

TO: HEARINGS OFFICER

FROM: LISA ANDERSON-OGILVIE, AICP, DEPUTY COMMUNITY
DEVELOPMENT DIRECTOR AND PLANNING ADMINISTRATOR

SUBJECT: SIGN VARIANCE AND SIGN PERMIT CASE NO. VAR-SI18-02;
4775 DEPOT COURT SE - 97317;
AMANDA NO.: 18-111539-SA & 18-112287-SI

REQUEST

Summary: A request for a sign permit and sign variance to allow construction of a new wall sign 193.56 square feet in size, facing south towards a parking area.

Request: A Sign Permit to construct a wall sign on the south face of a new building and a Sign Variance to increase the display surface area for the sign from a maximum of 100 square feet per SRC 900.210(b)(2) to 193.56 square feet, a 94 percent increase, for property approximately 61.75 acres in size, zoned EC (Employment Center), and located at 4775 Depot Court SE - 97317 (Marion County Assessors Map and Tax lot number: 082W05 / 02001).

OWNER/APPLICANT: Lauren Golden Jones for Capstone Partners, LLC

- Capstone Partners LLC members include: Brix Law Service Company LLC, Triangle Development Company and Sapient Advisory Corporation
- Brix Law Service Company LLC members include: Kyle Wuepper and Brix Law LLP
- Brix Law LLP members includes Laura Craska Cooper, Bradley S. Miller and Kyle Wuepper
- Triangle Development Company members include: Jeffrey M. Sackett
- Sapient Advisory Corporation members include: Barbara Monteith Nelson and Christopher James Nelson

AGENT: Lee Leighton, Mackenzie

RECOMMENDATION

Based on the Facts and Findings presented in this staff report, staff recommends the Hearings Officer APPROVE the request for a Sign Variance and Sign Permit to allow

construction of a new wall sign 193.56 square feet in size, facing south towards a parking area for the new building located at 4775 Depot Court SE.

BACKGROUND

On June 1, 2018, Lee Leighton, Mackenzie, filed sign variance and sign permit applications on behalf of the applicant and property owner, Capstone Partners, LLC, with a request to install a wall sign for a newly constructed Amazon warehouse and fulfillment center for property zoned EC (Employment Center).

SRC Chapter 900.210(b)(2) allows any number of additional wall signs on each building, provided, however that the total display surface of all signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-19. Further, no single wall sign allowed under this subsection shall have a display surface exceeding 100 square feet. The applicant is requesting a sign variance to allow construction of a new wall sign approximately 193.56 square feet in size.

The public hearing before the City of Salem Hearings Officer is scheduled for July 25, 2018, at 5:30 p.m. in the Council Chambers, Room 240, Civic Center, located at 555 Liberty Street SE. A request for comments was sent to surrounding property owners on June 25, 2018. Public hearing notice was also posted on the property by the applicant on July 11, 2018, 14 days prior to the hearing, pursuant to SRC requirements.

Due to a clerical error, Notice of Public Hearing was not sent to surrounding property owners within the minimum 20 day public hearing notification period required by SRC 300.620(b)(2)(A). Notice of Public Hearing was sent by mail to surrounding property owners on July 18, 2018, 7 days prior to the public hearing. If testimony is received at the hearing that insufficient time was provided for interested parties to review the application and provide adequate testimony, the Hearings Officer may leave the record open to cure the noticing error.

PROPOSAL

The applicant is requesting a sign variance and sign permit to allow construction of a new wall sign approximately 193.56 square feet in size, facing south towards an off-street parking area. The variance is requested because the maximum display surface area for the proposed wall sign per SRC 900.210(b)(2) is 100 square feet.

SUMMARY OF RECORD

The following items are submitted to the record and are available upon request: All materials submitted by the applicant, including any applicable professional studies such as traffic impact analysis, geologic assessments, and stormwater reports; any materials and comments from public agencies, City departments, neighborhood associations, and the public; and all documents referenced in this report.

APPLICANT'S STATEMENT

The applicant's written statement (Attachment B) and proposed sign plans (Attachment C) are attached and made a part of the staff report.

FACTS AND FINDINGS

1. Salem Area Comprehensive Plan (SACP) designation

The Salem Area Comprehensive Plan (SACP) map designation for the subject property is "Employment Center." The subject property is within the Urban Growth Boundary but is located outside the Urban Service Area.

2. Zoning and Surrounding Land Uses

The subject property is zoned EC (Employment Center).

The zoning and uses of surrounding properties includes:

Northeast: EC (Employment Center) – Home Depot

Southeast: Across Depot Court SE – PH (Public and Private Health Services) – State Corrections, and Marion County Dog Shelter

Northwest: Across Kuebler Boulevard – RM-II (Multi-Family Residential) – Residential uses

Southwest: EC (Employment Center) – Vacant

3. Site Analysis

The subject property is approximately 61.75 acres in size and has frontage along Kuebler Boulevard SE which is designated as a Parkway street on the Salem Transportation System Plan (TSP), and along Depot Court SE which is designated as a local street on the TSP. The sign will be located on the south side of the new building facing towards a new off-street parking area, not facing either of the abutting streets.

4. Neighborhood and Citizen Comments

Notice of the application was sent to the Southeast Mill Creek Association (SEMCA), and all property owners of record within 250 feet of the subject property. At the time of this staff report, no comments have been received from SEMCA or surrounding property owners.

5. City Department and Public Agency Comments

The Building and Safety Division reviewed the proposal and indicated no concerns.

6. Analysis of Sign Variance Criteria – SRC Chapter 900

SRC 900.040(a) provides that sign variances may be granted to the height and display surface standards, to increase the number of allowed signs, to allow relocation of a sign, and to allow structural alterations to a sign.

A sign variance shall not provide for any of the following:

- a) To allow a sign prohibited by SRC 900.020 (Prohibited Signs).
- b) To decrease a setback or special setback.
- c) To allow placement of a sign in a vision clearance area.
- d) To allow structural alterations to a non-conforming or non-complying sign.
- e) To authorize a sign not otherwise permitted on the property for which the variance is sought.
- f) To allow any sign other than those specifically allowed by this Chapter.
- g) To modify the display and brightness regulations for electronic display signs established by SRC 900.090.

Pursuant to SRC 900.040(d), an application for a sign variance shall be granted if the following criteria are met:

Criterion 1:

Compliance with the applicable standard would create an unnecessary hardship due to unique or unusual physical conditions of the property over which the applicant has no control, such as topography and lot shape, which are not present on other properties in the vicinity that have the same zone designation; the hardship does not result from actions of the applicant, owner, or previous owners of the property; and the sign variance is limited to the minimum reasonably necessary to alleviate the problem created by the unique or unusual physical conditions.

Staff Finding: The subject property is approximately 61.75 acres in size and contains an exceptionally large building that is approximately 1,018,020 square feet in size. The property has frontage along two streets, Kuebler Boulevard SE and Depot Court SE. No wall signs are proposed on the building that would be directed towards Kuebler Boulevard SE or Depot Court SE. Monument signs will be installed at each of the three driveway entrances to the property on Depot Court SE.

The proposed wall sign will be roughly in the center of the southern building façade, which is approximately 1,700 feet in length. The sign will mark the main entrance into the building and is not intended to be visible from abutting streets or the surrounding area. The proposed letters are approximately four feet in height and are intended to be visible from the outermost parking spaces.

SRC 900.210(b)(2) provides that any number of additional wall signs are allowed on each building; provided, however, that the total display surface of all signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-19. No single wall sign allowed under this subsection shall have a display surface exceeding 100 square feet. Based on the southern façade area for the building of approximately 73,000 square feet, Table 900-19 would allow up to 3,650 square feet of wall sign area, or 5 percent of the façade. The proposed wall sign is approximately 193.56 square feet in area and represents approximately 0.35 percent of the total façade area.

The appearance and function of the proposed sign will not adversely affect, or be out of character with, other signage used by businesses in the surrounding Mill Creek Corporate Center.

The variance is necessary due to the large size of the property. The distance between the outermost parking spaces and the main entrance of the building creates a practical difficulty, and the variance requested is the minimum needed to alleviate the problem.

Criterion 2:

The sign variance is necessary to permit signage comparable with other properties in the vicinity that have the same zone designation.

Staff Finding: The applicant indicates that the other comparable property in the vicinity is the Home Depot Distribution Center located at 4999 Depot Court SE. This abutting property shares the same EC (Employment Center) zoning designation and is subject to the same sign requirements of SRC Chapter 900. The wall sign for this building is approximately 64 square feet in size placed on a building façade that is approximately 14,683 square feet in size. The wall sign represents approximately 0.43 percent of the façade area, which is comparable to the proposed 0.35 percent proposed by the Amazon wall sign.

Staff finds that the proposed wall sign is comparable to other properties in the vicinity with the same zone designation.

Criterion 3:

The sign variance will not adversely affect the function or appearance of the development and use of the property and surrounding properties.

Staff Finding: The proposed variance will allow a larger wall sign to be placed on the main entrance into the newly constructed building. The proposed wall sign will represent a fairly small percentage of the total southern building façade area that the sign will be installed on, and the sign is not designed to be visible from abutting streets or surrounding areas. The appearance and function of the

proposed sign will not adversely affect, or be out of character with, other signage used by businesses in the Mill Creek Corporate Center.

Criterion 4:

The sign variance will not impose limitations on other properties and signage in the area, including signage that would be allowed on adjacent properties.

Staff Finding: If granted, the sign variance to allow the newly constructed building to have a larger wall sign than permitted by SRC Chapter 900, the sign variance would not limit allowed signage for other buildings on the subject property or the allowed signage for adjacent properties.

7. Analysis of Sign Permit Approval Criteria – SRC Chapter 900

SRC Chapter 900.025(d) provides that an application for a sign permit shall be granted if the following criteria are met:

Criterion 1:

The sign meets the requirements of SRC Chapter 56.

Staff Finding: The applicant has applied for a building permit (18-111533-BP) to install the proposed wall sign. The building permit application has been reviewed by the Building and Safety Division and meets the requirements of SRC Chapter 56.

Criterion 2:

The sign is allowed in the zone.

Staff Finding: The proposed wall sign is permitted in the EC zone, the variance request is to increase the maximum display surface for this permitted wall sign.

Criterion 3:

The sign will not interfere with the use of any public right-of-way, other public easements, or other publicly owned property.

Staff Finding: No evidence has been presented that the sign will interfere with use of the public right-of-way, public easements or other publicly owned property.

Criterion 4:

The sign conforms to all the applicable standards in this Chapter.

Staff Finding: SRC 900.210(b)(2) provides that any number of additional wall signs are allowed on each building; provided, however, that the total display surface of all signs allowed under this subsection does not exceed the maximum display surface set forth in Table 900-19. No single wall sign allowed under this subsection shall have a display surface exceeding 100 square feet. If granted the variance request will allow the proposed wall sign to exceed the 100 square foot maximum allowance, the proposed wall sign complies with all other standards of SRC Chapter 900.

RECOMMENDATION

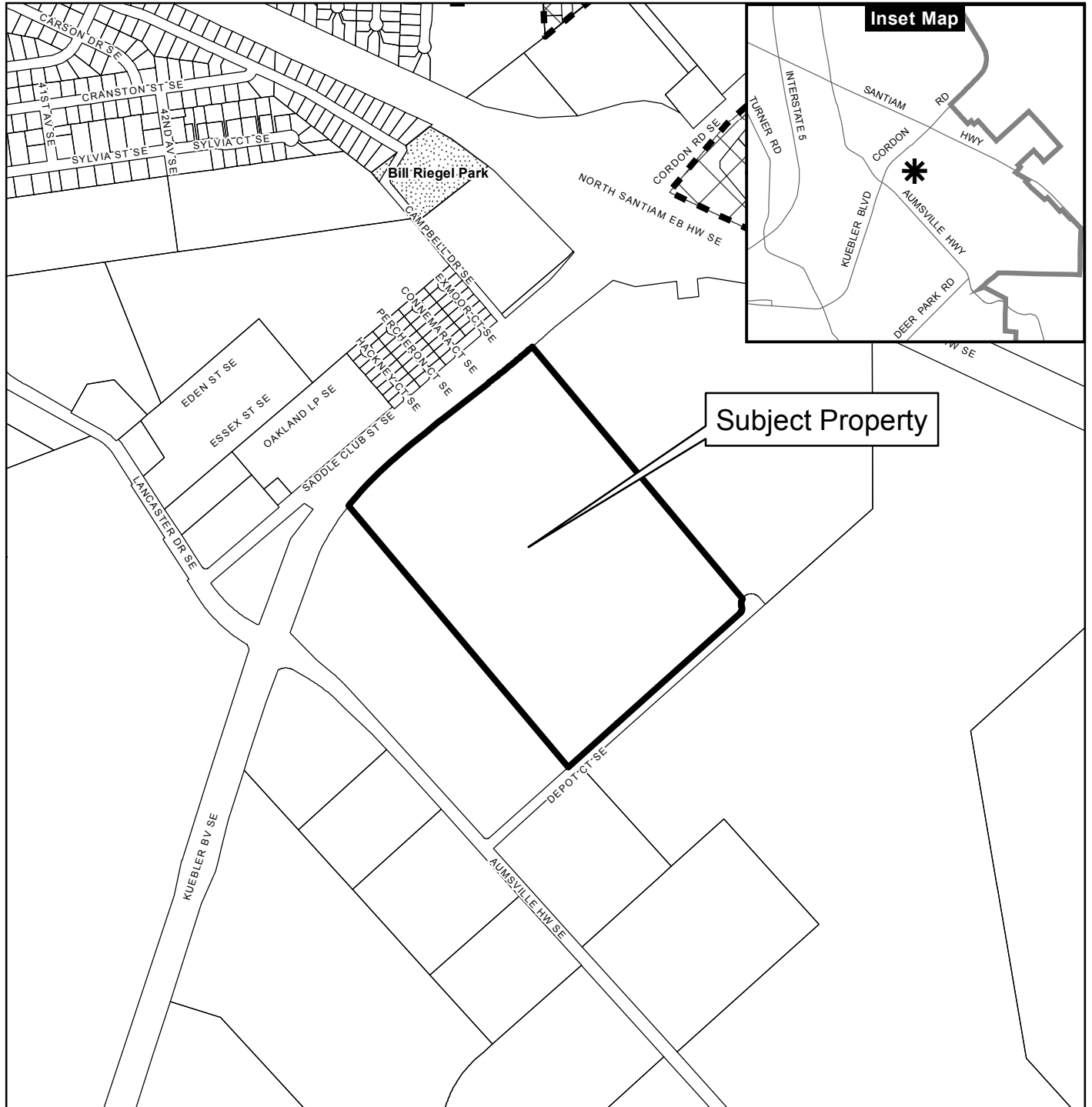
Based on the Facts and Findings presented in this staff report, staff recommends the Hearings Officer APPROVE the request for a Sign Variance and Sign Permit to increase the display surface area for a new wall sign from a maximum of 100 square feet per SRC 900.210(b)(2), to 193.56 square feet, for property approximately 61.75 acres in size zoned EC (Employment Center), and located at 4775 Depot Court SE - 97317.

Attachments: A. Vicinity Map
 B. Applicant's Statement
 C. Plans

Application Deemed Complete Date: June 25, 2018
State Mandated Decision Date: October 23, 2018

Prepared by: Aaron Panko, Planner III








Vicinity Map 4775 Depot Court SE



Subject Property

Inset Map

Legend

-  Taxlots
-  Urban Growth Boundary
-  City Limits
-  Outside Salem City Limits
-  Historic District
-  Schools
-  Parks

CITY OF Salem
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Community Development Dept.

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MACKENZIE.

DESIGN DRIVEN | CLIENT FOCUSED

SIGN VARIANCE

To
City of Salem

For
Amazon Fulfillment Center
Mill Creek Corporate Center

Dated
May 30, 2018

Project Number
2170178.15



MACKENZIE
Since 1960

RiverEast Center | 1515 SE Water Ave, Suite 100, Portland, OR 97214
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TABLE OF CONTENTS

| | | |
|------|----------------------------------------------|----|
| I. | PROJECT SUMMARY | 1 |
| II. | INTRODUCTION | 2 |
| | Existing Site and Surrounding Land Use | 2 |
| | Background | 2 |
| | Description of Proposed Signage | 2 |
| | Aerial Image – Project Site | 3 |
| III. | COMPLIANCE WITH SALEM SIGN CODE | 4 |
| IV. | SIGN VARIANCE REQUEST | 7 |
| | 900.040 Sign Variances | 7 |
| V. | CONCLUSION | 10 |

ATTACHMENTS

1. Application Form
2. Drawing Set (Proposed Wall Sign excerpts)
 - Sheet SG0.00 – Plan View with Location of “Main Entry Building Signage” (Wall Sign)
 - Sheet SG1.07 – Wall Sign Elevation and Details:
 - Elevation Signage [3/SG1.07]
 - Wall Sign Mounting Detail [4/SG1.07]
 - Enlarged Main Entry Signage [5/SG1.07]
3. Letter Visibility Chart
4. Sign Permit No. 10-112285 (Home Depot Distribution Center)

I. PROJECT SUMMARY

| | |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Applicant/Owner: | Capstone Partners Attention: Lauren Golden Jones 1015 NW 11th Avenue, Suite 243 Portland, OR 97209 503-226-1972/ljones@capstone-partners.com |
| Site Address: | 4775 Depot Court SE Salem, OR 97317 |
| Assessor Site Acreage: | Marion County Tax Map 08 2W 05 Tax Lot 2001 (61.75 acres) per approved Property Line Adjustment (City case reference no. PLA17-13) |
| Comp. Plan and Zoning: | Employment Center/Employment Center (EC) |
| Adjacent Zoning/Use¹: | <i>North:</i> Employment Center (EC)/Home Depot Distribution Center <i>East:</i> Public Health (PH)/Oregon Department of Public Safety Standards and Training Facility <i>South:</i> Employment Center (EC)/Vacant <i>West:</i> (across Cordon Road and Saddle Club Street SE): Multiple Family Residential 2 (RM2)/Residential: Saddle Club Estates and Meadowlark Mobile Manor |
| Existing Structures: | TL 2001: Amazon Fulfillment Center currently under construction |
| Request: | Sign Variance and Sign Permit for a wall sign on the south façade of the Amazon Fulfillment Center building |
| Project Contact: | Mackenzie Attention: Lee Leighton, AICP 1515 SE Water Avenue, Suite 100 Portland, OR 97214 503-224-9560/lleighton@mcknze.com |

¹ Within this narrative, on-site direction references are based on Project North as depicted on the sign plan. Project North corresponds closely to actual (cardinal) Northeast.

II. INTRODUCTION

The Applicant requests approval of a Sign Variance and a Sign Permit to allow installation of a sign on the south façade of the Amazon Fulfillment Center building within the Mill Creek Industrial Park.

Existing Site and Surrounding Land Use²

The existing site (Phase I.B area of Mill Creek Industrial Park) is Parcel 2 of Partition Plat 2009-047, as modified by a Property Line Adjustment (City case reference no. PLA17-13). The City of Salem issued Class 3 Site Plan Review approval on July 21, 2017 for development of industrial sites and buildings designed to meet the changing needs of industrial warehouse, distribution, and shipping firms. The Amazon Fulfillment Center building and associated site improvements are currently under construction.

| SURROUNDING ZONING AND LAND USE | | |
|---------------------------------|-------------------------------------|--------------------------------------------------------------------|
| | Zone | Land Use |
| Site: | Employment Center (EC) | Amazon under construction |
| North: | Employment Center (EC) | Home Depot store |
| East: | Public Health (PH) | Oregon Department of Public Safety Standards and Training Facility |
| South: | Employment Center (EC) | Vacant |
| West: | Multiple Family Residential 2 (RM2) | (Across Cordon Road and Saddle Club Court SE) Mobile Home Park |

Background

The development project currently under construction at the subject property consists of an approximately 1,018,020-square-foot, single-story Amazon Fulfillment Center building on a 61.8-acre development site, with truck access, circulation and loading facilities, and parking, landscaping/screening and stormwater management facilities. The site will be accessed by two driveways on Depot Court SE, plus emergency access by two driveways (on the portion of Depot Court SE on the Home Depot parcel to the north, and on Cordon Road). Truck access, circulation and loading docks are on the north side of the building, and the Amazon Fulfillment Center building's main entrances are located on the south side of the building, facing the vehicle parking area for employees and visitors.

Sign Variance approval is necessary because the proposed wall sign is located above the main building entrance, rather than on a street-facing wall façade, and because its size exceeds the allowed maximum size for individual wall signs in the City of Salem Code. In addition to approval by the Mill Creek Industrial Park Design Review Committee, approvals of a Sign Variance and Sign Permit by the City of Salem are required for the proposed wall sign, which is described in the following section.

Description of Proposed Signage

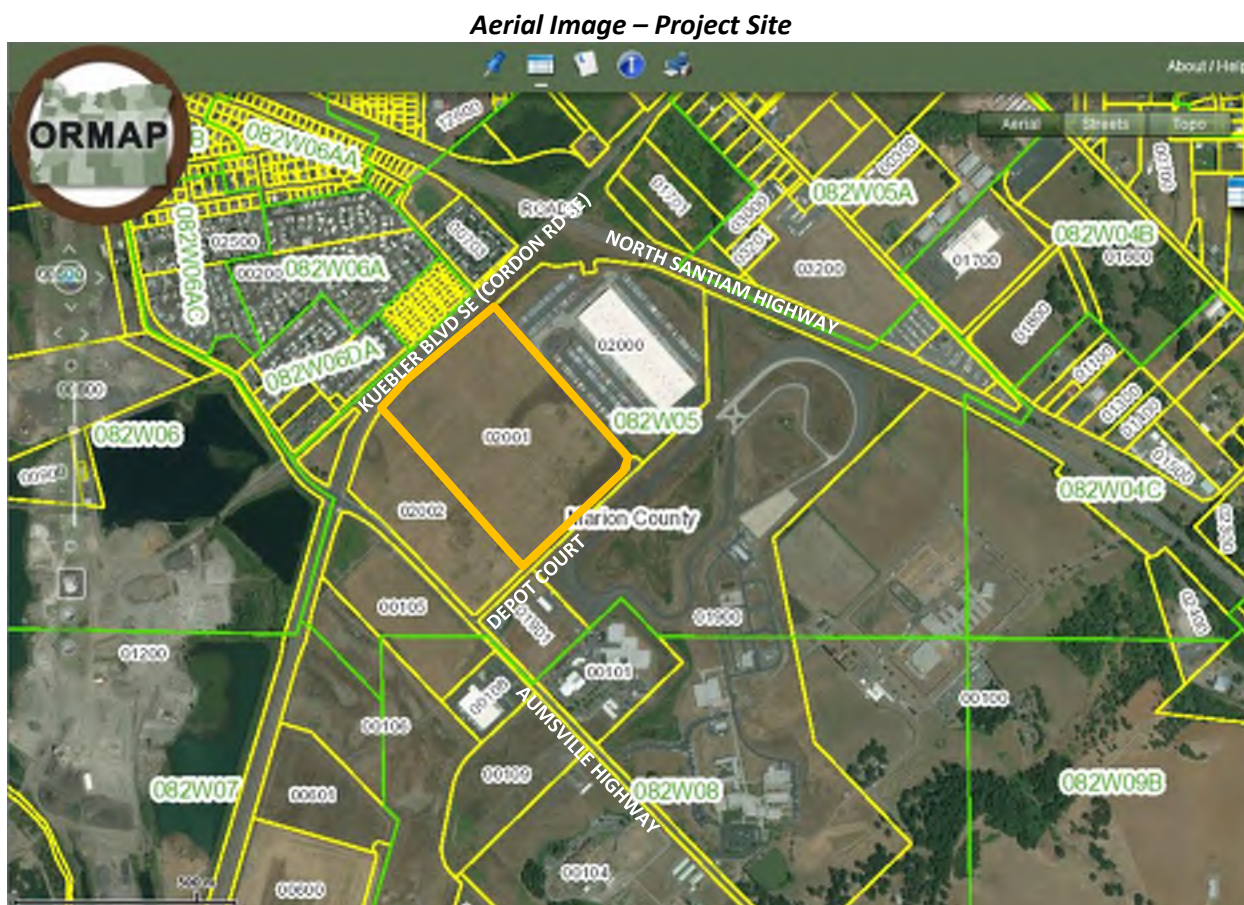
This request will allow Amazon to install one wall sign, approximately 256 square feet in area, above the main entry on the south façade of the Amazon Fulfillment Center building, which is currently under

² Within this narrative, on-site direction references are based on Project North as depicted on the sign plan. Project North corresponds closely to actual (cardinal) Northeast.

construction. (The proposed wall sign will be in addition to other allowed site signage that does not require Variance approval).

The Applicant has previously requested and obtained approval of the site signage program, including the proposed wall sign, by the Mill Creek Corporate Center Design Review Committee (“Design Review Committee”) pursuant to standards in the Declaration of Covenants, Conditions, and Restrictions for Phase I.B of Mill Creek Corporate Center (“CC&Rs”).

Findings with respect to the applicable standards in Salem Revised Code (SRC) Chapter 900 – Sign Code are provided in Section IV below.



III. COMPLIANCE WITH SALEM SIGN CODE

The applicable Salem Revised Code provisions for this request are contained in the following Sections:

- SRC Section 900.150 – Wall Signs;
- SRC Section 900.210 – Permanent Signs in [...] Employment Center (EC) Zones; and
- SRC Section 900.245 – Variances.

Provisions are quoted below with Applicant’s recommended findings and conclusions (“Response”).

Section 900.150. - Wall signs.

(a) Wall signs on building walls. Wall signs placed on a wall of a building shall conform to this subsection.

(1) Height.

(A) Wall signs may project above the higher of the eave line, roof line, or top of the parapet a distance equal to one-third of the height of the sign or three feet, whichever is less.

(B) Wall signs that do not extend the full length of the wall may project above the eave line, roof line, or top of the parapet one-third of the height of a building if the building is less than 15 feet in height, or six feet if the building is over 15 feet in height.

(C) The height of a wall sign that extends the full length of the wall shall not exceed four feet, measured from the roof line directly behind the wall to the top of the wall.

(D) Wall signs attached to a marquee shall not exceed 30 inches in height.

Response: These provisions are not applicable because the proposed wall sign will not project above the top of the parapet, does not extend the full length of the wall on which it is mounted, and is not attached to a marquee.

(2) Structure.

(A) The supporting structure for any wall sign shall be completely enclosed so as not to be visible from any public street, alley, or adjacent property.

(B) No external braces, guy wires, "A" frames, or similar bracing system shall be used in constructing a wall sign.

(C) Wall signs may be installed on mansard roofs of 30 degrees or less, if they are installed vertically, and if the supporting structure is completely enclosed so as not to be visible from any public street, alley, or adjacent property.

Response: The proposed sign mounting configuration will not be visible from outside the subject property, and will not involve any external bracing system, as required by this Section. Subparagraph (C) is not applicable because the sign will not be mounted on a mansard roof.

(3) Clearance.

(A) The bottom of a wall sign that projects from a wall and is located on an alley shall have a clearance of not less than 14 feet from grade and shall have a maximum projection from the wall to which it is attached of not more than 12 inches.

(B) The lower edge of a wall sign attached to a marquee shall not extend below the marquee.

Response: Subparagraph (3) is not applicable because the sign will not project from a wall located on an alley or be attached to a marquee.

(b) Sign towers. Wall signs may be placed on sign towers that conform to this subsection. [detailed provisions omitted for brevity]

Response: Subparagraph (b) is not applicable because no sign tower is proposed.

900.210. Permanent Signs in Industrial Business Campus (IBC), Industrial Commercial (IC), Industrial Park (IP), General Industrial (IG), Intensive Industrial (II), and Employment Center (EC) Zones.

SRC 900.210(b) Permanent Signs for Business.

(1) One freestanding sign, one projecting sign, one roof sign, or one wall sign, for each building frontage is allowed. For corner lots, only one freestanding sign is allowed.

Response: The site has street frontages on Kuebler Boulevard (west) and Depot Court (east). The Applicant has obtained a sign permit for one freestanding sign on Depot Court, together with driveway and freight directional signs on that frontage, because all non-emergency site access is located there. Because the Applicant's preferred treatment along the Kuebler Boulevard frontage is a dense landscape screening treatment (which the Mill Creek Design Review Committee and City of Salem have approved), no signage has been proposed along or facing that roadway.

The Applicant requests a Sign Variance to allow installation of a wall sign that faces the vehicle parking area within the site, because that wall is not facing a street frontage. A possible interpretation of the Code reference to "each building frontage" could be that wall signs are allowed ONLY on building walls facing public streets. In that case, no wall sign would be allowed on a building wall that did not face a street frontage, such as this proposed wall sign.

(A) Wall Signs. The display surface for a wall sign shall not exceed one hundred twenty-five square feet.

Response: The Applicant requests a Sign Variance to allow the proposed sign to exceed the 125-square-foot wall sign limitation by 131 square feet. The proposed sign will be installed over the main entrance on the south face of the Amazon Fulfillment Center building (see Detail 5 on sheet SG1.07). It includes lettering ("Amazon") and the Amazon "smile" logo within a rectangle 26'0" wide and 9'10" high, containing 256 square feet. This sign will be mounted facing south, high on the building wall above the main entrance; but it will be entirely below the parapet, which is at approximately 43.5 feet. Putting it in the context of the size of the building façade, the bottom of the sign will be about 32 feet above grade (basically, at what would typically be a fourth-floor level) and its area represents 0.35% of the approximately 73,230-square-foot wall façade surface on which it will be mounted.

(B) Freestanding Signs.

(C) Projecting Sign Standards. Projecting signs shall conform with SRC 900.140.

(D) Roof Sign Standards. Roof signs shall conform with SRC 900.145.

Response: These standards are not applicable because no freestanding, projecting, or roof signs are included in this request.

(2) Any number of additional wall signs on each building; provided, however, that the total display surface of all signs allowed under this paragraph does not exceed the maximum display surface set forth in Table 900-19.

Response: Based on Table 900-19, the maximum total display surface allowed on the south façade of the Phase I Amazon Fulfillment Center building would be 360 square feet (i.e., the maximum allowed irrespective of wall/building size). In the case of the Amazon building, 360 square feet equals approximately 0.5% of the gross face area of the south building wall surface area. As discussed above, the proposed wall sign occupies a 256-square-foot rectangle. So, although the sign exceeds the 125-square-

foot wall sign limitation in SRC 900.210(b)(1)(A) by 131 square feet, requiring a sign variance as noted above, the proposed wall sign complies with the maximum allowed wall sign area under this Section. Therefore, the proposed sign complies with this provision (although it requires Sign Variance approval on other grounds).

IV. SIGN VARIANCE REQUEST

Based on the findings above in this narrative, the proposed wall sign is subject to Type III Sign Variances approved by the Hearings Officer per SRC 900.040 Sign Variances. The Applicant's responses below address the applicable variance approval criteria.

900.040 Sign Variances

(a) *Applicability. Sign variances may be granted to the height and display surface standards, to increase the number of allowed signs, to allow relocation of a sign, and to allow structural alterations to a sign.*

(1) *Limitation. A sign variance shall not provide for any of the following:*

(A) *To allow a sign prohibited by SRC 900.020, "Prohibited Signs."*

(B) *To decrease a setback or a special setback.*

(C) *To allow placement of a sign in a vision clearance area.*

(D) *To allow structural alterations to a non-conforming or non-complying sign.*

(E) *To authorize a sign not otherwise permitted on the property for which the variance is sought.*

(F) *To allow any sign other than those specifically allowed by this Chapter.*

(G) *To modify the display and brightness regulations for electronic display signs established by SRC 900.090.*

Response: The Applicant requests Sign Variance approval to allow an increase in the maximum allowed area of a wall sign, to allow a single sign of 256 square feet to be located on a building wall that does not face a street frontage. The proposed sign exceeds the 125-square-foot maximum for a single wall sign but is below the 360-square-foot maximum combined area that would be allowed for multiple signs on the same building façade.

The Applicant does not request approval for any sign subject to the listed limitations in SRC 900.040(a)(1)(A) through (G). Therefore, the provisions of Section 900.040 are applicable to this request.

(b) *Procedure type. A sign variance is a Type III procedure under SRC chapter 300.*

Response: This provision contains procedural guidance and requires no evidence or response from the Applicant.

(c) *Submittal requirements. In addition to the submittal requirements for a sign permit required by SRC 900.025, an application for a sign permit that includes a variance shall contain a statement of the specific standard for which the variance is requested, and the amount or scope of the variance.*

Response: The Applicant has clearly stated the parameters of the requested variance in this document, supported by the attached set of drawings. This provision is satisfied.

(d) *Criteria. An application for a sign variance shall be granted if the following criteria are met:*

(1) *Compliance with the applicable standard would create an unnecessary hardship due to unique or unusual physical conditions of the property over which the applicant has no control, such as topography and lot shape, which are not present on other properties in the vicinity that have the same zone designation; the hardship does not result from actions of the applicant, owner, or previous owners of the property; and the sign variance is*

limited to the minimum reasonably necessary to alleviate the problem created by the unique or unusual physical conditions;

Response: The site is exceptionally large, designed specifically to accommodate a single building with 1,018,020 square feet of floor area. The site has public street frontages on two sides, with three driveways on its approximately 1,400 feet of frontage on Depot Court SE at the east, but no accesses on Kuebler Boulevard at the west. Approved plans for the Mill Creek Industrial Park area include sites suitable for large buildings, to enable the City of Salem to remain competitive among other cities seeking to attract leading traded-sector employers and industries, and to respond to the changing needs of industrial warehouse, distribution, and shipping firms as determined by the market. These market trends are beyond the control of the property owner and the end users of the site.

The proposed wall sign's location above the main entrance doorway, facing the vehicle parking lot, is not designed for visibility from the public right-of-way. Rather, it is designed to guide people to the main building entrance from within the parking area in the southern part of the site itself. In the southern row of parking spaces, those located directly south of the main entrance are about 250 feet from the entrance; but at the southeast and southwest corners of the parking lot, the line of sight to the main entrance (and hence the proposed wall sign) will be about 800 feet.

The sign's proposed letter height ("Amazon") is 4'0". (See Detail 5 on Sheet SG1.07.) As noted above, the rectangular area containing the lettering and the Amazon "smile" logo measures 256 square feet, which is only 0.35% of the wall façade area on which it will be installed, and quite a small percentage in relation to the scale of typical wall signs allowed on industrial buildings.

Referring to the Letter Visibility Chart provided by City of Salem staff (See Attachment 3), letter height of 48" (4'0") corresponds to a "readable distance for maximum impact" of 480 feet, which is a little more than half the actual sight distance from the far corners of the parking lot. Notably, the chart indicates that 60" letters (5'0") would correspond to a "readable distance for maximum impact" of 600 feet, which is still less than the distance from the southern corners of the parking lot.

Based on these facts, the proposed sign area is not unusually large nor disproportionate to the size and height of the wall on which it will be mounted: at 256 square feet, the proposed sign area is equivalent to only 0.35% of the building wall. Moreover, its size falls between the maximum otherwise allowed for a single wall sign (125 square feet) and the cumulative maximum that would be allowed for multiple signs on that wall (360 square feet), pursuant to Table 900-19. The proposed size of the lettering is reasonably tailored to the objective of enabling motorists in the parking lot to identify the primary entrance location.

Considering the above facts, the proposed wall sign's size and location have been calibrated to meet the needs of the large site and parking area without exceeding City standards for overall wall sign area. Therefore, the sign variance is limited to the minimum size reasonably necessary to alleviate the problem created by the unique or unusual physical conditions of the unusually large site, and this approval criterion is met.

(2) *The sign variance is necessary to permit signage comparable with other properties in the vicinity that have the same zone designation;*

Response: The proposed signage program is comparable to signage permitted in 2010 on the neighboring Home Depot Distribution Center site at 4999 Depot Court SE, adjacent to the subject property's Phase 1 site. (See Attachment 4, Sign Permit No. 10-112285 – Home Depot Distribution Center.) In addition to having a monument sign adjacent to Depot Court SE, the Home Depot wall sign is an 8-foot square mounted in the upper right corner of the west-facing building wall, whose surface is 14,683 square feet according to the signage plans. Its 64-square-foot area represents 0.43% of the wall surface area on which

it is mounted, which is comparable to (and proportionately larger than) the 0.35% of wall area of the proposed Amazon south-facing wall sign.

No other industrial properties in the vicinity are oriented toward or have access from Depot Court SE, making the Home Depot site the only reasonable comparable. As noted above, the land to the east across Depot Court is zoned Public Health (PH) and is occupied by the Oregon Department of Public Safety Standards and Training Facility, with access driveways on Aumsville Highway. This criterion is therefore met.

- (3) *The sign variance will not adversely affect the function or appearance of the development and use of the property and surrounding properties; and*

Response: The proposed wall sign will be comparable in proportionate size to the existing wall sign at the neighboring site on Depot Court, as discussed above, but it will differ in that it will not face Depot Court. The site across Depot Court is developed and in use as an Oregon State Police training facility, which does not use Depot Court as a public access frontage at all. The proposed sign will not be visible from Cordon Road due to dense landscape screening along that side of the site, and it will be so distant as to be barely visible from Aumsville Highway (...until development of the vacant parcel to the south occurs, which will obscure that view corridor completely). Based on the scale of adjacent industrial and institutional uses and development, and the proposed sign's distance from other signage in the area, approval of the requested Sign Variance will not adversely affect the function or appearance of the development, or the use of the property and surrounding properties. This criterion is therefore met.

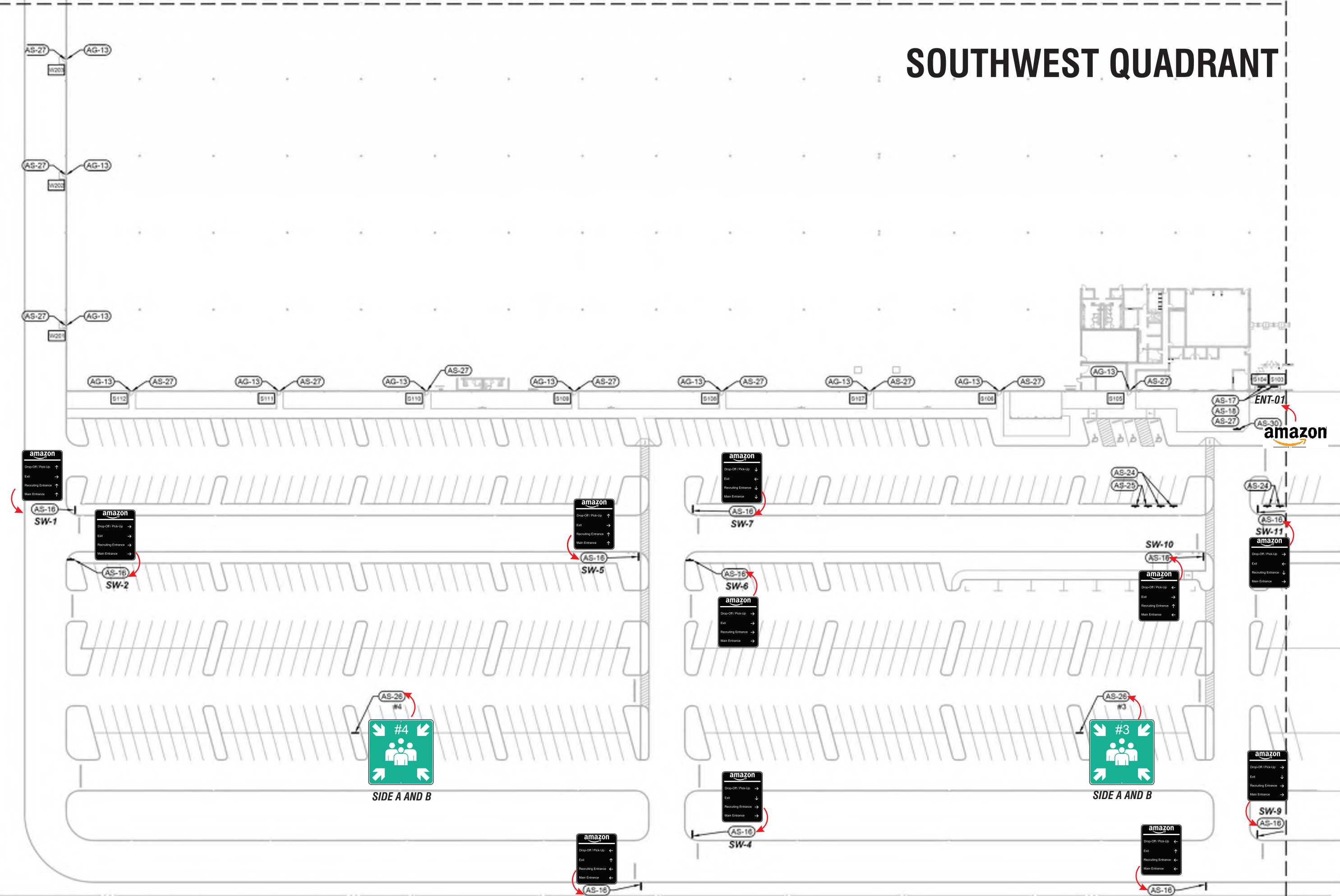
- (4) *The sign variance will not impose limitations on other properties and signage in the area, including signage that would be allowed on adjacent properties.*

Response: No restrictions on off-site signage are proposed. Moreover, nothing in this sign variance request imposes any limitation on the signage rights appurtenant to other properties in the area, for existing or potential future sign permit approvals. This criterion is therefore met.

V. CONCLUSION

The Applicant has presented a set of detailed drawings and evidence to support approval of the proposed south-facing wall sign at the Amazon Fulfillment Center site within the Mill Creek Industrial Park Phase I.B sub-area, including a sign variance. The Applicant respectfully requests approval of the requested variance and wall sign.

SOUTHWEST QUADRANT



SOUTHWEST SITE SIGNAGE PLAN



TUBE ART GROUP

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

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4213
Customer Number
132955SP
Quote Number
132955SP Amazon
File Name
Jack Bailey
Salesperson
Tom Maxwell
Drawn By
*
Checked By
April 11, 2018
Date

Revisions
 Approved
 Approved With Changes Noted

Customer Signature

Date

Landlord Signature

Date

Signtype ENT 01

Amazon Fulfillment Center
4775 Depot Ct. SE
Salem, OR

Colors on print do not accurately depict specific colors.



1 Elevation View - Wall Sign **193.56 Sq. Ft.**
Scale: 1/4"=1'-0"

Manufacture and Install One (1) Set of Illuminated Channel letters and Logo

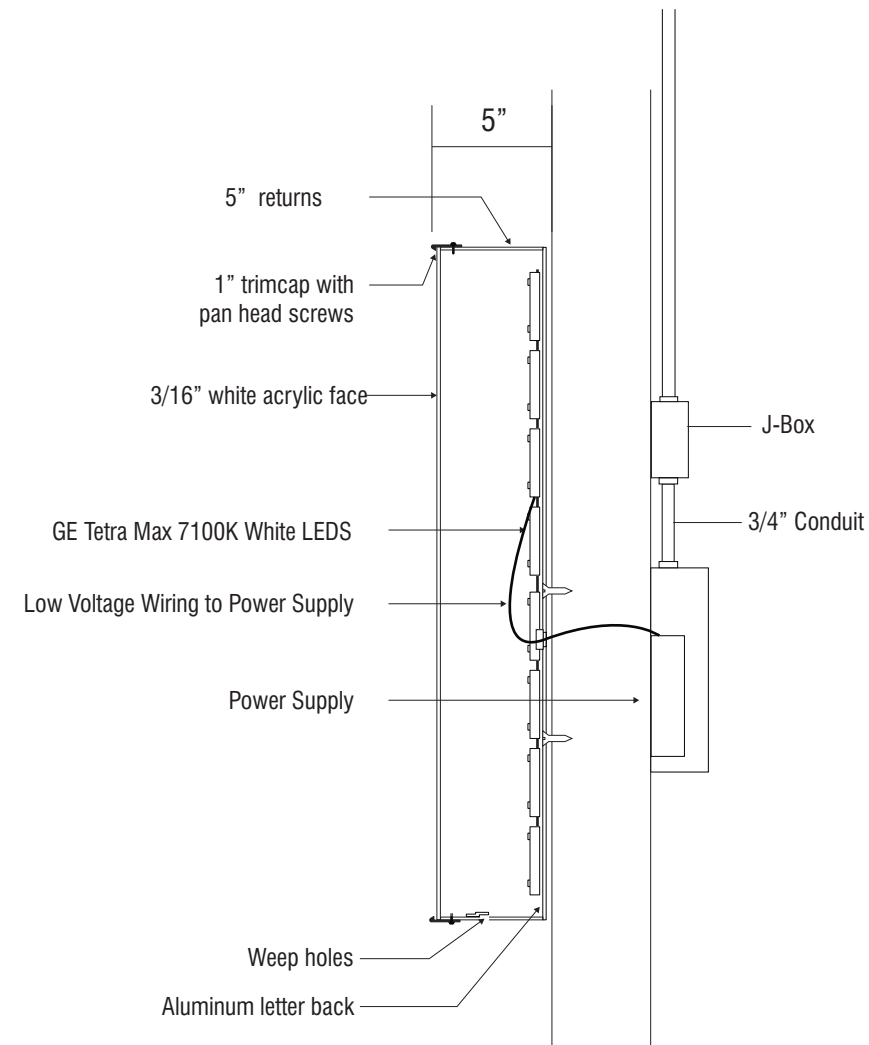
Letters: 5" deep .063 aluminum returns, painted Matthews N923SP Black. 3/16" white acrylic faces with 1st surface black 220-22 opaque vinyl, leave 1" white scratch border, 1" black trimcaps.

Logo: 5" deep .063 aluminum returns, painted Matthews N923SP Black. 3/16" white acrylic faces with 1st surface Orange vinyl and 1" black trimcaps.

Illumination: White GE Tetra Max 7100k LEDs with power supply located in remote location in building.

Installation: Mount flush to wall with required fasteners.

- Paint
Matthews N923SP Black
- Vinyl
3M 220-22 Black
- Digital Print 2
Pantone 1375C Orange

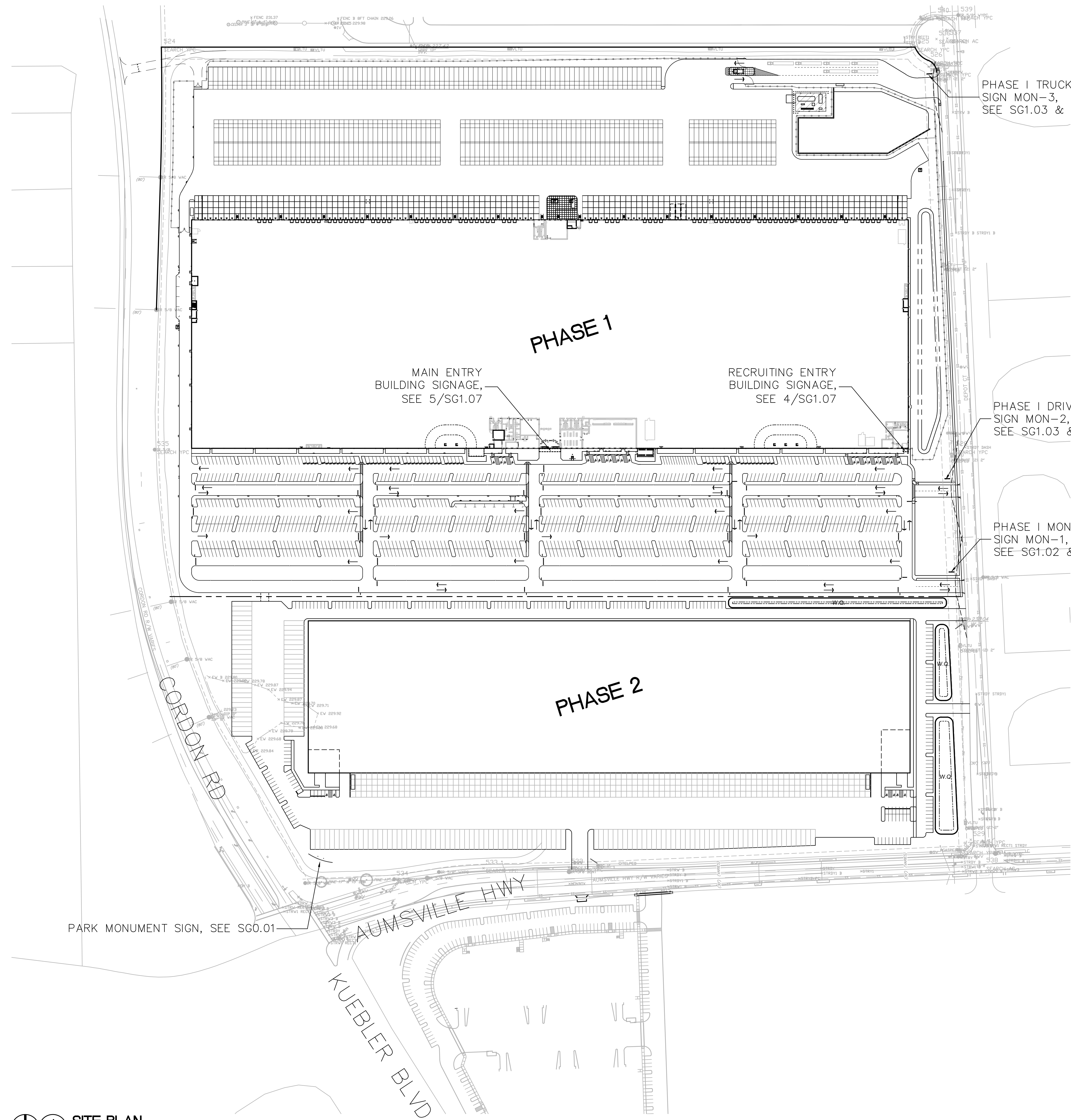


SOLD
5/14/18



MILL CREEK LOGISTICS CENTER SIGNAGE

DESIGN REVIEW SET 03/09/18



DRAWING INDEX

| | |
|---------|-----------------------------|
| SG0.00 | SITE PLAN |
| SG0.01 | PARK MONUMENT SIGN |
| SG1.01 | NORTHWEST SITE SIGNAGE PLAN |
| SG1.02 | NORTHEAST SITE SIGNAGE PLAN |
| SG1.03 | SOUTHWEST SITE SIGNAGE PLAN |
| SG1.04 | SOUTHEAST SITE SIGNAGE PLAN |
| SG1.05 | ENLARGED SITE DETAILS |
| SG1.06 | SITE SIGNAGE LEGEND |
| SG1.07 | MONUMENT SIGN |
| SG1.07A | MONUMENT SIGN |
| SG1.08 | INTERIOR SIGNAGE |

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 WITHOUT PRIOR WRITTEN PERMISSION

REVISIONS:

| NO | DATE | REVISIONS | REVISION DELTA | CLOSING DATE |
|----|------|-----------|----------------|--------------|
| | | | | |

SHEET TITLE:
SITE PLAN

DRAWN BY: BTM

CHECKED BY: RCT

SHEET

SG0.00

JOB NO. 2170178.15