



ROSE QUARTER ENTERTAINMENT SUBDISTRICT – SIGN CODE AMENDMENTS

Amending Title 32, Signs and Related Regulations
Planning Commission work session 9/10/24

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THE BUREAU OF
**PLANNING &
SUSTAINABILITY**

Rose Quarter Sign Project Agenda

Presentation

- Review of Project and Proposal
- Presentation of Potential Amendments and Discussion Topics

Commission Discussion

Move and vote on amendments

Move and vote on project



Staff Proposal

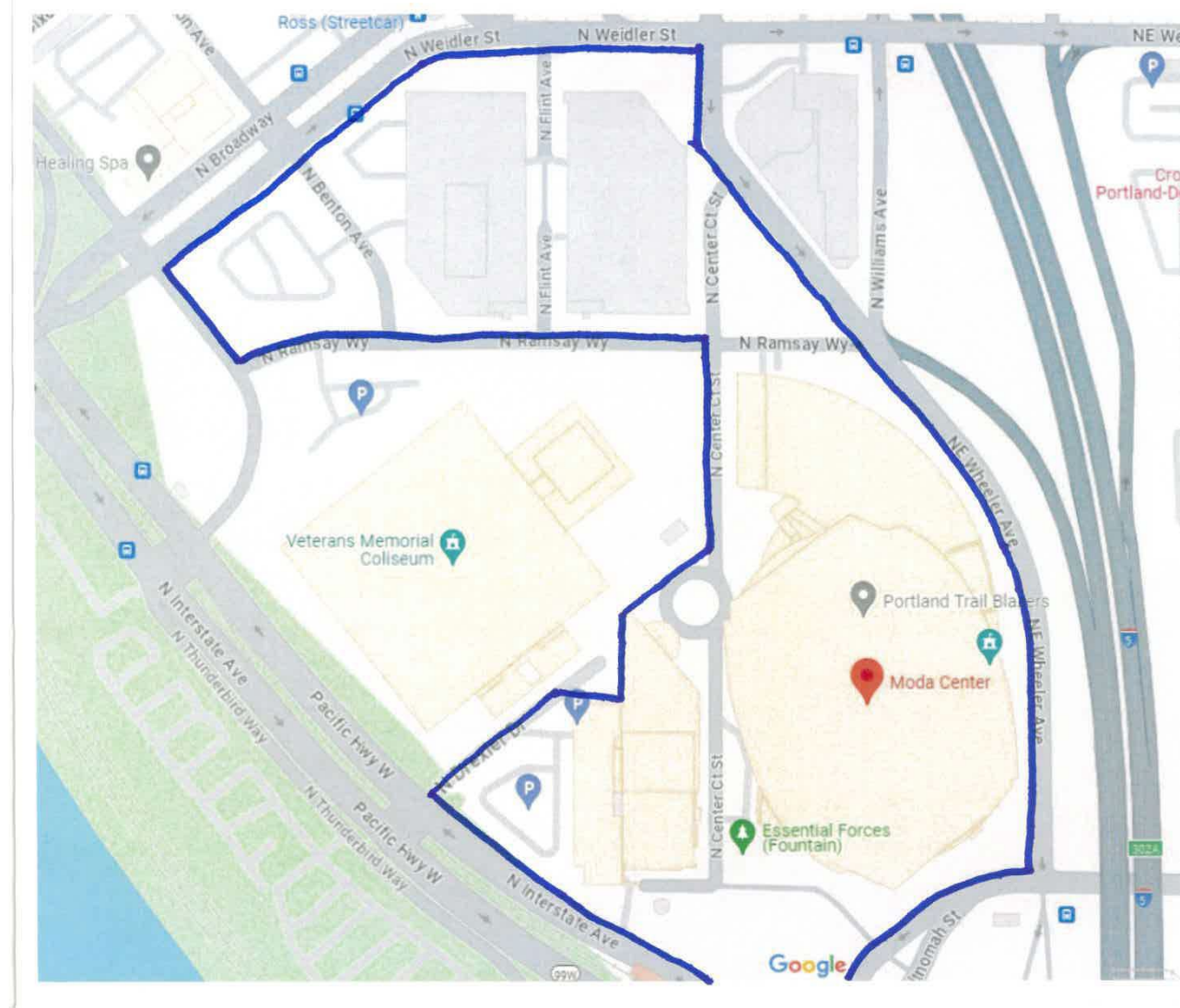
Staff proposes that Planning Commission recommend that City Council:

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

The proposal 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 needing recommendation of the Planning Commission.

Vicinity map





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 subdistrict
- Waive most sign code land use regulations
- Create some 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

Create a set of subdistrict regulations that significantly increase the overall signage allowance:

- Overall sign allotment of 40,000 s.f.
- No prohibition on rooftop signs
- Expand allowances for 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
 - Transfers some existing limitations for signs in proximity to I-5



Zoning Code Impacts

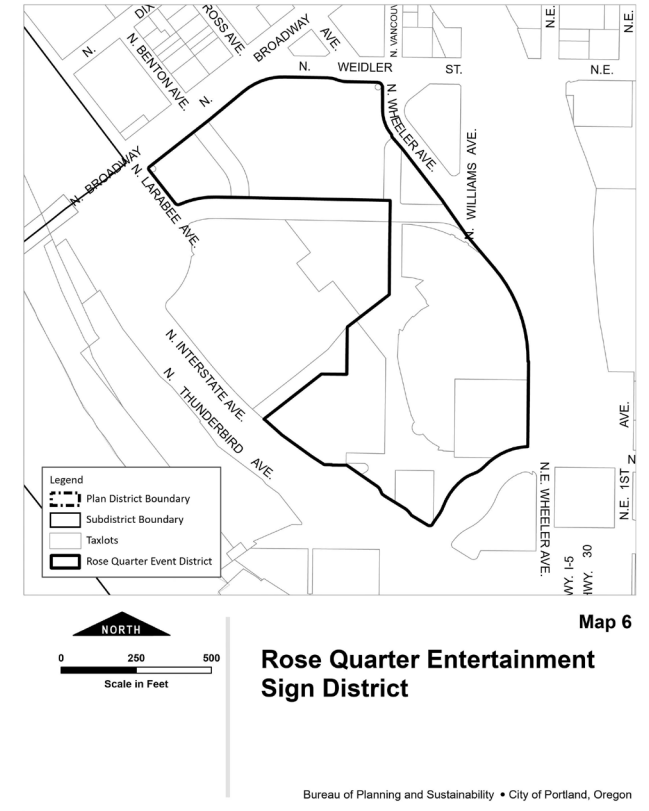
- No zoning code (Title 33) changes proposed
- Signs over 32 s.f. in subdistrict still subject to design review



1. District Name

Change name from Rose Quarter Entertainment Subdistrict to Rose Quarter Entertainment Sign District

- Revise the title of Map 6 within Title 32
- Revise the staff report, code and commentary throughout the Proposed Draft to reference the "Rose Quarter Entertainment Sign District"



2. Temporary Banner Amendments (Commissioner amendment)

- Increase size of allowed temporary banners from 300 to 500 s.f.
- Clarify that a temporary banner can be displayed for up to 180 days per calendar year (match current standards)



Additional Background

ODOT Sign Oversight



- ODOT regulates signs visible from a state highway.
- Offsite (Outdoor) advertising signs require permits and limit location, spacing, and frequency of image changes.
- Digital or LED variable message signs (offsite or onsite advertising) cannot have flashing lights or have the appearance of movement.
- ODOT jurisdiction extends to surface roads such as parts of Interstate/Larabee & Broadway/Weidler per agreement with NHS.



Dark Skies and Rooftop Signage



Concern over light pollution emanating from rooftop sign.

- Signs are illuminated through a variety of ways.
- Proposal ensures that indirect lighting points down.
- Changing image signs are prohibited on the roof and must meet off-site impact standards in other situations.

Dark Skies and Rooftop Signage

Initial correspondence with dark skies consultant

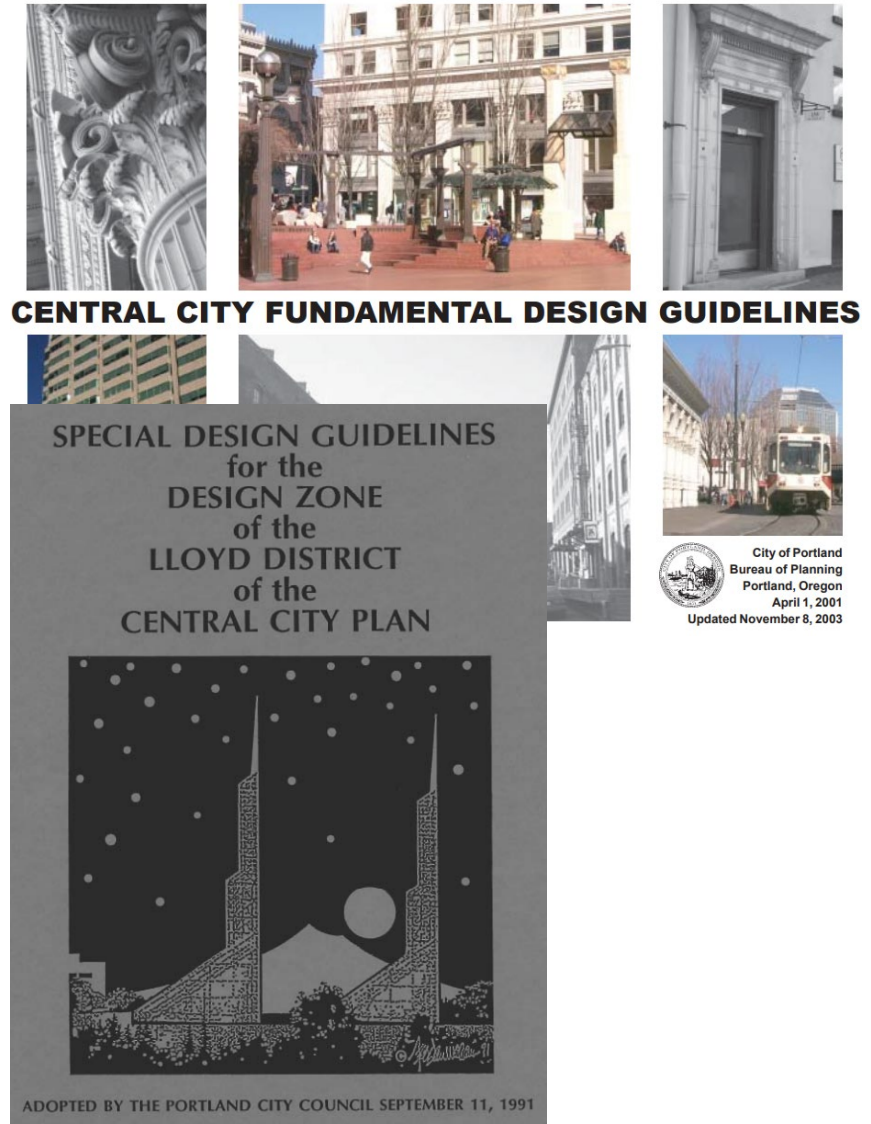
- Rooftop signs generally do not project high values of illumination, especially compared to other signs or lighting
- Possible consultant ideas are to provide curfew, or apply a brightness limit
- At this point, not enough vetting/research has been done to consider amendment



Applicable Design Guidelines

Central City and Lloyd District guidelines apply to Rose Quarter area outside of historic landmark. Guidelines consider:

- Area context
- Street/pedestrian interactions
- Quality and permanence
- Coherency and integration of building features
- Integrating signs to support scale and features of building, limit visual clutter



Planning Commission Next Steps

Consider and vote on amendments:

1. District name
2. Temporary Banners

Consider and vote to recommend the Rose Quarter Entertainment Subdistrict – Sign Code Amendments to City Council:

- Adopt the report, as amended
- Amend the land use regulations in Sign Code Sections 32.10, 32.32, and 32.34 as shown in the Proposed Draft, as amended



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