

# NOTICE OF DECISION

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503-588-6173*

## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

**CASE NO.** Historic Review Case HIS16-04 / Amanda No. 16-102942-DR

**NOTICE OF DECISION DATE:** February 4, 2016

**REQUEST:** Minor Historic Design Review of a proposal to reface the primary sign for the business located within the Christensen House (1905), a Salem Historic Landmark, zoned CO (Commercial Office) zone, and located at 2295 Liberty Street NE, 97301 (Marion County Assessor's Map and tax lot number: 073W15DA02000).

**APPLICANT:** Ed Clark Insurance.

**LOCATION:** 2295 Liberty Street NE Salem OR 97301

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

**DECISION:** Based upon the application materials deemed complete on February 3, 2016, and the findings as presented in this report, the application is **APPROVED**.

**FINDINGS:** The applicant is proposing to install two new signs for their business. This use is classified as a commercial use and as noted in SRC 230.080, *Individually Listed Resources*, historic preservation activity on an individually listed resource shall comply with the standards for historic contributing buildings for this type of resource. Therefore, staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project:

**Proposed Sign:** The applicant is proposing to replace the existing primary sign face with a 5' long x 3' high aluminum sign face, installed within the existing historic sign posts at the front of the building.

**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 face of the existing primary sign for the building, reusing the historic posts, thereby meeting SRC 230.05b(c)(1) for this portion of the proposal. There are no transoms, awnings or marquees on this resource; therefore this standard is not applicable to the evaluation of the proposed secondary business identification sign.

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

**Finding:** The existing primary sign is perpendicular to the building, thereby meeting SRC 230.056(c)(2) for this proposal.

(3) Not be located in transom areas.

**Finding:** This standard is not applicable to the evaluation of this proposal, as there are no transom areas on this resource.

(4) Not obscure windows or significant architectural features.

**Finding:** The 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 primary signage is oriented to the main entrance, which is on the front facade, thereby meeting SRC 230.056(c)(6) for this proposal.

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

**Finding:** The existing sign frame and posts are constructed of metal 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 installation of free-standing neon signage. While the existing sign was designed as an internally illuminated double faced display sign within a metal frame, the signage will not be back-lit within the box therefore 230.056(c)(9).

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

**Finding:** The proposed primary sign will not be attached directly into any masonry; therefore this Standard is not applicable to the evaluation of this proposal.

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

**Finding:** The existing sign already has conduit unobtrusively placed, 230.056(c)(11) has been met for this proposal.

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

**Finding:** The existing sign already has conduit which has been buried, and is not exposed therefore 230.056(c)(11) has been met for this proposal..

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

**Finding:** The proposed signage has light lettering with a dark background thereby meeting SRC 230.056(c)(13).

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

**Finding:** The proposed signs 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 proposed primary sign face replacement is 5' x 3' in size, and will be located in front of the building within the existing sign box, with light letters on a dark background which is compatible in size and scale with the resource thereby meeting SRC 230.056(c)(15).

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

**Finding:** The proposed signs will not obscure any significant features of the Christensen House, thereby meeting SRC 230.056(c)(16).

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

**Finding:** The proposed sign is of a similar size, scale, and design to signs found throughout the neighborhood 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 signage is within a box constructed of metal, a material that that is compatible with the resource's period and 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 primary sign will be installed within the existing historic sign box, and will not impacting any historic material or adversely affect the safety of pedestrians, thereby meeting SRC 230.056(c)(19).

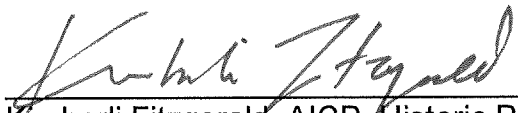
**(20)** Any sign identifying the use of the building or structure otherwise permitted by this Chapter shall be limited to the minimum necessary for such identification.

**Finding:** The applicant's primary sign will be used to identify the use of the building, and is limited to the size of the original historic sign thereby meeting SRC 230.056(c)(20).

**Summary:**

The proposed sign face change has a design that has light letters on a dark background which will be installed within the existing sign box. The sign is oriented toward the main entrance at the front of the building. The proposed sign respects the size, scale, and design of the building and the surrounding neighborhood.

**DECISION:** Based upon the application materials deemed complete on February 3, 2016, and the findings as presented in this report, the application is **APPROVED**.



Kimberli Fitzgerald, AICP, Historic Preservation Officer  
Planning Administrator Designee

[kfitzgerald@cityofsalem.net](mailto:kfitzgerald@cityofsalem.net); Phone: 503-540-2397

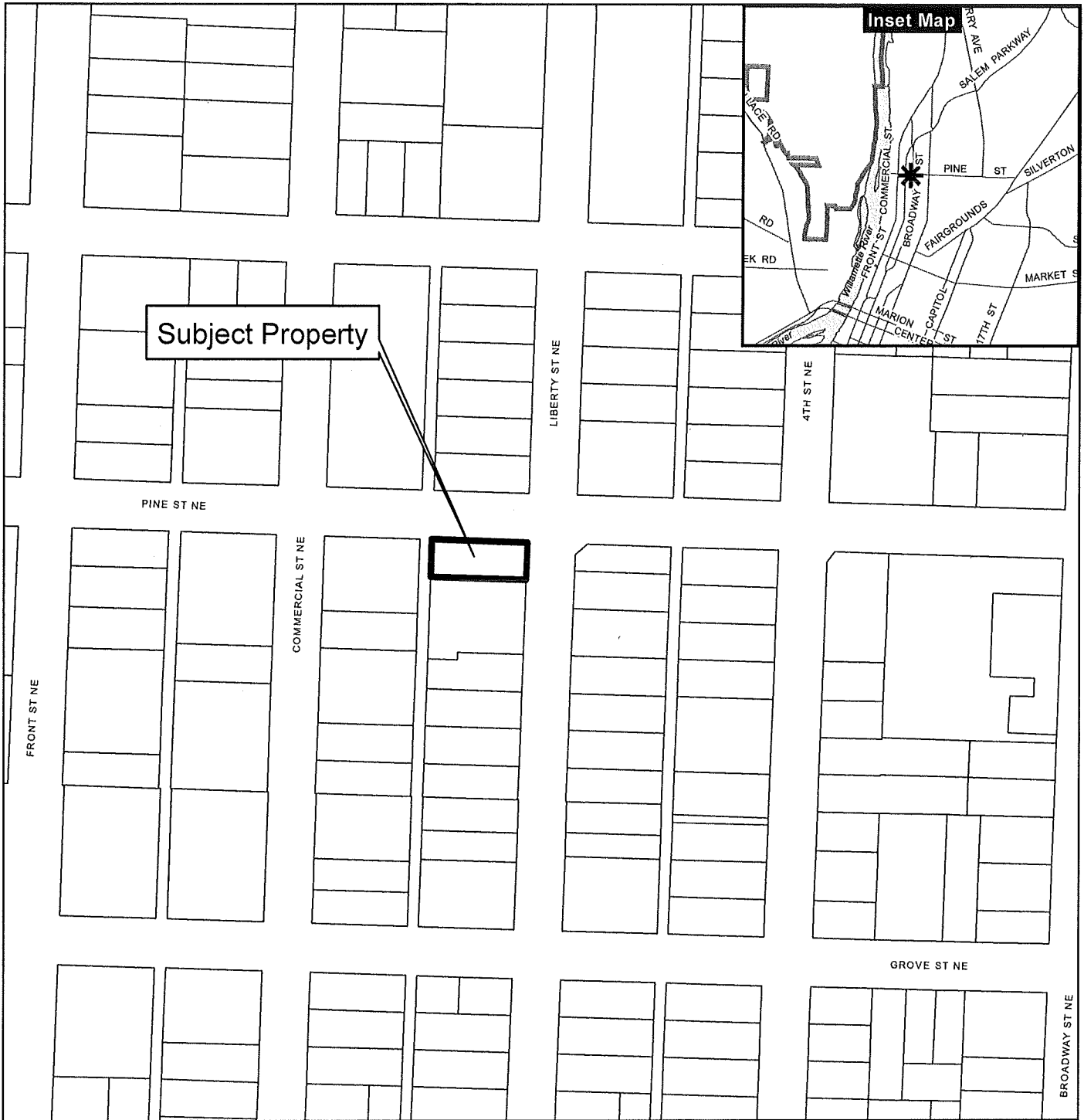
*This Decision becomes effective on **February 20, 2016**. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).*

Application Deemed Complete: February 3, 2016  
Notice of Decision Mailing Date: February 4, 2016  
Decision Effective: February 20, 2016  
State Mandated Decision Date: June 2, 2016








The rights granted by this decision must be exercised by February 20, 2018 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., February 19, 2016**. 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 2295 Liberty Street NE



### Legend

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

  
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# New Faces for Existing Internally Illuminated Double Face Display



\*Verify measurements



## SPECIFICATIONS

- FACES:**  
 \*3/16" White SG  
 High Impact Acrylic
- VINYL:**  
 \*3M Cobalt  
 230-157  
 \*Silver Grey  
 230-51
- ILLUMINATION:**  
 \*Re-lamp as  
 needed

SCALE: 1" = 1'-0"



**Salem Sign Co., Inc.**  
 1825 FRONT ST. N.E.  
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**503-371-6362**  
 FAX 503-371-0901  
 e-mail signs@salem-sign.com  
 CCB# 65297



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JOB TITLE: Ed Clark Insurance      LOCATION: Salem, OR      DATE: 9-15-14      DRAWN BY: E.D.      SALES: Corey Spady      APPROVED BY:

2/4/15  
 202