

# NOTICE OF DECISION

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503-588-6173*

## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

**CASE NO.** Historic Review Case HIS16-17 / Amanda No. 16-111680-DR

**NOTICE OF DECISION DATE:** June 28, 2016

**REQUEST:** Minor Historic Design Review of a proposal to install two under canopy signs on the existing commercial McGilchrist Building, a historic contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 102-110 Liberty Street NE; 97301; Marion County Assessor's Map and Tax Lot number: 073W27AB-05200.

**APPLICANT:** Corey Spady for Ritter's

**LOCATION:** 102-110 Liberty Street NE 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 June 27, 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 two new metal under-awning blade signs for their business. Each under-awning sign is approximately 5 square feet in size (20" high x 2' 10" long) and is proposed to be installed under the awning flanking 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 two new aluminum signs, which will be suspended from the existing awnings on the front façades of the McGilchrist Building, thereby meeting SRC 230.056(1).

PLANNING DIVISION  
555 LIBERTY ST. SE, RM 305  
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**(2)** *Be located perpendicular to corner, flush to the facade or perpendicular to building.*

**Finding:** The proposed signage will be suspended from the existing awnings perpendicular to the McGilchrist Building. Staff finds that SRC 230.056(c)(2) has been met for this portion of the proposal.

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

**Finding:** No signage has been proposed for installation within the transom areas of the McGilchrist 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 signs 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, 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 signage 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 into will hang from brackets under the awning; therefore this standard is not applicable to the evaluation of this portion of the proposal. The proposed wall sign will be installed into the mortar joints, with

acceptable loads calculated and distributed.

**(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 McGilchrist 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 under awning signage 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.

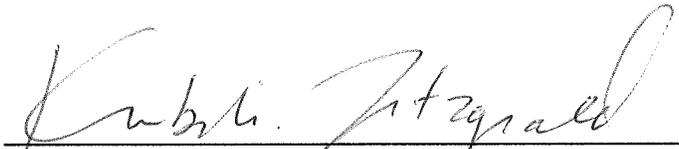
**Finding:** The applicant's signage will be used to identify the business to ensure identification of the business, thereby meeting SRC 230.056(c)(20).

**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 entrances of the business and the design respects the size, scale, and design of the McGilchrist Building and the surrounding Downtown Historic District.

**DECISION:**

Based upon the application materials deemed complete on June 27, 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

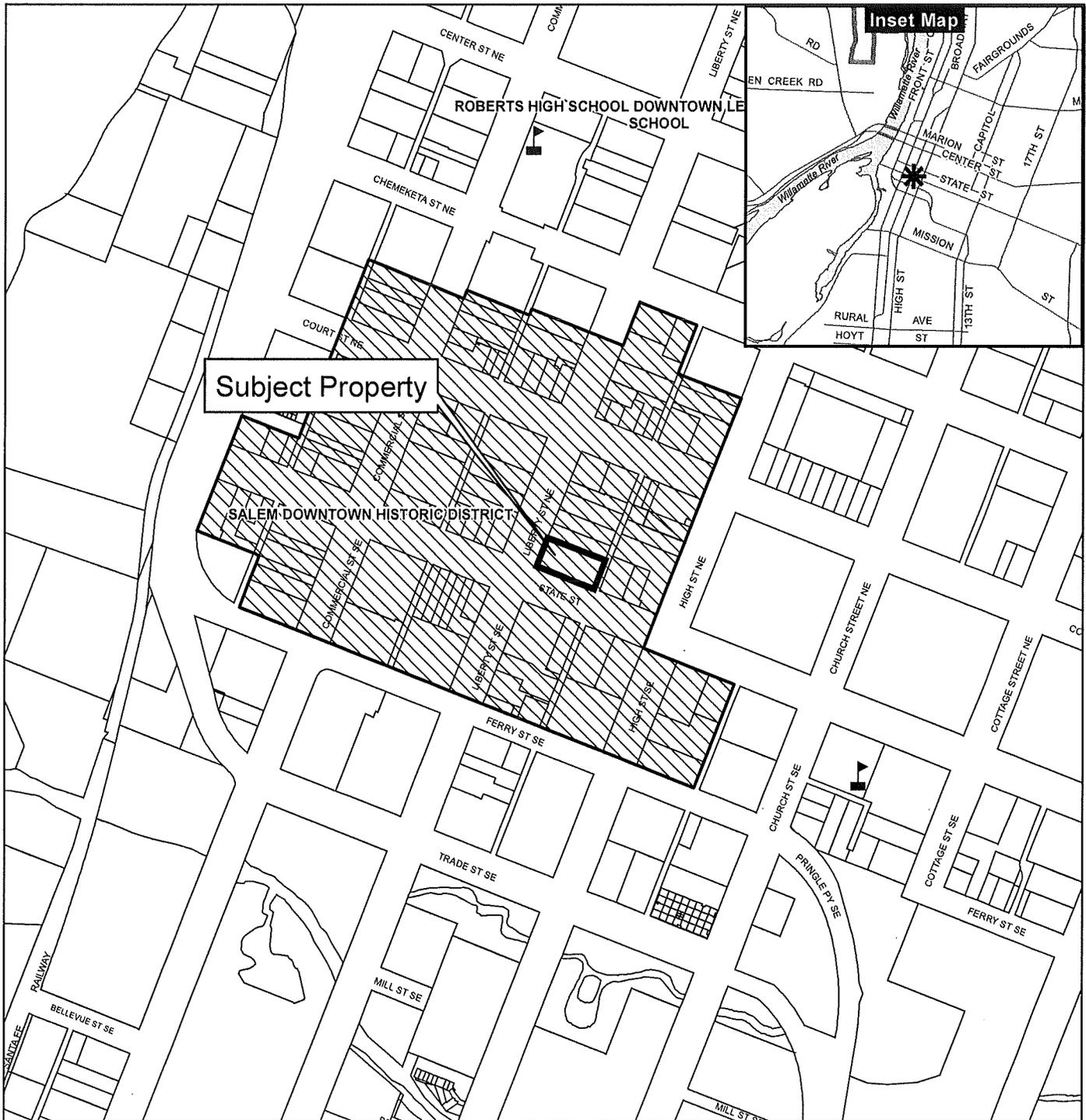
*This Decision becomes effective on **July 9, 2016**. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).*

Application Deemed Complete: June 27, 2016  
Notice of Decision Mailing Date: June 28, 2016  
Decision Effective: July 9, 2016  
State Mandated Decision Date: October 25, 2016

The rights granted by this decision must be exercised by July 9, 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., July 8, 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 102-110 Liberty Street NE



## Legend

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

  
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0 100 200 400 Feet



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### Historic Alteration Review - General Resource Worksheet

Site Address: 102 LIBERTY 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

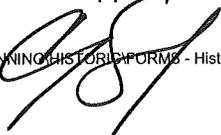
Project's Existing Material: \_\_\_\_\_ Project's New Material: PLEASE SEE ATTACHED SKETCH #'S 15815-16 & 15817-16

#### 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:

INSTALL (2) UNDER CANOPY DISPLAYS (1) ON EACH STREET ELEVATION @ OR NEAR ENTRANCE/EXIT DOORS. BOTH SIGNS MEET REQUIREMENTS PER DESIGN AND ATTACHMENT DETAILS PER SRC CH. 230. ALSO INSTALL (1) ILLUMINATED SINGLE FACE PROJECTING WALL DISPLAY TO BE MOUNTED INTO THE MORTAR TOP/BOTTOM ALSO DESIGN/ATTACHMENT MEETING REQUIREMENTS FOR SRC CH. 230.

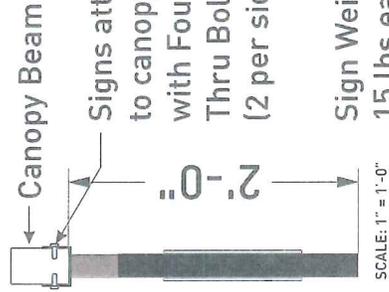
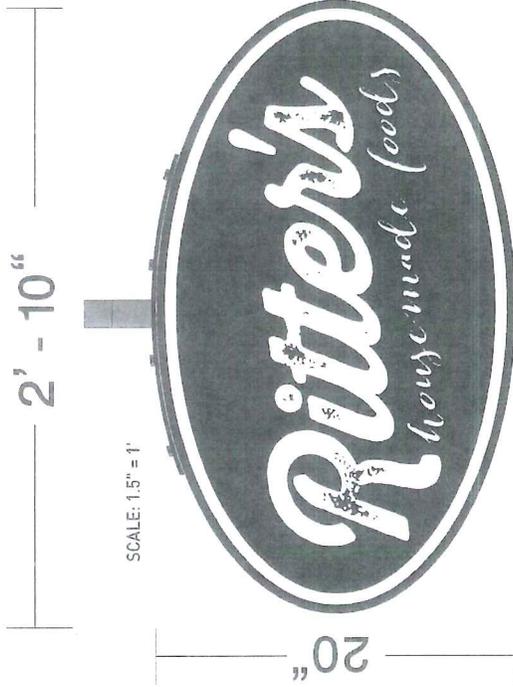
Signature of Applicant



Date Submitted/Signed

6/14/16

# Two Non Illuminated Double Face Under Awning Displays



Proposed Sign #1



Proposed Sign #2



## SPECIFICATIONS

- \* **BACKGROUND**
  - Custom Metal Fabricated
  - Painted Matte Black
- \* **LETTERS**
  - 1/4" Cut Aluminum
  - Painted 5687 White
- \* **VINYL**
  - 3M 220- 225White



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SK # 15815-16

JOB TITLE:

Ritter's

LOCATION:

Salem, OR

DATE:

05-16-16

DRAWN BY:

CZ

SALES:

Brad Spady

APPROVED BY: