SCOTT CAUFIELD ENTERPRISES
BUILDING CODES AND DEVELOPMENT CONSULTANT

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April 27, 2025

Project Narrative

Re: Combined Request for Waiver/Variance to Section 4.156.01 – *Sign Regulations*, and Site Design Review for Tree-themed Wall Art/Mural

Applicant	Tube Art Displays, Inc.
Company	Scanlan Kemper Bard
Owner	Matt Morvai
Site Address	26600 SW Parkworks Avenue, Wilsonville, OR 97070
Tax Lot Number	3 1W 12 00511
Parcel	05030367

This application consists of two parts. Part 1 is a request for waiver/variance to the City of Wilsonville's Sign Code to allow for an increase in the allowable area of the proposed signs. Part 2 is a request for site design review approval for the proposed tree-themed wall art/mural.

Introduction and Background

The ParkWorks Industry Center (hereafter, PIC, or Owner) is a multi-use, multi-tenant, light industrial center located in the heart of Wilsonville, immediately adjacent to I-5. The 88-acre parcel is zoned Planned Development Industrial (PDI). The PIC main campus houses several regionally important tenants in the technology sector including Twist Bioscience and 3D Systems, amongst others, and offers additional office space, an amenities center, and additional lease space for manufacturing and warehousing. ParkWorks Industry Center has been a pivotal driver of Wilsonville's economic development, and it remains a hub for innovation, technology, and industry. The PIC was previously known as the Xerox Campus and prior to that, as the headquarters for Tektronix.

The western-most portion of the PIC's main building – that portion that faces both I-5 and the parallel frontage road, Parkway Avenue, adjacent to it – is currently devoid of any signage visible from either roadway and is otherwise nondescript, with the bulk of the lower exterior of the building comprised of red-brown clay brick, few exterior openings set in dark frames, and a grey/black, recessed, painted

metal façade above. The existing building's façade contains no contrasting colors or unique architectural features to add visual interest, and the dark tones and lack of strong visual elements all contribute to an unremarkable, monotonous exterior.

Similarly, the main site entrance is virtually devoid of signage, save for a narrow monument sign located on the north side of the entrance driveway. Further complicating matters is the fact that the existing drive lane (Xerox Drive) and existing monument sign are located at the southwestern-most corner of the PIC campus, a location that is significantly removed from the main campus building and which – from some vantage points along I-5 and Parkway Avenue – is nearly completely obscured by trees, vegetation, and other elements upon approach. See attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural*.

The absence of readily identifiable signage on the building and lack of any distinct, noteworthy visual elements or architectural features, coupled with the remote location of the main entrance and existing monument sign, make it difficult not only to identify the main site entrance (especially as trucks and other vehicles approach from a distance) but also makes it nearly impossible to identify the PIC campus and main building itself from the adjacent frontage road or I-5, creating a significant hardship for the building owners and the tenants who are housed at the facility.

Said another way, unlike virtually all other business properties along I-5 which enjoy better visibility and ready identification due to closer site proximity to I-5, more easily visible signage, or taller building heights (or combinations thereof), the PIC main building cannot be identified from any distance or driving direction presently due to the lack of distinguishing architectural features and the absence of any signage. Additionally, the remote, sight-obscured main entrance and existing monument sign are so isolated from the main building that they cannot be easily associated with the PIC campus.

As a point of pride for the PIC campus and its tenants, the Owner desires to install signage on the west wall of the existing building to enhance wayfinding and to ensure ready identification of the PIC campus, its main building, and site entrance from the maximum possible sight distance – regardless of the direction of approach. Specifically, the Owner proposes to install two painted wall signs consisting of the facility's logo (61.6 square feet) and the ParkWorks campus name (293.6 square feet) for a combined total of 355 square feet on the upper portion of the west-facing exterior wall as shown in the attached drawings created by Tube Art Group, Inc. (hereafter, Applicant). See attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural*.

At the same time, the Owner desires to install a tree-themed, painted mural depicting a stand of Douglas fir and other trees to generate visual interest, create a high-quality visual environment, and to significantly improve the appearance of the existing building. See attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural* and for more detailed information about the proposed mural, also see Part 2, *Site Design Review for Proposed Wall Art/Tree Mural* beginning on page 17 of this narrative.

Part 1 – Sign Code Waiver/Variance Request

Problem Statement

Section 4.156.08(.02) of the current City of Wilsonville Development Code (DC) allows for signs to be placed on sign-eligible facades and establishes size limits based on the length of the façade upon which the sign will be placed, in this case, 250 feet. The table provided in Section 4.156.08(.02)B(1) contains provisions that allow for a base sign area of 36 square feet, plus an increase of 12 square feet for each 24 linear feet of façade length. Using the methodology outlined in the DC, the current allowable size limit is determined as follows:

Base allowable sign area	36 ft^2
Allowable increase	250' – 72' = 178' / 24' = 7.4167, rounded to 8 units x 12 s.f. = 96 ft^2
Total allowed area	36 ft^2 + 96 ft^2 = 132 ft^2

As such, the current dimensional standards outlined in the DC would restrict the area of the desired wall sign to a maximum of only 132 square feet. A sign of this size is simply not practical in that it will not provide the necessary visibility from the I-5 corridor as is desired.

The DC contains exceptions noted in Section/Table 4.156.08 (.02)B(1), which allow for increases to the sign area under certain conditions; however, they do not appear to be applicable in this case. These exceptions generally allow for a portion of a wall sign's allowable area to be transferred from one façade to another; however, the exceptions only allow such transfers when the transfer and subsequent increase is from an adjacent façade to a *façade containing public and/or multiple entrances*, but not the reverse, which would be desirable in this case. That is to say, the DC only allows for increases to signs on walls with entrances open to the public, which is not the case for the wall in question.

The nature and configuration of the current development is such that the existing exterior walls containing the building's multiple, public entrances are perpendicular to Parkway Avenue and I-5, and therefore not visible from any roadway. Said more simply, walls that would most benefit from any increases in allowable sign area (as noted in the current exceptions in the DC) are those with little to no visibility from Parkway Avenue or I-5. In this case, the only wall with any notable visibility from Parkway Avenue and I-5 is the west-facing wall noted in the previous section. See attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural*.

For the reasons outlined in the following *Waiver/Variance Application* and in the included attachments, a wall sign limited to just 132 square feet in area simply will not provide the desired and necessary visibility for cars, semi-trucks, and other vehicles on approach from either Parkway Avenue or I-5, regardless of direction. Thus, compliance with the current dimensional standard creates a significant hardship for the building owners and occupants.

Request for Relief

The applicant is seeking a waiver/variance to the dimensional standards outlined in the current Wilsonville Planning and Land Development Ordinance (PLDO). Specifically, the applicant is seeking relief from Sections 4.156.08(.02) and 4.156.08(.02)B, which limit the area of the proposed wall-mount signs to a maximum of 132 square feet. Applicant proposes instead installing two (2) mural-like, painted wall signs with a combined total area of 355 square feet for improved visibility, wayfinding, safety, and traffic management. See attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural* for the specific wall sign configuration, details, and location.

Wilsonville DC Sections 4.156.02, *Waivers*, and 4.196, *Variances*, provides standards, procedures, and criteria under which a waiver or variance to a dimensional standard of the PLDO may be approved. These sections establish that a waiver may be approved where certain conditions are met, or that a variance may be granted if, after public hearing and an appropriate investigation, findings are consistent with those authorizing the variance in the PLDO.

Supporting Documentation:

Existing Conditions

The PIC campus is situated along Parkway Avenue and I-5. As stated in the previous sections, existing conditions at the campus are such that its relative position and orientation along both roadways limit visibility depending upon the direction of approach, and in some cases, due to sight obstructions such as trees and other vegetation along both roads and in the median of I-5, partially or completely obscure the sightline to PIC campus and main facility, as can be seen in the attached Exhibit 2 – *PIC Campus as Viewed from Southbound I-5*. Note that Exhibit 2 contains 3 pages.

Further, as can be seen in Exhibit 3 – *PIC Facility Exterior West Wall*, the west-facing wall upon which the Applicant proposes to install the sign and those other portions of the PIC main building that can be seen from the adjacent roadways are currently devoid of signage. As such, it is not possible to identify the PIC main building facility from any roadway or vantage point.

Last, the location of the sole, existing monument sign on the north side of the entrance to the PIC campus at Xerox Drive is not only obscured from view from certain vantage points, but is also positioned such that, from a distance, it cannot be easily associated with the PIC campus of main building. See Exhibit 4 – *Existing PIC Monument Sign*.

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Adjacent Properties

As noted in the *Introduction and Background* section of this document, virtually all other commercial properties along Parkway Avenue and I-5 enjoy better visibility from these roadways and/or currently have signage that can be easily seen from some distance. In some instances, both are true.

In some cases, these properties have freestanding signs that are more readily viewed, and they happen to be positioned in closer proximity to the roadway as is the case with Al's Nursery. In other cases, they are mounted on taller buildings, as is the case with the Sig Sauer property located immediately to the south of the PIC. See Exhibit 5 –*Al's Nursery View from I-5* and Exhibit 6 – *Sig Sauer Building View from I-5*.

In other cases, some of the referenced properties have ground-mounted signs which can be readily seen and identified from a roadway – Argyle Square, for example – which afford better visibility from both drive lanes north and south on I-5 and Parkway Avenue. And in still other cases, such as Artistic Auto Body, this business enjoys not only better visibility and site recognition because the property is located immediately adjacent to I-5, but it also has both an easily seen wall sign *and* a ground mounted monument sign. See Exhibit 7 – *Argyle Square Monument Sign Viewed from I-5* and Exhibit 8 – *Artistic Auto Body Viewed from I-5.*

Signage Letter Height and Visibility

Letter height is a critical component in the visibility and in the comprehension of a sign's content. The ability to easily see, read, and comprehend a sign is paramount if the sign is to be effective and serve the purpose for which it is intended. This is especially true when the subject sign is viewed from some distance and becomes even more important when the sign is viewed from a moving vehicle travelling at highway speeds.

Viewing angle is also critically important. Signs installed roughly perpendicular to a roadway are easier to see and comprehend because they typically fall within the vehicle operator's normal field of vision and can be read directly. Such signs can not only be seen and read more readily, but the viewer's ability to comprehend and react to the sign requires less time, an important consideration when viewed from a moving vehicle. As such, letter heights for signs installed perpendicular to a roadway can generally be smaller than for other signs.

Parallel signs – that is, signs installed parallel to a roadway – pose additional challenges for reading and comprehension due to the fact that they typically fall outside of a driver's normal, direct field of vision and are, therefore, not only more difficult to see in the first place but also more difficult to read due to the foreshortening effects and distortion caused by the driver's rapidly changing viewing angle upon approach. They also require more time to read and comprehend, often significantly so. As such, research shows that lettering sizes must be significantly larger than those for perpendicular signs. The United

States Sign Council Foundation (USSCF), in its publication entitled *USSC Foundation On-Premise Signs: Determination of Parallel Sign Legibility and Letter Heights* provides guidance, hereafter referred to as Appendix 1. See the highlighted section of Page 2, attached.

In the case of proposed PIC sign, the west-facing wall upon which the Owner intends to install the sign sits essentially parallel to I-5 and Parkway Avenue, but at a slightly oblique angle away from the roadways as can be seen in Exhibit 9 – *PIC Aerial Site Photo*. From the southbound lanes of I-5 and Parkway Avenue, the orientation of the wall is angled slightly toward the vehicle operator, offering a somewhat clearer line of site. From the northbound lanes of those same roadways, however, the orientation of the wall is slightly *away from* the vehicle operator, creating an even more complex and challenging sight picture. For the purposes of this waiver/variance request, the west-facing wall is treated as parallel to I-5 and Parkway Avenue. Due to the parallel positioning of the proposed wall sign, certain vantage points along I-5 and Parkway Avenue present the worst-case viewing scenarios; thus, the data provided herein is based on those conditions.

The attached USSCF publication (Appendix 1) provides both a calculated methodology and a simplified, tabulated approach to letter sizing for signs. Either way, the approach to calculating the minimum recommended letter heights is a function of the following, amongst other criteria:

1. Number of drive lanes in the roadway across which the sign must be observed.
2. The lateral offset of the sign from the edge of the roadway curb.
3. A factor known as the Legibility Index; a measure of a particular letter style's legibility under assumed conditions.
4. A factor known as *acuity reserve* (the difference between letter size threshold and critical print size), used to determine how many times larger than 'threshold' a parallel sign's letters must be to minimize glance duration and frequency. In the USSCF research, letter height was adjusted by a factor of 3 times threshold letter size.

Other factors come into play and must also be considered – observation angle between driver and sign; differences in elevation; driver speed; glance angle, speed, and duration; visual acuity; driver reaction times, and more, further complicating the discussion. Fortunately, the USSCF has simplified the calculations to be used in the determination of letter heights. The established formulas and methodologies have already considered the many factors listed here and both the ***Parallel Letter Height Model Equations*** and the referenced ***Parallel Sign Letter Height Lookup Table*** presented in the USSCF literature (see pages 11-13, Appendix 1) have been developed through research to take these matters into account.

<u>PIC Letter Height Calculation Using the USSCF Methodology</u>

For the example below, Parkway Avenue was chosen due to the fact that its curb location happens to be 400 feet from the start of the west-facing wall in question (see again Exhibit 9 – PIC Aerial Site Photo) and because the requirements of the DC's sign provisions are generally most applicable to the frontage

immediately adjacent to the site. This distance is also important because the ***Parallel Sign Letter Height Lookup Table*** provided in the literature is limited to sign offset distances up to 400 feet. Letter heights for offset distances beyond 400 feet (such as those from the northbound or southbound lanes of I-5) can be easily calculated using the model equation; however, for ease of comparison and to demonstrate that both the model equation and lookup table produce the same results for a given offset distance, the offset adjacent to Parkway Avenue was chosen for clarity.

Per the USSC document, the recommended letter height for a parallel sign along Parkway Avenue with a lateral offset of approximately 400 feet (the distance from the start of the west-facing exterior wall to the edge or "curb" of Parkway Avenue, measured perpendicular from the curb) is calculated as follows, using ***Parallel Letter Height Model Equation #1*** provided on Page 12 of the USSCF document (Appendix 1):

LH = (LN x LI + LO) / 5

Where:

LH = recommended letter height in inches
LN = the number of drive lanes from which the sign is viewed (in this case, 2)
LI = the assumed legibility index of 10 (already adjusted by a factor of 3 to account for acuity reserve)[1]
LO = lateral offset to sign from curb in feet, in this case 400 feet

1. USSC literature states that an assumed, average Legibility Index of 30 will work in almost all instances where the specific letter style (i.e., font type) is unknown. To optimize reading speed and to reduce glance frequency and duration, however, the LI is further adjusted by three times the threshold letter height to account for acuity reserve: (30 / 3 = 10). The LI of 10 is used as a constant to ensure drivers can read the sign copy from a moving vehicle beginning at a 30° angle of approach, to reduce glance frequency and duration, and to minimize distractions for signs parallel to a roadway. See highlighted section on Pages 11 & 12 of the attached document: Appendix 1 - *On-Premise Signs: Determination of Parallel Sign Legibility and Letter Heights*

Thus, the minimum recommended letter height to ensure legibility at the required offset distance for parallel signs is as follows:

84.4 inches = (2 x 10 + 400) / 5

As can be seen from this calculation, to ensure legibility from Parkway Avenue with its offset of 400 feet, the minimum recommended letter height is 84.4 inches – even larger than the letter heights proposed in this waiver/variance application.

This recommended letter size is further borne out and confirmed by the handy and easy-to-use ***Parallel Sign Letter Height Lookup Table*** provided in the referenced USSCF document on Page 13. Looking along the left-hand side of the table to find the offset value of 400 feet and then reading down the second column for "2 lanes," the corresponding letter height is identified as 84 inches, the same result produced by the model equation. The lookup table is reproduced here for the reader's convenience:

Table 3. Parallel sign letter height lookup table.

Offset from Curb (ft)	Letter Height in Inches Number of Lanes 1	2	3	4	5
10	4	6	8	10	12
20	6	8	10	12	14
40	10	12	14	16	18
60	14	16	18	20	22
80	18	20	22	24	26
100	22	24	26	28	30
125	27	29	31	33	35
150	32	34	36	38	40
175	37	39	41	43	45
200	42	44	46	48	50
225	47	49	51	53	55
250	52	54	56	58	60
275	57	59	61	63	65
300	62	64	66	68	70
325	67	69	71	73	75
350	72	74	76	78	80
375	77	79	81	83	85
400	82	84	86	88	90

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While the calculations are not shown here for brevity, the required letter sizes for the most remote southbound lanes of I-5 (with offsets of even greater distances and across multiple drive lanes) are even larger – so much so that the USSCF equation produces recommended letter heights that would be impractical for this application, given the limited size of the wall surface upon which the proposed wall sign will be placed.

Signage Area

It makes sense, then, that the larger a sign's required letter height, the corresponding size of the sign (both its physical dimensions and area) must increase accordingly. In the case of the proposed sign, the recommended letter height based on the aforementioned USSCF methodologies is approximately 84 inches, or 7 feet.

Given the physical dimensions and size limitations of the existing west-facing wall, the recommended letter heights as determined by calculation and the lookup table are not practical. For this waiver/variance application, the Owner and Applicant are proposing letter heights for the PIC property that are well under the USSCF recommendation, at roughly 6.50 feet (~78 inches) for the two capital letters in the word "ParkWorks" and approximately 4.67 feet (~56 inches) for the other lettering. Based on these proposed dimensions, the sign's textual content – ***ParkWorks*** – along with the PIC's logo necessitate the physical dimensions and sign area requested in this application.

The required area of the sign as a function of its letter size can be further quantified using the USSCF's data and area calculation methodology, as outlined in the highlighted sections, Page 1, of the attached Appendix 2 – *USSC Foundation Parallel Sign Area Computation Rules-of Thumb*, as follows:

Assuming the width of any particular lower-case letter is approximately ½ of its height, and assuming the width of any capital letter is equal to its height (conservative, based on observation), the required area of the word '**ParkWorks'** which contains 2 capital letters and 7 lower-case letters, would be as follows:

Area of each capital letter	(H) 6.50 feet x (W) 6.50 feet = 42.25 square feet (s.f.)
Area of the 2 capital letters	42.25 s.f. x 2 = 84.50 s.f.
Area of each lower-case letter	(H) 4.67 feet x (W) (4.67 / 2) = 10.90 s.f.
Area of 7 lower-case letters	7 x 10.90 square feet = 76.30 s.f.
Total area of all letters	84.50 s.f. + 76.30 s.f. = 160.80 s.f.
Recommended negative space	160.80 x 1.6 = 257.28 s.f. (per USSCF methodology, Appendix 2)
Calculated sign area for **ParkWorks**	160.80 + 257.28 = 418.08 s.f.
Area of logo (see Exhibit 1)	61.6 square feet (as calculated by Tube Art Group)
Calculated total sign area WITH logo, using the USCCF methodology	418.08 s.f. + 61.6 s.f. = 479.68 s.f. or ~ 480 s.f.
Proposed area of PIC sign WITH logo	355 square feet < 480 s.f.

The USSCF research data does not provide sizing methodologies for sign logos; however, in this case, the PIC logo, which for aesthetic reasons must remain proportional to the text of the sign body, is sized appropriately given the proposed letter heights and area of the proposed sign. Said more simply, the total proposed area for the PIC sign – including the logo and all lettering – is 26% less than the calculated area for the lettering alone using the USSCF methodologies.

For the reasons described herein and as are supported by the attached exhibits, the current site conditions and its unique characteristics warrant special consideration for both letter heights and sign area as outlined in this waiver/variance request.

City of Wilsonville's Comprehensive Plan:

The City of Wilsonville is compelled to enforce the *LCDC Goals and Guidelines* adopted by the 1973 Oregon Legislature, effective January 01, 1974. The City's *Comprehensive Plan* establishes *Statewide Planning Goals* that are applicable within the City. One such goal requires the City to establish a planning process and policy framework, which the City has fulfilled through the adoption of its *Planning and Land Development Ordinance* (PLDO).

The PLDO, also known as Wilsonville's *Development Code* (DC), allows for and authorizes a waiver or variance to established dimensional standards under the terms outlined in Sections 4.156.02 and 4.196, if it can be demonstrated that, in the case of a waiver, certain conditions have been met and in the case

of a variance, strict adherence to the current dimensional standards will create a hardship for the property owner. We believe this land use application and request for a waiver/variance clearly and adequately demonstrates the conditions supporting the approval of a waiver have been met, and a hardship exists because the existing improvements and related visibility issues are atypical for the area, for the reasons described herein.

Another goal established in Wilsonville's *Comprehensive Plan* is to provide and encourage a "safe, functional and reliable, and robust, transportation system." Shipping logistics, distribution, and trucking are essential parts of the roads and transportation systems that serve the needs of the entire community. The PIC site and its operations are essential parts of the technology industry for City and the entire region. Again, for the reasons outlined herein, we believe the requested waiver/variance to the dimensional standards outlined in DC Section 4.156.02 are not only consistent with established planning goals but also will significantly enhance site visibility and corresponding road safety and increase the convenience for all users of this facility including semi-truck operators, employees, visitors, and others.

Waivers and Variances:

Waivers

DC Section 4.156.02(.08)(A) authorizes the DRB to grant waivers to sign area, sign height, number of signs etc. where it finds that each of the four following conditions have been met:

1. 1.The waiver will result in improved sign design, in regard to both aesthetics and functionality.

2. The waiver will result in a sign or signs more compatible with and complementary to the overall design and architecture of a site, along with adjoining properties, surrounding areas, and the zoning district than signs allowed without the waiver.

3. The waiver will result in a sign or signs that improve, or at least do not negatively impact, public safety, especially traffic safety.

4. Sign content is not being considered when determining whether or not to grant a waiver.

How will the waiver, if granted, result in improved sign design regarding both aesthetics and functionality (Criterion #1)?

If this waiver is granted, the sign design will be improved aesthetically because its overall size, scale, and proportion will be more consistent with and complimentary to the overall size of the main facility. As mentioned in the previous sections, the building's footprint, and corresponding scale, is massive. The main campus building's overall dimensions of 1,400 feet in length x 521 feet in width x approximately 23 feet in average height necessarily require a sign that is proportionally consistent with its overall size. The

projected area of the affected wall alone (the wall upon which the sign would be installed) is approximately 5,750 square feet, a tiny fraction of the overall wall surface area of the main campus facility. If approved, the wall sign will cover approximately 6% of the affected wall's surface area.

Additionally, the proposed, white-colored painted letters against the dark grey/black wall color provides an attractive, high-contrast visual image that is consistent with and complimentary to the color scheme of the other signage installed throughout the campus and the campus building itself. The color scheme and overall aesthetic for the proposed sign are consistent with the previously approved *Master Sign Plan* and the *Major Adjustments to a Master Sign Plan for Park Works Industry Center*, Case File AR22-0021, approved through the administrative review process by the City of Wilsonville in November 2022.

With respect to the latter criterion, the proposed sign greatly enhances functionality in that it can be more easily seen not only from the adjacent Parkway Avenue, but especially from I-5, where clear visibility from the south- and northbound drive lanes is imperative. More important, the proposed larger sign is necessary for ready identification of the PIC facility at posted highway speeds, which will ensure that vehicle operators can see the sign from a maximum possible distance, comprehend the sign's message, and then react safely to exit the highway. Ready identification will also enhance wayfinding since it will be possible to see at a glance exactly where the PIC facility is located.

Further, Wilsonville's DC, in Section 4.156.01(.01)(A) lists the following as a specific objective of the sign regulations:

"Well-designed and aesthetically pleasing signs *sufficiently visible and comprehensible from streets and rights-of-way that abut a site as to aid in wayfinding, identification* and provide other needed information."

As such, the proposed increase in the sign area will provide both the necessary visibility and improved comprehensibility from the adjacent freeway drive lanes at posted speeds. In that way, functionality is greatly enhanced.

How will the waiver, if granted, result in a sign that is more compatible with and complementary to the overall design and architecture of a site, along with adjoining properties, surrounding areas, and the zoning district than signs allowed without the waiver (Criterion #2)?

The proposed sign design, coloring, font styles, colors and background are completely consistent with the other signs distributed throughout the PIC campus. For this reason, the proposed sign is entirely complimentary to the overall design and architecture associated with the site. The size increase requested in this waiver/variance request is complimentary because the scale of the sign will be more appropriately matched to the scale of the main campus building.

Regarding the surrounding area, the adjoining property to the north of the PIC campus is a vacant, 32-acre parcel of land with an abandoned dwelling (tax lot number: 31W12 01100). Thus, the proposed sign size increase has no impact. The adjoining property to the south (the Sig Sauer property; tax lot number: 31W11D 01200) is completely separated from the subject property by a heavily forested buffer, which obscures any direct line of sight, either from the Sig Sauer property toward the PIC campus, or vice versa. As such, present conditions are such that the requested size increase has little to no impact on the adjoining properties.

Further, the requested increase is complementary to zoning district overall because – for the reasons described herein – it will not prevent these properties from further development, or from pursuing land use approvals for sign placements on their own properties. Nothing in this request prevents adjoining property owners from utilizing the waiver or variance processes authorized in DC Section 4.156.02(.08) for their own signs, should that need arise.

How will the waiver, if granted, result in a sign that improves, or at least does not negatively impact, public safety, especially traffic safety (Criterion #3)?

The proposed sign will improve traffic safety in that the larger text and overall size of the sign, coupled with the high-contrast white letters against the dark grey/black background, allow for faster and easier viewing at posted speeds from the drive lanes of Parkway Avenue and I-5.

Easier and faster viewing mean that a vehicle operator requires less time to view and more importantly, comprehend the sign's message, which translates to less time looking away from the roadway, and more time to react to the sign and plan a safe departure from the freeway for wayfinding.

Will the sign content be considered when determining whether or not to grant a waiver (Criterion #4)?

The sign content is not the subject of this request for a waiver to the dimensional standards outlined in the DC. Neither the applicant nor the DRB will consider the proposed sign's content as a part of this review.

<u>Variances</u>

DC Section 4.156.02(.08)(B)(2) authorizes the DRB to grant variances to sign requirements of the Development Code, after a public hearing and an investigation, subject to the requirements outlined in DC Section 4.196, *Variances*. Those provisions require the following:

A. The difficulty would apply to the particular land or building regardless of the owner.

B. The request for a variance is not the result of an illegal act on the part of the applicant or the applicant's agent.

C. The plight of the owner is due to unique circumstances, such as lot size or shape, topography, and size or shape of building, which are not typical of the general conditions of the surrounding area.

D. The practical difficulty or unnecessary hardship asserted as a ground for a variance must relate to the premises for which the variance is sought and not to other premises or personal conditions of the applicant.

E. The variance does not allow the property to be used for purposes not authorized within the zone involved.

F. The variance is the minimum necessary to relieve the hardship

For reasons of brevity, Criterion G, as listed in DC Section 4.156.02(.08)(B)(2), was not addressed here since its conditions only apply to properties located in a flood zone, which is not the case here.

Would the difficulty established here apply to the particular land or building, regardless of the owner (Criterion A)?

Yes, the difficulties and challenges outlined in this request are specific to this particular site and development and have been in existence for some time, irrespective of the person or group that owns the property.

Is this request for a variance the result of an illegal act on the part of the applicant or the applicant's agent (Criterion B)?

No, this request is not the result of any illegal act on the part of the owner, applicant, or the applicant's agent(s). No code violations exist on the subject property, no rules have been violated, and no laws have been broken.

Is the plight of the owner due to unique circumstances, such as lot size or shape, topography, and size or shape of building, which are not typical of the general conditions of the surrounding area (Criterion C)?

Yes, the plight of the owner is entirely due to the unique circumstances associated with this site. For example, the physical characteristics of the existing site are such that it is oriented so that its long axis is roughly perpendicular to the adjacent roadways and is obscured from view. Also, the main campus building is set back considerably from the westernmost frontage along Parkway Avenue, unlike other buildings in the area which sit more forward on their sites and are thus, more easily seen. Further, the site is heavily wooded, which further complicates the visibility issues identified previously. In these ways, the PIC campus is unlike any other property in the area.

The main campus building is oriented with its long side parallel to the long property lines and for the same reasons, is also largely obscured from view. This orientation creates a situation in which the majority of the building's wall surface area is not visible from either Parkway Avenue or I-5, unlike the majority of the buildings adjacent to I-5 where they face more directly toward the roadways and, consequently enjoy better visibility. The building's main or public entrances are located on the long sides of the building, away from the adjacent roadways and cannot be seen.

Last, the aforementioned physical characteristics not only severely limit the Applicant's options for the placement of a wall sign that will be visible from Parkway Avenue and especially I-5, but existing obstructions such as trees and other vegetation, poles, and fencing along those roadways and in the median of I-5 further limit visibility of and/or completely obscure the PIC campus from certain vantage points along Parkway Avenue and I-5.

Is the practical difficulty or unnecessary hardship asserted as a ground for a variance related to the premises for which the variance is sought and not to other premises or personal conditions of the applicant (Criterion D)?

Yes, the difficulties and hardships outlined here as the basis for a variance are entirely related to the premises described in this request for waiver and variance. Other premises, either adjacent or within the vicinity, are not under consideration. Further, the personal circumstances of the property owner are not in any way under consideration here, nor are they reflected in any of the material submitted here for review.

Does the requested variance allow the property to be used for purposes not authorized within the zone involved (Criterion E)?

No, if the waiver/variance is approved, the use of the property will remain unchanged and will be entirely consistent with the approved uses and related conditions within the PDI zone.

Continued, page 15

Is the proposed variance the minimum necessary to relieve the hardship (Criterion F)?

Yes, for the reasons described in the previous sections, it is the Applicant's position that the proposed sign is the minimum size that will provide the necessary visibility from the adjacent Parkway Avenue and especially from I-5, taking into account the distance the building is set back from the front of the property and its orientation relative to the adjacent roadways, trees and other obstacles which obscure visibility from certain vantage points, and posted highway travel speeds.

Summary

As outlined in this request for a waiver and variance, the current DC limitations for wall sign area would impose significant hardships for the PIC facility. Unique physical features of the current development, its location, and associated visibility issues prevent this site from utilizing a sign that conforms with the current dimensional standards in the DC. It is the applicant's position that there are clear and compelling reasons to support this request, as follows:

- The physical characteristics of the existing site, including the building's orientation perpendicular to the adjacent roadways, a deeper setback from the frontage along Parkway Avenue and I-5, the heavily wooded area surrounding the campus, and other site features are unlike any other property in the area.
- The aforementioned physical characteristics severely limit the Owner's options for the placement of a wall sign that will be visible from Parkway Avenue and especially I-5.
- Existing obstructions such as trees and other vegetation, poles, and fencing limit visibility of and/or completely obscure the PIC campus from certain vantage points along Parkway Avenue and I-5.
- The lack of any signage on the PIC main campus building makes it impossible to identify the PIC facility from any roadway, or at any sight distance currently.
- The lack of signage and the inability to identify the PIC campus currently significantly hamper wayfinding from the adjacent roadways.
- The use of a wall sign conforming to the current dimensional standards is impractical because it would not provide the necessary visibility from adjacent roadways, particularly from I-5 at highway speeds.
- Current exceptions in the DC, which would otherwise allow for increases in the area of the sign, are not applicable to the wall upon which the Applicant intends to install the wall sign.
- The wall upon which the Applicant intends to install the sign is the only wall on the entire PIC main campus building with suitable exposure to Parkway Avenue and I-5.
- Virtually all other commercial properties in the area (on either side of I-5) enjoy certain advantages over the PIC property because they are positioned for better visibility and ready identification due to closer site proximity to I-5, more easily visible signage, or taller building heights, or combinations thereof.

- Increased letter size (and the corresponding increase in sign area), is the only way to ensure that the PIC campus can be safely and readily identified from the drive lanes on I-5.
- United States Sign Council Foundation (USSCF) research identifies the unique characteristics of parallel signs and confirms the need for greatly increased letter size to ensure visibility from moving vehicles, especially where offset distances are significant.
- Further, the USSCF research provides quantifiable data and methodologies to determine appropriate letter sizes under the PIC's unique set of conditions, as outlined herein.
- The DRB is authorized to grant waivers and issue administrative variances as outlined in DC Section 4.156.08 and 4.196, respectively where the identified conditions and findings have been met.
- The proposed sign is not identified as a prohibited sign as outlined in DC Section 4.156.06.
- The sign will not exceed 35 feet in height above grade, as is prohibited in DC Section 4.156.02(.08)(A).
- This specific request for waiver and variance is not expressly prohibited per DC Sections 4.156 or 4.196, or any other portion of the DC.

In summary, the proposed 355 square foot painted wall sign for the ParkWorks Industry Center is necessary to ensure visibility and ready identification of the PIC campus. Such a sign will not only serve the immediate interests of the center but will also recognize the City's commitment to fostering innovation, technology, and industry, and it will contribute to the broader vision of Wilsonville as a thriving, forward-looking city.

On behalf of myself, the Tube Art Group, Scanlan Kemper Bard, and Matt Morvai, we respectfully request and urge your support for this waiver/variance request.

Very sincerely yours,

Scott D. Caufield

Scott Caufield
Building Code and Development Consultant

caufield@wavecable.com

Acknowledgments:

1. *USSC Foundation On-Premise Signs: Determination of Parallel Sign Legibility and Letter Heights*; United States Sign Council Foundation (USSCF); Garvey, Phillip, (circa 2006)

2. *USSC Foundation Parallel Sign Computation Rules of Thumb*; United States Sign Council Foundation (USSCF); Crawford, Richard, (circa 2019)

Part 2 – Site Design Review for Proposed Wall Art/Tree Mural

As mentioned in previous sections of this application, the western-most portion of the PIC's main building is nondescript and lacks any notable color scheme, contrasting visual elements, or architectural features. In that way, the appearance of the existing building – which consists currently of dark, earth-tones currently – blends in with other site elements, since it sits low on the site and in close proximity to a heavily forested area adjacent to the main building. See attached Exhibit A – *Existing Building – View from I-5 with Parkway Avenue Adjacent*.

The bulk of the lower exterior of the building is comprised of red-brown clay brick and contains few exterior openings which are set in dark frames. The upper portion of the wall consists of grey/black, recessed, painted metal panels. The existing building's façade contains no contrasting colors or architectural features to stimulate visual interest, and while it is generally attractive, the dark tones and lack of strong visual elements create an unremarkable, monotonous exterior. Again, see attached Exhibit A – *Existing Building – View from I-5 with Parkway Avenue Adjacent*.

The owner has a strong desire to beautify the building and to transform the plain, west-facing exterior wall with a tasteful, innovative painted mural depicting a stand of trees. The tree mural is proposed to be located at the upper portion of the wall, adding a strong visual element and creating a much-needed focal point through the use of an exciting, novel theme. The mural capitalizes on the natural beauty of the large, forested area immediately adjacent to and just south of the main building and the mural's tree theme mirrors the predominant species in the wooded area. See attached Exhibit B – *Proposed Tree Mural*.

Site Design Review – Purpose (Section 4.400)

The City of Wilsonville has adopted code provisions to ensure responsible site development, and to ensure that all proposed work affecting the exterior appearance of structures and signs promotes harmonious development, protects property values, and fosters enhanced livability within the City, amongst others.

To ensure these goals are met, the City has established ten purposes and objectives for the site development requirements and site design review procedures listed in Section 4.400(.02) of the Development Code (DC) which are reproduced here for the reader's convenience:

A. Assure that Site Development Plans are designed in a manner that ensures proper functioning of the site and maintains a high-quality visual environment.

B. Encourage originality, flexibility and innovation in site planning and development, including the architecture, landscaping, and graphic design of said development.

C. Discourage monotonous, drab, unsightly, dreary, and inharmonious developments.

D. Conserve the City's natural beauty and visual character and charm by assuring that structures, signs and other improvements are properly related to their sites, and to surrounding sites and structures, with due regard to the aesthetic qualities of the natural terrain and landscaping, and that proper attention is given to exterior appearances of structures, signs and other improvements.

E. Protect and enhance the City's appeal and thus support and stimulate business and industry and promote the desirability of investment and occupancy in business, commercial and industrial purposes.

F. Stabilize and improve property values and prevent blighted areas and, thus, increase tax revenues.

G. Insure that adequate public facilities are available to serve development as it occurs, and that proper attention is given to site planning and development so as to not adversely impact the orderly, efficient, and economic provision of public facilities and services.

H. Achieve the beneficial influence of pleasant environments for living and working on behavioral patterns and, thus, decrease the cost of governmental services and reduce opportunities for crime through careful consideration of physical design and site layout under defensible space guidelines that clearly define all areas as either public, semi-private, or private, provide clear identity of structures and opportunities for easy surveillance of the site that maximize resident control of behavior—particularly crime.

I. Foster civic pride and community spirit so as to improve the quality and quantity of citizen participation in local government and in community growth, change and improvements.

J. Sustain the comfort, health, tranquility, and contentment of residents and attract new residents by reason of the City's favorable environment and, thus, to promote and protect the peace, health, and welfare of the City.

Five of the preceding purposes and objectives are specifically applicable to this site design review application, and the following written materials address those applicable criteria as they relate to the proposed wall mural:

How will the proposed tree mural assure proper functioning of the site and maintains a high-quality visual environment (Criterion A)?

The Parkworks site is existing and fully developed. No changes of any kind are planned for this site, and the proposed tree mural will not impact site function in any way. The tree mural graphic image is in keeping with the proposed logo and "ParkWorks" sign (see Part 1 of this document) as well as other signage throughout the site. Lettering style, size, and color are of the same paint types and are presented in an aesthetically pleasing, high impact style.

The tree mural reflects and complements the large urban forest present on the site, and it draws its inspiration from the large stand of native Douglas fir trees covering much of the south side of the site. The wooded area surrounding the PIC main campus building is carefully preserved and maintained. Few properties in Wilsonville enjoy the degree of tree coverage present, particularly along the I-5 corridor. The proposed tree mural is thoughtfully and tastefully designed to create a high-quality visual environment. See attached Exhibit C – *Tree Mural Applied to West-facing Exterior Wall*.

How does this project encourage originality, flexibility and innovation in site planning and development, including the architecture, landscaping, and graphic design of said development (Criterion B)?

As stated previously, the existing building is nondescript and lacks not only a means to readily identify the PIC site and main campus building (i.e., there is no signage) but also lacks any unique or otherwise distinguishing features. Part I of this application, *Request for Waiver*, addresses the lack of signage in detail.

Beyond the proposed addition of a sign and logo to aid in ready identification and enhance wayfinding, the Owners also recognize that the existing building needs a strong visual element to beautify its appearance and generate interest in the otherwise plain façade. For that reason, the Owners have a strong desire to improve the west wall of the existing building, especially because it is the primary frontage along Parkway Avenue, and I-5 beyond.

The tree mural proposed in this application is original and innovative in that it is inspired by the urban forest present on the ParkWorks site, one of the site's most notable features. The large, existing stand of trees adjacent to the PIC main campus building feature prominently on the site, and create a unique, parklike setting consisting predominately of Douglas fir, with other tree species intermixed.

The design of the proposed tree mural is informed by this impressive stand of trees and pays homage to the carefully preserved woodland area adjacent. Additionally, the tree mural capitalizes on and honors Wilsonville's strong commitment to the preservation of trees in the urban forest. Through the use of the tree mural, the graphic also creates a strong visual connection between the architecture and the landscape. The proposed graphic will provide a tasteful but impactful visual element to beautify an otherwise ordinary building, which is especially important for the "face" of the ParkWorks campus. Again, see attached Exhibit C – *Tree Mural Applied to West-facing Exterior Wall*.

Will the proposed mural discourage monotonous, drab, unsightly, dreary, and inharmonious developments (Criterion C)?

As mentioned, the west-facing wall of the existing building is ordinary in appearance and currently has no distinguishing features. Collectively, the proposed logo, sign, and tree mural resolve this issue in that they provide a high contrast, eye catching display to beautify and add zest to the building's otherwise plain façade as can be seen in the attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural*. The white paint outline of the trees against the grey/black background will create visual appeal and interest and in a subtle but impactful way, and the tree theme ties in directly with the forested portions of the site in a thoughtful, refined way as seen in Exhibit B – *Proposed Tree Mural*. The mural will draw the eye of the viewer to building, and it captures both the spirit and charm of the site itself.

How does the project conserve the City's natural beauty and visual character and charm by assuring that structures, signs and other improvements are properly related to their sites, and to surrounding sites and structures, with due regard to the aesthetic qualities of the natural terrain and landscaping, and that proper attention is given to exterior appearances of structures, signs and other improvements (Criterion D)?

The mural will not adversely affect the site and requires no structural modification or other alteration to the building. Application of the paint materials will neither require any modification to the site nor will it impact any of the site's existing vegetation. No trees will be removed or altered. Access to the building to perform the work will be accomplished on existing, paved road surfaces. In that way, the site's natural beauty and visual character will be preserved.

The method of application, stroke, and color of the proposed tree mural are in close keeping with the design of the proposed ParkWorks logo and sign addressed in Part 1 of this application, which will create a consistent and harmonious appearance on the west façade. See again attached Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural* and also Exhibit B – *Proposed Tree Mural* for more detail.

The mural's theme not only captures and embraces one of the site's most prominent features – its trees – but also complements the aesthetic qualities of the site's wooded areas. In that way, the site's natural appeal will be preserved. The mural will provide a compelling visual statement that – at once – will add a bold, contrasting element to the dark, solid colors of the building yet, in a very thoughtful way, remain sensitive to the site's character and charm. See attached Exhibit C – *Tree Mural Applied to West-facing Exterior Wall*.

How will the proposed mural protect and enhance the City's appeal and thus support and stimulate business and industry and promote the desirability of investment and occupancy in business, commercial and industrial purposes (Criterion E)?

The City of Wilsonville takes great pride in its trees and has long held the position that its urban forests are not only a community asset worth preserving, but that they add beauty and enhance livability for its

citizens. As such, Wilsonville was recognized as “Tree City USA” in 1997 by the National Arbor Day Foundation.

As mentioned previously, ParkWorks Industry Center is not only a pivotal driver of Wilsonville's economic development, but it is also a leader in innovation, industry, and the environment. Like the City of Wilsonville, ParkWorks takes great pride in the management and preservation of its beautiful, naturally wooded site and has successfully demonstrated that industry can flourish while still being sensitive to and protecting a site’s natural beauty.

The proposed mural offers a bold and visually striking focal point that greatly enhances the curb appeal of the otherwise plain existing building yet remains in-keeping with the natural features on the site. The stand of trees depicted in the mural graphic – consisting primarily of native Douglas fir – closely mirrors the stand of trees on ParkWorks’ site. More importantly, however, the mural proudly recognizes and furthers the City’s long-term dedication to the care of trees and supports and promotes its designation as Tree City USA.

As such, both the City and ParkWorks, as well as adjacent businesses and Wilsonville’s citizens benefit from this beautification project.

Site Design Review – Criteria and Application of Design Standards (Section 4.421)

Section 4.421(.01) of the DC establishes specific standards to be utilized by the Development Review Board (DRB) in reviewing the plans and other documents required for Site Design Review. These standards provide a frame of reference for the applicant in the development of site and building plans and also establish a methodology for review by the DRB.

The City has established seven criteria to be used in the evaluation of applications for Site Design Review which are listed below. The following responses address those applicable criteria as they relate to the proposed wall mural:

A. ***Preservation of Landscape.*** The landscape shall be preserved in its natural state, insofar as practicable, by minimizing tree and soils removal, and any grade changes shall be in keeping with the general appearance of neighboring developed areas.

Response The proposed wall mural has no impact on any landscaping, nor does it require the removal of trees or soil. All existing landscaping will be preserved and maintained. No changes are proposed. Therefore, this criterion is not applicable to the proposed development.

B. ***Relation of Proposed Buildings to Environment.*** Proposed structures shall be located and designed to assure harmony with the natural environment, including protection of steep slopes, vegetation and other naturally sensitive areas for wildlife habitat and shall provide proper buffering from less intensive uses in accordance with Sections 4.171 and 4.139 and 4.139.5. The achievement of such relationship may include the enclosure of space in conjunction with other existing buildings or other

proposed buildings and the creation of focal points with respect to avenues of approach, street access or relationships to natural features such as vegetation or topography.

Response No structures of any kind are proposed for this development. The proposed tree mural will not affect any sloped area, nor will any vegetation or sensitive wildlife habitats be impacted. Buffering will not be required for this development.

The mural's design – a stand of trees consisting primarily of Douglas fir– is very much in harmony with the carefully preserved and maintained forested area on the ParkWorks site. As mentioned in previous comments, the theme of the mural captures one of the site's best features – its trees – which draws its inspiration from the natural environment.

C. ***Drives, Parking and Circulation.*** With respect to vehicle and pedestrian circulation, including walkways, interior drives and parking, special attention shall be given to location and number of access points, general interior circulation, separation of pedestrian and vehicular traffic, and arrangement of parking areas that are safe and convenient and, insofar as practicable, do not detract from the design of proposed buildings and structures and the neighboring properties.

Response The proposed wall mural has no impact on vehicle or pedestrian circulation. No changes to site circulation are proposed. Therefore, this criterion is not applicable to the proposed development.

D. ***Surface Water Drainage.*** Special attention shall be given to proper site surface drainage so that removal of surface waters will not adversely affect neighboring properties of the public storm drainage system.

Response The proposed wall mural has no impact on surface water drainage. No changes to surface water drainage systems are proposed. Therefore, this criterion is not applicable to the proposed development.

E. ***Utility Service.*** Any utility installations above ground shall be located so as to have a harmonious relation to neighboring properties and site. The proposed method of sanitary and storm sewage disposal from all buildings shall be indicated.

Response The proposed wall mural has no impact on any sanitary or storm sewage disposal system. No changes to these systems are proposed. Therefore, this criterion is not applicable to the proposed development.

F. ***Advertising Features.*** In addition to the requirements of the City's sign regulations, the following criteria should be included: the size, location, design, color, texture, lighting and materials of all exterior signs and outdoor advertising structures or features shall not detract from the design of proposed buildings and structures and the surrounding properties.

Response Part 1 of this application, *Sign Code Waiver/Variance Request*, provides the requested information regarding size, location, design etc. and also provides specific information related to compliance with the DC's Sign Code provisions. See also Exhibit 1 – *Parkworks Site Plan & Proposed Wall Sign_Wall Mural* for a complete graphical representation of the proposed tree mural and information regarding the color, texture, and proposed materials.

As mentioned in previous comments, the proposed tree mural will not detract from the design of the existing building. Rather, it will enhance the design of the building for the reasons described herein. The proposed tree mural does not detract from the design of surrounding properties as well.

G. ***Special Features.*** Exposed storage areas, exposed machinery installations, surface areas, truck loading areas, utility buildings and structures and similar accessory areas and structures shall be subject to such setbacks, screen plantings or other screening methods as shall be required to prevent their being incongruous with the existing or contemplated environment and its surrounding properties. Standards for screening and buffering are contained in Section 4.176.

Response The proposed wall mural is not one of the special features listed in this criterion. As such, it has no impact on any site areas, buildings, or other structures listed and is subject to neither setbacks nor screening. Therefore, this criterion is not applicable to the proposed development.

Summary

As outlined in this request for site design review approval, the current DC outlines clear purposes and objectives for site development in the city. Further, the DC identifies specific evaluation criteria for site design review to be used by permit applicants as a frame of reference and a basis for design, and by the City as a methodology for review of applications and to ensure a fair process for all. The unremarkable appearance and ordinary features of the existing building warrant beautification and would benefit greatly from the proposed tree mural which will create a striking focal point and lend visual interest to the existing façade. It is the applicant's position that there are clear and compelling reasons to support this request, as follows:

- Section 4.400.(01), *Purpose*, of the City of Wilsonville's Development Code recognizes the value and importance of well-designed structures and encourages efforts to improve the exterior appearance of buildings.
- The City has adopted clear objectives in an effort to ensure the stated purpose of Section 4.400.(01) of the Site Design Review requirements are met. The proposed wall mural satisfies the stated purpose, and all applicable objectives of the DC as outlined herein.

- The City has additionally adopted design standards and criteria to be used as the basis for both design and review of any proposed developments. For the reasons outlined in the previous sections, the proposed mural meets all applicable design criteria as outlined herein.
- The adopted provisions of the Site Design Review requirements are intended to encourage creativity, invention, and innovation as the proposed wall mural demonstrates.
- Further, the adopted standards are intended to provide flexibility in the design and review of applications seeking design review approval.
- The proposed mural draws its inspiration from and capitalizes on one of the site's most prominent features – the beautiful, urban forest surrounding the ParkWorks main building which has been carefully preserved and maintained.
- The proposed tree mural will add beauty and visual interest to the otherwise unremarkable existing building by creating a focal point that is thoughtful, tasteful, and harmonious with the surrounding site features.
- Murals which do not contain any written message are not defined as signs and, therefore, are not subject to the regulatory provisions outlined in Section 4.156.01 through 4.156.11 of the DC.
- Since murals which do not contain any written message are not signs, by definition, they are not subject to any size limitations imposed by the DC.
- The DRB is authorized to evaluate site design review applications as outlined in DC Section 4.440 and to render approval decisions where the identified conditions and any findings have been met.
- The proposed wall mural, and this specific request for site design review approval are not expressly prohibited by any portion of the DC.

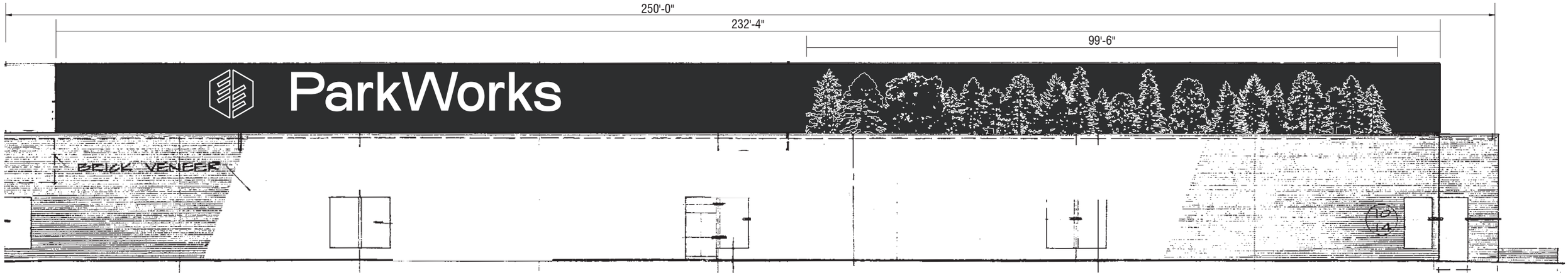
In summary, the proposed painted tree mural for the ParkWorks Industry Center is necessary to enhance and beautify the west-facing wall of the existing PIC campus building. Such a mural will not only improve the appearance of the ParkWorks facility but will also recognize and honor the City's commitment to fostering innovation, providing a high-quality visual environment, and enhancing the city's appeal and desirability.

On behalf of myself, the Tube Art Group, Scanlan Kemper Bard, and Matt Morvai, we respectfully request and urge your support for the tree-themed wall art/mural proposed in this design review request.

Very sincerely yours,

Scott D. Caufield

Scott D. Caufield
Building Code and Development Consultant
caufield4862@outlook.com



1 Partial West Elevation ~ Option #3
Scale: 1/16"=1'-0"

2 Photo Overlay
Scale: NTS

Exhibit 1 - Proposed Logo, Wall Sign, and Wall Mural - Pages 1 - 4

TAG
TUBE ART GROUP

Portland Office
4243-A SE International Way
Milwaukie, OR 97222
503.653.1133
800.562.2854
Fax 503.659.9191

4019
Customer Number

144674
Quote Number

144674 Parkworks Wall Graphic R3
File Name

Leslie Runckel
Salesperson

Brad McKay
Drawn By

Danny Riordan
Project Manager

December 23, 2024
Date

December 27, 2024 KR
April 17, 2025 BM
Revisions

Revisions

[ ] Approved
[ ] Approved With Changes Noted

Customer Signature

Landlord Signature

Date

Date

Parkworks
26600 SW Parkway Avenue
Wilsonville, OR 97070

COLORS/MATERIALS PALETTE

Black
MAP N923
satin finish

White
MAP N202
satin finish

Logo Area = 61.6 Sq. Ft. Parkworks Area = 293.6 Sq. Ft.

1 Partial West Elevation ~ Logo and Wordmark
Scale: 1/8"=1'-0"

Paint one (1) building fascia, logo and wordmark.

Ⓐ Background to be painted Black MAP N923 or exterior equivalent
Ⓑ Logo and letters to be painted White MAP N202 or exterior equivalent.

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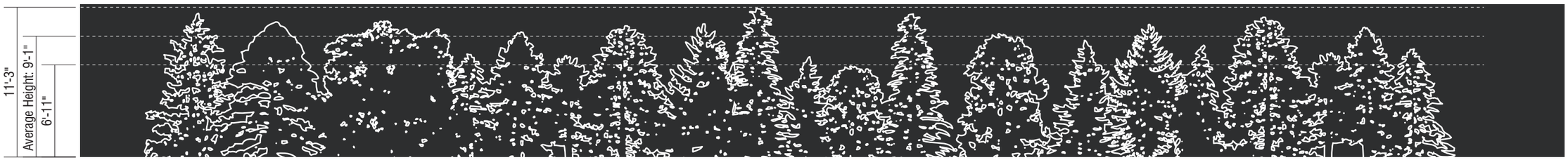
COLORS/MATERIALS PALETTE

Black
MAP N923
satin finish

White
MAP N202
satin finish



1 Partial West Elevation ~ Tree Mural
Scale: 1/8"=1'-0"

Paint one (1) building tree mural.

Ⓐ Background to be painted Black MAP N923 or exterior equivalent
Ⓑ Tree outline mural to be painted White MAP N202 or exterior equivalent.

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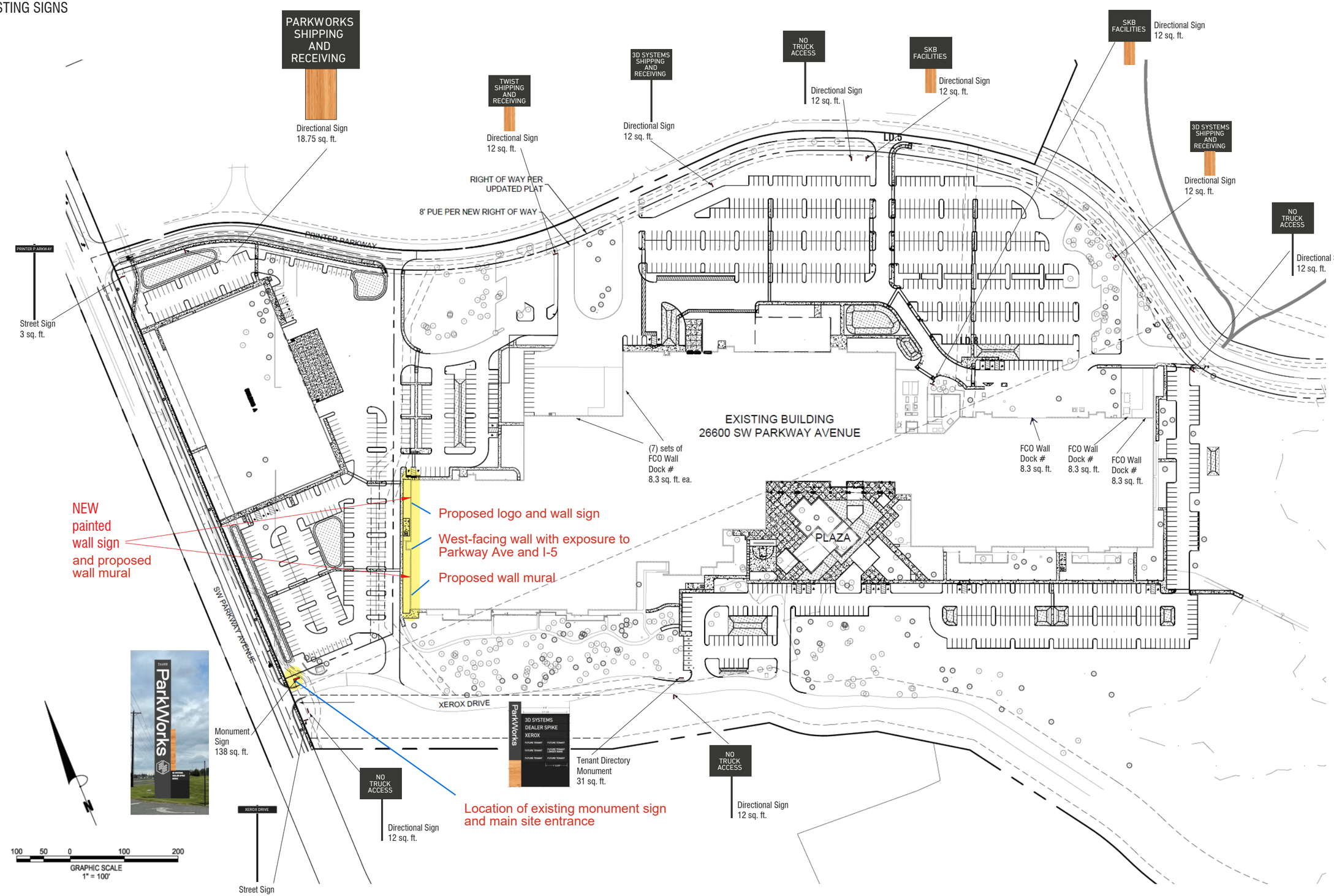
EXISTING SIGNS



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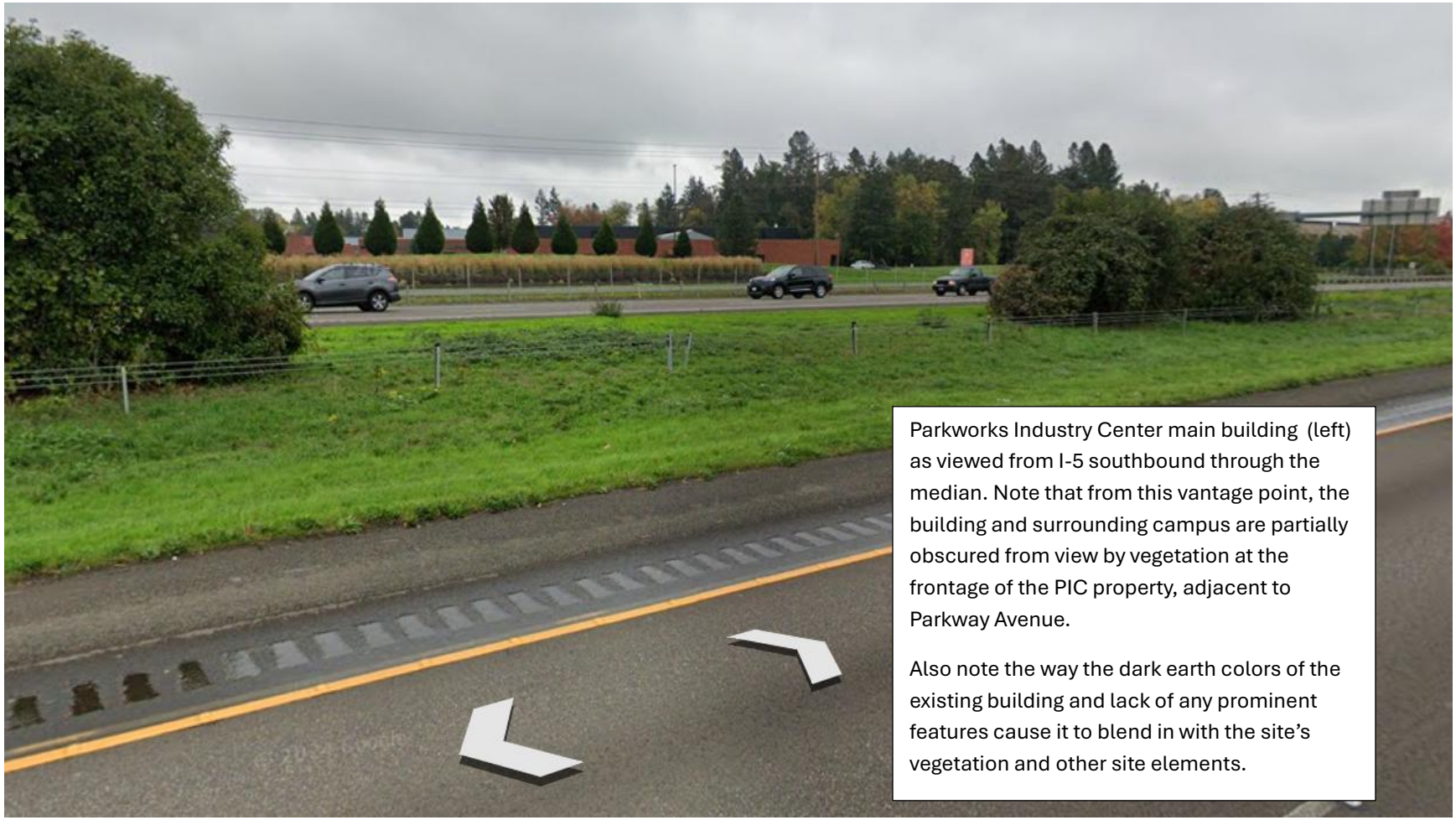

Exhibit 2 – ParkWorks Industry Center as Viewed from I-5 Southbound – No Scale

(image captured from Google Earth)

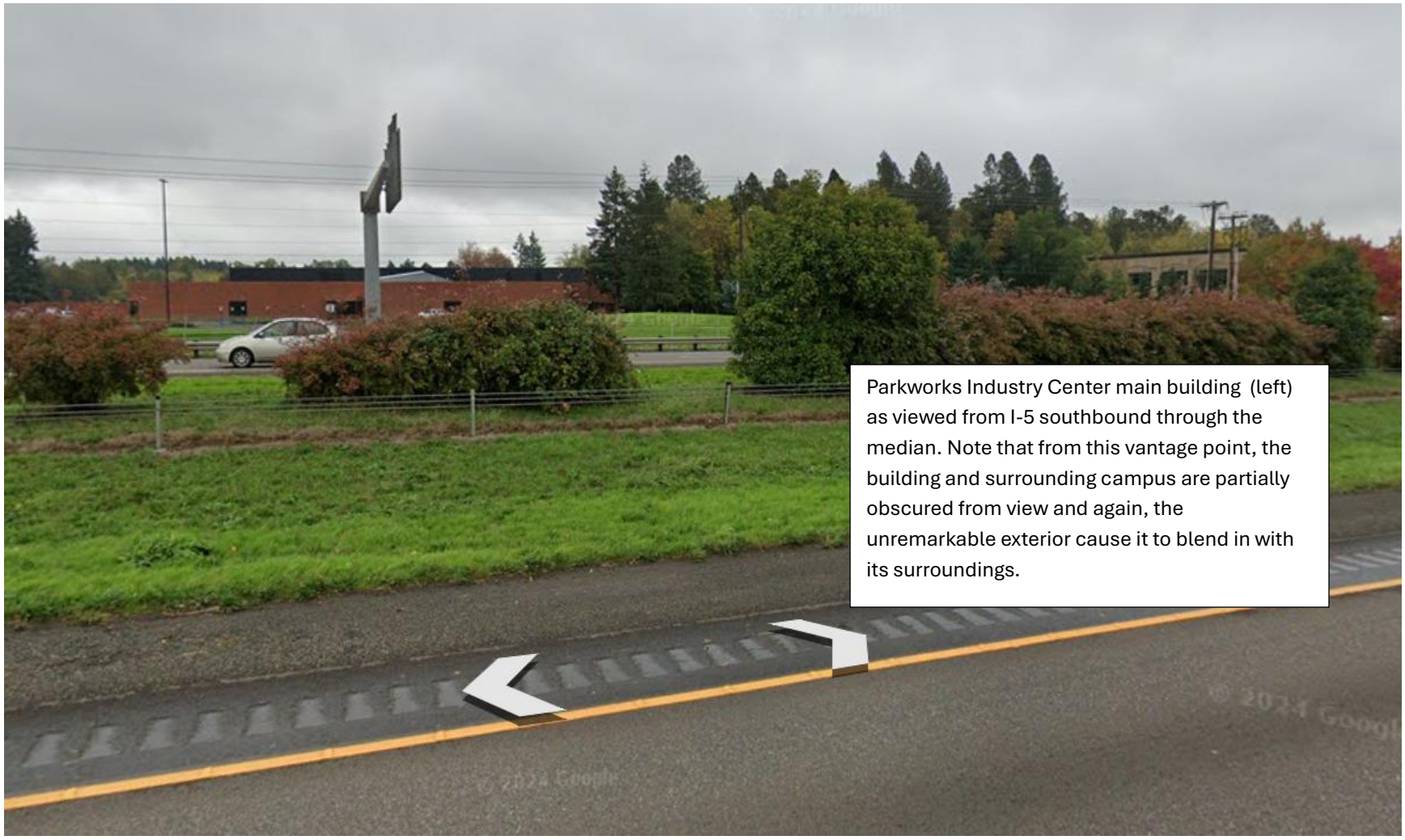

Exhibit 2 – ParkWorks Industry Center as Viewed from I-5 Southbound through Median (no scale)

(image captured from Google Earth)

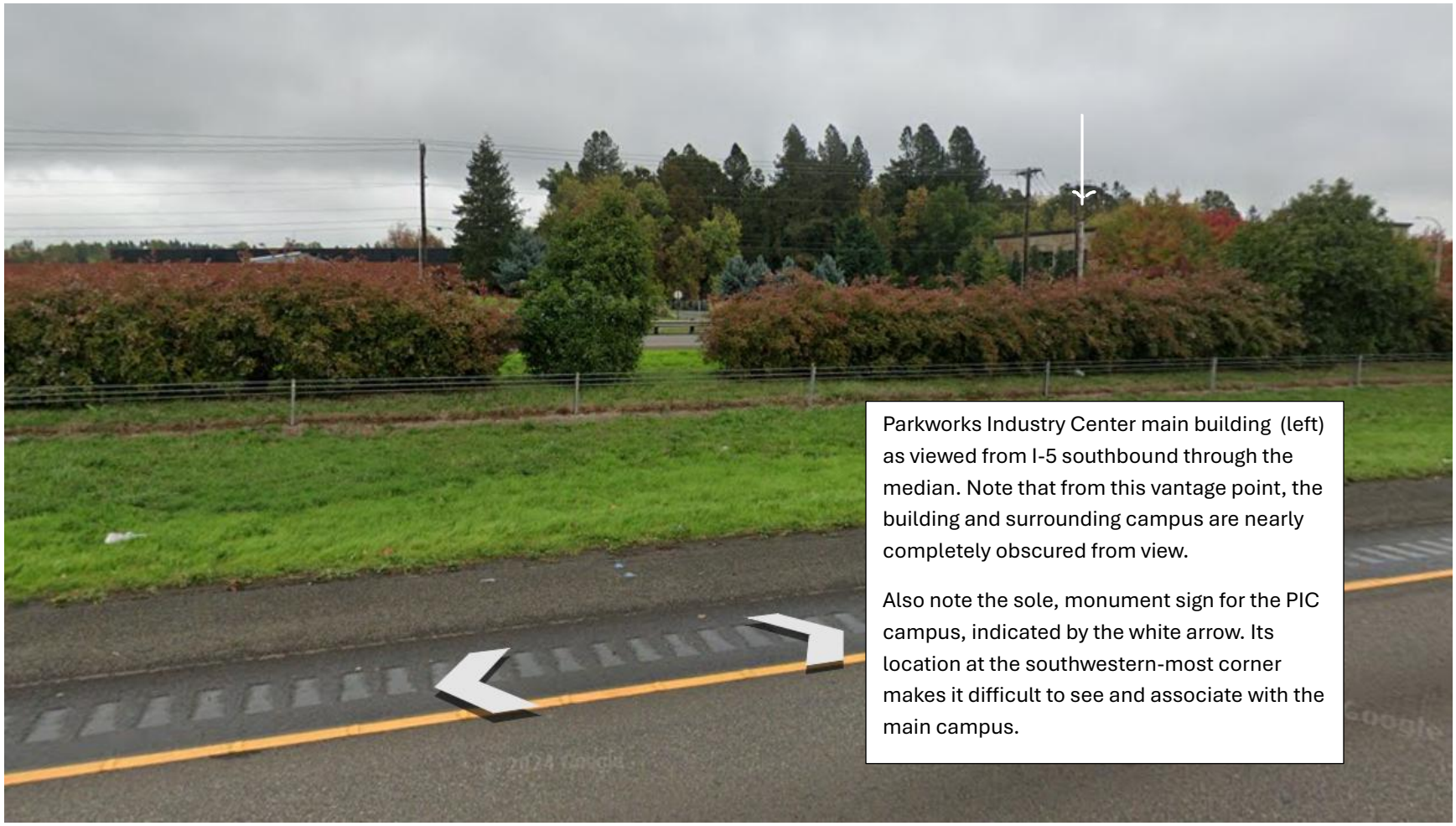

Exhibit 2 – ParkWorks Industry Center as Viewed from I-5 Southbound through Median (no scale)

(image captured from Google Earth)

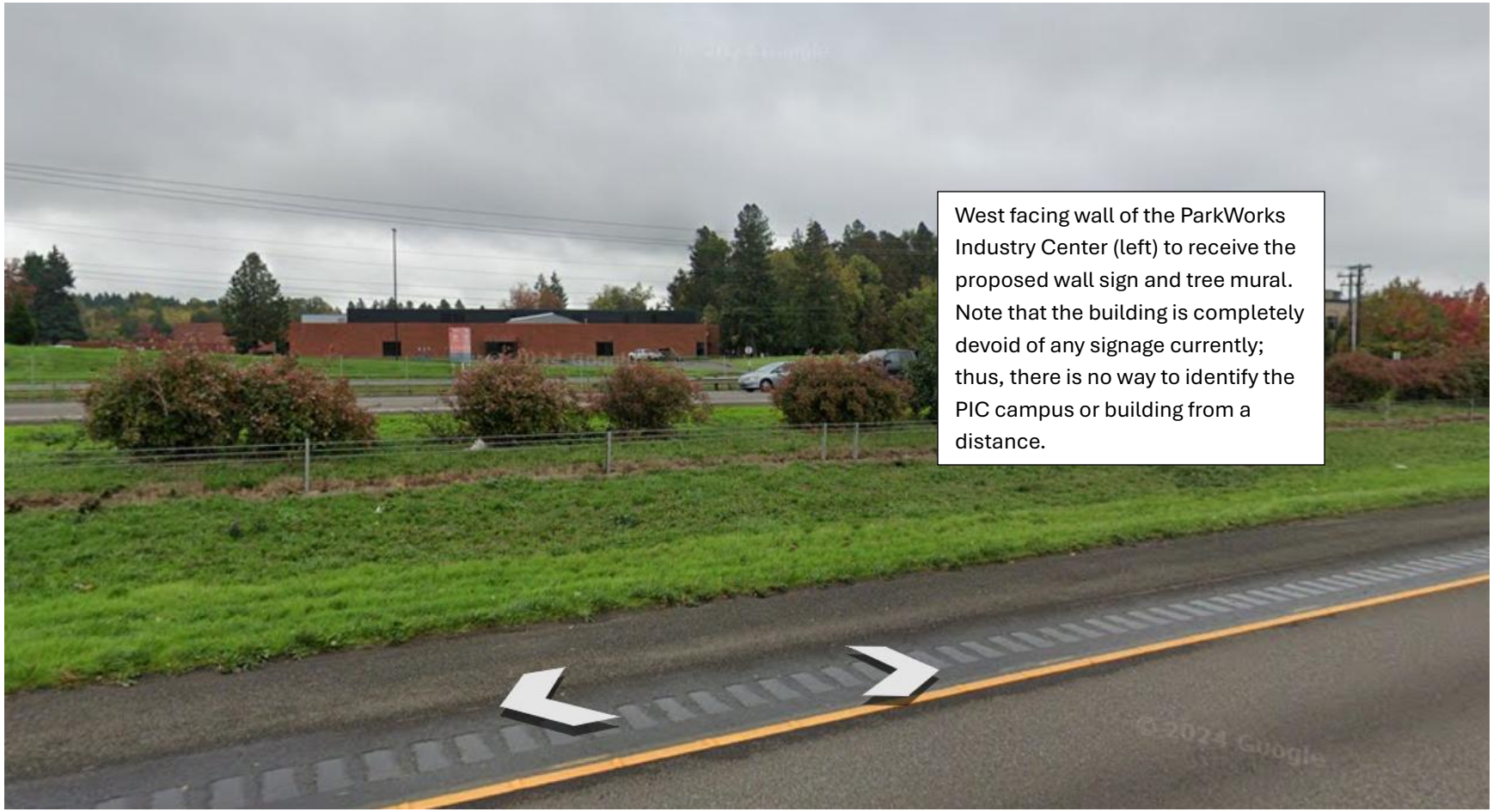

Exhibit 3 – West Wall of PIC to Receive Proposed Wall Sign and Tree Mural (no scale)

(image captured from google Earth)

Exhibit 4 – ParkWorks Industry Center Monument Sign Approaching Northbound on Parkway Avenue

No Scale (image taken from Google Earth)

Exhibit 5 – Al's Nursery as Viewed from I-5 Southbound (note the freestanding sign, circled)

No Scale (image captured from Google Earth)

Exhibit 6 – Sig Sauer Building as Viewed from I-5 Southbound (note sign in upper right corner)

No Scale (image captured from Google Earth)

Exhibit 7 – Argyle Square Monument Sign Viewed from I-5 Southbound (note sign in upper left corner)

No Scale (image captured from google Earth)

Exhibit 8 – Artistic Auto Body as Viewed from I-5 Northbound (note wall and freestanding signs)

No Scale (image captured from Google Earth)

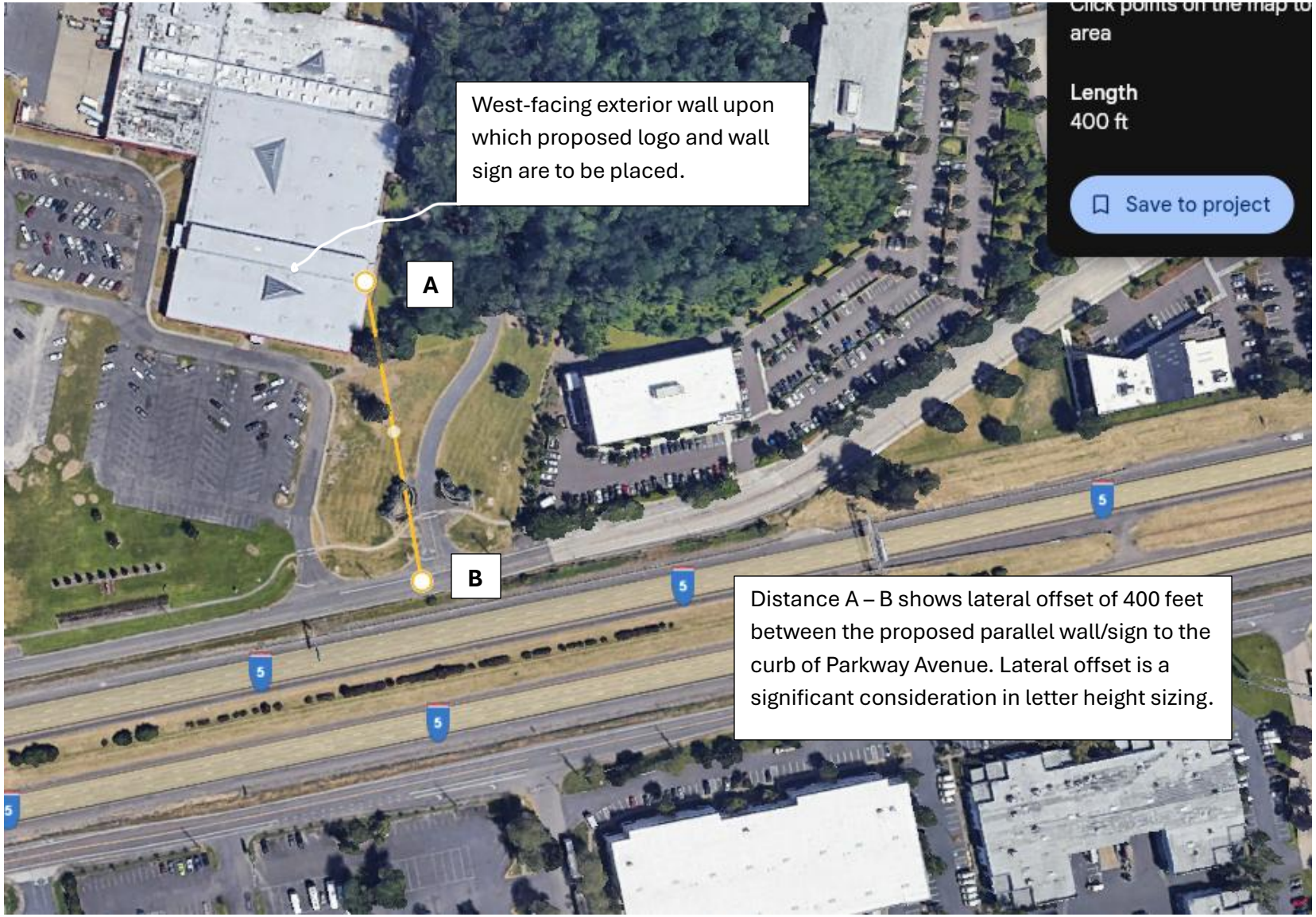

Exhibit 9 – ParkWorks Industry Center (PIC) Facility Aerial Photo

No Scale (image taken from Google Earth)

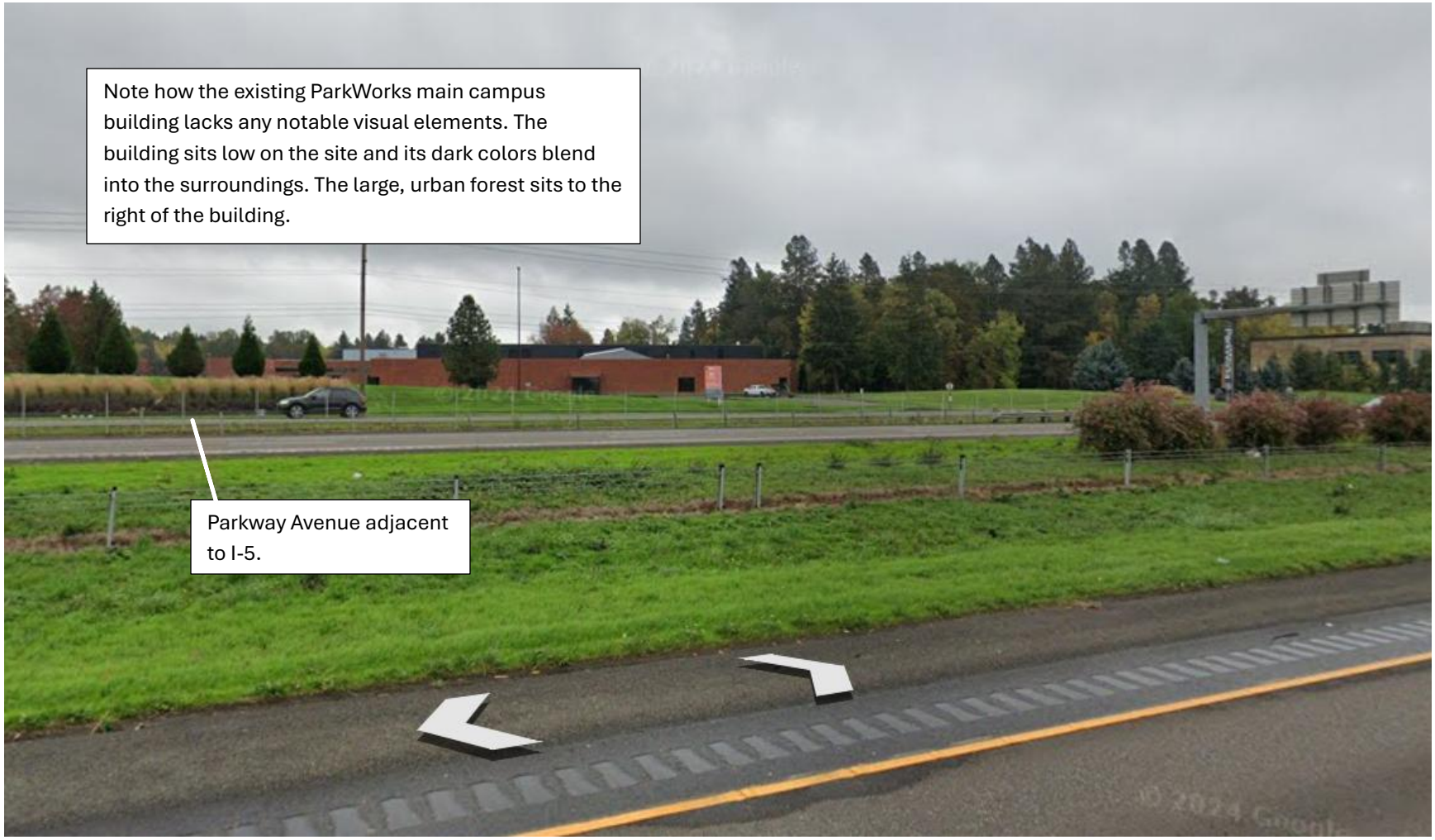

Exhibit A – Existing Building as Viewed from I-5 South with Parkway Avenue Adjacent – No Scale

(image captured from Google Earth)

Note: Proportions of the proposed tree mural image below have been adjusted slightly to accommodate and fit the page size. See Exhibit 1 for correct scale, full dimensions, and correct proportions.

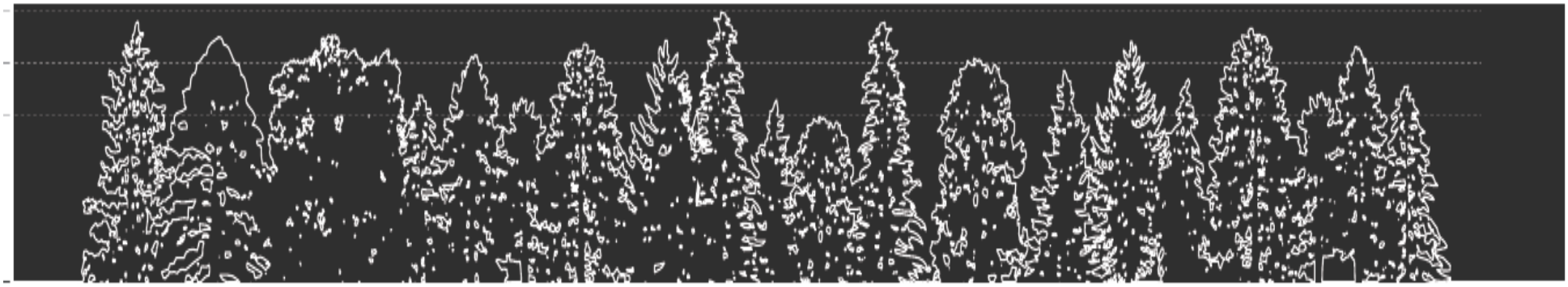

Exhibit B – Proposed Tree Mural – Not to Scale

Exhibit C - Tree Mural Applied to Partial West-facing Exterior Wall

No Scale