

# NOTICE OF DECISION

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503-588-6173*

## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

**CASE NO.** Historic Review Case HIS16-31 / Amanda No. 16-118180-DR

**NOTICE OF DECISION DATE:** October 11, 2016

**REQUEST:** Minor historic design review of a proposal to add a new under awning sign, and replace existing signs with new signs on the rear and front façades of the South Eldridge Block/Greenbaum Building, a historic contributing resource within the Salem Downtown National Register Historic District, on property approximately 0.12 acres in size, zoned CB (Central Business District) and located at 240 Commercial Street NE (Marion County Assessor's Map and Tax Lot number: 073W22DC-08400).

**APPLICANT:** Al Tandy

**LOCATION:** 240 Commercial Street NE / 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 October 10, 2016, and the findings as presented in this report, the application is **APPROVED**.

**FINDINGS:** The applicant is proposing to install three new signs 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 under-awning sign, and replace existing signs with two new sign faces that will slip into existing sign boxes on the front and rear of the building. The under-awning sign is 3 square feet in size (16" high x 27" long) and is proposed to be installed under the awning just above the primary business entry on existing brackets. The proposed new sign face for the front façade is 25 square feet in size (2.5' high x 10' long), is of Plexiglas, and will slip into the existing sign box on the front of the South Eldridge Block/Greenbaum Building, above the main entry. The proposed new sign face for the rear façade is approximately 6 square feet in size (1.2' high x 5.1' long), is of Plexiglas, and will slip into the existing sign box on the rear of the South Eldridge Block/Greenbaum Building, above the alley 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:

PLANNING DIVISION  
555 LIBERTY ST. SE, RM 305  
SALEM, OREGON 97301  
PHONE: 503-588-6173  
FAX: 503-588-6005

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**(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 one new sign, which will be suspended from the existing awning on the front façade of the South Eldridge Block/Greenbaum Building, thereby meeting SRC 230.056(1) for this portion of the proposal. The two new sign faces will be slipped into existing sign boxes thereby meeting SRC 230.056(1).

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

**Finding:** The proposed under awning signage will be installed perpendicular to the building. The proposed new sign faces will be installed within sign boxes that are flush to the building thereby meeting SRC 230.056(c)(2).

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

**Finding:** No signage has been proposed for installation within the transom areas of the South Eldridge Block/Greenbaum Building, therefore SRC 230.056(c)(3) has been met.

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

**Finding:** The proposed under awning signage does not obscure windows or significant architectural features thereby meeting SRC 230.056(c)(4). The new sign face changes will be installed into pre-existing historic sign boxes. While the sign box on the front façade is an allowed non-conforming historic sign box that does obscure windows, the proposed new sign face will fit within the existing box, and no additional features of the resource will be obscured.

**(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 and under awning signage is oriented to the main entrance, which is on the west façade, thereby meeting SRC 230.056(c)(6) for this portion of the proposal. The sign face change at the rear of the building fronting the alley is oriented to the primary alley entrance thereby meeting SRC 230.056(c)(6).

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

**Finding:** The proposed under-awning sign will be constructed of wood, thereby meeting SRC 230.056(c)(7). This standard is not applicable to the evaluation of the face changes, as they are being installed within a pre-existing sign box.

**(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 application does not include a proposal to install any free-standing sign boxes on the site 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 directly into any masonry; 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 proposed signage respects the size, scale and design of the resource thereby meeting SRC 230.056(c)(4).

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

**Finding:** The proposed under-awning signage will not obscure any significant features of the South Eldridge Block/Greenbaum Building, thereby meeting SRC 230.056(c)(16). The new sign face changes will be installed into pre-existing historic sign boxes. While the sign box on the front façade is a non-conforming historic sign, the proposed new sign face will fit within the existing box, and no additional features of the resource will be obscured.

**(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 signage is constructed of wood and glass materials that 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 primary sign will be carefully attached into the existing awning, and the proposed new sign faces will slip into the existing sign boxes, 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 proposed signage will be used to identify the business, and is limited to the size of the original historic signage, thereby meeting SRC 230.056(c)(20).

**SUMMARY:**

The proposed under awning signage is of wood, with a design that has light letters on a dark background. Its proposed attachment will not adversely affect the building. The Plexiglas sign face changes will be slipped into the existing sign boxes on the front and rear of the building, are oriented toward the main and secondary entrances of the business, and their design respects the size, scale, and design of the building and the surrounding Downtown Historic District.

**DECISION:**

Based upon the application materials deemed complete on October 10, 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

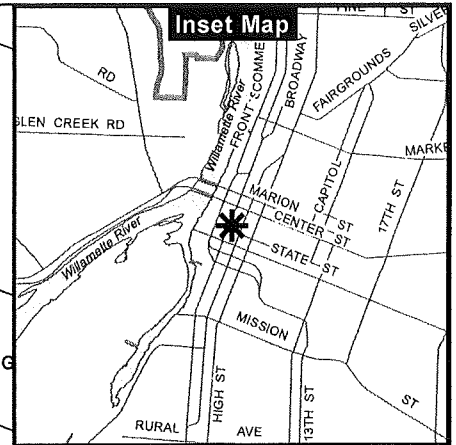
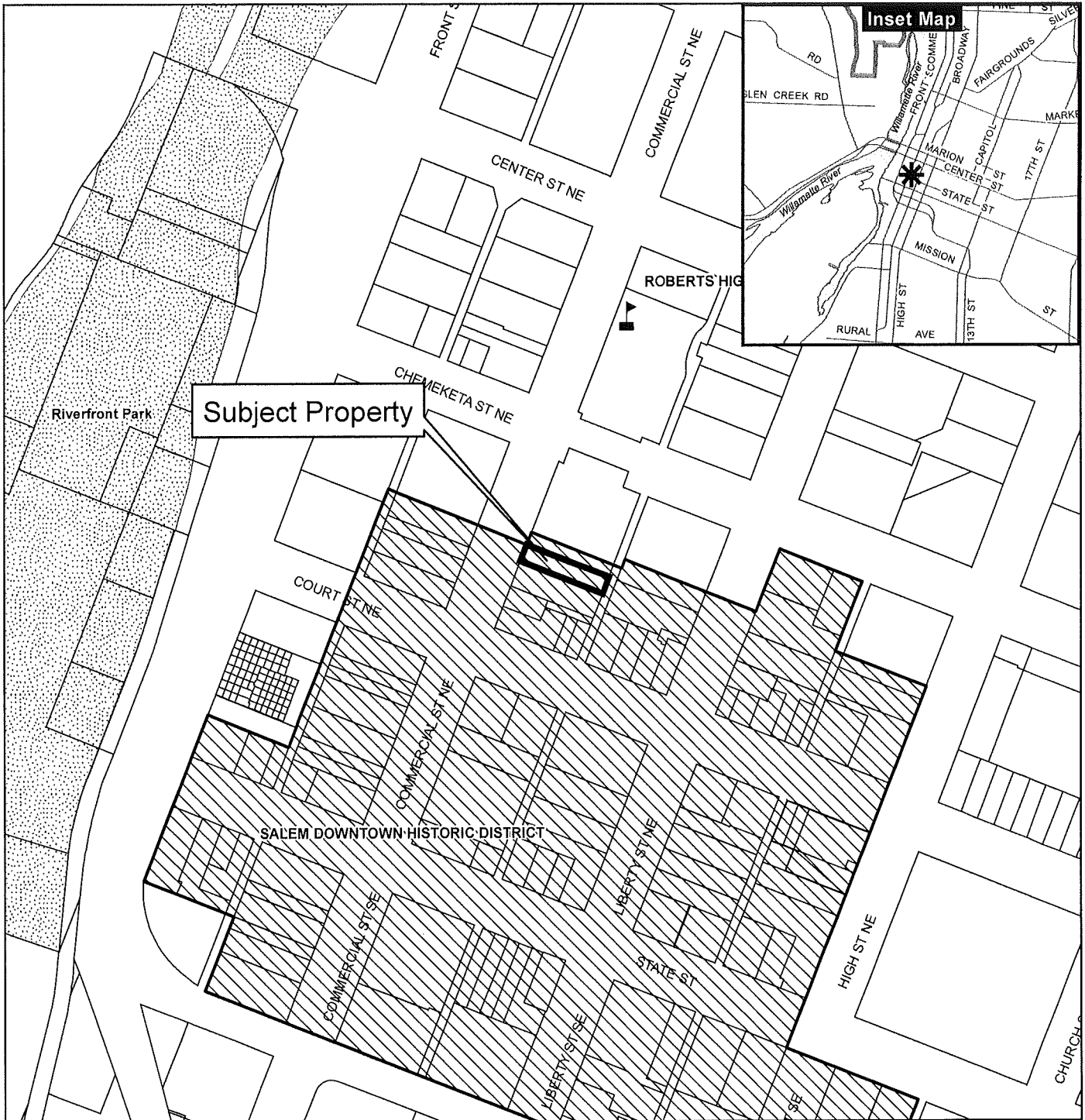
*This Decision becomes effective on **October 27, 2016**. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).*

Application Deemed Complete: October 10, 2016  
Notice of Decision Mailing Date: October 11, 2016  
Decision Effective Date: October 27, 2016  
State Mandated Decision Date: February 7, 2016








The rights granted by this decision must be exercised by October 27, 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. October 26, 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.

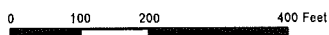
# Vicinity Map 240 Commercial Street NE



## 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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Case No. \_\_\_\_\_

### Historic Alteration Review - General Resource Worksheet

Site Address: 240 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: PLEXIGLASS, VINYL, WOOD, PAINT

New

Material:

PLEXIGLASS, VINYL, WOOD, PAINT.

#### 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:

REPLACING EXISTING SIGNAGE TO REFLECT THE NEW BUSINESS  
IN THE SPACE FRONT SIGN WILL BE REPLACED WITH THE SAME  
MATERIALS. THE BACK SIGN IS CURRENTLY HAND PAINTED & WE  
WILL TRY TO RECREATE THAT, IF NOT STANDARD VINYL LETTERING  
WILL BE USED. THE HAWAIIAN MARQUEE SIGN WILL BE MADE  
FROM WOOD OR A MATERIAL THAT WILL LOOK LIKE WOOD  
ALL DESIGNS ARE LIGHT TEXT ON A DARK BACKGROUND, WHICH

Signature of Applicant

Date Submitted/Signed

9/22/14

with the  
Historic Sign  
Code.

>>> <tandy.al@gmail.com> 10/6/2016 2:09 PM >>>

Hi Kimberli,

Sorry about omitting that information.

1. Sign for the front of the building: 120in Wide by 30 in Tall

Sign for the rear of the building: 62in Wide by 14" Tall.

(Both of the above signs will be utilizing the same space as the Greenbaums signs)

Marquee sign will be 27in Wide by 18" Tall

2. Sign on the front of the building will slip into the existing sign box which has a track to hold the Plexiglas.

Sign on the rear of the building will bolt directly to the building using the existing bolt holes and bolts.

Sign for the marquee will hang from existing metal brackets under the awning.

3. Bottom of marquee sign to the sidewalk is to be between 81 inches to 87 inches. Varying due to the fact that I can't accurately measure/estimate how my far below the existing metal brackets my sign will hang after mounting.

4. The under awning sign will have letters that are lighter than the background, I was just trying to mimic a dark wood color. Please see updated version.

Thank you so much, please let me know if you need anything further.

Al Tandy

503.798.5322



Sign design change for 240 Commercial ST NE



**Proposed Design for Front**

Materials used to be same as existing materials, plexiglass with vinyl overlay,



**Proposed Design for Alley**

Materials used to be similar to existing material base with painted design. If painting is achieved, a vinyl overlay will be applied instead.



**Proposed Design for Under Awning**

Materials used to be wood or wood like material and paint.





## Proposed Design for Front



## Proposed Design for Alley



## Proposed Design for Under Awning