

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.: HIS23-12

APPLICATION NO.: 23-112971-PLN

NOTICE OF DECISION DATE: August 18, 2023

SUMMARY: A proposal to install signage on the exterior of the Oregon Building (1914).

REQUEST: Class 2 Minor Historic Design Review of a proposal to install six (6) under awning hanging signs on the exterior of the Oregon Building (1914), a historic contributing building in the Salem Downtown Historic District in the CB (Central Business District) zone, and located at 494 State St - 97301 (Marion County Assessor Map and Tax Lot Number: 073W27AB03100).

APPLICANT: Matt Boyington, Salem Sign Company Inc.

LOCATION: 494 State St, 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 August 18, 2023.

DECISION: The **Historic Preservation Officer (a Planning Administrator designee)** **APPROVED** Class 2 Minor Historic Design Review Case No. HIS23-12 based on the application deemed complete on July 27, 2023.

The rights granted by the attached decision must be exercised, or an extension granted, by September 6, 2025, or this approval shall be null and void.

Application Deemed Complete:	<u>July 27, 2023</u>
Notice of Decision Mailing Date:	<u>August 18, 2023</u>
Decision Effective Date:	<u>September 6, 2023</u>
State Mandate Date:	<u>November 24, 2023</u>

Case Manager: Kimberli Fitzgerald, 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, no later than 5:00 p.m. Tuesday, September 5, 2023. 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. HIS23-12)
494 STATE ST) August 18, 2023

In the matter of the application for a Minor Historic Design Review submitted Joey Lopez, 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: A proposal to install signage on the exterior of the Oregon Building (1914).

Request: Class 2 Minor Historic Design Review of a proposal to install six (6) under awning hanging signs on the exterior of the Oregon Building (1914), a historic contributing building in the Salem Downtown Historic District in the CB (Central Business District) zone, and located at 494 State St - 97301 (Marion County Assessor Map and Tax Lot Number: 073W27AB03100).

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 has proposed to install six (6) 3'7" x 1' 8" x 10" illuminated signs suspended under the Oregon Building flat awning(s) fronting High and State Streets. The signs will be of aluminum, painted black, with each business logo and name in white 3/16" acrylic letters illuminated by white LED lights not to exceed 120 watts. The electrical conduit will extend from the interior of the storefront post to the interior of each sign and will not be visible. The bottom of each sign will be 7'6" above the sidewalk grade. 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: 23 112971.

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 Oregon Building is a four story Commercial style unreinforced brick building on the southwest corner of State and High Streets originally constructed by Fannie and Thomas Hubbard in 1913. The building housed the Globe Theater from 1913-1915 and the Oregon Theater from 1917-1928. The Oregon Building was constructed in 1913, and served initially as the original Salem depot for the Oregon Electric Railway, whose Salem-to Eugene tracks ran down High Street. The building was designed by architects W.P. Dawson and Matt Flanagan in association with Oregon architect Ellis F. Lawrence. The Oregon Building retains a high degree of integrity and is historic contributing to the Downtown National Register Historic District.

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 July 27, 2023. The CANDO Neighborhood Association submitted an email on August 2, 2023, stating that CANDO supports 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. The Fire Department and Public Works had no concerns regarding the proposal.

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 with acrylic letters/logo. 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: None of the proposed signage is proposed to be located between the transom and sill of the first story, therefore staff finds that this standard is not applicable to the evaluation of this proposal.

(aa)Perpendicular to the corner;

Finding: None of the proposed signage 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: None of the proposed signage is proposed to be flush to the building facade, therefore this standard is not applicable to the evaluation of this proposal.

(cc) Perpendicular to the building;

Finding: There is no signage proposed that will be perpendicular to the building, therefore this standard is not applicable to the evaluation of this proposal.

(iii) Suspended from the awning or marquee.

Finding: The proposed under awning signage will be suspended from the existing awning, adjacent to the primary entries of each of the respective business suites. Staff finds that this standard has been met.

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

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

Finding: The proposed signage will not be attached to any existing wall facades, therefore this standard is not applicable to the evaluation of this proposal.

(ii) Where significant features are not obscured.

Finding: The proposed signage will be suspended from existing awnings fronting State and High Streets. 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: The proposed signage will not be internally illuminated. However, the letters/logo(s) will be illuminated with white LED lights under reverse pan channel letters, with the light source reflecting off the black painted metal sign backing.

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

Finding: The proposed signage will not exceed 120 watts, therefore staff finds that this standard has been met.

(iii) Not have exposed conduit.

Finding: The electrical conduit will extend from the interior of the storefront post to the interior of each sign and will not be visible. Staff finds that this standard has been met.

DECISION

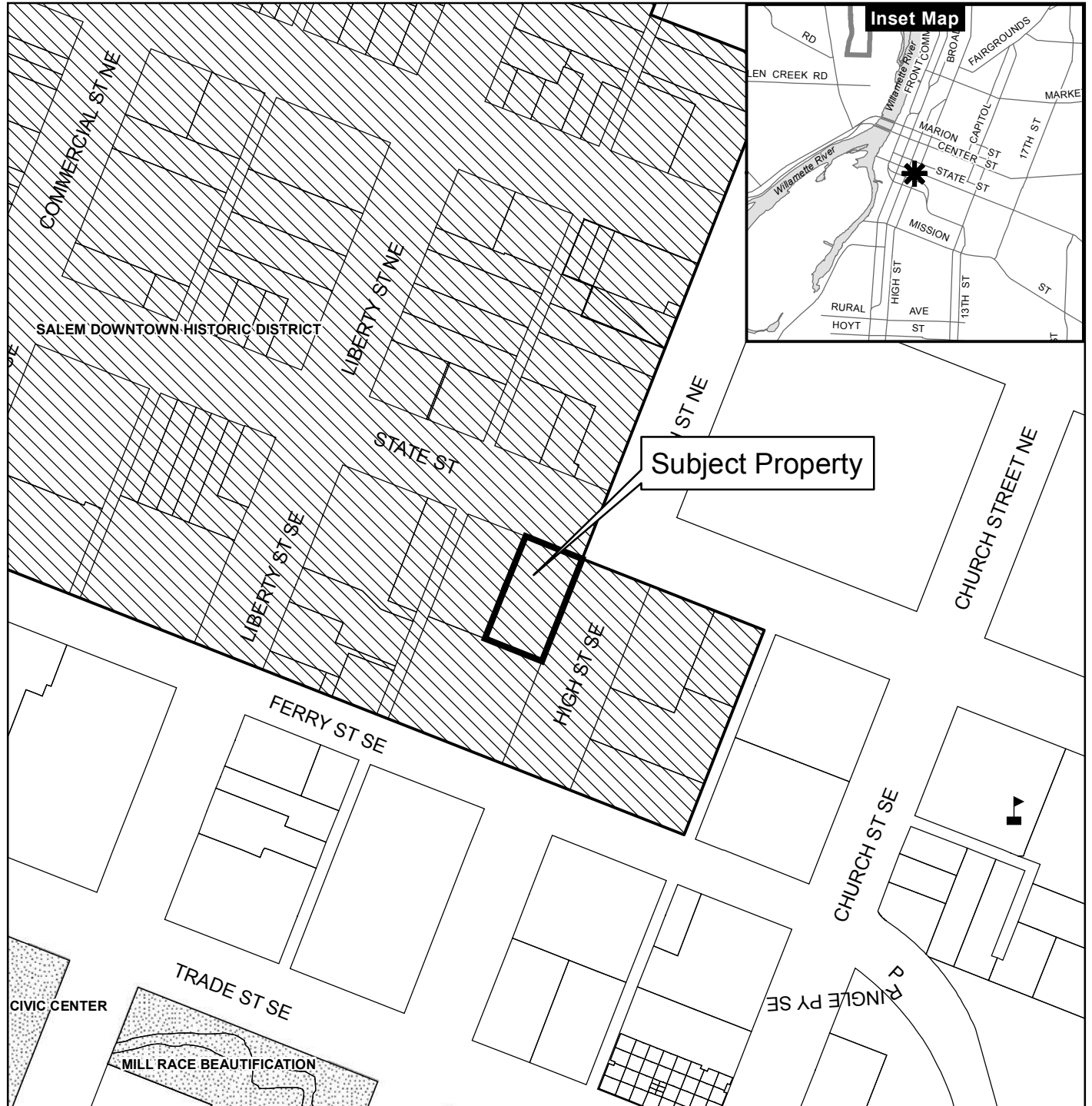
Based upon the application materials deemed complete on July 27, 2023 and the findings as presented in this report, the application for HIS23-12 is **APPROVED**.










Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee

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

Vicinity Map 494 State Street



Legend

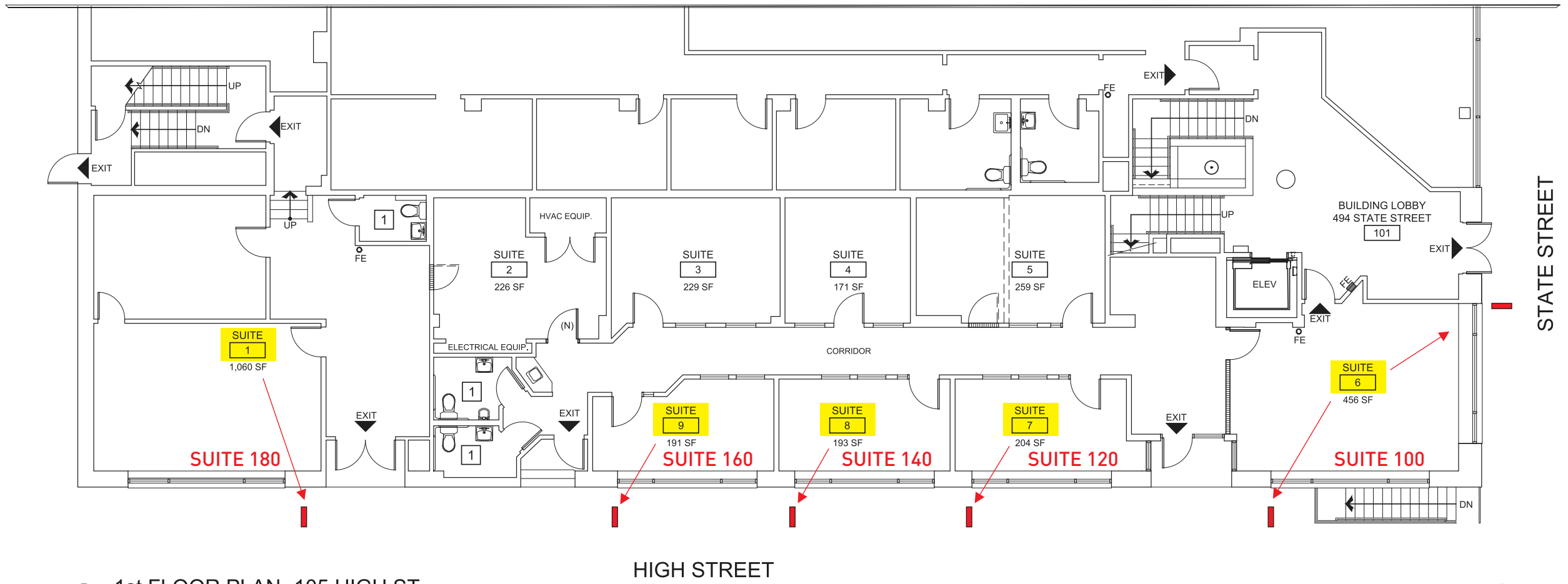
-  Taxlots
-  Urban Growth Boundary
-  City Limits
-  Outside Salem City Limits
-  Historic District
-  Schools
-  Parks



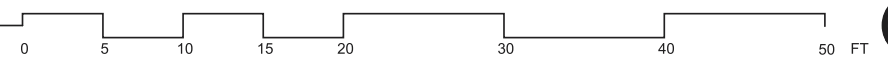
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THE OREGON BUILDING - HANGING SIGN PLACEMENT

3 - 2023



1 1st FLOOR PLAN -105 HIGH ST



█ = HANGING SIGN



Salem Sign Co., Inc.

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

503-371-6362

CCB# 65297

SPECIFICATIONS

CABINET:
Custom fabricated
aluminum; painted
black

FACES:
3/16" White Acrylic

VINYL:
TBD

ILLUMINATION:
White LED

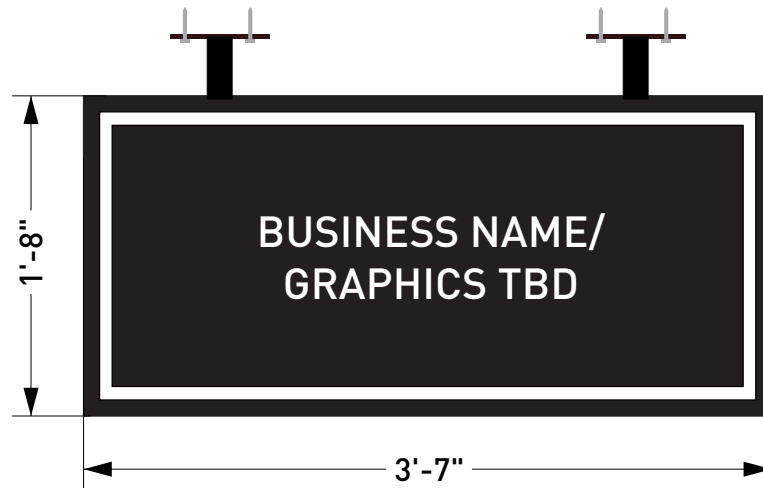
SCALE: 1" = 1'-0"



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

SIX (6) Illuminated Double Face Hanging Displays

**VERIFY STRUCTURE
FOR ATTACHMENT & EXACT PLACEMENT**



END VIEW



**PHOTO IS EXAMPLE ONLY,
EXACT LOCATION ON SITE MAP**

EXISTING



EXISTING



***Sign shown at approx size/scale.**

SK# 28968-23P

JOB TITLE: The Oregon Building

LOCATION: Salem, OR

DATE: 2/7/23

DRAWN BY: M.B. **SALES:** Corey Spady

APPROVED BY:

Kimberli Fitzgerald

From: MICHAEL LIVINGSTON <michaellivingston1@comcast.net>
Sent: Wednesday, August 2, 2023 1:34 PM
To: Zachery Cardoso
Cc: Kimberli Fitzgerald; Owens, Sarah; Irma Coleman; Bryant Baird
Subject: Re: Notice of Filing / Request for Comment - Case No. HIS23-12 for 494 State St

ZACHERY,

On behalf of CANDO, I am submitting this comment in response to your request below in No. HIS23-12 for 494 State St:

CANDO supports the proposal to proposal to install signage on the exterior of the Oregon Building (1914). The signs to be installed are modest in size and design, and they will not detract from the historic qualities of the building.

Michael Livingston
CANDO Chair

On 07/27/2023 9:36 AM PDT Zachery Cardoso <zcardoso@cityofsalem.net> wrote:

Hello,

The Notice of Filing / Request for Comments for Historic Design Review Case No. HIS23-12 for 494 State St is attached for your information. Comments are due **August 10, 2023 by 5:00 p.m.** Hard copies go out in the mail today for those of you who are to receive one.

Application Summary: A proposal to install signage on the exterior of the Oregon Building (1914).

Please direct questions or comments to the **CASE MANAGER:**

Kimberli Fitzgerald

kfitzgerald@cityofsalem.net

503-540-2397