



DEVELOPMENT REVIEW BOARD PANEL B AGENDA

July 28, 2025 at 6:30 PM

Wilsonville City Hall & Remote Video Conferencing

PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

Zoom: <https://us02web.zoom.us/j/81495007189>

TO PROVIDE PUBLIC TESTIMONY:

Individuals must submit a testimony card online:

<https://www.wilsonvilleoregon.gov/DRB-SpeakerCard>

and email testimony regarding Resolution No. 441
to Georgia McAlister, Associate Planner at
gmcaster@wilsonvilleoregon.gov
by 2:00 PM on July 28, 2025.

CALL TO ORDER

CHAIR'S REMARKS

ROLL CALL

John Andrews	Rachelle Barrett
Megan Chuinard	Dana Crocker
Kamran Mesbah	

CITIZEN INPUT

This is an opportunity for visitors to address the Development Review Board on items not on the agenda. Staff and the Board will make every effort to respond to questions raised during citizens input before tonight's meeting ends or as quickly as possible thereafter.

CONSENT AGENDA

1. Approval of minutes of the February 24, 2025 DRB Panel B meeting

PUBLIC HEARINGS

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)

BOARD MEMBER COMMUNICATIONS

3. Results of the March 10, 2025 DRB Panel A meeting

4. Recent City Council Action Minutes

STAFF COMMUNICATIONS

ADJOURN

The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting the Shelley White, Planning Administrative Assistant at drbb@wilsonvilleoregon.gov or 503-682-4960: assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

Habr   int  rpretes disponibles para aqu  llas personas que no hablan Ingl  s, previo acuerdo. Comun  quese al 503-682-4960.

DEVELOPMENT REVIEW BOARD MEETING

Item 1.

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

Consent Agenda:

1. Approval of minutes of the February 24, 2025 DRB
Panel B meeting



Development Review Board-Panel B
Regular Meeting Minutes
February 24, 2025

Wilsonville City Hall & Remote Video Conferencing
<https://www.ci.wilsonville.or.us/meetings/pc>

CALL TO ORDER - ROLL CALL

Chair Barrett called the meeting to order at 6:30 pm.

CHAIR'S REMARKS

ROLL CALL

Present for roll call were: Rachelle Barrett, Dana Crocker, and Megan Chuinard. John Andrews and Kamran Mesbah were absent.

Staff present: Daniel Pauly, Stephanie Davidson, Kimberly Rybold, and Shelley White

CITIZEN INPUT

There was none.

CONSENT AGENDA

1. Approval of the January 27, 2025 DRB Panel B Minutes

Megan Chuinard moved to approve the January 27, 2025 DRB Panel B meeting minutes as presented. Dana Crocker seconded the motion, which passed 3 to 0. (Ayes: Chuinard, Crocker, Barrett; Nays: None.)

BOARD MEMBER COMMUNICATIONS

2. Recent City Council Action Minutes
 No comment.

STAFF COMMUNICATIONS

3. Oregon Government Ethics Commission Public Meeting Training
Stephanie Davidson, Assistant City Attorney, presented the Oregon Public Meetings Law and Regulations Update via PowerPoint, highlighting the historical requirements and describing changes to the Oregon Government Ethics Commission (OGE) rulemaking, including HB 2805.

Staff addressed questions and provided additional comments as follows:

- If Board members sought legal guidance on any matters pertaining to meeting content, the best way to maintain compliance would be to direct any questions to the relevant Staff member for a private conversation. If necessary, Staff could loop in legal counsel, who could

address specific questions at the DRB meeting. Any answers provided by Staff would be made part of the record.

- Board members were cautioned against sending an email to all Board members, Staff and legal counsel or asking Staff to relay information to other Board members which would be a serial communication.
- The definition of communication under the Oregon Administrative Rules now includes non-verbal gestures, but the impact and intent of that change was unclear.
 - **Assistant City Attorney Davidson** stated after briefly searching “communications” within the relevant parts of the statute and Administrative Rules, it was unclear why the non-verbal gestures clarification was added to the definition.
 - Additionally, she found no specific prohibition or consequences listed for non-verbal gestures so perhaps at some point in the rule-making process, there was conversation relating to that, but it did not translate to the final version.
- Historically, serial communication had not been an issue for DRB, as Staff clarified any questions and shared items with applicants and the general public as needed.
- Non-verbal gestures seemed most applicable when voting and on Zoom calls.
- All meetings were hybrid, conducted virtually and in person, but better group dynamics were achieved if all Board members were either in person or on Zoom; However, Board members could attend virtually, but only if needed.

4. Waiver Training

Daniel Pauly, Planning Manager, noted waiver guide included in the packet and provided comments about the positive aspects of waivers, typical residential waivers, and waiver requests anticipated for Frog Pond for which further waiver training would be provided. He noted that while digital changing image signs did involve waivers, they functioned more as a conditional use. He hoped the waiver guide would help applicants as well.

There were no questions from the Board.

ADJOURNMENT

The meeting was adjourned at 6:53 p.m.

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.

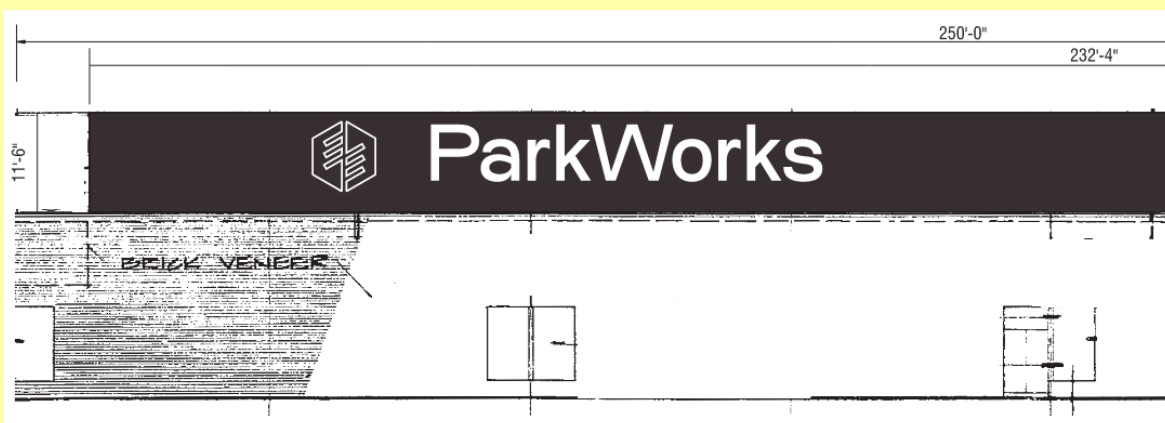
The standards for the review of signs, including limitations on sign eligible facades, sign area allowances, placement within architectural features, types of signs, and sign length, support the objectives of the Sign Code addressed above. Wall sign area allowances are calculated based on the length 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.

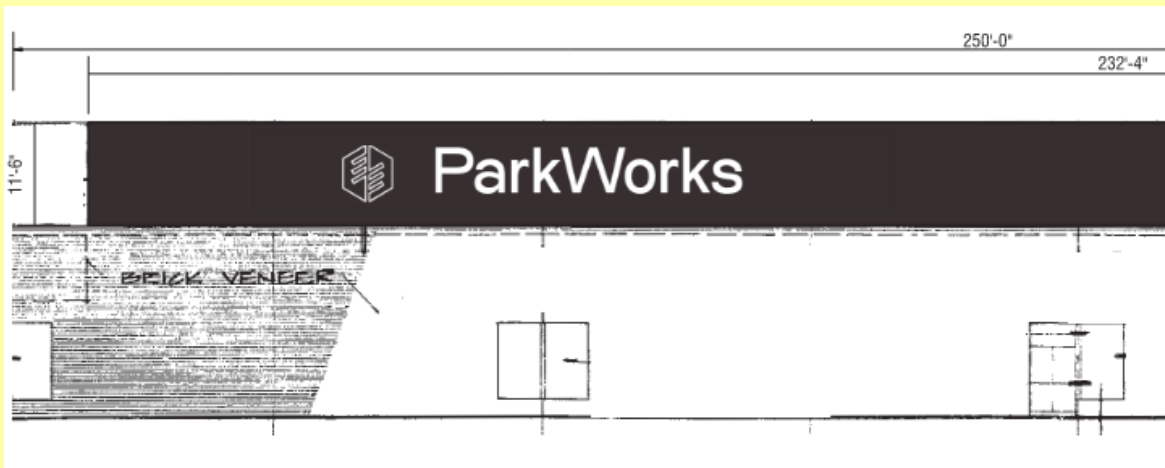
Definable Space and Architectural Compatibility

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.

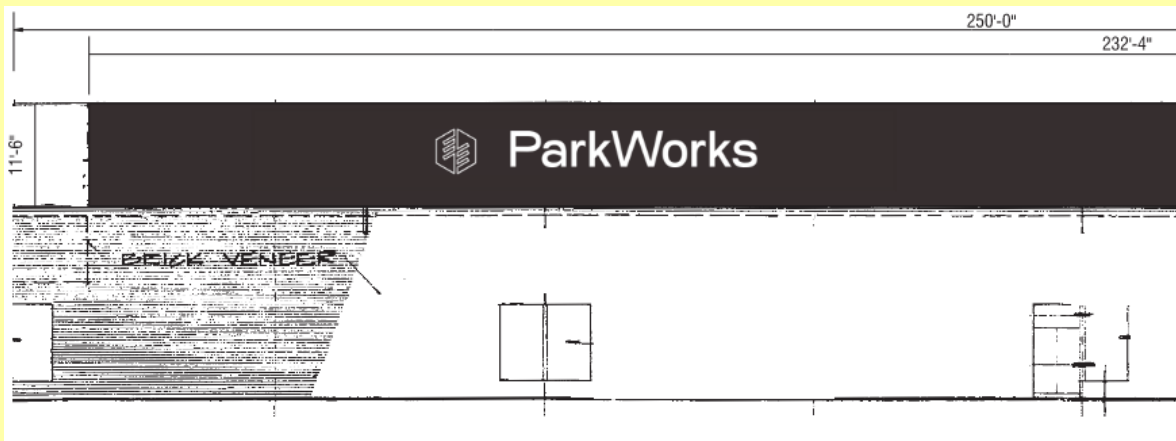
The applicant proposes a 355 sq. ft. wall sign appropriately placed within the parapet of the west façade, addressing the requirement that wall signs are located within a definable architectural element. The parapet is roughly 11.5 ft tall. The sign lettering and logo vary in height. The logo is the 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. |
|---------------|---|

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.

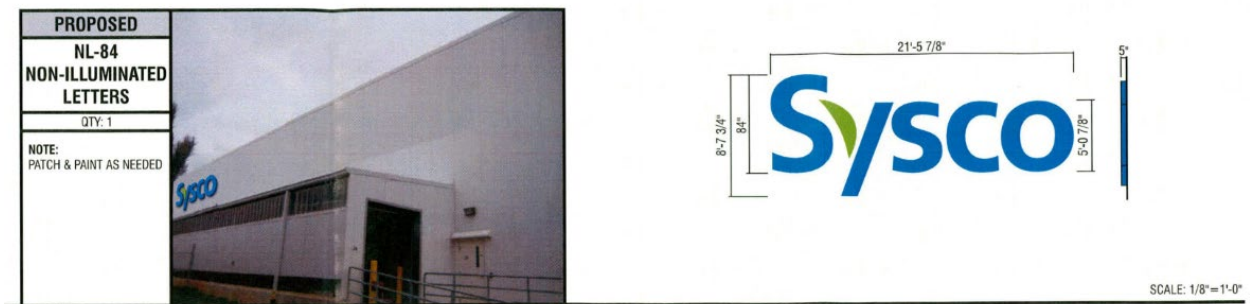
Class 2 Sign Permit Review Criteria: Compatibility with Zone
Subsection 4.156.02 (.05) F. 1.

- 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:

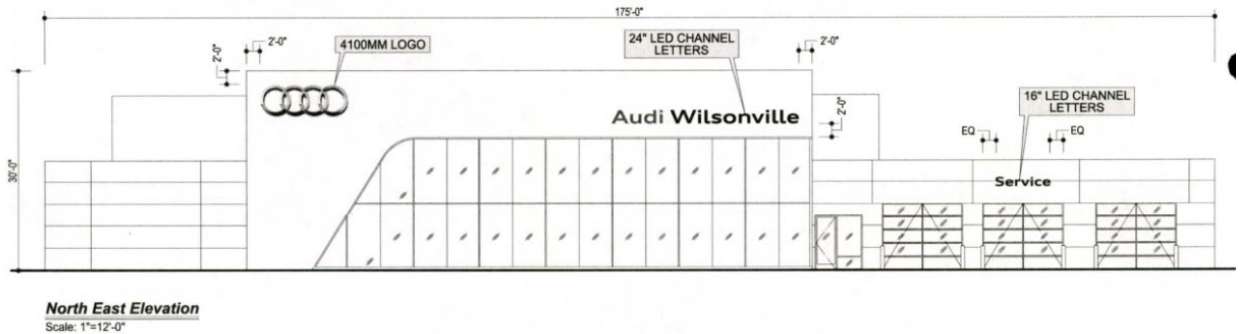


The nearby Sysco development offers important context for comparison regarding signage. The Sysco development is comparable in location, size of building, and site orientation with considerable distance between the west façade and adjacent road. Located at 26250 SW Parkway Center Drive, the industrial 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:

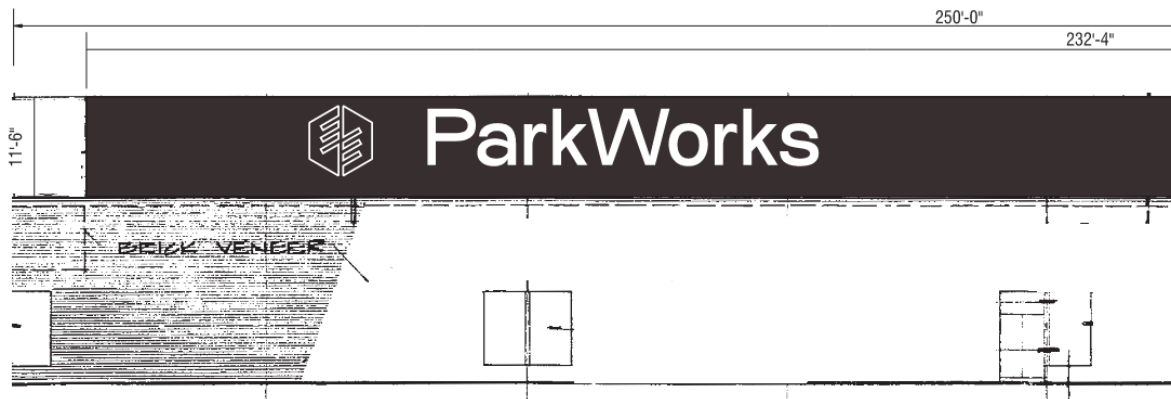


The Audi dealership located to the west of ParkWorks, across I-5, at 26750 SW 95th Avenue is again a comparable example of wall signs in the area. Similar to the ParkWorks development, the Audi dealership's northwest facade is visible but setback from I-5 and the parallel street, Boones Ferry Road. The 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

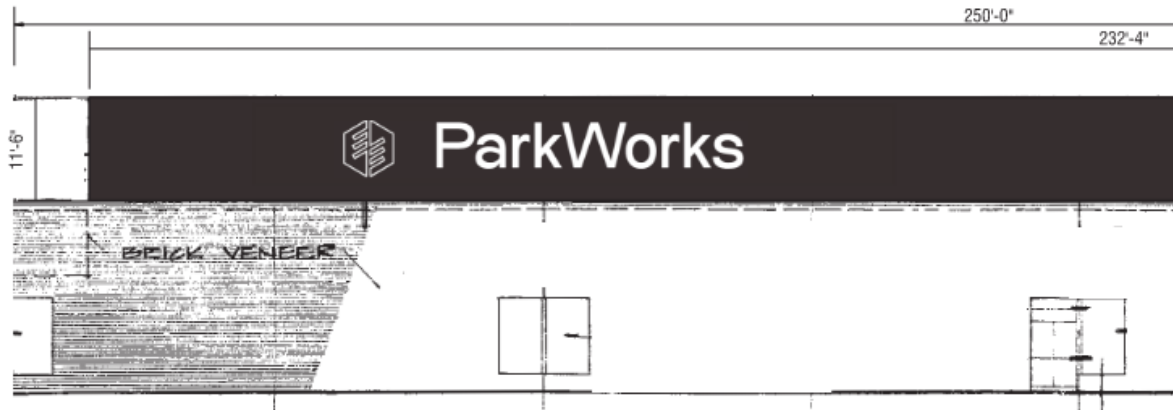
of the Audi logo is framed by the roof line and south edge of the façade on two sides, the other two sides are unrestricted, creating a feeling of openness. Similarly, the “Audi Wilsonville” portion of the sign is framed by the glazing and north façade on two sides, while the other edges of the sign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



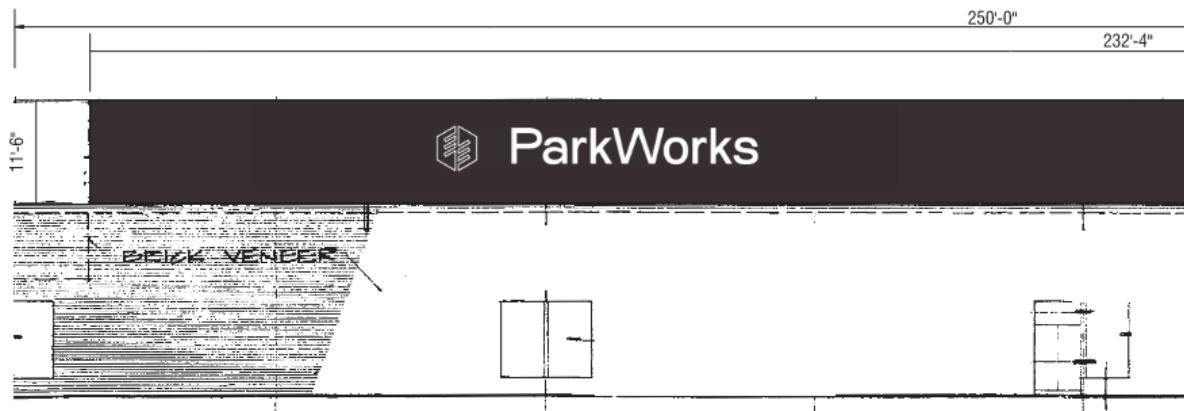
As mentioned above, the 355 sq. ft. sign does not allow for appropriate definable space between the sign and the edges of the parapet. Staff completed an analysis with mockups demonstrating the visual impact of providing appropriate definable space as it relates to the architectural feature in which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

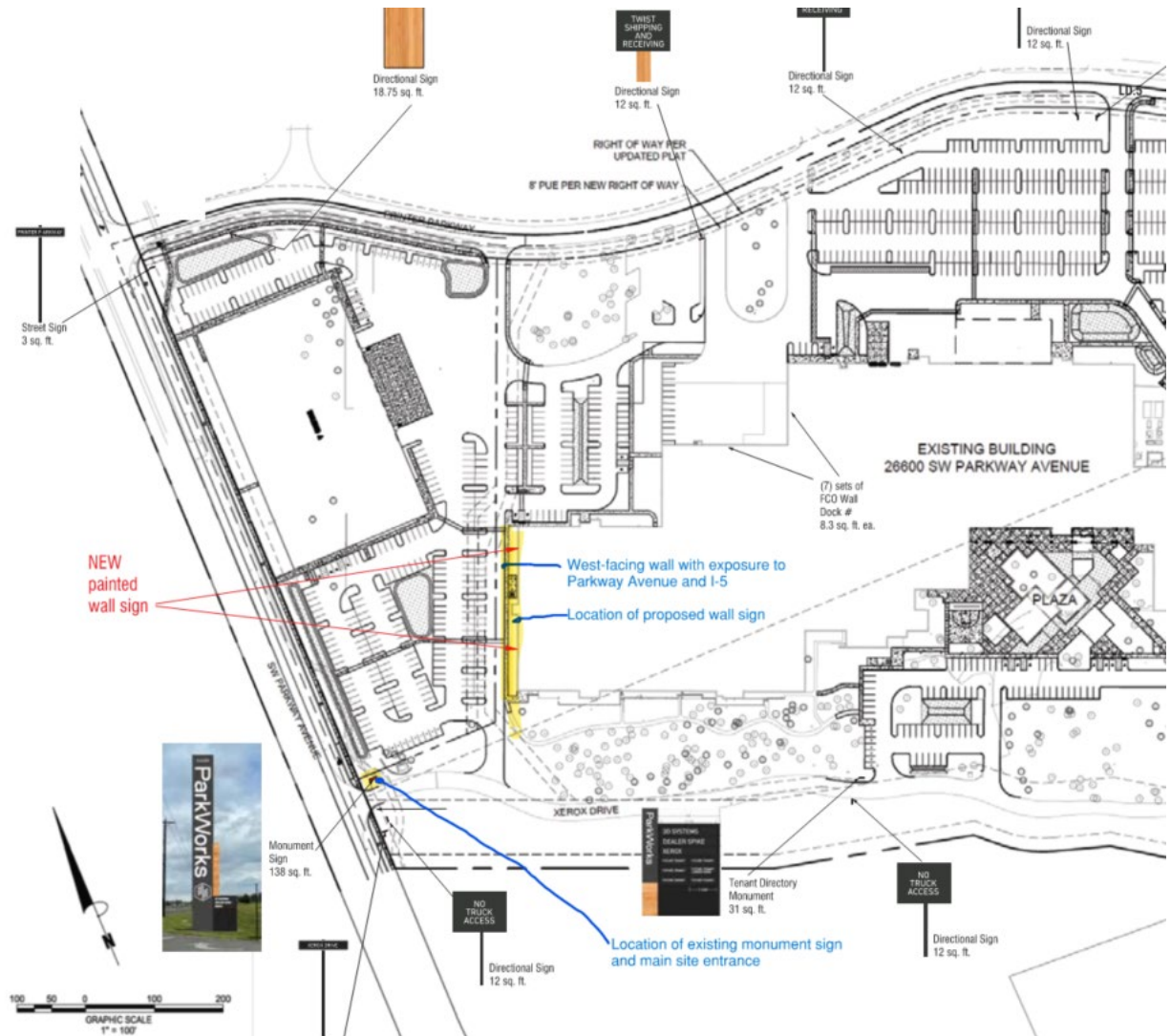
- A8.** A waiver to sign area allowances may be applied for as a Class 3 Sign permit and will be reviewed in accordance with the criteria below.

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.

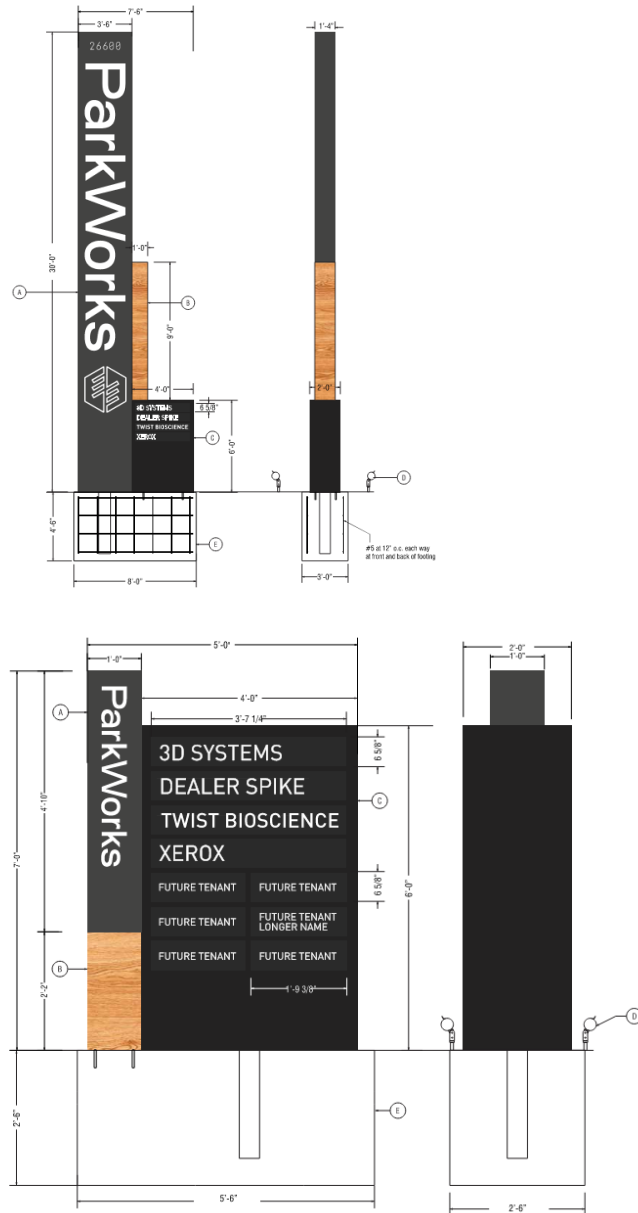
Sign Waiver Criteria: Compatibility

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](#)





29799 SW Town Center Loop E, Wilsonville, OR 97070
Phone: 503.682.4960 Fax: 503.682.7025
Web: www.ci.wilsonville.or.us

Planning Division
Development Permit Application

Item 2.

Final action on development application or zone change is required within 120 days in accordance with provisions of ORS 227.175

A pre application conference is normally required prior to submittal of an application. Please visit the City's website for submittal requirements

Pre-Application Meeting Date: _____

Incomplete applications will not be scheduled for public hearing until all of the required materials are submitted.

Applicant:

Name: Danny Riordan
Company: Tube Art Displays, Inc.
Mailing Address: 4243 SE International Way #A
City, State, Zip: Milwaukie, OR 97222
Phone: (503) 757-5046 Fax: _____
E-mail: driordan@tubeart.com

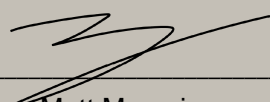
Authorized Representative:

Name: Scott Caufield
Company: Scott Caufield Enterprises
Mailing Address: PO Box 623
City, State, Zip: Aurora, Oregon 97002
Phone: (503) 312-3638 Fax: _____
E-mail: caufield4862@outlook.com

Property Owner:

Name: Matt Morvai
Company: Scanlan Kemper Bard
Mailing Address: 222 SW Columbia Street
City, State, Zip: Portland, OR 97201
Phone: (503) 783-6260 Fax: _____
E-mail: mmorvai@skbcos.com

Property Owner's Signature:


Printed Name: Matt Morvai Date: 5.2.25

Applicant's Signature: (if different from Property Owner)


Printed Name: Danny Riordan Date: 04/28/2025

Site Location and Description:

Project Address if Available: 26600 SW Parkway Avenue Suite/Unit _____
Project Location: West elevation of existing building - painted on upper wall
Tax Map #(s): 31W12 Tax Lot #(s): 00511 County: ☐ Washington ☒ Clackamas

Request:

See attached cover letter, project narrative, and supporting documentation for sign
waiver/variance request and for materials related to the site design review application

Project Type: ☐ Class I ☐ Class II ☐ Class III ☒

☐ Residential ☒ Commercial ☐ Industrial ☐ Other: _____

Application Type(s):

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Annexation | <input type="checkbox"/> Appeal | <input type="checkbox"/> Comp Plan Map Amend | <input type="checkbox"/> Parks Plan Review |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Major Partition | <input type="checkbox"/> Minor Partition | <input type="checkbox"/> Request to Modify Conditions |
| <input type="checkbox"/> Plan Amendment | <input type="checkbox"/> Planned Development | <input type="checkbox"/> Preliminary Plat | <input checked="" type="checkbox"/> Site Design Review |
| <input type="checkbox"/> Request for Special Meeting | <input type="checkbox"/> Request for Time Extension | <input checked="" type="checkbox"/> Signs | <input type="checkbox"/> Stage II Final Plan |
| <input type="checkbox"/> SROZ/SRIR Review | <input type="checkbox"/> Staff Interpretation | <input type="checkbox"/> Stage I Master Plan | <input checked="" type="checkbox"/> Variance |
| <input type="checkbox"/> Type C Tree Removal Plan | <input type="checkbox"/> Tree Permit (B or C) | <input type="checkbox"/> Temporary Use | <input type="checkbox"/> Other (describe) |
| <input type="checkbox"/> Villebois SAP | <input type="checkbox"/> Villebois PDP | <input type="checkbox"/> Villebois FDP | |
| <input type="checkbox"/> Zone Map Amendment | <input checked="" type="checkbox"/> Waiver(s) | <input type="checkbox"/> Conditional Use | |



City of Wilsonville
Exhibit B1 DB25-0002

SCOTT CAUFIELD ENTERPRISES
BUILDING CODES AND DEVELOPMENT CONSULTANT

(503) 312-3638

P.O Box 623

AURORA, OREGON 97002

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	$36 \text{ ft}^2 + 96 \text{ ft}^2 = 132 \text{ ft}^2$

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*.

Continued, page 5

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.

PIC Letter Height Calculation Using the USSCF Methodology

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):

$$LH = (LN \times LI + LO) / 5$$

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:

$$84.4 \text{ inches} = (2 \times 10 + 400) / 5$$

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

13

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 $\frac{1}{2}$ 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)
<i>Calculated</i> 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)
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<i>Calculated</i> total sign area WITH logo, using the USSCF methodology	418.08 s.f. + 61.6 s.f. = 479.68 s.f. or ~ 480 s.f.
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Proposed area of PIC sign WITH logo	355 square feet < 480 s.f.
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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 about 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.

Variances

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.

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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

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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.

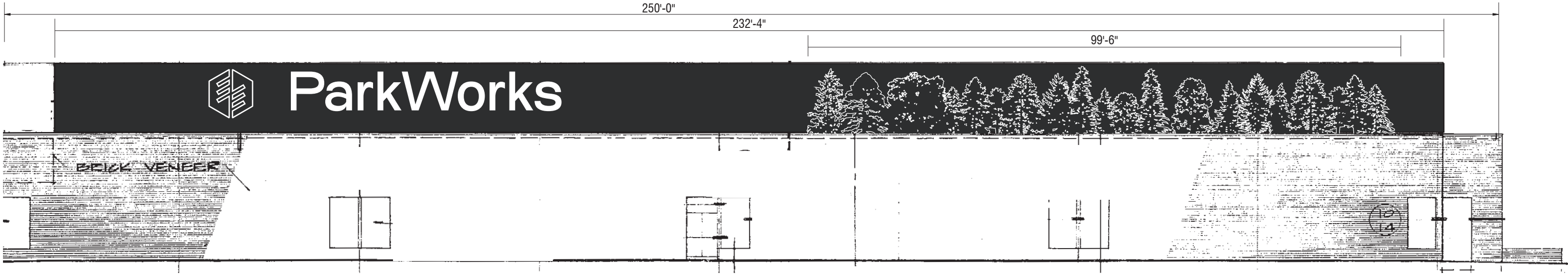
In summary, the proposed painted tree mural for the ParkWorks Industry Center is necessary to enhance and beautify the west-facing wall of the existing PIC campus building. Such a mural will not only improve the appearance of the ParkWorks facility but will also recognize and honor the City's commitment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

Black
MAP N923
satin finish

White
MAP N202
satin finish



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

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

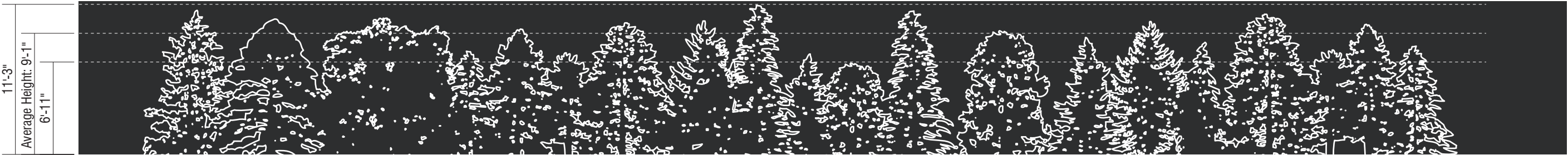
- A Background to be painted Black MAP N923 or exterior equivalent
- B Logo and letters to be painted White MAP N202 or exterior equivalent.

COLORS/MATERIALS PALETTE

Black
MAP N923
satin finish

White
MAP N202
satin finish

Item 2.



1

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

Paint one (1) building tree mural.

- A
- Background to be painted Black MAP N923 or exterior equivalent

B

Tree outline mural to be painted White MAP N202 or exterior equivalent.

Customer Signature

Landlord Signature

Date

Date

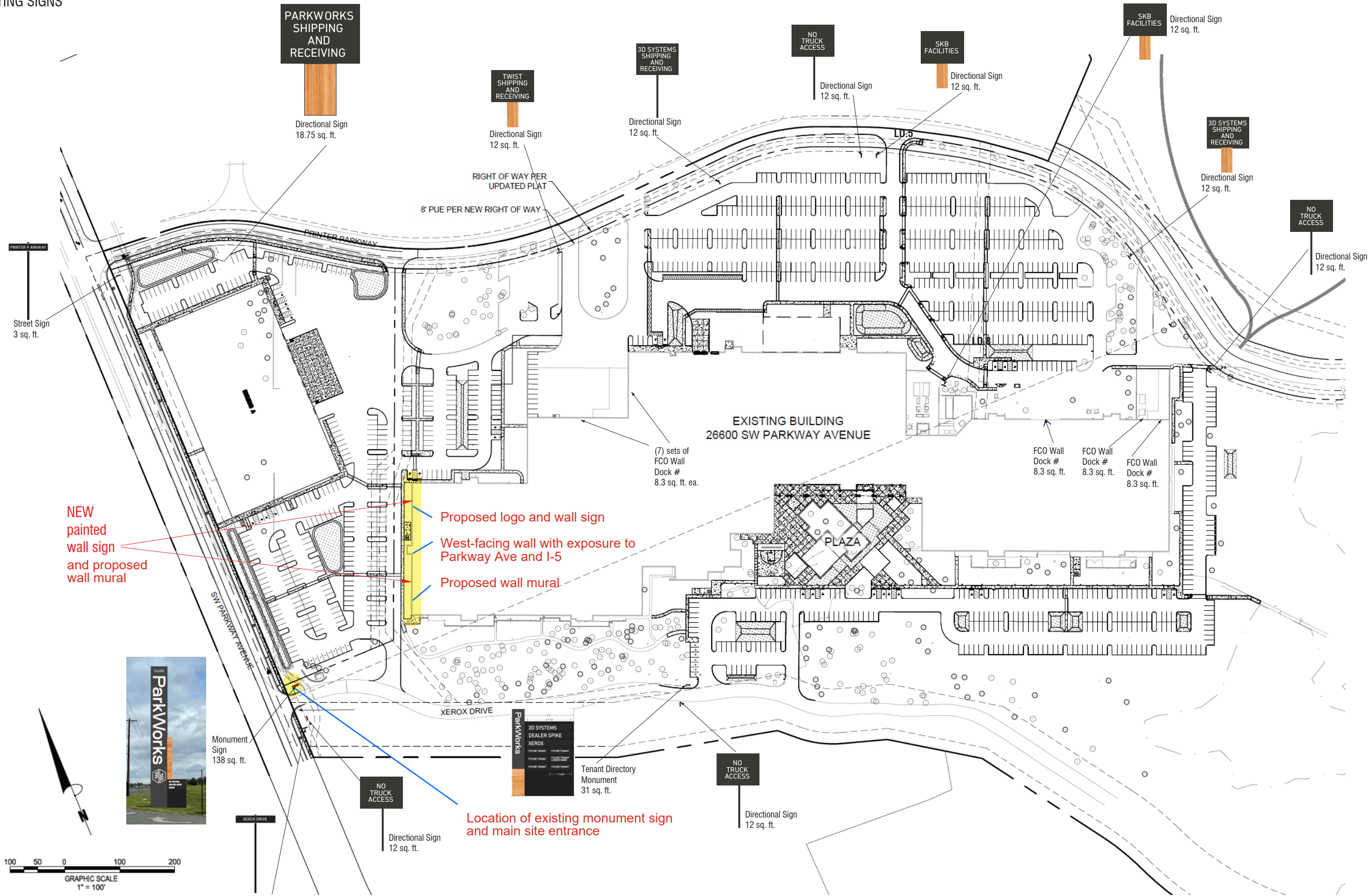




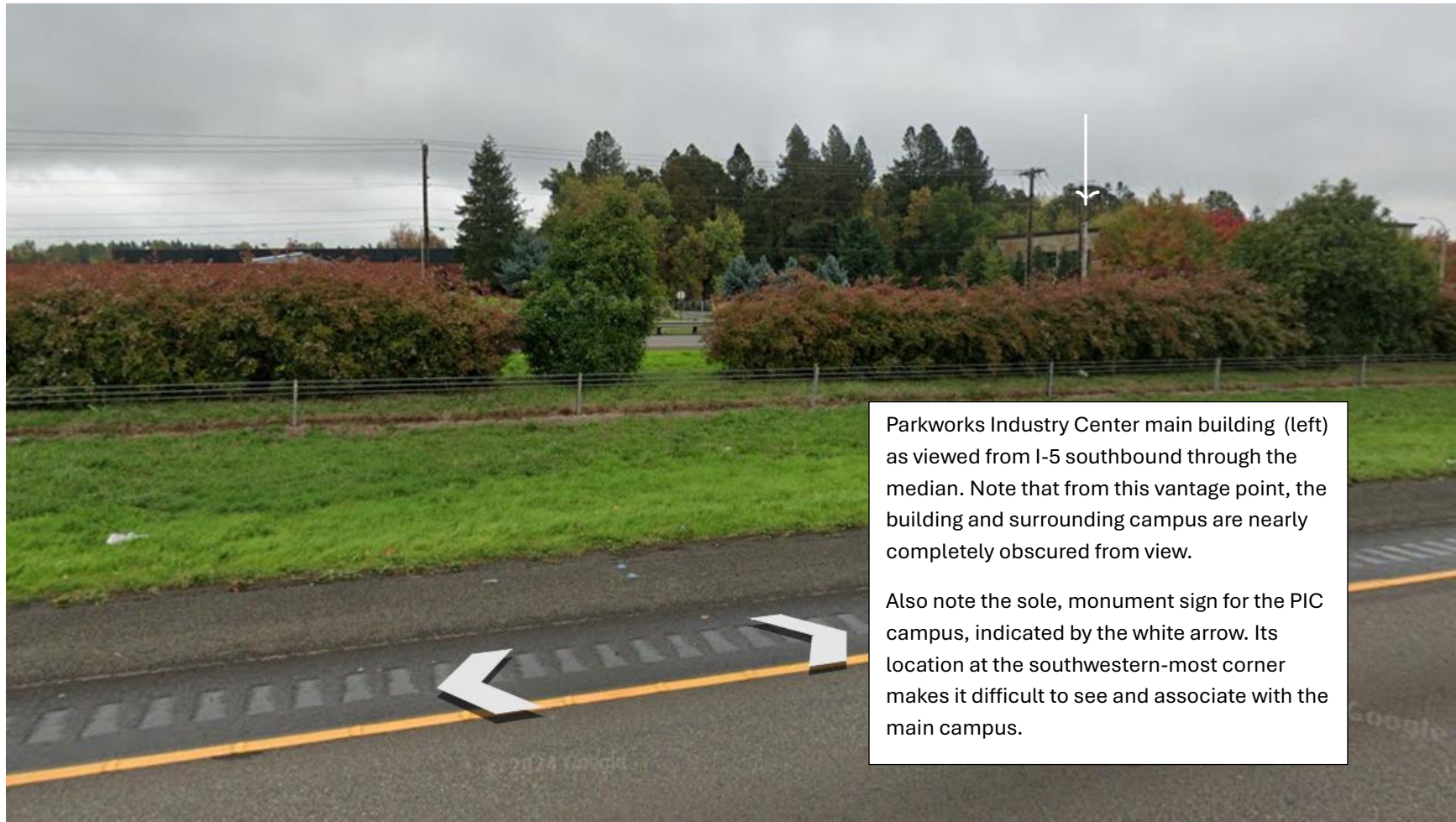
Exhibit 2 – ParkWorks Industry Center as Viewed from I-5 Southbound – No Scale

(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)



Parkworks Industry Center main building (left) as viewed from I-5 southbound through the median. Note that from this vantage point, the building and surrounding campus are nearly completely obscured from view.

Also note the sole, monument sign for the PIC campus, indicated by the white arrow. Its location at the southwestern-most corner makes it difficult to see and associate with the main campus.

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

(image captured from Google Earth)

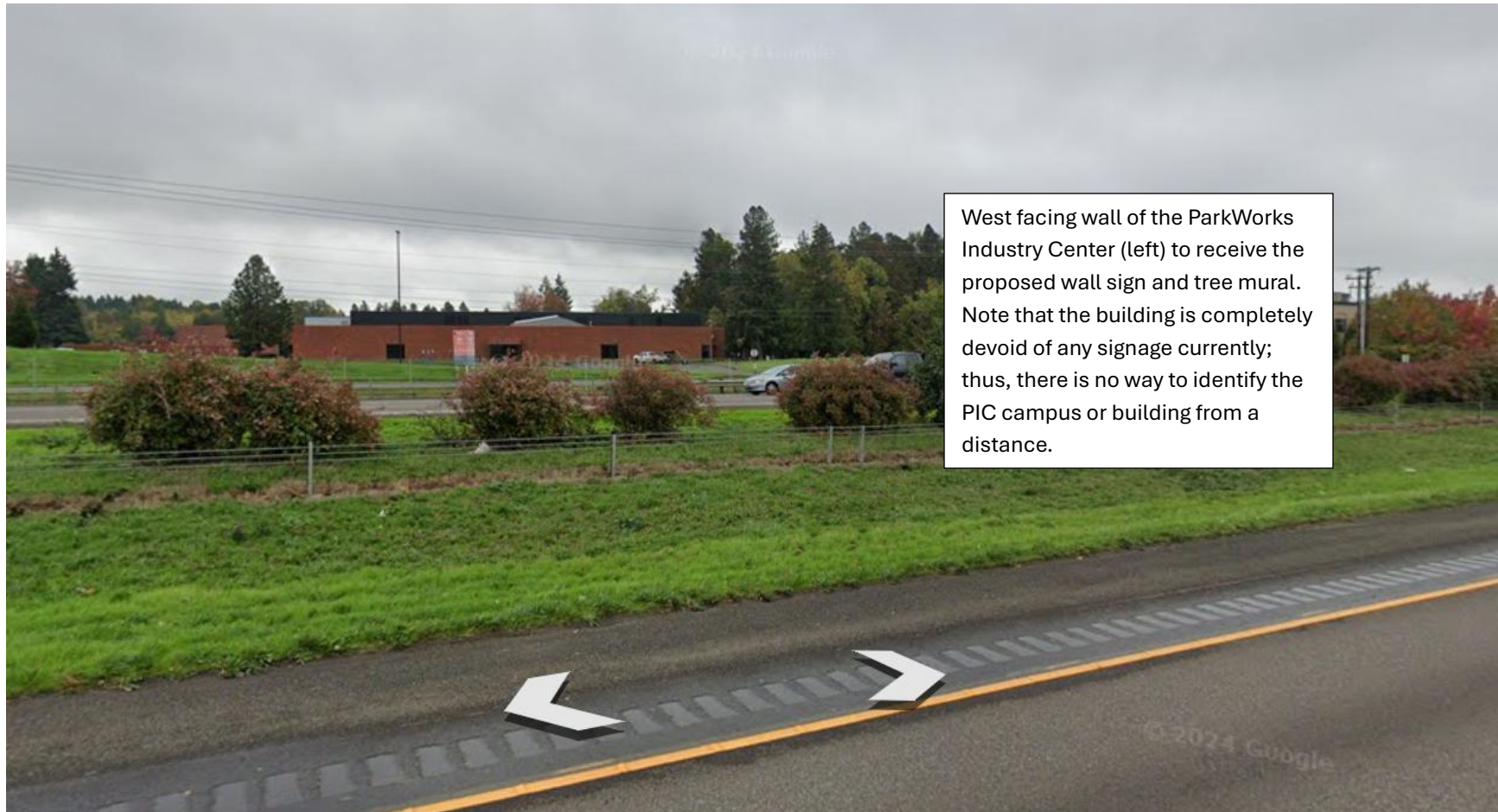


Exhibit 3 – West Wall of PIC to Receive Proposed Wall Sign and Tree Mural (no scale)

(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)

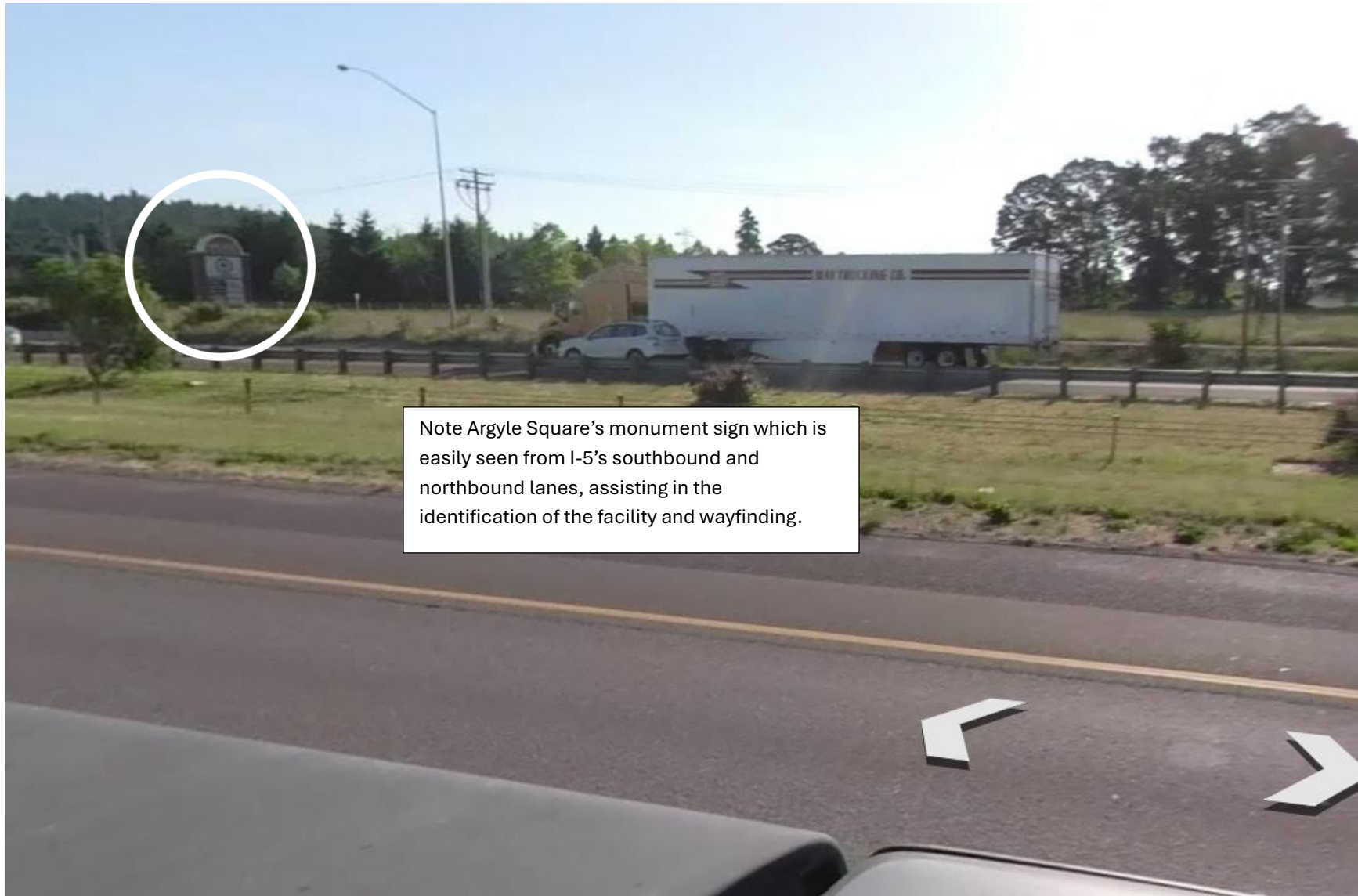


Exhibit 7 – Argyle Square Monument Sign Viewed from I-5 Southbound (note sign in upper left corner)

No Scale (image captured from google Earth)



Artistic Auto Body enjoys not only close proximity to I-5, but also utilizes a wall-mount sign and freestanding sign for ready identification and wayfinding.

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

No Scale (image captured from Google Earth)

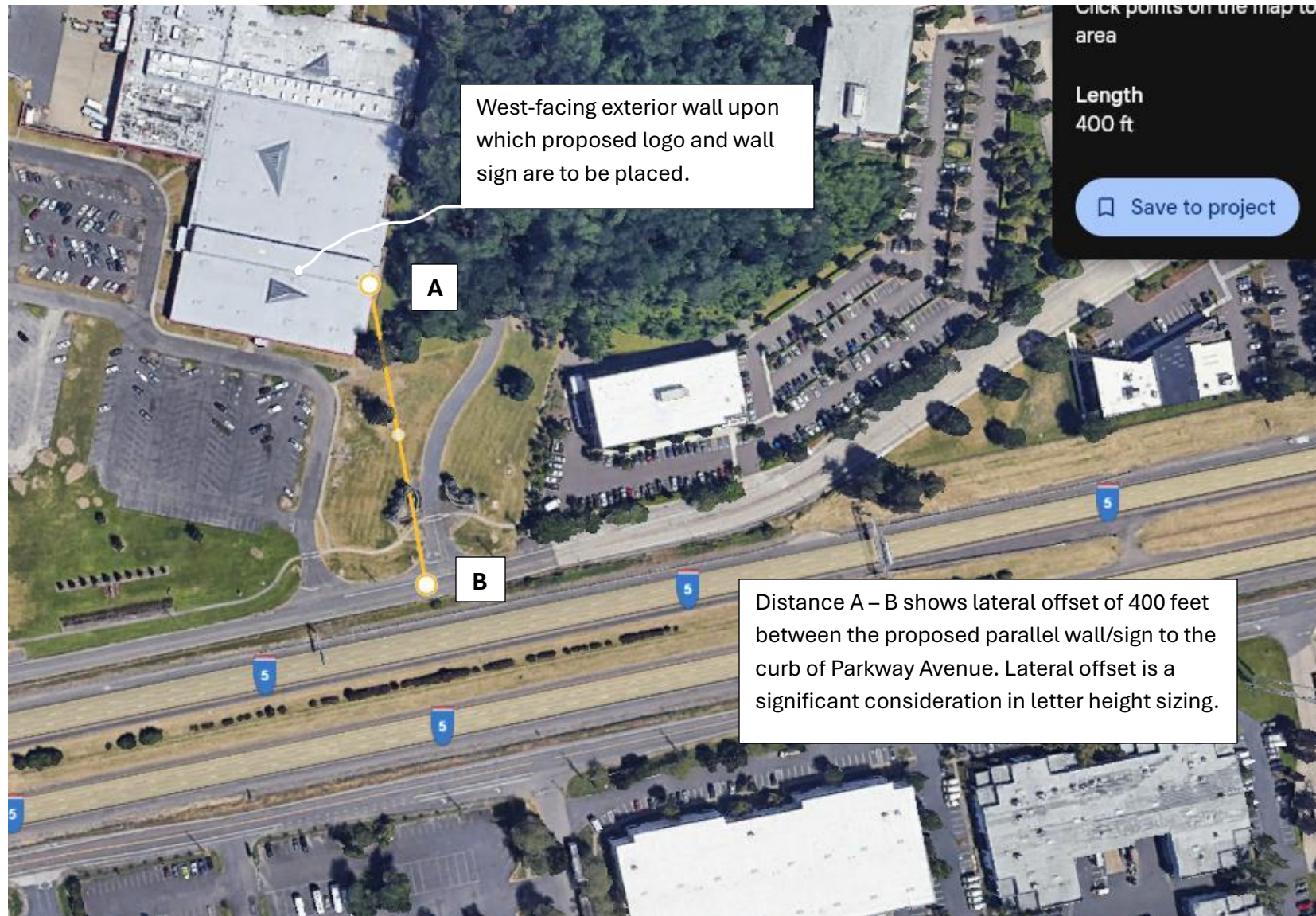


Exhibit 9 – ParkWorks Industry Center (PIC) Facility Aerial Photo

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.

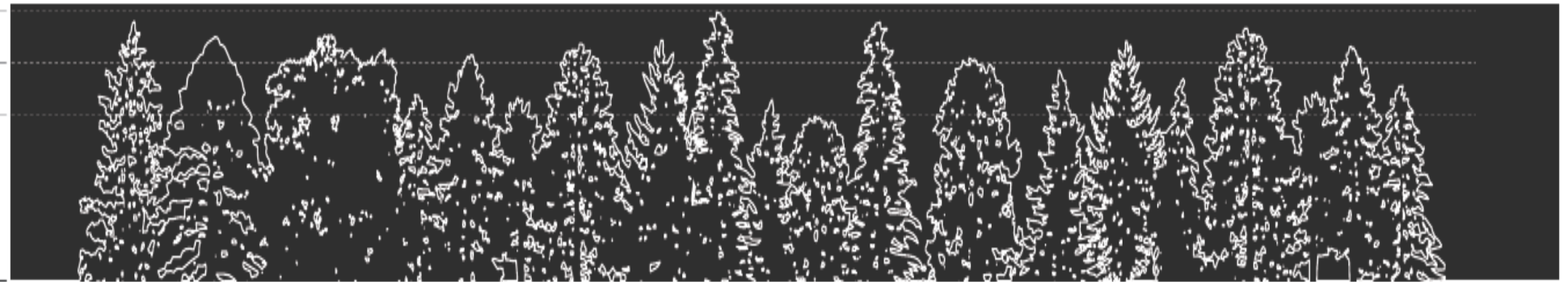


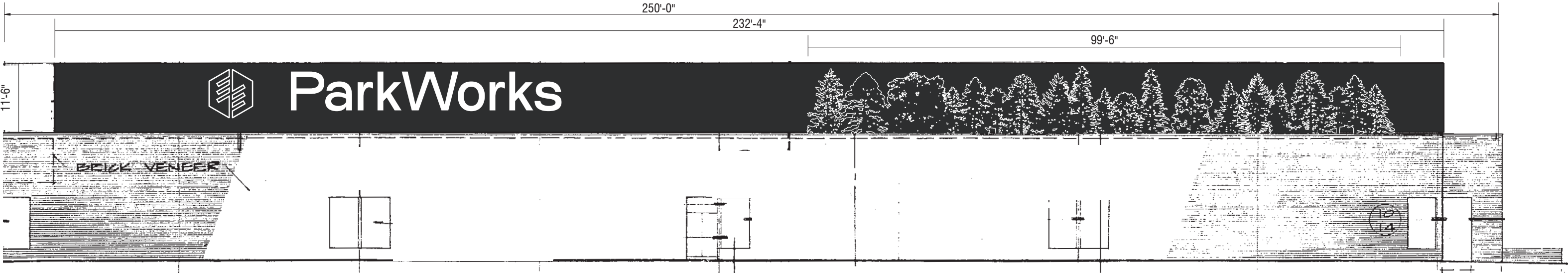
Exhibit B – Proposed Tree Mural – Not to Scale



Proposed tree mural draws its inspiration from the surrounding urban forest and complements the surrounding landscape.

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

No Scale



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



2 Photo Overlay
Scale: NTS



City of Wilsonville
Exhibit B3 DB25-0002

Black
MAP N923
satin finish

White
MAP N202
satin finish



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

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

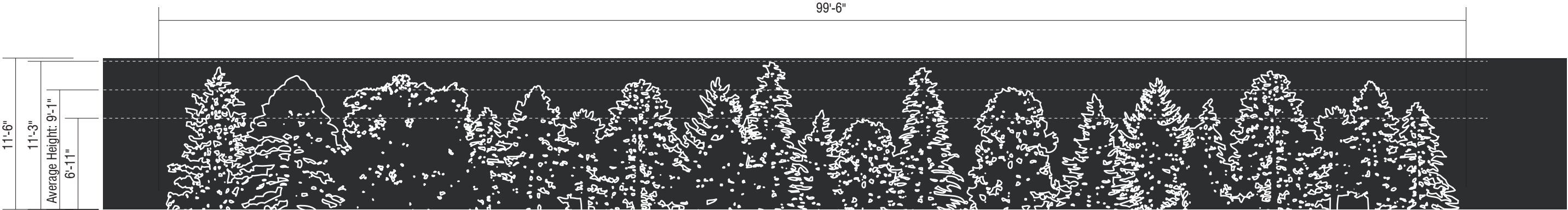
- A Background to be painted Black MAP N923 or exterior equivalent
- B Logo and letters to be painted White MAP N202 or exterior equivalent.

COLORS/MATERIALS PALETTE

Black
MAP N923
satin finish

White
MAP N202
satin finish

Item 2.



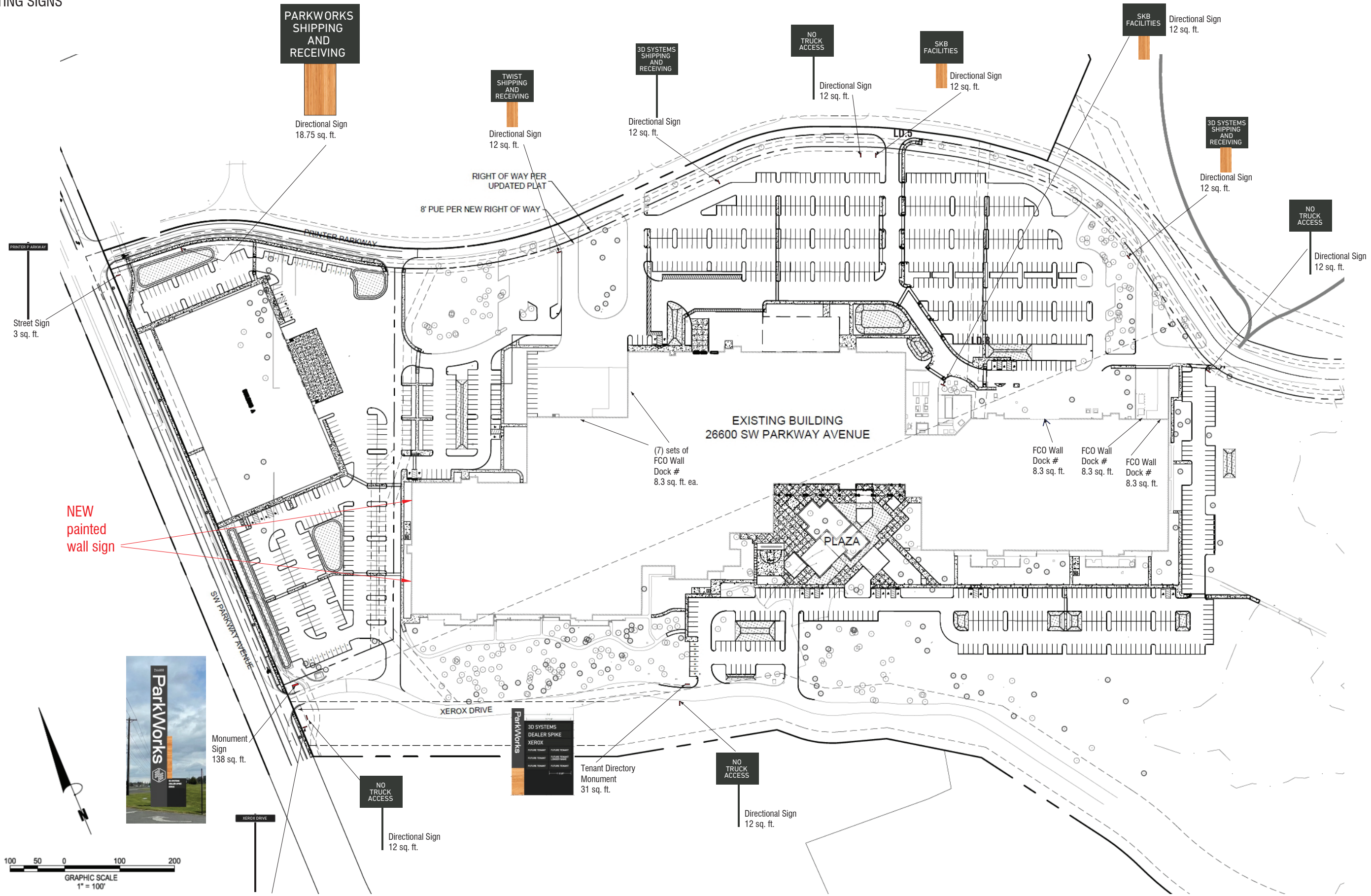
1 Partial West Elevation ~ Tree Mural
Scale: 1/8" = 1'-0"

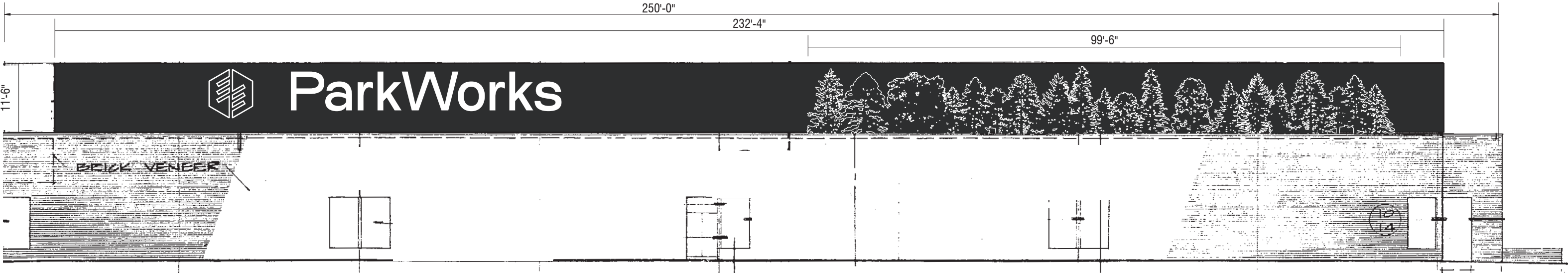
Paint one (1) building tree mural.

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

EXISTING SIGNS

Item 2.





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



2 Photo Overlay
Scale: NTS



USSC FOUNDATION

On-Premise Signs

Determination of
Parallel Sign
Legibility and
Letter Heights

USSCF ON-PREMISE SIGNS / RESEARCH CONCLUSIONS



City of Wilsonville
Exhibit B4 DB25-0002

ON-PREMISE SIGNS

Determination of Parallel Sign Legibility and Letter Heights

A Research Project Of The
UNITED STATES SIGN COUNCIL FOUNDATION

By
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Funded by research grants provided by
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215-785-1922 / Fax: 215-788-8395

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Abstract

The USSCF has published research-based legibility tables to help the signage community determine appropriate on-premise commercial sign letter heights. These indices were developed to ensure adequate readability of signs that are mounted *perpendicular* to the roadway. On-premise signs however, are often oriented *parallel* to the driver's line of sight (for example, wall signs) and this type of sign is more difficult to read.

This document describes the development of, and rationale for, a mathematical model that calculates letter heights for parallel-mounted on-premise commercial signs. This model can be applied to the current USSCF legibility standards so that the letter heights developed for perpendicular signs form the basis for letter heights on parallel signs with various lateral offsets. A letter height lookup table is provided for many typical parallel sign scenarios.

Background

In 1998, the United States Sign Council Foundation (USSCF) published a research-based legibility table to help the signage community determine appropriate on-premise commercial sign letter heights (Table 1). The legibility indices in that table were developed to ensure adequate readability of projecting and free-standing signs that are mounted *perpendicular* to the roadway (Figure 1). On-premise wall signs however, are often oriented *parallel* to the driver's line of sight (Figure 2). Everyday experience teaches us that parallel signs are more difficult to read, and research conducted for the USSCF corroborates those subjective impressions with scientific evidence (Zineddin, Garvey, and Pietrucha, 2005).

Table 1. USSCF Legibility Index Table.

ILLUMINATION	LETTER STYLE	LETTER COLOR	Background COLOR	LEGIBILITY INDEX	
				Upper & Lower Case	ALL CAPS
External	Helvetica	Black	White	29	25
External	Helvetica	Yellow	Green	26	22
External	Helvetica	White	Black	26	22
External	Clarendon	Black	White	28	24
External	Clarendon	Yellow	Green	31	26
External	Clarendon	White	Black	24	20
Internal Translucent	Helvetica	Black	White	29	25
Internal Translucent	Helvetica	Yellow	Green	37	31
Internal Translucent	Clarendon	Black	White	31	26
Internal Translucent	Clarendon	Yellow	Green	37	31
Internal Opaque	Helvetica	White	Black	37	29
Internal Opaque	Helvetica	Yellow	Green	36	31
Internal Opaque	Clarendon	White	Black	34	30
Internal Opaque	Clarendon	Yellow	Green	37	28
Neon	Helvetica	Red	Black	29	25
Neon	Helvetica	White	Black	38	32



Figure 1. Perpendicular on-premise freestanding sign.



Figure 2. Parallel on-premise wall sign.

A parallel sign is harder to read because its orientation, or tilt, with respect to the driver makes it impossible to see the sign face at certain distances and offsets (Figure 3). When the driver *can* see the sign face, the content is often foreshortened and distorted. The driver must get close to the sign in order to increase the viewing angle to the point where the sign becomes legible. However, as drivers approach the sign, the time they have to read it gets shorter, while the sign moves further into their peripheral vision. Therefore, parallel signs must be read using a series of very quick glances at large visual angles during small windows of opportunity. Because of this, the letter heights developed for perpendicular signs, where drivers have more time and can take longer straight ahead glances, will not provide adequate parallel sign legibility.

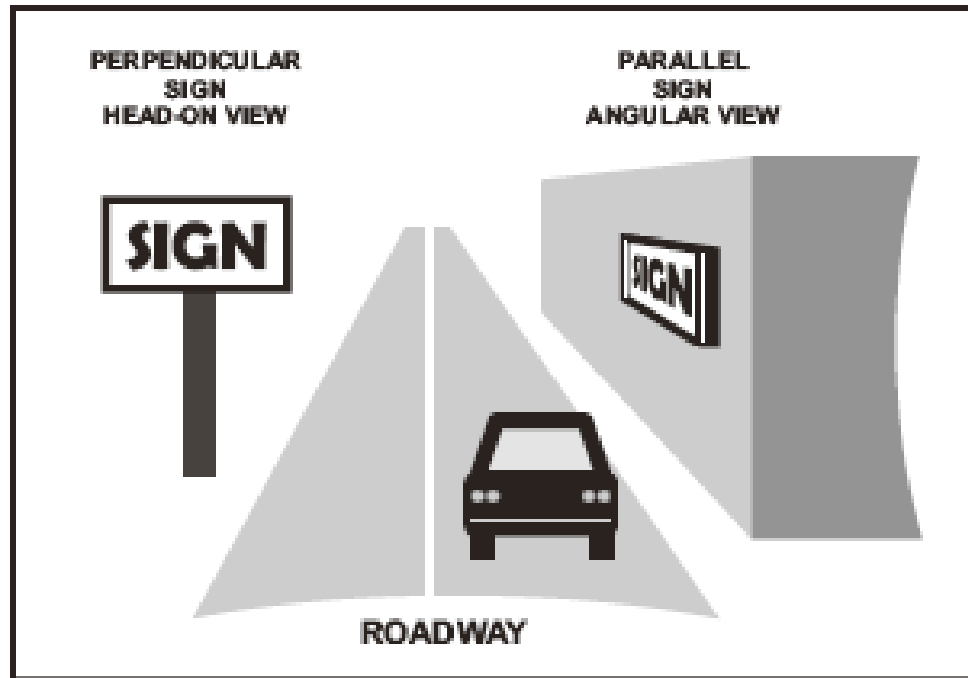


Figure 3. Observation angle determines relative legibility

Objective

The objective of this study was to develop a simple mathematical model to determine appropriate parallel-mounted on-premise commercial sign letter heights. Using that model, a lookup table was constructed to provide users with ready access to parallel sign letter heights for a typical sign at representative roadway cross-sections (number of lanes) and lateral sign offsets. Two simple equations are also provided: one for users with atypical offsets, and the other to be combined with Table 1 for users who have detailed information about sign characteristics such as typeface and lighting design.

A literature review was conducted, and the results of past research in applied eye tracking and applied and basic reading speed were used to provide specific input into the model and to support its general validity. Several components were considered in developing the model:

1. Glance Angle: The maximum angle drivers look away from the road to read signs.
2. Glance Duration: The length of time drivers look away from the road to read signs.
3. Glance Frequency: The number of glances that drivers make at any given sign.
4. Sign reading speed.
5. Observation Angle: The angle, or tilt, at which signs become legible.
6. Lateral sign offset.
7. Vehicle travel speed.

Literature Review

Glance Angle

It is well known that target detectability is poor for signs located away from the center of the driver's visual field. For example, Claus and Claus (1975) stated that signs should be placed within 30 degrees of the driver's line of sight, and Jenkins and Cole (1986) wrote, "If a sign is to be noticed . . . it will be within 10 degrees of his line of sight." These studies illustrate how difficult it is to passively detect signs with large lateral offsets. Other research indicates that the vast majority of active scanning behavior is also in a very small cone of vision located straight ahead of the driver.

While no studies have evaluated how far to the left or right drivers are willing to look for on-premise signs, several researchers have assessed driver eye scanning in the presence of outdoor advertising (i.e., billboards). In 2003, Beijer evaluated driver glances toward outdoor advertising signs and found that the average lateral glance angle (how far from straight ahead the drivers looked) was only 9°. Although he did find instances where the driver looked as far off as 75° degrees, 80 percent of glances were within 10° of center and 98 percent were within 25°.

In 2004, Smiley and her colleagues studied the impact of video advertising on driver fixation patterns and found that in the presence of large electronic message centers (EMCs), 76 percent of glances were straight ahead at traffic, seven percent were at street name signs, six percent at pedestrians, and only 1.5 percent at the advertising signs. Similar to Beijer's results, Smiley's research found that 69 percent of glances were within 15° of straight ahead and 77 percent were within 20°. The maximum horizontal angle was smaller than Beijer's at only 31°.

Glance Duration

One of the main hypotheses behind the parallel sign letter height model developed for this project was that these signs must be read in a small fraction of a second. Therefore, determining the length of time that drivers look away from the road to read signs was critical. Some researchers suggest that two seconds is the maximum time drivers are typically willing to look away from the road for any reason (e.g., Smiley, et al., 2004). Beijer (2003) reviewed the literature on driver eye movement and reported evidence for "spare visual capacity" during driving that would allow for safe non-driving related glances of slightly greater than one second. A review of the research however, shows that drivers typically use much shorter "look away" times to read signs.

Serafin (1994) reviewed the highway literature and found that glance duration was about 600 ms on average for any road feature (one millisecond (ms) = 1/1000 of a second; 500 ms is ½ second). In her own research, Serafin found average glance durations at roadway features to be shorter than this, about 158 ms, with younger drivers having slightly longer durations (174 ms) than older drivers (145 ms). Mourant, et al. (1969) found glance duration for road signs to be about 1/3 second, while Zwahlen (1987 and 1988) found average glance duration to vary depending on sign type: stop ahead signs 650-820 ms; stop signs 370-660 ms; curve signs (with advisory) 580-610 and without advisory 510-580 ms.

In Beijer's (2003) research on outdoor advertising signs, he found average glance duration to be about 500 ms with a minimum of 130 ms and a maximum of 2.07 seconds. His research also showed that only 22 percent of glances were longer than ¾ of a second. Smiley, et al. (2004) found glance duration for EMC's to average 480 ms with a maximum of 1.47 seconds.

Although one would expect glance duration to be inversely related to glance angle, no research was found that evaluated this relationship. In other words, although common sense dictates that drivers take shorter glances when looking further to the left or right (which they need to do for parallel mounted signs), this has not been confirmed by the existing research.

Glance Frequency

Smiley, et al. (2004) reviewed the literature on driver eye movements and found that drivers typically look two to three times at guide signs and about two times at warning and regulatory signs. Smiley's own research on driver fixation patterns for EMCs resulted in an average of 1.9 glances per sign. Beijer (2003) found that drivers glance at EMCs an average of 1.3 times. Neither Beijer nor Smiley discussed whether the low number of glances per sign was a function of the limited time available, or if one to two glances was sufficient for drivers to gather as much information as they needed from the signs.

Sign Reading Speed

Roadside signs can only be read in short spurts as the driver looks from the road to the sign and back to the road again. This type of reading task is known as "glance legibility," for which reading speed is a critical element. The research on reading speed was reviewed to determine how long it takes to read roadside signs and how to maximize sign reading speed in order to minimize the time drivers must look away from the road.

Proffitt, Wade, and Lynn (1998) reported normal text reading speed (book or monitor) for adults to be about 250 words per minute, or 4.2 words per second. However, research on highway sign reading provides evidence that it takes drivers anywhere from 0.5 to 2.0 seconds to read and process a single sign word or unit of information (Garvey and Kuhn, 2004). This is two to eight times slower than normal reading speed. A concept known as *critical print size* may explain some of the disparity between normal reading speed and the time it takes to read a roadside sign.

One reason drivers read signs slowly is that they begin to read them as soon as they become legible; that is, at acuity threshold. Von Hemel and Von Hemel (2004) wrote, “Typically, people need letters larger than their acuity limit to read quickly and without fatigue.” Reading speed increases with above threshold print size up to a point, levels off, and then drops again at very large print sizes (Chung, et al., 1998). The point where reading speed levels off is the critical print size, defined as the smallest letter height necessary for maximum reading speed. Although it varies a great deal depending on the viewer and the task, critical print size is typically believed to be between two to three times size threshold (Van Hemel and Van Hemel, 2004; and Cheong, Lovie-Kitchin, and Bowers, 2002). Although the research on this topic has been limited to small formats, applying this concept to parallel sign letter height could help maximize sign reading speed.

Observation Angle

As drivers get closer to a parallel mounted sign, the angle increases from nearly 0° when they are far down the road, to 90° when the car is beside the sign (Figure 4). At 90° the sign is optimally legible, however at that angle the sign can only be viewed through either the passenger or driver side window.

Signs begin to be legible at a “threshold observation angle” somewhere between 0° and 90°. Of course, the threshold observation angle is not a static number and will vary as a function of letter height and width, color and luminance contrast, typeface style, and letter spacing. This angle however, is critical to the development of a mathematical model for parallel commercial sign letter height. For that model to be generalizable, the selected threshold angle must represent most sign conditions, for an error (such as choosing 45° when in reality it is 30°, or vice versa) could result in signs with half or twice the required letter height.

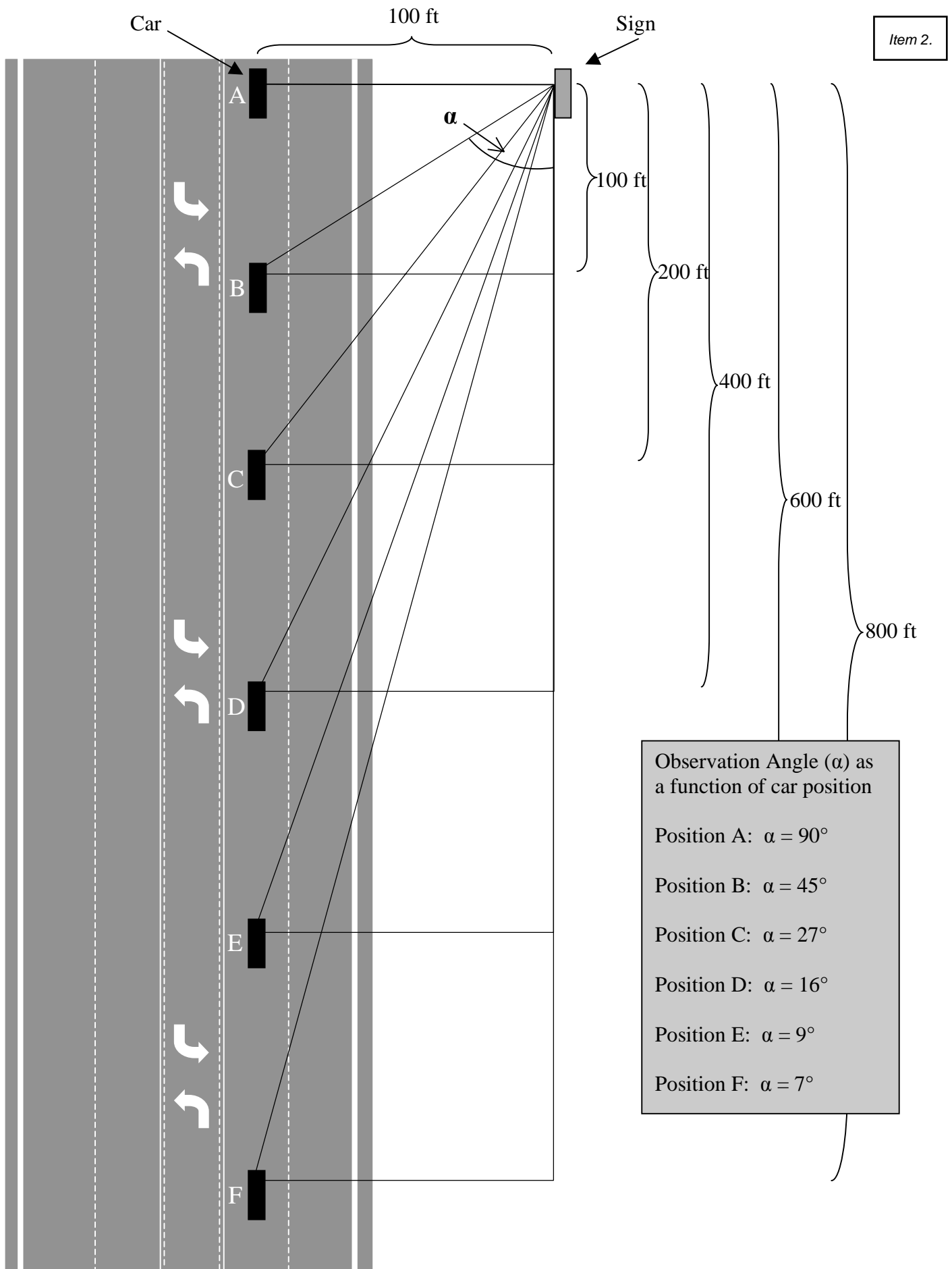


Figure 4. Change in observation angle with distance.

In their Signage System Overview document (FIP, 1992), the Treasury Board of Canada wrote, “Ideally, a sign should be placed at a right angle to the observer’s central line of vision; that is, the viewing angle should be nearly 90 degrees. The legibility of a sign message deteriorates when the viewing angle is less than 45 degrees.” Prince (1958) actually recommended that the messages on signs at angles smaller than 20 degrees be manipulated through increases in height and/or width to appear “normal” to the observer. And in a section on parking signs in the Manual on Uniform Traffic Control Devices (USDOT, 2003), the U.S. Federal Highway Administration wrote, “signs should be set at an angle of not less than 30 degrees nor more than 45 degrees with the line of traffic flow in order to be visible to approaching traffic.” David Young (2003) discussed the effect of observation angle on the legibility of safety signs. Although the report offered no data, Young stated, “I recommend the angle between the sign and the line of sight should not be less than 30°.”

In a literature review of research on visual displays, Buckler (1977) found reading performance to decline beginning somewhere between 19° and 38° from perpendicular (71° and 52° observation angles). He recommended a minimum observation angle of 60° for classroom viewing of CRTs. Rothblum (1983) reviewed the literature on dot matrix displays and concluded that “legibility begins to decrease with viewing angles larger than 30° to 45°” (observation angles of 60° to 45°).

Griffin and Bailey (2002) conducted the one empirical research effort that specifically evaluated the effect of observation angle on sign legibility. These researchers tested a single font (Snellen) with two intercharacter spacings (greater than letter width; and about ¼ letter width) and a letter height set slightly above acuity threshold. They found that with the tighter spacings, their subjects were able to correctly read 85 percent of the sign letters at an observation angle of about 58°, with performance dropping off dramatically at tighter angles (less than 25 percent correct letter identification at 30°). However, when perceived letter height was doubled and intercharacter spacings were large, the subjects were able to correctly identify 85 percent of the sign letters at an observation angle of about 30°, even though they were wearing special glasses that blurred their vision.

Model

Overview

The minimum distance at which a sign must become legible is a function of the time it takes to read the sign and the decisions and maneuvers required to comply with the sign. This is sometimes called the perception-reaction or PIEV time (Perception, Identification, Emotion, and Volition) and combined with travel speed the resulting distance is known as the minimum required legibility distance. Given the MRLD, the sign's letter size is back-calculated using an LI or legibility index.

The LI is expressed in feet of legibility distance as a function of letter height in inches (ft/in). For example, an LI of 30 means that a sign with an MRLD of 570 feet must have 19-inch letters ($570 / 30 = 19$). As mentioned earlier, a legibility index table was developed by the USSCF to help users select appropriate letter heights for perpendicular mounted signs with known MRLDs (Table 1).

Restricted viewing angles curtail parallel sign sight distance, therefore the distance used for calculating their letter height is not the MRLD, but rather the MALD or maximum available legibility distance. This is the sight distance between the driver and the sign at the angle where the sign first becomes legible. This distance is calculated using the number of travel lanes, the sign's lateral offset from the curb, and the threshold observation angle discussed above. For the model this is assumed to be 30° (Figure 5 illustrates how letter height is calculated).

Technically, the MALD is the *hypotenuse* (longest leg) of a $30\text{-}60\text{-}90^\circ$ triangle (Figure 5, lower right). The *adjacent* leg of the triangle is the horizontal offset of the sign from the driver's eye. Using the special characteristics of $30\text{-}60\text{-}90^\circ$ triangles, we know that the hypotenuse is double the length of the adjacent leg, so the MALD is double the offset from the driver's eye. The *opposite* leg is the distance the driver must travel along the road from the MALD to the point where the vehicle is alongside the sign. The time it takes to travel this distance is a function of speed and represents the absolute maximum window of opportunity that drivers have to read parallel signs (Table 2). The actual time they spend looking at these signs will of course be a small fraction of this window and will be a function of traffic volume and environmental conditions that include weather as well as potential blocking of the sign by other vehicles and roadside obstacles (Pietrucha, et al., 2003).

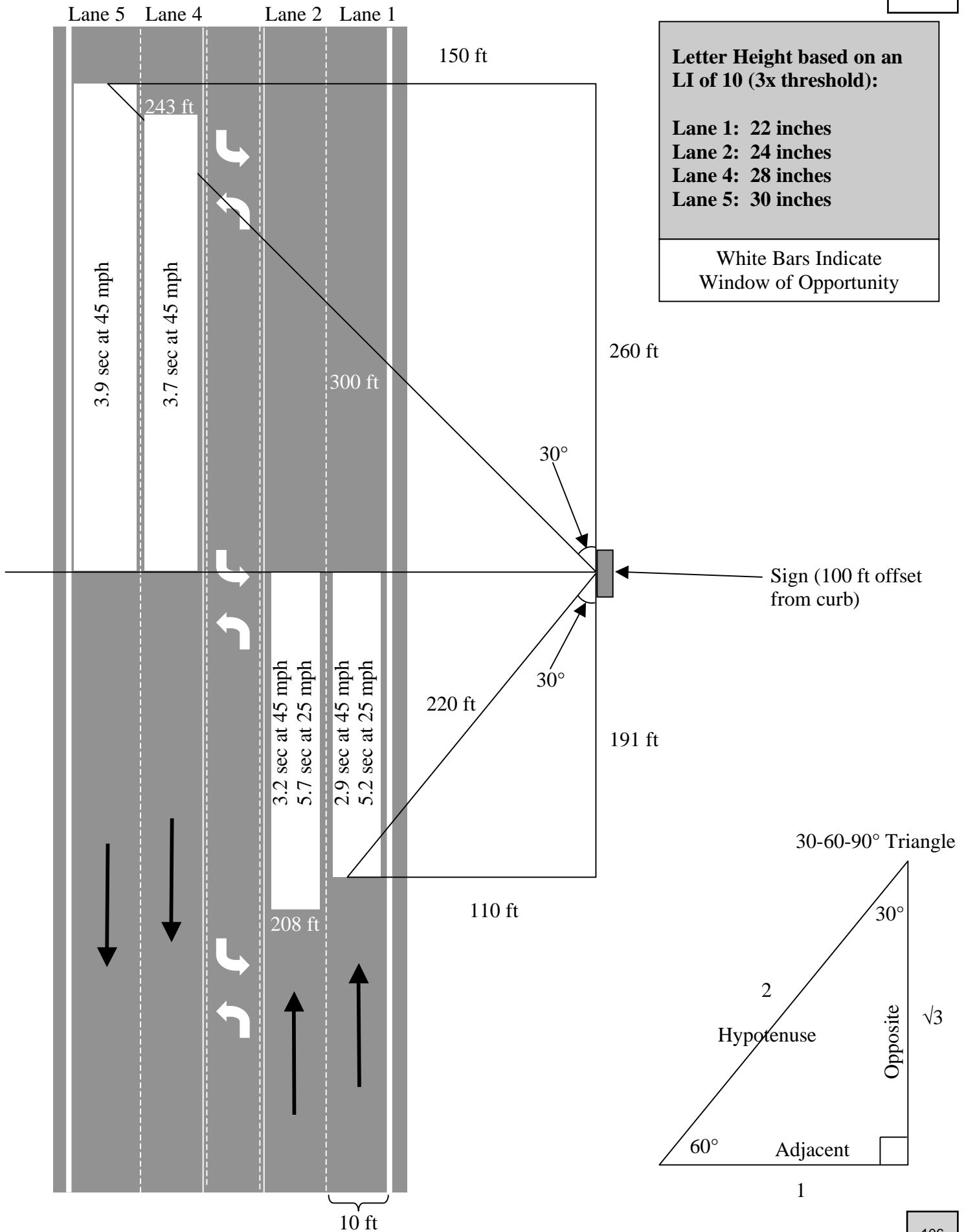


Figure 5. Example calculation for letter height model.

Table 2. Window of opportunity to read parallel signs (in seconds).

25 mph Speed Limit					
Offset from Curb	Number of Lanes				
	1	2	3	4	5
10	0.94	1.42	1.89	2.36	2.83
20	1.42	1.89	2.36	2.83	3.31
40	2.36	2.83	3.31	3.78	4.25
60	3.31	3.78	4.25	4.72	5.20
80	4.25	4.72	5.20	5.67	6.14
100	5.20	5.67	6.14	6.61	7.09
125	6.38	6.85	7.32	7.79	8.27
150	7.56	8.03	8.50	8.98	9.45
175	8.74	9.21	9.68	10.16	10.63
200	9.92	10.39	10.86	11.34	11.81
45 mph Speed Limit					
Offset from Curb	Number of Lanes				
	1	2	3	4	5
10	0.52	0.79	1.05	1.31	1.57
20	0.79	1.05	1.31	1.57	1.84
40	1.31	1.57	1.84	2.10	2.36
60	1.84	2.10	2.36	2.62	2.89
80	2.36	2.62	2.89	3.15	3.41
100	2.89	3.15	3.41	3.67	3.94
125	3.54	3.81	4.07	4.33	4.59
150	4.20	4.46	4.72	4.99	5.25
175	4.85	5.12	5.38	5.64	5.90
200	5.51	5.77	6.04	6.30	6.56
225	6.17	6.43	6.69	6.95	7.22
250	6.82	7.09	7.35	7.61	7.87
275	7.48	7.74	8.00	8.27	8.53
300	8.14	8.40	8.66	8.92	9.19
325	8.79	9.05	9.32	9.58	9.84
350	9.45	9.71	9.97	10.23	10.50
375	10.10	10.37	10.63	10.89	11.15
400	10.76	11.02	11.28	11.55	11.81

Optimizing Reading Speed

It is essential to optimize reading speed for parallel mounted signs in order to minimize the duration and frequency of glances that drivers must make at these signs and to maximize the time they have for the primary visual driving tasks. In other words, to minimize driver distraction.

The research on *acuity reserve* (the difference between size threshold and critical print size) was used to determine how much larger than threshold parallel sign letters must be to minimize glance duration and frequency. As mentioned earlier, the research shows that people

read the fastest at about two to three times threshold letter height. To ensure adequate letter height, a multiplier of three times threshold was selected for use in the model. This increase in threshold letter height will also improve the likelihood that drivers will be able to begin reading signs at the 30° observation angle (Griffin and Bailey, 2002). A threshold legibility index of 30 ft/in was chosen as an average of the USSCF LIs. Providing a minimum angle of resolution of just under 2.0 minutes of arc, the LI of 30 is consistent with threshold letter height for drivers with 20/40 visual acuity (the minimum acuity allowed to obtain a driver's license in most states). Three times the threshold letter height results in an LI of 10 ft/in.

Equations and Lookup Table

The following equations can be used to determine appropriate letter heights for parallel mounted signs given the number of lanes of travel and the lateral offset of the sign from the curb. Equation #1 uses an average LI of 10, while Equation #2 allows users to input the LI that most closely matches their sign conditions from the USSCF LI table (Table 1) and applies the three times threshold constant to that LI. A parallel sign letter height lookup table is provided for typical roadway cross-sections and lateral sign offsets (Table 3).

*When using the equations or the lookup table
always use the maximum number of lanes on the primary target road.*

Parallel Letter Height Model Equations

Equation #1: $LH = (LN * 10 + LO) / 5$

Equation #2: $LH = (LN * 10 + LO) / (LI/6)$

where:

LH is letter height in inches.

LN is the number of lanes of traffic.

LO is the lateral offset from curb in feet.

LI is the legibility index from Table 1.

Practical Examples:

2-Lane Roadway

Lateral offset is 37 feet from the curb.

User does not know the letter style.

$$\text{Equation \#1: } LH = (LN * 10 + LO) / 5$$

$$LH = (2 * 10 + 37) / 5$$

$$LH = 57 / 5$$

$$LH = 11.4 \text{ inches}$$

Same scenario, but user knows the sign is:

External Illuminated, Helvetica, all Caps, Light Letters on Dark Background

(USSCF LI = 22 ft/in)

$$\text{Equation \#2: } LH = (LN * 10 + LO) / (LI/6)$$

$$LH = (2 * 10 + 37) / (22/6)$$

$$LH = 57 / 3.67$$

$$LH = 15.5 \text{ inches}$$

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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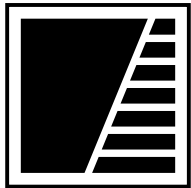
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USSC FOUNDATION

EXECUTIVE OFFICES:
211 Radcliffe Street
Bristol, PA 19007-5013
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PARALLEL SIGN COMPUTATION RULES OF THUMB

USSCF ON-PREMISE SIGNS / RESEARCH & STANDARDS



City of Wilsonville
Exhibit B5 DB25-0002



USSC FOUNDATION

Parallel Sign Computation Rules of Thumb

By
Richard B. Crawford

USSC Foundation
Doylestown, Pennsylvania

Published by the
USSC Foundation
as part of an on-going effort
to provide a verifiable
body of knowledge concerning
the optimal usage of signs
as a vital communicative resource
within the built environment.

For further information concerning the
research and educational activities of
The USSC Foundation
contact:

215-785-1922
www.usscfoundation.org
usscfoundation@usscfoundation.org

Parallel Sign Size Rules of Thumb

How to determine Parallel Sign / Wall Sign Size based on research

For signs mounted on buildings - this includes or applies to all types of building-mounted on-premise signs, including but not limited to: Illuminated sign cabinets, illuminated individual letters, individual illuminated letters mounted on raceways, illuminated signs and letters mounted on staging panels, non-lit carved wood and HDU signs*, non-lit sign panels*.

1. Use the USSCF Sign Area Calculator

(also found in the *USSCF Guideline Standards for On Premise Signs* 2018, *USSCF Computation Equations* 2018 and the APA's *Street Graphics & the Law* 2015)

This calculator applies to the primary copy on an on-premise sign, not all the copy; primary copy is typically the name of the establishment and branding that may go along with it; in most cases no more than (20-40) characters, but there can be exceptions.

SIGN SIZE / SIGN AREA CALCULATION

1. Determine Height of Characters (in inches)	
2. Determine the area for each Character + convert to square feet; assume Character width = Character height For instance, 12" letter x 12" = 144 square inches or 1 SF	
3. Determine area the number of Characters in the primary copy on the sign	
4. Multiply the number of Characters in the primary copy by the area of each character (in SF)	
5. Determine the negative space of the sign, based on the Character area determined above: Character area x 1.6 = the negative space required	
6. Total sign size / sign area Character area + Negative space area = Total sign area	

* Non-illuminated and externally illuminated parallel signs may need further size adjustment based on sign lighting research conducted by the USSCF. Because internally illuminated signs are easier for motorists to see and read, non-lit and externally illuminated signs may need additional size adjustment in order to compensate.

Parallel Sign Size Rules of Thumb

2. Determine the “letter height” for the parallel sign / wall sign

Use the chart and/or formulae provided in the USSCF’s 2006 study on parallel signs : *USSCF Parallel Sign Legibility* 2018. Both the chart and the formulae will provide the necessary adjustment in parallel sign letter height based upon the research. This publication is available in printed form, or via free download at:
www.usscfoundation.org/research-library/

Here is the look-up chart:

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

Note that parallel sign / wall sign letter height for any particular sign is determined based on specific roadway conditions (number of lanes of traffic) and the distance from the sign to the roadway curb or roadway edge (Offset from Curb).

Parallel Sign Size Rules of Thumb

Or, use the formulae for determining letter height provided in the 2006 study.

Here are the formulae:

Equation 1 - Legibility Index Unknown

$$LH = \frac{LN \times 10 + LO}{5}$$

LH = Letter Height in Inches

LN = Number of Lanes of Traffic

LO = Lateral Offset from Curb in Feet

Equation 2 - Legibility Index Known

See Table 1

$$LH = \frac{LN \times 10 + LO}{(LI / 6)}$$

LH = Letter Height in Inches

LN = Number of Lanes of Traffic

LO = Lateral Offset from Curb in Feet

LI = Legibility Index (Table 1)

* NOTE: The Table 1 referred to above is the original USSCF Legibility Index, found in the USSCF Sign Standards and other publications. The standard Legibility Index value is 30; a Legibility Index value of 30 will yield correct results in virtually all situations.

Parallel Sign Size Rules of Thumb

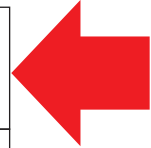
3. Return to the USSCF Sign Area Calculator shown on Page 1

Input the parallel sign letter height value found from the chart or the formulae and perform the calculations in (6) easy steps.

Here is an example - for a building-mounted sign on a (4) lane roadway with an offset of 100'-0" and primary sign copy: **RICHARD'S RESTAURANT** (18 Characters):

SIGN SIZE / SIGN AREA CALCULATION

1. Determine Height of Characters (in inches)	28"
2. Determine the area for each Character + convert to square feet; assume Character width = Character height For instance, 12" letter x 12" = 144 square inches or 1 SF	784 sq inches or 5.44 SF
3. Determine the number of Characters in the primary copy on the sign	18
4. Multiply the number of Characters in the primary copy by the area of each character (in SF)	97.92 SF
5. Determine the negative space of the sign, based on the Character area determined above: Character area x 1.5 = the negative space required	146.88SF
6. Total sign size / sign area Character area + Negative space area = Total sign area	244.80 SF



4. The resulting sign area / sign size applies to the proposed sign, regardless of style of construction

255 SF (rounded) then is the recommended sign area / sign size for a parallel sign or wall sign at this particular location to insure sign visibility and sign legibility based on the needs of the motorist and traffic safety. The sign design itself could be cabinet style or individual letters. If individual letters, the sign message will fit within the sign area / sign size recommended. The final calculation does not determine a particular "letter height" if the sign consists individual letters or characters. The critical issue is the sign area.

Parallel Sign Research

All sign codes in the United States have regulations establishing the size of building mounted and/or wall mounted on-premise signs. Building mounted sign size is an example of content-neutral time, place and manner regulation of speech (on signs) that is permitted under First Amendment case law, and that the US Supreme Court recently discussed in the 2015 *Reed v Gilbert* case.

The *USSCF On-Premise Sign Standards*, published in 2003, were based on numerous university level scientific studies aimed at quantifying various aspects of on-premise sign functionality, including sign size, legibility and height for on-premise signs that are oriented in a perpendicular fashion to the driver. These signs are typically referred to as freestanding signs, pylon signs, monument signs, projecting signs or any type of sign that is situated alongside a roadway and is installed in a perpendicular fashion to the roadway and facing a driver's line of sight.

The USSCF research published in 2006 extended this inquiry to the subject of "parallel" signs. *On-Premise Signs: Determination of Parallel Sign Legibility and Letter Heights*, Pennsylvania State University (2006) describes the development of, and rationale for, a mathematical model that calculates letter heights for parallel-mounted on-premise signs. The parallel sign research integrated the original legibility standards described earlier in these standards, so that the letter heights developed for perpendicular signs form the basis for letter heights on parallel signs with various lateral offsets (distance from the edge of the roadway to the sign).

Finally, the most recent parallel sign study further refines the work done in 2006 and completes the integration of parallel sign area / sign size with the original USSCF "Sign Area Calculator": *Parallel-mounted On-premise Letter Height and Sign Size*, Garvey & Associates (2019).



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DEVELOPMENT REVIEW BOARD MEETING

Item 3.

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

Board Member Communications:

3. Results of the March 10, 2025 DRB Panel A meeting

City of Wilsonville

Development Review Board Panel A Meeting Meeting Results

DATE:	MARCH 10, 2025	
LOCATION:	29799 SW TOWN CENTER LOOP EAST, WILSONVILLE, OR	
TIME START:	6:30 PM	TIME END: 6:56 PM

ATTENDANCE LOG

BOARD MEMBERS	STAFF
Alice Galloway	Daniel Pauly
Jordan Herron	Stephanie Davidson
Clark Hildum	Kimberly Rybold
Janis Sanford	Shelley White

AGENDA RESULTS

AGENDA	ACTIONS
CITIZEN INPUT	
	None.
CONSENT AGENDA	
1. Approval of the January 13, 2025 DRB Panel B Minutes	1. Unanimously approved as presented.
PUBLIC HEARINGS	
2. Resolution No. 439. ParkWorks Class 3 Sign Permit and Waiver. The applicant is requesting approval of a Class 3 Sign Permit and Waiver for a 603 square foot wall sign at the ParkWorks Industrial Building. Case Files: DB24-0010 ParkWorks Class 3 Sign Permit and Waiver -Class 3 Sign Permit (SIGN24-0013) -Waiver (WAIV24-0003) <i>This item was continued to this time and date certain at the January 13, 2025 DRB Panel A meeting. No public hearing will be held - the application has been withdrawn.</i>	2. None.
BOARD MEMBER COMMUNICATIONS	
3. Results of the January 27, 2025 DRB Panel B meeting	No Comments
4. Results of the February 24, 2025 DRB Panel B meeting	
5. Recent City Council Action Minutes	
STAFF COMMUNICATIONS	
6. Oregon Government Ethics Commission Public Meeting Training	6. Staff addressed questions.
7. Waiver Training	7. Staff addressed questions.

DEVELOPMENT REVIEW BOARD MEETING

Item 4.

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

Board Member Communications:

4. Recent City Council Action Minutes



ACTION MINUTES

February 20, 2025 at 7:30 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin - Excused

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Bill Evans, Communications & Marketing Manager
Bryan Cosgrove, City Manager
Dan Pauly, Planning Manager
Jeanna Troha, Assistant City Manager
Katherine Smith, Assistant Finance Director
Keith Katko, Finance Director
Kimberly Rybold, Senior Planner
Kimberly Veliz, City Recorder
Miranda Bateschell, Planning Director
Stephanie Davidson, Assistant City Attorney
Zach Weigel, City Engineer
Zoe Mombert, Assistant to the City Manager

REVIEW OF AGENDA AND ITEMS ON CONSENT [5:01 PM]

There was none.

COUNCILORS' CONCERNS

There was none.

PRE-COUNCIL WORK SESSION

1. Tourism Development Strategy

Council reviewed the draft Tourism Development Strategy and provided staff direction.

2. Housing Our Future

The project team presented recommendations for which actions to include in the City's Housing Production Strategy (HPS), and shared input from the project Task Force's review of the recommendations and sought City Council direction.

ADJOURN [6:29 PM]

EXECUTIVE SESSION [6:36 PM]

- ORS 192.660(2)(f) Exempt Public Records
- ORS 192.660(2)(h) Legal Counsel/Litigation

ADJOURN [7:28 PM]

CITY COUNCIL MEETING [7:37 PM]

CALL TO ORDER

1. Roll Call
2. Pledge of Allegiance
3. Motion to approve the following order of the agenda.

Motion approved 4-0.

MAYOR'S BUSINESS

4. Wilsonville Wildcats Week Proclamation

The Mayor read a proclamation declaring February 23 to March 1, 2025, as Wilsonville Wildcats Week. Photos of the City Council and Wilsonville Wildcats Football Team were taken and proclamations given.

5. City Manager Employment Agreement Amendment

Amendment to the City Manager employment agreement passed 4-0.

6. Upcoming Meetings

Upcoming meetings were announced by the Mayor as well as the regional meetings he attended on behalf of the City.

COMMUNICATIONS

There was none.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

This is an opportunity for visitors to address the City Council on any matter concerning City's Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA

7. Minutes of the February 3, 2025 City Council Meeting.

The Consent Agenda was adopted 4-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

8. **Resolution No. 3187** (*Legislative Hearing*)

A Resolution Of The City Of Wilsonville Authorizing A Supplemental Budget Adjustment For Fiscal Year 2024-25.

After a public hearing Resolution No. 3187 was adopted 4-0.

CITY MANAGER'S BUSINESS

The Council instructed the City Manager to explore the possibility of leasing the Regal Cinema property as a potential venue for a community theater or event center.

LEGAL BUSINESS

There was none.

ADJOURN [9:23 PM]



ACTION MINUTES

March 03, 2025 at 5:00 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Andrea Villagrana, Human Resource Manager
Bryan Cosgrove, City Manager
Jeanna Troha, Assistant City Manager
Kimberly Veliz, City Recorder
Matt Lorenzen, Economic Development Manager
Miranda Bateschell, Planning Director
Zach Weigel, City Engineer
Zoe Mombert, Assistant to the City Manager

WORK SESSION [5:00 PM]

REVIEW OF AGENDA

There was none.

COUNCILORS' CONCERNS

Councilor Cunningham mentioned feedback about Town Center and Urban Renewal, expressing his wish to require a binding advisory vote before proceeding with Urban Renewal.

PRE-COUNCIL WORK SESSION

1. City Manager Recruitment Process

The Human Resources Manager detailed the steps to fill the City Manager role in anticipation of Bryan Cosgrove's retirement, scheduled for the end of 2025.

2. Town Center Planning Process

To equip the Council for their forthcoming goal-setting discussions, staff presented an overview of the community engagement efforts undertaken to develop the Town Center Plan, alongside details on the timeline, costs, and staffing resources involved in the initiative.

ADJOURN [7:31 PM]



CITY COUNCIL ACTION MINUTES

March 17, 2025 at 7:00 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Anne MacCracken, Transit Management Analyst
Bryan Cosgrove, City Manager
Dwight Brashear, Transit Director
Jeanna Troha, Assistant City Manager
Katherine Smith, Assistant Finance Director
Kimberly Veliz, City Recorder
Zoe Mombert, Assistant to the City Manager

WORK SESSION [6:00 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There were none.

COUNCILORS' CONCERNS

There were none.

PRE-COUNCIL WORK SESSION

A. SMART Annual Rider Survey Results

The City Council heard the results of the SMART Annual Rider Survey.

B. Property Tax Exemptions

The City Council was informed of Resolution Nos. 3189, 3190, 3191, 3192, and 3193 which grant exemptions from property taxes under ORS 307.540 to ORS 307.548 for low-income apartment development.

ADJOURN [6:31 PM]

CITY COUNCIL MEETING [7:01 PM]

CALL TO ORDER

1. Roll Call
2. Pledge of Allegiance
3. Motion to approve the following order of the agenda.

Passed 5-0.

MAYOR'S BUSINESS

4. Upcoming Meetings

The Mayor reported on City Council's goal setting session which occurred on Friday, March 14, and Saturday, March 15, 2025.

COMMUNICATIONS

There were none.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

This is an opportunity for visitors to address the City Council on any matter concerning City's Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

5. Council President Berry

6. Councilor Dunwell
7. Councilor Cunningham
8. Councilor Shevlin

CONSENT AGENDA

9. **Resolution No. 3189**

A Resolution Of The City Of Wilsonville Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For Autumn Park Apartments, A Low-Income Apartment Development Owned And Operated By Northwest Housing Alternatives, Inc.

10. **Resolution No. 3190**

A Resolution Of The City Of Wilsonville Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For Charleston Apartments, A Low-Income Apartment Development Owned And Operated By Northwest Housing Alternatives, Inc.

11. **Resolution No. 3191**

A Resolution Of The City Of Wilsonville Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For Creekside Woods LP, A Low-Income Apartment Development Owned And Operated By Northwest Housing Alternatives, Inc.

12. **Resolution No. 3192**

A Resolution Of The City Of Wilsonville Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For Rain Garden Limited Partnership, A Low-Income Apartment Development Owned And Operated By Caritas Community Housing Corporation.

13. **Resolution No. 3193**

A Resolution Of The City Of Wilsonville Granting An Exemption From Property Taxes Under ORS 307.540 To ORS 307.548 For Wiedemann Park, A Low-Income Apartment Development Owned And Operated By Accessible Living, Inc.

14. Minutes of the February 20, 2025 City Council Meeting.

The Consent Agenda was approved 5-0.

NEW BUSINESS

There were none.

CONTINUING BUSINESS

There were none.

PUBLIC HEARING

There were none.

CITY MANAGER'S BUSINESS

There were none.

LEGAL BUSINESS

15. Wilsonville Code Chapter 3 Interpretation

The City Council moved to adopt the interpretations of Wilsonville Code 3.340 and 4.300 through 4.320, as described in the presented memorandum. Passed 5-0.

ADJOURN [8:26 PM]



ACTION MINUTES

April 07, 2025, at 6:30 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Bryan Cosgrove, City Manager
Jeanna Troha, Assistant City Manager
Kimberly Veliz, City Recorder
Zoe Mombert, Assistant to the City Manager

WORK SESSION [6:30 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There was none.

COUNCILORS' CONCERNS

There was none.

PRE-COUNCIL WORK SESSION

1. Tourism Development Strategy

The Council heard a presentation on Resolution No. 3195, which adopts the April 2025 Tourism Development Strategy.

ADJOURN [6:53 PM]

CITY COUNCIL MEETING [7:01 PM]

CALL TO ORDER

1. Roll Call

City Council
April 07, 2025

2. Pledge of Allegiance
3. Motion to approve the following order of the agenda.

Moved to approve the agenda 5-0.

MAYOR'S BUSINESS

4. Upcoming Meetings

Upcoming meetings were announced by the Mayor as well as the regional meetings he attended on behalf of the City.

COMMUNICATIONS

5. A Safe Place Family Justice Center Presentation

The director of A Safe Place Family Justice Center provided an overview of the organization's work to help individuals and families in Clackamas County by providing support and safety planning for those victimized by family violence, sexual violence, stalking, elder abuse and other forms of domestic violence.

6. State of the Police Department

The Police Chief reported on the City of Wilsonville's recent crime data, including a detailed look at the impact of the department's Behavioral Health Specialist over the last two years.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

This is an opportunity for visitors to address the City Council on any matter concerning City's Business or any matter over which the Council has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA

7. **Resolution No. 3194**
A Resolution Of The City Of Wilsonville Adopting The FY 2025/26 Five-Year Action Plan And Annual One-Year Implementation Plan For The Wilsonville Tourism Development Strategy.

8. **Resolution No. 3195**

A Resolution Of The City Of Wilsonville Adopting The Tourism Development Strategy, April 2025.

9. Minutes of the March 17, 2025 City Council Meeting.

The Consent Agenda was adopted 5-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

There was none.

CITY MANAGER'S BUSINESS

The City Manager expressed appreciation for the volunteer community members whose work supported the City Council and City staff in the service of Wilsonville.

LEGAL BUSINESS

There was none.

ADJOURN [8:31 PM]



ACTION MINUTES

April 21, 2025 at 7:30 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Bryan Cosgrove, City Manager
Dan Pauly, Planning Manager
Jeanna Troha, Assistant City Manager
Kimberly Rybold, Senior Planner
Zach Weigel, City Engineer
Zoe Mombert, Assistant to the City Manager

WORK SESSION [5:01 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There was none.

COUNCILORS' CONCERNS

There was none.

PRE-COUNCIL WORK SESSION

1. Housing Our Future

Staff sought final feedback from the Council on the draft Housing Needs and Capacity Analysis (HNCA) and draft Housing Production Strategy (HPS), which together comprise the Housing Our Future project.

2. Climate Friendly and Equitable Communities (CFEC) Parking Compliance and Standards Reform

Staff sought the Council's feedback on Code amendments drafted to comply with the State Climate Friendly and Equitable Communities (CFEC) parking reforms designed to yield more efficient land use and reduce impacts to the climate by removing minimum parking requirements. The Council directed staff to support the Planning Commission's recommendations on new design standards to apply to medium-sized parking lots.

3. Sewer & Storm Utility Rate Review

Staff walked the Council through the results of a recent Sewer and Storm Utility Rate Review, which was informed by inflationary construction costs and an assessment of operational support and capital improvements identified in the Wastewater Treatment Plant Master Plan and the Stormwater Master Plan to meet the City's future need.

WORK SESSION ADJOURN [6:38 PM]

EXECUTIVE SESSION [6:46 PM]

4. ORS 192.660(2)(h) Legal Counsel/Litigation

EXECUTIVE SESSION ADJOURN [7:13 PM]

CITY COUNCIL MEETING [7:30 PM]

CALL TO ORDER

5. Roll Call
6. Pledge of Allegiance
7. Motion to approve the following order of the agenda.

Moved to approve the agenda 5-0.

MAYOR'S BUSINESS

Upcoming Meetings

Upcoming meetings were announced by the Mayor as well as the regional meetings he attended on behalf of the City.

The Mayor read proclamations recognizing Vietnamese American Remembrance Day, Building Month, and Mental Health Awareness Month.

COMMUNICATIONS

8. Tualatin Valley Fire & Rescue State of the District

The Tualatin Valley Fire and Rescue Chief provided the agencies 2025 State of the District Address.

9. Urban & Community Forestry Organization Presidents Award Recipient Chris Neamtzu

Community Development Director Chris Neamtzu was presented with the Urban & Community Forestry President's Award from Oregon Community Trees and the Oregon Department of Forestry.

The City Manager acknowledged Chris Neamtzu, Community Development Director's April 30, 2025 retirement, thanking him for 30 years of service to Wilsonville and highlighting many of the projects he helped advance during his tenure.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

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COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA

10. Minutes of the April 7, 2025 City Council Meeting.

The Consent Agenda was adopted 5-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

There was none.

CITY MANAGER'S BUSINESS

The City Manager expressed condolences to Aaron Woods family.

LEGAL BUSINESS

11. Public Contracting Quarterly Report

The City Attorney shared the Public Contracts Quarterly Report was included in the packet for Council's information.

CITY COUNCIL ADJOURN [9:04 PM]



ACTION MINUTES

May 05, 2025, at 5:00 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Andy Stone, IT Director
Bryan Cosgrove, City Manager
Delora Kerber, Public Works Director
Dwight Brashear, Transit Director
Jeanna Troha, Assistant City Manager
Katherine Smith, Assistant Finance Director
Keith Katko, Finance Director
Kimberly Veliz, City Recorder
Kris Ammerman, Parks and Recreation Director
Mark Ottenad, Public/Government Affairs Director
Nancy Kraushaar, Engineer
Shasta Sasser, Library Director
Zach Weigel, City Engineer
Zoe Mombert, Assistant to the City Manager

WORK SESSION [5:00 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There was none.

COUNCILORS' CONCERNS

There was none.

PRE-COUNCIL WORK SESSION

1. Community Enhancement Program

Staff updated Council on the Wilsonville – Metro Community Enhancement grants for fiscal year (FY) 2025-26.

2. Tourism Promotion Marketing Contract

Council heard a presentation on Resolution No. 3186, which if passed authorized the City Manager to execute a PSA with JayRay Ads & PR, Inc, for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services.

3. French Prairie Road Pedestrian Plan Project Update

Council received an update on the French Prairie Road Pathway Plan project, a pathway project located in Charbonneau.

WORK SESSION ADJOURN [5:47 PM]

EXECUTIVE SESSION [5:53 PM]

- ORS 192.660(2)(f) Exempt Public Records
- ORS 192.660(2)(h) Legal Counsel/Litigation

EXECUTIVE SESSION ADJOURN [6:20 PM]

CITY COUNCIL MEETING [7:00 PM]

CALL TO ORDER

4. Roll Call
5. Pledge of Allegiance
6. Motion to approve the following order of the agenda.

There was a motion to approve the City Council agenda as amended, 5-0.

MAYOR'S BUSINESS

7. State of the City Address

The Mayor presented the 2025 State of the City Address.

RECESS

There was a brief recess for the reception.

COMMUNICATIONS

There was none.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

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COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA

8. Minutes of the April 21, 2025, City Council Meeting.

The Consent Agenda was adopted 5-0.

Resolution No. 3186 was pulled from the Consent Agenda and moved to New Business.

NEW BUSINESS

9. Adoption of Council Goals

The Council Goals were adopted 5-0.

10. **Resolution No. 3186**

A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute A Professional Services Agreement With JayRay Ads & PR, Inc, For 'Explore Wilsonville' Tourism Promotion And Development And Destination Marketing Services.

Resolution No. 3186 was adopted 5-0.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

There was none.

CITY MANAGER'S BUSINESS

There was none.

LEGAL BUSINESS

The City Attorney announced the Legal team would be at a conference Thursday May 8, 2025, and Friday, May 9, 2025.

CITY COUNCIL ADJOURN [8:57 PM]



ACTION MINUTES

May 19, 2025 at 7:30 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell - Excused
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Andrea Villagrana, Human Resource Manager
Bryan Cosgrove, City Manager
Cindy Luxhoj, Associate Planner
Dan Pauly, Planning Manager
Dwight Brashear, Transit Director
Jeanna Troha, Assistant City Manager
Kimberly Rybold, Senior Planner
Kimberly Veliz, City Recorder
Mark Ottenad, Public/Government Affairs Director
Matt Lorenzen, Economic Development Manager
Zoe Mombert, Assistant to the City Manager

WORK SESSION [5:00 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There was none.

COUNCILORS' CONCERNS

It was shared that community members had expressed concerns about the RV's parked at Safeway.

PRE-COUNCIL WORK SESSION

1. City Manager Recruitment Process

Human Resources staff sought Council direction on how to proceed with a recruitment process for the City Manager position.

2. Wilsonville Industrial Land Readiness – Basalt Creek

Staff reviewed with Council the background information and regulatory context of the Basalt Creek industrial area.

3. Utilizing Opioid Settlement Funds for Mental Health and Addiction Peer Support Services

The Council heard about an option to pursue a pilot program for the provision of mental health and addiction peer support services funded through the City's opioid settlement funds.

ADJOURN [6:26 PM]

EXECUTIVE SESSION [6:34 PM]

4. ORS 192.660(2)(h) Legal Counsel/Litigation

ADJOURN [7:15 PM]

CITY COUNCIL MEETING [7:30 PM]

CALL TO ORDER

5. Roll Call

6. Pledge of Allegiance

7. Motion to approve the following order of the agenda.

There was a motion to approve the City Council agenda, 4-0.

MAYOR'S BUSINESS

8. Upcoming Meetings

Upcoming meetings were announced by the Mayor as well as the regional meetings he attended on behalf of the City.

The Mayor read proclamations recognizing the Rotary's 50th Anniversary, and June 2025 as Pride Month.

9. Boards/Commission Appointments/Reappointments

Arts, Culture, and Heritage Commission – Reappointment

Reappointment of Deborah Zundel and Susan Schenk to the Arts, Culture, and Heritage Commission for a term beginning 7/1/2025 to 6/30/2028. Passed 4-0.

Arts, Culture, and Heritage Commission – Appointment

Appointment of Douglas Parker to the Arts, Culture, and Heritage Commission for a term beginning 7/1/2025 to 6/30/2028. Passed 4-0.

Diversity, Equity and Inclusion Committee – Appointment

Appointment of Rick Wallace and Wilnise Jasmin to the Diversity, Equity and Inclusion Committee for a term beginning 5/19/2025 to 12/31/2026. Passed 4-0.

Diversity, Equity and Inclusion Committee – Appointment

Appointment of Mina Lemke to the Diversity, Equity and Inclusion Committee for a term beginning 5/19/2025 to 12/31/2027. Passed 4-0.

Kitakata Sister City Advisory Board – Appointment

Appointment of Wendy Hall to the Kitakata Sister City Advisory Board for a term beginning 5/19/2025 to 12/31/2026. Passed 4-0.

Kitakata Sister City Advisory Board – Appointment

Appointment of Theodore Russell to the Kitakata Sister City Advisory Board for a term beginning 5/19/2025 to 12/31/2027. Passed 4-0.

Library Board – Reappointment

Reappointment of Richard Spence to the Library Board for a term beginning 7/1/2025 to 6/30/2029. Passed 4-0.

Library Board – Appointment

Appointment of Sarah Ebersole to the Library Board for a term beginning 5/19/2025 to 6/30/2026. Passed 4-0.

Parks and Recreation Advisory Board – Appointment

Appointment of John West and Kristi Corno to the Parks and Recreation Advisory Board for a term beginning 5/19/2025 to 12/31/2028. Passed 4-0.

Tourism Promotion Committee – Reappointment

Reappointment of Elizabeth Crawford and Brandon Roben to the Tourism Promotion Committee for a term beginning 7/1/2025 to 6/30/2028. Passed 4-0.

Tourism Promotion Committee – Appointment

Appointment of Gus Castaneda to the Tourism Promotion Committee for a term beginning 5/19/2025 to 6/30/2026. Passed 4-0.

COMMUNICATIONS

There was none.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

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COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA**10. Resolution No. 3197**

A Resolution To Allocate Community Enhancement Funds For Fiscal Year 2025/2026.

The Consent Agenda was adopted 4-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

There was none.

CITY MANAGER'S BUSINESS

The City Manager recognized Mark Ottenad, Public/Government Affairs Director who was scheduled to retire from the City of Wilsonville at the end of the month.

LEGAL BUSINESS

The Council moved to authorize the City Attorney to engage in affirmative litigation on behalf of the City to protect the City's ability to receive federal funding. Passed 4-0.

CITY COUNCIL ADJOURN [9:14 PM]



ACTION MINUTES

June 02, 2025, at 5:00 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Bill Evans, Communications & Marketing Manager
Bryan Cosgrove, City Manager
Dan Pauly, Planning Manager
Dwight Brashear, Transit Director
Erika Valentine, Arts & Culture Program Coordinator
Jeanna Troha, Assistant City Manager
Katherine Smith, Assistant Finance Director
Keith Katko, Finance Director
Kelsey Lewis, Grants & Programs Manager
Kimberly Rybold, Senior Planner
Kimberly Veliz, City Recorder
Matt Lorenzen, Economic Development Manager
Zach Weigel, City Engineer
Zoe Mombert, Assistant to the City Manager

WORK SESSION [5:00 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There was none.

COUNCILORS' CONCERNS

Councilors commented on the important agenda items for the regular meeting, highlighting the need for professionalism and respect in discussions.

PRE-COUNCIL WORK SESSION

1. Sewer & Storm System Development Charge Update

Staff provided a briefing on the updated sewer and storm System Development Charge (SDC) and discussed the next steps with Council.

2. Wilsonville Industrial Land Readiness (Basalt Creek)

Staff sought Council input on policy direction for the Basalt Creek Planning Area to inform the Master Plan.

ADJOURN [6:12 PM]

EXECUTIVE SESSION [6:19 PM]

- ORS 192.660(2)(h) Legal Counsel/Litigation

ADJOURN [6:35 PM]

CITY COUNCIL MEETING [7:00 PM]

CALL TO ORDER

1. Roll Call
2. Pledge of Allegiance
3. Motion to approve the following order of the agenda.

Moved to approve the order of the agenda 5-0.

MAYOR'S BUSINESS

4. Upcoming Meetings

Upcoming meetings were announced by the Mayor as well as the regional meetings he attended on behalf of the City.

COMMUNICATIONS

5. heARTs of Wilsonville: Many Cultures, One Heart Public Art Project Update

Staff summarized the process undertaken to execute “heARTs of Wilsonville: Many Cultures, One Heart,” a public art project that temporarily installed ten hand-painted fiberglass hearts at visible locations throughout Wilsonville. This project was funded by a Wilsonville-Metro Community Enhancement grant award.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

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COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA

6. Resolution No. 3196

A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute A Construction Contract With VSS International, Inc For The Fiscal Year (FY) 2026 Slurry Seal Project (Capital Improvement Project 4014).

7. Minutes of the May 5, 2025, City Council Meeting.

8. Minutes of the May 19, 2025, City Council Meeting.

The Consent Agenda was adopted 5-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

9. Ordinance No. 898

An Ordinance Of The City Of Wilsonville Adopting The 2025-2045 Housing Needs And Capacity Analysis As A Sub-Element Of The Comprehensive Plan And Related Comprehensive Plan Text Amendments.

After a public hearing Ordinance No. 898 was adopted on first reading 5-0.

10. Resolution No. 3203

A Resolution Of The City Of Wilsonville Adopting The Housing Production Strategy.

After a public hearing Resolution No. 3203 was adopted 5-0.

11. Resolution No. 3198

A Resolution Declaring The City's Eligibility To Receive State Shared Revenues.

After a public hearing Resolution No. 3198 was adopted 5-0.

12. Resolution No. 3199

A Resolution Declaring The City's Election To Receive State Shared Revenues.

After a public hearing Resolution No. 3199 was adopted 5-0.

13. Resolution No. 3200

A Resolution Of The City Of Wilsonville Adopting The Budget, Making Appropriations, Declaring The Ad Valorem Tax Levy, And Classifying The Levy As Provided By ORS 310.060(2) For Fiscal Year 2025-26.

After a public hearing Resolution No. 3200 was adopted 3-2.

14. Resolution No. 3201

A Resolution Of The City Of Wilsonville Authorizing A Supplemental Budget Adjustment For Fiscal Year 2024-25.

After a public hearing Resolution No. 3201 was adopted 5-0.

CITY MANAGER'S BUSINESS

There was none.

LEGAL BUSINESS

There was none.

ADJOURN [10:49 PM]

URBAN RENEWAL AGENCY MEETING [10:49 PM]

CALL TO ORDER

1. Roll Call
2. Motion to approve the following order of the agenda.

Moved to approve the order of the agenda 5-0.

CITIZEN INPUT

This is an opportunity for visitors to address the Urban Renewal Agency on any matter concerning City's Business or any matter over which the Agency has control. It is also the time to address items not on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the Urban Renewal Agency will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

CONSENT AGENDA

3. Minutes of the October 7, 2024, Urban Renewal Agency Meeting.

The Consent Agenda was adopted 5-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

There was none.

PUBLIC HEARING

4. **URA Resolution No. 353**

A Resolution Of The Urban Renewal Agency Of The City Of Wilsonville Adopting The Budget, Making Appropriations, And Declaring The Intent To Collect Tax Increment For Fiscal Year 2025-26.

After a public hearing URA Resolution No. 353 was adopted 5-0.

ADJOURN [10:56 PM]



ACTION MINUTES

June 16, 2025 at 5:30 PM

Wilsonville City Hall & Remote Video Conferencing

PRESENT:

Mayor O'Neil
Councilor President Berry
Councilor Dunwell
Councilor Cunningham
Councilor Shevlin

STAFF PRESENT:

Amanda Guile-Hinman, City Attorney
Bill Evans, Communications & Marketing Manager
Bryan Cosgrove, City Manager
Jeanna Troha, Assistant City Manager
Jim Cartan, Environmental Specialist
Kerry Rappold, Natural Resources Manager
Kimberly Veliz, City Recorder
Stephanie Davidson, Assistant City Attorney
Zoe Mombert, Assistant to the City Manager

WORK SESSION [5:30 PM]

REVIEW OF AGENDA AND ITEMS ON CONSENT

There was none.

COUNCILORS' CONCERNS

The Council addressed several matters, including the meeting process, decorum, and Town Center.

PRE-COUNCIL WORK SESSION

1. Overview of Solid Waste Franchise and Rate Review Process

Staff provided an update on the annual rate review with Republic Services that will take place to establish 2026 waste and recycling rates.

2. Peer Support Services Data Points

The City Attorney summarized the staff report for Resolution No. 3202, which authorizes procurement for peer support services as a pilot project pursuant to ORS 279B.075.

ADJOURN [6:08 PM]

EXECUTIVE SESSION [6:15 PM]

- ORS 192.660(2)(h) Legal Counsel/Litigation

ADJOURN [6:40 PM]

CITY COUNCIL MEETING [7:00 PM]

CALL TO ORDER

1. Pledge of Allegiance
2. Roll Call
3. Motion to approve the following order of the agenda.

Passed 5-0.

MAYOR'S BUSINESS

3. Upcoming Meetings

COMMUNICATIONS

4. Republic Services Update

Republic Services staff provided an overview of Oregon legislation in process that pertains to waste and recycling collection.

5. Stormwater Stewards Recognition Program

Staff recognized the inaugural honorees of the City's new Stormwater Stewards Recognition Program.

CITIZEN INPUT AND COMMUNITY ANNOUNCEMENTS

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the City Council will make every effort to respond to questions raised during citizen input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

COUNCILOR COMMENTS, LIAISON REPORTS AND MEETING ANNOUNCEMENTS

Councilors announced prior and upcoming meetings and events.

CONSENT AGENDA

6. Resolution No. 3202

A Resolution Of The City Of Wilsonville Authorizing Procurement For Peer Support Services As A Pilot Project Pursuant To ORS 279B.075.

7. Minutes of the June 2, 2025 City Council Meeting.

The Consent Agenda was approved 5-0.

NEW BUSINESS

There was none.

CONTINUING BUSINESS

8. Ordinance No. 898

An Ordinance Of The City Of Wilsonville Adopting The 2025-2045 Housing Needs And Capacity Analysis As A Sub-Element Of The Comprehensive Plan And Related Comprehensive Plan Text Amendments.

Ordinance No. 898 was adopted 5-0, on second reading.

PUBLIC HEARING

There was none.

CITY MANAGER'S BUSINESS

The City Manager shared the Public/Government Affairs Director had been hired with a start date of June 30, 2025.

In addition, the City Manager noted that he would be out of the office.

LEGAL BUSINESS

The City Attorney noted dates that she would be out of office.

ADJOURN [8:16 PM]