

ParkWorks Sign Waiver and Mural

DRB Panel B Public Hearing

July 28, 2025

Presented by: Georgia McAlister, Associate Planner



Location





List of Applications

- Class 3 Sign Permit (SIGN25-0007)
- Waiver (WAIV25-0001)
- Site Design Review (SDR24-0002)

Class 3 Sign Permit and Waiver



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

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



- ② Photo Overlay
Scale: NTS

Class 3 Sign Permit and Waiver



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

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

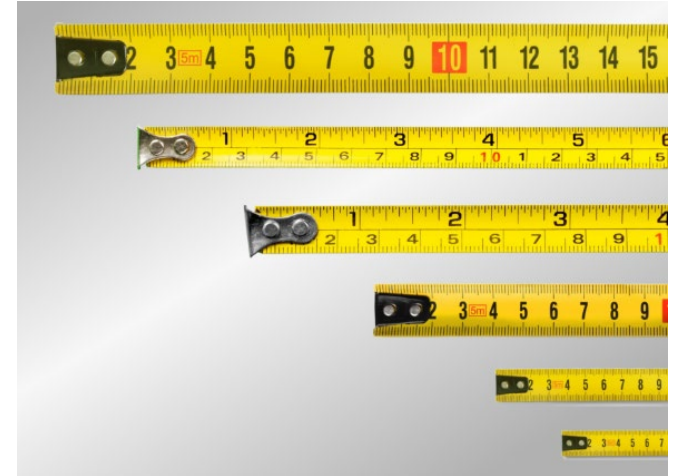


- ② Photo Overlay
Scale: NTS

Determining Waiver Extent

How far should a proposal be allowed to depart from the standard?

- “Minimum necessary”;
- “Complete waiver”; or,
- “Reasonably justified”



Waiver – Sign

Sign Waiver Criteria Summary

The Waiver will result in...

- Improved design
- More compatible and complementary signs
- Signs that improve, or do not negatively impact, public safety

Wall Sign Allowance

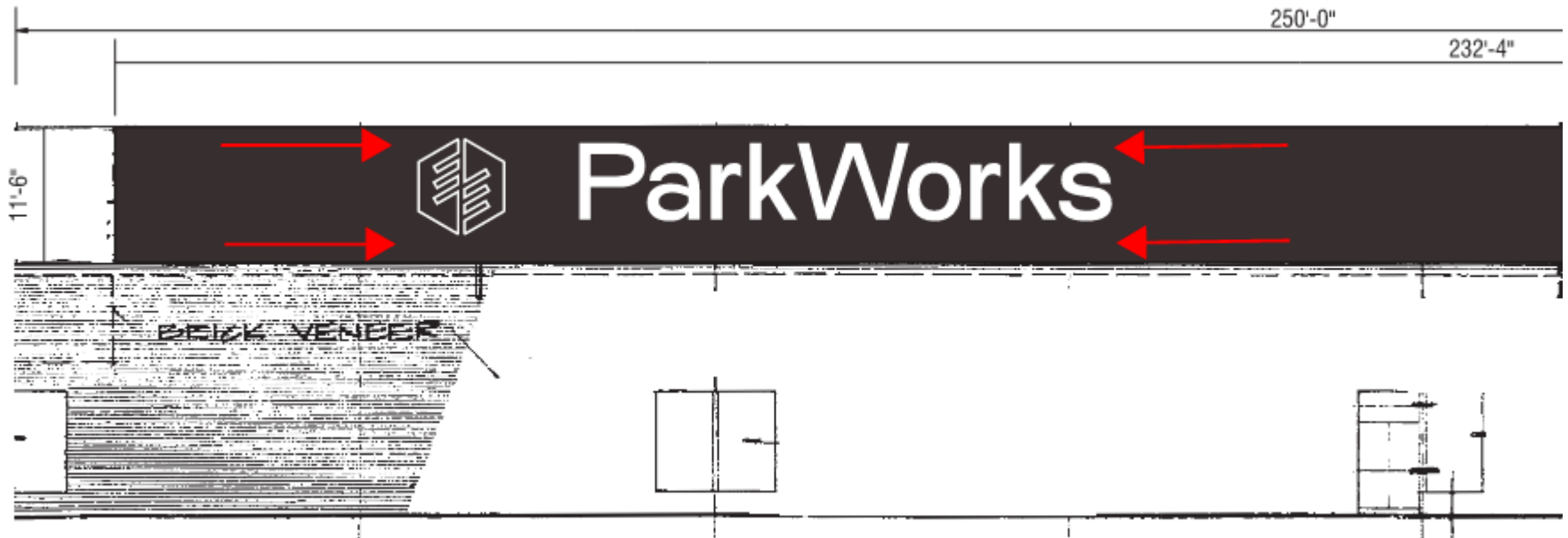
- Calculating maximum wall sign allowance
- 200 sq. ft. “absolute maximum” wall sign allowance

Linear Length of Façade (feet)	Sign Area Allowed*
Less than 16	Area equal to linear length
16 to 24	24 sq. ft.
Greater than 24 to 32	32 sq. ft.
Greater than 32 to 36	Area equal to linear length
Greater than 36 to 72	36 sq. ft.
Greater than 72	36 sq. ft. plus 12 sq. ft. for each 24 linear feet or portion thereof greater than 72 up to a maximum of 200 sq. ft.

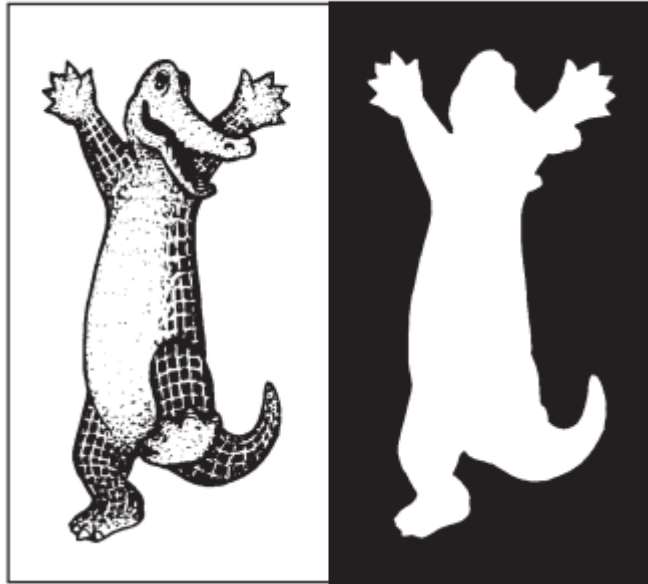
Sign Code Criteria and Intent

- Visibility and functionality
- Architectural compatibility
- Site compatibility

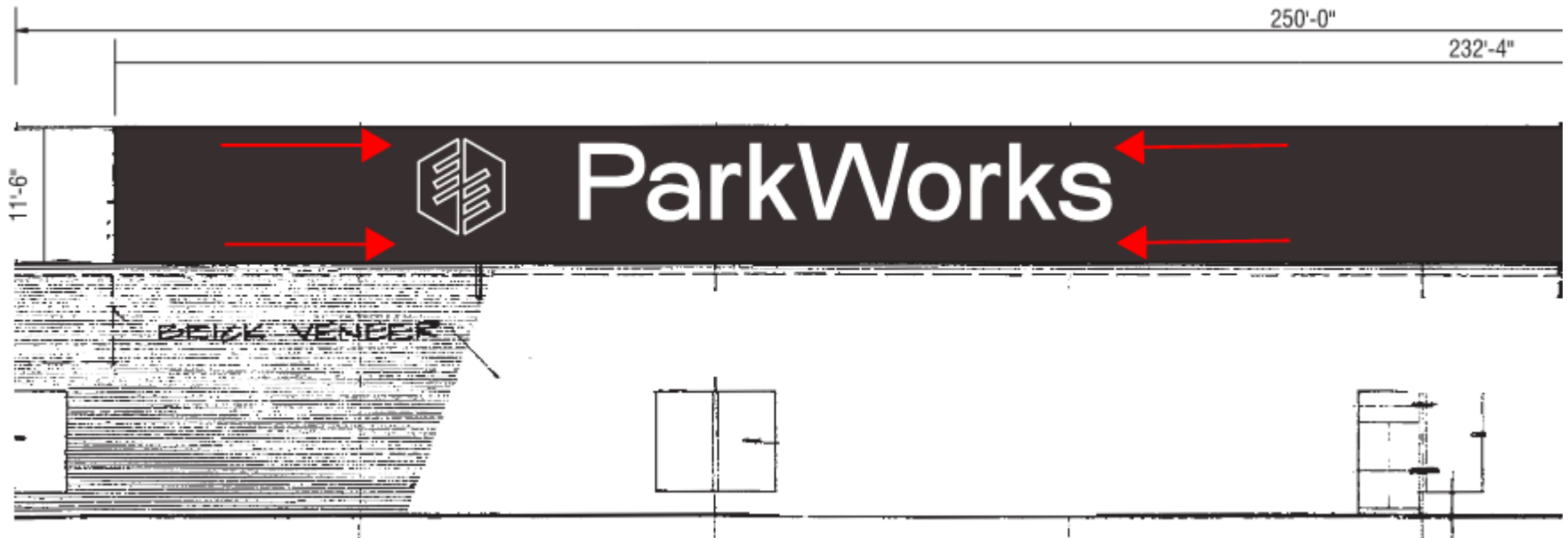
Definable Space and Architectural Compatibility



Positive and Negative Space

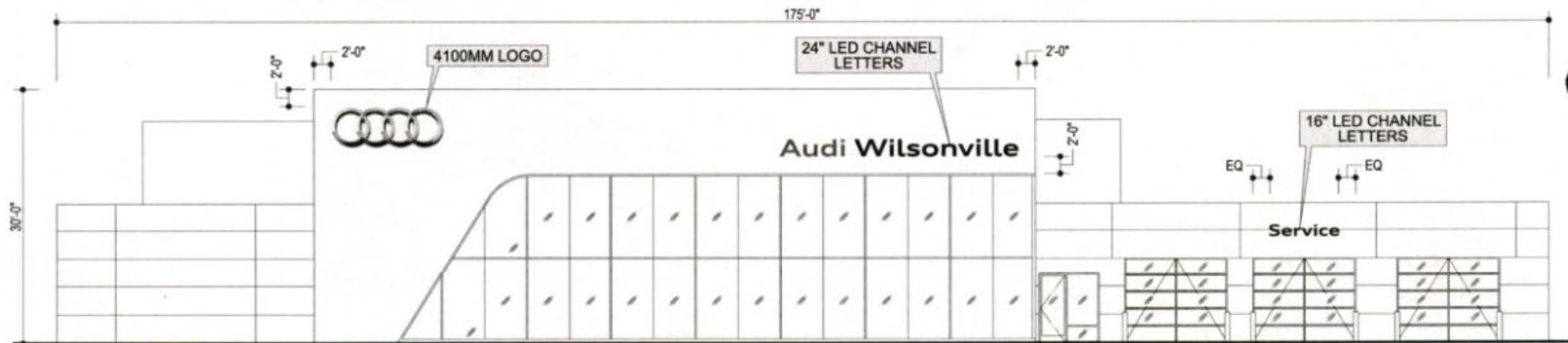


Definable Space and Architectural Compatibility



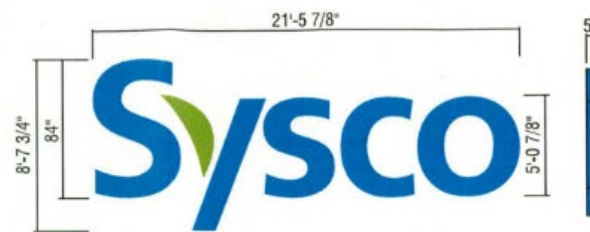
Compatibility with Surrounding Developments and Zone





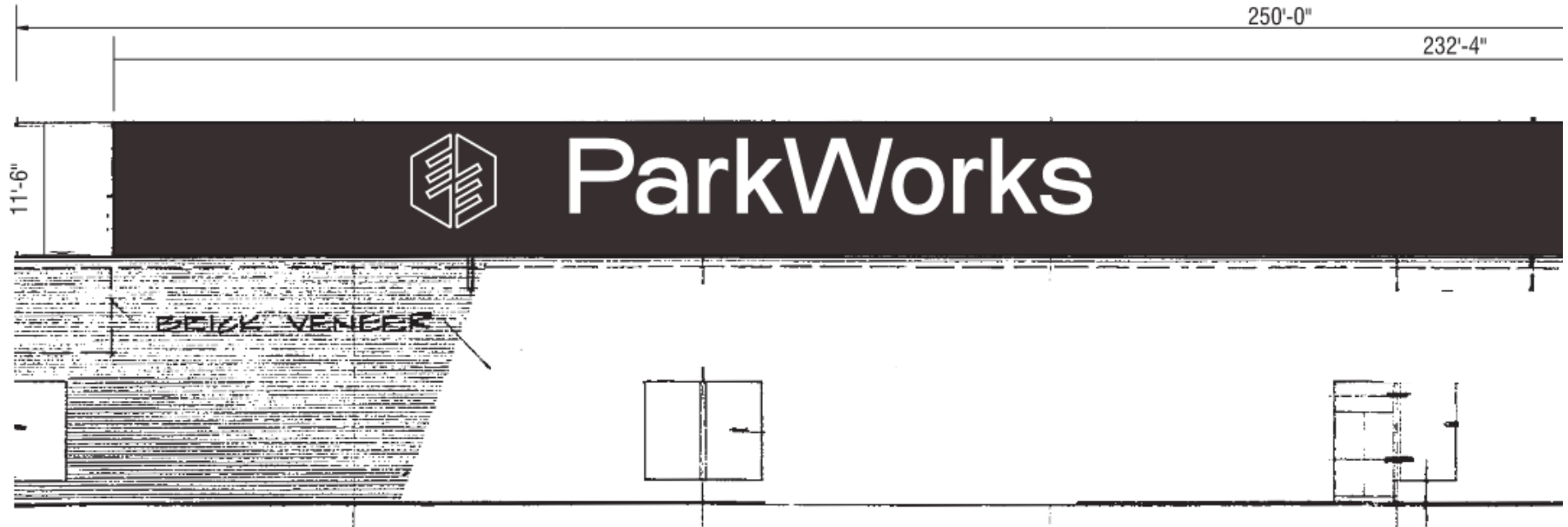
North East Elevation

Scale: 1"=12'-0"

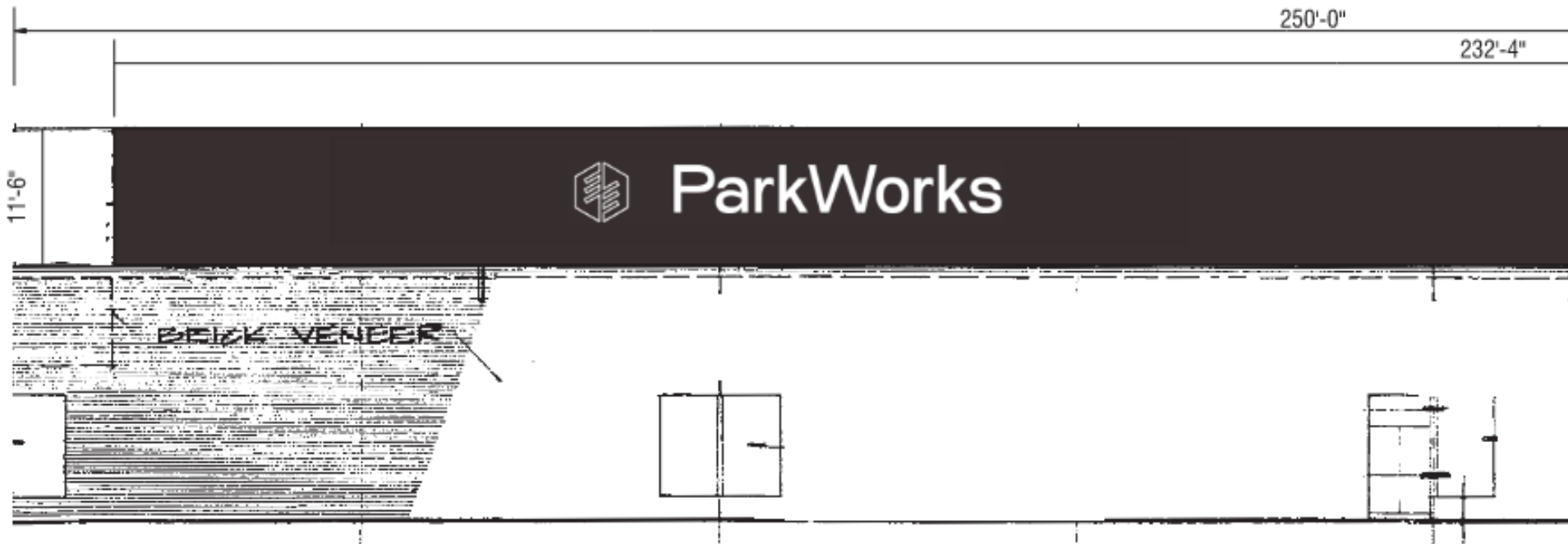


SCALE: 1/8"=1'-0"

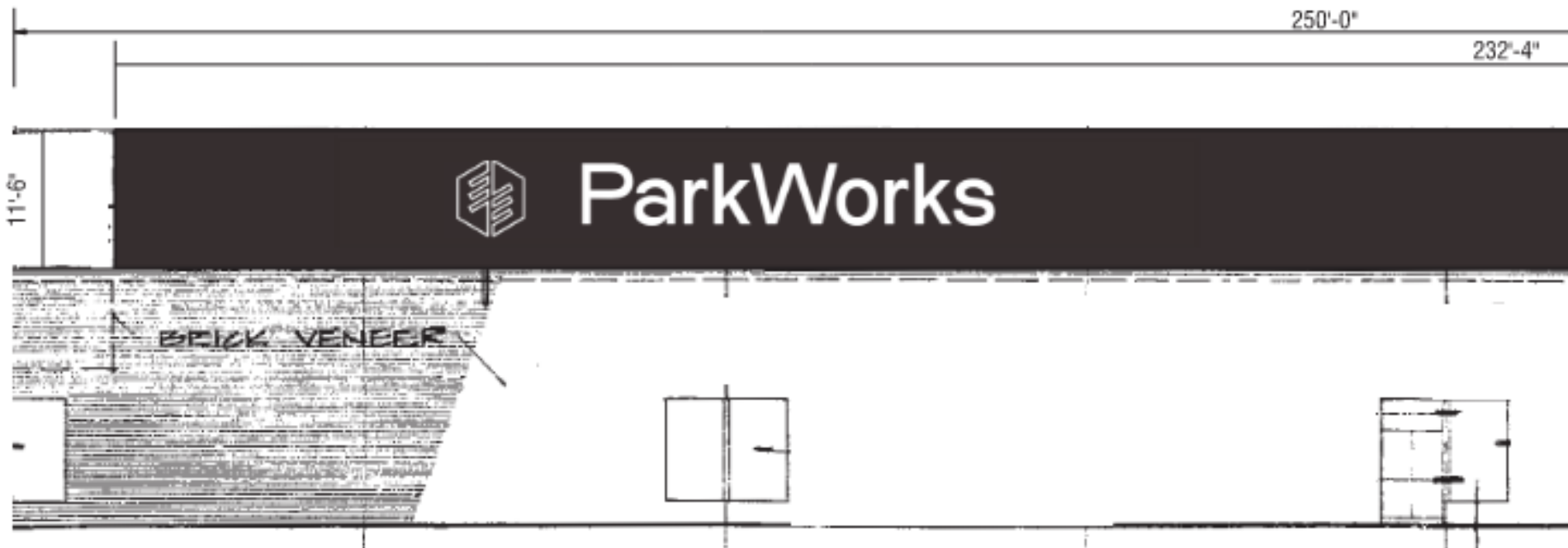
Proposed 355 sq. ft. sign



Mockup of 132 sq. ft.

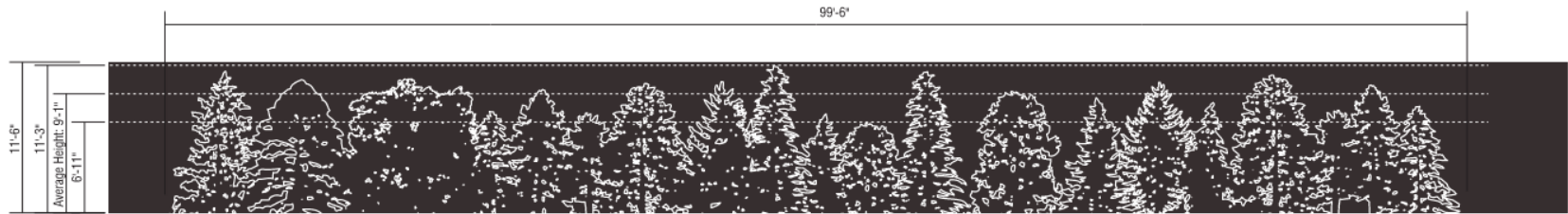


Condition of Approval PDA 1.



Mock-up of 200 sq. ft. sign

Site Design Review – Mural



Partial West Elevation – Tree Mural



2 Photo Overlay
Scale: NTS

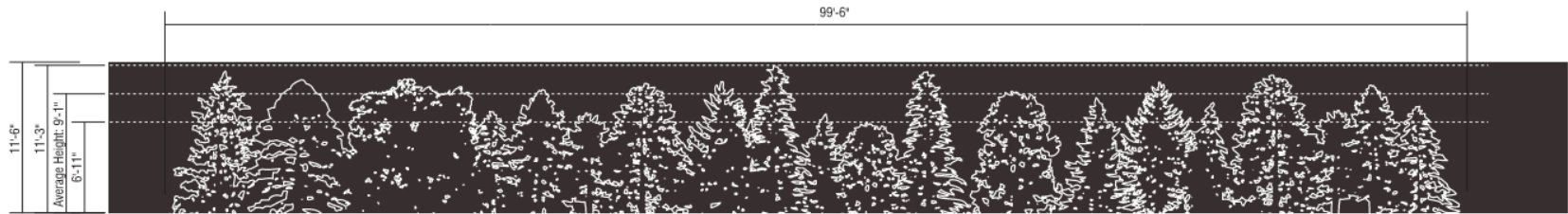
Mural and Sign Distinction

“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.”

Mural Site Design Review Criteria



Site Design Review – Mural



Partial West Elevation – Tree Mural



2 Photo Overlay
Scale: NTS

Discussion

