

2002

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CONTEXT

While as the signage along the Burnside corridor has certainly not proliferated to the scale of Times Square, New York City or Honk Kong, China; there certainly is a history and cultural aesthetic implied through its engineered form and massing.

1994 Uniform Building Code, Ch. 32:
Construction in the Public Right of Way
Section 3201 – General

No part of any structure or any appendage thereto, except signs shall project beyond the property line of the building site, except as specified in this chapter. The projection of any structure or appendage shall be the distance measured horizontally from the property line to the outermost point of the projection. Nothing in this code shall prohibit the construction and use of a structure between buildings and over or under a public way, provided the structure complies with all requirements of this code. No provisions of this chapter shall be construed to permit the violation of other laws or ordinances regulating the use and occupancy of public property.



"When the advertising value of signs, etc., as seen from the hills becomes recognized, ordinances may have to be passed controlling these things:- In regard to silhouettes, that they are not ragged; and to color, that the tones used may be made between extremes, as decided by ordinance. It may appear to be an extreme measure, but, however, is one which if recognized will produce a result the advertising value of which, to the whole City, will far exceed that of the individual gains from indiscriminate license." - *The Greater Portland Plan, Edward H. Bennett, 1912.*



Title 32: Signs and Related Regulations

32.10.020 Purpose

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.

Chapter 32.32.020 Standards in the EX Zone.

Maximum Number:	No limit within size allocation
Maximum Area Per Sign:	200 sq. ft.
Projecting:	Yes
Rooftop:	No
Size Limit:	200 sq. ft.
Maximum Height:	25 ft.
Maximum Area into R-O-W:	30 sq. ft.

Sign faces that are within 100 feet of a freeway right-of-way, and that are visible from the freeway, may not exceed 200 square feet in area. Adjustments or modifications to the standard of this Subparagraph are prohibited.

Sign faces within 100 feet of the Willamette River bridges or bridge approach ramps or within 100 feet of the Columbia River or Columbia Slough bridges or bridge approach ramps, and that are visible from the bridge or bridge approach ramp, may not exceed 100 square feet in area.

Chapter 32.36.010 Nonconforming Signs

The intent of these regulations is to protect the character of an area by reducing the negative impacts from nonconforming signs. At the same time, the regulations assure that the signs may continue and that the sign regulations will not cause unnecessary burdens. The intent of these regulations is not to force all signs to be immediately brought into conformance with current regulations; instead, the intent is to gradually bring existing signs into conformance.

http://ordlink.com/codes/portland/_DATA/TITLE32

Hong Kong, Portland Bottling Co., Towne Storage, Stark's Vacuum, Schleifer Furniture, Re-born Automotive, Convention Center Auto Wholesale, Hippo Hardware, Made in Oregon (White Stag), Wentworth Chevytown, La Casita, United Finance, American Brush, Fisher Volvo

