



Salem Historic Landmarks Commission

May 21, 2020

Special Hearing Procedures During COVID-19 Pandemic

- **No Public Testimony** will be accepted this evening.
- **Written Comments** on the proposal may be submitted by **May 28, 2020 at 5 p.m.**
(7 days following this hearing)
- Submit written comments to:
Kimberli Fitzgerald (Case Manager)
E-mail: kfitzgerald@cityofsalem.net
Mail: City of Salem Planning Division, 555 Liberty Street SE, Room 305, Salem, OR 97301
(NOTE: Comments received after extended comment deadline will **NOT** be considered)
- Questions After Hearing? – Please contact **Case Manager**



Community Development
Department
Planning Division

Major Discretionary Review

HIS20-10 201-211 Commercial



Historic Landmarks Commission

Kimberli Fitzgerald,
Historic Preservation Officer

May 21, 2020

Good Evening, I'm Kimberli Fitzgerald Historic Preservation Officer for the City of Salem
I'd like to enter the staff report, its attachments, and all public testimony into the public
record.

Historic Contributing to
Downtown Commercial
District

Location

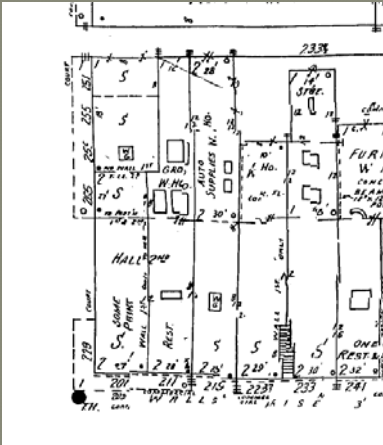


History



A FULL LINE
of
Crockery and Glassware!
Wholesale and Retail
Valerian China Tea Sets,
French China Dinner Sets,
BIDGWAY'S PATTERNS
Buckingham Pattern
of
**ROYAL
SEMI-PORCELAIN**
CHAMBER SETS
A FULL STOCK
of
WELLER BROS.
201 Commercial Street

1889-
Capital
Journal



1950 Sanborn

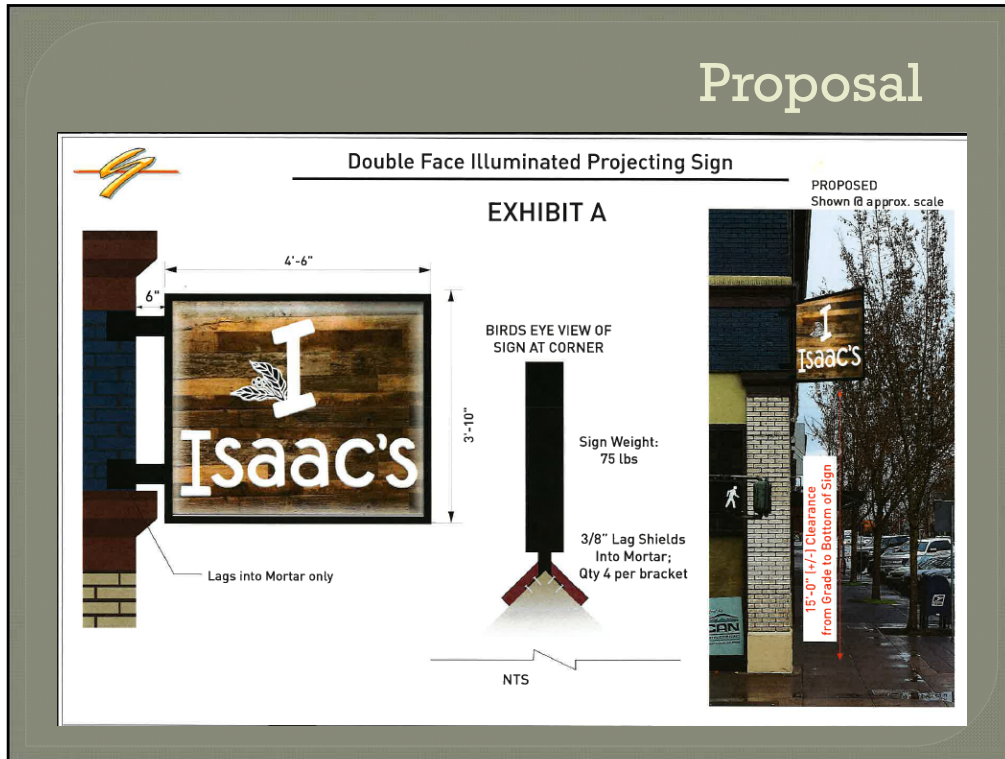
This picture shows the West side of Commercial Street from Court to Chemeketa in 1887 (and the structures no longer standing)

The Anderson Building (1900) is a two story Commercial style building at the northwest corner of Commercial and Court Street NE. The Gehlars purchased this property in 1958, and the Studio 3 purchased the property in 2017, for the purpose of utilizing it for their architecture firm on the second story.

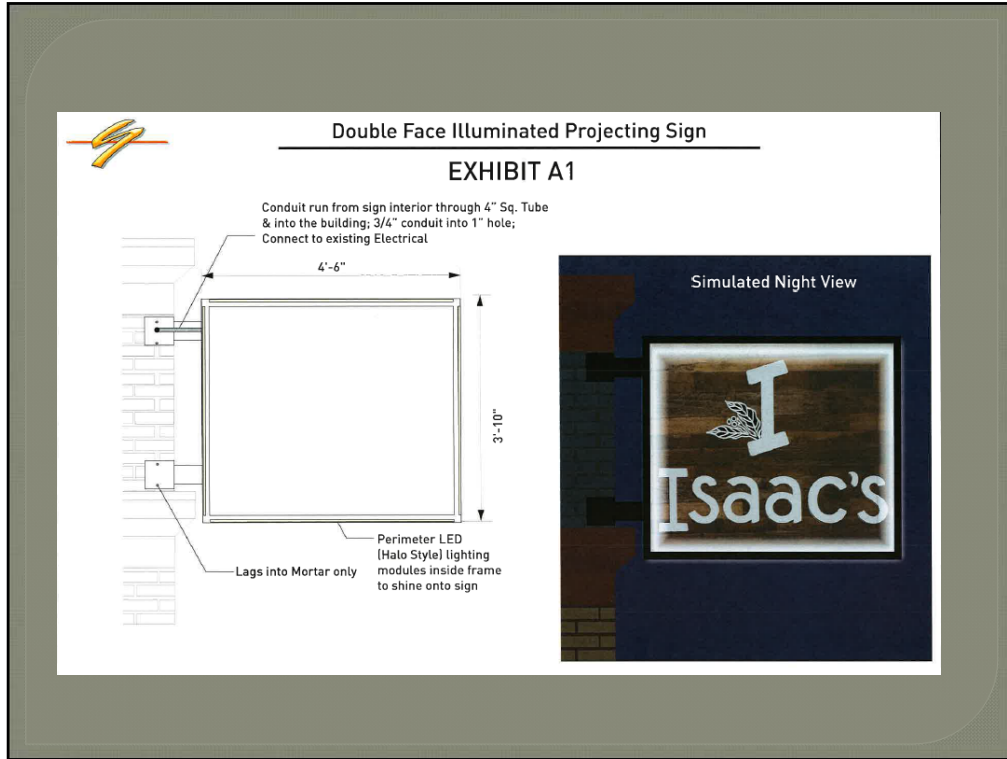


This photo from 2017 shows both the wall signage and the projecting sign on the corner. The applicant submitted an exhibit E showing signage in this location (circa 1915).

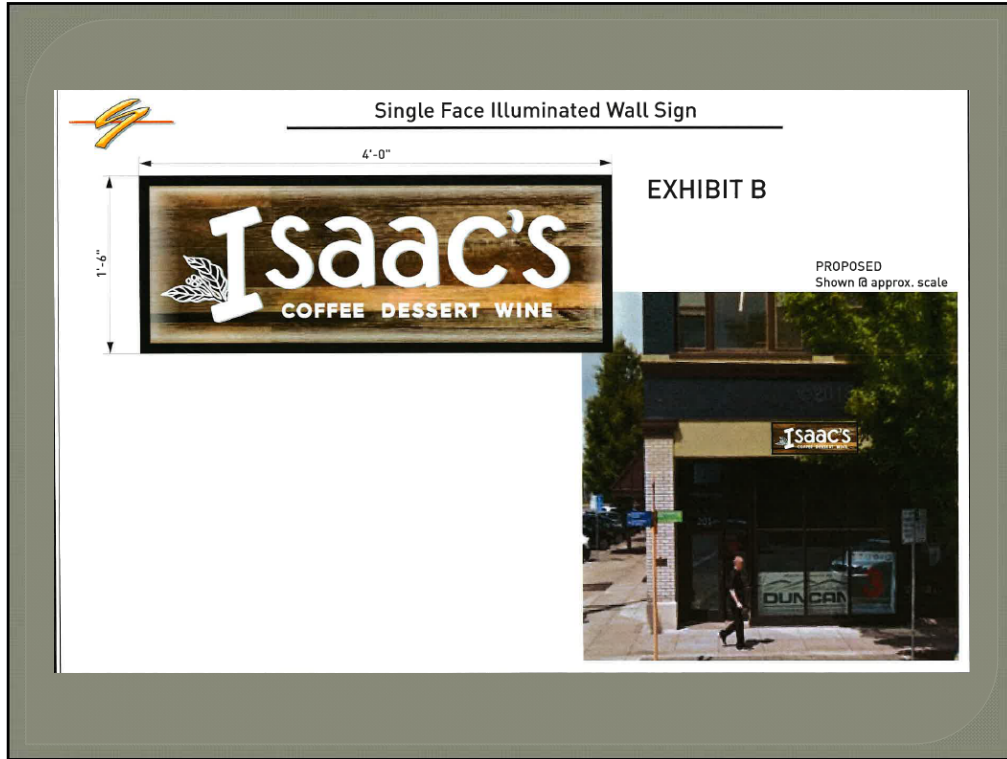
Proposal



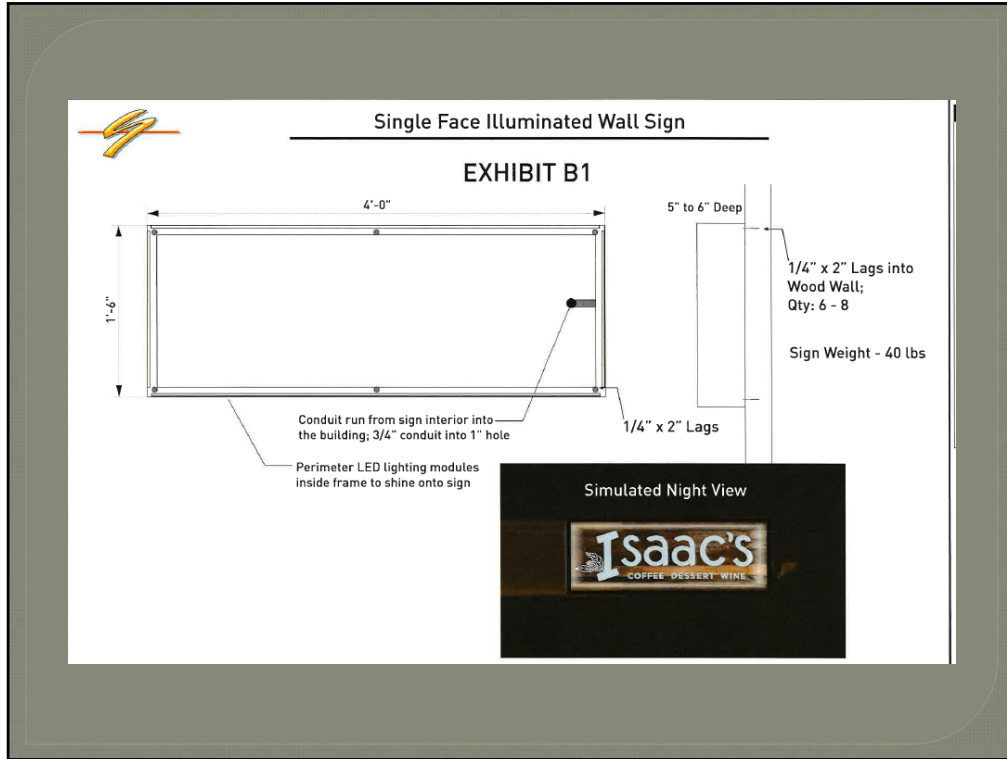
The applicant is proposing to install a double face illuminated projecting sign at the southeast corner of the Anderson Building. The sign is proposed to be 4'6" x 3'10".



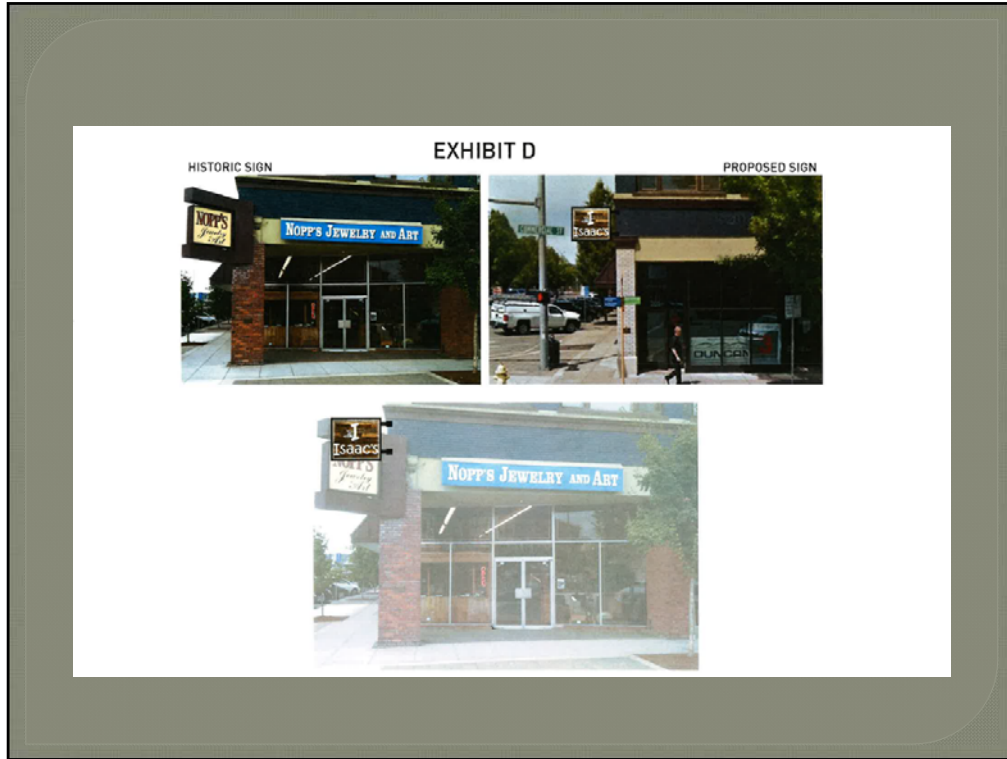
The conduit will run from the interior of the sign through a 4" square tube into the building through a 1" hole. The Perimeter style (Halo) lighting will shine onto the sign.



The applicant is proposing a single face illuminated wall sign; 4' x 1'6" located on the east façade of the Anderson Building above the entrance to the ground floor tenant space.



This sign will also have perimeter LED lighting with conduit running from the interior of the sign into the building through a 1" hole.



Signage has historically been located on this building within these two areas, as the applicant demonstrates with their exhibit (D); the proposed signage will be in the same general location, and be slightly smaller in scale.

Findings-Sign

230.056 Sign

Materials -SRC230.056(7) and (18)

Sign is constructed of traditional materials (wood/metal).

Findings:

- Proposed sign is wood and metal

Design -230.056(1)-(3); (4),(6),(8)-(13),(15)-(17),(19)-(20)

Sign is located flush to the building/perpendicular to a corner; oriented toward the main entrance; not located within transom areas; does not obscure significant architectural features; attached into mortar joints; does not use neon; the conduit is not exposed, has light letters on dark background and is compatible with the resource.

Findings:

- Proposed signage is located flush to the front façade of the building/perpendicular;
- Will be attached into mortar joints and not have exposed conduit;
- Has light letters on a dark background; white LEDs
- Compatible with the resource and surrounding historic district
- Signage located where historically signage has been on the resource

The proposed signage is constructed of wood and metal with light letters on a dark background. The proposed projecting sign will be attached into the mortar joints not the masonry. The proposed wall signage will be installed flush to the stucco portion of the façade of the Anderson Building. The proposed signage is similar in size, scale, and design to the signage that is throughout the Downtown Historic District. The signage includes LED perimeter lighting which illuminates both the wall sign and the projecting sign, however this lighting is minimal and will not adversely affect any neighboring resources. The scale and size of the proposed signage replaces the signage that has been on these two buildings historically and is compatible with the Anderson Building. Staff recommends that the HLC find that the criterion for SRC 230.056 has been met for this proposal.

Testimony Received

Public Comment: No comments received

Neighborhood Association: No comments received

City Department Comments: No comments received

Public Agency Comments: No comments received

Recommendation

Based upon the information presented in the application, plans submitted for review, and findings as presented in this staff report, staff recommends that the Historic Landmarks Commission APPROVE the proposal.



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