TrackTown USA will be responsible for coordinating the installation, maintenance and conflicts with other Pioneer Square events with the staff of Pioneer Courthouse Square.

Section 2. The Council declares that an emergency exists because delay would affect the public welfare; therefore this ordinance shall be in full force and effect from and after its passage by the Council.

Passed by the Council:

APR 22 2015

Commissioner Amanda Fritz
Prepared by: Tim Heron, BDS
Date Prepared: April 22, 2015

Mary Hull Caballero
Auditor of the City of Portland

By

Deputy

Susan Larson

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Agenda No.
ORDINANCE NO.

187096

Title

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<p style="text-align: center;">INTRODUCED BY Commissioner/Auditor: Commissioner Amanda Fritz</p> <hr/> <p style="text-align: center;">COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Hales</p> <p>Position 1/Utilities - Fritz <i>Amanda Fritz</i></p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Novick</p> <hr/> <p style="text-align: center;">BUREAU APPROVAL</p> <p>Bureau: Bureau of Development Services Bureau Head: Paul L. Scarlett <i>P. Scarlett</i></p> <p>Prepared by: Leanne Torgerson Date Prepared: 4/15/15</p> <p>Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p>Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>City Auditor Office Approval: required for Code Ordinances</p> <p>City Attorney Approval: required for contract, code, easement, franchise, comp plan, charter <i>AAA</i></p> <p>Council Meeting Date 4/22/15, 10:45 TC</p>	<p>CLERK USE: DATE FILED <u>APR 17 2015</u></p> <p style="text-align: right;">Mary Hull Caballero Auditor of the City of Portland</p> <p>By: <i>[Signature]</i> Deputy</p> <p>ACTION TAKEN:</p>
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AGENDA
<p>TIME CERTAIN <input checked="" type="checkbox"/> Start time: <u>10:45</u></p> <p>Total amount of time needed: <u>30</u> (for presentation, testimony and discussion)</p>
<p>CONSENT <input type="checkbox"/></p>
<p>REGULAR <input checked="" type="checkbox"/> Total amount of time needed: <u>30 Minutes</u> (for presentation, testimony and discussion)</p>

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