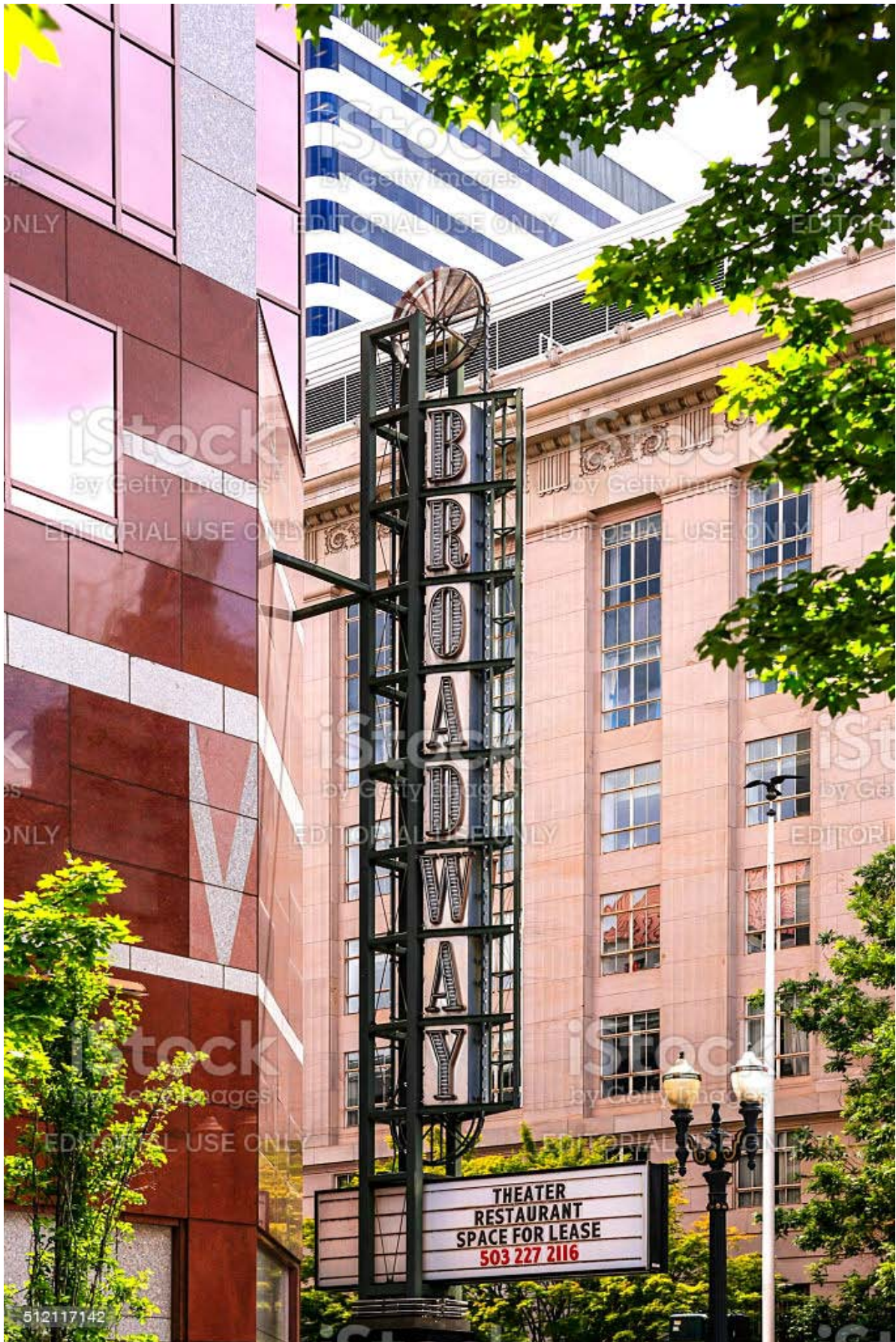




PORTLAND BRIGHT LIGHTS and THEATER DISTRICT
SW BROADWAY 1946



EXISTING BROADWAY SIGN today



FILE COPY

Accepted **JUN 5 1991**

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PORTLAND, OREGON

BUREAU OF PLANNING

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**NOTICE OF
ADMINISTRATIVE DECISION AND REPORT
ON
SIGN ADJUSTMENT (Type II Procedure)**

I. FACTS

File Number: LUR 91-00227AD

Representative: BOOR/A Architects (226-1575)
720 S.W. Washington St.
Suite 800
Portland, Or. 97205

Owner(s)/Applicant(s): One Thousand Broadway Bldg. Ltd. Partnership
c/o Christopher Endon
900 N. Tomahawk Island Dr.
Portland, Or. 97219

Land-Use Review: Sign Adjustment (Type II Procedure)
Approval criteria are listed in 33.286.240

Location: 1000 SW Broadway

Neighborhood: Downtown Community Association

Legal Description: Lots 5, 6, 7, and 8, Block 182, Portland
Also Owns: None.

Quarter Section: 3029.5

Zones/Designations: CX d

Description of Plan: Theater freestanding sign for 1000 Broadway.
This sign has been reviewed in conjunction with
theater building (DZ 32-89). An adjustment is
required to exceed the height limits of the CX
zone. The code limit is 20 ft.; the proposed sign is
58 ft. in height. The site is within the Broadway
"bright lights" design district.

**REPORT OF ADMINISTRATIVE DECISION
FINDINGS AND CONCLUSIONS**

ON

CASE FILE: LUR 91-0027AD,

**LOCATION: 1000 Broadway
(Items I and II are in Decision)**

III. APPLICABLE CRITERIA AND FINDINGS

A. CODE CONSIDERATIONS

The 1000 Broadway project contains four movie theaters. A new theater marquee/freestanding sign is being proposed.

In October, 1985 the City Council approved the mixed use 1000 Broadway project - office/restaurant/theater. On July 19, 1991 the Design Commission approved the design (DZ 32-89). At that point the marquee/freestanding sign was approved by the Design Commission. But as the applicant did not apply for a sign adjustment, that final request is before the city now.

The Design Commission reviewed the design and location and general dimensions of the sign, but the height exceeds the code limit - 58 ft. vs. the code 20' height limit (code Table 286-1). The necessary adjustment is addressed in section C.

The project meets all other zoning code criteria.

B. DESIGN CONSIDERATIONS:

Downtown Design Guidelines

The following guideline regarding bright lights on Broadway was included in the Downtown Design Guidelines at the time of adoption of the Central City Guidelines and remains in effect:

- **Broadway. Guideline A:** Provide opportunities for the development of large bright and flamboyant signs which exhibit exceptional graphic design and sign craftsmanship and which enhance the Broadway environment.

- **Findings:** This sign will be large, and bright. It complements the bright lights effect reinforced by the "Portland" sign across Broadway and its architecture reflects the "traffic" gates at Broadway and Main.

33.286.240—Sign Adjustments: The approval criteria for signs are stated in Chapter 33.286, Signs.

- A. **Purpose:** Sign adjustments are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. The specific approval criteria allow signs which enhance the overall character of an area or allow for mitigation of unusual site conditions.
- B. **Procedures:** The adjustment procedures stated in Chapter 33.805, Adjustments, apply to sign adjustments. However, the approval criteria of this section supersede those of Chapter 33.805.
- C. **Approval Criteria:** Sign adjustments will be approved if the review body finds that the applicant has shown that the criteria of Paragraph 1 or 2 below are met. The criteria of paragraph 1 - area enhancement are met.
1. **Area Enhancement:** The applicant must meet criteria "a" and "b" and either "c" or "d".
- a. The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, to signs adversely dominating the visual image of the area, or to a sign which will be inconsistent with the objectives of a specific plan district or design district; and
- **Findings:** The background to the Broadway design subdistrict states that "The special atmosphere of this district is enhanced when new development and signage expresses an outward vitality or contributes toward an exciting display of Downtown splendor and liveliness." The marquee-sized sign reinforces the dynamic Performing Arts Center Broadway node.
- The sign represents an updating of the 1920's dynamism of Broadway. This sign is one of the "bonuses" associated with the project which led the Council to approve the project in 1985.
- b. The sign will not create a traffic or safety hazard; and
- **Findings:** Traffic will not be affected by this sign; it will function the same as elsewhere along Broadway.
- c. The adjustment will allow a unique sign of exceptional design or style which will enhance the area or which will be a visible landmark; or
- **Findings:** The sign is exceptional in extending the architectural vocabulary of the Main Street "gates." This

compatibility will help bridge Broadway and add excitement to three of the four corners of the intersection.

- d. The adjustment will allow a sign that is more consistent with the architecture and development of the site.

- **Findings:** Both sign and building architecture were designed together. The sign reinforces the street view into the interior of the building.

2. **Site Difficulties:** (These criteria are not required to be met.) If there are unusual site factors which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment will be granted to achieve the visibility standards of Subparagraph d below. This adjustment is not intended to be used to make signs visible to other streets or to freeways. Site difficulties may include the sign face being blocked due to topography of the site, existing development or landscaping on the site, or from abutting development or landscaping. This set of adjustment criteria is generally intended for freestanding and projecting signs and allows greater flexibility in placement of the sign. The adjustment will be approved if all of the following criteria are found to be met:

- a. There is no reasonable place on the site for an allowed sign without an adjustment to achieve the visibility standards of Subparagraph d below;
- b. If the proposed sign extends into the right-of-way, the sign will not create a traffic or safety hazard;
- c. Of potential adjustments to meet the visibility standard of Subparagraph d, the request is the most consistent with the surrounding development and sign patterns; and
- d. The adjustment is the minimum needed for a sign to meet the following visibility standards:

Posted Road Speed

35 mph or less
40 - 50 mph
55 mph or more

**Visibility To Travel Lanes On The
Street In Front Of The Site**

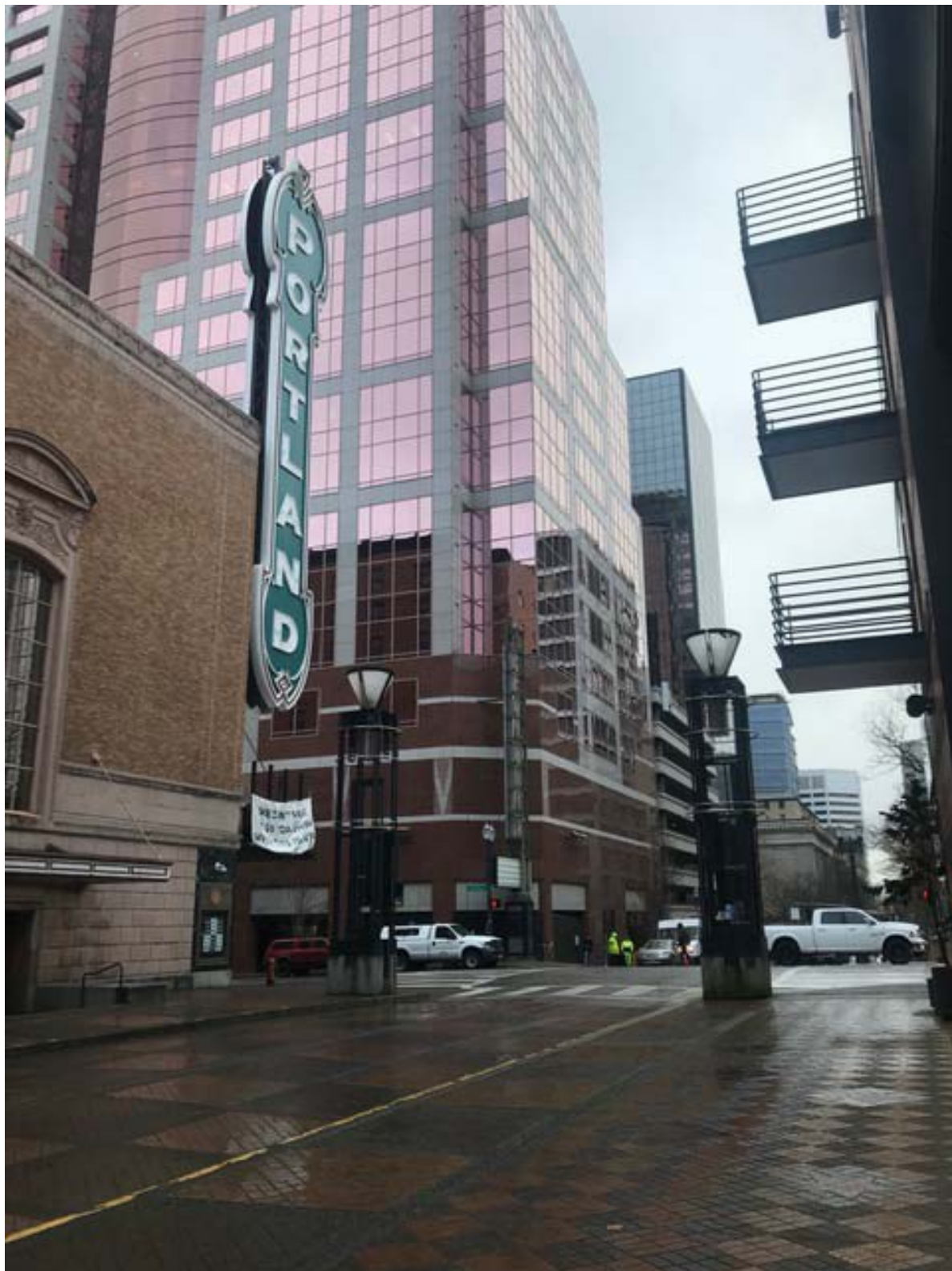
200 feet
300 feet
400 feet

IV. CONCLUSIONS



the BROADWAY SIGN today

- Enhances the Broadway environment and distinctive atmosphere of the Theater District
- Reinforces the location and identity of Portland's Theater District
- Complements the bright lights effect reinforced by the Portland sign across Broadway
- The signs together unify and connect the two buildings, form a gate and maintain the historic imagery along SW Broadway.
- The common elements at Main and Broadway integrate the architecture and three corners of the intersection



the BROADWAY sign, view of intersection from SW Main

- Identifies the corner
- Compliments and visually supports the PORTLAND sign at the concert hall, and
- Completes the integration of the signage at 3 of the 4 corners at this important intersection



ORIGINAL BROADWAY THEATER and SIGN 1929



EXISTING BROADWAY SIGN TODAY

the existing sign makes reference to and maintains the historic memory



Broadway sign with pedestal and marquee sign removed.

The building and sign were designed together.

The sign is an integral architectural element of the building: DESIGN COMMISSION 1991