

ORDINANCE No.

Authorize the Office of Management and Finance, Business Operations to acquire the Made in Oregon Sign and related property, and permanent and temporary easements, through the exercise of the City's Eminent Domain Authority (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The building located at 5 NW Naito Parkway was the original location for the Willamette Tent & Awning Company, the forerunner of the White Stag Company, founded in 1884. In Portland's early days, when the Willamette River was a "forest" of sailing ships, Willamette Tent & Awning supplied demands for canvas products. Max and Leopold Hirsch purchased Willamette Tent and Awning in 1907 and brought in Harry Weiss as a partner, becoming Hirsch-Weiss. During the depression of the 1930s, Hirsch added new sportswear lines, including ski apparel, and a new name developed: "White Stag" which is the English translation of the German names of Hirsch-Weiss.
2. In 1940, Ramsey Signs built an illuminated sign for the White Satin Sugar Company which rented space on the White Stag Company roof. The sign was altered in 1950 to include animation. In 1959, the sign was converted to its existing form for the White Stag Company. In 1997 the lettering was changed from White Stag Sportswear to Made in Oregon Old Town, retaining the original neon-lit outlines of the state of Oregon. The nose on the reindeer glows red during the Christmas holidays.
3. Original Historic Landmark Designation for the White Stag Sign was approved by Portland City Council on February 23, 1978.
4. The Made in Oregon sign serves as a landmark marquee, welcoming folks traveling into the Central City over the Burnside Bridge.
5. The Made in Oregon sign serves as a prominent national and international landmark associated with the City of Portland.
6. The Made in Oregon sign is frequently shown in national and international telecasts for events occurring in Portland, as well as in movies, news stories, television series', and publications to showcase Portland's cityscape.
7. The Portland-oriented message of the sign is integral to its value as a Portland Landmark.
8. The City's ability to retain the Portland-oriented messaging of the sign can only be accomplished through City ownership.

9. The Made in Oregon sign's importance as an iconic landmark is unique and substantial and it should be acquired to ensure its continued connection to the City of Portland.
10. Acquisition efforts will be completed in accordance with Eminent Domain procedures provided for in ORS Chapter 35 (Eminent Domain; Public Acquisition of Property), including those procedures that apply to notification, valuation, negotiation and early possession if necessary.

NOW, THEREFORE, the Council directs:

- a. The Director of the Office of Management and Finance or his designee and/or City Attorney are authorized to acquire the Made in Oregon Sign, easements necessary to maintain and support the sign at its current location, easements necessary to access the sign for maintenance, and any other property interests necessary for this acquisition under the Eminent Domain Authority of the City, including filing an action to acquire the property interests described herein or negotiating just compensation with property owners within available project budget funds.
- b. There is hereby authorized the creation of a fund in the amount estimated to be the just compensation for each interest in the property, which, if necessary, shall be deposited with the clerk of the court wherein the action is commenced.
- c. The property affected by this ordinance is described as follows:

The Made in Oregon sign atop the structure located at
Lots 1, 2 & 3, except that part taken for street, and Lots 4, 5 & 8, Block 9,
Couch's Addition.
State ID # 1N1E34DB 600
Tax Account # R140324
- d. The Commissioner of the Office of Management and Finance and Auditor are hereby authorized to draw and deliver warrants when demand is presented and approved by the proper authority.

Passed by the Council:
Mayor Sam Adams
Commissioner Randy Leonard
Commissioner Nick Fish
March 25, 2009
R. Iparraguirre

Gary Blackmer
Auditor of the City of Portland

By
Deputy