



## Memo

Date: October 23, 2024  
To: Mayor and City Commissioners  
From: Sandra Wood, Principal Planner  
Re: Rose Quarter Sign Code – Potential Amendment

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On October 30, 2024, City Council will hold a hearing on the Rose Quarter Entertainment Subdistrict – Sign Code Amendments. The amendments allow for increased amounts and flexibility for placing signs at the Moda Center, the City’s primary sports and entertainment venue.

This memo includes revised code language and commentary for an amendment that Mayor Wheeler will introduce at the October 30<sup>th</sup> hearing, prior to hearing public testimony. This memo is being provided prior to the hearing so that the public has an opportunity to be informed and provide testimony.

The amendment increases the maximum size of signs allowed within 100 feet of Interstate 5 that face the freeway. The Planning Commission recommended limiting the maximum size to 200 feet within 100 feet of I-5, which is similar to the size limitations that currently exist for signs near I-5. This amendment increases the maximum size to 1000 square feet.

Gray shaded text indicates where the Recommended Draft commentary and code language would change to reflect the potential amendment.

### **Sign code amendment**

Amend 32.34.030.A.2.c(6) as follows:

(6) Signs other than changing image signs adjacent to freeways. Signs that are within 100 feet of a freeway right-of-way and that face the freeway may not exceed 1,000 square feet in area. If the entire sign is beneath the level of the surface of the roadway, it is exempt from this standard.

### **Commentary amendment:**

Amend the commentary for 32.34.030.A.2.c(6) as follows:

(6) Signs other than changing image signs adjacent to freeways. This provision modifies an existing limitation for signs located close to and facing the freeway. The provision is in addition to the changing image

sign rules and allows signs up to 1,000 square feet within 100-feet of the I-5 right-of-way. The existing standard limits signs to 200 square feet. The increase allows greater flexibility without removing the limitation entirely. In situations where the I-5 freeway is adjacent to a street, the measurement of the freeway right-of-way is taken from the dedication labeled on the area tax maps. So, this would have a limited impact, as N Wheeler Street runs parallel to I-5 and is incorporated into the overall 100-ft distance. Similar to the current code, if the sign is below the level of the I-5 roadway, it is exempt from this limitation.