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191959

Ordinance

Amend Signs and Related Regulations Code to allow greater flexibility for signage within the Rose Quarter Entertainment Sign District (amend Title 32)

Passed

Amended by Council

The City of Portland ordains.

Section 1. The Council finds:

1. In 1995, the City entered into a 30-year lease and management agreement with Oregon Arena Corporation (a precursor to Rip City Management) for the newly constructed Rose Garden Arena.
2. In February 2024, City Council adopted Resolution 37654 which provided guidance for the City's Spectator Venues to work with Rip City Management to develop a 5-year Bridge Agreement, while negotiations continue on a long term agreement.
3. On June 12, 2024, The City Council adopted Resolution 37663 which directed the Bureau of Planning and Sustainability (BPS) to develop a legislative proposal to revise signage regulations for the Rose Quarter event campus.
4. Resolution 37663 directed BPS staff to bring forward a recommendation for consideration from the Planning Commission to the City Council no later than November 20, 2024.
5. On August 7, 2024, the City Council the City Council adopted Ordinance 191857 as an Emergency to authorize the new arena operating lease and amend related agreements with Rip City Management for a period of five years until 2030 with a possible five-year extension.
6. On July 23, 2024, notice of the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Proposed Draft and first evidentiary hearing was submitted to the Department of Land Conservation and Development (DLCD).
7. On July 23, 2024, the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Proposed Draft of amendments was released.
8. On July 23, 2024, notice of the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Proposed Draft and Planning

Changes

[Ordinance 191959](#)

March 1, 2025

[View all changes](#)

Introduced by

[Mayor Ted Wheeler](#)

City department

[Planning and Sustainability
\(BPS\)](#)

Contact

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Requested Agenda Type

Time Certain

Date and Time Information

Requested Council Date

November 13, 2024

Requested Start Time

10:10 am

Time Requested

5 minutes

Changes City Code

Commission hearing was sent out to the Bureau of Planning and Sustainability's (BPS) legislative list, and to all property owners with property within 500-feet of the district.

9. On August 27, 2024, the Planning Commission held a public hearing on the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Proposed Draft. Four people testified in person and three people submitted written testimony through the Map App.
10. On September 10, 2024, the Planning Commission held a work session to consider two amendments. They voted to include the amendments and to forward a recommendation on the amended package.
11. On October 11, 2024, the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Recommended Draft was released for public review.
12. On October 11, 2024, notice of the October 30, 2024 City Council hearing on the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Recommended Draft was sent to those who presented oral and written testimony at the Planning Commission public hearing.
13. On October 30, 2024, the City Council held a hearing on the Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments and invited public testimony.
14. The Findings of Fact Report, attached as Exhibit A, includes additional findings demonstrating consistency with the Statewide Planning Goals, Metro Urban Growth Management Functional Plan and the City of Portland 2035 Comprehensive Plan.

NOW, THEREFORE, the Council directs:

- A. Adopt Exhibit A, Findings of Fact Report dated October 2024 as additional findings.
- B. Adopt the commentary and introduction in Exhibit B, Rose Quarter Entertainment Subdistrict Title 32, Sign Code Amendments Recommended Draft, dated October 2024, as legislative intent and further findings.
- C. Amend Title 32, Signs and Related Regulations of the Municipal Code of the City of Portland, as shown in Exhibit B, Rose Quarter Entertainment Subdistrict – Title 32, Sign Code Amendments Recommended Draft, dated October 2024.

Section 2. This ordinance shall be in full force and effect on March 1, 2025.

Section 3. If any section, subsection, sentence, clause, phrase, diagram, or drawing contained in this ordinance, or the map, report, inventory, analysis, or document it adopts or amends, is held to be deficient, invalid, or unconstitutional, that shall not affect the validity of the remaining portions. The Council declares that it would have adopted the map, report, inventory, analysis, or document each section, subsection, sentence, clause, phrase, diagram, and drawing thereof, regardless of if any one or more sections,

subsections, sentences, clauses, phrases, diagrams, or drawings contained in this Ordinance, may be found to be deficient, invalid, or unconstitutional.

Exhibits and Attachments

 [Approved Amendment to Exhibit B](#) 214.28 KB

 [Exhibit A](#) 600.1 KB

 [Exhibit B](#) 2.67 MB

An ordinance when passed by the Council shall be signed by the Auditor. It shall be carefully filed and preserved in the custody of the Auditor (City Charter Chapter 2 Article 1 Section 2-122)

Passed as amended by Council
November 13, 2024

Auditor of the City of Portland
Simone Rede

Impact Statement

Purpose of Proposed Legislation and Background Information

The Rose Quarter Entertainment Subdistrict Title 32, Sign Code Amendment project amends the Sign Code, to provide greater sign allowances and flexibility for signs within a newly designated area called the Rose Quarter Entertainments Sign District. Within this sign district, additional signage will be allowed through Title 32, and greater flexibility is provided for a variety of signs. Signage will remain subject to provisions of the zoning code which review exterior alterations through design review. In addition, the sign district does not include the boundaries of the Veterans Memorial Coliseum historic landmark. The amendments recognize the changing nature of major event entertainment areas to provide more interactive options on outdoor plazas and surrounding the buildings. The amendments are a result of the ongoing discussions occurring between the City of Portland's Spectator Venues and Rip City Management. The shared goal is to create a dynamic, active, and modern arena that's comparable to those found in other U.S. cities. This legislation is also the result of Resolution 37663 passed by City Council on June 12, 2024 which directed the Bureau of Planning & Sustainability (BPS) to develop a package of amendments to revise signage regulations. This agreement was included in background documentation related to the approval of the ordinance on August 7, 2024 to continue the Rip City's management of the Rose Quarter for another 5 years with an option for a 5 year extension.

Financial and Budgetary Impacts

The code project does not amend the budget, change staffing levels, reclassify staff, or authorize new spending or other financial obligations, and there are no significant long term financial or budgetary impacts to the City. The amendments are in support of the continued negotiations for long-term operations and management of the Rose Quarter event venues, which were reviewed under separate document. The reduction in some regulatory limits for signage may provide greater income generating opportunities for Rip City Management, which could create positive options for revenue sharing on future agreements.

In the short-term, there may be a ramp up in education to understanding the application the new sign code regulations and the design review at Portland Permitting & Development.

Economic and Real Estate Development Impacts

The current and future lease agreements have been publicly acknowledged and discussed by City Council in a public venue. The specific land use changes within the Sign Code and initial Planning Commission have been noticed through the City's legislative mailing lists and to property owners within 500-feet of the Rose Quarter boundaries.

The additional signage allowed through the amendments provide additional opportunities for area and region businesses to partner with Rip City Management to potentially generate business through advertising, in addition to the economic spin off that occurs in the area when there are events. The additional sign allowance will also make the Rose Quarter area more attractive for other special events such as tournaments, all star games and other rotating events to consider the event spaces. The current economic activity to the region and state of the Rose Quarter event campus is estimated at over \$600 million in annual economic impact. Having a greater amount and flexibility in providing on-site signage can result in increases in the venues economic impact.

Community Impacts and Community Involvement

The Rose Quarter Sign project originated from the ongoing public discussion of future management and operations of the district. The contract negotiations and the direction to develop sign code amendments came out of City Council hearings during the first 6 months of 2024, resulting in Resolution 37663 directing BPS to develop amendments to the sign code later in 2024. The contract negotiations have also involved Albina Vision Trust, the group working on redeveloping the area north of the Rose Quarter. Notice of the code project and hearing was sent to the City's legislative mailing list, property owners within 500-feet of the Rose Quarter and people with an interest in the project who signed up through the project website. The code amendments provide a greater amount of signage on the site and are cognizant of the area being a major event and

entertainment district. However, the amendments do include standards that limit the size of free-standing changing image signs along roadways, limit signage directly adjacent to Interstate 5 and consider the off-site glare impacts on neighboring properties. Public comment has been generally positive and submitted by the operator and business groups.

100% Renewable Goal

The Rose Quarter venues are a City public facility and subject to the City facility rules for green building. While the code amendments are related to land use regulations for signage, the operator of the facilities, Rip City management, as the venue’s operator, has led the nation with efforts to improve the environmental performance of the Moda Center and Veterans Memorial Coliseum. Future alterations and development including signage will be subject to the standards for public facilities.

Document History

Agenda	Council action
<div>October 30, 2024 (https://www.portland.gov/council/agenda/2024/10/30#relation-17805) Time Certain <div>City Council</div></div>	<div>Passed to second reading as amended Motion to amend the Recommended Draft to increase the allowed size of a sign within 100 feet of the I-5 right-of-way that faces the freeway from 200 square feet to 1,000 square feet: Moved by Wheeler and seconded by Ryan (Aye (5) - Mapps, Rubio, Ryan, Gonzalez, Wheeler) Oral and written record are closed.</div>

Agenda	Council action
	Passed to second reading as amended November 13, 2024 at 10:10 a.m. time certain
November 13, 2024 (https://www.portland.gov/council/agenda/2024/11/13#relation-17948) Time Certain <div>City Council</div>	Passed As Amended Aye (4): Carmen Rubio, Dan Ryan, Rene Gonzalez, Ted Wheeler Absent (1): Mingus Mapps