

**Landon Marsh**  
**Pathway Design**  
8890 SW Laurel Leaf  
Portland, OR 97225

**Proposed Signage Site:**

Legacy Medical Group  
2020 SW 8<sup>th</sup> Ave  
West Linn, OR 97068

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*The following narrative expresses our fulfillment and adherence to the Approval Criteria of Variances found in 52.110(C) and 75.060 in the City of West Linn Development Code for the proposed signage under consideration.*

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**Proposal (As stated in Pre-Application Conference):**

*The Legacy Medical Group is located in a three-story building in the western part of the Willamette Marketplace shopping center in the Willamette neighborhood, between 8<sup>th</sup> Avenue, 10<sup>th</sup> Street, 13<sup>th</sup> Street, and I-205. The applicant is located in the eastern half of the second floor. The signage area above the first floor serves the first floor businesses, so the only area available for signage for Legacy on the building is on the eastern half of the area above the second floor, where the applicant proposes the signage. The applicant wishes to apply for a 2-foot sign height variance above the 25-foot sign height limit in the General Commercial zone. Per CDC Table 52.300, 25 feet is the maximum sign height for commercial uses in commercial zones.*

**52.110 VARIANCES (C)**

**C.** The granting authority may grant a variance from the requirements of this chapter if it is established that:

**1.** The architectural design of a building, the location of a building site or location of building thereon, or some other circumstance relating to the sign proposal, is unusual or unique and that, because of this, a hardship will be created in that the applicant will be denied an opportunity to identify their business or location relatively equal to the opportunity accorded other members of the community not burdened with such unusual or unique architectural design, building site, or other circumstance;

*The architectural design of the building has created a hardship to the applicant because of its unique design. The proposed sign location will afford the applicant the chance to advertise their business equally to that of the other businesses in the building and the surrounding complex. Since their business is on the second floor the proposed location will allow them to advertise and not distract from the*

*advertising of any businesses on the bottom floor. An average of at least 13 patients per week have difficulty finding this location. Many of these patients simply return home without fulfilling their scheduled appointment. Countless members of the West Linn community don't even know that Legacy's services are provided to this community.*

2. The design is consistent with the request and will not be injurious to the neighborhood in which the property is located or to property established to be affected by the request; and

*The proposed sign is in accordance with regulations of the General Commercial Zone and also is similar in design to the other signs within the particular building and the business complex, except for the overall height of the sign.*

3. The request is the minimum variance necessary to provide reasonable signage for the property affected. (Ord. 1276, 1990)

*The proposed sign height of 27' is minimum required to fit the sign within the sign band so that the sign is both aesthetically pleasing and complimentary of the architectural design of the building.*

## **75.060 APPROVAL CRITERIA**

The appropriate approval authority shall approve a variance request if all the following criteria are met and corresponding findings of fact prepared. The approval authority may impose appropriate conditions to ensure compliance with the criteria. The approval authority shall deny the variance if any of the criteria are not met.

**A.** Exceptional or extraordinary circumstances apply to the property which do not apply generally to other properties in the same zone or vicinity, and result from lot size or shape, legally existing prior to the date of this code, topography, or other circumstances over which the applicant has no control.

*Due to the unique architectural design of the building that the applicant's business is in, the zoning regulations have created an unforeseen hardship on their business' ability to advertise. Most other businesses in the vicinity and zone do not normally face this hardship, but due to the height of the floor and the location of the applicants business, they are not allowed to advertise properly under the restriction on height limits of the code. Grade is substantially higher on the west side of this building, and if Legacy were located in this section of the building, this variance would not be necessary.*

**B.** The variance is necessary for the preservation of a property right of the applicant, which is substantially the same as a right possessed by owners of other property in the same zone or vicinity.

*The proposed signage will create an equal playing field for the applicant in their ability to advertise their business. The proposed overall height of the sign will provide the applicant the ability to advertise and operate in substantially the same manner as the other businesses in the complex.*

**C.** The authorization of the variance will not be materially detrimental to the purposes and standards of this code, will not be inconsistent with all other regulatory requirements, and will not conflict with the goals and policies of the West Linn Comprehensive Plan.

*The authorization of this variance request is not inconsistent with any goals and policies of the West Linn Comprehensive Plan. The authorization will reinforce the City's goals and increase the potential for business within the city.*

**D.** The variance request is the minimum variance which would alleviate the exceptional and extraordinary circumstance.

*The proposed height of the sign is the minimum variance to allow the applicant to properly advertise their business. The current restriction on height of signs is 25', the applicant is only asking for a 2' variance so that not only can they advertise adequately, but that the sign will also match the unique architecture of the building and be aesthetically pleasing.*

**E.** The exceptional and extraordinary circumstance does not arise from the violation of this code.

*The exceptional and extraordinary circumstances have not arisen from any violation of the code. They have only arisen due to unique architectural design of a building that the clients business is in.*

**F.** The variance will not impose physical limitations on other properties or uses in the area, and will not impose physical limitations on future use of neighboring vacant or underdeveloped properties as authorized by the underlying zoning classification. (Ord. 1442, 1999)

*The variance will not impose any physical limitations on any other properties or business owners in the respective zone or complex. In fact, the proposed variance alleviates any limitations on other businesses in the building. If the applicant was to follow the regulations for the zone, they would have to remove potential allotted square footage of signage from another tenant in the building. This variance will allow all tenants to retain their allotted square footage of signage without the clutter of compressing all tenant signage into the lower sign area. The benefit to other businesses is that once Legacy Medical Group is properly displayed on the building, the resulting increased foot traffic will promote other surrounding businesses, which will ultimately benefit the community.*



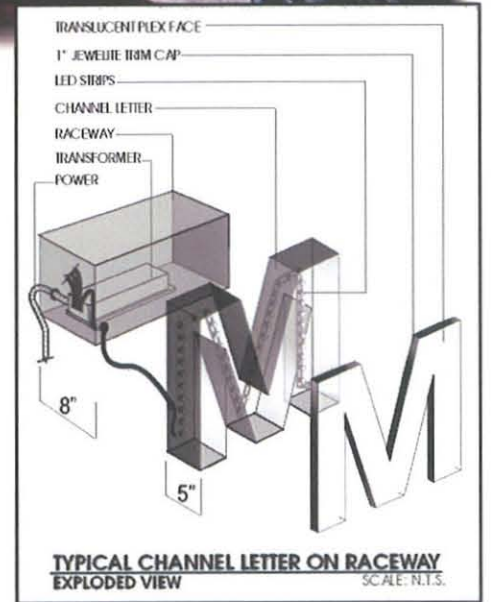
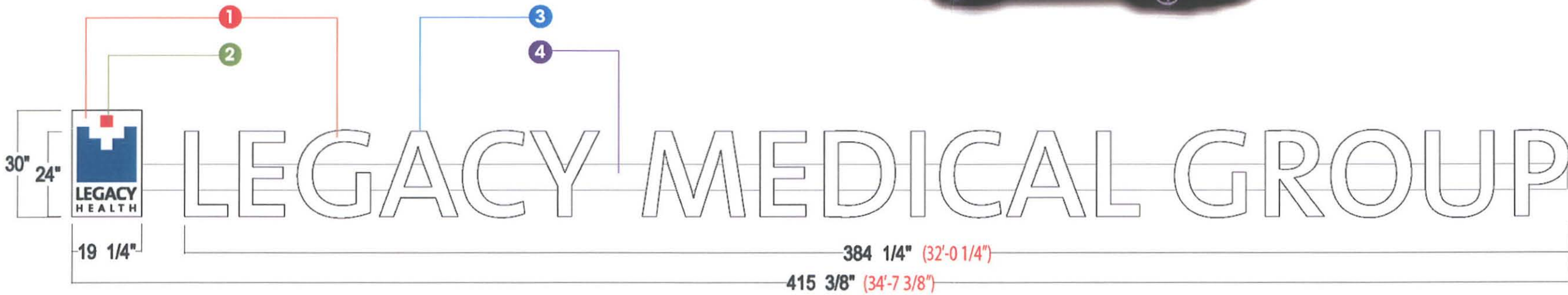
**NEW: 1 SET - ILLUM. INDIVIDUAL CHANNEL LETTERS**

- 1 **FACES:** WHITE TRANSLUCENT ACRYLIC.
- 2 **GRAPHICS MATERIAL:** GSP TRANSLUCENT 230-33 RED, 230-97 DELFT BLUE & 220-22 BLACK.
- 3 **RETAINER & TRIMCAP:** BLACK.
- 4 **RACEWAY:** ALUMINUM - PAINTED TO MATCH EXISTING BUILDING.
- 5 **ILLUMINATION:** WHITE LED LIGHTING SYSTEM.
- 6 **SIGNAGE TOTAL SQUARE FOOTAGE:** 86.52 SQ/FT

BEFORE



AFTER







\*\*\*3/8"x 3" lag bolts w/shield, one every 4' along top and along bottom of raceway.

3/8" ALL THREAD INTO RACEWAY

1" HOLE W/ 1/2" LIQUID-TIGHT  
(THRU WALL W/PRIMARY LEADS)

REMOTE LOW  
VOLTAGE LED  
TRANSFORMER  
CONTAINED IN  
RACEWAY

120 VOLT POWER  
(SUPPLIED BY  
GEN. CONT. OR LANDLORD)

5 1/2"  
RETURN

1" JEWELITE  
TRIM CAP

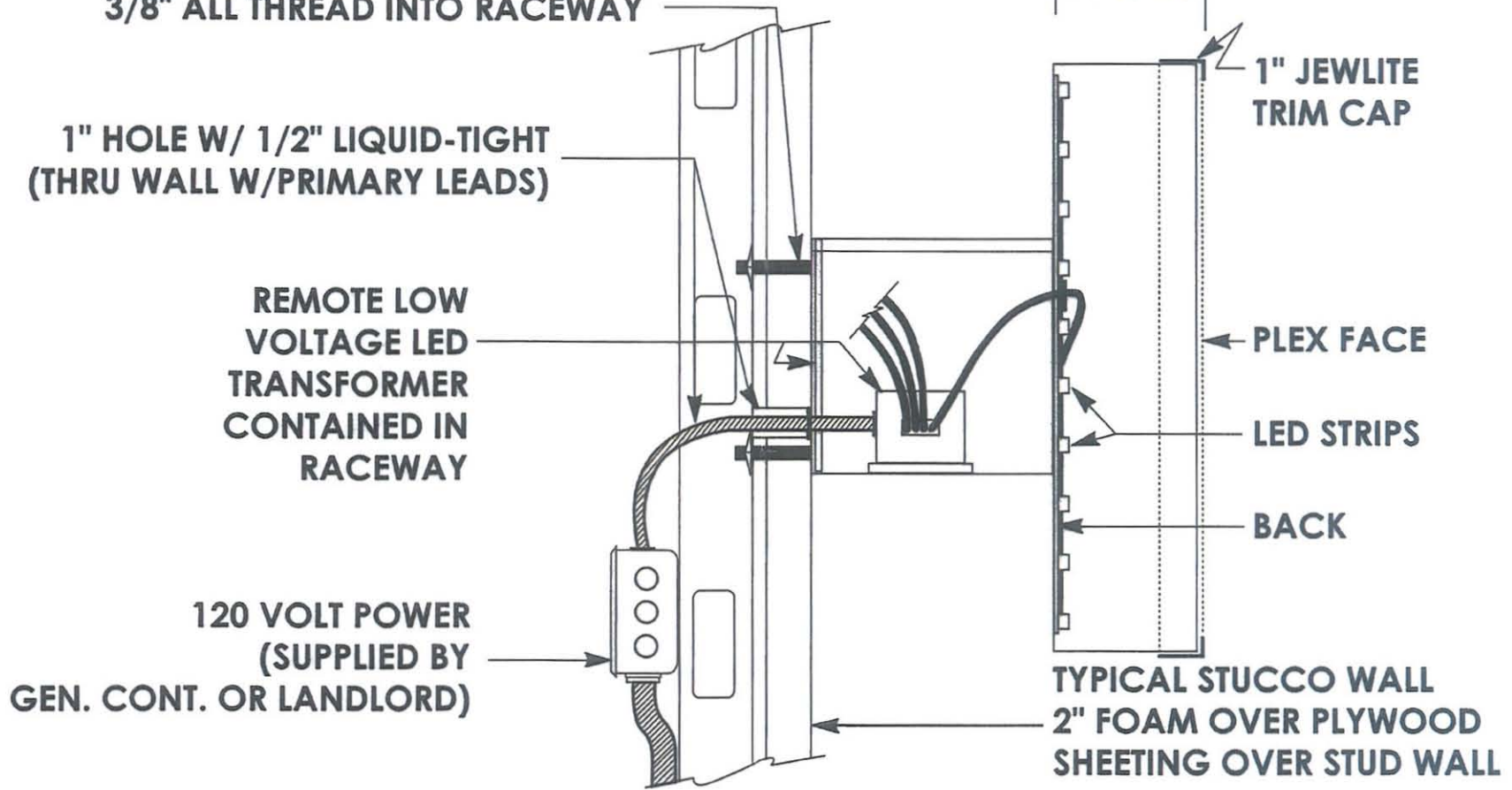
PLEX FACE

LED STRIPS

BACK

TYPICAL STUCCO WALL  
2" FOAM OVER PLYWOOD  
SHEETING OVER STUD WALL

TYPICAL CHANNEL LETTER ON RACEWAY INSTALLATION







8890 SW LAUREL LEAF  
 PORTLAND, OR  
 503.740.2466

PATHWAY  
 DESIGN

LOCATION  
 2020 8TH AVE,  
 WEST LINN, OR 97068

PROJECT  
 LEGACY  
 HEALTH

DATE  
 JULY 6, 2011  
 SHEET TITLE  
 SITE PLAN  
 SCALE  
 1"=30'-0"



PARTITION PLAT: PP-2008-068 PARCEL 2