

NOTICE OF DECISION

PLANNING DIVISION
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SALEM, OREGON 97301
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Si necesita ayuda para comprender esta informacion, por favor llame 503-588-6173

ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO.Historic Review Case HIS17-32 / Amanda No. 17-112234-DR

NOTICE OF DECISION DATE: June 28, 2017

SUMMARY: A proposal to replace the existing Fox Blue sign on the front facade of the Bush-Breyman Block Building (1889).

REQUEST: Minor Historic Design Review of a proposal to replace the existing individually lettered Fox Blue sign with a single 25 square foot wall sign on the front façade of the Breyman portion of the Bush-Breyman Block Building (1889), an individually listed National Register historic resource located at 141 Commercial Street NE, Marion Count Accessor's Map and Tax Lot Number 073W22CD03400.

APPLICANT: David Fox for Fox Blue

LOCATION: 141 Commercial Street NE / 97301

CRITERIA: Salem Revised Code (SRC) 230.056 Standards for Signs in Commercial Historic Districts.

DECISION: Based upon the application materials deemed complete on June 26, 2017, and the findings as presented in this report, the application is **APPROVED**.

Proposed Signs:

The applicant is proposing to remove the raised letters and install a single 10' long 30" high aluminum wall sign on the eastern (front) façade of the Bush-Breyman Block Building, facing Commercial Street NE. Staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project.

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 replace the lettering with a new aluminum sign that will be located just above the first story storefront, thereby meeting SRC 230.056(1).

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

Finding: The proposed signage will be flush to the building facade, thereby meeting SRC 230.056(2).

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

Finding: The proposed new aluminum sign will replace the existing signage in the same location, just above the storefront. No transom areas currently exist on the front facade of the Bush-Breyman Block Building, therefore staff finds 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 thereby meeting SRC 230.056(c)(4).

(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 this standard is not applicable 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 Bush-Breyman Block Building, thereby meeting SRC 230.056(c)(6) for the proposal.

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

Finding: The proposed signage is of aluminum, thereby meeting SRC 230.056(c)(7).

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

Finding: The proposal does not include neon, therefore this standard is not applicable to the evaluation of this proposal.

(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 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 signage will not be installed into masonry, therefore this standard is not applicable to the evaluation of this proposal.

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

Finding: The proposed signage will not require conduit, therefore this standard is not applicable to the evaluation of this proposal.

(12) *Not have exposed conduit.*

Finding: The proposed signage will not require conduit, therefore this Standard is not applicable to the evaluation of this proposal.

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

Finding: The proposed signage has light lettering on a blue background, thereby meeting SRC 230.056(c)(13).

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

Finding: The proposed signage will not incorporate faux painting, thereby meeting SRC 230.056(c)(14).

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

Finding: The scale and size of the proposed replacement signage is compatible with the Bush Breyman Block Building, and no significant features are obscured by its installation, thereby meeting SRC 230.056(c)(15).

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

Finding: The proposed new sign will replace existing individual lettering with a single sign, and will not obscure any significant features of the Bush Breyman Block Building, thereby meeting SRC 230.056(c)(16).

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

Finding: The proposed replacement signage is of a similar size, scale, and design to the type of signage found throughout the downtown and will not adversely affect any neighboring resources, thereby meeting SRC 230.056(c)(17).

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

Finding: The proposed replacement sign's design and material are compatible with the resource's style, thereby meeting SRC 230.056(c)(18).

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

Finding: The proposed new sign will be stud mounted with metal bolts to the wooden face above the storefront. With the exception of the small holes necessary to install the bolts on either end of the sign to ensure it is securely installed, no historic materials will be damaged or obscured by this installation, thereby meeting SRC 230.056(c)(19).

(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 applicant's signage will be limited to one sign, the minimum necessary to identify their business which abuts Commercial St. NE, thereby meeting SRC 230.056(c)(20).

DECISION: Based upon the application materials deemed complete on June 26, 2017, and the findings as presented in this report, the application is **APPROVED**.



Kimberli Fitzgerald, AICP, Historic Preservation Officer
Planning Administrator Designee

kfitzgerald@cityofsalem.net; Phone: 503-540-2397

*This Decision becomes effective on **July 14, 2017**. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).*

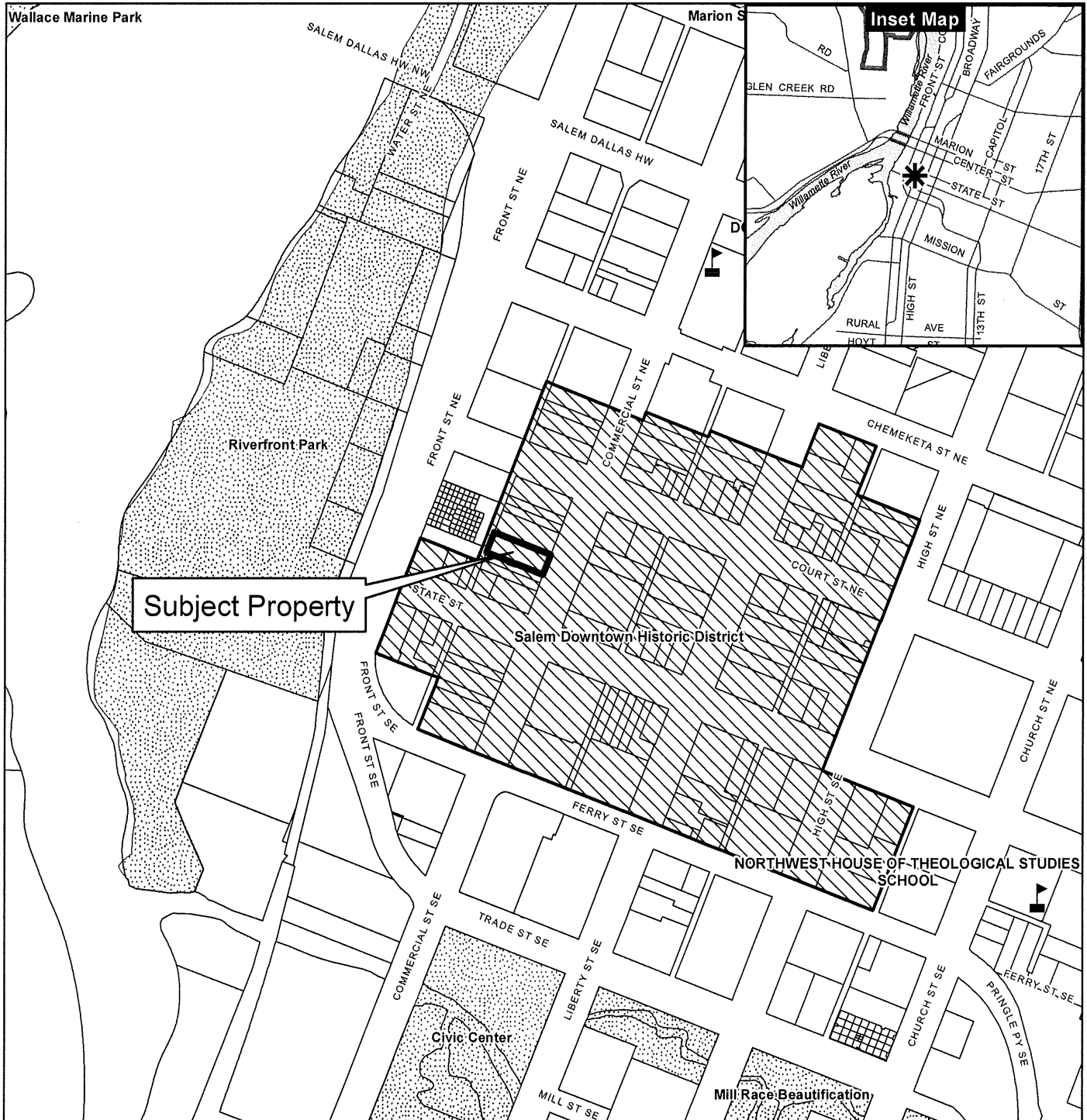
Application Deemed Complete: June 26, 2017
Notice of Decision Mailing Date: June 28, 2017
Decision Effective: July 14, 2017
State Mandated Decision Date: October 24, 2017

The rights granted by this decision must be exercised by July 14, 2019 or this approval shall be null and void.








This decision is final unless written appeal from an aggrieved party is filed with the City of Salem Planning Division, Room 305, 555 Liberty Street SE, Salem OR 97301, **no later than 5:00 p.m., July 13, 2017**. The appeal must state where the decision failed to conform to the provisions of the historic preservation ordinance (SRC Chapter 230). The appeal must be filed in duplicate with the City of Salem Planning Division. 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 Salem 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.

Vicinity Map

141 Commerical Street NE



Legend

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

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 Community Development Dept.

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0 100 200 400 Feet



His 17-32

Case No. 17-112234-DR

Historic Alteration Review - General Resource Worksheet

Site Address: 141 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: individual letters Project's New Material: Aluminum
Aluminum rectangular sign

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 will be removing old raised letters from our building face and replace w/ a single rectangular sign w/ white letters on dark blue background (see attached example)
Sign -> 10' long, 30" high

STUD-MOUNTED/metal Bolts into wood.

ZS

[Signature]
Signature of Applicant

01.27.17
Date Submitted/Signed

Existing Sign



Proposed Sign

