

Portland Planning Commission

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September 24, 2024

Mayor Wheeler and City Commissioners

City Hall

1221 SW 4th Ave

Portland, OR 97204

Dear Mayor and City Commissioners,

The Planning Commission is pleased to transmit its recommendation to the City Council on the land use regulation amendments of the Sign Code, Title 32 as part of the *Rose Quarter Entertainment Subdistrict Title 32, Sign Code Amendments* project. The amendments are the result of the City Council direction to develop a regulatory package on signs stated in Resolution 37663 adopted earlier this year.

On September 10, 2024, the Commission voted 7-0 to recommend that City Council adopt Sign Code amendments with two small modifications to the staff proposal.

This project creates a separate Rose Quarter Sign Code District and exempts the District from many of the current sign code regulations, replacing them with a small set of standards that are more relevant to a larger major event entertainment site. The proposal also limits the impact of signage adjacent to the I-5 freeway. The changes only impact Title 32, Signs and Related Regulations. The Zoning Code will still require design review for signs that exceed 32 square feet.

There were two small amendments we made to staff's proposal. The first clarified the name of the district as a sign district for the Rose Quarter area and not indicative of the larger changes proposed in Albina. The second amendment, based on testimony, increases the allowed size of temporary banners, while also clarifying the length that a temporary banner can be displayed in a year. These amendments were approved unanimously, before approving the recommendation on the whole package.



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As the signage for the venue continues to be designed, Commissioners encouraged Spectator Venues and others to consider the impact of larger signs, including an allowance for rooftop signs, on the city's light pollution, keeping in mind the City's dark skies policies.

In addition, the Planning Commission discussed with staff the relationship between local sign regulations and the Oregon Department of Transportation's (ODOT) regulations on billboards and changing image signs. Although the Commission felt comfortable with ODOT's oversight on these forms of signs, the success of that oversight will depend on a dialog between the City and ODOT.

Lastly, the Commission felt that continuing having a design review process, even at a staff review level is important to maintaining oversight of any sign program in the area and integrating signs into the site and into the district.

Recommendation

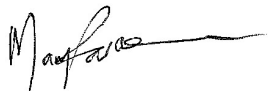
The Planning Commission recommends that the City Council:

1. Adopt the Rose Quarter Entertainment Subdistrict Title 32 Sign Code Amendments – Recommended Draft
2. Amend the Sign Code, Title 32 as shown in the Recommended Draft

Note that the amendments to Section 32.62 of the Sign Code are not land use amendments, and the Planning Commission did not take a position on those changes.

Thank you for the opportunity to participate in the review of this project and for considering our recommendations.

Respectfully submitted,



Mary-Rain O'Meara, Chair

