

**Wilsonville City Hall  
29799 SW Town Center Loop E  
Wilsonville, Oregon 97070**

<p><b>Approved</b> May 29, 2014</p>
---

**Development Review Board – Panel B  
Minutes – April 28, 2014 6:30 PM**

**I. Call to Order:**

Chair Andrew Karr called the DRB-Panel B meeting to order at 6:30 p.m.

**II. Chairman's Remarks:**

The Conduct of Hearing and Statement of Public Notice were read into the record.

**III. Roll Call:**

Present for roll call were: Andrew Karr, Dianne Knight, Jhuma Chaudhuri, and Aaron Woods. Cheryl Dorman and City Council Liaison Julie Fitzgerald were absent.

Staff present were: Blaise Edmonds, Barbara Jacobson and Daniel Pauly

**IV. Citizens' Input:** This is an opportunity for visitors to address the Development Review Board on items not on the agenda. There was none.

**V. City Council Liaison Report:**

No Council Liaison report was given due to Councilor Fitzgerald's absence.

**VI. Election of 2014 Chair and Vice-Chair**

- Chair

**Jhuma Chaudhuri nominated Andrew Karr as the 2014 DRB-Panel B Chair. Aaron Woods seconded the nomination. Andrew Karr was unanimously elected as the 2014 DRB-Panel B Chair.**

- Vice-Chair

**Andrew Karr nominated Aaron Woods as the 2014 DRB-Panel B Vice-Chair. Jhuma Chaudhuri seconded the nomination. Aaron Woods was unanimously elected as the 2014 DRB-Panel B Vice-Chair.**

**VII. Consent Agenda:**

- A.** Approval of minutes of March 24, 2013 meeting

Approval of the March 24, 2013 was postponed due to the lack of a voting quorum.

**VIII. Public Hearing:**

- A. Resolution 276. World of Speed Museum Signs: Siteworks Design|Build – representative for DSRA LLC –owner.** The applicant is requesting a Master Sign Plan modification and Sign Waivers for the World of Speed Museum. The site is located on Tax Lots 400 and 500, Section 11D; T3S-R1W; Clackamas County; Wilsonville, Oregon. Staff: Daniel Pauly

Case File: DB14-0026 – Master Sign Plan modification and Sign Waivers

**Chair Karr** called the public hearing to order at 6:34 p.m. and read the conduct of hearing format into the record. All Board members declared for the record that they had visited the site. No board member,

however, declared a conflict of interest, bias, or conclusion from a site visit. No board member participation was challenged by any member of the audience.

**Daniel Pauly, Associate Planner**, announced that the criteria applicable to the application were stated on page 1 of the Staff report, which was entered into the record. Copies of the report were made available to the side of the room.

**Mr. Pauly** presented the Staff report via PowerPoint, noting that this was the first standalone sign application since the Sign Code was updated. His key additional comments included:

- He described the location of the site to be converted into the World of Speed Museum that was part of the Wilsonville Business Center, which had a very broad Master Sign Plan approved in the late 1980s that covered multiple properties. That Master Sign Plan had been modified a few times for different tenants, including for a door manufacturer and a couple car dealerships. The most recent approval, and the Master Sign Plan currently in effect, was for the Town & Country dealership. The subject application would modify that Master Sign Plan to meet the requests of the current property owner and tenant.
- Certain signs were included in the application, not because they needed to come before the DRB, but because the Applicant chose to group all the signs in one application rather than bringing in a series of administrative reviews and coming to the DRB for only a few signs.
- Signs that conformed to the current Master Sign Plan, and eligible for an over-the-counter-type review by the Planning Division, were the wall sign facing 95<sup>th</sup> Ave, and a sculpture monument sign located at the corner of Hillman Ct and 95<sup>th</sup> Ave. In terms of how sign area was measured, the signs met the same area definitions found in the Sign Plan. The existing Master Sign Plan did not provide much specificity regarding materials, so as long as the area definitions were met, the sign would conform to the Master Sign Plan.
  - Three directional parking signs measuring 12 sq ft would replace dealership signs and also met the current Master Sign Plan. Although larger than typically allowed for directional signs under the current Sign Code, the signs met the prior Master Sign Plan approval.
- Signs conforming to the current Sign Code but not the Master Sign Plan were eligible for a Class II Administrative Review requiring notice to surrounding property owners and to the DRB.
  - The wall sign facing Boones Ferry Rd and I-5 was a logo sign eligible for a Class II review and was recommended for approval. The Sign Code also allowed for 6-sq ft directional signs at different intersections within the site, and a number were proposed to direct pedestrians from parking areas to the main entrance at the northwest portion of the site. (Slide 9)
- Signs that did not conform to the Master Sign Plan or current Sign Code could be approved through waiver requests. The signs in question were three banner pole signs with 32-ft poles and braces for sliding banners on and off. The banner areas were 63 sq ft each and located by the main pedestrian entrance plaza.
  - Three waivers were being requested for the number of signs allowed, sign height and sign area. In the Sign Code, no provision existed for a freestanding sign in the middle of the site. Freestanding sign height allowance, not along the I-5 frontage in the industrial zone, was 8 feet. The current request was 32 ft which was the approximate height of the building. Finally, since no sign was allowed in the middle of a site, no sign area was allowed.
- The City's Sign Ordinance stated that waivers could be granted when the DRB determined that the request better met the purpose and objectives of the sign regulations. When the Sign Code was updated, the purposes and objectives to be considered for waivers were narrowed to four criteria, such signs should:
  - Improve design, both in terms of aesthetics and functionality.
  - Be more compatible and complementary to the overall design and architecture of the site, as well as adjoining properties, the surrounding area and zoning district.
  - Improve, or not negatively impact, safety, especially traffic safety.

- Content of the sign could not be considered when reviewing a sign waiver; only function and such could be regarded. Content neutrality was an important part of any sign review, especially in terms of the First Amendment.
- He deferred to the Applicant to describe why they believed the criteria had been met. Staff had found the Applicant's explanation and request reasonable regarding how the criteria were met.

**Jhuma Chaudhuri** clarified in the current Code the height limit was 8 ft.

**Mr. Pauly** replied yes, adding when the Sign Code was updated, Staff found that essentially all signs in an industrial area were lower, monument type signs and they wanted to keep that consistent look. The height restriction was directed towards monument signs along the street and this request was a bit different because it was not along the street. As the Applicant could explain, the banners were next to the building and the proportionality to the building was partly why the waiver request made sense.

- He confirmed the sign height limit was 20 ft along I-5, depending on the size of the tenant, there could be some bonuses.

**Ms. Chaudhuri** asked if there was a reason for the proposed sign placement versus along I-5.

**Mr. Pauly** replied another sign had been approved in the Master Sign Plan that was up for Chrysler and was still within the Master Sign Plan, but the Applicant was not electing to place any freestanding signs along I-5. The Applicant wanted the focus on the wall sign, which was plenty visible from I-5.

**Blaise Edmonds, Manager, Current Planning**, noted a low-level power line easement along the frontage road, which meant the sign could not be placed farther back within that easement.

**Mr. Pauly** added the power line easement had kept many freestanding signs along there shorter.

**Chair Karr** asked if the banner signs would be at the entrance.

**Mr. Pauly** replied the banners would be located on the west side, away from the power line easement, in the plaza located right next to the entrance, which was quite a distance off the road. To qualify as a freestanding sign in the Sign Code, the sign must be within 2 ft of the sidewalk, but no farther than 15 ft from the property line. In this case, the banners were well past that 15 ft.

**Chair Karr** called for the Applicant's presentation.

**Jean-Pierre Veillet, President, Siteworks Design|Build, Inc.**, said he was the lead designer on the World of Speed project. He stated the main problem they were solving with the signage was to create a sense of entry, which was counterintuitive because when people see the building from the freeway, they tend to think that was the entry side. The entry was actually located on the west side, so the canopy and banners were what would invite people towards the entry. People would have to pass in front of the museum, turn into the parking lot and follow wayfinding signage to find their way to the actual entry, which was really important to avoid creating chaotic traffic around the museum or in the parking lot area.

**Garrett Martin, Architect, Siteworks Design|Build**, presented the application via PowerPoint, explaining the need for the waiver for the banner signs and why they would improve the aesthetic function of the building and be compatible with adjoining properties and surrounding areas as follows:

- The banner signs improved overall visibility by specifically identifying the main entrance of the building and the entry plaza located at the northwest corner. Large amounts of people would be visiting the museum and the plaza would become a natural gathering space.

- Due to the uniform symmetry of the building and parking access at the southwest corner, the banners served to remove ambiguity while drawing visitors toward the main entrance plaza and away from the secondary or less-public entrances at the other corners.
- The proposed banner signs further improved the aesthetics and function of the building by providing a marker and an amenity, which announced and celebrated the public gathering space at the building's northwest main entrance plaza. Given the automobile scale of the surrounding environment, it was determined that the marker needed to be at the scale of the building to be properly identified by approaching visitors and passing automobiles, which was why the signs were 32-ft high.
- The banners provided a perceived buffer between the automotive landscape of the adjacent parking lot and the pedestrian scale of the entry plaza. In terms of the aesthetics of the building itself, ample precedence existed in using a row of vertical elements to complete the horizontal lines of the building, breaking down the scale of an otherwise boxy or uninterrupted massing.
- The banner signs served to announce planned current, temporary and rotating exhibits and functions at the museum. The content of the signage would change, allowing visitors to see what was taking place at the museum. Rotating events and exhibits were the lifeblood of these institutions, keeping their public amenity fresh and encouraging repeat visits.
- A rendering of the building's northwest corner, showing the banner flags and entrance was displayed. Datum lines indicated how the banners' height aligned with the height of the building parapet and were meant to continue the building's shape in completing the corner of the entry plaza. The building itself embraced the entry plaza as the Applicants wanted people in the plaza to feel comfortable and like they were inside the institution.
- While inspecting the existing curve line at the parking aisle, the specific number of banners served to strike this balance allowing for a repeated vertical element effect and the sense of plaza enclosure as described, while not being so relentless as to overwhelm the site and surrounding adjacent properties.
- The proposed signage was compatible with adjoining properties and surrounding areas by aligning with the height of the building, completing its shape and enclosing, announcing and celebrating the main entry plaza in-line with the curb line and angle of the 95<sup>th</sup> Ave frontage, while breaking down the size, boxiness and the uniformity of the building's shape. The signage aligned with the building's shape, while also breaking it down to allow for the pedestrian amenity, which was not unusual within an industrial park landscape.
  - The signage aligned with adjoining properties and surrounding areas by providing a necessary link between the warehouse scale of the building and its surroundings, as well as the pedestrian scale of the entry plaza and pedestrian approach. Thus, the signage identified the World of Speed as a museum of public attraction and a civic amenity within the surrounding commercial and industrial urban landscape, and via a slenderness of size, lightness of material and small number, so as not to overwhelm the scale, shape and character of the surrounding zoning and area.
  - The signage would provide function, scale and identification advantages described, while keeping the banners' height no higher than the building parapet in their location at a considerable distance from the closest street frontage. The banners would set behind the landscape buffer and parking lot, and be fairly close to the building edge, thus satisfying the City of Wilsonville's findings that it would not have adverse impacts on neighborhood properties beyond what would typically be permitted for a commercial use in the PDI zone.

**Aaron Woods** confirmed the poles that the banner signs were on would not project above the building.

**Mr. Martin** added in the provided rendering, the poles were located slightly in front of the building and the dashed lines showed how they aligned with the building.

- With regard to the overall signage, he addressed other approval criteria, including questions raised about quality control, with these comments:
  - The proposed signage overcame excessive uniformity in concert with the other signage on site by presenting a variety of shapes, sizes and colors.

- It overcame inappropriateness or poor design of the appearance of the signs because the proposed signs were typical of the type approved within the building's previous use and surrounding properties. The signs did not contain inappropriate content and were to be constructed of materials consistent in quality and durability with those to be found on neighboring properties.
- The banner signs overcame the lack of proper attention to site development because they conformed to the existing architectural features of the building, the building's height, surface patterns and colors.
- The banner signs' placement respected the location of the existing signage for access, wayfinding and identification, while aligning with existing site features, such as a curb and landscaping, which addressed the final criteria, overcoming the lack of proper attention to landscaping. The proposed signage aligned with the landscaping and did not attract or adversely affect the landscaping as currently approved by the City of Wilsonville and was, in fact, incorporated within the current landscaping and parking plans as submitted.
- He concluded that Mr. Amborsini could address some questions about the actual technical quality of the signs themselves.

**Mr. Pauly** believed World of Speed would keep the banner signs nice, but in consideration of setting precedent for similar signs long term, he suggested possibly adding a condition stating the signs should be changed before becoming faded or tattered, noting that by nature the materials were not as durable as a typical long-term sign.

**Mr. Woods** asked what material would be used for the banners.

**Ken Ambrosini, Principal and Design Director, Ambrosini Design**, responded that while the final selection had not been made, the material would be an exterior grade 3M vinyl, which he has used for years, such as at the Nike World Campus for the past eight years. 3M guaranteed the material for five years, with no color fading or degrading of the material, or the final look and feel of the piece. The banner could either be a semi-transparent, mesh material or a more opaque material, either of which could be printed on both sides. Once the final engineering specs were provided, part of the mesh decision would be based upon wind loading and aesthetics, as it was nice to have somewhat more of a transparent piece. Both opaque and transparent materials had been used in a number of similar exterior locations. He offered to circulate an exhibit displaying real world examples of the material, so the overall vision of the aesthetics would be clearer. He added that Gillespie Graphics in Wilsonville did a great deal of Ambrosini's printing regionally and were the only 3M approved rep in the entire state of Oregon. 3M had the best warranty of the material.

**Chair Karr** asked if anything had to be done for wind because the banner signs looked like sails.

**Mr. Ambrosini** replied the Applicant had spec'd an armature element that was wind load rated and designed for banners. It had a flex design, so when the wind reached 35 mph, the element would flex and spill the wind, which reduced the load and eliminated the need for cut pockets to allow for wind transfer. The vertical element would have to be reviewed by a structural engineer, but the armatures themselves were rated for the subject application and would meet the square foot area requested. He noted that component was an off-the-shelf product.

**Dianne Knight** noted the signs were referenced as being made of vinyl and a mesh. She asked if the material was a fabric-type material or vinyl fabric.

**Mr. Ambrosini** clarified it would be either an opaque mesh or solid vinyl. He noted the vinyl did not look like vinyl; once printed on, the vinyl looked like fabric and had a texture like fabric. It did not look like plastic; it just looked like a printed material. The material was available in different grades and could

be more cloth-like or more opaque. Visually, the transparent material had a lighter quality to it, which was quite appealing. Nike's six-story parking garage was wrapped in the same material on three sides eight years ago and it still looked great. The advantage was the material concealed a lot of the parking garage from neighbors, while also providing transparency for safety. Although those same issues did not exist in this project, the signage should not be so heavy visually because having the same fixed signs over and over again would not provide the sense that anything was changing in the museum. Adding a sense of entry, announcing changing events and venues, and activating the streetscape from a standpoint of the visitor could still be accomplished. The Applicant wanted to create a sense of anticipation to ensure that people came back again; knowing that in another month there would be another show or a change in exhibit. A lot of it was how the Applicant handled the media, but the building needed to have a sense as well.

**Mr. Woods** asked when a decision would be made on the material.

**Mr. Ambrosini** responded when he presented it to the client, adding some printed samples could be brought in at a later date so the DRB would have an opportunity to review the materials. He believed the Board would be pleased with the quality, especially if Nike and firms of that caliber elected to use and were quite comfortable with the material. He had also used the material for a number of years at PDX Airport for large, temporary signage and it had worked quite well.

**Mr. Veillet** agreed with the suggested condition by Staff, adding the signs were not intended to be up for long periods of time, but were meant to announce changing shows. Different opacities could be used, depending on the show for different types of effect. The Applicant was asking for approval of the 32-ft high poles to create a sense of entry. There would be one of many different sorts of very creditable fabrics used for different signage applications. The Applicant would perform the structural engineering that might inform the fabric type a bit more, if the signs were to be approved.

**Mr. Woods** believed the Applicant understood the DRB asked certain questions to gain more clarity on the overall aesthetics. He had seen the Nike signs referenced by Mr. Ambrosini and, from what he had seen and the responses to his questions regarding the signage, he believed the point about the signage not being up for a long period of time was a good one. His concern regarded the aesthetics; he assumed the fabric would be sturdy.

**Mr. Ambrosini** circulated an 11 x 17 sheet, which showed examples of other signs and banners he had created to be used around the country using material similar to that proposed for the subject banners at World of Speed. The sheet was entered into the record as Exhibit B5.

The Board confirmed that Mr. Pauly's suggested condition should be added.

**Chair Karr** asked how often the signs would be replaced.

**Mr. Veillet** replied that depended on the length of certain shows or attractions. He imagined they would be changed out possibly as frequently as quarterly, but no longer than a year.

**Chair Karr** called for public testimony in favor of, opposed, and neutral to the application. Seeing none, the Applicant had no rebuttal.

**Chair Karr** read the new Condition PD 2 proposed by Mr. Pauly stating, "Banner signs shall be maintained or replaced before they become faded or tattered" and confirmed the proposed new condition was acceptable to the Applicant. He closed the public hearing at 7:07 pm.

**Mr. Pauly** entered the Applicant's PowerPoint presentation into the record as Exhibit B6.

**Chair Karr** moved to amend and accept the Staff report with the addition of Exhibits B5 and B6, and new Condition PD 2 stating, "*Banner signs shall be maintained or replaced before they become faded or tattered.*" The motion was seconded by **Dianne Knight** and passed unanimously.

**Chair Karr** moved to approve Resolution No. 276. **Dianne Knight** seconded the motion.

**Chair Karr** called for Board discussion.

**Ms. Knight** said it made sense to have the banner signs because the function for the space was different and the banners provided a nicer sense of entry to the museum.

**Chair Karr** stated the use of the building was different than in the past due to the rotating series of events and the ability to broadcast the events this way was better than a scrolling sign.

**Mr. Woods** believed providing changeability of the signs to reflect museum exhibits or shows was a great concept, and the exclusion of scrolling signs in this application was a welcome addition.

**The motion passed unanimously.**

#### **XI. Board Member Concerns and Communications**

##### **A. Results of the April 14, 2014 DRB Panel A meeting**

There was none.

#### **X. Staff Communications:**

**Mr. Edmonds** reminded about the joint retreat being held May 17<sup>th</sup> from 9 am to 3 pm with lunch being provided. City Council and all City commissions and boards would participate along with a professional facilitator. The City Manager had started developing the agenda and he believed the general purpose of the retreat was to discuss the roles of the commissions, trials and successes, and how the commissions could be improved as a whole.

**Ms. Knight** asked if input could be provided via letter format by those not able to attend.

**Mr. Edmonds** replied he was sure that could be done, but was unsure whether Mark Ottenad or Public Relations Staff would record the retreat.

**Ms. Knight** confirmed someone had suggested she make comments regarding her thoughts, but she was unsure how the day would be structured. She asked if she should submit general comments.

**Mr. Edmonds** suggested sending comments to City Recorder Sandy King. He noted the retreat was usually for City Council to determine goal setting, but this time all the commissions were being included.

**Mr. Woods** believed the retreat was a good idea as it was good for the commissions to understand their roles, as well as Staff's role, the process, and everything else behind that. He understood where there come be some non-clarity and apprehension about stating the wrong thing.

**Ms. Jacobson** stated she was available to do some training with Mr. Woods, the new Vice-Chair, and to answer any questions he might have.

#### **XI. Adjournment**

The meeting adjourned at 7:17 p.m.

Respectfully submitted,

Paula Pinyerd, ABC Transcription for  
Shelley White, Planning Administrative Assistant