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**FINAL FINDINGS AND DECISION BY THE DESIGN
COMMISSION RENDERED ON January 6, 2011**

CASE FILE NUMBER: LU 10-175769 DZM (PC# 09-152395)
PGE Park Major League Soccer Sign Proposal

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GENERAL INFORMATION

Applicants: Multnomah Amateur Athletic Club (MAC) – Site Owner
PO Box 390/ Portland, OR 97207-0390

City Of Portland – Site Owner
1120 SW 5th Avenue #1204/ Portland, OR 97204

Merritt Paulson
Peregrine Development LLC
1844 SW Morrison Street/ Portland, OR 97205

Representative: Bill Crockett, Architect
Ellerbe Becket
501 Second Street, Suite 701/ San Francisco, CA 94107

Site Address: 1844 SW MORRISON STREET and 1849 SW Salmon Street

Legal Description: TL 5800 2.82 ACRES, SECTION 33 1N 1E; TL 800 6.95 ACRES,
SECTION 33 1N 1E

Tax Account No.: R941330460, R941330530

State ID No.: 1N1E33DC 05800, 1N1E33DC 00800

Quarter Section: 3027

Neighborhood: Goose Hollow, contact Jerry Powell 503-222-7173.

Business District: Goose Hollow Business Assoc., contact Angela Crawford 503-223-6376.

District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

Plan District: Central City - Goose Hollow

Zoning: OSd Open Space with design overlay and CXd Central Commercial with
design overlay

Case Type: DZM, Design Review with Modification Requests

Procedure: Type III, with a public hearing before the Design Commission. The
decision of the Design Commission can be appealed to City Council.

Proposal

The applicant seeks Type III Design Review approval for the complete sign package associated with the Major League Soccer (MLS) upgrade/addition at PGE Park. A previous Type III Design Review (LU 09-179009 DZ) decision by the Portland Design Commission required this sign package to be reviewed through the Type III process (Condition of Approval #3). The following proposed signs are subject to Design Review.

- **Primary Stadium ID Signs (“AcmeAcme Field”)**
 - 2 total, one at the corner of SW 18th and Morrison and one at the corner of SW 20th and Morrison.
 - Maximum dimensions for sign copy: 5’-2” tall elements and 50’-2 7/8” in length.
 - Sign copy is composed of individual aluminum elements that are no more than 5’-2” tall and 5” thick with 3/16” push-thru acrylic.
 - Only the faces of the sign copy will illuminate with LED. LED lights will also be embedded in the bottom trough of the C channel.
 - The sign copy will be attached to an 8’-tall, 53’-10” long, 1’ deep blackened steel brushed finish “bent C channel” with a framed and clipped high resolution, UV coated digital print. It is the applicant’s expressed intent for the digital print to be limited to an image of wood. (The digital print background image will be limited to an image of wood through a separate agreement with the City and the Stadium owner. Exhibit G.20)
 - The top of the C channel will be aligned with the top cornice line of the building, as shown in Exhibits C.6 and C.7.
- **Integrated Partnership ID Sign (“Key Bank Club Entry”)**
 - 1 total, at the east elevation of the physical therapy clinic building mounted to the glass curtainwall.
 - Maximum dimensions for sign copy: 10” tall elements and 10’-7” in length.
 - Sign copy is composed of individual push-thru acrylic elements that are no more than ½” thick and 10”-tall, and individual dimensional painted acrylic flush mounted elements that are no more than 3/8” thick and 4-5/8” tall.
 - Only the faces and edges of the sign copy will illuminate with LED.
 - The sign copy will be attached to a 1’-6” tall, 12’-4” long, 4” deep blackened steel brushed finish sign cabinet.
 - The top of the sign will align with the top of the entry doors and the sign will span 3 glass panels.
- **Integrated Partnership ID Sign (“Timbers Team Store”)**
 - 1 total, at the east elevation of the team store building, mounted to the glass panels.
 - Maximum dimensions for sign copy: 18” tall and 12’ in length.
 - Sign copy is composed of individual push-thru acrylic elements that are no more than ½” thick and 10”-tall, and individual dimensional painted acrylic flush mounted elements that are no more than 3/8” thick and 6” tall.
 - Only the faces and edges of the sign copy will illuminate with LED.
 - The sign copy will be attached to a 2’ tall, 12’-10” long, 8” deep sign cabinet that has a black powder coated steel or aluminum panel finish.
 - The bottom of the sign will align with the bottom edge of the wood and will span 4 glass panels.
- **Integrated Partnership ID Sign at existing canopies (“Key Bank Plaza”)**
 - 2 total, one at the corner of SW 18th and Morrison and one at the corner of SW 20th and Morrison.
 - Maximum dimensions for sign copy: 1’-6” tall elements and 15’-6” in length.
 - Sign copy is composed of individual push-thru acrylic elements that are no more than 18” tall and ½” thick.
 - Only the faces and edges of the sign copy will illuminate with LED.
 - The sign copy will be attached to a 2’-6” tall, 22’ long, 8” deep blackened steel brushed sign cabinet.
- **Integrated ID Sign at existing canopies (“18th & Morrison”/”20th & Morrison”)**
 - 2 total, one at the corner of SW 18th and Morrison and one at the corner of SW 20th and Morrison.
 - Maximum dimensions for sign copy: 6” tall elements and 6’-6” in length.
 - Sign copy is composed of individual dimensional painted acrylic flush mounted elements that are no more than ½” thick 6” tall.
 - These signs will not be illuminated.

- The sign copy will be attached to the existing C channel canopy face.
- **Exterior Wayfinding (“Main Office of the Portland Timbers”)**
 - 1 total, at the office entry facing SW 20th.
 - Maximum dimensions for sign copy: 4” tall elements and 9’-8” in length. And, a projecting 1’-4” square 3” thick blade.
 - Sign copy is composed of individual dimensional painted acrylic flush mounted elements that are no more than ½” thick 4” tall.
 - Only the faces and edges of the sign copy will illuminate with LED.
 - The sign copy will be attached to a 6” deep black sign cabinet that has a black powder coated steel or aluminum panel finish. The projecting blade will be a 3” deep black sign cabinet that has a black powder coated steel or aluminum panel finish.
- **Exterior Wayfinding (“Welcome to AcmeAcme Field Home of the Portland Timbers”)**
 - 2 total, one near the Team Store entry gates and one near the physical therapy clinic building entry gates.
 - Maximum dimensions for sign copy: 3” tall elements and 16’-11” in length.
 - Sign copy is composed of individual dimensional painted acrylic flush mounted elements that are no more than 3/8” thick 3” tall.
 - These signs will not be illuminated.
 - The sign copy will be attached to a .125 aluminum panel powder coated black.
 - The aluminum panel will sit between the 2 top horizontals of the wrought iron fence.
- **Concessions (“Concessions”)**
 - 2 total, one at the north elevation of the north concessions kiosk and one at the south elevation of the south concessions kiosk.
 - Maximum dimensions for sign copy: 9” tall elements and 11’-3” in length.
 - Sign copy is composed of individual push-thru acrylic elements that are no more than ½” thick and 9”-tall.
 - Only the faces and edges of the sign copy will illuminate with LED.
 - The sign copy will be attached to a 1’-2” tall, 31’-8” long, 8” deep sign cabinet that has a black powder coated steel or aluminum panel finish.
 - The bottom of the sign will align with the bottom edge of the wood and will span the length of the overhang.
- **General Wayfinding (Various)**
 - 4 blade signs mounted to the bathroom kiosks, one post mounted sign and various wall signs at the inset entries of the bathroom kiosks.
 - Colors, locations, sizes, materials, placements and attachment details as depicted in Exhibits C.13-C.22.
 - These signs will not be illuminated.
- **Glazing Image Pattern (Various)**
 - Located at the east elevations of the 4 kiosk buildings.
 - Film mounted to second surface of glass panels. Graphics can include up to 5 ink colors, opacity can range from 50% to 100%. Opaque graphic can cover up to 80% of each glass panel.
 - It is the applicant’s expressed intent for the graphics to recognize Goose Hollow, Tanner Creek, Central City and Stadium history. (The graphic images will be limited through a separate agreement with the City and the Stadium owner. Exhibit G.13)
 - This proposal includes the elimination of the previously proposed plaque inset into the ground at the southeast corner of the site in alignment with the angled granite bands depicting the path of the Tanner Creek pipe. The plaque was proposed to be set within a light granite band. With removal of the plaque from the project, the light grey band will simply continue.
- **Field Wrap (Various)**
 - Located on the field walls that run the extent of the field perimeter.
 - 10’ tall and 6’-6” tall vinyl graphics applied to the 500’ linear feet of the field perimeter.
 - These signs will not be illuminated.
- **Scoreboard**

- Located within the easement on the Multnomah Athletic Club (MAC) property, south of the field.
- Maximum dimensions of the sign: 27' tall, 79' long, approx. 4' deep. The sign will sit upon 3' 10' tall posts.
- The video board is 20'-3" tall and 37'-5" long.
- The field name at the top of the scoreboard is constructed of individual pan channel elements with 3/4" push-thrus illuminated with LED. An LED stripe runs the length of the sign below these individual elements.
- The timing and scoring video modules are aligned with the top of the video board and located on either side of the video board. These video modules are black aluminum cabinets that are 4'-1" tall and 19'-6" long.
- 8 individual changeable metal black panels, 4 on either side of the video board and below the timing and scoring video modules, include 3/4" acrylic push-thrus that are internally illuminated. These panel faces are 3'-2" tall and 16'-8" long, but sign copy is limited to a maximum area of 2'-11" tall and 16'-5" long.
- The entire background of the sign's north elevation, including the background to the individual elements of the sign, will be black.
- The sign's south elevation will be painted as follows: the center portion will be grey consistent with the matrix of electrical boxes, the electrical boxes will have no decals other than required UL tags, and the 2 flanking portions of the sign will be painted black consistent with the other black elements of the sign. This color scheme is shown in Exhibit C.27. The proposal also includes an option to attach a consistent screen to a portion or to the entire elevation. This optional screen will be tight to the face of the south elevation and it may be of fabric, vinyl, mesh, metal, etc. The optional component will not include signage.
- **Taylor Street Marquee**
 - 1 total, freestanding in alignment with SW Taylor Street.
 - Maximum dimensions for sign copy: 2' tall elements and 28' in length.
 - Sign copy is composed of individual aluminum elements that are no more than 2' tall and have 3/16" push-thru acrylic at the sign face.
 - Only the faces of the sign copy will illuminate with LED.
 - The sign copy will be attached to a 5'-tall, 33'-3 5/8" long, blackened steel brushed finish "bent C channel" with a framed and clipped high resolution, UV coated digital print. It is the applicant's expressed intent for the digital print to be limited to an image of wood. (The digital print background image will be limited to an image of wood through a separate agreement with the City and the Stadium owner. Exhibit G.20)

Modification Requests

The site is in both the Open Space zone (OS) and the Central Commercial zone (CX).

- Per 32.34.030 B., allowed "Major Event Entertainment" uses in the OS zone in the Central City Plan District are subject to the CX zone regulations.
- The portions of the proposal located within the CX zone are subject to the CX zone regulations.

The proposal does not meet some of the sign regulations of the Sign Code Manual, Title 32. The regulations of Title 32 not met must be approved through the Modification process.

The following six Modifications are requested:

(1) OVERALL SITE SIGN ALLOWANCE

The regulations allow 1 SF of sign area per 1 foot of primary building wall. SW 20th, SW 18th, and Morrison all are primary walls. Therefore, the total allowable sign area for this site is approximately 1,600 SF. With the proposed scoreboard itself measuring 2,133 SF in area, the site will be well above the overall size limitations for signs.

(For reference, approximate square footage of other proposed signage includes: two “AcmeAcme Field” = 259 SF each; “Key Bank Club Entry” = 8.8 SF; “Timbers Team Store” = 18 SF; two “Key Bank Plaza” canopy signs = 23.25 SF; two “18th & Morrison”/”20th & Morrison” canopy signs = 3.25 SF; “Main Office of the Portland Timbers” = 5 SF; two “Welcome to AcmeAcme Field Home of the Portland Timbers” = 4.2 SF each; “Concessions” = 8.4 SF each; Glazing Image Pattern = up to 949 SF; Field Wrap = up to 4,405 SF; Scoreboard = 2,133 SF; Taylor Street Marquee = 56 SF.)

(2) MAXIMUM INDIVIDUAL SIGN SIZE

Title 32 limits the size of each individual sign to a maximum of 100 SF for the CX zone.

The signs greater than 100 SF include: the 2 Primary Stadium ID signs at SW 18th/Morrison and SW 20th/Morrison, the scoreboard, and the glazing image patterns at the kiosks.

(3) # OF FREESTANDING SIGNS

The number of freestanding signs is limited to 1 per arterial street frontage. SW 18th

Avenue is the only designated arterial. The freestanding signs proposed include: the scoreboard and the Taylor Street Marquee.

(4) HEIGHT OF FREESTANDING SIGNS

The height of freestanding signs may not be greater than 20 feet. The scoreboard is proposed to be 36'-10" tall and the Taylor Street Marquee is proposed to be 31' tall.

(5) PROJECTING SIGNS/FREESTANDING SIGNS, WHEN ALLOWED

Projecting signs are not allowed if a freestanding sign is also on the same frontage.

Additionally, freestanding signs are not allowed if there are projecting signs on the same site frontage, or if existing signs attached to buildings exceed the limit of 1 SF per 1 foot of primary building wall. The scoreboard and the Taylor Street Marquee, which are

freestanding signs, are assigned to the SW 18th frontage and projecting signs are proposed at the SW 18th Avenue kiosk buildings. And, the site exceeds the 1 SF of sign area allowed per 1 foot of primary building wall.

(6) CHANGING IMAGE SIGN FEATURES

Changing image sign features are limited to a total combined area of 20 SF per site and no single sign may have more than 10 SF of changing sign features unless those features cover less than 60% of the sign face. 32.32.030 D.4. allows Modifications to these standards for Major Event Entertainment uses and for signs in or adjacent to a sports field. The proposed scoreboard exceeds these changing image restrictions - the proposed scoreboard includes a large area of video screen, 20'-3" tall x 37'-5" long, and other smaller areas of changing image (two 4'-1" tall x 19'-6" long score panels and a continuous “DMX illuminated accent panel running the full length of the scoreboard underneath the top “Venue Letters”).

Approval Criteria

In order to be approved, this proposal must comply with the approval criteria of Title 33, Portland Zoning Code. The applicable approval criteria are the: Central City Fundamental Design Guidelines, Goose Hollow Design Guidelines, and 33.825.040 Modifications that will Better Meet Design Review Regulations.

General comments regarding signs subject to Design Review:

- Signs inside the dripline of the existing stadium building are considered “signs inside a building” and are therefore not subject to Title 32 and Design Review (32.12.020).
- “Signs not visible from a right-of-way or another property” are not subject to Title 32 and Design Review (32.12.020).

- Temporary signs (banners, balloon signs, fascia signs, freestanding signs, and portable signs) are allowed in accordance with 32.32.030 K. If the applicant chooses to install temporary signs as allowed by this Section of the Sign Code, the temporary signs are not subject to permanent sign regulations, including Design Review.
- 32.38.010 C. states, “Content-Neutral Administration of Land Use Reviews. Notwithstanding any other provision of this Title or of related standards referenced in this Title, applications for adjustments, design review, and historic design review for signs will be reviewed only with respect to sign structure or placement, or with reference to copy only to the extent of color or typeface and excluding any reference to message, category, subject, topic, or viewpoint.” Though this land use review cannot consider sign reference to message, category, subject, topic, or viewpoint, it is the applicant’s expressed intent for (1) the proposed glazing image pattern at the 4 kiosks to recognize Goose Hollow, Tanner Creek, Central City and Stadium history and (2) the digital print background of the 2 main entry signs and the Taylor Street marquee to be limited to a wood image. To acknowledge the applicant’s expressed intent for these signs, the owner and the applicant will voluntarily enter into agreements that (1) commit the applicant to maintain the Goose Hollow-, Tanner Creek-, Central City- and Stadium history-related nature of the kiosks’ glass graphic images and (2) commit the applicant to maintain the wood image of the digital print background of the 2 main entry signs and the Taylor Street marquee. These agreements will be separate from any land use process; they are included for reference only as Exhibits G13 and G.20. For the purposes of this design review, the content of all proposed signs is not being reviewed (though it is noted in the individual sign descriptions for reader clarity). This design review is only considering the design details of proposed signage including, color, typeface, materials, location, attachments, lighting.

ANALYSIS

Site and Vicinity: The PGE Park stadium was built in 1926 with architectural plans by A.E. Doyle and Morris H. Whitehouse. Prior to the construction of the stadium, the site was occupied by the Pacific Industrial Exposition Building. Although the existing stadium building is not a Landmark, it is listed in the Historic Resource Inventory of Portland as a Rank III resource. The open-air building is constructed of reinforced concrete, with concrete tiered seating and concrete walls with round-arch openings and coping and belt cornices.

In 2000, Design Review approval was granted for a major renovation of the stadium. The approved renovation included: a seismic upgrade of the existing structure; ADA-compliant modifications (lowering and leveling the concourse level and creating handicapped-accessible seating); bringing the field configuration into regulation standards for football, baseball, and soccer; a remodel of the lower concourse (locker rooms, etc.), the concession facilities, and the public toilets; thirty-two new business boxes behind home plate under the existing roof; reconfigured plaza areas at Morrison and 18th and Morrison and 20th, with the addition of new ticket booths, trees, lighting, art, signage, and other “furnishings”; the removal of the tall concrete wall along SW 18th Avenue and replacement with open fencing and concrete fence supports; and new signage and lighting throughout the site.

Recently, in Spring of 2010, Design Review approval was granted for major upgrades of the stadium to accommodate Major League Soccer (MLS). Primarily the approval allowed the addition of an east sideline grandstand, with a large canopy cover and individual restroom/concessions/team store buildings. The approval also allowed for a north and south public plaza, and a physical therapy clinic building at the south plaza. Conditions of approval were part of the Design Commission’s approval.

The Stadium site is located between SW 18th and 20th Avenues, fronts onto SW Morrison Street to the north and has a standing agreement with the MAC (the original owner of the Stadium) to

use a portion of the Athletic Club property. The site, therefore, includes the MAC property located at 1849 SW Salmon Street. The current MAC was built in 1971 and designed by Wolff, Zimmer, Frasca, Ritter Architects. An earlier club building burned in 1910 and the replacement structure was demolished to make way for the current structure. The existing building is of concrete, topped by a weathered-steel barrel-vaulted roof. Portions of the building have brick or stucco veneer. A 5-story addition to the original Clubhouse was constructed in 1998.

The Westside Light Rail line runs along SW 18th Avenue, on the east side of the site. The Central City Transportation Management Plan classifies SW 18th Avenue as a Regional Trafficway, a Major Transit Priority Street, a Central City Bikeway, and a Central City Transit/Pedestrian Street. SW Morrison is designated a Transit Access Street, and the site is within the Goose Hollow Pedestrian District. Nearby light rail stations for the MAX line occur at SW Yamhill/SW Morrison between SW 18th and SW 17th Avenues, and at SW 18th between SW Taylor and SW Salmon Streets.

Apartments and condominiums are located to the southwest and to the north. Other development nearby includes apartments, older single residences, and mixed office, retail, and commercial uses.

Zoning: As noted above, the site includes PGE Park and the MAC. The portion of the site that includes PGE Park (and the majority of the proposal) is zoned OSd. The portion of the site that includes MAC is zoned CXd.

The Open Space (OS) zone is intended to preserve public and private open and natural areas to provide opportunities for outdoor recreation and a contrast to the built environment, preserve scenic qualities and the capacity and water quality of the stormwater drainage system, and to protect sensitive or fragile environmental areas.

The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together.

The Design Overlay Zone [d] promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

The proposal includes the following uses: Major Event Entertainment (the soccer facility and its accessory uses), and Office (the physical therapy clinic).

- Major Event Entertainment is allowed at certain OS zoned sites in the Central City Plan District per 33.510.115 B.3. This section of the Zoning Code (33.510.115 B.3.) requires the site to be at least 5 acres in area, within 500 feet of a Transit Station, and have the following City Council approved documents: a Good Neighbor Agreement (GNA), a Comprehensive Transportation Management Plan (CTMP) and an Operating Agreement (if applicable). This site meets the size and locational requirements listed above, and City Council has approved the three required documents listed above. For more information on any of these three documents, please contact Dave Logsdon at the City of Portland Office of Management and Finance at 503.823.6958.
- On February 3, 2010 the City Council voted to allow a limited amount of Office use at certain OS zoned sites in the Central City Plan District, effective on March 5, 2010. The section of the Zoning Code modified is 33.510.115 B.3. Similar to Major Event

Entertainment uses above, this section of the Zoning Code (33.510.115 B.3.) will require the site to be at least 5 acres in area, within 500 feet of a Transit Station, and have the following City Council approved documents: a Good Neighbor Agreement (GNA), a Comprehensive Transportation Management Plan (CTMP) and an Operating Agreement (if applicable). This section of the Zoning Code will also limit Office use to 15,000 SF. Again, this site meets the size and locational requirements listed above, and City Council has approved the three required documents listed above. The area of the proposed physical therapy clinic that will be on the OS zoned portion of the site is less than 15,000 SF, and is therefore allowed. The remainder of the proposed physical therapy clinic will be on the CX portion of the site; Office use in the CX zone is allowed outright.

Land Use History: City records indicate the following land use reviews for this site:

Most recently, **LU 09-179009 DZ** approved a Type III Design Review for the MLS stadium upgrade/addition which included: a new grandstand along the east sideline complete with permanent seating terraces, a restaurant below grade, concourse, concessions and restrooms. The new SW 18th Avenue elevation will feature an expanded entrance/terrace at both the northeast and southeast corners of the site, with restrooms and concessions between. A club deck is proposed at the center of the elevation. The NE and SE plazas will be open to the public at limited times. The paving surface of the concourse continues into the public right-of-way. A large portion of this new seating along SW 18th will be roofed. A new Team Store is planned for the northeast terrace area. A new physical therapy clinic entry is planned for the southeast terrace area. The playing field will be relocated to align with a new seating bowl configuration. The new soccer pitch will be defined on four sides with seating at field level. The new south-end seating will include a built-in stage to allow conversion for alternate sports, entertainment events and concerts. The existing service drive adjacent to the Multnomah Athletic Club (MAC) club will be regraded and repaved. And, alterations to the ticket booths in the SW 18th and Morrison plaza will be made. Approval is subject to the following conditions of approval:

1. The proposed north and south public plazas fronting SW 18th and their depicted public amenities (planters, benches, lighting, and [at the north] an entry into the Team Store) will remain open as depicted in Exhibit C.60 (page 26) from 7AM to 7PM on days when there is not a ticketed event planned at the Stadium.
2. The areas shown with the running bond paving (from curb to edge of concourse in between the north and south plazas) will match the rest of the concourse's concrete paving pattern.
3. A Type III Design Review is required for the renovation's sign proposal.
4. The concrete areas shown on the 4 kiosks, Team Store and physical therapy clinic will be board formed concrete of a profile as close to the existing Stadium's profile as possible.

Condition of Approval #3 is satisfied with this current Type III land use review, LU 10-175769 DZM.

LU 10-116154 TPA approved a Type III Traffic and Parking Analysis. This land use review was required because some of the PGE Park MLS renovation is proposed on the MAC site, which is the CXd portion of the site. The development on the MAC site includes the PGE Park Physical Therapy Clinic and some south-end seating for the PGE Park stadium. Pursuant to Condition of Approval 'A' of the 1995 Zone Change approval for the MAC (LUR 95-00743 ZC), the proposed development for the PGE Park MLS renovation is subject to a Type III Traffic and Parking Analysis.

LU 07-105046 DZM, approved of a remodel of the south scoreboard at PGE Park, including the following two Modifications: to allow the sign to have 313.8 SF of "changing image" area on a 618-sf sign, and to allow the freestanding sign to be larger than 100 SF overall. **LUR 01-00162 DZM** approved a design review with Modification for 242.5 SF of changing image sign within a new 605 SF scoreboard, and eight new banners. The Design Commission approved

LUR 01-00049 DZM for two new freestanding sculptures at the entry plaza areas, in March of 2001.

The comprehensive design review for signs at the stadium was reviewed under **LUR 00-00228 DZM** and approved by Design Commission in June 2000. Earlier in the year, **LUR 00-00066 DZ** was approved by the Design Commission for a proposal including seismic upgrades, ADA-compliant concourse levels and seating, the replacement of the 18th Avenue wall with open fencing, and a number of additions and alterations to the existing plazas on Morrison Street. The conditions imposed by the Design Commission in LUR 00-00066 DZ included:

- B. An informational plaque addressing the history and existence of Tanner Creek is to be affixed to the Stadium wall along SW Morrison Avenue ONLY if the art chosen for the site does not clearly relate to the Historic Tanner Creek.;
- C. The initial primary sign proposal, exterior art funded through the percent for public art program, and any additional bleacher seating will be subject to Type III review(s) before the Design Commission; and
- D. proposal for the night time lighting of the back of the scoreboard must be submitted for review and approval concurrent with the review of the initial primary sign proposal.

There are two prior land use reviews that evaluated PGE Park bike parking Adjustment requests. **LUR 01-00641 AD** approved an Adjustment to provide less than the 775 required long-term bike parking spaces at PGE Park (this bike parking requirement was based on a maximum seating capacity of 31,000 seats). Approval was granted to provide 12 uncovered spaces (at six existing "staple" racks) within the property lines, located at the mid-block ends of both main plazas on Morrison Street. The approval also waived the requirement that 50% of the long-term bike spaces be covered. The approval is subject to the following condition: B. The applicant will be required to present a bicycle count and an attendance count for each event over a two-year period (beginning on the mailing date of this decision) to PDOT. An earlier proposal for bike parking at the Stadium was approved under **LUR 00-00803 AD**. This case requested four adjustments to the required bike parking, for quantity, location, permanence, and weather protection. The stadium was not able to meet the parameters of the approved proposal and thus requested the Adjustment that was approved under LUR 01-00641 AD.

Two recent, minor design reviews at the MAC site include: **LU 06-143433 DZ**, which approved new roof access ladders and platforms on the west-façade of the MAC building; and **LU 05-111311 DZ**, which approved design review for the addition of a door and canopy at the fourth floor, east elevation of the MAC parking structure.

Prior to the above reviews, **LUR 97-00184 UD** was a Use Determination concerning Condition of Approval A. under LUR 95-00743 ZC and a 50,000 square foot addition to the MAC (approved under LUR 97-00066 DZ). Both the Condition of Approval A. and the large MAC addition were upheld in this Use Determination review. **LUR 97-00066 DZ** was an approval by the Design Commission for a 50,000 square foot addition to the MAC. **LUR 96-00692 DZ** was a design review approval for a reconfigured loading dock and yard at the MAC to accommodate the Light Rail Station, and **LUR 96-00447 DZ** was a design review approval for painted wall signs. **LUR 95-00873 MS** was a denial of reconsideration and clarification of the status of the MAC Master Plan.

Also in 1995, **LUR 95-00743 ZC** was approved with conditions to amend the zoning at the MAC site from RH to CXd. This 1995 Zone Change approval was subject to the following two pertinent conditions:

- A. A new Traffic and parking analysis must be reviewed and approved through a Type III process prior to any development on this site for other than the six uses approved in LUR

91-00740 MS. The traffic and parking analysis may be based on the proposed development or may include the range of uses allowed in the CX zone. The approval criteria for the review will be that the transportation system is capable of supporting the proposed use or uses allowed by the zone or will be capable of supporting those uses by the time development is complete, as required by PCC 33.855.050.B., and

- B. All uses on this site are subject to the transportation and parking mitigation plan and demand management plan set out on pages 30-43 of the Master Plan. In addition, the Multnomah Athletic Club will report on an annual basis the results of the Event Parking Program.

A Master Plan was approved for the MAC in 1992 in **LUR 92-00813 MS**, with the Conditional Use for the Master Plan being approved with conditions under **LUR 91-00740 MS. CU 89-90** was an earlier amended Master Plan, dating from 1990, which was approved with conditions. Prior to these cases, **CU 31-71** approved an addition to the MAC, with conditions, in 1971, and **VZ 37-63** was an approval with conditions for signs to be installed on SW 18th Ave. along the stadium frontage in 1963. Finally, **CU 22-63**, also dating from 1963, was an approval for the first phase of replacement of the MAC building.

Agency Review: A Notice of Proposal in Your Neighborhood was mailed on October 1, 2010. The following Bureaus have not responded: Bureau of Environmental Services, Water Bureau, Fire Bureau, Site Development Section of BDS, Bureau of Transportation, and Urban Forestry.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on October 1, 2010. As of the date of this Staff Report, no written responses have been received.

Hearing Summary:

- The first hearing on the sign proposal was held on October 21, 2010. A Staff Report and Recommendation was presented in response to the drawings included in Exhibit A.3; it did not recommend approval. Summary comments from the Design Commission can be found in Exhibits G.9 and G.11. The applicant agreed to return to another hearing date (December 2, 2010) with a design response.
- The second hearing on the sign proposal was held on December 2, 2010. A Staff Report and Recommendation was not presented, as there was not enough time or enough information to substantially change the original report. The drawings included in Exhibit A.4 were submitted just prior to the 2nd hearing and the drawings included in Exhibit A.5 were submitted at the 2nd hearing. There was one testifier, Norm Rich – General Manager of the MAC. Mr. Rich requested clarity on the extent of the scoreboard and its potential impact on MAC sightlines; he indicated an easement agreement requires MAC approval of the scoreboard. Summary comments from the Design Commission can be found in Exhibit G.11. The applicant agreed to return to another hearing date (January 6, 2011) with a design response. Follow up to MAC testimony: A meeting to discuss the scoreboard and its impact on the MAC was held on January 5, 2011. Representatives from the MAC verbally consented to the scoreboard placement and size. They attended the 1-6-11 hearing to present their comments. There was additional conversation about the design treatment of the south elevation of the scoreboard, the elevation facing the MAC. There were concerns about the “unfinished” treatment of the south elevation. The group agreed to a paint scheme that unifies the scoreboard and eliminates the extraneous decals affixed to the electrical boxes. The group also agreed to an optional installation of a uniform screen to a portion of or to the entire elevation. The screen would be tight to the face of the sign’s south elevation and may be made of fabric, vinyl, mesh, metal, etc. If installed it is approved through this Design Review.
- The third hearing on the sign proposal was held on January 6, 2011. A Staff Report and Recommendation for approval was presented. Testimony included: (1) MAC testified in support of the project and (2) Providence testified on the previously proposed Providence sign at the physical therapy building. Providence is on record for not supporting the black

sign that was submitted for review in the Revised Staff Report and Recommendation and, instead, supporting their fully blue sign (which was presented to the Commission in a January 5th staff memo); Providence also testified in support of a compromised design (which was presented at the 1-6-11 hearing) where a blue sign panel is within a black C channel background. Providence indicated the following design guidelines are applicable to the issue: C1-2, C2, C3, C5, C13. The Commission discussed the erosion of the newly created Stadium identity by allowing a blue background and/or a partial blue background at the Providence sign (or any future sign) and decided not to support the request to change the color of a sign's background. The Commission supported the Staff Report and Recommendation of approval with the following comments: (1) they voted not to support the compromised Providence sign, a blue background on a black C channel (the applicant agreed to remove this sign from the application); (2) they voted to support a larger sign area for the 2 Primary Stadium ID signs; (3) they supported OMF's agreement to commit the applicant to maintain the wood image of the digital print background of the 2 main entry signs and the Taylor Street marquee (Exhibit G.20).

ZONING CODE APPROVAL CRITERIA – Design Review

Chapter 33.825 Design Review

Section 33.825.010 Purpose of Design Review Design review ensures that development conserves and enhances the recognized special design values of a site or area. Design review is used to ensure the conservation, enhancement, and continued vitality of the identified scenic, architectural, and cultural values of each design district or area. Design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area. Design review is also used in certain cases to review public and private projects to ensure that they are of a high design quality.

Section 33.825.055 Design Review Approval Criteria A design review application will be approved if the review body finds the applicant to have shown that the proposal complies with the design district guidelines.

Findings: The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site's location, the applicable design guidelines are the Central City Fundamental and Goose Hollow Special Design Guidelines.

Goose Hollow District Design Guidelines and Central City Fundamental Design

Guidelines The Goose Hollow District is envisioned to be a predominantly urban residential, transit-oriented community located on the western edge of the Central City between Washington Park and Downtown Portland. When riding light rail through the West Hills tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at Jefferson Street Station and Collins Circle, and from the north at the Civic Stadium Station and Fire Fighter's Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

Goose Hollow District Design Goals The Goose Hollow District Design Goals are specific to the Goose Hollow District. These urban design goals and objectives are to:

- Enhance mixed-use, transit-oriented development around the light rail stations to make it a pedestrian-friendly station community.
- Provide open spaces to accommodate active public life.
- Strengthen connections to adjacent neighborhoods through light rail, bike and pedestrian access and assure a safe and pleasant bike/pedestrian environment.
- Preserve and enhance the community's history and architectural character.

Central City Plan Design Goals This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.

A2. Emphasize Portland Themes. When provided, integrate Portland-related themes with the development's overall design concept.

A2-1. Recognize the Historic Tanner Creek Theme. Recognize the course of the historic Tanner Creek and emphasize the District's connection with the Creek on site developments of 20,000 square feet or more, including and immediately adjacent to the historic course of the Creek. This guideline may be accomplished by any or all of the following:

- a. Exposing the Creek using water features and fountains; or
- b. Incorporating interpretive trails, artwork, murals or sculptures that describe and symbolize the relation between the district and the history of Tanner Creek.

A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

A5. Enhance, Embellish, and Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.

A5-1. Strengthen the Identity of the Civic Stadium Station Area. This guideline may be accomplished by any or all of the following:

- a. Integrating the Civic Stadium and Multnomah Athletic Club into the station area. This can be done by making their ground level street walls more pedestrian-friendly.
- b. Incorporating the history of the Stadium and Tanner Creek in the form of art work, murals, and other design features;
- c. Strengthening the neighborhood focal point located within the station area. Street trees, awnings, lighting and other amenities can emphasize pedestrian connections to the focal point (the Park, Plaza/Station). Buildings can orient their openings and entries towards the focal point to create a sense of enclosure and enhance the sense of entry into the District; or

- d. Using architectural vocabulary and materials that maintain continuity with the existing developments and add to the character of the station area.

A8. Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

Findings for "A" Guidelines (A4, A5, A5-1, A8): The proposal seeks to continue the sense of arrival at the Stadium site, a significant regional destination point in the Goose Hollow neighborhood. It also seeks to improve the wayfinding, an important goal given the expected increase in patronage for the new tenant, MLS.

During the previous Type III Design Review process (LU 09-179009DZ), there was discomfort with the location of the seldom-active 18th Avenue kiosks. It was noted during the review that, because these kiosks are for back-of-house functions and not sited appropriately, their signage should be downplayed. As such, the current proposal limits the wayfinding signage to discreet and subtle signs with fine-scale detailing. The Concessions buildings have lettering no taller than 9" and the bathroom kiosks have very restrained, thin non-illuminated panels. None of the kiosks have wayfinding signs that face directly east, that would otherwise be intended solely toward the SW 18th frontage – rather, the bathroom kiosks' signage is appropriately out of view from the public realm within the entry cove areas. Instead, the kiosks at their very visible east elevations include integral graphic patterns that will help enliven the public realm on both game days and non-game days. Though this land use review cannot consider "sign reference to message, category, subject, topic, or viewpoint", it is the applicant's expressed intent for the proposed glazing image pattern at the 4 kiosks to recognize Goose Hollow, Tanner Creek, Central City and Stadium history. This intent is directly applicable to previous Commission and public comment, as well as all of these "A" Guidelines. To acknowledge the applicant's expressed intent for these signs (outside of the land use process), the owner and the applicant will voluntarily enter into an agreement committing the applicant to maintain the Goose Hollow-, Tanner Creek-, Central City- and Stadium history-related nature of the signs. This agreement will be separate from any land use process (for reference, it is included as Exhibit G.13). For the purposes of this design review, the content of all proposed signs is not being reviewed (though it is noted in the individual sign descriptions for reader clarity). This design review is only considering the design details of proposed signage including, color, typeface, materials, construction details, location, attachments, lighting.

Guidelines A2-1 and A5-1 can be met in a meaningful way with a large gesture experienced by a large number of the public. That is best handled at the very visible east elevations of the kiosk building through the Exhibit G.13 agreement. As such, this proposal eliminates the previously proposed plaque inset into the ground at the southeast corner of the site in alignment with the angled granite bands depicting the path of the Tanner Creek pipe. The plaque was proposed to be set within a light granite band. With removal of the plaque from the project, the light grey band will simply continue. The paving pattern will remain and continue to acknowledge the alignment below.

Through the course of this Design Review the proposal has improved with regard to establishing a unified Stadium identity through signage. The signage package proposed has a refined palette of materials, lighting, color, attachment details, typeface, location, construction details, etc. It is also a palette that is limited to provide a clear and cohesive intent. As in any Design Review compliance with the submitted drawings is required for the execution of the proposal. It is important to note here that the expectation for the construction of these signs is to match the notes made in the submitted drawings,

including but not limited to construction, materials, lighting, color, attachment details, typeface location, etc.

- With regard to **typeface** the unified Stadium identity uses Helvetica Neue – it is encouraged that this typeface be used whenever possible where typeface is called out as “TBD”. Where typeface is not called out as “TBD”, the typeface will be Helvetica Neue.
- With regard to **color**, the unified Stadium identity uses cool grey, black, white, darker timber green and lighter timber green – it is encouraged that these colors be used whenever possible in the instances where color is called out as “TBD”. Where color is not called out as “TBD” any combination of the 4 aforementioned Stadium colors can be utilized.

These guidelines are met.

B1. Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

B1-1. Provide Human Scale to Buildings along Walkways. Provide human scale and interest to buildings along sidewalks and walkways.

B2. Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

B5. Make Plazas, Parks and Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.

Findings for “B” Guidelines (B1, B1-1, B2, B5): The proposal supports wayfinding primarily for patrons of the Stadium. Given the various spaces in a Stadium environment and a need to easily direct people to the appropriate places, it is necessary for signage to exist; and, as such, there is a variety of signs proposed with this application. However too much signage could overwhelm and unnecessarily clutter the pedestrian realm. The various building signage for the physical therapy clinic, team store and 4 kiosks is kept to a minimum in both number and letter height. Due to the integrated palette of colors and strong cohesion among materials, construction and installation, the building signs are not overwhelming to the simple building forms and well-detailed building materials. The fence’s “Welcome” signs add a layer of interest to the fence nearby key entry points and express the Stadium’s identity to the public street (again without being obtrusive) with maximum letter height of only 3”.

The minimal letter height at the proposed signs is primarily why these pedestrian-focused guidelines are met. A Condition of Approval should therefore establish a maximum individual letter height for each of these signs in order to maintain compliance with these guidelines for any possible future copy changes; the suggested Condition of Approval is as follows: *two “AcmeAcme Field” maximum individual letter height = 3’-6”*; *“Key Bank Club Entry” maximum individual letter height =10”*; *“Timbers Team Store” maximum individual letter height =18”*; *two “Key Bank Plaza” canopy signs maximum individual letter height =18”*; *two “18th & Morrison”/”20th & Morrison” canopy signs maximum individual letter height =6”*; *“Main Office of the Portland Timbers” maximum individual letter height =4”*; *two “Welcome to AcmeAcme Field Home of the Portland Timbers” maximum individual letter*

height =3”; “Concessions” maximum individual letter height =9”; Taylor Street Marquee maximum individual letter height =2’.

Some large signs are a necessity and reasonable for a venue like this – for example a scoreboard for patrons to view and entry signs that make a civic gesture. Both types exist today and the current proposal seeks to modify the scoreboard and main entry signs. The various view studies submitted in this application demonstrate the scoreboard will not be an overwhelming element to the public/pedestrian experience at street level. A majority of the scoreboard is below street level. And, much of the scoreboard is black or video screen that will be turned off most of the time. The entry signs are limited to 3 – one at each of the main access points and, generally, one at each of the 3 street frontages. Each is scaled appropriately given their height, context and purpose.

With the above-mentioned Condition of Approval that limits individual letter height for signs, these guidelines are met.

C1-2. Integrate Signs and Awnings. Integrate signs and awnings to be complementary and respectful of a building’s architecture. This guideline may be accomplished by any or all of the following:

- a. Placing signs and awnings to fit with and respect a building’s architecture.
- b. Avoiding large, excessively illuminated or freestanding signs that contribute to visual clutter; or
- c. Integrating with a building’s design an exterior sign program/system for flexible sidewalk level space that accommodates changing tenants.

C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.

C3. Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal’s architectural integrity.

C5. Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

C13. Integrate Signs. Integrate signs and their associated structural components with the building’s overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.

Findings for “C” Guidelines (C1-2, C2, C3, C5, C13): These “C” guidelines encourage coherency, integration, compatibility, architectural integrity, and quality. A strong consideration for a comprehensive approach to a Stadium identity is therefore warranted and has been a main focus of the redesign since the first hearing on October 21, 2010. The applicant provided an eloquent design rationale for the sign package, which follows:

“The new stadium signage system explores simplicity, honors tradition, and intends to help create a platform in which the energy on game day, as well as everyday street life is a prominent feature in Portland.

The black panel used as a messaging background throughout the system is a direct extension of the existing metal strapping and beams seen in the historic stadium today. The intent is to synchronize the site, tying together the new seating addition, and the old familiar architecture.

The typography and color of the Timbers brand contrasts the historic canvas, and presents information in a clean, modern form. Internal illumination, flush mounting and unobtrusive details are consistently used throughout. This timeless treatment will support frequent seasonal campaigns and branding imagery throughout the year.”

Through the course of this Design Review the proposal has improved with regard to establishing a unified Stadium identity through signage. The signage package proposed has a refined palette of materials, lighting, color, attachment details, typeface, location, construction details, etc. It is also a palette that is limited to provide a clear and cohesive intent. As in any Design Review compliance with the submitted drawings is required for the execution of the proposal. It is important to note here that the expectation for the construction of these signs is to match the notes made in the submitted drawings, including but not limited to construction, materials, lighting, color, attachment details, typeface location, etc.

- With regard to **typeface** the unified Stadium identity uses Helvetica Neue – it is encouraged that this typeface be used whenever possible where typeface is called out as “TBD”. Where typeface is not called out as “TBD”, the typeface will be Helvetica Neue.
- With regard to **color**, the unified Stadium identity uses cool grey, black, white, darker timber green and lighter timber green – it is encouraged that these colors be used whenever possible in the instances where color is called out as “TBD”. Where color is not called out as “TBD” any combination of the 4 aforementioned Stadium colors can be utilized.

Generally, the proposed materials and technologies are durable and of an appropriate quality. All signs are of individual elements for texture, quality and craft. And, all individual elements are applied to a black metal panel background that has an obvious tie to the old Stadium building. This black metal panel background is the most apparent unifying element within the sign package. All building signs are metal with acrylic faces and illuminated with LED. The smaller wayfinding signs are primarily acrylic and metal; the dimensional lettering and fine-scale detailing of the proposal brings a high level of quality to the site. The glass panels at the 4 kiosk buildings along SW 18th will receive a graphic pattern. A material sample of the glass panel with opaque pattern was presented to ensure it is a quality and long-lasting application; this is a high traffic use and materials and treatments need to be durable.

It was mentioned in the previous Type III Design Review, LU 09-179009 DZ, that the quality materials and interesting detailing of the kiosks shouldn't be disrupted with obvious signage. Proposed wayfinding sign designs and placements for bathrooms and concessions are discreet and fine-scaled, appropriate for these kiosk buildings. Additionally, the various building signage for the clinic, team store and kiosks is kept to a minimum in both number and letter height; it is not overwhelming to the simple building forms and well-detailed building materials.

The signs are thoughtfully constructed with concealed fasteners, concealed conduit, and integrated building attachments. These details are critical for a successful and highly refined proposal.

These guidelines also note a proposal should, “avoid large, excessively illuminated or freestanding signs that contribute to visual clutter”. The proposed scoreboard includes a large area of video screen, 20'-3" tall x 37'-5" long, and other smaller video areas of changing image (two 4'-1" tall x 19'-6" long video score panels and a continuous “DMX illuminated accent panel running the full length of the scoreboard underneath the top “Venue Letters”). The sign is far greater than the maximum allowed, but it is understood this type of use will likely exceed the Code limits. This site is subject to the CX zone standards because it is technically on the MAC's CX zoned property. However, it is still within a neighborhood setting that includes a number of residential buildings; and, Title 32 limits the time changing image signs can be turned on in other areas of town. Thus a Condition of Approval should establish timing limitations to for the proposed scoreboard:

“Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events.” (A Condition of Approval that limited the timeframe in which the scoreboard could be turned on was previously established for the existing scoreboard, reviewed and approved in LUR 01-00162 DZ.)

With the above-mentioned Condition of Approval that limits the time the scoreboard can be turned on these guidelines are met.

ZONING CODE APPROVAL CRITERIA – Modification Review

33.825.040 Modifications That Will Better Meet Design Review Requirements:

The review body may consider modification of site-related development standards, including the sign standards of Chapters 32.32 and 32.34 of the Sign Code, as part of the design review process. These modifications are done as part of design review and are not required to go through the adjustment process. Adjustments to use-related development standards (such as floor area ratios, intensity of use, size of the use, number of units, or concentration of uses) are required to go through the adjustment process. Modifications that are denied through design review may be requested as an adjustment through the adjustment process. The review body will approve requested modifications if it finds that the applicant has shown that the following approval criteria are met:

- A. Better meets design guidelines.** The resulting development will better meet the applicable design guidelines; and
- B. Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

Zoning designations: The site is in both the Open Space zone (OS) and the Central Commercial zone (CX).

- Per 32.34.030 B., allowed “Major Event Entertainment” uses in the OS zone in the Central City Plan District are subject to the CX zone regulations.
- The portions of the proposal located within the CX zone are subject to the CX zone regulations.

The proposal does not meet some of the sign regulations of the Sign Code Manual, Title 32. The regulations of Title 32 not met must be approved through the Modification process.

32.10.020 Purpose Statement of all Title 32 regulations noted above, except the Changing image sign features regulations:

These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication and advertising. The regulations for signs and awnings have the following specific objectives:

A. To ensure that signs and awnings are designed, constructed, installed and maintained according to minimum standards to safeguard life, health, property and public welfare;

B. To allow and promote positive conditions for sign communication while at the same time avoiding nuisances to nearby properties;

C. To reflect and support the desired character and development patterns of the various zones, overlay zones, and plan districts and promote an attractive environment;

D. To allow for adequate and effective signs in commercial and industrial zones while preventing signs from dominating the appearance of the area; and

E. To ensure that the constitutionally guaranteed right of free speech is protected.

The regulations allow for a variety of sign types and sizes for a site. The provisions do not ensure or provide for every property or business owner's desired level of visibility for the signs. The sign standards are intended to allow signs to have adequate visibility from streets and rights-of-way that abut a site, but not necessarily to streets and rights-of-way farther away.

32.32.030 D. Purpose Statement of changing image sign features regulations:

The character, scale and special communication needs of bright lights districts, sports fields and Major Event Entertainment uses may support the use of changing image sign features that are larger than 20 square feet. The scale, multiple use and special communication needs of sites with major event entertainment uses may support the use of changing image sign features that are substantially larger than 20 square feet.

The following six Modifications are requested:

(1) OVERALL SITE SIGN ALLOWANCE

The regulations allow 1 SF of sign area per 1 foot of primary building wall. SW 20th, SW 18th, and Morrison all are primary walls. Therefore, the total allowable sign area for this site is approximately 1,600 SF. With the proposed scoreboard itself measuring 2,133 SF in area, the site will be well above the overall size limitations for signs.

(For reference, approximate square footage of other proposed signage includes: two "AcmeAcme Field" = 160 SF each; "Key Bank Club Entry" = 8.8 SF; "Timbers Team Store" = 18 SF; two "Key Bank Plaza" canopy signs = 23.25 SF; two "18th & Morrison"/"20th & Morrison" canopy signs = 3.25 SF; "Main Office of the Portland Timbers" = 5 SF; two "Welcome to AcmeAcme Field Home of the Portland Timbers" = 4.2 SF each; "Concessions" = 8.4 SF each; Glazing Image Pattern = up to 949 SF; Field Wrap = up to 4,405 SF; Scoreboard = 2,133 SF; Taylor Street Marquee = 56 SF.)

Findings Modification #1 OVERALL SITE SIGN ALLOWANCE: With the Scoreboard and Field Wrap utilizing much more than the maximum allotment of overall site sign area, this Modification request is inevitable. However, the Scoreboard and Field Wrap are largely "internal" to the site. The Field Wrap will not be illuminated and is isolated to the field level. Regarding the Scoreboard, to "avoid nuisances to nearby properties" it is understood that the entire background of the scoreboard's north elevation, including the background to the individual elements of the sign, will be black. Additionally, the south elevation of the scoreboard (facing MAC) will be treated with paint and an optional uniform screen to shield potential unsightly views of the backside of a utilitarian sign. Also to "avoid nuisances to nearby properties" this review should impose a Condition of Approval that limits the time for which the Scoreboard can be turned on – "Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events." The remainder of the signs listed for Design Review in this Staff Report are, in total, not "dominating" of the surrounding area due to their limited number and minimal individual letter height, but do "reflect and support the character" of this vibrant Central City regional attractor, which is nearby a transit station and various retail establishments. This Modification therefore is consistent with the purpose statement of the regulations.

This Modification better meets design guideline B2, Protect the Pedestrian. Given the various spaces in a Stadium environment and a need to easily direct people to the appropriate places, it is necessary for signage to exist; and, as such, there is a variety of signs proposed with this application. However too much signage could overwhelm and unnecessarily clutter the pedestrian realm – this proposal does not do so.

The criteria are met with a Condition of Approval that limits the time the scoreboard can be turned on.

(2) MAXIMUM INDIVIDUAL SIGN SIZE

Title 32 limits the size of each individual sign to a maximum of 100 SF for the CX zone.

The signs greater than 100 SF include: the 2 Primary Stadium ID signs at SW 18th/Morrison and SW 20th/Morrison, the scoreboard, and the glazing image patterns at the kiosks.

Findings Modification #2 MAXIMUM INDIVIDUAL SIGN SIZE: The scoreboard is worthy of being much larger than the Code limit of 100 SF for the following reasons: this site is a regional attractor for Major Event Entertainment, the MAC wall behind the scoreboard is massive and a large sign with such a specific purpose and need for the proposed use is proportionally appropriate, the sightlines submitted confirm views from the MAC viewing deck will not be impeded, the scoreboard (while visible from the public realm) will be largely “internal” to the site and a majority will be below the adjacent street grades, the entire background of the sign’s north elevation (including the background to the individual elements of the sign) will be black, and the scoreboard is not one huge sign – it is a collection of components with layering and hierarchy to enhance its overall design and reduce its overall perceived impact. The extensive south elevation of the sign will be quite visible from the MAC and, as such, is now treated appropriately with a paint scheme and optional screen that will reduce the possible impact of visual clutter. For these reasons and with a Condition of Approval that limits the time for which it can be turned on – “Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events,” – this scoreboard Modification is consistent with the purpose statement of the regulations. Also, with the Condition of Approval, this scoreboard Modification better meets Design Guidelines: A5. Enhance, Embellish, and Identify Areas; A5-1. Strengthen the Identity of the Civic Stadium Station Area; and C1-2. Integrate Signs and Awnings.

The criteria are met with a Condition of Approval that limits the time the scoreboard can be turned on.

During the previous Type III Design Review process, there was a discomfort with the location of the seldom-active 18th Avenue kiosks. To counteract this atypical condition along a downtown street frontage the kiosks at their east elevations, rather, include integral glazing image patterns that will help enliven the public realm on both game days and non-game days. Though this land use review cannot consider sign reference to message, category, subject, topic, or viewpoint, it is the applicant’s expressed intent for the proposed glazing image pattern at the 4 kiosks to recognize Goose Hollow, Tanner Creek, Central City and Stadium history. To acknowledge the applicant’s expressed intent for these signs, the owner and the applicant will voluntarily enter into an agreement committing the applicant to maintain the Goose Hollow-, Tanner Creek-, Central City- and Stadium history-related nature of the signs. This agreement will be separate from any land use process (for reference, it is included as Exhibit G.13). A material sample was provided demonstrating the application of the sign to the glass; it will be durable, long-lasting and of a high quality to meet the expectations of the approval criteria. The subtle way in which the signs can contribute to the public realm is supportive of the project “avoiding nuisances to nearby properties” and “reflecting and the desired character” of the area. This Modification for glazing image patterns is, therefore, consistent with the purpose statement of the regulations. Additionally, the subtlety of the sign (i.e. limitation on up to 5 inks, opacity range from 50% to 100%, and graphic covering up to 80% of each glass panel) allows the material quality of the kiosks to be readily apparent, better meeting guidelines C2, Promote Quality and Permanence in Development and C3, Respect Architectural Integrity. To the extent to which the glazing

image patterns contribute to the streetscape, the proposal better meets design guidelines: A8, Contribute to a Vibrant Streetscape and A5, Enhance, Embellish, and Identify Areas.

The criteria are met for the glazing image patterns at the kiosks.

The scale of the 2 Primary Stadium ID Signs at the 2 corner plaza entries maintains the civic presence of the stadium in this downtown location. The grandeur of the stadium, especially at the curved corners of the building, and the existing framework to which the proposed signs will be attached invite a larger sign. For these reasons, the Primary Stadium ID Signs better meet design guideline C3, Respect Architectural Integrity. These 2 signs are also consistent with the purpose statement of the regulation in that the lighting is designed to avoid nuisances to nearby properties (the push-thru acrylic is a subtle illumination and the C channel and integrated end caps will minimize light spill), the signs reflect and support the desired character of a regional attractor, and the signs are proportional with the scale of the building face thereby preventing the signs from dominating the appearance of the area.

The criteria are met for the 2 Primary Stadium ID Signs.

(3) # OF FREESTANDING SIGNS

The number of freestanding signs is limited to 1 per arterial street frontage. SW 18th Avenue is the only designated arterial. The freestanding signs proposed include: the scoreboard and the Taylor Street Marquee.

Findings Modification #3 NUMBER OF FREESTANDING SIGNS: The proposed scoreboard and Taylor Street Marquee are supportive of the proposed use, Major Event Entertainment. The Stadium has a responsibility to direct patrons with ease, justifying the marquee announcing one of the major entry points and relating to this large site's urban context by marking a street termination. And, the Stadium has a practical need for a scoreboard. The scoreboard is largely "internal" to the site and mostly below the adjacent street grades and, therefore, does not detract from the pedestrian realm with clutter. While it will not detract from the pedestrian realm it will be highly visible from the MAC; in response, the sign's south elevation is now treated appropriately with a paint scheme and optional screen that will reduce the possible impact of visual clutter. And, the entire background of the sign's north elevation (including the background to the individual elements of the sign) will be black. Finally, the scoreboard should have a Condition of Approval that limits the time for which it can be turned on – "Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events," - to "avoid nuisances to nearby properties". The initial concern about too much sign clutter along SW 18th has been alleviated with the project refinements. The elimination of a number of signs along this important frontage provides a rationale for the marquee and its placement and ultimately "avoids nuisances to nearby properties". The purpose statement is met with this Modification request.

This Modification better meets design guideline B2, Protect the Pedestrian. Given the various spaces in a Stadium environment and a need to easily direct people to the appropriate places, it is necessary for signage and, as such, there is a variety of signs proposed with this application. However too much signage could overwhelm the pedestrian realm, and this proposal does not do so.

The criteria are met with a Condition of Approval that limits the time the scoreboard can be turned on.

(4) HEIGHT OF FREESTANDING SIGNS

The height of freestanding signs may not be greater than 20 feet. The scoreboard is proposed to be 36'-10" tall and the Taylor Street Marquee is proposed to be 31' tall.

Findings Modification #4 HEIGHT OF FREESTANDING SIGNS: The scoreboard is worthy of being taller than the Code limit of 20'-tall (the scoreboard is 36'-10" tall) for the following reasons: this site is a regional attractor for Major Event Entertainment, the MAC wall behind the scoreboard is massive and a tall sign with such a specific purpose and need for the proposed use is proportionally appropriate, the sightlines submitted confirm views from the MAC viewing deck will not be impeded, the south elevation is treated with a paint scheme and an optional screen, the entire background of the sign's north elevation (including the background to the individual elements of the sign) will be black, and the scoreboard (while visible from the public realm) will be largely "internal" to the site and a majority will be below the adjacent street grades. For these reasons and with a Condition of Approval that limits the time for which it can be turned on – "Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events," – this scoreboard Modification is consistent with the purpose statement of the regulations. Also, with the Condition of Approval, this scoreboard Modification better meets Design Guidelines: A5. Enhance, Embellish, and Identify Areas; A5-1. Strengthen the Identity of the Civic Stadium Station Area; and C1-2. Integrate Signs and Awnings.

The criteria are met with a Condition of Approval that limits the time the scoreboard can be turned on.

(5) PROJECTING SIGNS/FREESTANDING SIGNS, WHEN ALLOWED

Projecting signs are not allowed if a freestanding sign is also on the same frontage. Additionally, freestanding signs are not allowed if there are projecting signs on the same site frontage, or if existing signs attached to buildings exceed the limit of 1 SF per 1 foot of primary building wall. The scoreboard and the Taylor Street Marquee, which are freestanding signs, are assigned to the SW 18th frontage and projecting signs are proposed at the SW 18th Avenue kiosk buildings. And, the site exceeds the 1 SF of sign area allowed per 1 foot of primary building wall.

Findings Modification #5 PROJECTING SIGNS/FREESTANDING SIGNS, WHEN ALLOWED: The proposed scoreboard and Taylor Street Marquee are supportive of the proposed use, Major Event Entertainment. The Stadium has a responsibility to direct patrons with ease, justifying the marquee announcing one of the major entry points and relating to this large site's urban context by marking a street termination. And, the Stadium has a practical need for a scoreboard. The only projecting signs along SW 18th are limited to four very minimal 2'-2 3/8" x 1'-8" directional signs. The scoreboard is largely "internal" to the site and mostly below the adjacent street grades and, therefore, does not detract from the pedestrian realm with clutter. And, the entire background of the sign (including the background to the individual elements of the sign) will be black. Finally, the scoreboard should have a Condition of Approval that limits the time for which it can be turned on – "Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events," - to "avoid nuisances to nearby properties". The initial concern about too much sign clutter along SW 18th has been alleviated with the project refinements. The elimination of a number of signs along this important frontage provides a rationale for the marquee and its placement and ultimately "avoids nuisances to nearby properties". The purpose statement is met with this Modification request.

This Modification better meets design guideline B2, Protect the Pedestrian. Given the various spaces in a Stadium environment and a need to easily direct people to the appropriate places, it is necessary for signage and, as such, there are a variety of signs proposed with this application. However too much signage could overwhelm the pedestrian realm, and this proposal does not do so.

The criteria are met with a Condition of Approval that limits the time the scoreboard can be turned on.

(6) CHANGING IMAGE SIGN FEATURES

Changing image sign features are limited to a total combined area of 20 SF per site and no single sign may have more than 10 SF of changing sign features unless those features cover less than 60% of the sign face. 32.32.030 D.4. allows Modifications to these standards for Major Event Entertainment uses and for signs in or adjacent to a sports field. The proposed scoreboard exceeds these changing image restrictions - the proposed scoreboard includes a large area of video screen, 20'-3" tall x 37'-5" long, and other smaller areas of changing image (two 4'-1" tall x 19'-6" long score panels and a continuous "DMX illuminated accent panel running the full length of the scoreboard underneath the top "Venue Letters").

Findings Modification #6 CHANGING IMAGE SIGN FEATURES: The proposed scoreboard includes a large area of video screen, 20'-3" tall x 37'-5" long, and other smaller areas of changing image (two 4'-1" tall x 19'-6" long video score panels and a continuous "DMX illuminated accent panel running the full length of the scoreboard underneath the top "Venue Letters"). This is far greater than the maximum allowed, but it is understood this type of use will likely exceed the Code limits. The purpose statement indicates: *"The character, scale and special communication needs of bright lights districts, sports fields and Major Event Entertainment uses may support the use of changing image sign features that are larger than 20 square feet. The scale, multiple use and special communication needs of sites with major event entertainment uses may support the use of changing image sign features that are substantially larger than 20 square feet."* The scoreboard is situated so as to not dominate the appearance of the area: the MAC wall behind the scoreboard is massive and a large sign with such a specific purpose and need for the proposed use is proportionally appropriate, and the scoreboard (while visible from the public realm) will be largely "internal" to the site and a majority will be below the adjacent street grades. And, the entire background of the sign (including the background to the individual elements of the sign) will be black. Finally, to ensure the scoreboard does not dominate the appearance of the area, a Condition of Approval should limit the scoreboard as follows: "Other than required maintenance, the changing image sign features may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events." This Condition of Approval will better meet design guideline C1-2, Integrate Signs and Awnings, which states a proposal should, "avoid large, excessively illuminated or freestanding signs that contribute to visual clutter".

The criteria are met with a Condition of Approval that limits the time the scoreboard can be turned on.

DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

CONCLUSIONS

The general proposal is an approach to signage that furthers PGE Park into a Major League venue. The design guidelines encourage coherency, integration, compatibility, architectural integrity, and quality. A strong consideration for a comprehensive approach to a Stadium identity is therefore warranted and has been a main focus of the redesign since the first hearing on October 21, 2010. The applicant provided an eloquent design rationale for the sign package, which follows:

“The new stadium signage system explores simplicity, honors tradition, and intends to help create a platform in which the energy on game day, as well as everyday street life is a prominent feature in Portland.

The black panel used as a messaging background throughout the system is a direct extension of the existing metal strapping and beams seen in the historic stadium today. The intent is to synchronize the site, tying together the new seating addition, and the old familiar architecture.

The typography and color of the Timbers brand contrasts the historic canvas, and presents information in a clean, modern form. Internal illumination, flush mounting and unobtrusive details are consistently used throughout. This timeless treatment will support frequent seasonal campaigns and branding imagery throughout the year.”

Through the course of this Design Review the proposal has improved with regard to establishing a unified Stadium identity through signage. The signage package proposed has a refined palette of materials, lighting, color, attachment details, typeface, location, construction details, etc. It is also a palette that is limited to provide a clear and cohesive intent. As in any Design Review compliance with the submitted drawings is required for the execution of the proposal. It is important to note here that the expectation for the construction of these signs is to match the notes made in the submitted drawings, including but not limited to construction, materials, lighting, color, attachment details, typeface location, etc.

Though this land use review cannot consider sign reference to message, category, subject, topic, or viewpoint, it is the applicant’s expressed intent for (1) the proposed glazing image pattern at the 4 kiosks to recognize Goose Hollow, Tanner Creek, Central City and Stadium history, and (2) the proposed digital print of the 2 Primary Stadium ID signs and the Taylor Street marquee to be limited to an image of wood. To acknowledge the applicant’s expressed intent for these signs, the owner and the applicant will voluntarily enter into an agreement committing the applicant to (1) maintain the Goose Hollow-, Tanner Creek-, Central City- and Stadium history-related nature of the signs and (2) maintain the wood image as the background of the 2 Primary Stadium ID signs and the Taylor Street marquee. These agreements will be separate from any land use process (for reference, it is included as Exhibit G.13 and G.20).

MAC has verbally consented to the scoreboard location and size. MAC and the applicant have also worked on a solution to ensure the large south elevation of the scoreboard is treated appropriately.

DESIGN COMMISSION DECISION

It is the decision of the Design Commission to **approve Design Review** for the PGE Park Major League Soccer Sign Proposal.

It is the decision of the Design Commission to **approve the following 6 Modification**

requests:

(1) OVERALL SITE SIGN ALLOWANCE

The regulations allow 1 SF of sign area per 1 foot of primary building wall. SW 20th, SW 18th, and Morrison all are primary walls. Therefore, the total allowable sign area for this site is approximately 1,600 SF. With the proposed scoreboard itself measuring 2,133 SF in area, the site will be well above the overall size limitations for signs.

(For reference, approximate square footage of other proposed signage includes: two "AcmeAcme Field" = 160 SF each; "Providence Sports Center" = 19.5 SF; "Key Bank Club Entry" = 8.8 SF; "Timbers Team Store" = 18 SF; two "Key Bank Plaza" canopy signs = 23.25 SF; two "18th & Morrison"/"20th & Morrison" canopy signs = 3.25 SF; "Main Office of the Portland Timbers" = 5 SF; two "Welcome to AcmeAcme Field Home of the Portland Timbers" = 4.2 SF each; "Concessions" = 8.4 SF each; Glazing Image Pattern = up to 949 SF; Field Wrap = up to 4,405 SF; Scoreboard = 2,133 SF; Taylor Street Marquee = 56 SF.)

(2) MAXIMUM INDIVIDUAL SIGN SIZE

Title 32 limits the size of each individual sign to a maximum of 100 SF for the CX zone.

The signs greater than 100 SF include: the 2 Primary Stadium ID signs at SW 18th/Morrison and SW 20th/Morrison, the scoreboard, and the glazing image patterns at the kiosks.

(3) # OF FREESTANDING SIGNS

The number of freestanding signs is limited to 1 per arterial street frontage. SW 18th Avenue is the only designated arterial. The freestanding signs proposed include: the scoreboard and the Taylor Street Marquee.

(4) HEIGHT OF FREESTANDING SIGNS

The height of freestanding signs may not be greater than 20 feet. The scoreboard is proposed to be 36'-10" tall and the Taylor Street Marquee is proposed to be 31' tall.

(5) PROJECTING SIGNS/FREESTANDING SIGNS, WHEN ALLOWED

Projecting signs are not allowed if a freestanding sign is also on the same frontage. Additionally, freestanding signs are not allowed if there are projecting signs on the same site frontage, or if existing signs attached to buildings exceed the limit of 1 SF per 1 foot of primary building wall. The scoreboard and the Taylor Street Marquee, which are freestanding signs, are assigned to the SW 18th frontage and projecting signs are proposed at the SW 18th Avenue kiosk buildings. And, the site exceeds the 1 SF of sign area allowed per 1 foot of primary building wall.

(6) CHANGING IMAGE SIGN FEATURES

Changing image sign features are limited to a total combined area of 20 SF per site and no single sign may have more than 10 SF of changing sign features unless those features cover less than 60% of the sign face. 32.32.030 D.4. allows Modifications to these standards for Major Event Entertainment uses and for signs in or adjacent to a sports field. The proposed scoreboard exceeds these changing image restrictions - the proposed scoreboard includes a large area of video screen, 20'-3" tall x 37'-5" long, and other smaller areas of changing image (two 4'-1" tall x 19'-6" long score panels and a continuous "DMX illuminated accent panel running the full length of the scoreboard underneath the top "Venue Letters").

It is the decision of the Design Commission **to approve Exhibits C.1-C-43**, signed, stamped, and dated January 6, 2011, subject to the following conditions:

- A.** As part of the building permit application submittal, the following development-related conditions (A – D) must be noted on each of the 4 required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE- Case File LU 10-175769 DZM. All requirements

must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."

- B.** The maximum individual letter height for each of the following signs is as follows:
- *two "AcmeAcme Field" maximum individual letter height = 5'-2" and maximum sign length = 50'-2 7/8";*
 - *"Key Bank Club Entry" maximum individual letter height =10";*
 - *"Timbers Team Store" maximum individual letter height =18";*
 - *two "Key Bank Plaza" canopy signs maximum individual letter height =18";*
 - *two "18th & Morrison"/"20th & Morrison" canopy signs maximum individual letter height =6";*
 - *"Main Office of the Portland Timbers" maximum individual letter height =4";*
 - *two "Welcome to AcmeAcme Field Home of the Portland Timbers" maximum individual letter height =3";*
 - *"Concessions" maximum individual letter height =9";*
 - *Taylor Street Marquee maximum individual letter height =2'.*
- C.** Other than required maintenance, the changing image sign features for the Stadium may be turned on no sooner than three hours before scheduled events and must be turned off no later than three hours after scheduled events.
- D.** No field changes allowed.

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By: 

Gwen Milius, Design Commission Chair

Application Filed: September 14, 2010
Decision Rendered: January 6, 2011
Decision Mailed: January 21, 2011
Decision Filed: January 7, 2011

About this Decision. This land use decision is **not a permit** for development. Permits may be required prior to any work. Contact the Development Services Center at 503-823-7310 for information about permits.

Procedural Information. The application for this land use review was submitted on September 14, 2010, and was determined to be complete on September 21, 2010.

Zoning Code Section 33.700.080 states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on September 14, 2010.

ORS 227.178 states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant agreed to an extension at the October 21, 2010 hearing from October 21, 2010 to December 2, 2010 and then again at the December 2, 2010 hearing from December 2, 2010 to January 6, 2011. Unless further extended by the applicant, **the 120 days will expire on: April 6, 2011.**

Some of the information contained in this report was provided by the applicant.

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. This report is the final decision of the Design Commission with input from other City and public agencies.

Conditions of Approval. This approval may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term “applicant” includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

Appeal of this decision. This decision is final unless appealed to City Council, who will hold a public hearing. Appeals must be filed by 4:30 pm on February 4, 2011 at 1900 SW Fourth Ave. Appeals can be filed Tuesday through Friday on the first floor in the Development Services Center until 3 p.m. After 3 p.m. and on Monday, appeals must be submitted to the receptionist at the front desk on the fifth floor. Information and assistance in filing an appeal is available from the Bureau of Development Services in the Development Services Center or the staff planner on this case. You may review the file on this case by appointment at, 1900 SW Fourth Avenue, Suite 5000, Portland, Oregon 97201.

If this decision is appealed, a hearing will be scheduled and you will be notified of the date and time of the hearing. The decision of City Council is final; any further appeal is to the Oregon Land Use Board of Appeals (LUBA).

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to City Council on that issue. Also, if you do not raise an issue with enough specificity to give City Council an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

Who can appeal: You may appeal the decision only if you have written a letter which was received before the close of the record at the hearing or if you testified at the hearing, or if you are the property owner or applicant. Appeals must be filed within 14 days of the decision. **An appeal fee of \$2,216.50 will be charged (one-half of the application fee for this case).**

Neighborhood associations and low-income individuals may qualify for a waiver of the appeal fee. Additional information on how to file and the deadline for filing an appeal will be included with the decision. Assistance in filing the appeal and information on fee waivers are available from the Bureau of Development Services in the Development Services Center, 1900 SW Fourth Ave., First Floor. Fee waivers for low income individuals must be approved prior to filing your appeal; please allow three working days for fee waiver approval. Fee waivers for neighborhood associations require a vote of the authorized body of your association. Please see appeal form for additional information.

Recording the final decision.

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- *Unless appealed,* The final decision may be recorded on or after **February 7, 2011 – (the day following the last day to appeal).**

- A building or zoning permit will be issued only after the final decision is recorded.

The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to: Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.
- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034

For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

Expiration of this approval. An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

Applying for your permits. A building permit, occupancy permit, or development permit must be obtained before carrying out this project. At the time they apply for a permit, permittees must demonstrate compliance with:

- All conditions imposed here.
- All applicable development standards, unless specifically exempted as part of this land use review.
- All requirements of the building code.
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

Kara Fioravanti
January 18, 2011

The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).

EXHIBITS – NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittals
 1. Original Ellerbe Becket drawings
 2. Original downstream drawings
 3. Ellerbe Becket drawings 1-14 and PDX 801 and downstream drawings 1-38, used for the First Staff Report
 4. Updated drawings submitted 11-29-10 in preparation for December 2nd hearing
 5. Updated drawings submitted 12-2-10 at the December 2nd hearing
 6. Design Rationale and Amendments in response to Design Commission comments
- B. Zoning Map (attached):

- C. Plans & Drawings:
 - 1. Exterior Sign Location Plan (attached)
 - 2. Primary Stadium ID elev, plan, section
 - 3. Primary Stadium ID rendering, section
 - 4. Primary Stadium ID rendering
 - 5. Primary Stadium ID size studies – one approved
 - 6. Integrated Partnership ID renderings, elev
 - 7. Integrated Partnership ID plan, section, elev, rendering
 - 8. Integrated Partnership ID plan, sections, elev
 - 9. Integrated Partnership ID section, elev
 - 10. Integrated partnership ID rendering, site elev
 - 11. Integrated Partnership ID plan, elev, section
 - 12. Integrated Partnership ID section
 - 13. Exterior Wayfinding plan, elev, section
 - 14. Exterior Wayfinding elev, photo, side view
 - 15. Exterior Wayfinding plan, elev
 - 16. Exterior Wayfinding elev, section
 - 17. Concessions elev, section, side view
 - 18. Views from Concourse renderings
 - 19. Blade Mounted Directional Sign elevs, section, rendering
 - 20. Blade Mounted Directional Signs elevs, plan
 - 21. Wall Mounted Room Signs elevs
 - 22. Wall Mounted Cove Signs elevs, plan
 - 23. Tanner Creek Glazing Image Pattern, renderings
 - 24. Field Wrap plan, elevs, rendering
 - 25. Scoreboard
 - 26. Scoreboard
 - 27. Scoreboard
 - 28. Scoreboard
 - 29. Scoreboard
 - 30. Scoreboard
 - 31. Scoreboard
 - 32. Scoreboard
 - 33. Scoreboard
 - 34. Scoreboard
 - 35. Taylor Street Marquee plan, elev, photo, plan
 - 36. Ped View rendering
 - 37. Ped View rendering
 - 38. Ped View rendering
 - 39. Ped View rendering
 - 40. Ped View rendering
 - 41. Ped View rendering
 - 42. Ped View rendering
 - 43. View of Scoreboard within fenceline
- D. Notification information:
 - 1. Request for response
 - 2. Posting letter sent to applicant
 - 3. Notice to be posted
 - 4. Applicant's statement certifying posting
 - 5. Mailed notice
 - 6. Mailing list
- E. Agency Responses: none received
- F. Letters: none received
- G. Other:
 - 1. Original LUR Application

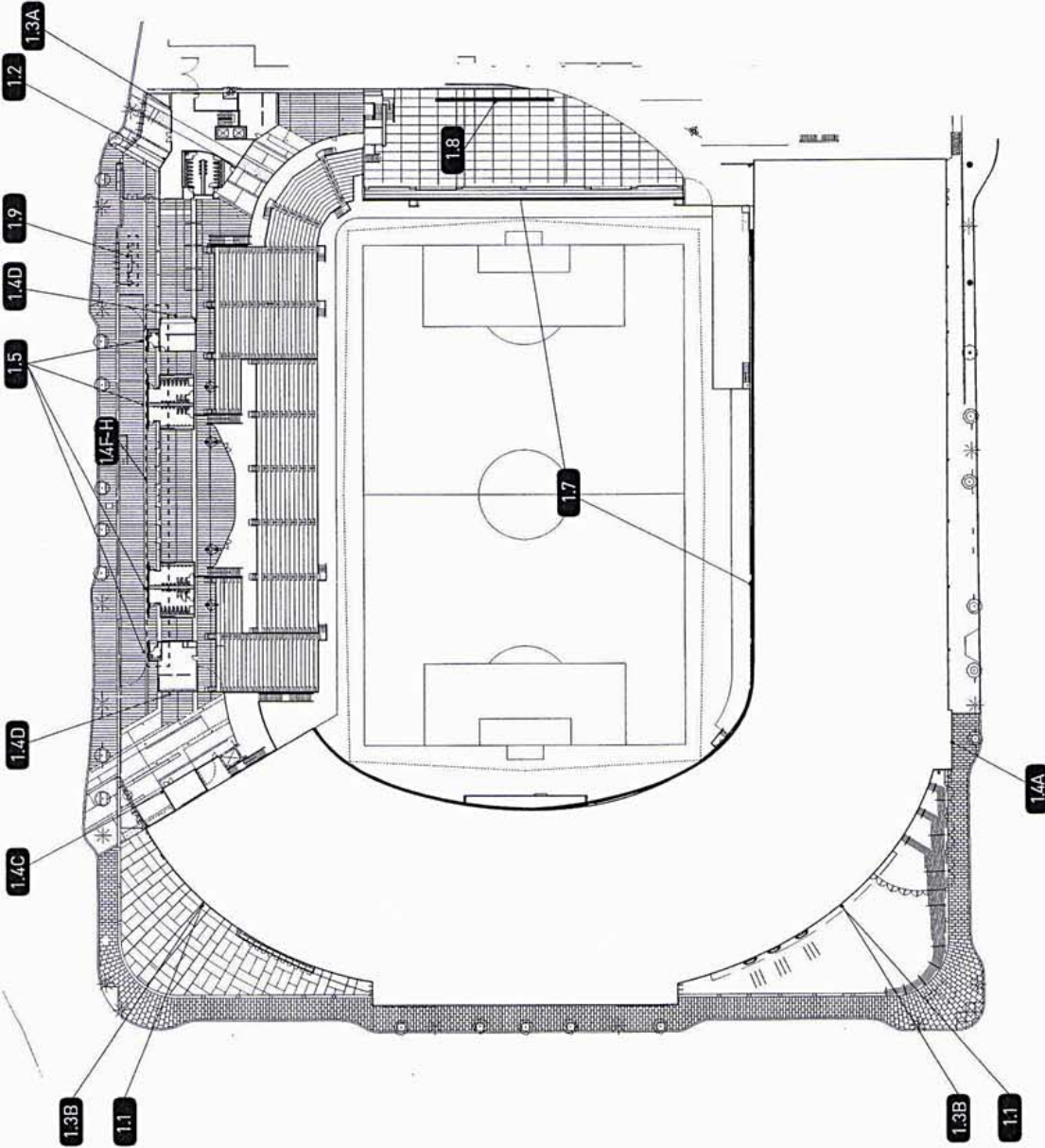
2. Transmittal for Design Commission drawing sets, 9-21-10
 3. Site History
 4. Staff Report and Recommendation for the 10-21-10 hearing
 5. Staff presentation for the 10-21-10 hearing
 6. Handouts for Design Commissioners at the 10-21-10 hearing
 7. Staff notes from the 10-21-10 hearing
 8. 11-29-10 staff memo for 12-2-10 hearing
 9. 12-2-10 summary memo of 10-21-10 hearing comments
 10. Staff notes from 12-2-10 hearing
 11. 12-6-10 summary memo of 10-21-10 and 12-2-10 hearing comments
 12. 6-24-10 MAC memo to the City and Peregrine re: proposed scoreboard, submitted by applicant
 13. Office of Management and Finance 1-5-11 letter, regarding imagery at the kiosk glass panels
 14. 1-5-11 staff memo to Commission
 15. 12-30-10 Revised Staff Report and Recommendation for 1-6-11 hearing
 16. 1-5-11 email to Commission with Exhibit G.14, the proposed Providence blue sign (attached) and Exhibit G.13
 17. 2nd Revised Staff Report and Recommendation for 1-6-11 hearing
 18. 1-5-11 email to Commission with Exhibit G.17
 19. Staff notes from 1-6-11 hearing
 20. Office of Management and Finance 1-13-11 letter, regarding background image at the 2 Primary Stadium ID signs and the Taylor Street marquee sign
- cc: Applicants and Representatives
Neighborhood Associations
Those who testified, orally or in writing
City Auditor's Office
Development Services Center
BDS Staff
BDS Staff for Commission Book

EXTERIOR SIGN LOCATION PLAN

MAJOR SIGN TYPES ONLY

Approved
 City of Portland
 Bureau of Development Services
 Planner *[Signature]*
 Date *1.6.11*

* This approval applies only to the revisions requested and is subject to all conditions of approval. Additional zoning requirements may apply.



- 1.1 PRIMARY STADIUM ID [Large Naming Rights Sign Mounted to the Building]*
- ~~1.2 SPONSORSHIP ID [Example: Providence] not approved~~
- 1.3A INTEGRATED PARTNERSHIP ID - MOUNTED ON WINDOW SYSTEM
- 1.3B INTEGRATED PARTNERSHIP ID - BUILDING MOUNTED*
- 1.4A EXTERIOR WAYFINDING - OFFICE ENTRY
- 1.4B EXTERIOR WAYFINDING - PERIMETER ID
- 1.4C EXTERIOR WAYFINDING - TIMBERS TEAM STORE
- 1.4D EXTERIOR WAYFINDING - CONCESSIONS
- 1.4E EXTERIOR WAYFINDING - BLADE MOUNTED DIRECTIONAL SIGN
- 1.4G EXTERIOR WAYFINDING - WALL MOUNTED DIRECTIONAL SIGN
- 1.4H EXTERIOR WAYFINDING - WALL MOUNTED COVE SIGN
- 1.5 GLAZING IMAGE PATTERN
- 1.7 FIELD WRAP
- 1.8 SCOREBOARD
- 1.9 TAYLOR STREET MARQUEE*

*REPLACE EXISTING SIGN WITH UPDATED TECHNOLOGY

LU10-175769 D2M
DFH C.1

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