

# NOTICE OF DECISION

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## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

**CASE NO.** Historic Review Case HIS16-07 / Amanda No. 16-104559-DR

**NOTICE OF DECISION DATE:** March 15, 2016

**REQUEST:** Minor Historic Design Review of a proposal to install a new metal sign on the Jorgensen Building, a historic non-contributing building within the Downtown National Register Historic District, on property within the CB (Central Business District), and located at 525 Ferry Street SE (Marion County Assessors Map and Tax Lot number: 073W27AB02000).

**APPLICANT:** Candyce Thompson for Capital Buzz

**LOCATION:** 525 Ferry Street Salem OR 97301

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

**DECISION:** Based upon the application materials deemed complete on March 14, 2016, and the findings as presented in this report, the application is **APPROVED**.

**FINDINGS:** The applicant is proposing to install one new sign for their business. This use is classified as a commercial use and therefore, staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project:

### Proposed Signs:

The applicant is proposing to install one new metal under-awning blade sign for their business. The under-awning sign is approximately 6 square feet in size (23" high x 36" long) and is proposed to be installed under the awning just above the primary business entry.

**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 a new aluminum sign, which will be suspended from the existing awning on the front façade of the Jorgensen Building, thereby meeting SRC 230.056(1) for this portion of the proposal.

PLANNING DIVISION  
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SALEM, OREGON 97301  
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**(2)** *Be located perpendicular to corner, flush to the facade or perpendicular to building.*

**Finding:** The proposed aluminum sign will be installed perpendicular to the Jorgensen Building. Staff finds that SRC 230.056(c)(2) has been met.

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

**Finding:** No signage has been proposed for installation within the transom areas of the Jorgensen Building, therefore staff finds that SRC 230.056(c)(3) has been met.

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

**Finding:** The proposed under awning blade sign 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 primary signage is oriented to the main entrance, thereby meeting SRC 230.056(c)(6) for this portion of the proposal.

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

**Finding:** The proposed under-awning sign is constructed of aluminum (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 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 attached into any masonry, but will hang from

brackets under the awning; therefore this standard is not applicable to the evaluation of this portion of the 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 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 scale and size of the signage is compatible with the storefront, and no significant features are obscured, 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 Jorgensen Building, thereby meeting SRC 230.056(c)(16).

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

**Finding:** The proposed signs are of a similar size, scale, and design to signs 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 primary signage is constructed of aluminum (metal), a material that is 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 primary sign will be hung from brackets under the existing awning, 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.*

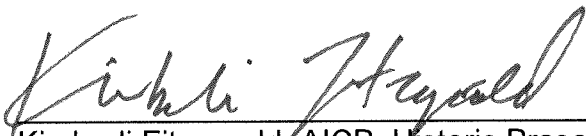
**Finding:** The applicant's primary sign will be used to identify the business, and is the minimum necessary to ensure identification of the business from this façade, thereby meeting SRC 230.056(c)(20).

**SUMMARY:**

The proposed primary sign is of metal, a traditional material, with a design that has light letters on a dark background. Its proposed attachment will not adversely affect the building, is oriented toward the main and secondary entrances of the business and the design respects the size, scale, and design of the Jorgensen building and the surrounding Downtown Historic District.

**DECISION:**

Based upon the application materials deemed complete on March 14, 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; Phone: 503-540-2397

*This Decision becomes effective on **March 31, 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).*

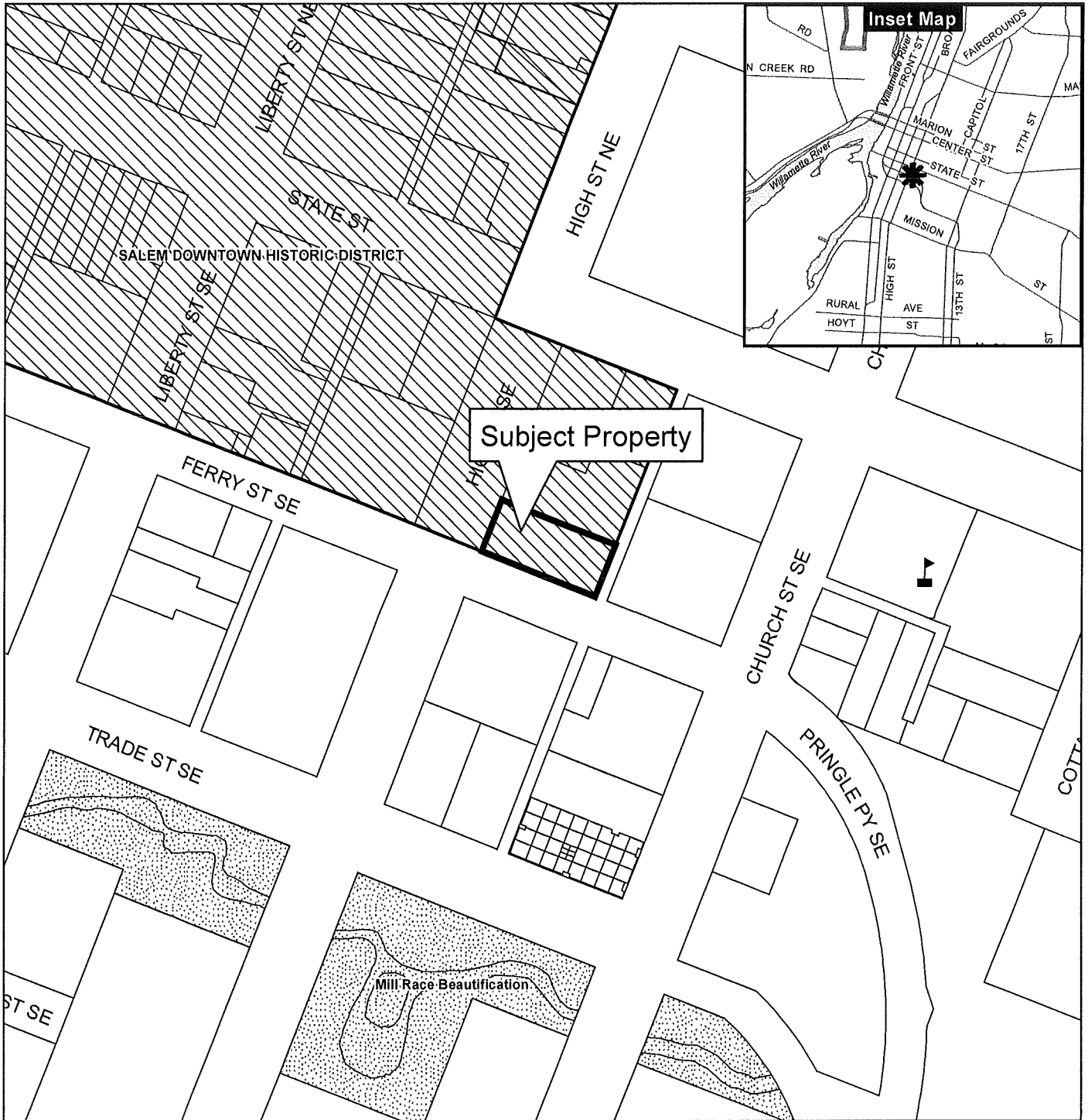
Application Deemed Complete: March 14, 2016  
Notice of Decision Mailing Date: March 15, 2016  
Decision Effective: March 31, 2016  
State Mandated Decision Date: July 12, 2016

The rights granted by this decision must be exercised by March 31, 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., March 30 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 525 Ferry Street SE



## Legend

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

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