



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**  
FROM CONCEPT TO CONSTRUCTION

Ted Wheeler, Mayor  
Rebecca Esau, Director  
Phone: (503) 823-7300  
Fax: (503) 823-5630  
TTY: (503) 823-6868  
[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** February 14, 2020  
**To:** Interested Person  
**From:** Megan Sita Walker, Land Use Services  
503-823-7294 / [MeganSita.Walker@portlandoregon.gov](mailto:MeganSita.Walker@portlandoregon.gov)

**NOTICE OF A TYPE II DECISION ON A PROPOSAL IN YOUR NEIGHBORHOOD**

The Bureau of Development Services has approved a proposal in your neighborhood. The mailed copy of this document is only a summary of the decision. The reasons for the decision are included in the version located on the BDS website <http://www.portlandonline.com/bds/index.cfm?c=46429>. Click on the District Coalition then scroll to the relevant Neighborhood, and case number. If you disagree with the decision, you can appeal. Information on how to do so is included at the end of this decision.

**CASE FILE NUMBER: LU 19-238856 HRM – ARLENE SCHNITZER CONCERT MARQUEE REPLACEMENT**

**GENERAL INFORMATION**

**Applicant:** Gary Shepherd | City of Portland | Office of Metro Attorney  
600 NE Grand Ave  
Portland, OR 97232  
(503) 797-1600

**Owner:** City of Portland  
777 NE MLK Blvd  
Portland, OR 97232

**Site Address:** 1037 SW BROADWAY

**Legal Description:** BLOCK 208 LOT 1-8 TL 3500, PORTLAND  
**Tax Account No.:** R667722390  
**State ID No.:** 1S1E03BB 03500  
**Quarter Section:** 3129

**Neighborhood:** Portland Downtown, contact Wendy Rahm at [wvrahm@aol.com](mailto:wvrahm@aol.com)  
**Business District:** Downtown Retail Council, contact at [lfrisch@portlandalliance.com](mailto:lfrisch@portlandalliance.com)  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

**Plan District:** Central City - Downtown  
**Other Designations:** Individually Listed Historic Landmark

**Zoning:** CXd – Central Commercial with Design and Historic Resource Protection Overlays

**Case Type:** HRM – Historic Resource Review with Modifications  
**Procedure:** Type II, an administrative decision with appeal to the Landmarks Commission.

**Proposal:**

The applicant is seeking Historic Resource Review approval for the replacement of the SW Broadway and SW Park Ave marquee on the Arlene Schnitzer Concert Hall, an individually listed Historic Landmark on the National Register of Historic Places also located in the Downtown Subdistrict of the Central City Plan District. The proposal includes the removal and replacement of the existing, non-original steel marquee enclosures, lighting, and signage to be replaced with new aluminum marquee enclosures with new continuous LED lighting and digital reader board surfaces in place of the existing static displays.

Three (3) **Modifications** are requested as follows:

**Modification 1** – Request to modify the Changing Image Sign standard, Title 32, 32.32.030.D to allow the six (6) digital reader board signs (three on the SW Broadway marquee and three on the SW Park marquee) measuring 317 SF in total to exceed the limit of 20 SF of total changing image sign area allowed for the site. The Modification is also requested to exceed the limitation of 10 SF of changing image sign area allowed per sign for each of the proposed six (6) changing image signs measuring 177.6 SF, 60 SF, 60 SF, 55.9 SF, 23.6 SF, and 23.6 SF respectively.

**Modification 2** – Request to modify the Maximum Sign Size standard, Title 32, 32.32.020.A to exceed the maximum sign size [sign face area] allowed per sign in the CX zone from 100 SF to the following values to allow for replacement signs to be the same size and location as existing/historic signs. The sign face areas are 466.5 SF on the east face of the SW Broadway marquee, 168.4 SF on the north/south face of the SW Broadway marquee, and 178.8 SF on the west face of the SW Park marquee.

**Modification 3** – Request to modify the Total Size Allocation standard, Title 32, 32.32.020.A for the total of all existing and proposed signage on the site, totaling 1,787.7 SF, to exceed the total size allocation for the site, totaling 360 SF allowed.

As the proposal includes non-exempt exterior alterations to the Landmark building in the Downtown Subdistrict of the Central City Plan District, Historic Resource Review is required.

**Relevant Approval Criteria:**

In order to be approved, this proposal must comply with the approval criteria of Title 33, Portland Zoning Code. The relevant criteria are:

- 33.846.060.G *Other Approval Criteria*
- 33.846.070 *Modifications Considered During Historic Resource Review*
- *Central City Fundamental Design Guidelines*
- *Oregon Statewide Planning Goals*

**ANALYSIS**

**Site and Vicinity:** The 24,540 square feet site is a designated Historic Landmark. The Paramount Theatre [renamed the Arlene Schnitzer Concert Hall] was built in 1928. The theatre is noted for its Renaissance style and only one of two theatres designed by the firm of Rapp and Rapp of Chicago to be built on the West Coast. The exterior finish is predominantly buff colored brick with terra cotta trim details.

**Zoning:** 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. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The Historic Resource Protection overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and protects certain historic resources in the region and preserves significant parts of the region's heritage. The regulations implement

Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region's citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

The "d" overlay promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review. 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 Broadway Unique Sign District is special particularly for its historic use of brightly lit and decorative signs. Broadway is the brightest and busiest entertainment street in downtown. From the turn of the century through the 1940's, movie and live theaters, nightclubs, hotels, and restaurants dominated Broadway Avenue. These same uses continue to thrive along Broadway, especially south of Burnside. The entertainment emphasis extends north from SW Madison Street along Broadway to West Burnside. The area also includes four blocks of West Burnside, east of its intersection with Broadway.

West Burnside, beginning with the White Stag (now "Made in Oregon") sign above the foot of the Burnside Bridge, has traditionally been a brightly lit boulevard leading west to "auto row", a small district of automobile dealerships and services to the west of downtown. Signs on both Broadway and Burnside have historically been larger, brighter, and more flamboyant than those found in the rest of downtown. The vital and festive atmosphere in this area has been maintained through the development of new signs that reflect the area's roots as an entertainment district.

The Portland Design Commission has identified portions of these two streets as the Broadway Unique Sign District, affording opportunities for signs that contribute to the Broadway entertainment atmosphere, yet may be at variance with the regulations regarding signs contained in the Portland Zoning Code.

**Land Use History:** City records indicate that prior land use reviews include the following:

- HLDZ 23-83 Approval of alterations to the façade and entry sequence of the Arlene Schnitzer Concert Hall (formerly the Portland Publix/ Paramount Theater) frontage along SW Salmon was significantly altered in 1983 during a renovation that included programmatic changes along this façade. These changes led to the removal of original storefront, sealing off a majority of this frontage, and installing hollow metal storefront and door assembly.
- LU 06-106664 HDZ Historic Design Review Approval to alter the SW Park Avenue entrance of the Paramount Theatre [renamed the Arlene Schnitzer Concert Hall], a Historic Landmark, with proposed alterations to include the addition of a vestibule and modification of existing stairs and disability access ramp to accommodate the vestibule.
- LU 16-291327 HR Historic Resource Review Approval of exterior alterations to the Arlene Schnitzer Concert Hall Stage doors along SW Salmon to include replacement within existing openings, as follows: a pair of steel doors with clear insulated glazing with steel transom windows above, flanked by steel storefront on either side.

**Summary of Applicant's Statement:** The following is language taken directly from the Applicant's Narrative provided with the original application (See Exhibit A-1 for additional information):

*Based on the recommendations of the engineering assessment and report, Metro intends on repairing and rehabilitating the marquees, as well as replacing structural and electrical components. To safely and efficiently do so will require the marquees to be removed for a period of three to six months. Attached as Exhibit 3 is the design and construction plan set. Attached as*

*Exhibit 4 are the project specification sheets. The new marquees will resemble the existing marquees, as the existing shapes and forms will be utilized to create the new product. To do so, the enclosure walls, canopy roofs, and canopy soffits for both marquees will be removed and repaired or replaced with more durable materials and construction details.*

*Change in operation from a static reader board to a digital display:*

*When completed, there will be only one physical property change and one visual change from existing conditions. Metro proposes to replace the backlit manual reader boards with high quality digital displays on all sides. Attached as Exhibit 2 is the intended display information – which is a state of the art, high quality display. These digital displays will be static and advertise daily events as has historically occurred. The only visually noticeable difference will be the use of white letters with a black background. The current reader board has black letters on a white background. This was a change from the historical white on black display. Metro proposes to return historic character to the marquee with a white on black display through the digital display.*

*Attached as Exhibit 5 is a comparison of the existing marquee with the proposed marquee, together with an image from 1948. As one can see, visually - the proposed display will resemble the existing display, but with a visual display that more closely resembles the original display.*

*Through additional early assistance efforts, Bureau of Development Services (BDS) staff requested that the digital reader board be split into three distinct horizontal text lines on the Broadway marquee and two distinct horizontal text lines on the SW Park marquee with dark banding between the text line to replicate but modernize the historic condition. Metro has confirmed this is feasible to do through a digital image. Attached as Exhibit 6 is a rendering of the digital display with the requested horizontal divisions. Both SHPO and the City's Historic Landmark Commission supported the change to digital displays.*

*During the City's Historic Landmark Commission meeting, it was also agreed by all that a condition of approval should be imposed that prohibits moving images. It is Metro's intent to display static letter and number images only, as is currently done. One commissioner also asked if it was possible to physically break the marquee sign image into three separate horizontal screens (2 for the rear marquee), or otherwise utilize some physical element such as a metal strip in an attempt to give dimension and the appearance of depth. Metro responded that it was not feasible or possible. Although not directed to do so, Metro subsequently further investigated whether those considerations were feasible or practicable.*

*Metro discussed the matter with its architect and the digital display manufacturer and content creation team. The consulting team confirmed that the digital image can be designed to give it some appearance of dimension and depth, however, this can only be done in the context of one digital screen per marquee face and within the constraints of technology.*

*It is not feasible or practicable to utilize more than one digital screen per sign face. Stacking narrow, longer screens on top of each other would not improve upon the dimensional feel/horizontal lines that can be digitally created on one screen face. Also, locating three separate horizontal screens stacked on top of each other would be a challenge to fit within the existing size/proportions of the marquee. It would require more attachment points on the structure and substantial engineering to customize the cabinets for the spatial restrictions. This may perhaps be the most important constraint, as the size/proportions of the marquee should not be changed if we are trying to maintain the historical integrity of the element. As well, the number of screens that would be required (nine for the front and six for the rear) would also result in concerns over the number of players and processors needed. In addition to being a design and engineering uncertainty, that effort would be an unbudgeted expense not agreed to by the three government partners on this project, whose IGA is intended to advance the single screen face designs presented.*

*Metro and its consulting team also explored whether metal strips could run across the front of the digital signs to create horizontal lines. Not only would that represent a new (non-historic) visual feature, it also is physically impossible to span a thin piece of metal from one edge of the marquee to the other without additional vertical support since it cannot be fastened to the LED panel. Additionally, even if possible, this feature would create viewing angle problems, with the horizontal and vertical strips encroaching on content depending on where in the field of view one is looking. As well, horizontal strips and vertical supports would have to be either set off the face of the LED panel about six (6) inches, or they would have to be removable for service.*

Reason for the reader board change to a high quality resolution digital display:

As stated above, the only physical change is the change to the reader board composition. The current reader board requires letters to be installed and changed manually, as has been done since the theater's inception, and when traffic and right-of-way conditions were substantially different. Change outs are nearly daily and sometimes occur more than once per day. The effort takes anywhere from two to four hours to complete. The digital display will be more efficient operationally and financially for the public facility. Most significantly, and the reason for the proposed change, is the unacceptable risk that the effort poses to worker and public safety during the change out. See Exhibit 7 images. Attached are two letters, one from the building's manager, and the other from a worker who is entrusted with manually changing the event letters. Exhibit 7. The practicable, efficient, and effective way to display event performers in a safe and responsible manner, while respecting and incorporating historical imagery, is through the digital display.

Of note, the change from manual reader boards to digital reader boards has been occurring and is continuing to occur on historical theaters and marquees around the country. See Exhibit 10. It is recognized as a technology that can improve theater operating efficiencies, avoid right-of-way obstructions and related worker and pedestrian safety issues, and be tailored to display images representative of a theater's history.

In sum, the subject proposal does not substantially alter, adversely impact or threaten the conservation of any "special characteristic" of the subject historic resource. The proposed project will enhance the historical look and feel of the concert hall's exterior.

SHPO approval:

In advance of City design review, Metro submitted its proposed marquee replacement plans, including a change in operation from a static display to a digital reader board with white letters on a black background, to the State Historic Preservation Officer (SHPO) for their review and comment. Metro's submission highlighted the proposed change in display. Exhibit 8. SHPO concurred that the proposed marquee replacement, including the digital display, "will result in no adverse effect" to the Schnitzer Concert Hall. Exhibit 9.

**Agency Review:** A "Notice of Proposal in Your Neighborhood" was mailed **December 5, 2019**. The following Bureaus have responded with no issues or concerns:

1. Bureau of Transportation Engineering (See Exhibit E-1)
2. Life Safety Division of BDS (See Exhibit E-2)
3. Bureau of Environmental Services (See Exhibit E-3)
4. Fire Bureau (See Exhibit E-4)
5. Safety Development Section of BDS (See Exhibit E-5)

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on December 5, 2019. One written response has been received from either the Neighborhood Association or notified property owners in response to the proposal.

1. B Story Swett, a member of the Downtown Neighborhood Association, Land Use and Transportation Committee, on December 22, 2019, wrote in with concerns regarding the proposal. Please see below for comments provided, and see Exhibit F-1 for additional information:

*I'm fearful that this proposal to modify the signage, especially the western, South Park Blocks side of the listed Arlene Schnitzer historic building, could result in an invasive, visually-intrusive element affecting the quiet character of our only near-by public refuge in our active city. I fear this proposal to replace the existing marquees will result in a casino-like, graphically powerful and brilliantly illuminated end product that will adversely affect the restive nature and public enjoyment of our South Park Blocks.*

*My concern is primarily directed towards the technological potential of the proposed sign digital reader boards. While the design drawings show the effect of the proposed more than 2 times sign size increase relative to the existing building facades, they do nothing to indicate what the*

*end product will be ie: how bright the digital board illumination capacity, if it might be controlled for lumen output and activated by crawls, animation, lash effects or text color and size changes. There is a real potential that animation might activate the sign faces to the point where real harm is caused to the compatibility with and the existing street presence and historic exterior. If this proposal is accepted, what controls are proposed or mandated to avoid the potential for future changes and adverse consequences?*

*I nearby suggest that the designer produce a mock-up that accurately indicate to the review board members and public what the effect, controls and animation potential of the proposed LED digital reader technology is. If such an effort is made, and if the proposal meets approvals under Type II design review, I have to wonder if embracing new technology is appropriate for both East and West building elevations.*

*Perhaps in recognition of the special nature of the park that the proposed changes should be limited to the SW Broadway elevation?*

*The historic character of the Schnitzer concert venue and the special nature of the South Park Blocks deserve careful attention to any proposal that might adversely affect them. This is especially so when the proposal is of such scale, importance and has such technological potential to pose adverse consequences to our historic resource. Any change to a historic landmark (even those that directly affect non-historic elements) must be considered for their impact and compatibility with the original character of the resource. In this context the current proposal fails in my judgement and I encourage our design review board members to vote accordingly.*

**Staff Response:** In response to the comments received, Staff suggested that the applicant team work to provide a thorough response to the issues raised and describe how aspects ensure that the proposal addresses the concerns raised. The following summary is taken directly from the applicant's responses to public comments provided on January 24, 2020 (See Exhibit A-17 for the complete response).

*Metro Response: Mr. Swett's letter expressed concern about the digital reader board and its potential impact on the South Park Blocks. That concern is based in part on Mr. Swett's misunderstanding or Metro's failure to adequately describe the project.*

*Mr. Swett incorrectly stated that the proposed reader board represents a "more than 2 times sign size increase .... " That is not correct. The reader board proposed is the same size as the existing reader board.*

*Mr. Swett also states concern over the potential brightness of the digital reader board, moving images, animation and color and size changes being displayed on the screens. As stated in Metro's application and suggested as a condition of approval, the boards will display static text only, consistent with the current boards. The brightness of the new boards will not exceed the current boards. The boards will be black with white text. Metro has also revised the project plan set to clarify the proposed pixel pitch, resolution, temperature ranges, letter sizes, and colors that will comprise the graphic elements. As such, Mr. Swett's concern about animation being incompatible with the area and historic exterior have been addressed.*

**Plan Revisions:**

*In part to address Mr. Swett's concerns and in part to aid the City's review, the plans have been revised to include the following information:*

- *On all applicable sheets, the sizes of the existing signs and dimensional areas have been depicted, revised or otherwise confirmed to encompass the rectangular shape around irregular-shaped areas.*
- *Height of the lines of text are depicted on Sheets 8, 9, and elsewhere as 10" for the main marquee (with 6" of space between text lines) and on Sheets 11, 12 and elsewhere as 6" (with 4" of space between text lines) for the rear marquee.*
- *Sheet 7 includes proposed display resolution, pixel pitch, temperature ranges, letter sizes, and colors that will comprise the sign and electronic reader board graphic elements.*

*Thank you for the opportunity to provide clarification and address these issues.*

Please see findings below for how the additional information provided and the addition of the Conditions of Approval added by staff ensure that the proposal adequately responds to the applicable approval criteria.

## **ZONING CODE APPROVAL CRITERIA**

### **Chapter 33.846, Historic Reviews**

#### **Purpose of Historic Resource Review**

Historic Resource Review ensures the conservation and enhancement of the special characteristics of historic resources.

#### **Historic Resource Review Approval Criteria**

Requests for Historic Resource Review will be approved if the review body finds the applicant has shown that all of the approval criteria have been met.

**Findings:** The site is a designated Historic Landmark. Therefore, the proposal requires Historic Resource Review approval. The relevant approval criteria are listed in 33.846.060 G. 1.-10. In addition, because the site is located within the Central City, the relevant approval criteria are the Central City Fundamental Design Guidelines.

#### **(1) G. Other Approval Criteria:**

- 1. Historic character.** The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.
- 2. Record of its time.** The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.
- 3. Historic changes.** Most properties change over time. Those changes that have acquired historic significance will be preserved.
- 4. Historic features.** Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the old in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence.
- 5. Historic materials.** Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used.
- 7. Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old.
- 8. Architectural compatibility.** New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features. When retrofitting buildings or sites to improve accessibility for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource.
- 9. Preserve the form and integrity of historic resources.** New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic resource and its environment would be unimpaired.
- 10. Hierarchy of compatibility.** Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation District, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

**Findings for 1, 2, 3, 4, 5, and 9:** The proposal meets the above-mentioned guidelines in the following ways:

- The existing marquees on SW Broadway and SW Park are non-original. As such, the proposal will not result in impacts to or a loss of historic material.
- While the existing marquees are non-original, the size, placement, and decorative sheet metal enclosures were made to strongly relate to the original/ historic marquees. The proposal includes the installation of new aluminum sheet metal enclosures that are intended to match the existing (and historic) conditions by maintaining the size, and placement of the existing enclosures and signage copy areas. While the marquee enclosures are replicas of the historic marquees, and are not historic fabric, the placement and size of the existing, historic, and proposed marquee signage remains consistent. To ensure that the placement and size of the proposed signage copy area remains consistent and compatible with the placement and size of the historic signage on the marquees, staff added Condition of Approval 'G'.
- The proposal also proposes to reference the existing detailing, that was modeled from the historic condition, by using the existing steel sheet metal elements as templates to ensure that the proposed detailing of the surrounds retains the richness of the existing/ historic enclosure.
- To ensure that the displays within the surround also strongly relate to the historic displays and are compatible with the historic resource, staff has added Conditions of Approval 'C' through 'G' to ensure the form and integrity of the resource remains unimpaired.
- Staff has also added Conditions of Approval 'C' through 'G' to ensure that the size, placement, detailing, and functionality of the proposed displays retain the historic character of the property and that the resource will remain a physical record of its time place and use.
- With Conditions of Approval 'C' through 'G', the proposed displays and enclosures are designed to be both compatible with the historic character of the resource and to be differentiated from the resource through the use of contemporary materials and methods of construction.

*With Condition of Approval 'C' that, the display area for each of the three digital displays on the north, south, and east faces of the SW Broadway marquee shall consist of up to three (3) rows of white text with a color temperature of 2,700K, measuring no more than 10" high all on a black background, with a minimum of 6" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval 'D' that, the display area for each of the three digital displays on the north, south, and west faces of the SW Park marquee shall consist of up to two (2) rows of white text with a color temperature of 2,700K, measuring no more than 6" high all on a black background, with a minimum of 4" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval 'E' that, the rate of changing image for each of six (6) digital display boards shall be limited to the existing rate of change for the static reader boards, at no more than two (2) changes of the image on the display in a 24-hour period;*

*With Condition of Approval 'F' that, the color value of the black areas of the display screens shall be a true black that is darker than the color of the dark gray horizontal bands between the lines of text as described above for the SW Broadway and SW Park marquees. The value of the true black and the value of the dark gray horizontal bands shall be consistent with ranges between the color indicated as 'Pantone 426C' and the color indicated as 'Pantone 419C' per Exhibit C-6; and*

*With Condition of Approval 'G' that, the area approved for proposed copy shall be limited to the areas where signage was historically located on the marquees as marked in yellow on Exhibits C-7, C-8, C-10, and C-11, these criteria are met.*

**6. Archaeological resources.** Significant archaeological resources affected by a proposal will be protected and preserved to the extent practical. When such resources are disturbed, mitigation measures will be undertaken.

**Findings:** No ground disturbance is proposed in the current application.

*This criterion is not applicable.*

**(2) Central City Fundamental Design Guidelines**

These guidelines provide the constitutional framework for all design review areas in the Central City.

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.

**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.*

- 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.
- A6. Reuse/Rehabilitate/Restore Buildings.** Where practical, reuse, rehabilitate, and restore buildings and/or building elements.
- A7. Establish and Maintain a Sense of Urban Enclosure.** Define public rights-of-way by creating and maintaining a sense of urban enclosure.
- 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.
- C4. Complement the Context of Existing Buildings.** Complement the context of existing buildings by using and adding to the local design vocabulary.
- 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.
- 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.
- B3. Bridge Pedestrian Obstacles.** Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.
- 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.
- B6. Develop Weather Protection.** Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.
- B7. Integrate Barrier-Free Design.** Integrate access systems for all people with the building's overall design concept.
- 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.
- C7. Design Corners that Build Active Intersections.** Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.
- C8. Differentiate the Sidewalk-Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.
- C10. Integrate Encroachments.** Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.
- C12. Integrate Exterior Lighting.** Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.
- 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.
- D1. Park Blocks.** Orient building entrances, lobbies, balconies, terraces, windows, and active use areas to the Park Blocks. In the South Park Blocks, strengthen the area's emphasis on history, education, and the arts by integrating special building elements, such as water features or public art. In the Midtown Park Blocks, strengthen the connection between the North and South Park Blocks by using a related system of right-of-way elements, materials, and patterns. In the North Park Blocks, strengthen the area's role as a binding element between New China/Japantown and the Pearl District.
- D3. Broadway Unique Sign District.** Provide opportunities for the development of large, vertically oriented, bright, and flamboyant signs that add to the unique character of this

Broadway environment. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.

**Findings for B1, B2, B3, B5, B6, B7, C2, C3, C5, C7, C8, C10, C12, C13, D1, and D3:** The above-mentioned guidelines are met in the following ways:

- The proposal retains the location of the prominent marquees which continue to signify the primary pedestrian entries to the historic theater, one of which that will continue to be oriented to the Park Blocks along SW Park, thus enhancing public open spaces.
- The proposed replacement of the marquees with the retention in size, and placement, continues to differentiate the sidewalk level of the building and maintains the generous pedestrian weather protection provided over the public right-of-way at primary pedestrian entries.
- The proposal retains the location of the historic entries that will continue to integrate barrier free access into the overall design concept of the building and continues to activate adjacent intersections.
- The existing steel sheet metal marquee enclosures proposed to be replaced will be used as templates for the proposed aluminum sheet metal enclosures and will continue to express a sense of quality and permanence in development through maintaining the same thickness (gauge) of sheet metal, and maintaining existing intricate detailing and craft which add a sense of richness to the pedestrian realm.
- While the proposed digital display boards on both marquees consist of flat areas of sign area and do not integrate physical breaks in the display area, visual interest is added in a manner that is compatible with the resource, and maintains the architectural integrity of the building, by being designed to replicate the visual qualities of the historic reader board display. To ensure that the proposal defers to the historic reader board displays, is designed to be coherent with the historic intent of the marquees, and that the proposal simulates the existing functionality of a static reader board display, staff has added Condition of Approval 'C' through 'F'.
- While the marquee enclosures are replicas of the historic marquees, and are not historic fabric, the placement and size of the existing and proposed marquees and signage are consistent with the placement and size of the historic marquees and signage. To ensure that the copy proposed remains limited to the areas where signs were historically located on the marquees, staff added Condition of Approval 'G'.
- As such, with the added Conditions of Approval 'C' through 'G', the size and placement of the proposed marquees that extend fully into the public right-of-way, continue to visually and physically enhance the pedestrian environment by being consistent with the historic design intent of these prominent features associated with the expression of the historic entertainment use.

*With Condition of Approval 'C' that, the display area for each of the three digital displays on the north, south, and east faces of the SW Broadway marquee shall consist of up to three (3) rows of white text with a color temperature of 2,700K, measuring no more than 10" high all on a black background, with a minimum of 6" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval 'D' that, the display area for each of the three digital displays on the north, south, and west faces of the SW Park marquee shall consist of up to two (2) rows of white text with a color temperature of 2,700K, measuring no more than 6" high all on a black background, with a minimum of 4" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval 'E' that, the rate of changing image for each of six (6) digital display boards shall be limited to the existing rate of change for the static reader*

*boards, at no more than two (2) changes of the image on the display in a 24-hour period;*

*With Condition of Approval 'F' that, the color value of the black areas of the display screens shall be a true black that is darker than the color of the dark gray horizontal bands between the lines of text as described above for the SW Broadway and SW Park marquees. The value of the true black and the value of the dark gray horizontal bands shall be consistent with ranges between the color indicated as 'Pantone 426C' and the color indicated as 'Pantone 419C' per Exhibit C-6; and*

*With Condition of Approval 'G' that, the area approved for proposed copy shall be limited to the areas where signage was historically located on the marquees as marked in yellow on Exhibits C-7, C-8, C-10, and C-11, these criteria are met.*

### **(3) Modifications Considered During Historic Resource Review (33.846.070)**

The review body may grant modifications to site-related development standards, including the sign standards of Chapters 32.32 and 32.34 of the Sign Code, as part of the Historic Resource Review process. However, modification to a parking and loading regulation within the Central City plan district may not be considered through the Historic Resource Review process. Modifications made as part of Historic Resource Review are not required to go through a separate adjustment process. To obtain approval of a modification to site-related development standards, the applicant must show that the proposal meets the approval criteria. Modifications to all other standards are subject to the adjustment process. Modifications that are denied through Historic Resource Review may be requested through the adjustment process.

- A. Better meets Historic Resource Review approval criteria.** The resulting development will better meet the approval criteria for Historic Resource Review than would a design that meets the standard being modified; **and**
- B. Purpose of the standard.**
  - 1. The resulting development will meet the purpose of the standard being modified; **or**
  - 2. The preservation of the character of the historic resource is more important than meeting the purpose of the standard for which a modification has been requested.

*Purpose Statement: Title 32, 32.10.020 Purpose as related to standards, 32.32.030.D Changing Image Sign, 32.32.020.A Maximum Sign Size, and 32.32.020.A Total Size Allocation:*

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.

The following Modifications are requested:

- 1. Modification 1** – Request to modify the Changing Image Sign standard, Title 32, 32.32.030.D to allow the six (6) digital reader board signs (three on the SW Broadway marquee and three on the SW Park marquee) measuring 317 SF in total to exceed the limit of 20 SF of total changing image sign area allowed for the site. The Modification is also requested to exceed the limitation of 10 SF of changing image sign area allowed per sign for each of the proposed six (6) changing image signs measuring 177.6 SF, 60 SF, 60 SF, 55.9 SF, 23.6 SF, and 23.6 SF respectively.

*Standard: Title 32, 32.32.030.D:*

1. **Size.** Where allowed under this Title, changing image sign features are limited to a total combined area of 20 square feet per site. No single sign may have more than 10 square feet of changing image sign features unless those features cover less than 60 percent of the face of the sign. Each area of changing image feature on each sign face is included in the total for the site. Section 32.24.010 B, Backed Signs, may not be applied to changing image sign features.
  2. **Brightness.** Changing image sign features are subject to the glare standards of Chapter 33.262, Off-site impacts.
  3. *[Not applicable]* Signs subject to the standards of the CI1, or CM1 zone.
  4. **Modifications or adjustments to the size standard.** Modifications through design review or historic resource review or adjustments to this regulation are prohibited, except as stated in paragraphs 4.b. through 4.d., below:
    - a. **Purpose.** 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.
    - b. **Broadway “bright lights” district.** In the Broadway “bright lights” Unique Sign District of the Downtown Design District, a modification through design review to allow more than 20 square feet of changing image sign features on a site, or more than 10 square feet of changing image sign features on a sign, may be requested.
    - c. **Major Event Entertainment.** If the sign is on a site that contains a Major Event Entertainment use, an adjustment or a modification through design review to allow more than 20 square feet of changing image sign features on a site, or more than 10 square feet of changing image sign features on a sign, may be requested.
    - d. *[Not applicable]* Sports field.
- 2. Modification 2** – Request to modify the Maximum Sign Size standard, Title 32, 32.32.020.A to exceed the maximum sign size [sign face area] allowed per sign in the CX zone from 100 SF to the following values to allow for replacement signs to be the same size and location as existing/ historic signs. The sign face areas are 466.5 SF on the east face of the SW Broadway marquee, 168.4 SF on the north/south face of the SW Broadway marquee, and 178.8 SF on the west face of the SW Park marquee.

- 3. Modification 3** – Request to modify the Total Size Allocation standard, Title 32, 32.32.020.A for the total of all existing and proposed signage on the site, totaling 1,787.7 SF, to exceed the total size allocation for the site, totaling 360 SF allowed..

*Standard: Title 32, 32.32.020.A Total Size Allocation:* The total size allocation is 1-1/2 sq. ft. per 1 ft. of primary building wall if there is no freestanding sign on the same street frontage.

- A. Better meets historic design review approval criteria.** *The resulting development will better meet the applicable design guidelines; and*

**Findings for Modifications 1, 2, and 3:** The requested Modifications to Maximum Sign Size and Total Size Allocation are necessary to allow the proposed marquees and signage to remain consistent with the size, placement, and design of historic, character defining signage of the resource. The calculations for the proposed Sign Face Areas associated with this Modification include larger sign face areas than the individual limits of the existing/ proposed signage give how Sign Face Area is calculated per Title 32 (given the close proximity of signs on the marquee enclosures). While the sign face area is larger given how Title 32 calculates for this standard, the area approved for proposed copy is limited to the areas marked in yellow on Exhibits C-7, C-8, C-10, and C-11 as these areas represent the extent to which signage was historically located on the marquees. To ensure that copy area is limited to the areas where signage was historically placed on the marquees, staff has added Condition of Approval 'G'.

The intention of the proposal is also for the proposed displays (for which a Modification to Changing Image Sign Size is requested) to mimic the functionality of the existing and historic marquee signs. To ensure that the functionality of the proposed displays adequately mimic the functionality of the existing and historic marquee displays, staff has added Conditions of Approval 'C' through 'G'.

The requested Modifications - with the added Conditions of Approval - allow the proposal to maintain the large, bright, and flamboyant signs that are consistent with the size, placement, design, and functionality of the historic character defining signage of the resource. The requested Modifications with the added Conditions of Approval also allow the resource to continue to add to the unique character of the Broadway Unique Sign District, better meeting Criteria #1, #2, #8, #9, and #10 and *Central City Fundamental Design Guidelines* C5, C13, and D3.

*Therefore, with Condition of Approval 'C' that, the display area for each of the three digital displays on the north, south, and east faces of the SW Broadway marquee shall consist of up to three (3) rows of white text with a color temperature of 2,700K, measuring no more than 10" high all on a black background, with a minimum of 6" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval 'D' that, the display area for each of the three digital displays on the north, south, and west faces of the SW Park marquee shall consist of up to two (2) rows of white text with a color temperature of 2,700K, measuring no more than 6" high all on a black background, with a minimum of 4" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval 'E' that, the rate of changing image for each of six (6) digital display boards shall be limited to the existing rate of change for the static reader boards, at no more than two (2) changes of the image on the display in a 24-hour period;*

*With Condition of Approval 'F' that, the color value of the black areas of the display screens shall be a true black that is darker than the color of the dark gray horizontal bands between the lines of text as described above for the SW Broadway and SW Park marquees. The value of the true black and the value of the dark gray horizontal bands shall be consistent with ranges between the color indicated as 'Pantone 426C' and the color indicated as 'Pantone 419C' per Exhibit C-6; and*

*With Condition of Approval 'G' that, the area approved for proposed copy shall be limited to the areas where signage was historically located on the marquees as marked in yellow on Exhibits C-7, C-8, C-10, and C-11, these Modifications merit approval.*

**B. Purpose of the standard.** Purpose of the standard.

1. The resulting development will meet the purpose of the standard being modified; or

2. *The preservation of the character of the historic resource is more important than meeting the purpose of the standard for which a modification has been requested.*

**Findings for Modifications 1, 2, and 3:** As noted above, Title 32 Signs and Related Regulations notes that increasing the allowed size of changing image signs may be allowable as the character, scale and special communication needs of bright lights districts and Major Event Entertainment uses may support the use of changing image sign features that are larger than 20 square feet. Specifically, that 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.

Additionally, the intention of the proposal – in retaining the size, placement, detailing of the enclosures, and the intention to mimic the functionality of existing and historic marquees – is to preserve the character of the historic resource which in this case is more important than meeting Title 32 size limitations. The Arlene Schnitzer Concert Hall is also located within and is the center piece of the Broadway Bright Lights District in addition to being a Major Event Entertainment use. The marquees and the ‘Portland’ sign are the most visible, photographed and viewed elements within this district. The modifications would support that continued presence.

In order to ensure that the proposal mimics the functionality of the existing and historic marquee displays and that the historic character of the resource is preserved staff has added Conditions of Approval ‘C’ through ‘G’.

*Therefore, with Condition of Approval ‘C’ that, the display area for each of the three digital displays on the north, south, and east faces of the SW Broadway marquee shall consist of up to three (3) rows of white text with a color temperature of 2,700K, measuring no more than 10” high all on a black background, with a minimum of 6” of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval ‘D’ that, the display area for each of the three digital displays on the north, south, and west faces of the SW Park marquee shall consist of up to two (2) rows of white text with a color temperature of 2,700K, measuring no more than 6” high all on a black background, with a minimum of 4” of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray; and*

*With Condition of Approval ‘E’ that, the rate of changing image for each of six (6) digital display boards shall be limited to the existing rate of change for the static reader boards, at no more than two (2) changes of the image on the display in a 24-hour period;*

*With Condition of Approval ‘F’ that, the color value of the black areas of the display screens shall be a true black that is darker than the color of the dark gray horizontal bands between the lines of text as described above for the SW Broadway and SW Park marquees. The value of the true black and the value of the dark gray horizontal bands shall be consistent with ranges between the color indicated as ‘Pantone 426C’ and the color indicated as ‘Pantone 419C’ per Exhibit C-6; and*

*With Condition of Approval ‘G’ that, the area approved for proposed copy shall be limited to the areas where signage was historically located on the marquees as marked in yellow on Exhibits C-7, C-8, C-10, and C-11, these Modifications merit approval.*

#### **(4) Oregon Statewide Planning Goals**

##### **Goal 1: Citizen Involvement**

Goal 1 calls for “the opportunity for citizens to be involved in all phases of the planning process.” It requires each city and county to have a citizen involvement program containing six components specified in the goal. It also requires local governments to have a Committee for Citizen Involvement (CCI) to monitor and encourage public participation in planning.

**Findings:** The City of Portland maintains an extensive citizen involvement program which complies with all relevant aspects of Goal 1, including specific requirements in Zoning Code Chapter 33.730 for public notice of land use review applications that seek public comment on proposals. There are opportunities for the public to testify at a local hearing on land use proposals for Type III land use review applications, and for Type II and Type IIx land use decisions if appealed. *For this application, a written seeking comments on the proposal was mailed to property-owners and tenants within 150 feet of the site, and to recognized organizations in which the site is located and recognized organizations within 400 of the site. There is also an opportunity to appeal the administrative decision at a local hearing. The public notice requirements for this application have been and will continue to be met, and nothing about this proposal affects the City’s ongoing compliance with Goal 1. Therefore, the proposal is consistent with this goal.*

##### **Goal 2: Land Use Planning**

Goal 2 outlines the basic procedures of Oregon’s statewide planning program. It states that land use decisions are to be made in accordance with a comprehensive plan, and that suitable “implementation ordinances” to put the plan’s policies into effect must be adopted. It requires that plans be based on “factual information”; that local plans and ordinances be coordinated with those of other jurisdictions and agencies; and that plans be reviewed periodically and amended as needed. Goal 2 also contains standards for taking exceptions to statewide goals. An exception may be taken when a statewide goal cannot or should not be applied to a particular area or situation.

**Findings:** Compliance with Goal 2 is achieved, in part, through the City’s comprehensive planning process and land use regulations. For quasi-judicial proposals, Goal 2 requires that the decision be supported by an adequate factual base, which means it must be supported by substantial evidence in the record. *As discussed earlier in the findings that respond to the relevant approval criteria contained in the Portland Zoning Code, the proposal complies with the applicable regulations, as supported by substantial evidence in the record. As a result, the proposal meets Goal 2.*

##### **Goal 3: Agricultural Lands**

Goal 3 defines “agricultural lands,” and requires counties to inventory such lands and to “preserve and maintain” them through farm zoning. Details on the uses allowed in farm zones are found in ORS Chapter 215 and in Oregon Administrative Rules, Chapter 660, Division 33.

##### **Goal 4: Forest Lands**

This goal defines forest lands and requires counties to inventory them and adopt policies and ordinances that will “conserve forest lands for forest uses.”

**Findings for Goals 3 and 4:** In 1991, as part of Ordinance No. 164517, the City of Portland took an exception to the agriculture and forestry goals in the manner authorized by state law and Goal 2. Since this review does not change any of the facts or analyses upon which the exception was based, the exception is still valid and Goal 3 and Goal 4 do not apply.

##### **Goal 5: Open Spaces, Scenic and Historic Areas and Natural Resources**

Goal 5 relates to the protection of natural and cultural resources. It establishes a process for inventorying the quality, quantity, and location of 12 categories of natural resources.

Additionally, Goal 5 encourages but does not require local governments to maintain inventories of historic resources, open spaces, and scenic views and sites.

**Findings:** The City complies with Goal 5 by identifying and protecting natural, scenic, and historic resources in the City's Zoning Map and Zoning Code. Natural and scenic resources are identified by the Environmental Protection ("p"), Environmental Conservation ("c"), and Scenic ("s") overlay zones on the Zoning Map. The Zoning Code imposes special restrictions on development activities within these overlay zones. Historic resources are identified on the Zoning Map either with landmark designations for individual sites or as Historic Districts or Conservation Districts. *This site is Individually Listed Historic Landmark. Compliance with all requirements related to this designation have been verified as part of this land use review. Therefore, the proposal is consistent with Goal 5.*

#### **Goal 6: Air, Water and Land Resources Quality**

Goal 6 requires local comprehensive plans and implementing measures to be consistent with state and federal regulations on matters such as groundwater pollution.

**Findings:** Compliance with Goal 6 is achieved through the implementation of development regulations such as the City's Stormwater Management Manual at the time of building permit review, and through the City's continued compliance with Oregon Department of Environmental Quality (DEQ) requirements for cities. The Bureau of Environmental Services reviewed the proposal for conformance with sanitary sewer and stormwater management requirements and expressed no objections to approval of the application, as mentioned earlier in this report. *In this case, the scope of the project does not warrant review by the Bureau of Environmental Services; Goal 6 is not applicable.*

#### **Goal 7: Areas Subject to Natural Disasters and Hazards**

Goal 7 requires that jurisdictions adopt development restrictions or safeguards to protect people and property from natural hazards. Under Goal 7, natural hazards include floods, landslides, earthquakes, tsunamis, coastal erosion, and wildfires. Goal 7 requires that local governments adopt inventories, policies, and implementing measures to reduce risks from natural hazards to people and property.

**Findings:** The City complies with Goal 7 by mapping natural hazard areas such as floodplains and potential landslide areas, which can be found in the City's MapWorks geographic information system. The City imposes additional requirements for development in those areas through a variety of regulations in the Zoning Code, such as through special plan districts or land division regulations. *The subject site is not within any mapped floodplain or landslide hazard area, so Goal 7 does not apply.*

#### **Goal 8: Recreation Needs**

Goal 8 calls for each community to evaluate its areas and facilities for recreation and develop plans to deal with the projected demand for them. It also sets forth detailed standards for expediting siting of destination resorts.

**Findings:** The City maintains compliance with Goal 8 through its comprehensive planning process, which includes long-range planning for parks and recreational facilities. Staff finds the current proposal will not affect existing or proposed parks or recreation facilities in any way that is not anticipated by the zoning for the site, or by the parks and recreation system development charges that are assessed at time of building permit. Furthermore, nothing about the proposal will undermine planning for future facilities. *Therefore, the proposal is consistent with Goal 8.*

### **Goal 9: Economy of the State**

Goal 9 calls for diversification and improvement of the economy. Goal 9 requires communities to inventory commercial and industrial lands, project future needs for such lands, and plan and zone enough land to meet those needs.

**Findings:** Land needs for a variety of industrial and commercial uses are identified in the adopted and acknowledged Economic Opportunity Analysis (EOA) (Ordinance 187831). The EOA analyzed adequate growth capacity for a diverse range of employment uses by distinguishing several geographies and conducting a buildable land inventory and capacity analysis in each. In response to the EOA, the City adopted policies and regulations to ensure an adequate supply of sites of suitable size, type, location and service levels in compliance with Goal 9. The City must consider the EOA and Buildable Lands Inventory when updating the City's Zoning Map and Zoning Code. *Because this proposal does not change the supply of industrial or commercial land in the City, the proposal is consistent with Goal 9.*

### **Goal 10: Housing**

Goal 10 requires local governments to plan for and accommodate needed housing types. The Goal also requires cities to inventory its buildable residential lands, project future needs for such lands, and plan and zone enough buildable land to meet those needs. It also prohibits local plans from discriminating against needed housing types.

**Findings:** The City complies with Goal 10 through its adopted and acknowledged inventory of buildable residential land (Ordinance 187831), which demonstrates that the City has zoned and designated an adequate supply of housing. For needed housing, the Zoning Code includes clear and objective standards. *Since this proposal is not related to housing or to land zoned for residential use, Goal 10 is not applicable.*

### **Goal 11: Public Facilities and Services**

Goal 11 calls for efficient planning of public services such as sewers, water, law enforcement, and fire protection. The goal's central concept is that public services should be planned in accordance with a community's needs and capacities rather than be forced to respond to development as it occurs.

**Findings:** The City of Portland maintains an adopted and acknowledged public facilities plan to comply with Goal 11. See Citywide Systems Plan adopted by Ordinance 187831. The public facilities plan is implemented by the City's public services bureaus, and these bureaus review development applications for adequacy of public services. Where existing public services are not adequate for a proposed development, the applicant is required to extend public services at their own expense in a way that conforms to the public facilities plan. *In this case, the City's public services bureaus found that existing public services are adequate to serve the proposal, as discussed earlier in this report.*

### **Goal 12: Transportation**

Goal 12 seeks to provide and encourage "safe, convenient and economic transportation system." Among other things, Goal 12 requires that transportation plans consider all modes of transportation and be based on inventory of transportation needs.

**Findings:** The City of Portland maintains a Transportation System Plan (TSP) to comply with Goal 12, adopted by Ordinances 187832, 188177 and 188957. The City's TSP aims to "make it more convenient for people to walk, bicycle, use transit, use automobile travel more efficiently, and drive less to meet their daily needs." The extent to which a proposal affects the City's transportation system and the goals of the TSP is evaluated by the Portland Bureau of Transportation (PBOT). *As discussed earlier in this report, PBOT evaluated this proposal and found no objection to the approval of the proposal. Therefore, the proposal is consistent with Goal 12.*

**Goal 13: Energy**

Goal 13 seeks to conserve energy and declares that “land and uses developed on the land shall be managed and controlled so as to maximize the conservation of all forms of energy, based upon sound economic principles.”

**Findings:** With respect to energy use from transportation, as identified above in response to Goal 12, the City maintains a TSP that aims to “make it more convenient for people to walk, bicycle, use transit, use automobile travel more efficiently, and drive less to meet their daily needs.” This is intended to promote energy conservation related to transportation. Additionally, at the time of building permit review and inspection, the City will also implement energy efficiency requirements for the building itself, as required by the current building code. *For these reasons, staff finds the proposal is consistent with Goal 13.*

**Goal 14: Urbanization**

This goal requires cities to estimate future growth and needs for land and then plan and zone enough land to meet those needs. It calls for each city to establish an “urban growth boundary” (UGB) to “identify and separate urbanizable land from rural land.” It specifies seven factors that must be considered in drawing up a UGB. It also lists four criteria to be applied when undeveloped land within a UGB is to be converted to urban uses.

**Findings:** In the Portland region, most of the functions required by Goal 14 are administered by the Metro regional government rather than by individual cities. The desired development pattern for the region is articulated in Metro’s Regional 2040 Growth Concept, which emphasizes denser development in designated centers and corridors. The Regional 2040 Growth Concept is carried out by Metro’s Urban Growth Management Functional Plan, and the City of Portland is required to conform its zoning regulations to this functional plan. *This land use review proposal does not change the UGB surrounding the Portland region and does not affect the Portland Zoning Code’s compliance with Metro’s Urban Growth Management Functional Plan. Therefore, Goal 14 is not applicable.*

**Goal 15: Willamette Greenway**

Goal 15 sets forth procedures for administering the 300 miles of greenway that protects the Willamette River.

**Findings:** The City of Portland complies with Goal 15 by applying Greenway overlay zones which impose special requirements on development activities near the Willamette River. *The subject site for this review is not within a Greenway overlay zone near the Willamette River, so Goal 15 does not apply.*

**Goal 16: Estuarine Resources**

This goal requires local governments to classify Oregon’s 22 major estuaries in four categories: natural, conservation, shallow-draft development, and deep-draft development. It then describes types of land uses and activities that are permissible in those “management units.”

**Goal 17: Coastal Shorelands**

This goal defines a planning area bounded by the ocean beaches on the west and the coast highway (State Route 101) on the east. It specifies how certain types of land and resources there are to be managed: major marshes, for example, are to be protected. Sites best suited for unique coastal land uses (port facilities, for example) are reserved for “water-dependent” or “water-related” uses.

**Goal 18: Beaches and Dunes**

Goal 18 sets planning standards for development on various types of dunes. It prohibits residential development on beaches and active foredunes, but allows some other types of development if they meet key criteria. The goal also deals with dune grading, groundwater drawdown in dunal aquifers, and the breaching of foredunes.

### **Goal 19: Ocean Resources**

Goal 19 aims “to conserve the long-term values, benefits, and natural resources of the nearshore ocean and the continental shelf.” It deals with matters such as dumping of dredge spoils and discharging of waste products into the open sea. Goal 19’s main requirements are for state agencies rather than cities and counties.

**Findings:** *Since Portland is not within Oregon’s coastal zone, Goals 16-19 do not apply.*

## **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 requirements of Title 11 can be met, and 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 proposed alterations to replace and install digital reader board displays on the all three sides of the SW Broadway and SW Park Marquees on the Landmark Arlene Schnitzer Concert Hall are coherent and retain the character of the historic building and the character of these prominent marquees. The purpose of the Historic Resource Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. With the Conditions of Approval added by staff, the proposal meets the applicable Historic Resource Review and Modification approval criteria and therefore warrants approval.

## **ADMINISTRATIVE DECISION**

Approval with conditions of exterior alterations to the Arlene Schnitzer Concert Hall, an individually listed Historic Landmark on the National Register of Historic Places also located in the Downtown Subdistrict of the Central City Plan District to include the removal and replacement of the existing, non-original steel marquee enclosures, lighting, and signage to be replaced with new aluminum marquee enclosures with new LED lighting and digital reader board surfaces in place of the existing static displays.

Three (3) **Modifications** are also approved as follows:

**Modification 1** – Request to modify the Changing Image Sign standard, Title 32, 32.32.030.D to allow the six (6) digital reader board signs (three on the SW Broadway marquee and three on the SW Park marquee) measuring 317 SF in total to exceed the limit of 20 SF of total changing image sign area allowed for the site. The Modification is also requested to exceed the limitation of 10 SF of changing image sign area allowed per sign for each of the proposed six (6) changing image signs measuring 177.6 SF, 60 SF, 60 SF, 55.9 SF, 23.6 SF, and 23.6 SF respectively.

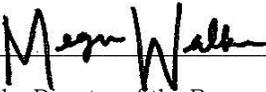
**Modification 2** – Request to modify the Maximum Sign Size standard, Title 32, 32.32.020.A to exceed the maximum sign size [sign face area] allowed per sign in the CX zone from 100 SF to the following values to allow for replacement signs to be the same size and location as existing/historic signs. The sign face areas are 466.5 SF on the east face of the SW Broadway marquee, 168.4 SF on the north/south face of the SW Broadway marquee, and 178.8 SF on the west face of the SW Park marquee.

**Modification 3** – Request to modify the Total Size Allocation standard, Title 32, 32.32.020.A for the total of all existing and proposed signage on the site, totaling 1,787.7 SF, to exceed the total size allocation for the site, totaling 360 SF allowed.

Approved per Exhibits C-1 through C-13, signed and dated February 12, 2020, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through H) 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 19-238856 HRM." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B. At the time of building permit submittal, a signed Certificate of Compliance form (<https://www.portlandoregon.gov/bds/article/623658>) must be submitted to ensure the permit plans comply with the Design/Historic Resource Review decision and approved exhibits.
- C. The display area for each of the three digital displays on the north, south, and east faces of the SW Broadway marquee shall consist of up to three (3) rows of white text with a color temperature of 2,700K, measuring no more than 10" high all on a black background, with a minimum of 6" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray.
- D. The display area for each of the three digital displays on the north, south, and west faces of the SW Park marquee shall consist of up to two (2) rows of white text with a color temperature of 2,700K, measuring no more than 6" high all on a black background, with a minimum of 4" of space between lines of text with a horizontal bar a slightly different shade of black/ dark gray.
- E. The rate of changing image for each of six (6) digital display boards shall be limited to the existing rate of change for the static reader boards, at no more than two (2) changes of the image on the display in a 24-hour period.
- F. The color value of the black areas of the display screens shall be a true black that is darker than the color of the dark gray horizontal bands between the lines of text as described above for the SW Broadway and SW Park marquees. The value of the true black and the value of the dark gray horizontal bands shall be consistent with ranges between the color indicated as 'Pantone 426C' and the color indicated as 'Pantone 419C' per Exhibit C-6.
- G. The area approved for proposed copy shall be limited to the areas where signage was historically located on the marquees as marked in yellow on Exhibits C-7, C-8, C-10, and C-11.
- H. No field changes allowed.

**Staff Planner: Megan Sita Walker**

**Decision rendered by:**  **on February 12, 2020**

By authority of the Director of the Bureau of Development Services

**Decision mailed: February 14, 2020**

**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 October 11, 2019, and was determined to be complete on November 29, 2019.

*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 October 11, 2019.

*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 requested that the 120-day review period be extended (See Exhibit A-20). Unless further extended by the applicant, **the 120 days will expire on: April 18, 2020.**

**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. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the decision of the Bureau of Development Services with input from other City and public agencies.

**Conditions of Approval.** If approved, this project 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.

**Appealing this decision.** This decision may be appealed to the Landmarks Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on February 28, 2020** at 1900 SW Fourth Ave. Appeals can be filed at the 5<sup>th</sup> floor reception desk of 1900 SW 4<sup>th</sup> Avenue Monday through Friday between 8:00 am and 4:30 pm. **An appeal fee of \$250 will be charged.** The appeal fee will be refunded if the appellant prevails. There is no fee for ONI recognized organizations appealing a land use decision for property within the organization’s boundaries. The vote to appeal must be in accordance with the organization’s bylaws. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Please see the appeal form for additional information.

The file and all evidence on this case are available for your review by appointment only. Please call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at [www.portlandonline.com](http://www.portlandonline.com).

**Attending the hearing.** 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 the Landmarks Commission is final; any further appeal must be made to the Oregon Land Use Board of Appeals (LUBA) within 21 days of the date of mailing the decision, pursuant to ORS 197.620 and 197.830. Contact LUBA at 775 Summer St NE, Suite 330, Salem, Oregon 97301-1283, or phone 1-503-373-1265 for further information.

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 the Land Use Board of Appeals (LUBA) on

that issue. Also, if you do not raise an issue with enough specificity to give the Landmarks Commission an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

**Recording the final decision.**

If this Land Use Review is approved the final decision will be recorded with the Multnomah County Recorder.

- *Unless appealed*, the final decision will be recorded on or after **March 2, 2020** by the Bureau of Development Services.

The applicant, builder, or a representative does not need to record the final decision with the Multnomah County Recorder.

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 may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

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

**EXHIBITS**

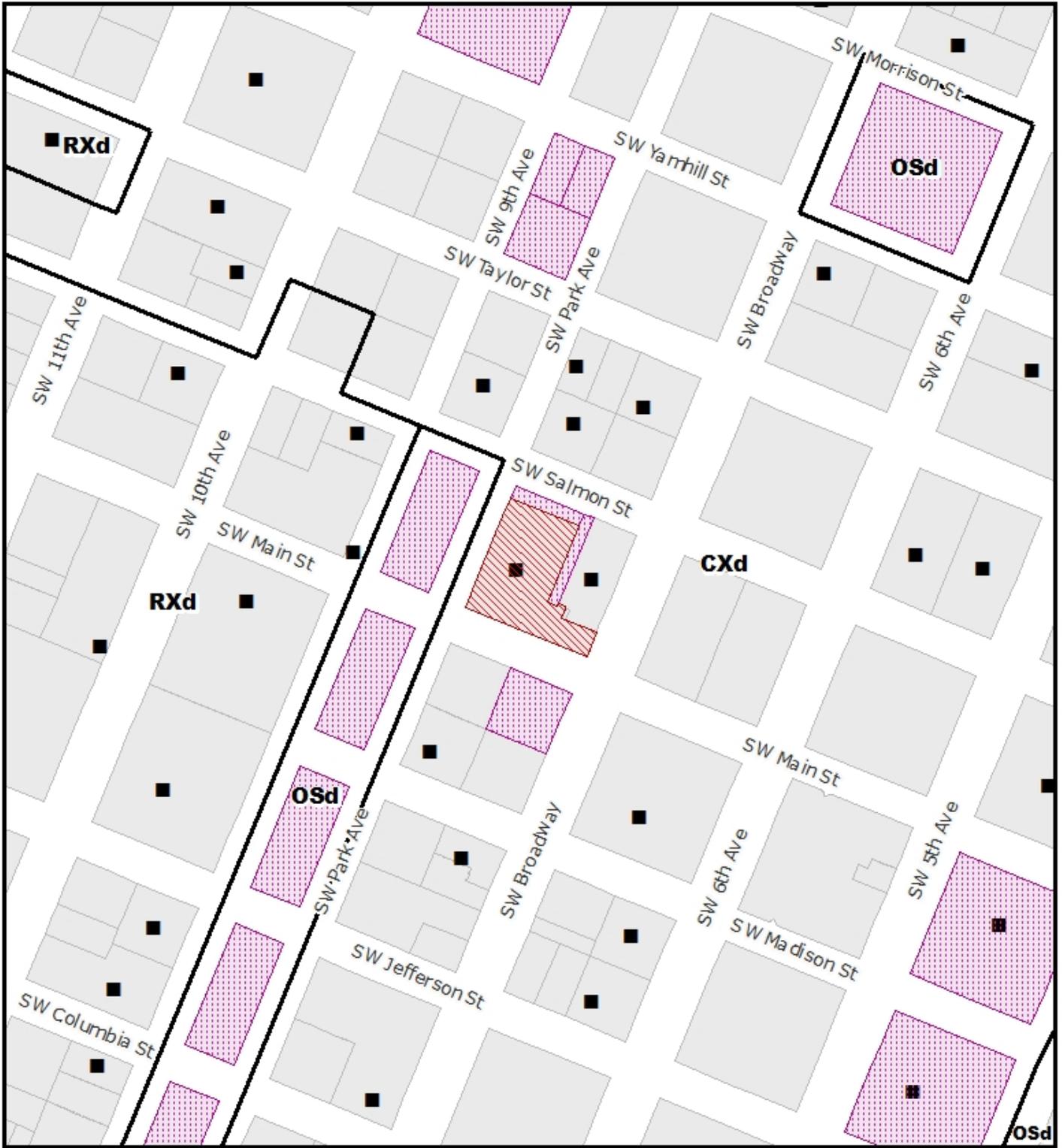
NOT ATTACHED UNLESS INDICATED

A. Applicant's Statement:

1. Original Project Description & Response to Approval Criteria
2. Original Drawing Set
3. Historic landmark nomination form
4. Digital screen display information
5. Specifications
6. Photos/renderings – marquee comparison
7. Marquee rendering
8. Worker safety letters and images
9. Letter to SHPO requesting review
10. SHPO response letter
11. Photos – other theaters
12. Early assistance notes
13. Engineering report
14. Letter to PBOT – “major encroachment” review
15. Revised Response, Rec'd November 25, 2019 and November 29, 2019
16. Revised Drawing Set, Rec'd November 25, 2019 and November 29, 2019 – Not Approved/For Reference Only
17. Response to Comments, Rec'd January 24, 2020
18. Revised Drawing Set, Rec'd January 24, 2020

19. Confirming Complete, Rec'd December 3, 2019
20. Extension to the 120-Day Review Period
- B. Zoning Map (attached)
- C. Plans/Drawings:
  1. Site Plan (attached)
  2. Existing East Elevation – SW Broadway Marquee
  3. Existing North/South Elevation & Section – SW Broadway Marquee
  4. Existing West Elevation – SW Park Marquee
  5. Existing North/South Elevation & Section – SW Park Marquee
  6. Proposed Marquee Color Study
  7. Proposed East Elevation – SW Broadway Marquee (attached)
  8. Proposed North/South Elevation & Section – SW Broadway Marquee (attached)
  9. Existing & Proposed Plans & Reflected Ceiling Plans – SW Broadway Marquee (attached)
  10. Proposed West Elevation – SW Park Marquee (attached)
  11. Proposed North/South Elevation & Section – SW Park Marquee (attached)
  12. Existing & Proposed Plans & Reflected Ceiling Plans – SW Park Marquee (attached)
  13. Elevation of Portland Blade Sign – for Sign Area Calculations Only
- D. Notification information:
  1. Mailing list
  2. Mailed notice
- E. Agency Responses:
  1. Bureau of Transportation Engineering
  2. Life Safety Division of BDS
  3. Bureau of Environmental Services
  4. Fire Bureau
  5. Site Development
- F. Correspondence:
  1. B Story Swett, a member of the Downtown Neighborhood Association, Land Use and Transportation Committee, on December 22, 2019, wrote in with concerns regarding the proposal
- G. Other:
  1. Original LU Application
  2. Incomplete Letter, sent by staff on October 24, 2019
  3. Copy of DAR Summary Memo, dated October 23, 2019
  4. Email Correspondence between staff and the applicant

**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).**



# ZONING

↑ NORTH

CENTRAL CITY PLAN DISTRICT  
DOWNTOWN SUB DISTRICT

-  Site
-  Also Owned Parcels
-  Historic Landmark

File No.	LU 19 - 238856 HRM
1/4 Section	3129
Scale	1 inch = 200 feet
State ID	1S1E03BB 3500
Exhibit	B Oct 15, 2019



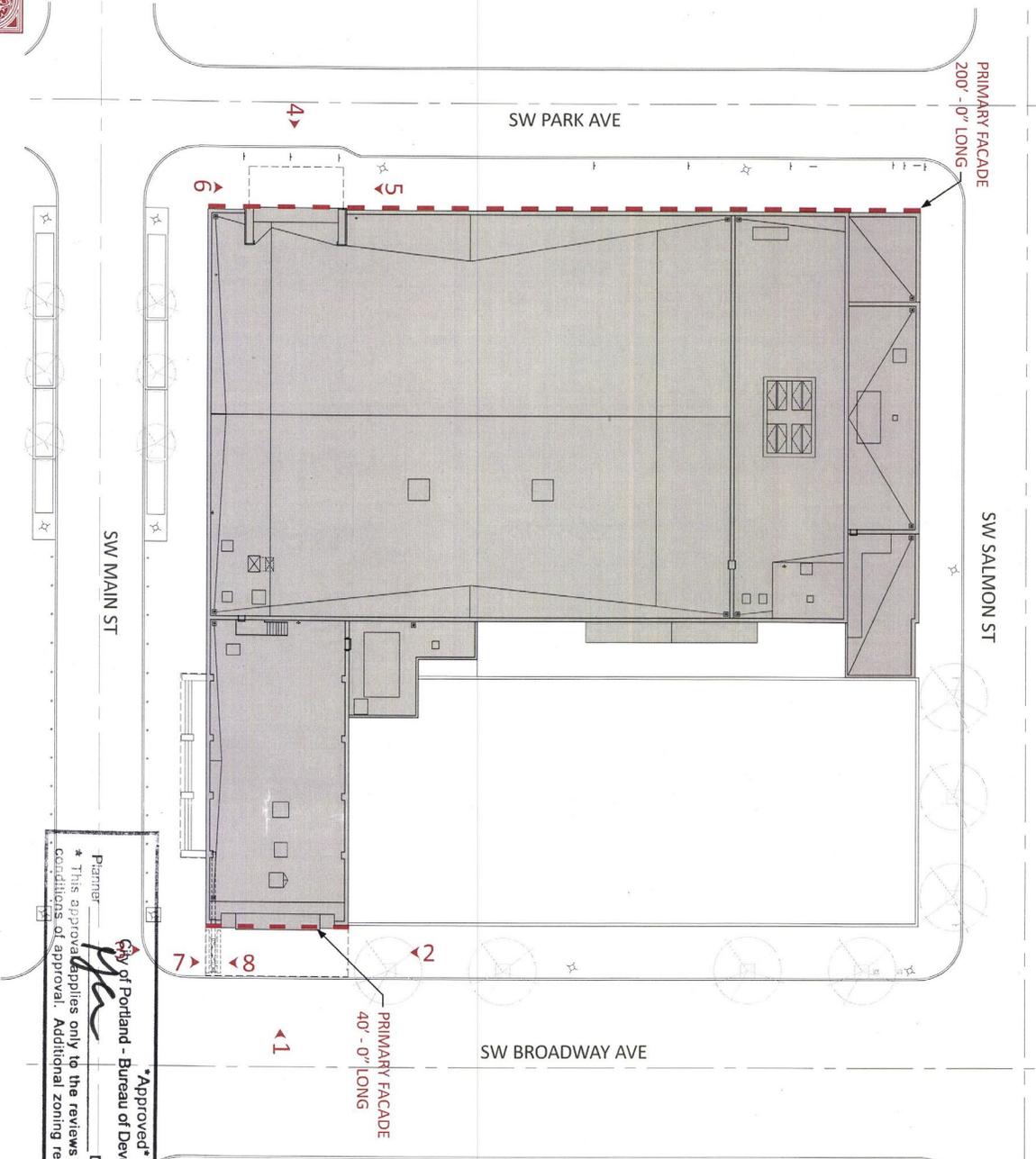
Architectural Resources Group

Arlene Schnitzer Concert Hall Marquee Rehabilitation  
Portland, Oregon | LU-19-238856 HRM

November 11, 2019; REVISED January 22, 2020

SITE PLAN 02

EXIT-C-1



City of Portland - Bureau of Development Services  
 Approved\*  
 Planner: *[Signature]*  
 Date: 2/12/20  
 \* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

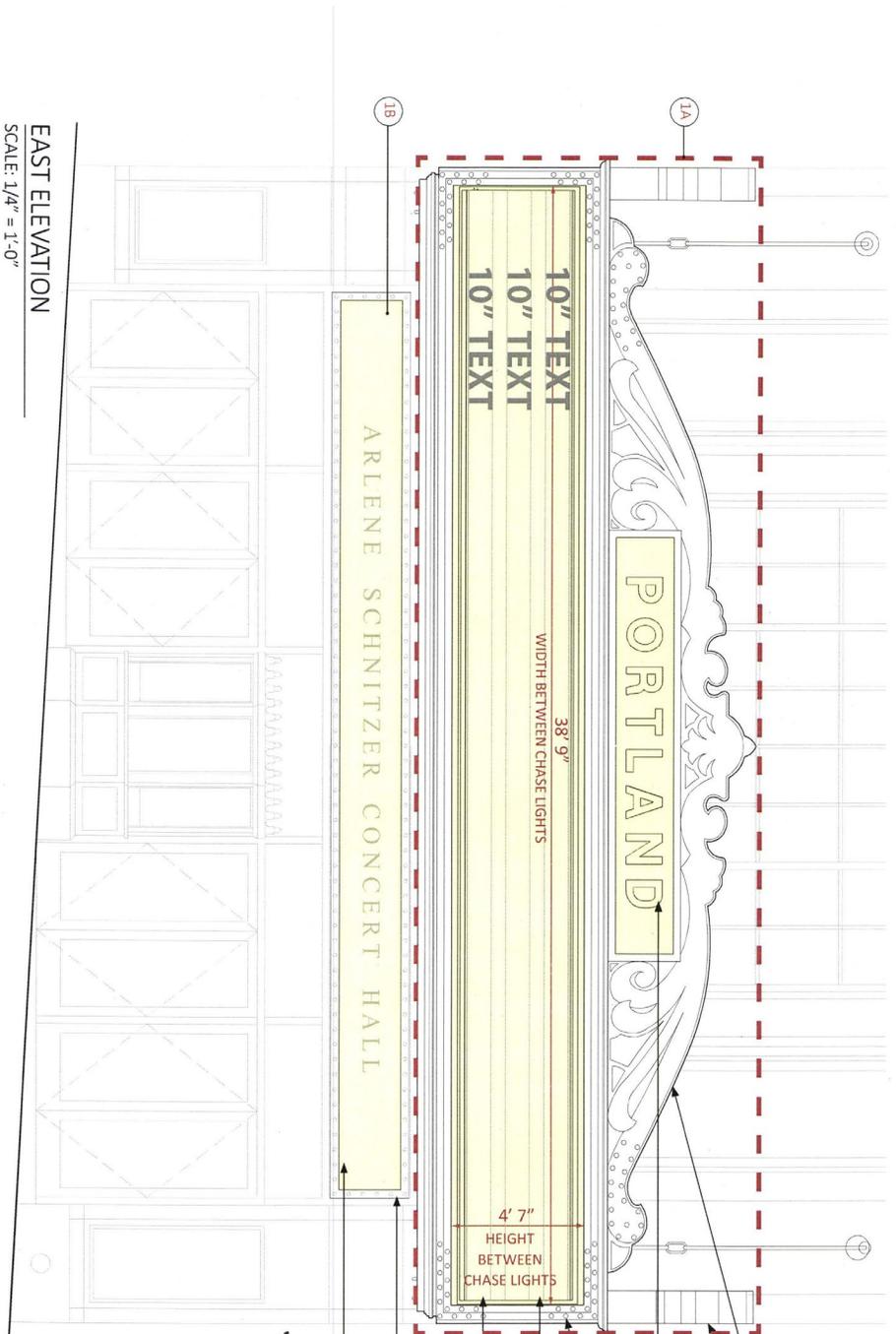


**\*APPROVED PER CONDITIONS B-H**

**\*PER PORTLAND ZONING CODE 32.24.010:**  
 32.24.010.H: When the ends of owning or marquees are parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.  
 32.24.010.B: Only one side of a backed sign is counted in determining the area of sign faces.

Inventory of signs:  
 Action taken and Area

Sign number (by location)	Actions	Area (existing)	Area (proposed)
1A	Replaced	466.5 SF	466.5 SF
1B	Retained	66.6 SF	-
2A	Replaced	168.4 SF	168.4 SF
3A	Replaced	n/a*	n/a*
4A	Replaced	178.8 SF	178.8 SF
4B	Retained	31.6 SF	-
5	Replaced	80.9 SF	80.9 SF
6	Replaced	n/a*	n/a*
7	Retained	794.9 SF	-
8	Retained	n/a*	n/a*



- NEW SHEET METAL MARQUEE ENCLOSURE TO MATCH EXISTING
- NEW NEON LETTERS MATCHING EXISTING "PORTLAND" LETTERS
- REINSTALL EXISTING LED LAMPS
- PROVIDE (3) LINES OF TEXT, 10" HIGH LETTERS, SAME FONT AS EXISTING, WITH 6" SPACE BETWEEN LINES
- ELECTRONIC READER BOARD INTEGRATED INTO NEW ALUMINIUM SHEET METAL ENCLOSURE
- CLEANED, PREPPED AND PAINTED METAL AND PLASTER SURFACES
- EXISTING SIGNAGE TO REMAIN

**\*APPROVED PER CONDITIONS B-H**

Sizes of proposed signs:  
Dimensions and Area

	Height	Width	Area
(1A)	11' 8" +/-	40' 0" +/-	466.5 SF
(1B)	2' 2" +/-	30' 9"	66.6 SF

EAST ELEVATION  
SCALE: 1/4" = 1'-0"

**\*Approved\***  
City of Portland - Bureau of Development Services  
Planner *[Signature]* Date **2/12/20**  
\* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



Architectural Resources Group

Arlene Schnitzer Concert Hall Marquee Rehabilitation  
Portland, Oregon | LU-19-238856 HRM

PROPOSED - SW BROADWAY MARQUEE  
November 11, 2019; REVISED January 22, 2020

**08**

**EXH C-7**



Architectural Resources Group

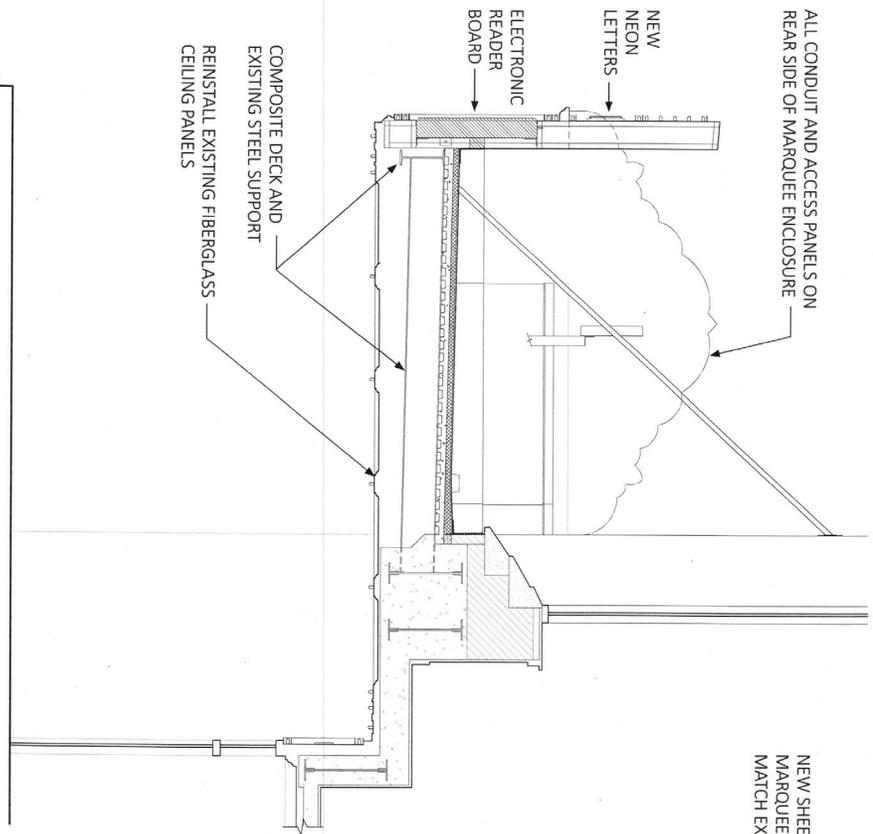
Arlene Schnitzer Concert Hall Marquee Rehabilitation  
Portland, Oregon | LU-19-238856 HRM

PROPOSED - SW BROADWAY MARQUEE  
November 11, 2019, REVISED January 22, 2020

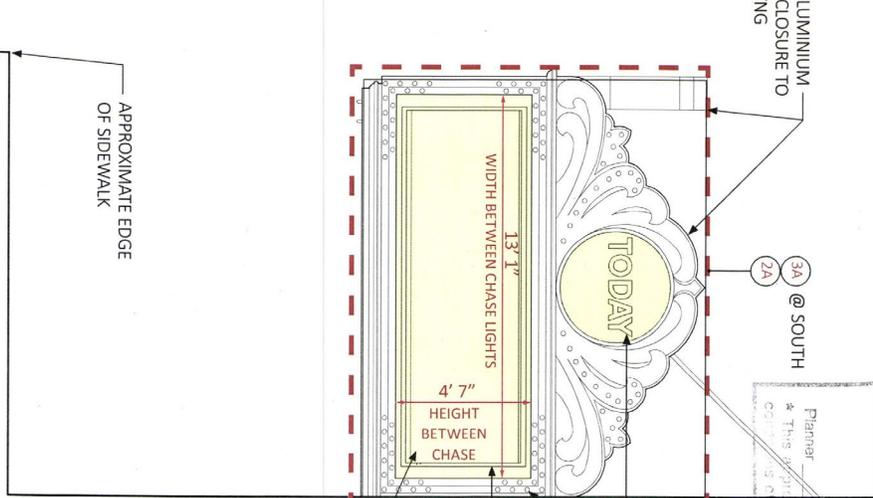
09

EXH C-8

SECTION LOOKING SOUTH  
SCALE: 1/4" = 1'-0"



NORTH ELEVATION  
SCALE: 1/4" = 1'-0"



Sizes of proposed signs:  
Dimensions and Area

Height	Width	Area
2A 11' 9"	14' 4"	168.4 SF

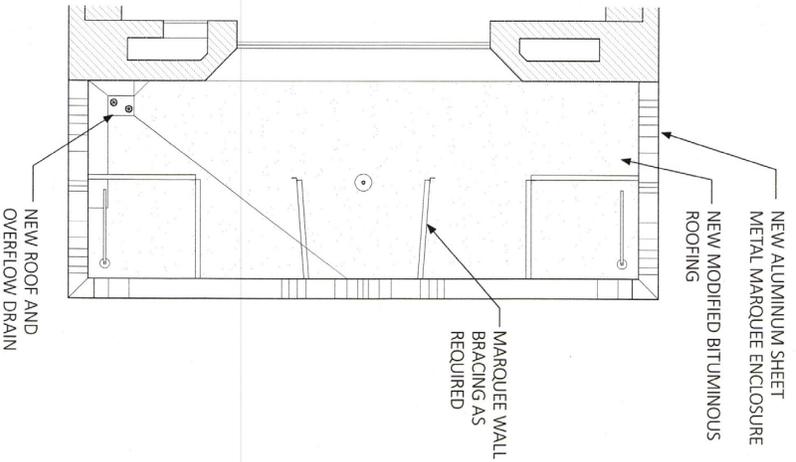
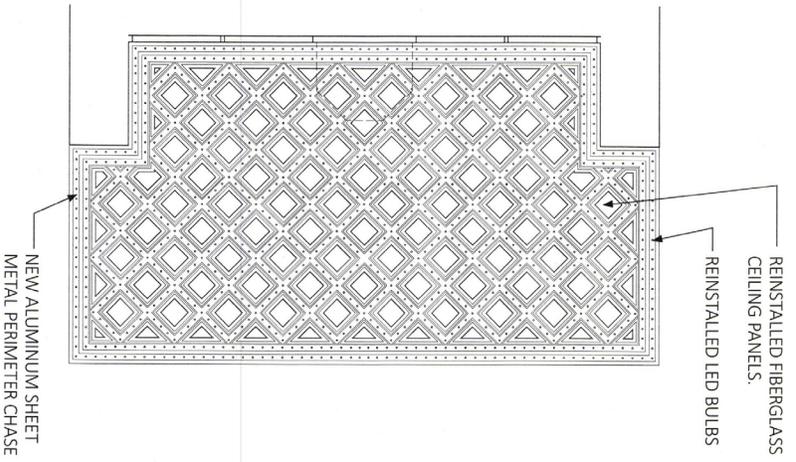
\*PER PORTLAND ZONING CODE 32.24.010:  
32.24.010.H: When the ends of awning or marquees are parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.

Therefore, south side 3A is not included.  
\*APPROVED PER CONDITIONS B-H

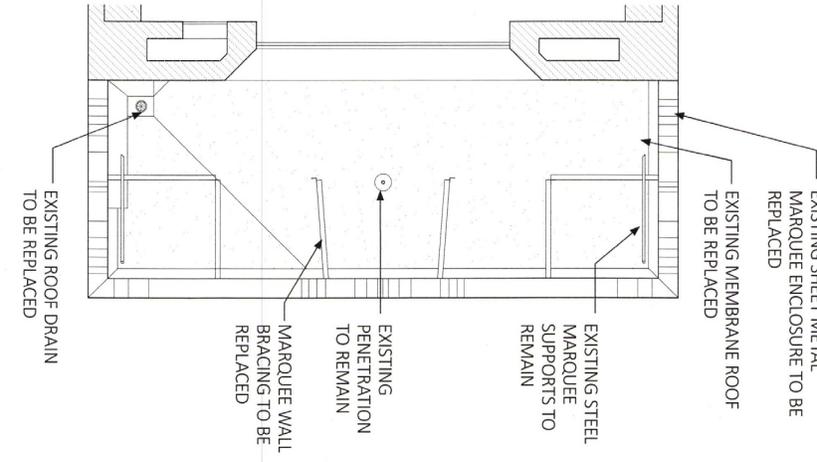
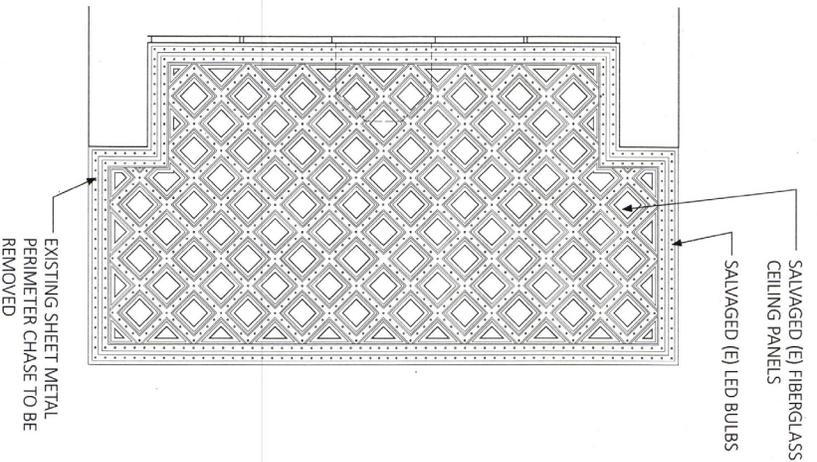


City of Portland - Bureau of Development Services  
Planner: *PKC*  
Date: 2/12/20  
\*This project requires approval. Additional zoning requirements may apply.

\*Approved\*



**PROPOSED ROOF PLAN**  
NOTE: ALL CONDUIT AND DATA TO RUN BEHIND MARQUEE WALLS OR IN WALL CAVITY (SAME AS EXISTING CONDITION)



**EXISTING REFLECTED CEILING PLAN**

**EXISTING ROOF PLAN**

**\* APPROVED PER CONDITIONS B-H**



Architectural Resources Group

Arlene Schnitzer Concert Hall Marquee Rehabilitation  
Portland, Oregon | LU-19-238856 HRM

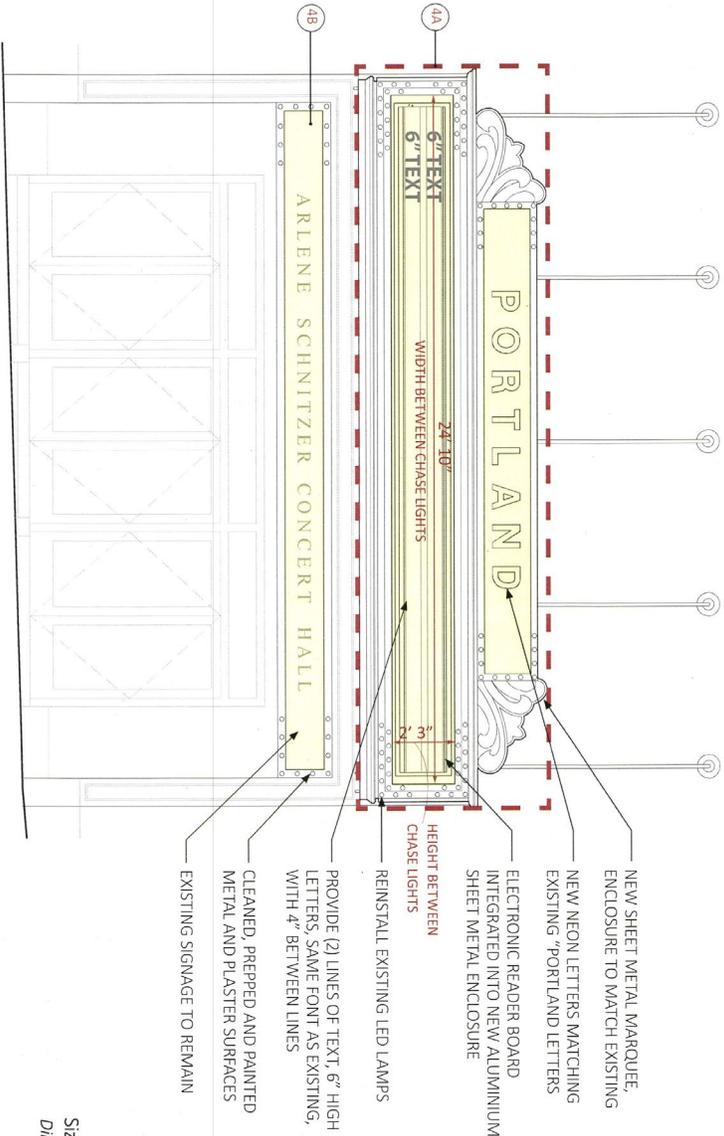
City of Portland - Bureau of Development Services  
Approved\*  
PLANS/RCP **2/10/20** BROADWAY MARQUEE  
\* This approval applies only to the reviews requested. All applicable codes, rules, and regulations of the City of Portland, Oregon, and the 2019 Revised January 22, 2020 conditions of approval. Additional zoning requirements may apply.



Architectural Resources Group

Arlene Schnitzer Concert Hall Marquee Rehabilitation  
Portland, Oregon | LU-19-238856 HRM

WEST ELEVATION  
SCALE: 1/4" = 1'-0"



\*Approved\*  
 City of Portland - Bureau of Development Services  
 Planner: *MS*  
 Date: 2/12/20  
 \* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

**\* APPROVED PER CONDITIONS B-H**

Sizes of proposed signs:  
Dimensions and Area

	Height	Width	Area
4A	6' 9" +/-	26' 6" +/-	178.8 SF
4B	1' 4" +/-	23' 9"	31.6 SF

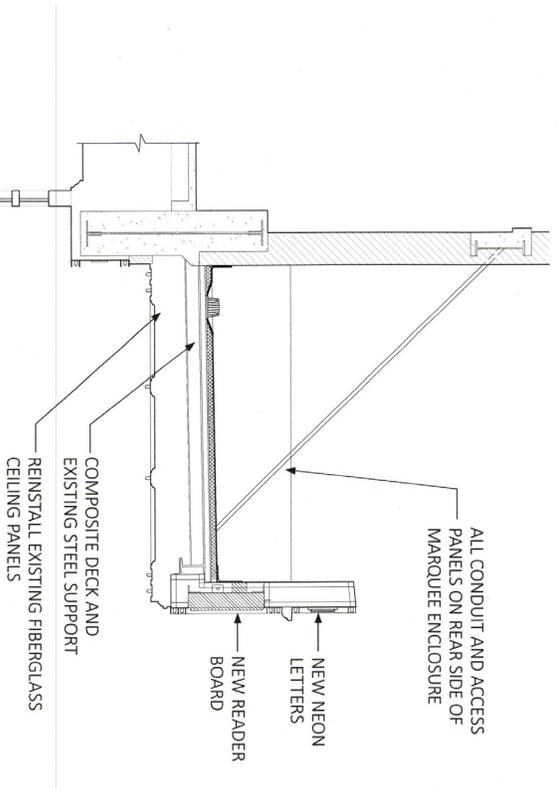


PROPOSED - SW PARK MARQUEE  
November 11, 2019; REVISED January 22, 2020

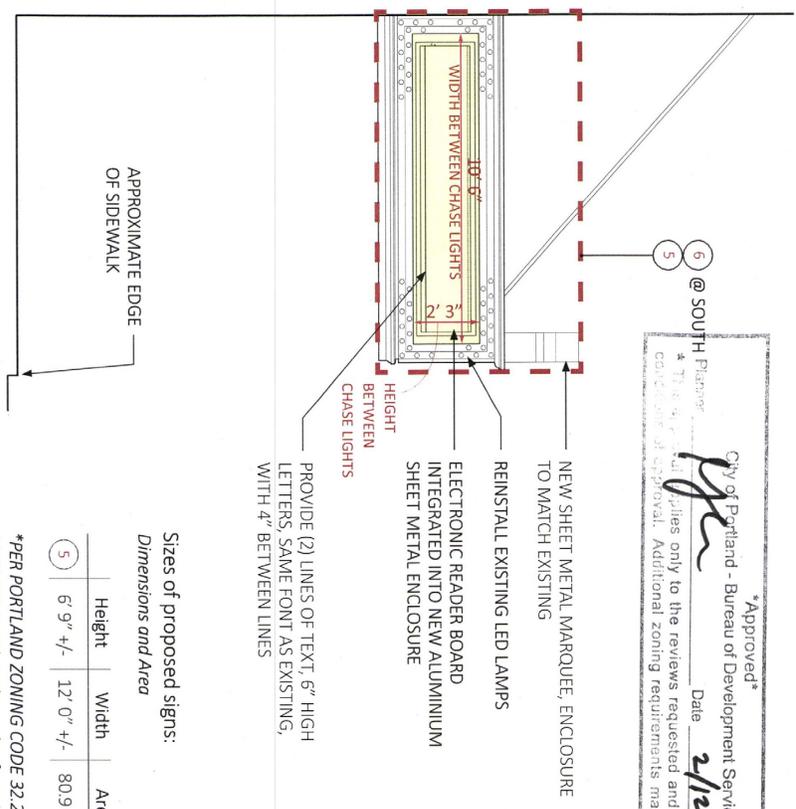
11

EXH C-10

City of Portland - Bureau of Development Services  
 Approved\*  
 Date 2/12/20  
 \*This is a preliminary approval only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



SECTION LOOKING SOUTH  
 SCALE: 1/4" = 1'-0"



NORTH ELEVATION  
 SCALE: 1/4" = 1'-0"

Sizes of proposed signs:  
 Dimensions and Area

Height	Width	Area
6' 9" +/-	12' 0" +/-	80.9 SF

\*PER PORTLAND ZONING CODE 32.24.010:  
 32.24.010.H: When the ends of awning or marquees are parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.

Therefore, sign side 6 not included.

**\*APPROVED PER CONDITIONS 8-H**



PROPOSED - SW PARK MARQUEE  
 November 11, 2019, REVISED January 22, 2020

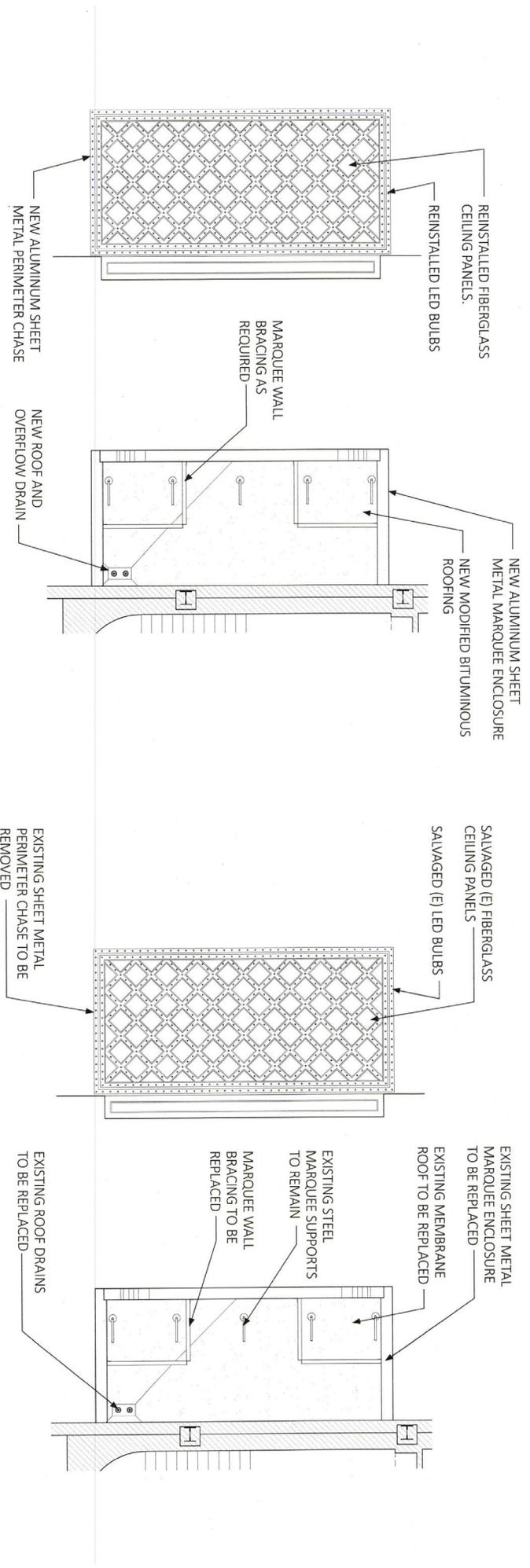
12

EXH-C-11



Architectural Resources Group

Arlene Schnitzer Concert Hall Marquee Rehabilitation  
 Portland, Oregon | LU-19-238856 HRM



NOTE: ALL CONDUIT AND DATA TO RUN BEHIND MARQUEE WALLS OR IN WALL CAVITY (SAME AS EXISTING CONDITION)

\*Approved\*  
 City of Portland - Bureau of Development Services  
 Planner *PLC* Date *2/12/20*  
 \* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

**\*APPROVED PER CONDITIONS B-H**



Architectural Resources Group

Arlene Schnitzer Concert Hall Marquee Rehabilitation  
 Portland, Oregon | LU-19-238856 HRM

PLANS/RCP - SW PARK MARQUEE  
 November 11, 2019, REVISED January 22, 2020

**13**

**EXH C-12**