

# NOTICE OF DECISION

PLANNING DIVISION  
555 LIBERTY ST. SE, RM 305  
SALEM, OREGON 97301  
PHONE: 503-588-6173  
FAX: 503-588-6005



*Si necesita ayuda para comprender esta información, por favor llame  
503-588-6173*

## DECISION OF THE HISTORIC PRESERVATION OFFICER

**CLASS 2 MINOR HISTORIC DESIGN REVIEW CASE NO.: HIS22-14**

**APPLICATION NO.: 22-108835-DR**

**NOTICE OF DECISION DATE:** September 16, 2022

**SUMMARY:** Proposal to install signage on the exterior of the new seven story Holman hotel.

**REQUEST:** Class 2 Minor Historic Design Review of a proposal to install a wall sign, new canopy sign and projecting sign on the exterior of the new seven-story Holman hotel on property totaling approximately 0.47 acres in size, zoned CB (Central Business District) within the Salem Downtown Historic District, and located at 195 to 197 Commercial Street SE (Marion County Assessor Map and Tax Number(s): 073W27BA00500 & 700).

**APPLICANT:** Ken Ambrosini

**LOCATION:** 195 Commercial St SE, Salem OR 97301

**CRITERIA:** Salem Revised Code (SRC) Chapters 230.056 – Signs in Commercial Historic Districts

**FINDINGS:** The findings are in the attached Decision dated September 16, 2022.

**DECISION:** The **Historic Preservation Officer** (a Planning Administrator Designee) **APPROVED** Class 2 Minor Historic Design Review Case No. HIS22-14 based upon the application materials deemed complete on May 27, 2022 and the findings as presented in this report.

The rights granted by the attached decision must be exercised, or an extension granted, by October 4, 2024, or this approval shall be null and void.

Application Deemed Complete:	<u>May 27, 2022</u>
Notice of Decision Mailing Date:	<u>September 16, 2022</u>
Decision Effective Date:	<u>October 4, 2022</u>
State Mandate Date:	<u>November 24, 2022</u>

Case Manager: Kimberli Fitzgerald, [kfitzgerald@cityofsalem.net](mailto:kfitzgerald@cityofsalem.net), 503-540-2397

This decision is final unless written appeal and associated fee (if applicable) from an aggrieved party is filed with the City of Salem Planning Division, Room 320, 555 Liberty Street SE, Salem OR 97301, or by email at [planning@cityofsalem.net](mailto:planning@cityofsalem.net), no later than 5:00 p.m. Monday, October 3, 2022. The notice of appeal must contain the information required by SRC 300.1020 and must state where the decision failed to conform to the provisions of the applicable code section, SRC Chapter(s) 230. The appeal fee must be paid at the time of filing. If the appeal is untimely and/or lacks the

proper fee, the appeal will be rejected. The Historic Landmarks Commission will review the appeal at a public hearing. After the hearing, the Historic Landmarks Commission may amend, rescind, or affirm the action, or refer the matter to staff for additional information.

The complete case file, including findings, conclusions and conditions of approval, if any, is available for review by contacting the case manager, or at the Planning Desk in the Permit Application Center, Room 305, City Hall, 555 Liberty Street SE, during regular business hours.

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

**BEFORE THE PLANNING ADMINISTRATOR OF THE CITY OF SALEM**

**DECISION**

**IN THE MATTER OF APPROVAL OF ) MINOR HISTORIC DESIGN REVIEW**  
**HISTORIC DESIGN REVIEW )**  
**CASE NO. HIS22-14 )**  
**195 COMMERCIAL ST SE ) September 16, 2022**

In the matter of the application for a Minor Historic Design Review submitted by Ken Ambrosini, the Historic Preservation Officer (a Planning Administrator Designee), having received and reviewed evidence and the application materials, makes the following findings and adopts the following order as set forth herein.

**REQUEST**

**Summary:** Proposal to install signage on the exterior of the new seven story Holman Hotel.

**Request:** Class 2 Minor Historic Design Review of a proposal to install a wall sign, new canopy sign and projecting sign on the exterior of the new seven-story Holman hotel on property totaling approximately 0.47 acres in size, zoned CB (Central Business District) within the Salem Downtown Historic District, and located at 195 to 197 Commercial Street SE (Marion County Assessor Map and Tax Number(s): 073W27BA00500 & 700).

A vicinity map illustrating the location of the property is attached hereto, and made a part of this decision (**Attachment A**).

**FINDINGS**

1. Minor Historic Design Review Applicability

SRC230.020(f) requires Historic Design Review approval for any alterations to historic resources as those terms and procedures are defined in SRC 230. The Planning Administrator shall render a 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.

**BACKGROUND & PROPOSAL**

The applicant originally proposed to install three signs: a wall sign, a projecting sign and a new canopy sign identifying the Hotel on the exterior of the new seven-story Holman hotel. Comments were received from the Planning Department on June 10, 2022, stating that the wall sign fronting the alley did not meet applicable code requirements in SRC 900. While the applicant considered different options to redesign this sign, ultimately determined it was not feasible. On September 8, 2022, the applicant withdrew the proposal for the alley wall sign. Due to the delays resulting from the issues around this particular sign, the applicant agreed to extend the required 120- land use review period an additional 60 days, from September 24, 2022 to November 24, 2022.

The proposed new projecting sign is 4' wide by 3' 8 1/2" high made of metal with reverse halo illumination and will be located at the southwest corner of the building, projecting towards Ferry at the entrance to the alley. The proposed new canopy sign is 10' 7" long and 1' 3" high and

the letters will be 15" in height and proposed to be made of stainless steel with clear acrylic backs to allow for reverse halo illumination with internal LED lighting. The conduit will be installed at the back of the signage and will not be easily visible. The canopy sign is located above the front entry on the canopy, between the transom and sill of the first story, and will front Commercial Street SE. The applicant's submittal plans are included as **Attachment B**.

## **SUMMARY OF RECORD**

The following items are submitted to the record and are available: 1) all materials and testimony submitted by the applicant, including any applicable professional studies such as traffic impact analysis, geologic assessments, stormwater reports, and; 2) materials, testimony, and comments from public agencies, City Departments, neighborhood associations, and the public. All application materials are available on the City's online Permit Application Center at <https://permits.cityofsalem.net>. You may use the search function without registering and enter the permit number listed here: 22 108835.

## **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 as **Attachment B** 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) **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 exterior portion of a local historic resource, contributing, non-contributing building or new construction in a historic district shall be erected, altered, restored, moved or demolished until historic design review approval has been granted on the basis of the project's conformity with the applicable criteria in SRC 230. 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. For Class 1 and Class 2 Minor Historic Design Review decisions HLC staff, the Historic Preservation Officer (a designee of the Planning Administrator), shall render their 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 Holman Building is being constructed in 2022. As the building is newly constructed, it is

considered “non-contributing/out of period” within the Salem Downtown Historic District.

The site is significant for its association with the Holman Building, the meeting place for the Oregon State Legislature from 1857-1876, which was demolished in order to make way for the parking garage constructed on the site in 1950. David Duniway, Oregon State Archivist, led one of Salem’s first preservation advocacy efforts in an unsuccessful attempt to prevent the demolition of the Holman Building in 1949.

The Marion Car Park was originally constructed in 1950 and was a Historic Contributing Building to Salem’s Downtown National Register Historic District. The Marion Car Rental and Park was the only existing example of a mid-century freestanding elevated rooftop parking structure in downtown Salem. The period of significance for the district is 1867 to 1950, and this building, constructed in 1950, marked the end of the period of significance for the district. This building was one of the first parking structures in Salem, and Salem’s first elevated rooftop parking structure. The building was altered over time, was in poor condition resulting from inadequate maintenance, and was demolished in 2019.

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

The subject property is located within the Central Area Downtown Neighborhood Association (CANDO). A Request for Comments was sent to the neighborhood association, and surrounding property owners within 250 feet of the property pursuant to Salem Revised Code (SRC) requirements on May 27, 2022. The CANDO Neighborhood Association submitted an email on May 29, 2022, stating that CANDO did not oppose the request for new signage. No additional comments were received from the neighborhood association or from adjoining property owners.

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

The Building and Safety Division indicates that the applicant must obtain required sign permits. The Planning Division has reviewed the proposal and states that the signage meets the applicable requirements for signage in SRC 900. Initially the Planning Department stated that the proposed wall signage for the parking garage did not meet the applicable requirements in SRC 900, however this portion of the proposal has been withdrawn. The Fire Department and had no concerns regarding the proposal. Public Works will require an encroachment permit for the projecting sign.

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

SRC Chapter 230.056(b) *Signs in Commercial Historic Districts-Permanent Non-Historic Signs* Table 230-1 defines this activity as a Class 2 Minor Historic Design Review. Historic Landmarks Commission staff reviewed the project proposal and has the following findings for the applicable criterion.

#### **FINDINGS:**

***Criteria 230.056 Signs in Commercial Historic Districts(b)Permanent non-historic signs.***

*(1)Materials. Permanent non-historic signs shall be constructed of wood, metal, or acrylic.*

**Finding:** The proposed signage will be constructed of metal and acrylic. Staff finds that this standard has been met.

*(2)Design.*

*(A)Permanent non-historic signs shall be located:*

*(i)Within an existing sign frame attached to the historic structure provided the sign frame does not obscure significant features of the historic resource; or*

**Finding:** None of the proposed signage is proposed to be located within an existing sign frame, therefore staff finds that this standard is not applicable to the evaluation of this proposal.

*(ii)Between the transom and sill of the first story and:*

**Finding:** The proposed projecting signage and the canopy signage will be located between the transom and sill of the first story of the Holman Building. Staff finds that this standard has been met.

*(aa)Perpendicular to the corner;*

**Finding:** Neither sign is proposed to be perpendicular to the building corner, therefore this standard is not applicable to the evaluation of this proposal.

*(bb)Flush to the facade; or*

**Finding:** Neither sign is proposed to be flush to the building façade, therefore this standard is not applicable to the evaluation of this proposal.

*(cc)Perpendicular to the building;*

**Finding:** The projecting sign proposed on the southwestern corner of the building is proposed to be perpendicular to the corner therefore staff finds that this standard has been met for this portion of the proposal.

*(iii)Suspended from the awning or marquee.*

**Finding:** There is no signage proposed that will be suspending from the awning or marquee, therefore this standard is not applicable to the evaluation of this proposal.

*(B)Permanent non-historic signs shall be attached:*

*(i)Into mortar joints, not into masonry; and*

**Finding:** According to the applicant's statement, the proposed signage will not be attached into any brick masonry, but instead the projecting sign will be installed into concrete and the

canopy signage will be installed using non-corrosive Simpson Bolts and anchors. Staff finds that this standard has been met.

*(ii) Where significant features are not obscured.*

**Finding:** The proposed projecting sign and canopy signage will be attached between the sill and the transom of the first floor. There are no significant features located in either of these areas and this signage will not obscure any significant features. Staff finds that this standard has been met.

*(C) Any permanent non-historic sign that incorporates lighting shall:*

*(i) Not be internally illuminated, except if it incorporates halo illumination utilizing reversed pan-channel letters with an internal light source reflecting off the building;*

**Finding:** Both of the proposed illuminated signs incorporate halo illumination utilizing reversed pan-channel letters with an internal light source reflecting off the building. Staff finds that this standard has been met.

*(ii) Not exceed 366 watts or 250 nits between sunset and sunrise; and*

**Finding:** Per the applicant's statement, the wattage output will not exceed 120 watts between sunset and sunrise thereby meeting this standard.

*(iii) Not have exposed conduit.*

**Finding:** The applicant's statement indicates that due to the construction of the building, access for wiring the individual letters behind the wall is not available so a raceway is needed to contain all electrical. To achieve the halo effect, a backer panel slightly larger than the letters is placed 1/2" behind the channel letters. There will be no exposed conduit as the conduit will be concealed within the raceway behind the letter backings thereby meeting this standard.

## DECISION

Based upon the application materials deemed complete on May 27, 2022 and the findings as presented in this report, the application for HIS22-14 is **APPROVED**.



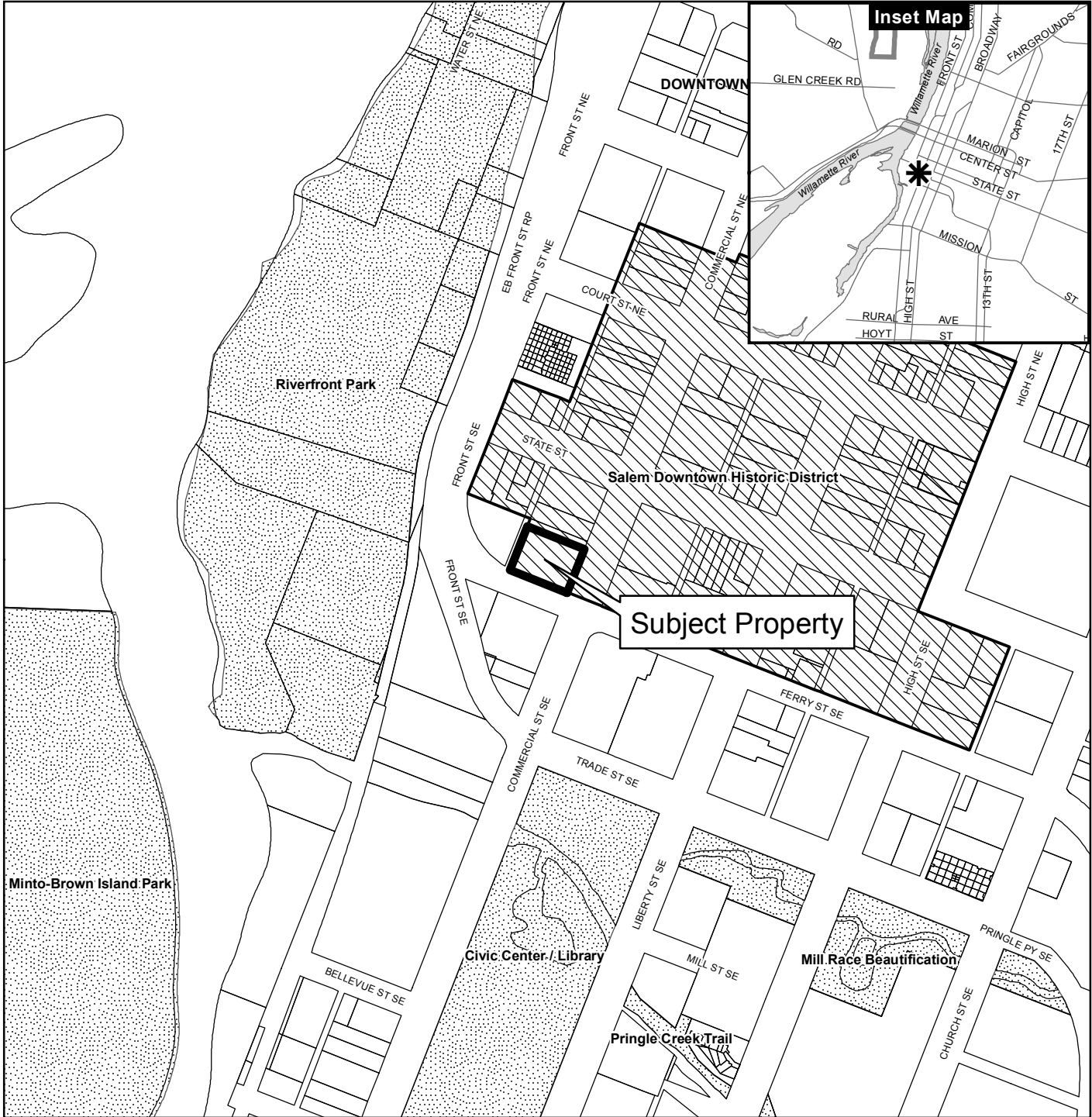
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Kimberli Fitzgerald, AICP  
Historic Preservation Officer  
Planning Administrator Designee








Attachments: A. Vicinity Map  
B. Applicant's Submittal Materials

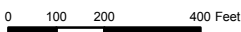
# Vicinity Map

## 195-197 Commercial Street SE (073W27BA00700)



**Legend**

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



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**Historic Alteration Review Worksheet**Site Address: 195 Commercial St., Salem, ORResource Status: Contributing  Non- Contributing  Individual Landmark Type of Work Activity Proposed: Major  Minor Chose One: Commercial District  Individual Resource  Public District   
Residential District  Sign **Replacement, Alteration, Restoration or Addition of:****Architectural Feature:**

- Awning
- Door
- Exterior Trim, Lintel
- Other architectural feature \_\_\_\_\_
- Roof/Cornice
- Masonry/Siding
- Storefront
- Window(s) Number of windows: \_\_\_\_\_

**Landscape Feature:**

- Fence
- Streetscape
- Other Site feature (describe) \_\_\_\_\_

**New:**

- Addition
- Accessory Structure
- Sign
- Mural
- Accessibility Ramp
- Energy Improvements
- Mechanical Equipment
- Primary Structure

Will the proposed alteration be visible from any public right-of-way?  Yes  NoProject's Existing Material: \_\_\_\_\_ Project's New Material: metal / arcylic**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:

Propose to fabricate & install three (3) signs on new building. One canopy sign identifying hotel, one projecting sign providing wayfinding to the hotel parking garage located off the access alley, one wall sign located above the entry into the parking garage.

All signs are fabricated metal with reverse halo illumination of type and icons. Painted finishes to match approved architectural palette, creating a seamless integration between signage and architecture.

Signs are located between the transom and sill of the first story and conform to the minimum baseline height of 13'-0". The canopy sign which provides the only hotel identification is located on the hotel entry canopy. Individual halo illuminated letters, "The Holman" @ 15" capital letter height.

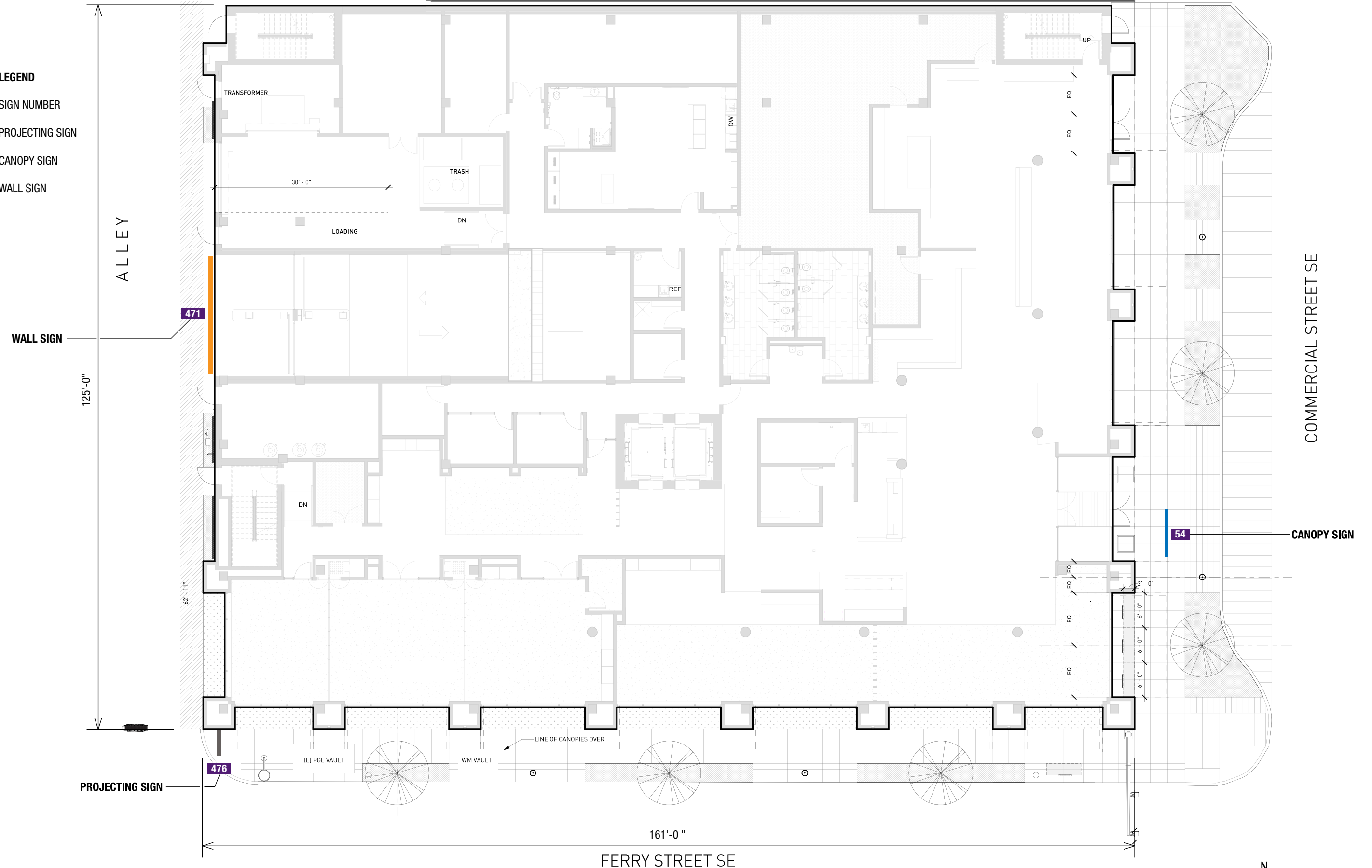
Ken G. Ambrosini  
2022.05.19 11:12:20 -07'00'

Signature of Applicant

Date Submitted/Signed

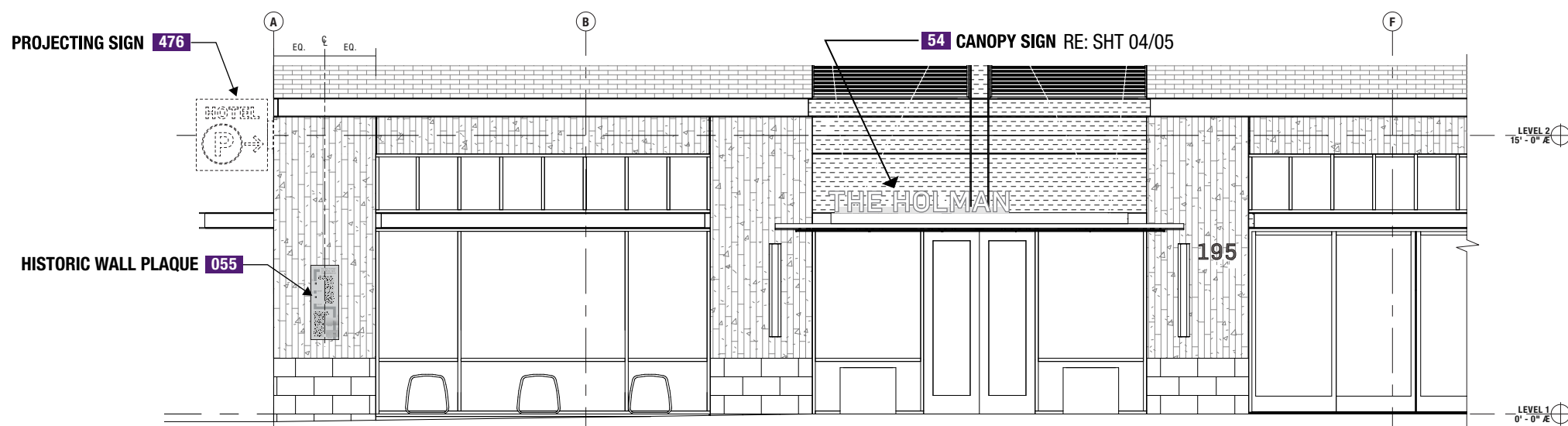
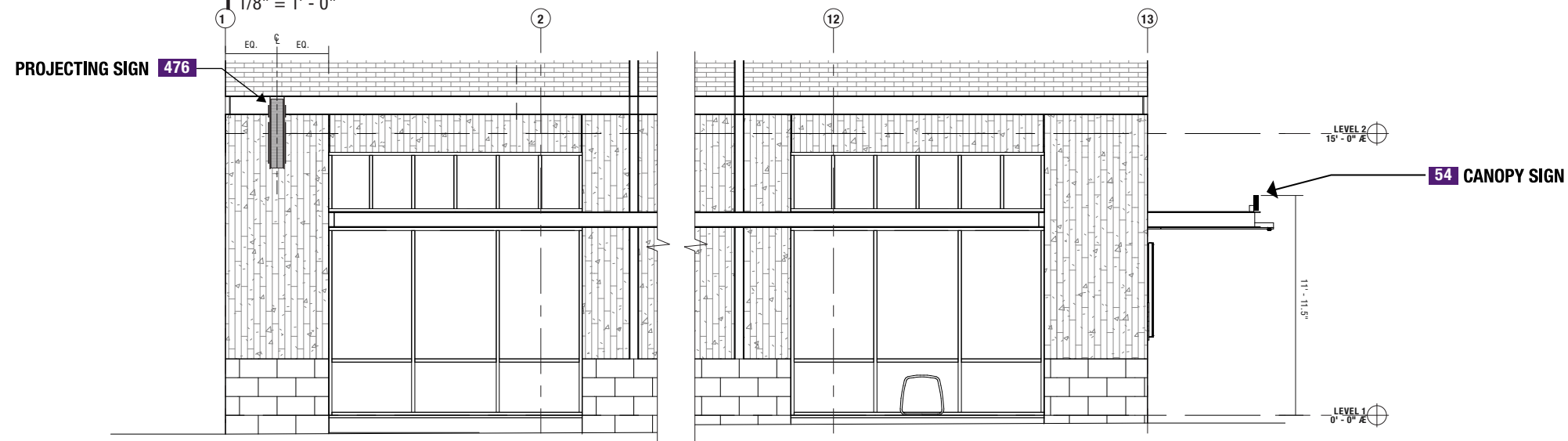
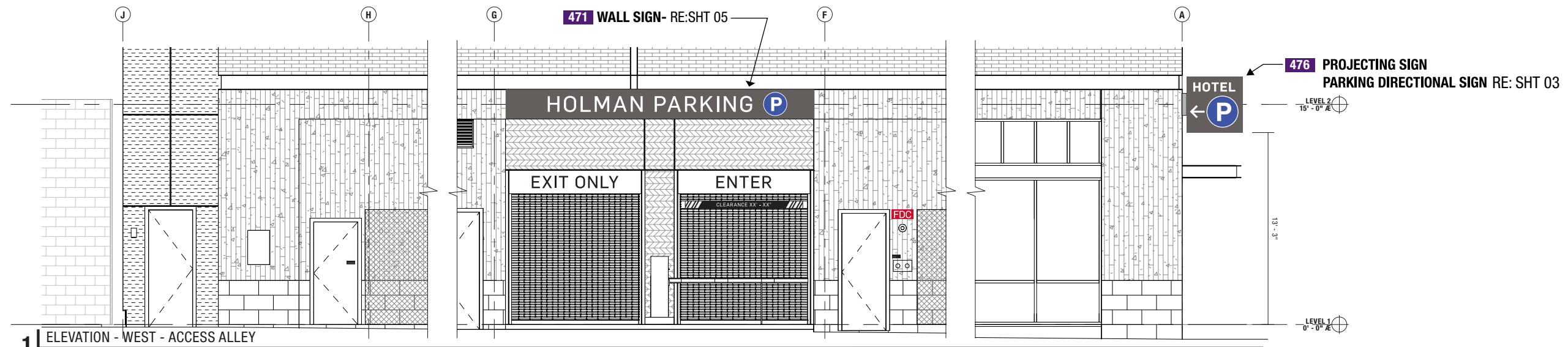
**LEGEND**

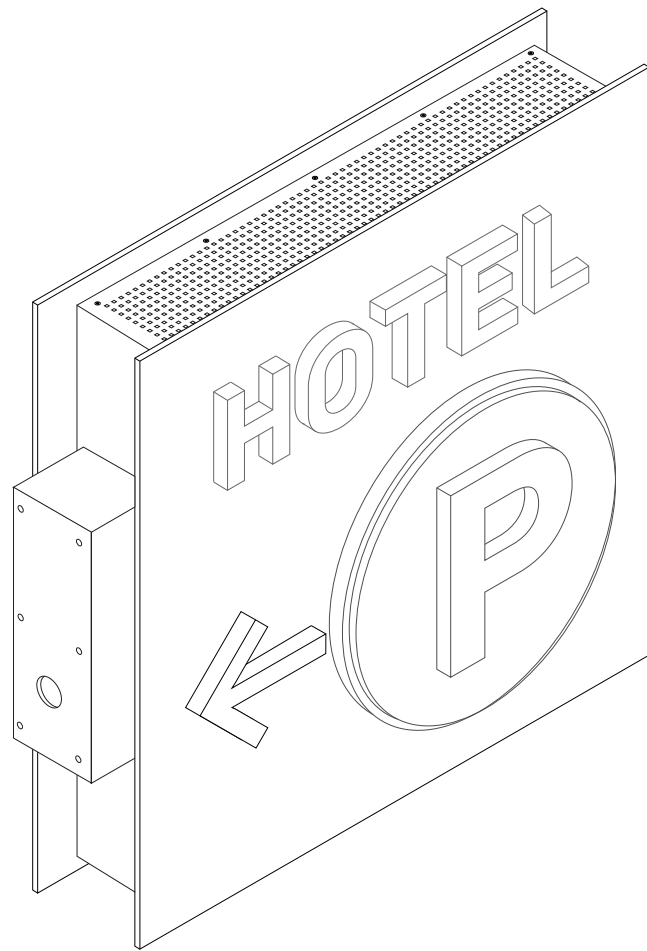
- 000 SIGN NUMBER
- PROJECTING SIGN
- CANOPY SIGN
- WALL SIGN



**ARCHITECTURAL SITE PLAN**  
1/16"=1'-0"





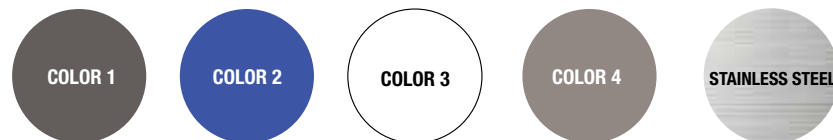


**1** TYPE P1.1 - AXONOMETRIC VIEW PARKING DIRECTIONAL SIGN  
3/4" = 1'-0"



NOTE: LETTERS PROVIDE BACK LIGHT ONLY THE FACES & RETURNS EXCEPT THE LAST 3/4" ARE NOT ILLUMINATED.

**2** TYPE P1.1 - STEEL ART ARCHITECTURAL SIGNAGE  
NTS



1. 1/4" THK 6061 -T6 ALUM., W/ POWDER COATED FINISH SEMI GLOSS.

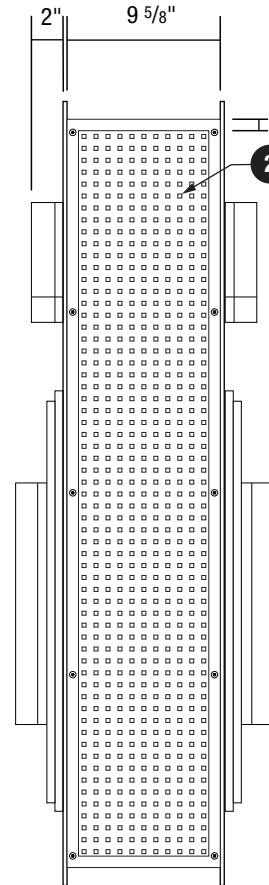
2. SQ. ALUM. ALLOY 5052-H32 W/ 1/4" ON 3/4" STRAIGHT PITCH CENTERS. TAP & THREAD FOR T10 FRIVE SS SCREWS PER LAYOUT. 1/8" MILK WHITE ACRYLIC PLACED BEHIND PERFORATED MTL TO DIFFUSE LIGHT. POPULATE INTERIOR W/LED'S (WHITE) TO PROVIDE EVEN LIGHT FOR THE PERFORATD METAL PANELS.

3. STEEL ART ARCHITECTURAL SIGNAGE, CENTERLINE ILLUMINATED LETTERS W/ ACRYLIC STRIP (WHITE) BRIGHT BRUSHED SATIN.

4. FLAT CUT-OUT ALUM., DISK 2 PIECES @ 1/4" LAMINATED TOGETHER STUD MOUNTED TO SIGN FACE PANEL. ROUTER EDGES SMOOTH PRIOR TO PAINT. PAINTED FINISH 2 COLOR.

5. INTERIOR STRUCTURAL STEEL ANGLE FRAME SIZED ( 1.25" X 1.25" .250 ) TO MEET ENGINEERING REQUIREMENTS FOR WIND LOAD.

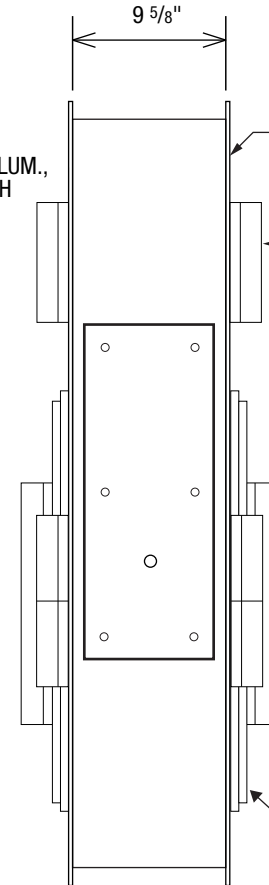
6. SIMPSON-BOLT 2 WEDGE ANCHOR TYPE 316 SS, SIZED PER ENGINEERING FOR WEIGHT & WIND LOAD.



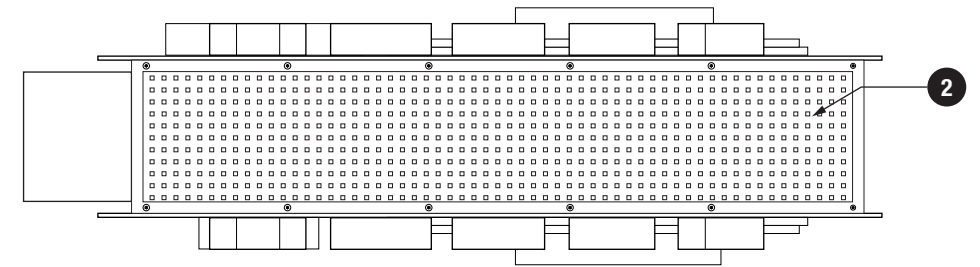
**3** FRONT VIEW  
1" = 1'-0"

OPTION 1, ESTIMATED SIGN WEIGHT: **276 LBS**

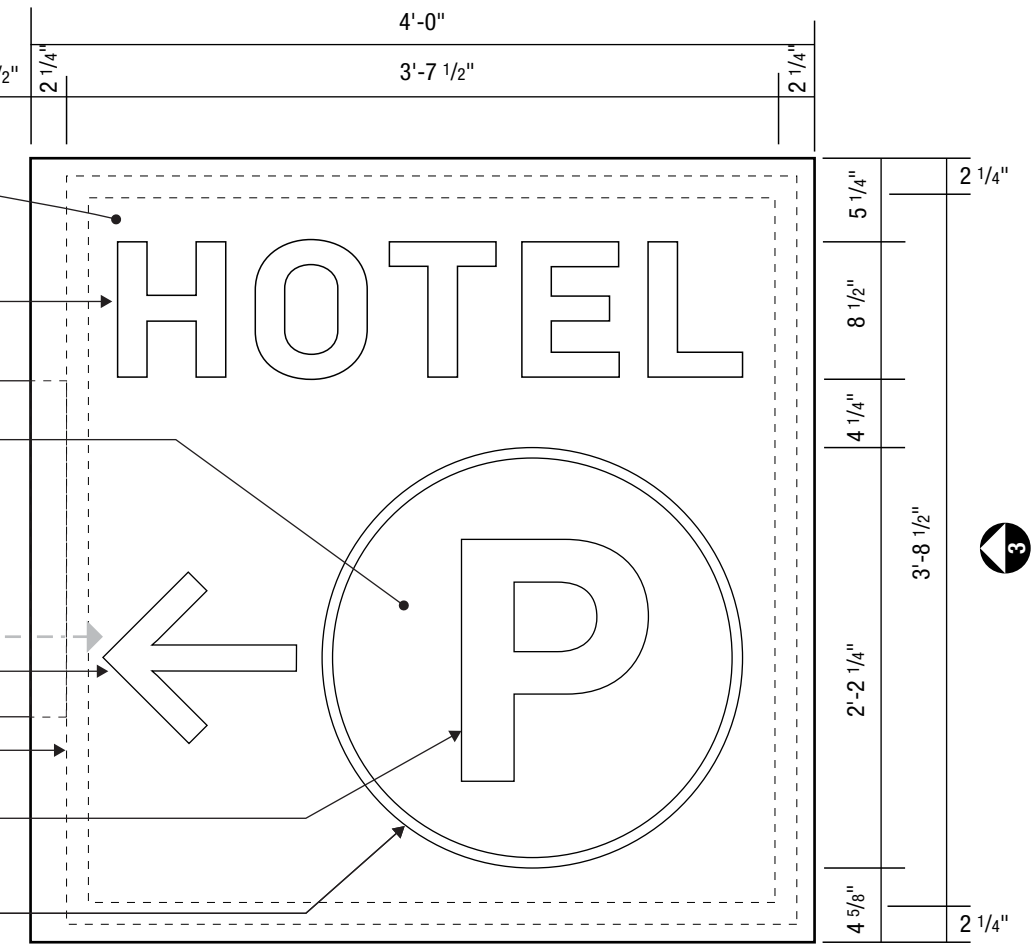
OPTION 2, ESTIMATED SIGN WEIGHT: **225 LBS**



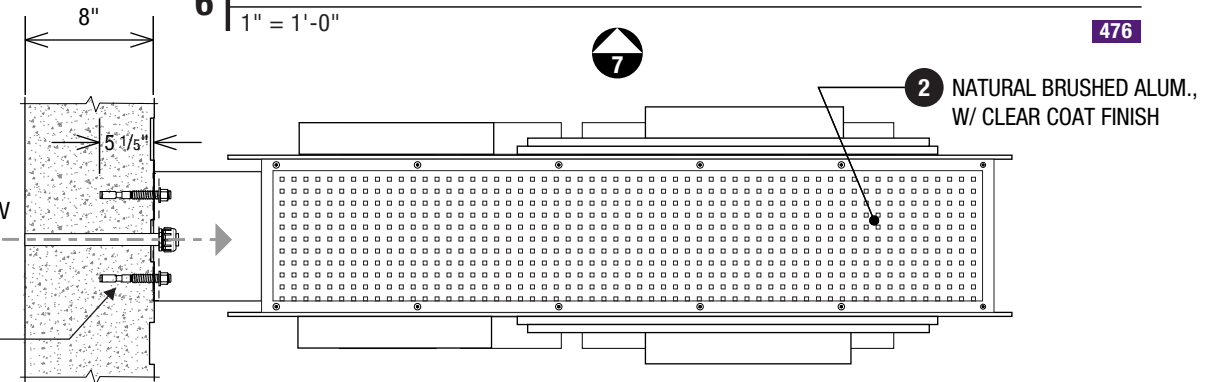
**4** BACK VIEW  
1" = 1'-0"



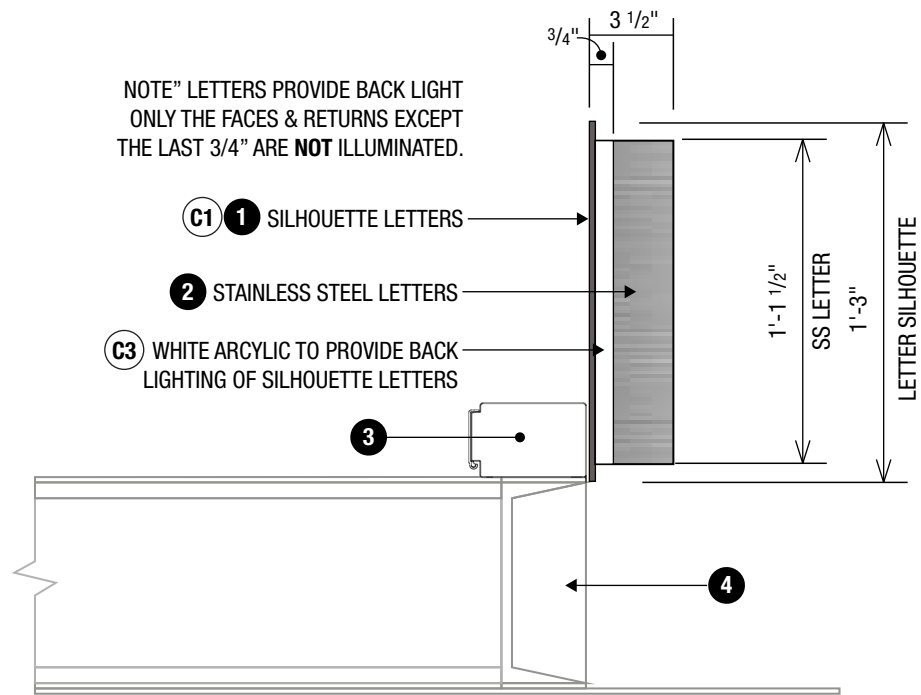
**5** TYPE P1.1 - TOP VIEW  
1" = 1'-0"



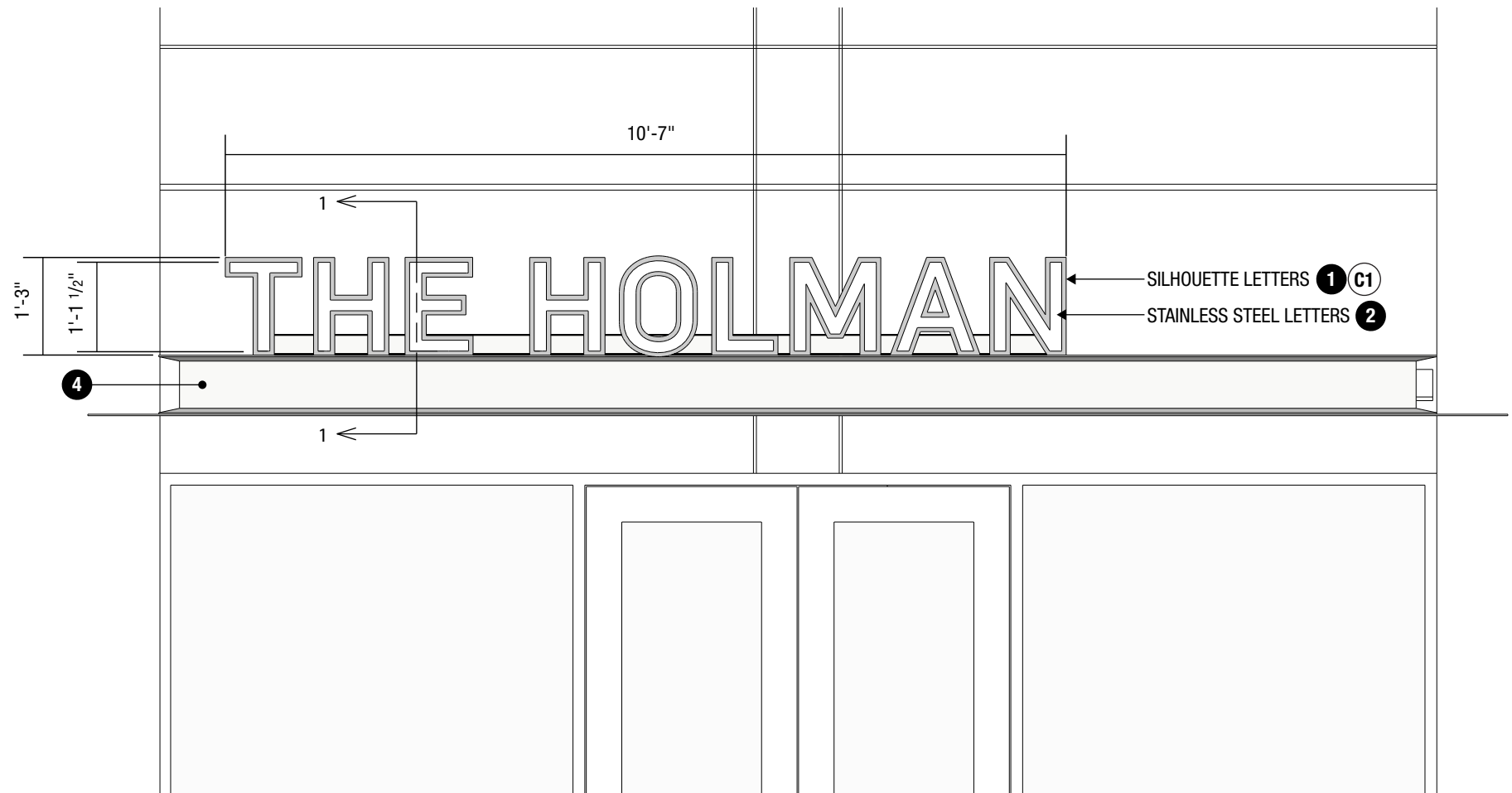
**6** TYPE P1.1 - PROJECTING PARKING DIRECTIONAL SIGN  
1" = 1'-0"



**7** TYPE P1.1 - BOTTOM VIEW  
1" = 1'-0"



1 | TYPE S1.1 - SECTION  
1 1/2" = 1'-0"

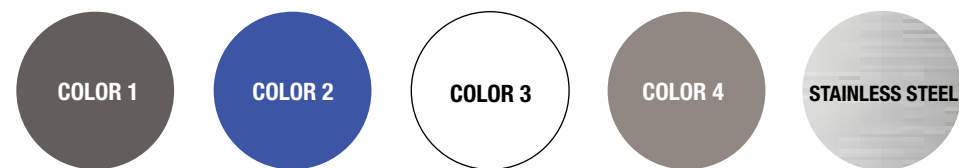


Lorem ipsum

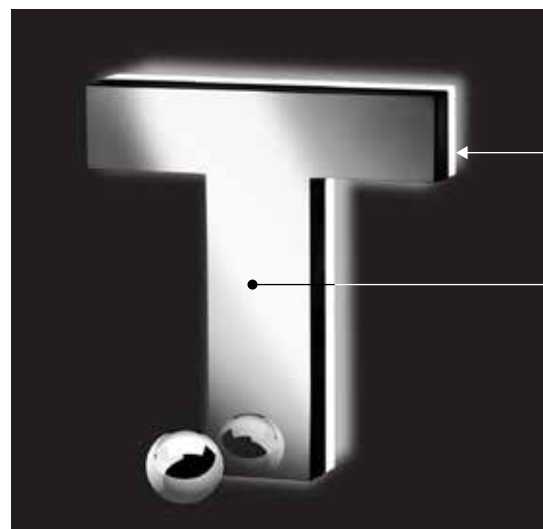
3 | TYPE S1.1 - PARTIAL ELEVATION - CANOPY IDENTIFER - SIGN AREA 13.2 S.F.  
1/2" = 1'-0"

54

- 1/4" THK LETTER SILHOUETTE, 6061 -T6 ALUM., W/ POWDER COATED FINISH SEMI GLOSS.
- STEEL ART ARCHITECTURAL SIGNAGE, CENTERLINE ILLUMINATED LETTERS W/ ACRYLIC STRIP (WHITE) BRIGHT BRUSHED SATIN.
- RACEWAY TO PROVIDE CONCEALED POWER TO EACH LETTER. PAINTED TO MATCH BUILDING CANOPY.
- EXISTING BUILDING CANOPY.



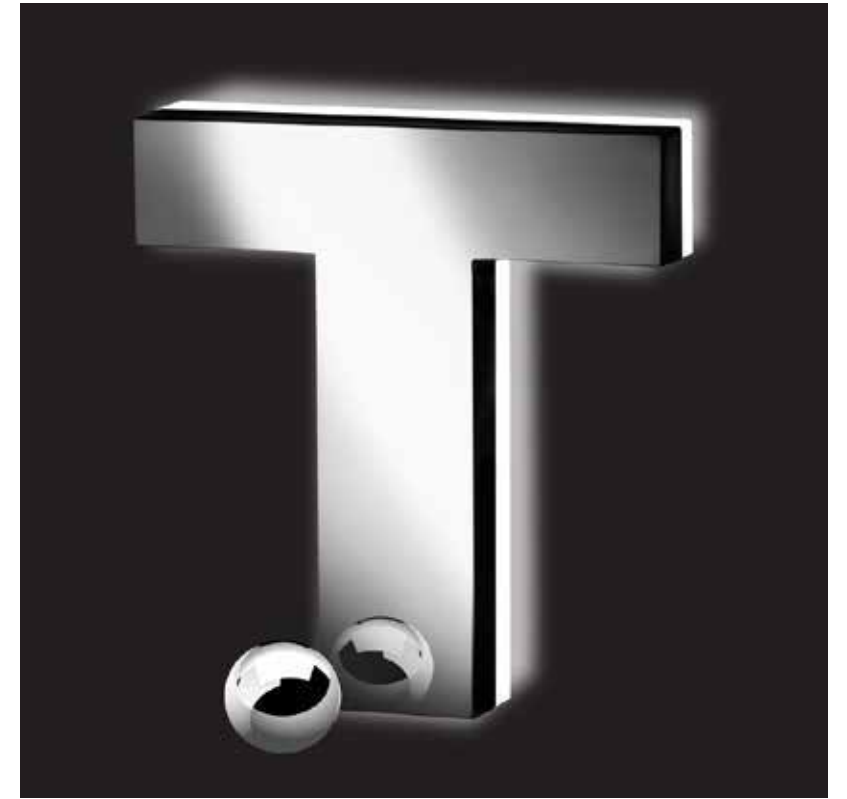
PALETTE FROM HOTEL PRESENTATION



NOTE, LETTERS PROVIDE BACK LIGHT ONLY THE FACES & RETURNS EXCEPT THE LAST 3/4" ARE NOT ILLUMINATED.

STAINLESS STEEL LETTERS

2 | TYPE S1.1 - STEEL ART ARCHITECTURAL SIGNAGE  
NTS

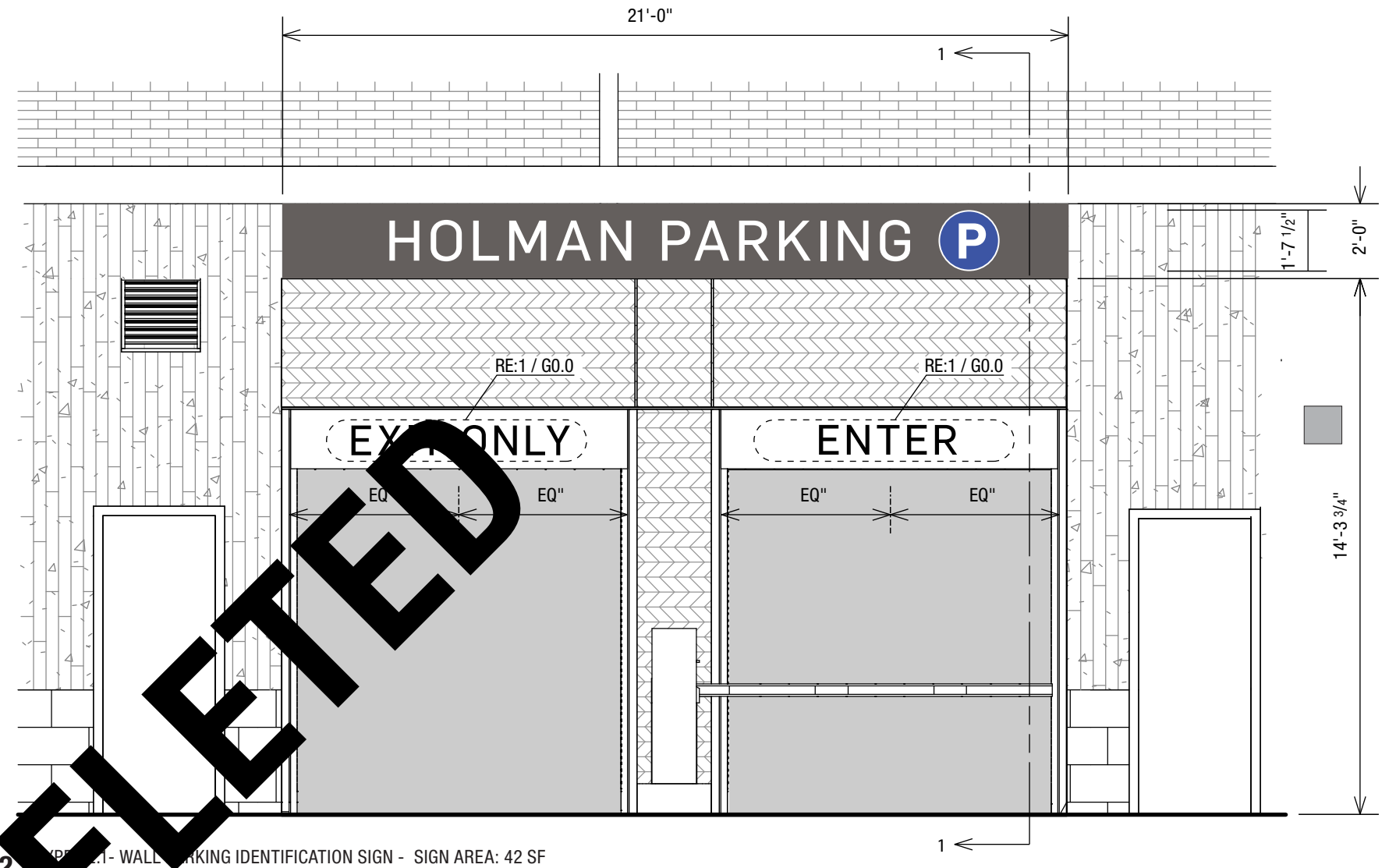
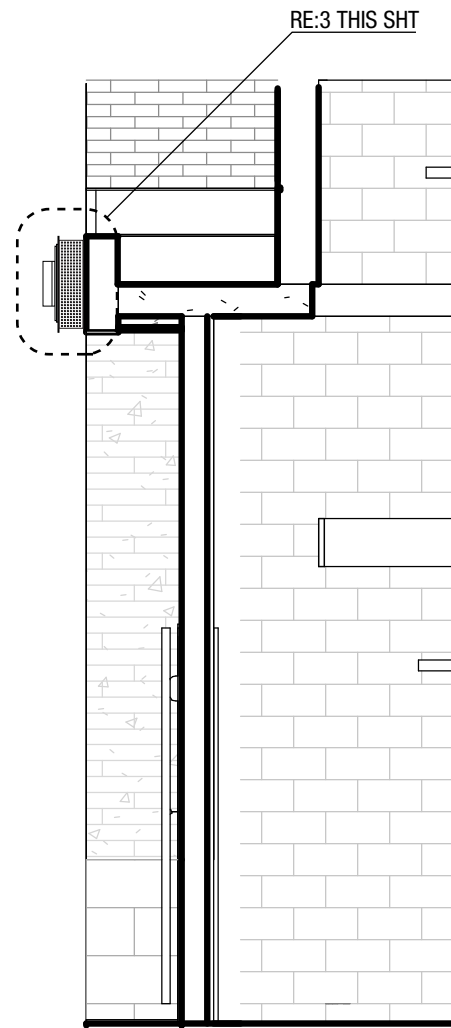


**SIGNAGE & WAYFINDING - EXTERIOR SIGNAGE**

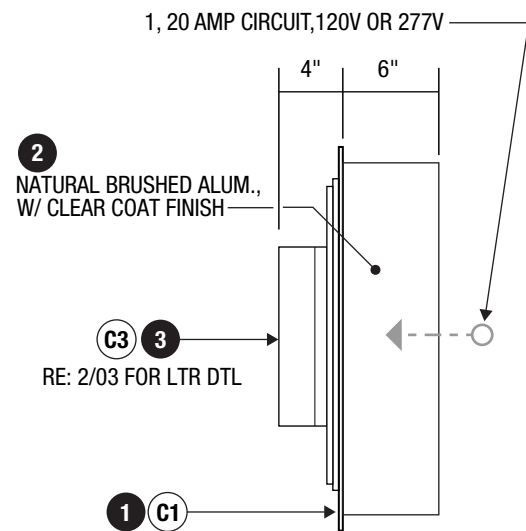
1. 1/4" THK 6061 -T6 ALUM., W/ POWDER COATED FINISH SEMI GLOSS.
2. SQ. ALUM. ALLOY 5052-H32 W/ 1/4" ON 3/4" STRAIGHT PITCH CENTERS. TAP & THREAD FOR T10 FRIVE SS SCREWS PER LAYOUT. 1/8" MILK WHITE ACRYLIC PLACED BEHIND PERFORATED MTL TO DIFFUSE LIGHT. POPULATE INTERIOR W/LED'S (WHITE)TO PROVIDE EVEN LIGHT FOR THE PERFORATD METAL PANELS.
3. STEEL ART ARCHITECTURAL SIGNAGE, CENTERLINE ILLUMINATED LETTERS W/ ACRYLIC STRIP (WHITE) BRIGHT BRUSHED SATIN.
4. FLAT CUT-OUT ALUM., DISK 2 PIECES @ 1/4" LAMINATED TOGETHER STUD MOUNTED TO SIGN FACE PANEL. ROUTER EDGES SMOOTH PRIOR TO PAINT. PAINTED FINISH 2 COLOR.



PALETTE FROM HOTEL PRESENTATION



1 TYPE P2.1- SECTION- WALL PARKING ID SIGN 1/4" = 1'-0"  
 2 TYPE P2.1- WALL PARKING IDENTIFICATION SIGN - SIGN AREA: 42 SF 1'-0"



3 P2.1-SECTION-WALL PARKING ID SIGN 1" = 1'-0"



4 P2.1-DETAIL- WALL PARKING ID SIGN 1" = 1'-0"

**DELETED 09/08/2022 FROM SCOPE OF WORK BY AMBROSINI DESIGN**

