

ORDINANCE NO. 596

AN ORDINANCE OF THE CITY OF WILSONVILLE AMENDING THE PLANNING AND LAND DEVELOPMENT ORDINANCE (WILSONVILLE'S DEVELOPMENT CODE) SECTION 4.125-VILLAGE ZONE (.12), SECTION 4.125(.18)(D.)(1.)(a.), SECTION 4.125(.18)(D.)(3.)(h.) AND SECTION 4.125(.18)(D.)(6.), REGARDING SIGNAGE, WAYFINDING AND FENCING AT VILLEBOIS.

WHEREAS, the proposed text changes to the Development Code are intended to accommodate and guide the review of signage, wayfinding and fencing at Villebois; and

WHEREAS, it is the purpose of the text amendments to provide attractive and functional signage for Villebois consistent with the City Code and the architectural themes of the project; and

WHEREAS, the code text amendments will lead to the submittal of a Signage and Wayfinding Plan to be reviewed by the Development Review Board that will contain details on the number, size, location and type of signs that will be allowed at Villebois resulting in a comprehensive Master Sign Plan for Villebois; and

WHEREAS, this approach will allow for unique signage consistent with the intent of a mixed use European inspired Village; and

WHEREAS, sign code sections that characterize certain signs do not involve restriction on the basis of content, but merely denote a class of signs based on ownership/control or whose usual and customary function and impact is the subject of the regulation; and

WHEREAS, if any part of this Ordinance is found by a court of competent jurisdiction to be invalid, that part shall be severable and the remainder of this Ordinance shall not be affected; and

WHEREAS, the public interest is generally served by the proposed Development Code text amendments which reflect the importance of the unique approach to guiding the design of signage, wayfinding and fencing at Villebois.

NOW THEREFORE, THE CITY OF WILSONVILLE ORDAINS AS FOLLOWS:

Section 1. Findings. The City Council hereby adopts as findings of fact the foregoing recitals and that staff report in this matter dated August 11, 2005, and attached as Exhibit A.

Section 2. Order.

A. Wilsonville Development Code Subsection 4.125 is hereby amended as follows:

Section 4.125

(.12) Master Signage and Wayfinding

- A. All signage and wayfinding elements within the Village zone shall be in compliance with the adopted Signage and Wayfinding Master Plan for the appropriate SAP.
- B. Provisions of Section 4.156 shall apply in the Village Zone except subsections ~~(.03)B, (.06), (.07), (.08), and the provisions of (.09) other than that of (.09) C.2. The criteria listed in (.09)B apply. The standards in WC 4.156 (.09) may be used for comparison purposes for general parity between two districts, but not as standards, when evaluating signage in the Central SAP. Section 4.156 (.09) may be used for comparison purposes to assess conceptually whether signage is allowed in an equitable manner throughout the City. Section 4.156 is not to be used for direct comparison of sign standards.~~
- C. The Master Signage and Wayfinding Plan is the Master Sign Plan for the applicable SAP.
- D. In the event of conflict between the applicable standards of section 4.156 and this subsection or the applicable Master Signage and Wayfinding Plan, this subsection and the Master Signage and Wayfinding Plan shall take precedence.
- E. The following signs may be permitted in the Village Zone, subject to the conditions in this section:
- a. Site Signs
 - i. Signs that capture attention ~~from afar~~ establishing a sense of arrival to Villebois and to areas within Villebois.
 - b. Site Directional
 - i. Permanent mounted signs informing and directing the public to major destinations within Villebois.
 - c. Retail Signs
 - i. Signs which identify the retail uses, including bulkhead signs, blade signs, temporary window signs and permanent window signs designed to identify storefronts and provide information regarding the retail use.

- d. Informational Signs
 - i. Permanent mounted signs located along and adjacent to travel ways providing information to residents and visitors traveling within Villebois.
- e. Flags and Banners
 - i. Permanent and temporary pole mounted signage intended to identify the graphic identity of Villebois and to identify seasonal events taking place within the Villebois Community.
- F. ~~Temporary Signs~~, Dimensions and square footage of signs are defined in the Master Signage and Wayfinding Plan for the appropriate SAP.
- G. Signage locations are specified in the Master Signage and Wayfinding Plan for the appropriate SAP.
- H. The Number of signs permitted is specified in the Master Signage and Wayfinding Plan for the appropriate SAP.

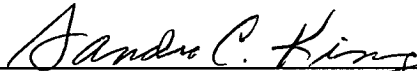
- (.18) D.6. Master Signage and Wayfinding – A Master Signage and Wayfinding plan shall be submitted with a SAP application and shall address the following:
- a. Illustrate the boundaries of the SAP covered by the Master Signage and Wayfinding Plan.
 - b. An explanation of how the Master Signage and Wayfinding Plan is organized and how it is to be used.
 - c. Define specific standards for signage and wayfinding elements within the subject SAP.
 - d. Define specifications for logo, typography, symbols and color palette.
 - e. Narrative shall be submitted as part of the application **to adopt the Master Signage and Wayfinding Plan** showing how the proposed Master Signage and Wayfinding Plan meets the purpose statements of WC 4.156 and WC 4.156 (.09) **B and** how the proposed Plan is consistent with site signs, site directional signs and informational signs in other Villebois SAP's. ~~and how the Master Signage and Wayfinding Plan compares to signage allowed in the Town Center for the purpose of establishing general parity between the two districts.~~ **Narrative shall also be provided describing how the proposed Master Signage and Wayfinding Plan compares conceptually with the signage allowed in the Wilsonville Town Center, as described in Section 4.156 (.09), to ensure that signage is allowed in an equitable manner throughout the City. Section 4.156 (.09) is not to be used for a direct comparison of sign standards.**

Fencing:

- (.18).D.3.h. A Master Fencing Program illustrating and describing the specifications and materials for fencing within the SAP.

(.05).D.1.a. Fencing in the Village Zone shall be in compliance with the Master Fencing Program in the adopted Architectural Pattern Book for the appropriate SAP.

SUBMITTED to the Wilsonville City Council and read for the first time at a regular meeting thereof on the 15th day of August, 2005, and scheduled for a second reading at a regular meeting of the Council on the 3rd day of October, 2005, commencing at the hour of 7:00 P.M. at the Wilsonville Community Center.


SANDRA C. KING, MMC, City Recorder

Enacted by the City Council on the 3rd day of October, 2005, by the following votes:

YEAS: -5- NAYS: -0-


SANDRA C. KING, MMC, City Recorder

DATED and signed by the Mayor this 5th day of October, 2005.


CHARLOTTE LEHAN, Mayor

SUMMARY OF VOTES:

Mayor Lehan	<u>Yes</u>
Councilor Kirk	<u>Yes</u>
Councilor Holt	<u>Yes</u>
Councilor Scott-Tabb	<u>Yes</u>
Councilor Knapp	<u>Yes</u>

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