

**TO:** Historic Landmarks Commission

**THROUGH:** Lisa Anderson-Ogilvie, AICP, Deputy Community Development Director and Planning Administrator

**FROM:** Kimberli Fitzgerald, Historic Preservation Officer

**HEARING DATE:** May 21, 2020

**CASE NO.:** Historic Design Review Case No. HIS20-10

**APPLICATION SUMMARY:** A proposal to install two new signs on the exterior of the Anderson Building (1900).

**LOCATION:** 201-211 Commercial Street NE

**REQUEST:** Major Historic Design Review of a proposal to install a new wall sign and a projecting sign, both with perimeter lighting, on the exterior of the Anderson Building (1900), a historic contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 201-211 Commercial Street NE (aka 255/265 Court Street NE); 97301; Marion County Assessor's Map and Tax Lot number: 073W22DC-09000.

**APPLICANT:** Emma Degener, Salem Sign Co. Inc on behalf of Leonard Lodder (201 Commercial Street NE)

**APPROVAL CRITERIA:** Salem Revised Code (SRC) Chapter 230 Signs in Commercial Historic Districts 230.056

**RECOMMENDATION:** APPROVE

## **BACKGROUND**

On February 24, 2020, the applicant submitted materials for a Major Historic Design Review for a proposal to add a new wall sign and a new projecting sign to the exterior of the Anderson Building (1900). The application was deemed complete for processing on April 30, 2020.

Notice of public hearing was sent by mail to surrounding property owners and tenants pursuant to Salem Revised Code (SRC) requirements on April 30, 2020 (**Attachment A**). Public hearing notice was also posted on the property in accordance with the posting provision outlined in SRC 300.620.

The City of Salem Historic Landmarks Commission will hold a virtual public hearing for the case on May 21, 2020 at 5:30 p.m. The HLC will only accept written testimony. The record will be held open for additional written comments after the hearing. To view and listen to this hearing, you may visit this link with any computer, tablet, or smart phone: <https://www.gotomeet.me/SalemPlanning/historic-landmarks-commission-may-21-2020>

You can also dial in using your phone. United States: +1 (312) 757-3121 Access Code: 972-996-237.

The state-mandated 120-day deadline to issue a final local decision, including any local appeals in this case is August 28, 2020, unless an extension is granted by the applicant.

## **PROPOSAL**

The applicant is requesting approval to install two exterior signs. One wall sign (4' x 1'6") and one projecting sign (4'6" by 3'10") located at the southeast corner of the Anderson Building. Both signs are proposed to be of wood within a metal frame with white aluminum letters. The applicant is proposing to light both signs with perimeter LED lighting (**Attachment C**).

## **SUMMARY OF RECORD**

The following items are submitted to the record and are available upon request: All materials submitted by the applicant and any materials and comments from public agencies, City departments, neighborhood associations, and the public; and all documents referenced in this report.

## **APPLICANT'S STATEMENT**

A request for historic design review must be supported by proof that it conforms to all applicable criteria imposed by the Salem Revised Code. The applicants submitted a written statement, which is included in its entirety as **Attachment C** in this staff report.

Staff utilized the information from the applicant's statements to evaluate the applicant's proposal and to compose the facts and findings within the staff report. Salem Revised Code (SRC) **Salem Revised Code (SRC) Chapter 230, 230.056 Signs in Commercial Historic Districts** are the applicable criteria for evaluation of this proposal.

## **FACTS & FINDINGS**

### **1. Historic Designation**

Under Salem Revised Code (SRC) Chapter 230, no development permit for a designated historic resource shall be issued without the approval of the Historic Landmarks Commission (HLC). The HLC shall approve, conditionally approve, or deny the application on the basis of the project's conformity with the criteria. Conditions of approval, if any, shall be limited to project modifications required to meet the applicable criteria.

According to SRC 230.020(f), historic design review approval shall be granted if the application satisfies the applicable standards set forth in Chapter 230. The HLC shall render its decision supported by findings that explain conformance or lack thereof with relevant design standards, state the facts relied upon in rendering the decision, and explain justification for the decision.

### **2. Historic Significance**

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 Studio 3 Architecture purchased the property in 2017 for the purpose of utilizing it for their architecture firm on the second story. Isaac's is the tenant on the ground floor. (**Attachment B**).

This resource is historic contributing to Salem's Downtown Historic District and retains a high degree of integrity.

### **3. Neighborhood and Citizen Comments**

The subject property is located within the Central Area Neighborhood Development Organization (CANDO). As of the date of publication, no comments were received from the neighborhood association. All property owners and tenants within 250 feet of the subject property were mailed notification of the proposal on April 30, 2020 pursuant to Salem Revised Code (SRC) requirements. Notice of public hearing was also posted on the subject property. At the time of writing this staff report, no comments were received from the neighborhood association or from adjoining property owners.

### **4. City Department and Public Agency Comments**

Building and Safety Division indicates that the applicant must obtain required sign and electrical permits.

### **5. Historic Design Review**

SRC Chapter 230.056 specifies the standards applicable to this project. The applicant, is proposing to add two new signs to the exterior of the Andersen Building (**Attachment C**). Historic Landmarks Commission staff reviewed the project proposal and has the following findings for the applicable standards.

## **FINDINGS**

**Criteria: 230.056. Signs in Commercial Historic Districts.** In addition to other regulations within this Chapter, signs in commercial historic districts shall be designed and approved in accordance with the following standards:

**(C) New signs shall:**

*(1) Be located between transom and sill of first story, within a historic signboard, or suspended from awning or marquee.*

**Finding:** The applicant is proposing to install the wall sign between the transom and sill of the first story. The projecting sign will be generally located where it has historically been located for the Anderson Building. Staff recommends the HLC find that SRC 230.056 (c)(1) has been met for the proposal.

*(2) Be located perpendicular to corner, flush to the facade or perpendicular to building.*

**Finding:** The proposed wall signage will be installed flush to the façade of the resource. The projecting sign will be installed perpendicular to corner of the Anderson Building. Staff recommends the HLC find that SRC 230.056(c)(2) has been met for the proposal.

*(3) Not be located in transom areas.*

**Finding:** No signage has been proposed for installation within the transom areas of the building, therefore staff recommends the HLC find that SRC 230.056(c)(3) has been met.

*(4) Not obscure windows or significant architectural features.*

**Finding:** The proposed signage does not obscure windows or significant architectural features therefore staff recommends the HLC find that SRC 230.056(c)(4) has been met for the proposal.

*(5) Be painted on side of building only if the building was previously painted and the sign has historic precedence. Do not paint on brick surfaces, if not previously painted.*

**Finding:** The proposal does not include any signage that will be painted on the building; therefore staff recommends the HLC find that SRC 230.056(c)(5) does not apply to the evaluation of this proposal.

*(6) Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.*

**Finding:** The proposed signage is oriented to the main entrance of the first floor tenant of the Anderson Building, therefore staff recommends the HLC find that SRC 230.056(c)(6) has been met for the proposal.

*(7) Be constructed of materials such as wood or metal, except for untreated mill-finished metals.*

**Finding:** The proposed signage is constructed of wood and metal, therefore staff recommends the HLC find that SRC 230.056(c)(7) has been met for the proposal.

**(8)** *Not use neon unless incorporated into a larger sign and there is historic precedence.*

**Finding:** The proposal does not include neon, therefore staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal. However, the proposal does include LED perimeter lighting for both proposed signs.

**(9)** *Not use free-standing neon or plastic, back-lighted boxes.*

**Finding:** The proposal does not include free-standing neon or plastic back-lighted boxes, therefore staff recommends that this standard is not applicable to the evaluation of this proposal.

**(10)** *Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.*

**Finding:** 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, with sign loads properly calculated therefore staff recommends the HLC find that this criterion has been met.

**(11)** *Have conduit located in the least obtrusive places.*

**Finding:** The proposed signage includes conduit that will not be visible, therefore staff recommends that the HLC find that SRC 230.056(c)(11) has been met for this proposal.

**(12)** *Not have exposed conduit.*

**Finding:** The proposed signage will not have exposed conduit, therefore staff recommends that the HLC find that SRC 230.056(c)(12) has been met.

**(13)** *Use a dark background with light lettering.*

**Finding:** The proposed signage has light lettering on a dark background, therefore staff recommends the HLC find that SRC 230.056(c)(13) has been met.

**(14)** *Not incorporate faux painting, e.g., stone, brick, metal.*

**Finding:** The proposed signage will not incorporate faux painting, therefore staff recommends the HLC find that SRC 230.056(c)(14) has been met.

**(15)** *Design new signs that respect the size, scale and design of the historic resource.*

**Finding:** 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. No significant features will be adversely affected or obscured by their installation, therefore

staff recommends the HLC find that SRC 230.056(c)(15) has been met.

**(16)** *Locate new signs where they do not obscure significant features.*

**Finding:** The proposed signage will not obscure any significant features of the Anderson Building, therefore staff recommends the HLC find that SRC 230.056(c)(16) has been met.

**(17)** *Design new signs that respect neighboring resources.*

**Finding:** 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, therefore staff recommends that the HLC find that SRC 230.056(c)(17) has been met.

**(18)** *Use materials that are compatible with and characteristic of the buildings or structure's period and style.*

**Finding:** The proposed signage is of wood and metal, materials compatible with the Denison Building, therefore staff recommends the HLC find that SRC 230.056(c)(18) has been met.

**(19)** *Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.*

**Finding:** The proposed signs will be attached flush to the facade of the Anderson Building and projecting from the southeastern corner in the same location as it has been historically, using bolts and no historic materials will be damaged or obscured by the installation, therefore staff recommends the HLC find that SRC 230.056(c)(19) has been met.

**(20)** *Any sign identifying the use of the building or structure otherwise permitted by this Chapter shall be limited to the minimum necessary for such identification.*

**Finding:** The proposed identification signage has historically been the minimum necessary to ensure identification of the tenant within the Anderson Building, therefore staff recommends the HLC find that SRC 230.056(c)(20) has been met.

## **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.

## **DECISION ALTERNATIVES**

1. APPROVE the proposal as submitted by the applicant and indicated on the drawings.
2. APPROVE the proposal with conditions to satisfy specific guideline(s).
3. DENY the proposal based on noncompliance with identified guidelines in SRC 230, indicating which guideline(s) is not met and the reason(s) the guideline is not met.

Attachments: A. Hearing Notice and Vicinity Map  
B. Excerpt from National Register Historic Resource Document  
C. Applicant's Submittal Materials

Prepared by Kimberli Fitzgerald, Historic Preservation Officer



# HEARING NOTICE

## LAND USE REQUEST AFFECTING THIS AREA

*There is a development proposal for the property listed in this notice and shown on the attached map. The City is seeking input from neighbors on the proposal. If you have questions or comments about the proposal, contact the case manager.*

*Esta carta es un aviso sobre una propuesta de desarrollo para la propiedad enumerada y que se muestra en el mapa adjunto. La ciudad está buscando la opinión de los vecinos sobre la propuesta. Si tiene preguntas o comentarios sobre la propuesta, póngase en contacto con nosotros al 503-588-6213*

<b>CASE NUMBER:</b>	Historic Design Review Case No. HIS20-10
<b>PROPERTY LOCATION:</b>	201 Commercial St NE, Salem OR 97301
<b>SUMMARY:</b>	A proposal to install two new signs on the exterior of the Anderson Building
<b>HEARING INFORMATION:</b>	<p>DUE TO SOCIAL DISTANCING MEASURES PUT INTO PLACE TO HELP STOP THE SPREAD OF THE COVID-19 VIRUS THIS HEARING WILL BE HELD DIGITALLY. <b>THE COMMISSION WILL ONLY ACCEPT WRITTEN TESTIMONY. THE RECORD WILL BE HELD OPEN FOR ADDITIONAL WRITTEN COMMENTS AFTER THE HEARING.</b></p> <p><u>Historic Landmarks Commission, Thursday, May 21, 2020 at 5:30 P.M.</u></p> <p>To view and listen to this hearing, you may visit this link with any computer, tablet, or smart phone:  <a href="https://www.gotomeet.me/SalemPlanning/historic-landmarks-commission-may-21-2020">https://www.gotomeet.me/SalemPlanning/historic-landmarks-commission-may-21-2020</a></p> <p>To only listen to the meeting, you may dial in with your phone using this number and access code: United States: +1 (312) 757-3121 Access Code: 972-996-237</p>
<b>TO PROVIDE WRITTEN TESTIMONY:</b>	<p><b>PLEASE DIRECT COMMENTS REGARDING THIS CASE TO THE CASE MANAGER LISTED BELOW.</b> Staff recommends emailing your comments to the case manager. Mailed comments will still be accepted but Staff cannot guarantee prompt receipt. Only those participating at the hearing by submission of written testimony have the right to appeal the decision.</p>
<b>CASE MANAGER:</b>	<p><b>Kimberli Fitzgerald, Planner III</b>, City of Salem Planning Division, 555 Liberty Street SE, Room 305, Salem, OR 97301. Telephone: 503-540-2397; E-mail: <a href="mailto:kfitzgerald@cityofsalem.net">kfitzgerald@cityofsalem.net</a>.</p>
<b>NEIGHBORHOOD ORGANIZATION:</b>	<p><i>Neighborhood associations are volunteer organizations of neighbors coming together to make neighborhoods the best they can be. They receive notice of land use applications within their boundaries, and they often submit comments on the applications to the City. Neighborhood association meetings are open to everyone. Contact your neighborhood association to get involved:</i></p> <p>Central Area Neighborhood Development Organization (CAN-DO), Neal Kern, Chair; Phone: 503-856-2207; Email: <a href="mailto:neal.t.kern@gmail.com">neal.t.kern@gmail.com</a>.</p>
<b>STAFF REPORT:</b>	The Staff Report will be available seven (7) days prior to the hearing and will thereafter be posted on the Community Development website: <a href="https://www.cityofsalem.net/notice">https://www.cityofsalem.net/notice</a> .
<b>ACCESS:</b>	The Americans with Disabilities Act (ADA) accommodations will be provided on request.
<b>CRITERIA:</b>	<p>Salem Revised Code (SRC) Chapter(s) SRC 230.056 - Signs in Commercial Historic Districts</p> <p>Salem Revised Code (SRC) is available to view at this link: <a href="http://bit.ly/salemorcode">http://bit.ly/salemorcode</a>. Type in the chapter number(s) listed above to view the applicable criteria.</p>



<b>OWNER(S):</b>	201 Commercial St NE LLC (Leonard Lodder and Gene Bolante)
<b>APPLICANT / AGENT(S):</b>	Emma Degener, Salem Signs on behalf of Issac's
<b>PROPOSAL REQUEST:</b>	Major Historic Design Review of a proposal to install a new wall sign and a projecting sign, both with perimeter lighting, on the exterior of the Anderson Building (1900), a historic contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 201-211 Commercial Street NE (aka 255/265 Court Street NE); 97301; Marion County Assessor's Map and Tax Lot number: 073W22DC-09000.
<b>TEMPORARY HEARING PROCEDURE:</b>	<p>The hearing will be conducted with the staff presentation first, followed by the applicant's case, and questions from the Commissioners. Due to the Covid-19 pandemic, testimony from neighborhood organizations, persons in favor or opposition, and rebuttal by the applicant will be limited to written testimony. The applicant has the burden of proof to show that the approval criteria can be satisfied by the facts. Opponents may rebut the applicant's testimony by showing alternative facts or by showing that the evidence submitted does not satisfy the approval criteria. A hearing is not a venue to ask questions of staff, the applicant or the decision maker(s) on this case but rather an opportunity to provide testimony to the decision maker(s) on the merits of the land use case; questions about the application, the recommended conditions of approval, or the Planning Administrator's recommendation, should be directed to the Case Manager prior to the hearing.</p> <p>Any participant may request an opportunity to present additional evidence or testimony regarding the application. A ruling will then be made to either continue the Public Hearing to another date or leave the record open to receive additional written testimony. Failure to raise an issue in person or by letter prior to the close of the Public Hearing with sufficient specificity to provide the opportunity to respond to the issue, precludes appeal to the Land Use Board of Appeals (LUBA) on this issue. A similar failure to raise constitutional issues relating to proposed conditions of approval precludes an action for damages in circuit court.</p> <p>Following the close of the Public Hearing a decision will be issued and mailed to the applicant, property owner, affected neighborhood association, anyone who participated in the hearing, either in person or in writing, and anyone who requested to receive notice of the decision.</p>
<b>MORE INFORMATION:</b>	Documents and evidence submitted by the applicant are available for review and paper copies can be obtained at a reasonable cost. You can also find out more information about the status of the proposed application on the City's online Permit Application Center at <a href="https://permits.cityofsalem.net">https://permits.cityofsalem.net</a> . Just enter the permit number listed here: 20 104448
<b>NOTICE MAILING DATE:</b>	May 1, 2020

**PLEASE PROMPTLY FORWARD A COPY OF THIS NOTICE TO ANY OTHER OWNER, TENANT OR LESSEE.**

**For more information about Planning in Salem:**

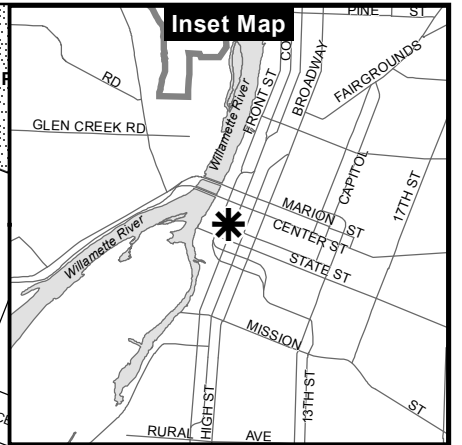
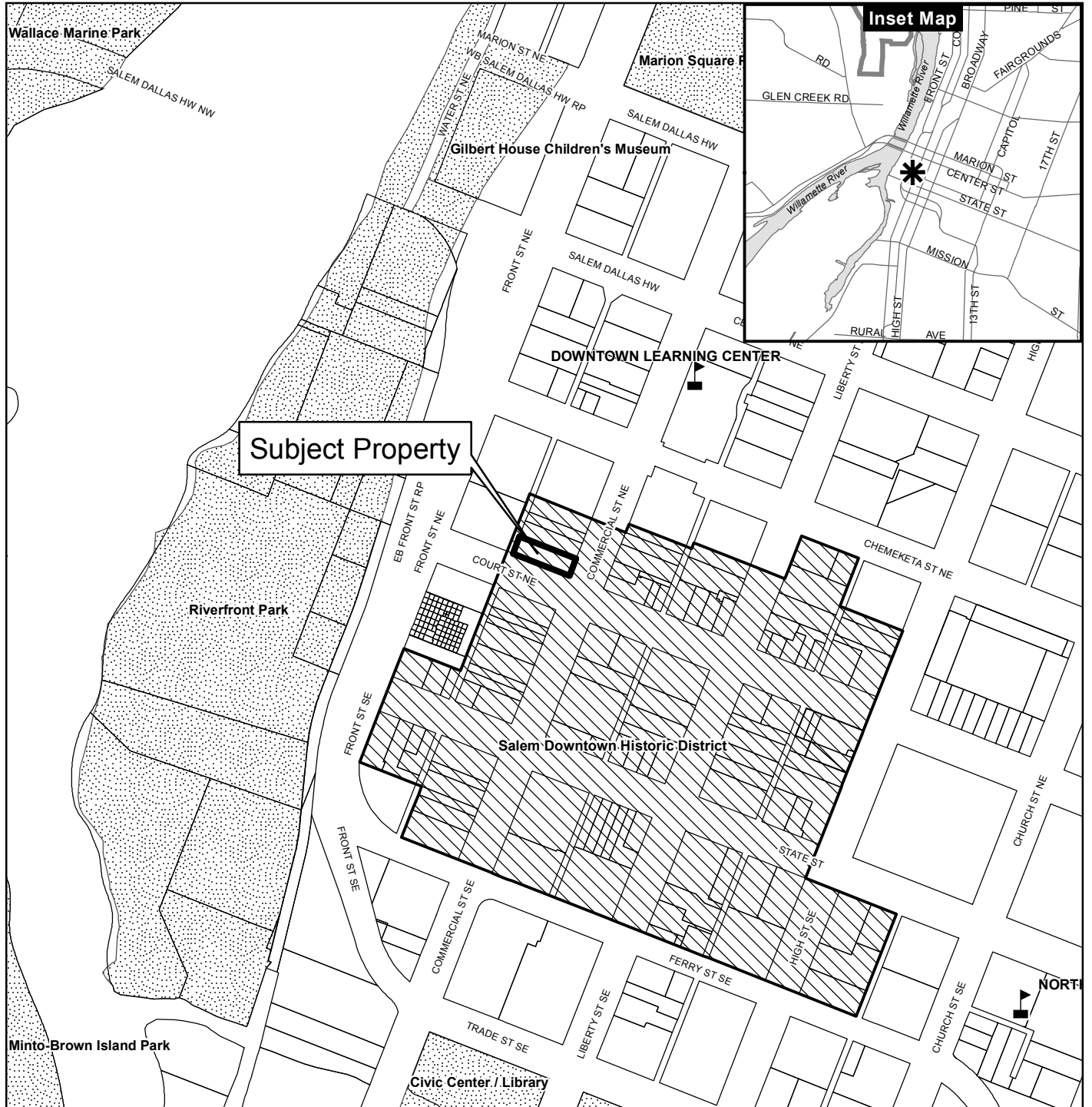
<http://www.cityofsalem.net/planning>

*It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity and source of income, as provided by Salem Revised Code Chapter 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities. Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available upon request. To request such an accommodation or interpretation, contact the Community*

*Development Department at 503-588-6173 at least three business days before this meeting or event.*

*TTD/TTY telephone 503-588-6439 is also available 24/7*

# Vicinity Map HIS20-10 201 Commercial Street NE (073W22DC09000)



### Legend

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

**CITY OF Salem**  
AT YOUR SERVICE  
Community Development Dept.

0 100 200 400 Feet



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United States Department of the Interior  
National Park Service

## National Register of Historic Places

## Continuation Sheet

Section number: 7 Salem Downtown Historic District

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**201 - 211 Commercial NE***Classification:* Historic Contributing*Historic Name:* Anderson Building*Current Name(s):* Nopp's Jewelry & Art/Antique Village*Year of Construction:* c.1900*Legal Description:* 073W22DC08900 and 9000. Salem Addition, from Lot 4, Block 49*Owner(s):* Mark Gehlar, Trustee  
774 Cascade Drive, NW  
POB 5245  
Salem, Oregon 97304

**Description:** This is a two-story Commercial style building at the corner of Commercial and Court streets. Originally this site was a part of the Starkey McCulley Block (see 223-233 Commercial St NE), and it appears that the existing building was constructed c.1900. The east-facing facade presents a two-bay ground floor and a four-bay second story. Second-story tripartite windows retain the wood mullions between a center fixed panel flanked by single hung windows with aluminum sash. The ground-floor facade has large aluminum-framed plate glass windows and aluminum-framed double-hung, swinging glass doors. The entrance to the corner store has been remodeled with brick veneer and an angled storefront. The storefront windows along the south elevation consist of large windows with thin bands of tile at the bottom and tile covered columns between the glass, and appears to date from the 1960s. A standing seam metal awning is on the south elevation covering a series of shops that face Court Street.

The primary decorative features of the building include a wide cornice, an ornamental concrete band below the second floor windows, and a parapet. Although changes to the storefronts have altered the first floor appearance, the building retains a majority of its historic fabric and it contributes to the character of the downtown district.

**History and Significance:** The Anderson Building contributes to the sense of historic past in the Salem commercial district because the building's second-story fenestration and exterior sheathing are little changed since the turn of the century and because of its association with prominent early Salem businessman, William R. Anderson. William R. Anderson bought this lot on the northwest corner of Commercial and Court streets in 1867.<sup>19</sup> In the 1880s, a two-story building divided into two shops fronting on Commercial Street, and known as "McCully's Block," stood on this site. By the late 1880s, the Sanborn Company fire insurance map of Salem indicates the building had been renamed the "Starkey Block."<sup>20</sup> Except for a one-story rear addition on the northern portion of the building added in the early 1890s, and a one-story addition on the rear (west) wall of the Court Street section portion, it appears that the main two-story Commercial Street portion of this building may date from the 1870s or early 1880s and not 1898, as the Marion County Assessor's Office has recorded. The building may have undergone substantial modernization of the exterior facade in the late 1890s, however.

In 1873 the Salem business directory listed Anderson as being in the business of renting "drays and hacks," and horses for hire.<sup>21</sup> William E. Anderson, born in Salem around 1885, owned and operated a

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<sup>19</sup> Marion County deed book, vol. 9, pg. 107.

<sup>20</sup> "Salem, Oregon," New York: Sanborn Company, 1884, 1888, 1890, 1895, updated to 1914, 1926.

<sup>21</sup> John Mortimer Murphy, compiler, *Oregon Business Directory and State Gazetteer*, Portland, Ore.: S.J. McCormick, Publisher, 1873, 273.

United States Department of the Interior  
**National Park Service**

## **National Register of Historic Places**

*Continuation Sheet*

**Section number: 7 Salem Downtown Historic District**

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sporting goods store for many years, Anderson's, on the west side of Commercial Street next to the turreted Capital National Bank Building (Globe Travel in the late 1900s).

Max H. Gehlar and his wife, Martha Schnuelle Gehlar, bought this property in 1958. Their children, Mark and Mack G. Gehlar, eventually acquired the property in the 1960s.<sup>22</sup>

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<sup>22</sup> Marion County deeds, vol. 571, p. 174 and vol. 733, p. 643; *History of the Bench and Bar of Oregon*, Portland, Oreg.: Historical Publishing Company, 1910, 138; *Statesman-Journal*, March 24, 1981, B2.

Case No. \_\_\_\_\_

## Historic Alteration Review - General Resource Worksheet

Site Address: 201 Commercial St. NE Resource Status:  Contributing  
 Individual Landmark  Non- Contributing

### Type of Work Activity Proposed

Major  Minor

### Replacement, Alteration, Restoration or Addition of:

#### Architectural Feature:

- Deck
- Door
- Exterior Trim
- Porch
- Roof
- Siding
- Window(s) Number of windows: \_\_\_\_\_
- Other architectural feature (describe) \_\_\_\_\_

#### Landscape Feature:

- Fence
- Retaining wall
- Other Site feature
- Streetscape

#### New Construction:

- Addition
- New Accessory Structure
- Sign
- Awning

Will the proposed alteration be visible from any public right-of-way?  YES  NO

Project's Existing Material: \_\_\_\_\_ Project's

New

Material:

Aluminum & wood

### Project Description

Briefly provide an overview of the type of work proposed. Describe how it meets the applicable design criteria in SRC Chapter 230. Please attach any additional information (i.e., product specification sheets) that will help Staff and the HLC clearly understand the proposed work:

We are proposing two displays that will have perimeter LED lighting. There will be one wall sign and one projecting sign at the corner. The letters will be white dimensional aluminum on a wood background with an aluminum frame. The proposed signs will meet the SRC 230 design criteria

Signature of Applicant

2/19/20  
Date Submitted/Signed



# Salem Sign Co., Inc.

Salem Sign  
1825 Front St. NE  
Salem, OR 97301

March 11, 2020

City of Salem  
Community Development Department  
555 Liberty St. SE - Room 305  
Salem, OR 97301

RE: Isaac's  
201 Commercial St. NE  
Salem, OR 97301

To Whom It May Concern:

Salem Sign is proposing two signs with perimeter LED lighting for Isaac's downtown; One wall sign and one projecting sign. The wall sign will be mounted at the front entrance, and the projecting sign will be mounted to the corner of the building at an angle for best visibility. See Exhibit C site plan showing placements. Both signs will have dimensional aluminum letters and logos that will be painted white. The letters will be mounted to reclaimed wood backgrounds. The sign frames will be aluminum fabricated with LED lighting around the inside perimeter of the sign frame that will glow onto the sign from inside the frame. The sign brackets for the projecting display will be attached into the mortar joints, and not into the masonry. The electrical conduit will run inside of the square tube bracket of the projecting display, and behind the wall display, not being exposed in any way. See Exhibits A, A1, B and B2 for sign design, attachment and perimeter halo lighting details.

We have found historic precedence of illuminated projecting signs at this property. We would like to place the new sign in a similar position as the previous Nopp's Jewelry sign below the 2nd story. Exhibit D shows the proposed Isaac's sign where the Nopp's sign was. Another example of a projecting sign at the property is shown in Exhibit E. The location of the Western Auto Supply sign at the second story of the building is not desired, however.

Kind Regards,  
Emma Degener  
Salem Sign Co., Inc

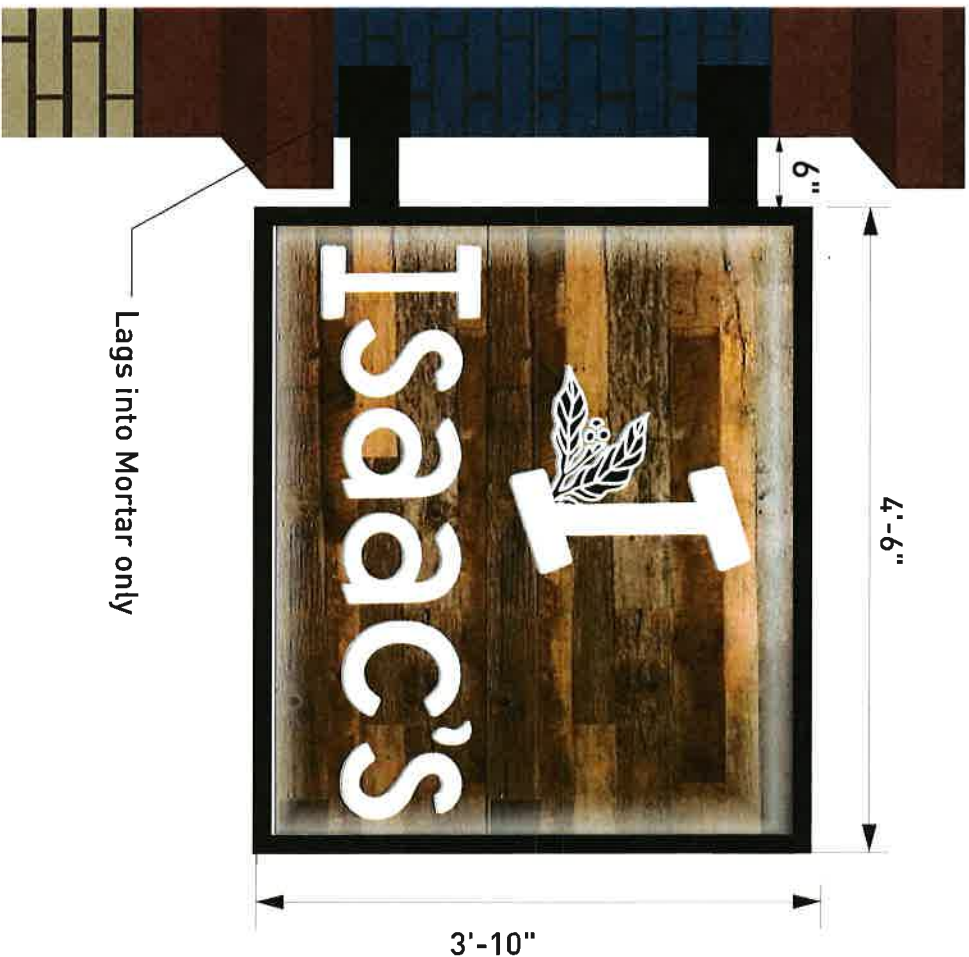
[www.salemsign.com](http://www.salemsign.com)

1825 Front St. NE Salem, OR 97301 — 503.371.6362



# Double Face Illuminated Projecting Sign

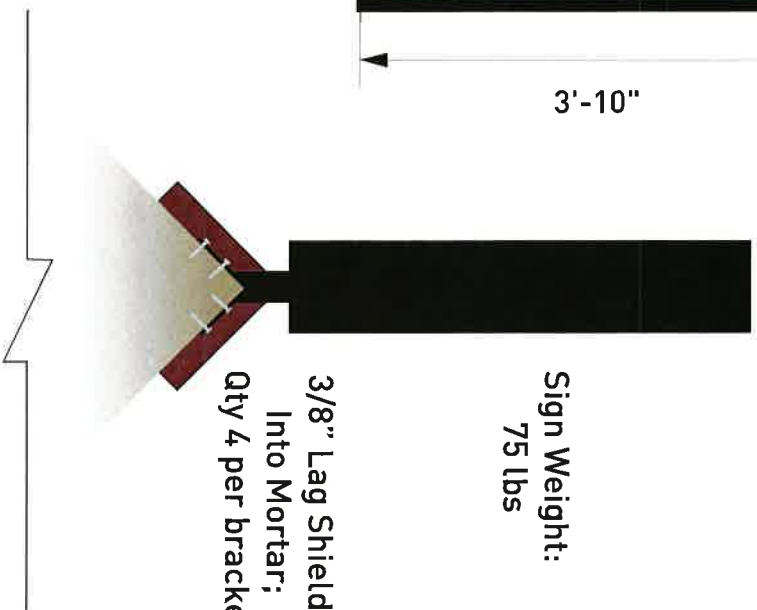
## EXHIBIT A



BIRDS EYE VIEW OF SIGN AT CORNER

Sign Weight:  
75 lbs

3/8" Lag Shields  
Into Mortar;  
Qty 4 per bracket



PROPOSED

Shown @ approx. scale



### SPECIFICATIONS

**SIGN FRAME & Mounting Brackets:**

\*Custom Metal Fabricated,  
Painted Black

\*Brackets TBD

**LETTERS & LOGO:**

\*1/4" Thick Aluminum;  
Painted White

**VINYL:**  
\*3M Black

**WOOD BACKGROUND:**  
\*Reclaimed Wood;  
TBD

**ILLUMINATION:**  
\*White Perimeter LED's

SCALE: 1/2" = 1'-0"



**Salem Sign Co., Inc.**

1825 FRONT ST. N.E.  
SALEM, OR 97301  
503-371-6362  
FAX 503-371-0901  
e-mail: signs@salemisign.com  
CCB# 65297



THIS DRAWING IS THE PROPERTY OF SALEM SIGN CO., INC.

SK# 22084-19A

Isaac's Downtown

LOCATION:

Salem, OR

DATE: 2-7-20

DRAWN BY: E.D.

SALES:

Brad Spady

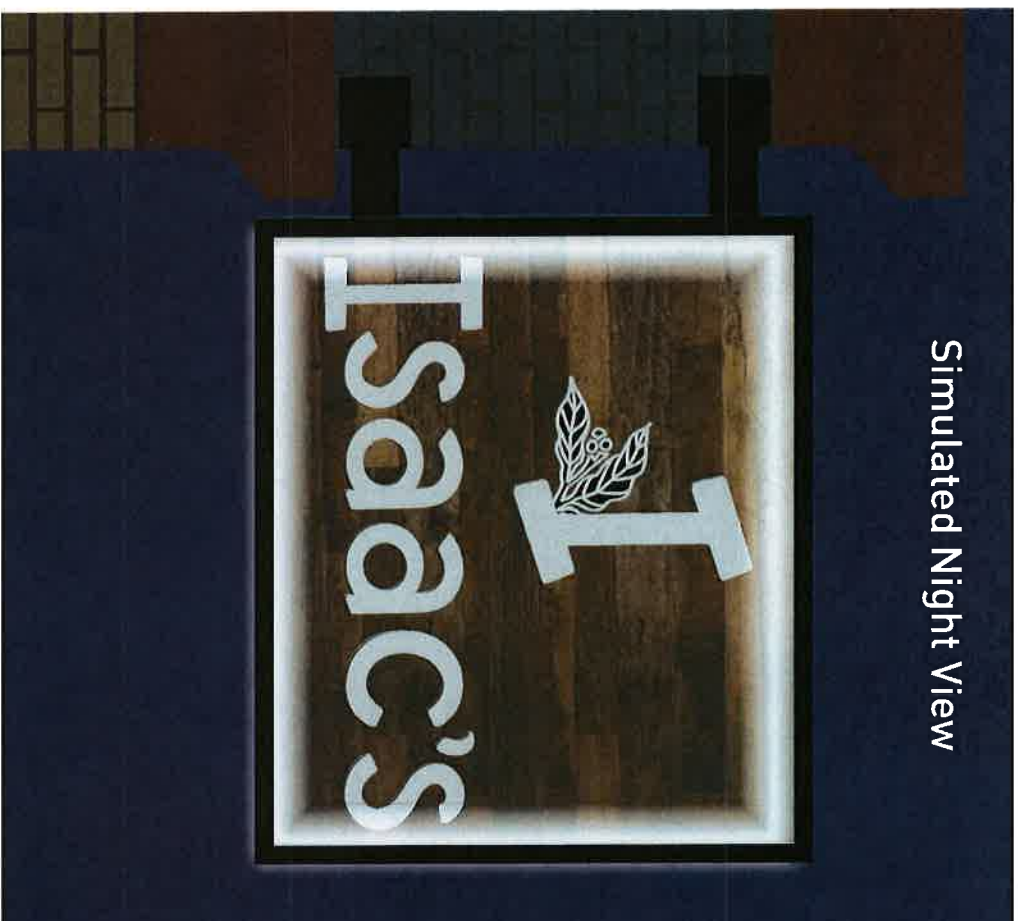
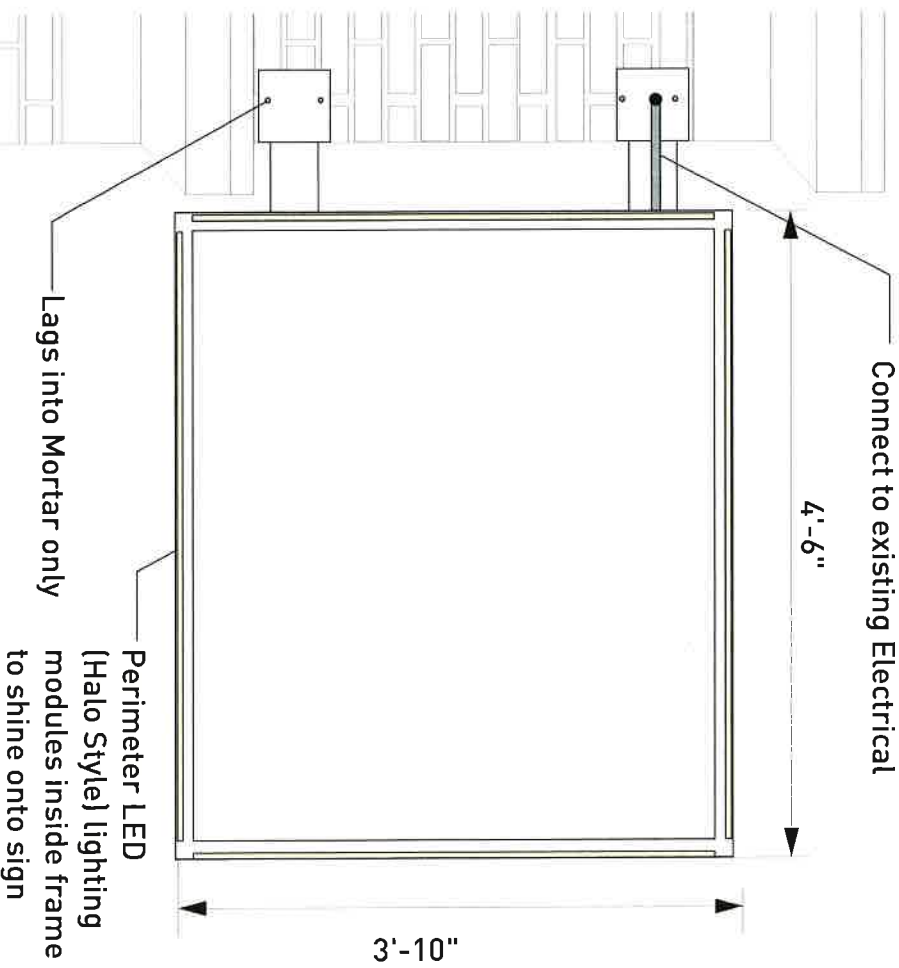
APPROVED BY:



# Double Face Illuminated Projecting Sign

## EXHIBIT A1

Conduit run from sign interior through 4" Sq. Tube & into the building; 3/4" conduit into 1" hole; Connect to existing Electrical



### SPECIFICATIONS

**SIGN FRAME & Mounting**

**Brackets:**

\*Custom Metal Fabricated,  
Painted Black

\*Brackets TBD

**LETTERS & LOGO:**

\*1/4" Thick  
Aluminum;  
Painted White

**VINYL:**

\*3M Black

**WOOD BACKGROUND:**

\*Reclaimed Wood;  
TBD

**ILLUMINATION:**

\*White Perimeter-LED's

**SCALE: 1/2" = 1'-0"**



**Salem Sign Co., Inc.**

1825 FRONT ST. N.E.  
SALEM, OR 97301

503-371-6362  
FAX 503-371-0901

e-mail: signs@salemstsign.com  
CCB # 65297



THIS DRAWING IS THE PROPERTY  
OF SALEM SIGN CO., INC.

**SK# 22084-19A**

Isaac's Downtown

LOCATION:

Salem, OR

DATE:

2-7-20

DRAWN BY:

E.D.

SALES:

Brad Spady

APPROVED BY:

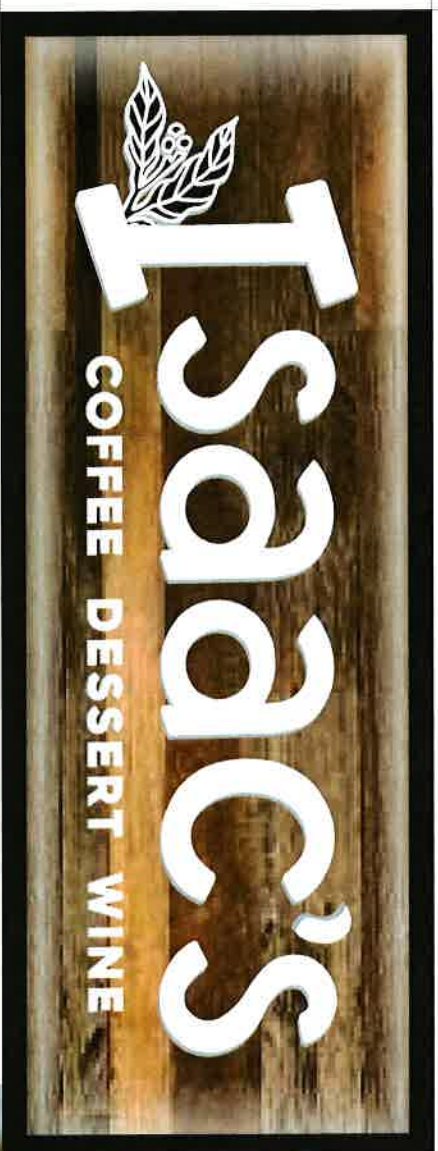




# Single Face Illuminated Wall Sign

4'-0"

1'-6"



## EXHIBIT B

PROPOSED  
Shown @ approx. scale



### SPECIFICATIONS

**SIGN FRAME:**  
\*Custom Metal Fabricated,  
Painted Black

**LETTERS & LOGO:**

\*1/4" Thick  
Aluminum:  
Painted White

**VINYL:**  
\*3M Black

**WOOD BACKGROUND:**  
\*Reclaimed Wood:  
TBD

**ILLUMINATION:**  
\*White Perimeter LED's

SCALE: 1 1/2" = 1'-0"



**Salem Sign Co., Inc.**

1825 FRONT ST. N.E.

SALEM, OR 97301

503-371-6362

FAX 503-371-0901

e-mail [signs@salem-sign.com](mailto:signs@salem-sign.com)

CCB# 65297



THIS DRAWING IS THE PROPERTY  
OF SALEM SIGN CO., INC.

SK# 22348-20

Isaac's Downtown

LOCATION:

Salem, OR

DATE:

2/5/20

DRAWN BY:

E.D.

SALES:

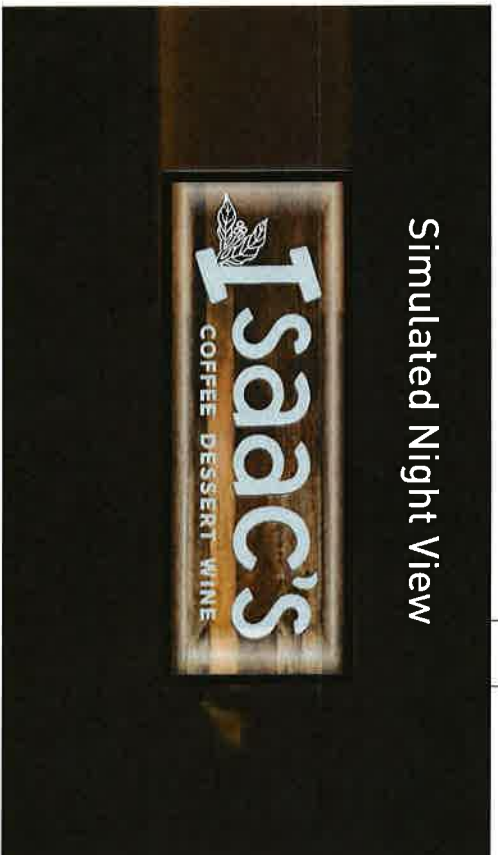
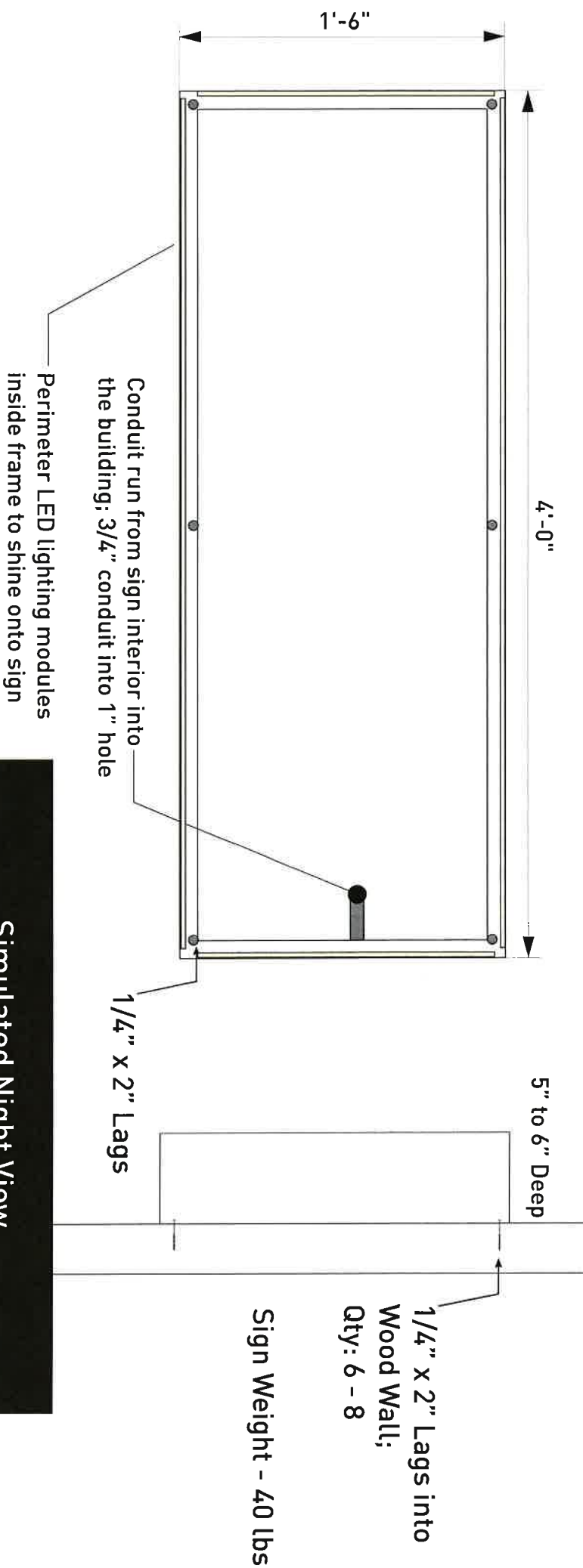
Brad Spady

APPROVED BY:



# Single Face Illuminated Wall Sign

## EXHIBIT B1



### SPECIFICATIONS

#### SIGN FRAME:

- \*Custom Metal Fabricated, Painted Black

#### LETTERS & LOGO:

- \*1/4" Thick Aluminum; Painted White

#### VINYL:

- \*3M Black

#### WOOD BACKGROUND:

- \*Reclaimed Wood; TBD

#### ILLUMINATION:

- \*White Perimeter LED's

SCALE: 1 1/2" = 1'-0"



### Salem Sign Co., Inc.

1825 FRONT ST. N.E.  
SALEM, OR 97301  
503-371-6362  
FAX 503-371-0901  
e-mail signs@salem-sign.com  
CCB# 65297



THIS DRAWING IS THE PROPERTY OF SALEM SIGN CO., INC.

SK# 22348-20

Isaac's Downtown

LOCATION:

Salem, OR

DATE:

3/11/20

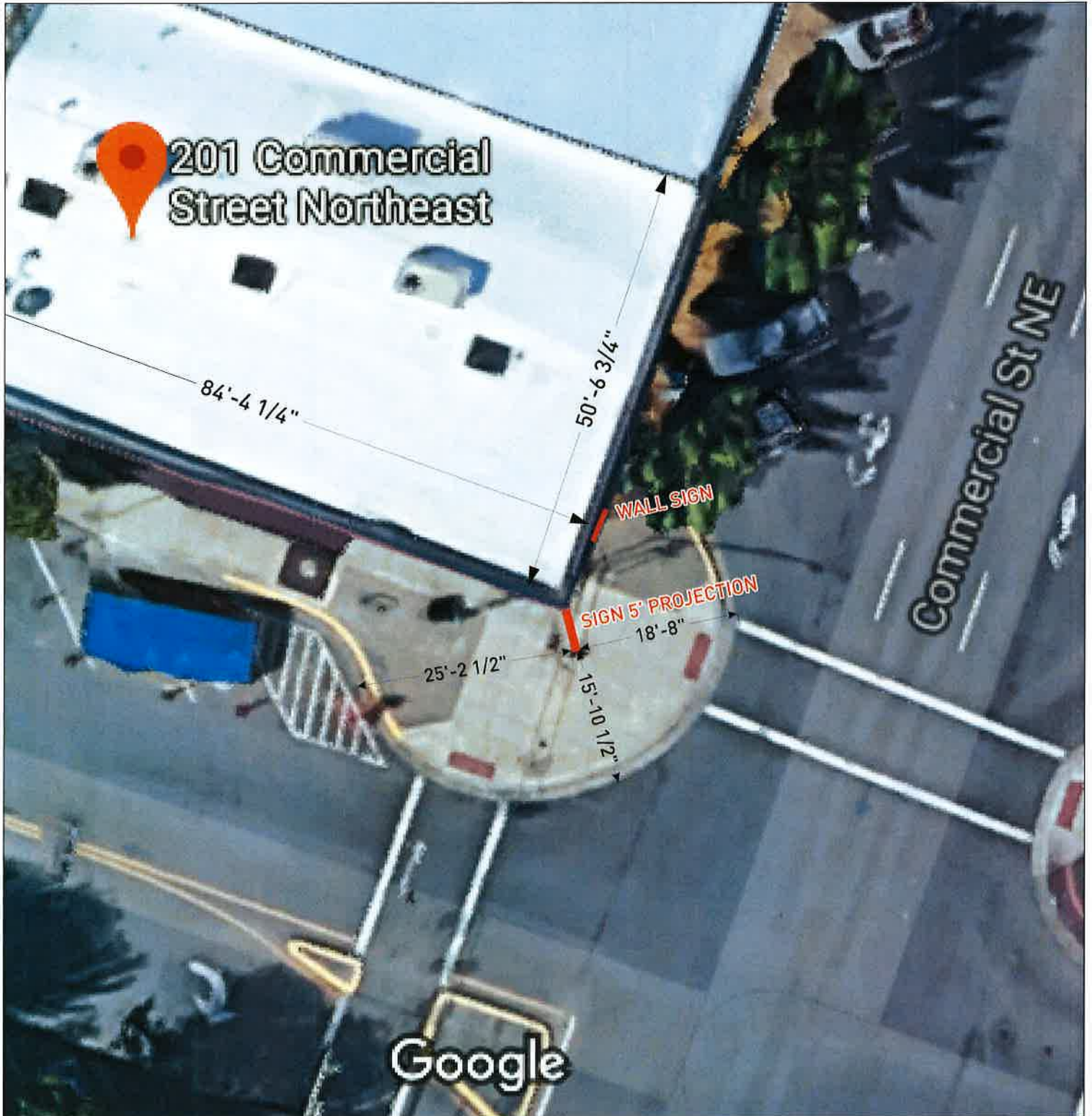
DRAWN BY:

E.D.

SALES:

Brad Spady

APPROVED BY:



Note: No other existing projecting signs in the near vicinity.



Scale: 1/16" = 1'-0"

HISTORIC SIGN



# EXHIBIT D

PROPOSED SIGN





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Commercial street. As evidence of their appreciation to the thousands of car owners who have made Wasco's success possible through their liberal patronage, a seven day "New Location Sale" begins Saturday.

**LOW PRICES TO BE LOWERED FOR SALE**

