

DEVELOPMENT REVIEW BOARD MEETING

**MONDAY, JULY 28, 2025
6:30 PM**

Public Hearing:

2. **Resolution No. 441. ParkWorks.** The applicant is requesting approval of a Class 3 Sign Permit, Waiver, and Site Design Review for the installation of a 355-square-foot wall sign and a mural on an industrial building visible from SW Parkway Avenue and Interstate 5.

Case Files:

DB25-0002 ParkWorks

-Class 3 Sign Permit (SIGN25-0007)

-Waiver (WAIV25-0001)

-Site Design Review (SDR25-0002)

**DEVELOPMENT REVIEW BOARD
RESOLUTION NO. 441**

A RESOLUTION ADOPTING FINDINGS AND CONDITIONS OF APPROVAL, APPROVING A CLASS 3 SIGN PERMIT, WAIVER, AND SITE DESIGN REVIEW REQUEST FOR THE INSTALLATION OF A 355-SQUARE-FOOT WALL SIGN AND A MURAL ON THE PARKWORKS INDUSTRIAL BUILDING LOCATED AT 26600 SW PARKWAY AVENUE.

WHEREAS, an application, together with planning exhibits for the above-captioned development, has been submitted by the City of Wilsonville, Parks and Recreation – Owner/Applicant, in accordance with the procedures set forth in Section 4.008 of the Wilsonville Code; and

WHEREAS, the subject site is located at 25239 SW Parkway Avenue on Tax Lot 00511, Section 12, Township 3 South, Range 1 West, Willamette Meridian, City of Wilsonville, Clackamas County, Oregon; and

WHEREAS, the Planning Staff has prepared the staff report on the above-captioned subject dated July 21 2025; and

WHEREAS, said planning exhibits and staff report were duly considered by the Development Review Board Panel B at a scheduled meeting conducted on July 28, 2025, at which time exhibits, together with findings and public testimony were entered into the public record; and

WHEREAS, the Development Review Board considered the subject and the recommendations contained in the staff report; and

WHEREAS, interested parties, if any, have had an opportunity to be heard on the subject.

NOW, THEREFORE, BE IT RESOLVED that the Development Review Board of the City of Wilsonville does hereby incorporate as part of this resolution, as if fully set forth herein, the staff report, as adopted with any amendments and attached hereto, with findings and recommendations contained therein, and authorizes the Planning Director to issue permits consistent with said recommendations for:

DB25-0002 Class 3 Sign Permit and Wall Mural for ParkWorks: Class 3 Sign Permit (SIGN25-0007), Waiver (WAIV25-0001), and Site Design Review (SDR25-0002).

ADOPTED by the Development Review Board of the City of Wilsonville at a regular meeting thereof this 28th day of July, 2025, and filed with the Planning Administrative Assistant on _____. This resolution is final on the 15th calendar day after the postmarked date of the written notice of decision per *WC Sec 4.022(.09)* unless appealed per *WC Sec 4.022(.02)* or called up for review by the Council in accordance with *WC Sec 4.022(.03)*.

Rachelle Barrett, Chair - Panel B
Wilsonville Development Review Board

Attest:

Shelley White, Planning Administrative Assistant



Exhibit A1
Planning Division Staff Report
Class 3 Sign Permit and Wall Mural for ParkWorks

Development Review Board Panel 'B'
Quasi-Judicial Public Hearing

Hearing Date:	July 28, 2025
Date of Report:	July 21, 2025
Application No.:	DB25-0002 Class 3 Sign Permit and Wall Mural Review
Request/Summary:	The Development Review Board is being asked to review a Class 3 Sign Permit, Waiver, and Site Design Review for ParkWorks
Location:	26600 SW Parkway Avenue. The property described as Tax Lot 00511, Section 12, Township 3 South, Range 1 West, Willamette Meridian, City of Wilsonville, Clackamas County, Oregon.
Owner:	SKB-Parkworks LLC (Matt Moravi)
Applicant:	Danny Riordan, Tube Art Displays, Inc.
Authorized Representative:	Scott Caufield, Scott Caulfield Enterprises
Comprehensive Plan Designation:	Industrial
Zone Map Classification:	PDI (Planned Development Industrial)
Staff Reviewer:	Georgia McAlister, Associate Planner

Staff Recommendation: Approve with Conditions the requested Class 3 Sign Permit, Waiver, and Site Design Review.

Applicable Review Criteria:

<u>Development Code:</u>	
Section 4.008	Application Procedures-In General
Section 4.009	Who May Initiate Application
Section 4.010	How to Apply
Section 4.011	How Applications are Processed
Section 4.014	Burden of Proof
Section 4.031	Authority of the Development Review Board
Subsection 4.035 (.04)	Site Development Permit Application
Subsection 4.035 (.05)	Complete Submittal Requirement
Section 4.110	Zones
Section 4.118(.03)	Planned Development Zones, Waivers
Section 4.135	Planned Development Industrial Zone (PDI)
Sections 4.156.01 through 4.156.11	Sign Regulations
Sections 4.400 through 4.440 as applicable	Site Design Review
<u>Other Planning Documents:</u>	
Wilsonville Comprehensive Plan	

Vicinity Map



Background:

ParkWorks (previously known as Parkway Woods) ranks among the oldest industrial office parks in Wilsonville. Developers built it in the 1970s as the single-tenant Tektronix campus. Xerox took over the campus when it acquired Tektronix's printing business. In 2015, Scanlan Kemper Bard (SKB) purchased part of the campus.

Over the next several years, SKB upgraded the property to create a multi-tenant office park. To attract tenants and meet market needs, SKB added parking, landscaping, updated architecture, and signs. SKB has continued to improve the site with enhancements to tenant spaces and minor site and architectural updates.

This proposal—for a 355 sq. ft. painted wall sign and a mural of a tree line—builds on the owners' ongoing efforts to enrich the campus through thoughtful place making, wayfinding and design.

The approved Master Sign Plan for the ParkWorks building does not include any wall-signs, so this proposal would introduce the first one on the campus. The design features clean, bold white lettering on a grey/black background, aligning with the modern industrial style of the existing development and Master Sign Plan.

Because the proposed sign exceeds the maximum sign area allowed it requires DRB review of a requested waiver.

The proposed mural shows a tree line inspired by the native forest surrounding the industrial campus and woven into the site's design. The mural uses a simple yet striking grey/black-and-white color palette, similar to the proposed wall-sign, that blends with the building's architecture.

The City considers the mural an architectural design element—not a sign—because it does not convey a message considered speech under State or Federal law (see definition of "Sign" in WC Section 4.001). Since the addition of the mural is associated with the wall sign and waiver requests the proposal is being brought forward to the DRB for concurrent review.



Proposed wall sign and mural on west façade.

Summary:

Class 3 Sign Permit

The west façade of the building faces SW Parkway Avenue and sits next to the main parking area, making it eligible for a wall sign. The applicant proposes placing a painted wall sign on the north portion of the upper west façade. Section 4.156.02(.06) of the Sign Code requires the Development Review Board to review any sign that includes a waiver. The request for a 355 sq. ft. sign exceeds the 132 sq. ft. wall-sign allowance, based on the length of the façade, therefore triggering Development Review Board review. It also exceeds the 200 sq. ft. allowed on any building regardless of bonuses for extra entrances, etc.

Waiver

The applicant requests a waiver from the 132 sq. ft. maximum sign area-calculated based on the use and length of the façade as directed in Section 4.156.08(.02)B. The proposed sign measures 355 sq. ft.—223 sq. ft. over the maximum. The applicant seeks this waiver to improve visibility, functionality, and design. The staff report discusses the waiver in more detail in the “Discussion Points” section below.

Site Design Review

The applicant proposes adding a mural to the south section of the upper west façade, changing the building’s appearance which triggers Site Design Review.

Public Comments:

One Public Comment was received in support of the mural and is included as Exhibit C1.

Discussion Points

Mural and Sign Distinction

The applicant proposes adding a mural on the south portion of the upper west façade of the building. The mural is a white silhouette of a tree line painted on the dark parapet.

Under Wilsonville’s Development Code, a mural may or may not be classified a sign, hinging on whether it conveys a message considered protected speech under state or federal law. In this case, the custom-designed tree line silhouette contains no words, trademarks, or recognizable messages. It serves purely as a visual design and does not communicate protected speech.

In defining the term “Sign”, Section 4.001 of the Development Code states:

“A sign does not include architectural or landscape features that may attract attention but do not convey a message or image considered speech, or trademark, protected under federal or state law.”

Based on this definition, the proposed mural qualifies as an architectural feature, not a sign.

A review of the legislative history of the 2012 Sign Code update supports this interpretation. During that process, the Planning Commission discussed whether murals should be regulated as signs. They concluded that while some murals may qualify as signs, other should be reviewed as architectural elements through the Site Design Review process. A key issue was that signs are considered protected free speech, and that sign regulations must remain content neutral. They determined that unless the mural was clearly protected speech, the ability to regulate a mural's size, location, and design under Site Design Review was desirable.

As an architectural feature subject to Site Design Review, the DRB may evaluate and request changes to materials, colors, or other design elements. However, at the same time the mural does not have a size limit like a sign.

Waiver Request

The requested waiver is for a proposed 355 sq. ft. wall sign. The applicant states this is for the purpose of visibility, functionality, and design. The applicant proposes a unique approach to the design and materials of the wall sign, with the sign to be painted directly on the upper portion of the building's west façade as opposed to using traditional, three-dimensional materials and methods such as channel lettering. This unique design is in line with the modern industrial feel cultivated throughout the ParkWorks Industrial Campus and mirrors the design of the proposed mural. The applicant argues the waiver is justified for improved visibility and functionality along with improved aesthetic design. The applicant's narrative states that the absence of readily identifiable signage on the building, coupled with the remote location of the main entrance and existing monument sign, makes it difficult not only to identify the main site entrance but also the ParkWorks Industrial Campus and main building from the adjacent frontages of Parkway Ave and I-5. The applicant's methodology for calculating the ideal size for readability and visibility, which informs the proposed 355 sq. ft. sign, is discussed in the narrative, Exhibits B4 and B5, and waiver criteria Findings.

Staff notes the Sign Code intentionally does not use methodology based on visibility calculations to determine sign allowances. The purpose statement in the Sign Code, while valuing functionality, does not guarantee or prioritize maximum visibility, balancing these considerations with regulations that ensure signs are "sufficiently visible." Sign allowances are calculated based on the length of the façade on which the sign will be placed. The larger the façade the greater the sign allowance. However, the Sign Code includes an "absolute maximum sign allowance" of 200 sq. ft. which supports the argument that maximum visibility is not the goal of the Sign Code regulations. Wilsonville's Sign Code prioritizes how wall sign design blends with and works with building architecture, specifically identifiable sign bands, with a purpose statement promoting "Sign design and placement that is compatible with and complementary to the overall design and architecture of a site, along with adjoining properties, surrounding areas, and the zoning district." The Code further emphasizes staying within defined architectural elements as an approval criteria. City staff thus encourages DRB, when considering the waiver, to prioritize consideration

of how the sign relates to the parapet of the existing building as an architectural element that serves as a sign band.

The site's Master Sign Plan does not include wall signs and instead includes monument signs and internal signs for wayfinding. Because the property is a through-lot with over 200 feet of frontage on two rights-of-way, the site is allowed two monument signs. While the applicant's Master Sign Plan approved in 2020 included two monument signs along Parkway Avenue, revisions made as a part of AR21-0021 relocated the monument signs placing the 30' monument sign at the intersection of Xerox Drive and a smaller secondary monument sign interior to the campus along Xerox Drive, not visible from offsite. The 30' monument sign clearly marks the entrance to the campus, but the applicant argues the distance between the entrance to the site and building, which is approximately 140', makes it unclear that the sign is associated with the building. The maximum distance a monument sign can be located from the property line is 15' which restricts the applicant's ability to locate the sign closer to the building. However, staff notes that monument signs and building wall signs are allocated separately. It is a fairly typical condition for a monument sign to be located along the right-of-way with a wall sign on the building more visible internal to the site than the right-of-way. Examples include individual tenants at Argyle Square, as well as the Nissan and Audi dealerships on the other side of I-5.

As illustrated in the following images, the existing monument sign located along Parkway Avenue is 30 feet tall, illuminated and located at the entrance of Xerox Drive, the main entrance to the ParkWorks campus.





North view of existing ParkWorks monument sign from Parkway Avenue



South view of existing ParkWorks sign from Parkway Avenue



South view of existing ParkWorks sign from Parkway Avenue

Determining Waiver Extent

When reviewing a waiver to a quantifiable standard in Wilsonville’s Development Code, a key question is: how far should a proposal be allowed to depart from the standard?

The level of departure can be thought of as a spectrum. On one end is the “minimum necessary” test used for variances under Section 4.196. Variances must address a specific hardship, and the departure from the standard must be the smallest amount needed to relieve that hardship. However, the Code does not apply this strict “minimum necessary” test to waivers.

On the other end of the spectrum is a “complete waiver,” where the standard is treated as if it does not exist once an applicant provides a justification for the waiver. In nearly all cases, a complete waiver disregards the purpose and objective of the code standards it waives by implying the regulation is entirely unnecessary. The Code does not support this approach due to lack of language clearly endorsing complete waivers and by requiring justifications that show that the purpose and objective of the code standards are still met. Wilsonville’s waiver provisions focus on justifications as noted in Section 4.118, and for signs Section 4.156.02 (.08) A. A waiver must be supported by a reason listed in the Code and applicants are required to justify waivers based on how they better achieve the objectives of the regulation being waived. The extent of the departure must be commensurate with that justification. If the departure goes beyond what is needed to meet the justification, it loses its connection to the purpose of the waiver.

So, while waivers are not held to the same strict standard as variances, they still lean much closer to the “minimum necessary” end of the spectrum than to a “complete waiver” from a quantifiable Code standard. A good way to describe the expected level of departure is “reasonably justified.”

Sign Code Criteria and Intent

Wilsonville’s Development Code establishes sign regulations, including the review criteria and process, in Section 4.156.01 through Section 4.156.11. The “Sign Code” regulates design, variety, number, size, location, and type of signs in a manner that allows for flexibility while maintaining consistency with development and design standards included elsewhere in the Development Code for the purpose of fostering an aesthetically pleasing, functional, and economically vital community. Key objectives of the Sign Code regulations include ensuring signs that are sufficiently visible from abutting streets for wayfinding and identification as well as signs that are designed and placed in a manner that is complementary to the overall design and architecture of the site, abutting properties, surrounding developments, and zoning district.

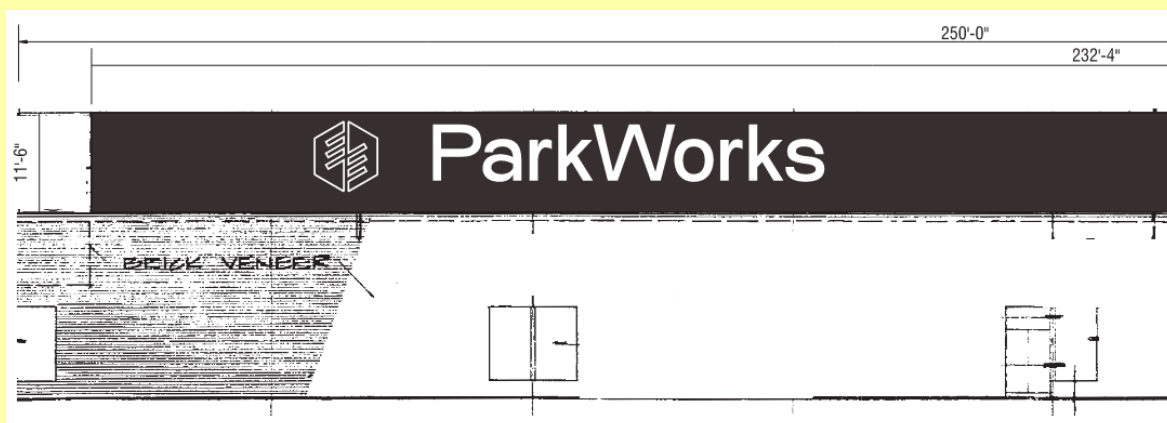
The standards for the review of signs, including limitations on sign eligible facades, sign area allowances, placement within architectural features, types of signs, and sign length, support the objectives of the Sign Code addressed above. Wall sign area allowances are calculated based on the length of the sign eligible façade, resulting in an allowance of 132 sq. ft. on the subject west façade of the building. To allow flexibility while meeting the Sign Code’s objectives, sign area allowances may be transferred to adjacent facades or increased based on the location of entrances, number of tenants, and adjacency to I-5, none of which are relevant to this review. While significant flexibility exists, the Sign Code limits wall signs using any bonuses or transfers to an “absolute maximum” of 200 sq. ft. . This limitation was established with the understanding that 200 sq. ft. is adequate space to achieve the objectives of the Sign Code related to design, compatibility, and wayfinding described above, regardless of the size of building or other extenuating factors. The 200 sq. ft. absolute maximum supports compatibility between developments and consistent application of sign regulations throughout the community.

The applicant’s waiver request would increase the allowance for the west façade of the ParkWorks building from 132 sq. ft. to 355 sq. ft. , exceeding the 200 sq. ft. absolute maximum by 77.5%. If approved, the 355 sq. ft. sign would be nearly double the size of the absolute maximum wall sign allowance and approximately 170% larger than the sign allowance allowed based on façade length. . While the applicant argues the Waiver will result in improved wayfinding and design, the Sign Code’s 200 sq. ft. absolute maximum was developed with both of these factors in mind. With this understanding, staff recommends if the Waiver request is approved that the 200 sq. ft. absolute maximum is applied as a Condition of Approval, which will support compatibility with surrounding developments and consistency with the objectives of the Sign Code.

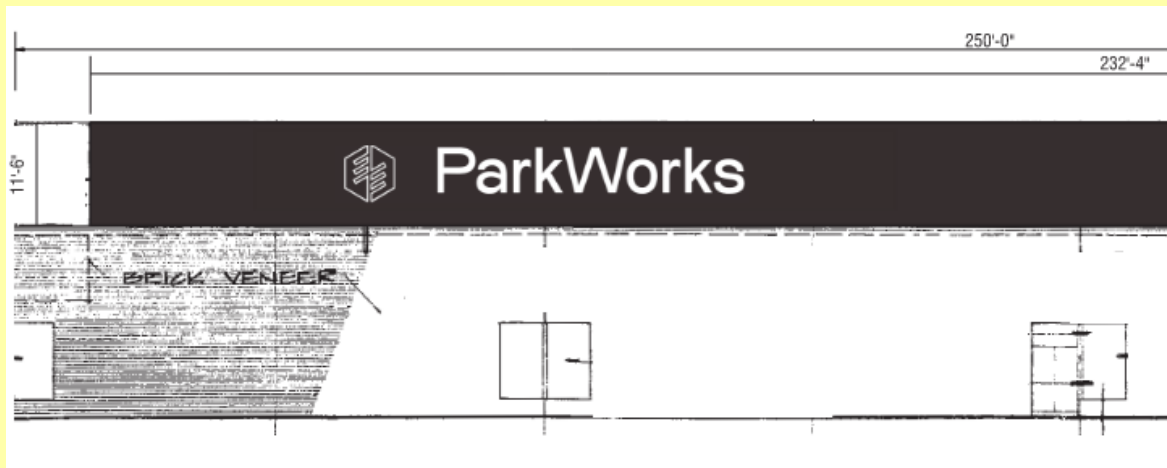
Definable Space and Architectural Compatibility

Aside from the size allowance issues discussed above, architectural compatibility is a key consideration when determining whether to waive the west façade's maximum sign allowance. Section 4.156.08(.02)D of the Code requires the placement of wall signs within a definable sign band, fascia, or architectural feature in such a way that there is definable space between the sign and the edges of the feature in which the sign is placed. In design terms, definable space can be understood as the "negative space" surrounding the sign while the sign would be considered the "positive space". The relationship between positive and negative space impacts other important design principles such as balance, proportion, rhythm, and emphasis. The Sign Code's requirement for definable space ensures the sign is complementary and compatible with the building's design, fitting the architectural aesthetics in regard to the design principles referenced above. It also helps with readability by limiting conflict between architectural elements and sign design by ensuring there is adequate negative space to reduce visual noise.

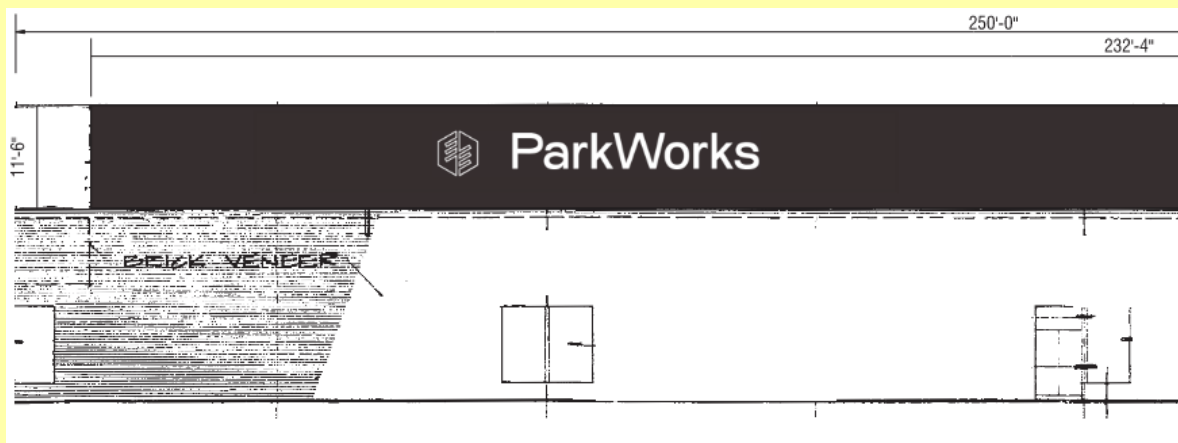
The applicant proposes a 355 sq. ft. wall sign appropriately placed within the parapet of the west façade, addressing the requirement that wall signs are located within a definable architectural element. The parapet is roughly 11.5 ft tall. The sign lettering and logo vary in height. The logo is the tallest portion of the sign measuring slightly above 8ft. The lettering is between approximately 5 ft and 6.5 ft in height. With the sign centered between the top and bottom edge of the parapet, the amount of definable space provided between the sign and edges of the architectural feature ranges between 1.75 ft and 3.25 ft. Regarding both readability and complementary design, the larger a sign is in relation to the architectural feature in which it is placed the more definable space is needed to provide balance between the positive and negative space. While the definable space provided with the proposed wall sign may be adequate in relation to a larger less constrained architectural feature or a smaller sign, the large sign looks cramped within the parapet and would detract from the design of the building. A Condition of Approval limiting the sign to 200 sq. ft. will enable the applicant to create more significant definable space above and below the sign so it is not constrained by the parapet and instead appears to be a natural and balanced addition to the building, complementing and drawing positive attention to the architecture. See the images below demonstrating the appearance of the sign at 355 sq. ft., 200 sq. ft., and 132 sq. ft.



Proposed 355 sq. ft. sign



Mockup of 200 sq. ft. sign



Mockup of 132 sq. ft.

The three images above demonstrate how the relationship between the size of the sign and the architectural feature in which they are placed changes the visual impact of the sign. In the first image the 355 sq. ft. sign dominates the parapet and does not appear to be balanced. Whether there is sufficient definable space is questionable as the sign appears to be “pushing” against the upper edge of the parapet.

The second image illustrates the staff’s recommendation to limit the extent of the waiver to allow for a maximum of 200 sq. ft. The 200 sq. ft. sign balances positive and negative space appropriately. There is noticeable definable space between the sign and the edges of the parapet. The sign does not appear to dominate the architectural feature but instead it adds interest to an otherwise plain façade enhancing the design.

The third image depicts the sign at 132 sq. ft., the maximum allowed sign area based on the length of the façade. The smaller sign does not fill the parapet as well as the 200 sq. ft. sign.

While there is definable space, an argument can be made that too much is provided throwing off the balance between the positive and negative space.

Mural Site Design Review Criteria

The proposed mural is the first of its kind to be reviewed by the DRB under the Site Design Review process. The purpose of the Site Design Review standards is to ensure high quality design, both visually and functionally, as well as harmonious development within the City that will benefit the community as a whole. The review is subjective and therefore the context of the site, surrounding developments, and zoning is extremely important. How the Site Design Review criteria are applied to the review of various murals may differ significantly depending on the context.

The proposed mural will be installed upon an existing development with a particular aesthetic, unique setting, and significant history and should be reviewed with that context in mind. Staff's review of the proposed mural, which depicts the silhouette of a tree line in white on a grey/black background, focused on compatibility with the site conditions, Planned Development Industrial Zone, aesthetics of the development, and impact on the community.

The tree line depicted in the mural is reflective of the native woodlands both surrounding and incorporated within the development demonstrating thoughtful and compatible design choices. The close relationship between trees and the ParkWorks Industrial Center is a unique feature of the site and not common in most industrial areas. The use of only two colors as well as the use of silhouettes to create the mural results in a clean industrial feel that seamlessly integrates the surrounding nature into a cohesive design unique to the development's context. The mural will be painted on the ParkWorks building's west façade, which faces outwards to Boones Ferry Road and the I-5 Freeway.

Due to the prominent location the mural will be visible to people in the community, not just visitors and employees of the development which emphasizes the importance of the impact to the community. Staff expects the mural to have a positive impact on the overall community due to the additional interest that will be added to the existing building. Additionally, as a Tree City USA, the use of trees in the mural reflects Wilsonville's long-standing commitment to maintain a healthy tree canopy which is a point of community pride.

Conclusion and Conditions of Approval:

Staff reviewed the applicant's materials against the applicable criteria. This staff report contains this analysis and is adopted as Findings of Fact. Based on the Finding of Fact and information included in this staff report, and information received from a duly advertised public hearing, staff recommends that the Development Review Board approve the proposed application (DB25-0002) with the following conditions:

Planning Division Conditions:

Request A: Class 3 Sign Permit and Waiver (SIGN25-0007 & WAIV25-0001)

PDA 1.	Ongoing: The approved sign shall not exceed 200 sq. ft. and be installed in a manner substantially similar to the sign approved by the DRB and stamped plans approved by the Planning Division.
PDA 2.	Prior to Installation: The applicant shall submit a Class 1 Sign permit including drawings demonstrating compliance with the DRB approval

Request B: Site Design Review (SDR25-0002)

PDB 1.	Ongoing: The approved mural shall be installed in a manner substantially similar to the plans approved by the DRB, including design, color, finish, and materials. Any changes to the design, color, finish, and materials will require review under a separate process.
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Master Exhibit List:

The entry of the following exhibits into the public record by the Development Review Board confirms its consideration of the application as submitted. The exhibit list below includes exhibits for Planning Case File DB25-0002. The exhibit list below reflects the electronic record posted on the City's website and retained as part of the City's permanent electronic record. Any inconsistencies between printed or other electronic versions of the same Exhibits are inadvertent and the version on the City's website and retained as part of the City's permanent electronic record shall be controlling for all purposes.

Planning Staff Materials

- A1.** Staff report and findings (this document)
- A2.** Staff's Presentation Slides for Public Hearing (to be presented at Public Hearing)

Materials from Applicant

- B1.** Development Application Form
- B2.** Narrative
- B3.** Sign Drawings and Plans
- B4.** USSC Foundation: On-Premise Signs Determination of Parallel Sign Legibility and Letter Heights
- B5.** USSC Foundation: Parallel Sign Computation Rules of Thumb

Public Comment

- C1.** G. Prior – 7.11.2025

Development Application Form

Procedural Statements and Background Information:

1. The statutory 120-day time limit applies to this application. The application was received on May 7, 2025 and the application was deemed complete on May 19, 2025. The City must render a final decision for the request, including any appeals, by September 16, 2025.

2. Surrounding land uses are as follows:

Compass Direction	Zone:	Existing Use:
North:	PDI, PDR-6	ESS/Residential
East:	PDI, PDR-5	Xerox/Residential
South:	PDI	Industrial Office, Distribution, and Manufacturing
West:	PDI, N/A	Interstate 5, ESS

3. Previous Planning Approvals:

74DR08 – Tektronix Preliminary Site Plan & Final Site Plan

74RZ03 – Zone Change

78DR05 – Site Development and Architectural Plan (Building 63)

79DR35 - Site Development and Architectural Plan (Building 83)

80DR22 – Final Site Approval (Building 83)

88AR40- Minor Partition

91AR59 – Modification to Existing Building

91PC39 – Stage II (Building 63)

90PC03 – Parking Lot Expansion

95AR10- Architectural Revisions

97AR15- Storage Addition

97AR56- Modifications to Existing Building

97AR73- Modifications to Existing Building

97DB13- Modifications to Existing Building

97DB18 – Stage II Final Plans and Site Design Plans

97DB33 – Parking Expansion

97DB35 – Stage I Final Plan and Site Design Plan for Parking Expansion

97DB36- Modifications to Existing Building

98AR59 – Landscape Installation

AR15-0031 – Tentative Partition Plat

AR16-0037 – Tentative Partition Plat

AR18-0008 – Final Partition Plat

DB20-0031 – Stage II Final Plan Modification, Site Design Review, Type C Tree Plan,
Master Sign Plan

SI20-0002 – SROZ Review

AR21-0016 – Minor Architectural and Site Modifications

DB22-0009 - Stage 1 Preliminary Plan, Stage 2 Final Plan, Site Design Review, Type C
Tree Plan, and Tentative Partition Plat.
AR24-0024 – Minor Architectural and Site Modifications

4. The applicant has complied with Sections 4.013-4.031 of the Wilsonville Code, said sections pertaining to review procedures and submittal requirements. The required public notices have been sent and all proper notification procedures have been satisfied.

Findings:

NOTE: Pursuant to Section 4.014 the burden of proving that the necessary findings of fact can be made for approval of any land use or development application rests with the applicant in the case.

General Information

Application Procedures-In General Section 4.008

The application is being processed in accordance with the applicable general procedures of this Section.

Initiating Application Section 4.009

The application has been submitted on behalf of the property owner, SKB-Parkworks, and is signed by Matt Morvai, an authorized representative.

Pre-Application Conference Subsection 4.010 (.02)

The City determined that a pre-application meeting was not necessary for this project.

Lien Payment before Approval Subsection 4.011 (.02) B.

No applicable liens exist for the subject property. The application can thus move forward.

General Submission Requirements Subsection 4.035 (.04) A.

The applicant has provided all of the applicable general submission requirements contained in this subsection.

Zoning-Generally Section 4.110

This proposed development is in conformity with the applicable zoning district and general development regulations listed in Sections 4.150 through 4.199 have been applied in accordance with this Section.

Request A: Class 3 Sign Permit and Waiver (SIGN25-0007 & WAIV25-0001)

As described in the Findings below, the applicable criteria for this request are met or will be met by Conditions of Approval.

Sign Review and Submission

Class 2 Sign Permits Reviewed by DRB

Subsection 4.031 (.01) M. and Subsection 4.156.02 (.03)

- A1.** The application qualifies as a Class 3 Sign Permit and Waiver and is being reviewed by the Development Review Board.

What Requires Class 3 Sign Permit Review

Subsection 4.156.02 (.06)

- A2.** The request involves a 355 sq. ft. wall sign which is greater than the west façade's sign allowance of 132 sq. ft. and as such requires a Class 3 Waiver subject to Development Review Board review and the Class 3 Sign Permit process.

Class 3 Sign Permit Submission Requirements

Subsection 4.156.02 (.06) A.

- A3.** The applicant has satisfied the submission requirements for Class 3 sign permits:

Requirement	Submitted	Waiver Granted		Condition of Approval	Not Applicable	Additional findings/notes
		Info Already Available to City	Info Not Necessary for Review			
Completed Application Form	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Drawings or Descriptions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Documentation of Tenant Spaces Used in Calculating Max. Sign Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Drawings of Sign Placement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Project Narrative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Information on Any Requested Waivers or Variances	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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Class 3 Sign Permit and Waiver Review Criteria

Class 2 Sign Permit Review Criteria: Generally and Site Design Review
Subsection 4.156.02 (.05) F.

- A4.** As indicated in Findings below, the proposed sign will satisfy the sign regulations for the applicable zoning district and the relevant Site Design Review criteria or waivers are requested.

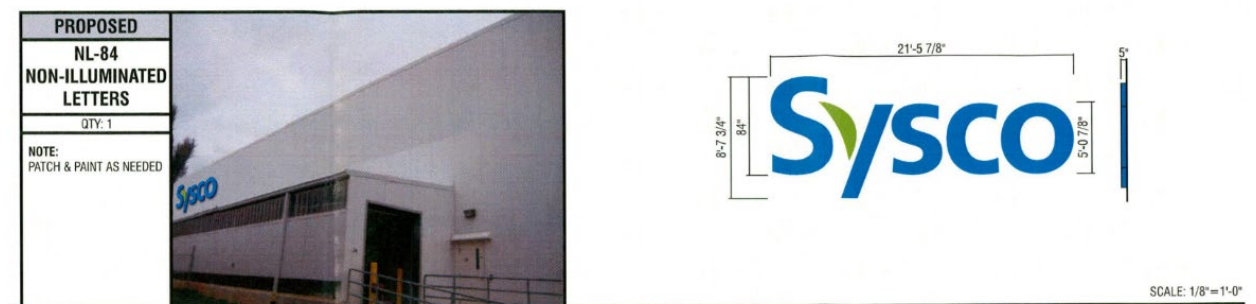
Class 2 Sign Permit Review Criteria: Compatibility with Zone
Subsection 4.156.02 (.05) F. 1.

- A5.** The proposed 355 sq. ft. sign is substantially larger than existing wall signs within the area. The requested 355 sq. ft. sign requires a waiver, which is included as part of this request. As part of the waiver request, the DRB will need to weigh whether the substantially larger than typical sign remains compatible with surrounding development based on elements including design, sign location, visibility offsite/distance, and balance of positive and negative space. It is typical and required for signs to be located within architectural features such as the parapet, as proposed. However, the lack of space between the text and the edges of the parapet is not typical of signs in the PDI zone or Wilsonville generally.

The most recent approval of a waiver request for an increase to wall sign allowance, DB20-0034, included one 134 sq. ft. wall sign for I&E Construction, located south of the subject property, on Parkway Avenue. The sign is located on the west façade of the building which faces the I-5 Freeway. The west façade's sign allowance is 64 sq. ft. with the waiver allowing for an additional 70 sq. ft. of signage. The 134 sq. ft. sign is integrated into the building's architecture, centered within a large aluminum mesh screen. The large mesh screen is an architectural feature that serves multiple purposes including sound dampening from the highway, providing shade and protection from the sun, and architectural interest. The size of the sign is appropriately sized for the architectural feature it is placed within. There is clear definable space on all sides of the sign with 5 ft of vertical space between the top of the sign and the edge of the mesh screen, 4.5 ft of vertical space between the bottom of the sign and edge of the mesh screen, and 10.5 ft of horizontal space between the sign and the north and south edges of the mesh screen. The mesh screen is not included in the sign area calculations due to the fact it is an architectural feature. A rendering of the west façade, including the 134 sq. ft. sign, is included below:

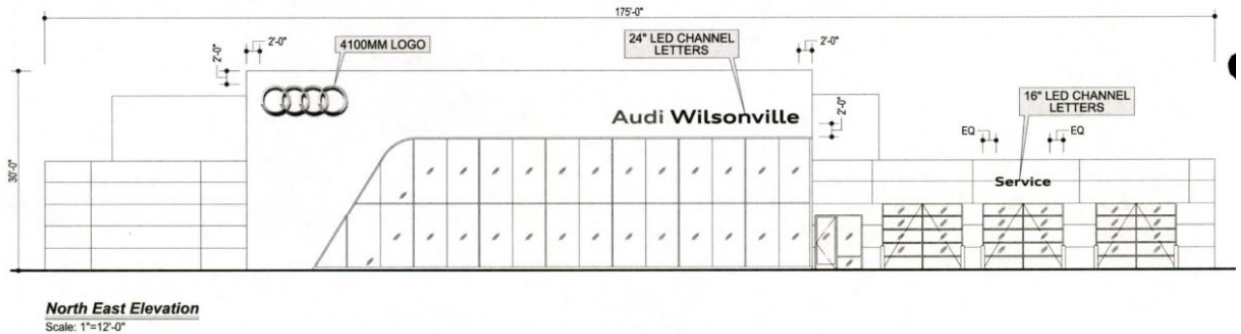


The nearby Sysco development offers important context for comparison regarding signage. The Sysco development is comparable in location, size of building, and site orientation with considerable distance between the west façade and adjacent road. Located at 26250 SW Parkway Center Drive, the industrial development’s west façade faces Parkway Ave with a significant setback, similar to the ParkWorks campus. The existing wall sign is approximately 185 sq. ft. which is within the sign allowance based on façade length and under the 200 sq. ft. absolute maximum wall sign allowance. The sign is appropriately positioned to allow for definable space separating the sign from the façade's roof edge. See the design and location as included as a part of the Sysco sign permit, SR10-0034, below:

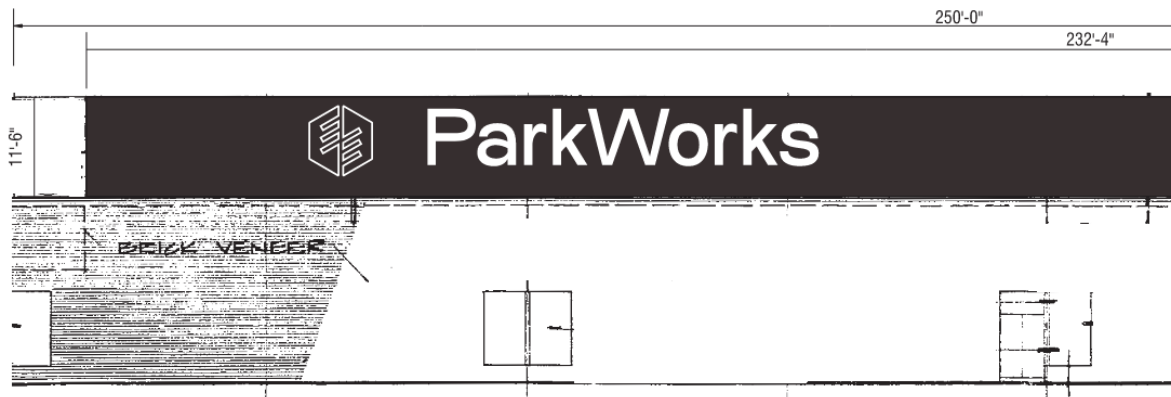


The Audi dealership located to the west of ParkWorks, across I-5, at 26750 SW 95th Avenue is again a comparable example of wall signs in the area. Similar to the ParkWorks development, the Audi dealership’s northwest facade is visible but setback from I-5 and the parallel street, Boones Ferry Road. The northwest façade includes two wall signs totaling approximately 200 sq. ft. The two signs are placed thoughtfully in relationship to the building architecture with appropriate space between the edges of the façade and glazing elements, creating a clean look with a definable space specific to the sign. Since the 200 sq. ft. allowance is broken up between the two signs the appearance of the signage does not overly dominate the façade. While there is only 2ft between the signs and the edges of the architectural features they are placed within, the simple design of the façade which prevents the signs from feeling cramped or inappropriately placed. While the edge

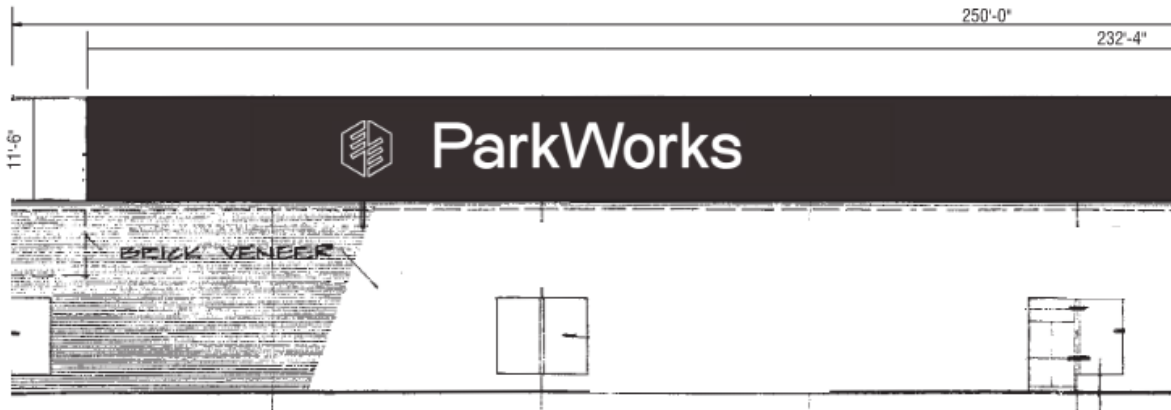
of the Audi logo is framed by the roof line and south edge of the façade on two sides, the other two sides are unrestricted, creating a feeling of openness. Similarly, the “Audi Wilsonville” portion of the sign is framed by the glazing and north façade on two sides, while the other edges of the sign remain open. See the design and location of the signs as included as a part of Audi’s sign adjustments, AR10-0017, below:



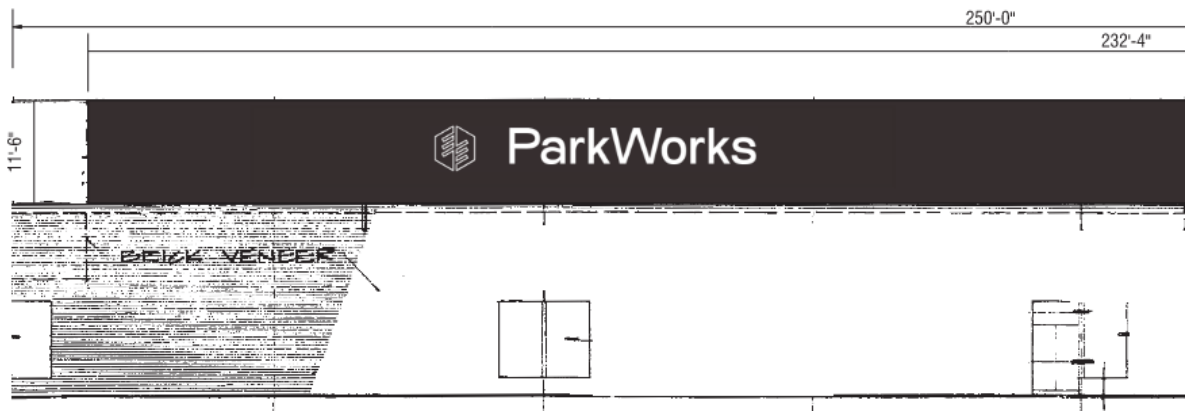
As mentioned above, the 355 sq. ft. sign does not allow for appropriate definable space between the sign and the edges of the parapet. Staff completed an analysis with mockups demonstrating the visual impact of providing appropriate definable space as it relates to the architectural feature in which the ParkWorks sign is proposed. See the images below demonstrating the appearance of the sign at 355 sq. ft., 200 sq. ft., and 132 sq. ft.



Proposed 355 sq. ft. sign



Mockup of 200 sq. ft. sign



Mockup of 132 sq. ft.

The three images above demonstrate how the relationship between the size of the sign and the architectural feature in which they are placed changes the visual impact of the sign. In the first image the 355 sq. ft. sign dominates the parapet and does not appear to be balanced. Whether there is sufficient definable space is questionable as the sign appears to be “pushing” against the upper edge of the parapet creating a constricted feeling.

The second image illustrates the staff’s recommendation to limit the extent of the waiver to allow for a maximum of 200 sq. ft. The 200 sq. ft. sign balances positive and negative space appropriately. There is noticeable definable space between the sign and the edges of the parapet. The sign does not appear to dominate the architectural feature but instead it adds interest to an otherwise plain façade enhancing the design.

The third image depicts the sign at 132 sq. ft., the maximum allowed sign area based on the length of the façade. The smaller sign does not fill the parapet as well as the 200 sq.

ft. sign. While there is definable space, an argument can be made that too much is provided throwing off the balance between the positive and negative space.

It is also important to note each sign mentioned above falls within the 200 sq. ft. absolute maximum sign allowance. Aside from the issue of definable space, a sign exceeding the absolute maximum sign allowance by 155 sq. ft. will appear incompatible and stand out due to being significantly larger than the surrounding signs. Conditioning the sign not to exceed 200 sq. ft. will ensure the signs in the area remain compatible in size and appearance.

Class 2 Sign Permit Review Criteria: Nuisance and Impact on Surrounding Properties Subsection 4.156.02 (.05) F. 2.

- A6.** There is no evidence, and no testimony has been received suggesting the subject sign would create a nuisance or negatively impact the value of surrounding properties.

Class 2 Sign Permit Review Criteria: Items for Special Attention Subsection 4.156.02 (.05) F. 3.

- A7.** The placement of the sign on the upper portion of the west façade, above the red brick and within the grey/black parapet, fits well with the existing architecture and modern industrial feel of the campus and matches the existing master sign plan. However, the sign placement for the “ParkWorks” portion of the sign leaves little space between the lettering and the edges of the parapet, which is atypical. The size of the sign, as it relates to the size of the parapet façade it is on, may be reducing the overall compatibility of the sign. Regarding both readability and complementary design, the larger a sign is in relation to the architectural feature in which it is placed the more definable space is needed to provide balance between the positive and negative space. While the definable space provided with the proposed wall sign may be adequate in relation to a larger less constrained architectural feature or a smaller sign, the large sign looks cramped within the parapet and would detract from the design of the building. See finding A5. For staff’s full analysis of the visual impact of the sign at various sizes and correlating definable space. Staff recommends a Condition of Approval limiting the sign to 200 sq. ft., which is the absolute maximum sign area allowance for any building and 33% larger than the sign allowance for the building, to increase compatibility.

Sign Waiver Allowances Subsection 4.156.02 (.08) A.

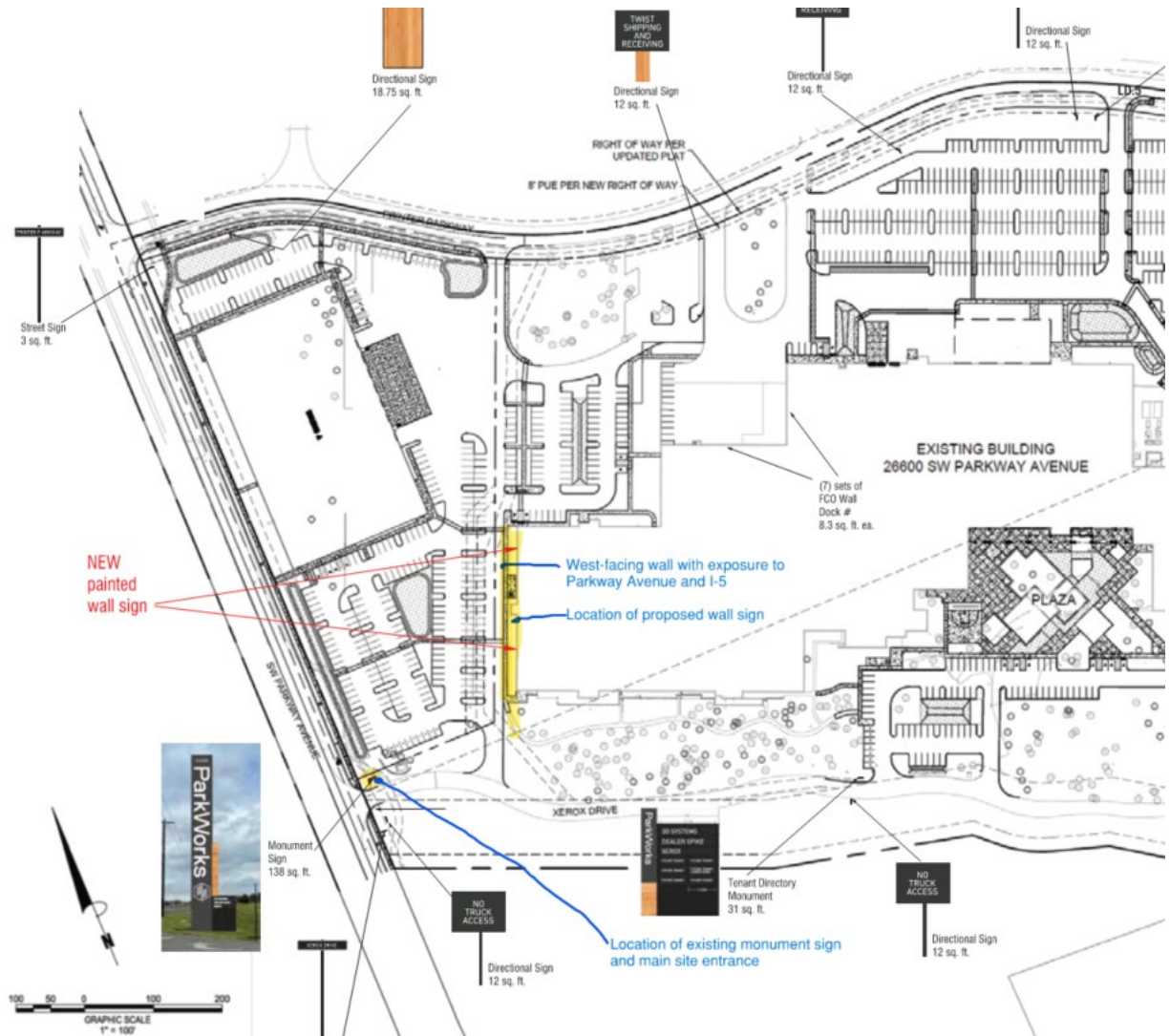
- A8.** A waiver to sign area allowances may be applied for as a Class 3 Sign permit and will be reviewed in accordance with the criteria below.

Sign Waiver Criteria: Design Subsection 4.156.02 (.08) A. 1.

- A9.** The sign is proposed on the west façade of the building facing I-5 and Parkway Avenue. While the façade is eligible for a wall sign, no wall sign has previously been placed on the façade.

The applicant states the proposed signage will result in improved design in regard to aesthetics and functionality in numerous ways. The applicant argues the existing monument sign is removed from the main campus building and not visible from all vantage points along both I-5 and Parkway Ave. Specifically, the sign is obscured by vegetation along both roadways and the I-5 median. The applicant submitted perspectives from the I-5 southbound lane as a part of Exhibit B2. It should be noted the southbound lane is the furthest lane from the industrial campus. The Sign Code addresses visibility but does not guarantee signs are visible from all points or preferred or maximum visibility.

According to the applicant, the absence of readily identifiable signage on the building, coupled with the remote location of the main entrance from Parkway Avenue and existing monument sign, makes it difficult not only to identify the main site entrance but also “makes it nearly impossible to identify the ParkWorks Industrial Campus and main building from the adjacent frontage road or I-5”. The 30 ft. monument sign clearly marks the entrance to the campus, but the applicant has concerns the distance between the entrance to the site and building, which is approximately 140ft., makes what building the sign is associated with unclear. The maximum distance a monument sign can be located from the property line is 15 ft. which restricts the applicant’s ability to locate the sign closer to the building. The applicant believes the painted wall sign will address the visibility issues and enhance wayfinding. See the location of the existing monument sign in relationship to the existing building and campus below and on page 4 of Exhibit B3:



While the applicant has submitted materials demonstrating that the monument sign is not visible from all vantage point of I-5, visibility from roadways not adjacent to the development is not a part of review criteria. The applicant has also not submitted materials demonstrating that the proposed wall sign will be visible from all vantage points. The placement of the monument sign at the entrance of the ParkWorks Industrial Campus is typical placement for developments within Wilsonville. As demonstrated in the images below, the existing monument sign is visible along Parkway Avenue and clearly indicates the main entrance of the campus to drivers and pedestrian traveling on Parkway Avenue.



North view of existing ParkWorks monument sign from Parkway Avenue



South view of existing ParkWorks sign from Parkway Avenue

The maximum sign allowance for the west façade is 132 sq. ft.. The applicant's stated need for the proposed 355 sq. ft. sign was determined by the applicant using the Legibility Index, developed by the United States Sign Council Foundation and included in Exhibits B3 and B4, which quantifies a particular letter style's legibility under assumed conditions.

According to the applicant's narrative and their application of the Legibility Index, in order for the wall sign to be visible from Parkway Ave and I-5, the minimum recommended letter height to ensure visibility is 84.4 inches or approximately 7 ft.. The design of the building limits the height of the sign letters and therefore the applicant proposes a maximum height of 8ft for the logo, 6.5 ft. for the capital P and W and a maximum height of 5 ft. for the remaining lettering which is below the recommended height for visibility. Calculations for the width of the letter is based on the height with the width of capital letters approximately equal to the height and the width of lowercase letters equal to half of the height. These factors determined the applicant's final proposal of a 355 sq. ft. sign for the purpose of visibility and functionality.

Staff notes, that the Sign Code purposely does not use the Legibility Index as a standard and visibility from all viewpoints is also not a standard. Instead, the City of Wilsonville Sign Code speaks to compatibility of the sign design as it relates to scale, color, surrounding development and architectural features, as reflected in the adopted size allowance, placement standards, and related review criteria.

The painted design of the sign, which will be painted in matte white directly on the upper grey/black portion of the façade, is a unique feature that is compatible with the existing aesthetics of the industrial campus and more subtle in style than a traditional building sign using channel letters, sign cabinets and a variety of colors as it is integrated within the architectural features of the development without vertical separation. The west façade of the existing building is plain with few architectural details, relying mainly on the use of contrasting materials to create interest. The addition of the sign will add interest while breaking up the façade. The angular roofline of the façade provides a visual break in the parapet creating a space to be "filled" which speaks to the need for a larger sign.

However, a 355 sq. ft. sign would be dominating and out of sync with the architecture of the building. Limiting the sign to 132 sq. ft. also calls into question whether balance between the wall sign architectural feature can be achieved. The parapet provides natural boundaries for the sign to fit within. The smaller sign results in more negative space surrounding the sign. A balance should be struck between the need to fill the architectural feature and the requirement that the sign is complementary and compatible with the building's design. The sign should fit snugly but not appear cramped. For that reason, staff recommends a Condition of Approval limiting the sign to 200 sq. ft. . See Findings A5 and A10. for an in-depth analysis of the signs compatibility in relation to size and placement within the buildings architectural features.

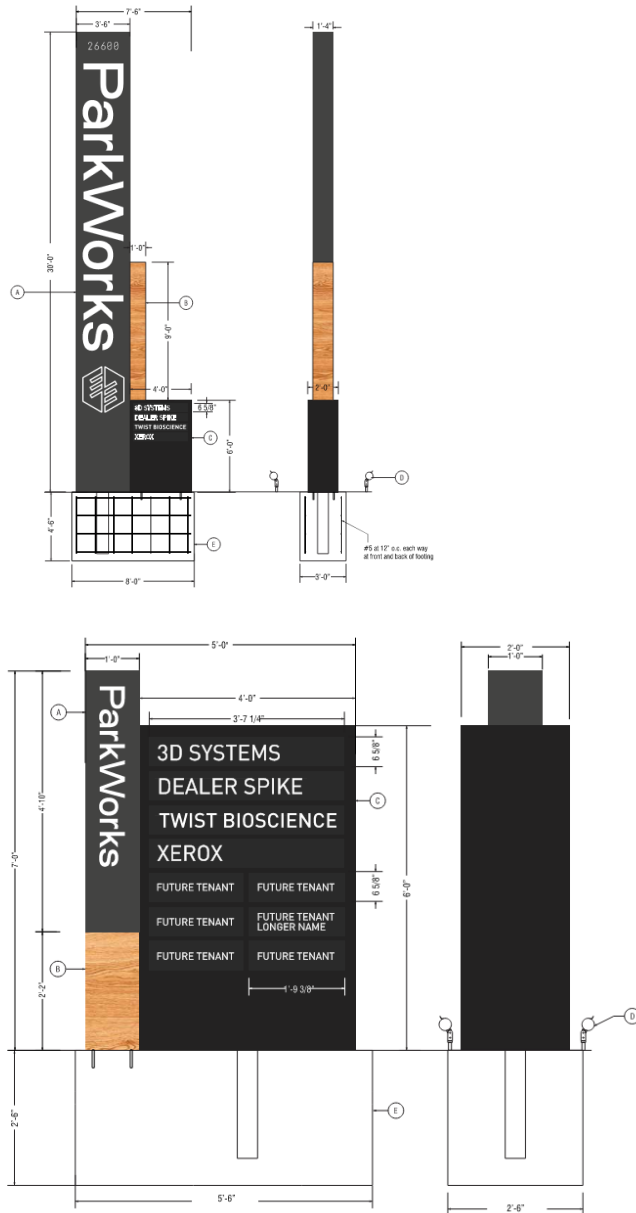
Sign Waiver Criteria: Compatibility

Subsection 4.156.02 (.08) A. 2.

- A10.** The applicant states in their compliance narrative (Exhibit B2) that the proposed sign will be compatible with and complementary to the overall design, scale, and architecture of the site, along with adjoining properties, surrounding areas, and the zoning district. The

proposed sign design, font style, color and placement is compatible with the aesthetic and design of the overall campus which is constructed of simple red brick facades with grey/black accents and the existing signs which utilize the same font and color for both the lettering and background.

See the existing and proposed signs below:



Existing signs throughout the ParkWorks campus.



Proposed 355 sq. ft. painted wall sign.

Staff finds no evidence that the proposed 355 sq. ft. sign will result in a more compatible design in regards to the architecture and scale of the existing building. Contrary, the scale of the proposed sign may result in visual dominance without clear delineation between the sign and architectural features. The parapet, on which the sign is proposed, is approximately 2,666 sq. ft.. The 355 sq. ft. sign would occupy a significant portion of the parapet at 13.3%. The parapet is roughly 11.5 ft tall. The sign lettering and logo vary in height. The logo is the tallest portion of the sign measuring slightly above 8ft. The lettering is between approximately 5 ft and 6.5 ft in height. With the sign centered between the top and bottom edge of the parapet, the amount of definable space provided between the sign and edges of the architectural feature ranges between 1.75 ft and 3.25 ft. Regarding both readability and complementary design, the larger a sign is in relation to the architectural feature in which it is placed the more definable space is needed to provide balance between the positive and negative space. While the definable space provided with the proposed wall sign may be adequate in relation to a larger less constrained architectural feature or a smaller sign, the large sign looks cramped within the parapet and would detract from the design of the building. A Condition of Approval limiting the sign to 200 sq. ft. will create more significant definable space so the sign no longer looks constrained by the parapet and instead appears to be a natural and balanced addition to the building, complementing and drawing positive attention to the architecture.

In the context of nearby developments, staff again finds no evidence that the 355 sq. ft. sign will result in a more compatible design than a sign of standard size. Considering the examples of the nearby Sysco and Audi developments' wall signs, discussed in Finding 5 above, the proposed sign is significantly larger. Both development's wall signs facing I-5 are under 200 sq. ft.. The proposed 355 sq. ft. sign would noticeably differ from the existing signs when viewed from both I-5 and Parkway Ave. Similarly, the I&E wall sign, located on the east facing I-5 at 27375 SW Parkway Ave, is 132 sq. ft., approximately 37.2% of the proposed ParkWorks wall sign. Opposed to being compatible with the existing wall signs in the area, approving a waiver for the 355 sq. ft. wall sign may set a precedent for future wall signs along the I-5 corridor to be of a much larger, attention grabbing, size. The applicant's narrative states the size is necessary to draw attention to the development, which is setback from the adjacent frontage similar to Sysco and Audi, and to ensure the development is visible from I-5. However, pylon signs and monument signs are traditionally utilized by businesses along I-5 to draw attention to the development and are

limited to 64 sq. ft.. The use of an oversized wall sign to achieve the same function of wayfinding from offsite, would be a deviation from the norm.

The Sign Code limits wall signs to a maximum of 200 sq. ft. regardless of any bonuses or transfers added to the otherwise allowed sign area. The 200 sq. ft. limitation indicates the code was established with the understanding that 200 sq. ft. is adequate space to achieve the objectives of the Sign Code related to design, compatibility, and wayfinding described above, regardless of the size of building or other extenuating factors. As discussed in this Finding above as well as Finding A5, the signs installed at nearby developments are all below 200 sq. ft.. The 200 sq. ft. limitation supports compatibility between developments and consistent application of sign regulations throughout the community. Therefore, staff recommends a Condition of Approval limiting the sign to 200 sq. ft., which is the absolute maximum sign area allowance for any sign and 33% greater than the maximum sign allowance for the building, to support better compatibility with the surrounding area while achieving the applicant's goal of clearer wayfinding and improved design.

Sign Waiver Criteria: Public Safety, Especially Traffic Safety Subsection 4.156.02 (.08) A. 3.

- A11.** Staff finds there is limited evidence the proposed sign will either positively or negatively impact public safety, especially traffic safety. The sign is non-illuminated and visually integrated into the architecture of the building which is typically considered safe sign design.

Sign Waiver Criteria: Content Subsection 4.156.02 (.08) A. 4.

- A12.** The content of the subject sign is not being reviewed or considered as part of this application.

Sign Measurement

Measurement of Individual Element Signs Subsection 4.156.03 (.01) B.

- A13.** The sign measurement uses single rectangles, as allowed. See the sign area calculation below.



Building Signs in the PDC, PDI, and PF Zones

Establishing whether Building Facades are Eligible for Signs

Subsection 4.156.08 (.02) A.

A14. The east, south and west facades are sign eligible while the north is not as follows:

Façade	Sign Eligible	Criteria making sign eligible
North	Yes	Adjacent to primary parking area.
East	No	
South	Yes	Entrance open to general public and adjacent to primary parking area.
West	Yes	Faces a lot line with frontage on Parkway Ave and adjacent to primary parking area.

Building Sign Area Allowed

Subsection 4.156.08 (.02) B.5.a

A15. There is a total of one proposed building sign. The proposed 355 sq. ft. painted ParkWorks wall sign exceeds the allowed sign area and the applicant is requesting a waiver discussed in Findings A8-A12. The sign area allowed for a building sign in this location would be 132 sq. ft.. The allowed sign area of 132 sq. ft. is calculated based on the length of the 250' façade. The 132 sq. ft. allowance is equivalent to 37.2 % of the proposed sign area. The absolute maximum allowed sign area for any building façade with a single entrance, regardless of length, is 200 sq. ft., or 56.3% of the proposed sign area. The proposed sign exceeds both the wall sign allowance and the absolute maximum allowed sign area which staff does not believe to be reasonably justified. Staff recommends a Condition of Approval that the sign does not exceed the absolute maximum sign area of 200 sq. ft., which is 33% greater than the 132 sq. ft. sign allowance for the west façade of the building, to ensure the intent of the Sign Code sign allowance minimums continues to be met with the waiver while also supporting a more compatible sign design.

Building Sign Length Not to Exceed 75 Percent of Façade Length

Subsection 4.156.08 (.02) C.

A16. The proposed building sign does not exceed 75 percent of the length of the façade.

Building Sign Height Allowed

Subsection 4.156.08 (.02) D.

A17. The proposed building sign is within a definable architectural feature. The parapet is roughly 11.5 ft tall. The sign lettering and logo vary in height. The logo is the tallest portion of the sign measuring slightly above 8ft. The lettering is between approximately 5 ft and 6.5 ft in height. With the sign centered between the top and bottom edge of the parapet, the

amount of definable space provided between the sign and edges of the architectural feature ranges between 1.75 ft and 3.25 ft. Regarding both readability and complementary design, the larger a sign is in relation to the architectural feature in which it is placed the more definable space is needed to provide balance between the positive and negative space. While the definable space provided with the proposed wall sign may be adequate in relation to a larger less constrained architectural feature or a smaller sign, the large sign looks cramped within the parapet and would detract from the design of the building. With the overall scale of the sign as it relates to the architectural feature, the of space between the lettering and the edge of the parapet does not have the appearance of definable space. A Condition of Approval limiting the sign to 200 sq. ft. will create more significant definable space so the sign no longer looks constrained by the parapet and instead appears to be a natural and balanced addition to the building, complementing and drawing positive attention to the architecture.

Building Sign Types Allowed

Subsection 4.156.08 (.02) E.

- A18.** The proposed building sign is a wall flat sign and will be painted directly on the building façade, which is an allowable type.

Site Design Review

Excessive Uniformity, Inappropriate Design

Subsection 4.400 (.01)

- A19.** The unique painted wall sign design will be a distinct feature of the ParkWorks Industrial Campus keeping with the modern industrial design theme of the campus and will not result in excessive uniformity, inappropriateness or poor design. As demonstrated in the applicant's materials, the sign uses the same font, color, and logo as the existing monument sign and signage throughout the campus ensuring proper attention has been paid to site development. However, the size and placement of the sign may result in inappropriate design, as it relates to the existing architectural features of the building as well as nearby industrial and commercial development and the existing signs in the surrounding area, such as Sysco, Audi, and I&E. See Findings A5 and A9.

Purpose and Objectives

Subsection 4.400 (.02) and Subsection 4.421 (.03)

- A20.** The building sign is designed appropriately related to the subject site, as described in Findings A9 and A19 above, and attention has been given to visual appearance. The scale of the sign is of note. The parapet, on which the sign is proposed, is approximately 2,666 sq. ft.. The 355 sq. ft. sign would occupy a significant portion of the parapet at 13.3%. If approved, the 355 sq. ft. sign would be nearly double the size of the absolute maximum wall sign allowance and approximately 1.7 times the sign allowance determined by the length of the west façade. Staff recommendation to condition the sign to 200 sq. ft. would reduce the portion of the parapet occupied by the sign to 7.5%, less than 10%.

Design Standards

Subsection 4.421 (.01)

A21. Staff finds that aspects of the proposed sign design are compatible with surrounding developments. The design of the sign, which includes painting the sign directly on the building, is a more subtle approach than traditional wall signs using channel letters, sign cabinets and a variety of colors. Surrounding properties with signs facing I-5 utilize similar color schemes

However, while the color, texture, and material of the proposed sign is appropriate, as described in the findings above, there is evidence that the size, location and design of the proposed sign may detract from surrounding properties due to the attention grabbing nature of the large sign and atypical placement within the architectural features of the façade which lacks delineation between the sign lettering and edges of the parapet.

Design Standards and Signs

Subsection 4.421 (.02)

A22. Design standards have been applied to the proposed signs, as applicable.

Color or Materials Requirements

Subsection 4.421 (.06)

A23. The proposed matte white font and grey/black background sign composition is appropriate, and no additional requirements are necessary. The grey/black and white color scheme is compatible with the existing campus buildings and signs.

Site Design Review-Procedures and Submittal Requirements

Section 4.440

A24. The applicant has submitted a sign plan as required by this section.

Request B: Site Design Review (SDR25-0002)

As described in the Findings below, the request meets the applicable criteria or will by Conditions of Approval.

Site Design Review

Open Space Requirements Objectives and Design

Subsection 4.400 (.01), 4.400 (.02) and Subsection 4.421 (.03)

B1. Staff summarizes the compliance with this subsection as follows:

Excessive Uniformity: The proposed mural is unique to the particular building and site context and does not create excessive uniformity.

Inappropriate or Poor Design of the Exterior Appearance of Structures: The proposed mural is designed so it is integrated within the existing architectural features of the building.

Inappropriate or Poor Design of Signs: The proposed mural is considered an architectural element opposed to a sign.

Lack of Proper Attention to Site Development: The mural is designed to match the aesthetic of the existing building, signs, and site. In addition to using a color palette and stylistic choices that match the aesthetic of the existing site and development, the content of the mural draws inspiration from the surrounding landscape, which is dominated by native trees, a unique site condition for an industrial campus.

Lack of Proper Attention to Landscaping: No landscaping is proposed with this application, however, the tree line portrayed in the mural calls attention to the native trees incorporated in the sites landscaping.

Objectives and Standards of Site Design Review

Proper Functioning of the Site

Subsection 4.400 (.02) A. and Subsection 4.421 (.03)

- B2.** The addition of the mural does not negatively impact the function of the site. The subtle design of the mural and seamless incorporation within the buildings architecture achieves the goal of creating visual interest without being overly attention grabbing and potentially distracting.

High Quality Visual Environment

Subsection 4.400 (.02) A. and Subsection 4.421 (.03)

- B3.** The applicant is proposing the addition of the mural for the purpose of creating a more pleasing and high-quality visual environment.

Encourage Originality, Flexibility, and Innovation

Subsection 4.400 (.02) B. and Subsection 4.421 (.03)

- B4.** The proposed mural is a unique approach to add interest and improve the design of an existing building demonstrating originality, flexibility, and innovation.

Discourage Inharmonious Development

Subsection 4.400 (.02) C. and Subsection 4.421 (.03)

- B5.** The west façade of the existing building is plain with few architectural details, relying mainly on the use of contrasting materials to create interest. The lack of detail is likely due to the fact it is not the main entrance of the building as well as the modern industrial feel of the campus. However, while the west façade is not the main entrance of the building it is the most visible façade from offsite. The addition of the mural adds a point of interest to the façade while still keeping with the clean and modern aesthetics of the development

therefore enhancing any potentially drab or monotonous characteristics of the building design while remaining harmonious with the existing industrial campus.

Proper Relationships with Site and Surroundings

Subsection 4.400 (.02) D. and Subsection 4.421 (.03)

- B6.** ParkWorks Industrial Campus is located in the PDI zone, adjacent to other industrial uses. While trees are not often associated with industrial areas, the campus is dotted with native trees that were preserved and seamlessly integrated during the construction of the building. The contrast between the industrial nature of the area and dominance of tree canopies presents an interesting juxtaposition reflected by the mural which includes organic shapes with a striped back industrial feel. The use of a grey/black and white color palette to illustrate the silhouette of a tree line relates to the industrial feel of the campus and surrounding area while referencing the natural amenities integral to the development.

Regard to Natural Aesthetics

Subsection 4.400 (.02) D. and Subsection 4.421 (.03)

- B7.** The applicant has designed the mural to be in harmony with the environment. One of the unique features of the ParkWorks industrial campus is the way the campus is nestled within the canopies of native trees including Oregon white oak, ponderosa, Oregon ash, and Douglas fir trees. The mural is a nod to the forested natural area surrounding the development. The white outline depicts trees reflective of the native trees throughout the campus drawing attention to the natural beauty of the area and strengthening the relationship between the building and site's natural resources.

Attention to Exterior Appearances

Subsection 4.400 (.02) D. and Subsection 4.421 (.03)

- B8.** The use of contrasting white and grey/black paint adds interest to the building without detracting from the existing architectural features and design. While the mural is large, it is proportional to the building and does not dominate the façade.

Protect and Enhance City's Appeal

Subsection 4.400 (.02) E. and Subsection 4.421 (.03)

- B9.** The ParkWorks building is situated in a highly visible location, with direct site lines from the I-5 freeway. The mural is an attractive addition to the building that improves the aesthetic of the campus.

Stabilize Property Values/Prevent Blight

Subsection 4.400 (.02) F. and Subsection 4.421 (.03)

- B10.** The mural enhances the appeal of the building and will not detract from the property value.

Adequate Public Facilities

Subsection 4.400 (.02) G. and Subsection 4.421 (.03)

B11. The addition of the mural will have no impact on the site's public facilities, which continue to be adequate.

Pleasing Environments and Behavior

Subsection 4.400 (.02) H. and Subsection 4.421 (.03)

B12. The applicant intends to support a pleasing environment through the addition of a mural which enhances the design of the building in a visible location.

Civic Pride and Community Spirit

Subsection 4.400 (.02) I. and Subsection 4.421 (.03)

B13. Wilsonville has a long history of preserving significant trees within the community. As a Tree City USA, the City is committed to providing a high level of care and protection for trees due to the environmental, health, and aesthetic value they add to the community. The proposed mural depicts native trees and reflects the natural areas preserved throughout Wilsonville that the city and community members take great pride in and are central to Wilsonville's identity.

Favorable Environment for Residents

Subsection 4.400 (.02) J. and Subsection 4.421 (.03)

B14. The mural will be an attractive feature for community members to admire and may inspire the addition of other murals throughout the community, supporting a favorable environment for residents.

Jurisdiction and Power of the DRB for Site Design Review

Development Must Follow DRB Approved Plans

Section 4.420

B15. A condition of approval ensures the installation of the mural is carried out in substantial accord with the Development Review Board approved plans, drawings, sketches, and other documents.

Design Standards

Harmony of Proposed Buildings to Environment

Subsection 4.421 (.01) B.

B16. The addition of the mural will not impact the physical relationship of the building to the environment but does create a unique focal point drawing inspiration from the surrounding environment and calling attention to natural resources located throughout the site.

Design Standards Apply to All Buildings, Structures, Signs, and Features

Subsection 4.421 (.02)

B17. Attention has been paid to the design of the mural as described in the above findings.

Conditions of Approval to Ensure Proper and Efficient Function

Subsection 4.421 (.05)

B18. Staff does not recommend any additional conditions of approval to ensure the proper and efficient functioning of the development.

Color or Materials Requirements

Subsection 4.421 (.06)

B19. The applicant is proposing a mural depicting the images of a tree line to be painted in white directly on the grey/black parapet of the building. No changes to the color or design will be carried out without subsequent review in accordance with Condition of Approval PDB1.

From: [Garet Prior](#)
To: [Planning](#); [Georgia McAlister](#)
Subject: DRB July 28 - Approve DB25-0002 ParkWorks Class 3 Sign Permit and Waiver
Date: Friday, July 11, 2025 11:09:58 AM



Dear members of the DRB Panel B,

I'm writing in support of the sign permit and waiver for DB25-0002 ParkWorks that you will have before you at your July 28 meeting.

Also, I would encourage you to pass along comments to the Planning Commission and City Council that we should be looking to amend our code to allow for more by-right or Planning Director administrative approval waivers to allow for murals and public art to be on buildings throughout Wilsonville.

The additional time and cost in our current process could be a deterrent. That said, I do understand that "art" is hard, if not impossible, to define in code, and federal signage law is moving in the direction of not basing regulation on content, but on location-size-materials alone.

We need more art and creativity on our buildings, and we should shift our regular and administrative processes to encourage this to occur.

Thank you for your time and service,

--

Garet Prior
[A Garet in Wilsonville](#)

