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503-588-6173*

## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS15-28 / Amanda No. 15-112877-DR

NOTICE OF DECISION DATE: July 28, 2015

**REQUEST:** Minor historic design review of a proposal to install 2 new wall signs on the Washington Mutual / Fidelity National building, a non-historic, non-contributing two-story office building in Downtown Salem National Historic District, zoned CB (Central Business District), and located at 198 Commercial Street SE (Marion County Assessor's Map and Tax Lot number: 073W27AB07600).

**APPLICANT:** Salem Sign Co. Inc., for Mark Rose

**LOCATION:** 198 Commercial Street SE / 97301

**CRITERIA:** Salem Revised Code (SRC) Chapter 230.056

**FINDINGS:** The applicant proposes to install two new non-illuminated wall signs on the southwest corner of the building. Staff determined that the following standards from SRC 230 are applicable to this project:

**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.
- (2) Be located perpendicular to corner, flush to the facade or perpendicular to building.
- (3) Not be located in transom areas.
- (4) Not obscure windows or significant architectural features.
- (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.
- (6) Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.
- (7) Be constructed of materials such as wood or metal, except for untreated mill-finished metals.
- (8) Not use neon unless incorporated into a larger sign and there is historic precedence.
- (9) Not use free-standing neon or plastic, back-lighted boxes.
- (10) Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.
- (11) Have conduit located in the least obtrusive places.
- (12) Not have exposed conduit.
- (13) Use a dark background with light lettering.
- (14) Not incorporate faux painting, e.g., stone, brick, metal.
- (15) Design new signs that respect the size, scale and design of the historic resource.
- (16) Locate new signs where they do not obscure significant features.

# NOTICE OF DECISION

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



- (17) Design new signs that respect neighboring resources.
- (18) Use materials that are compatible with and characteristic of the buildings or structure's period and style.
- (19) Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.
- (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.

**Findings:** The applicant is proposing to install two new wall signs on the southwest corner of the Washington Mutual/Fidelity National Building. The proposed signs will be of aluminum with two changeable tenant panels. The panels will be 6'x 7' in size and will be installed with screws that will be inserted into the mortar joints of the brick veneer façade. One wall sign will front Commercial Street SE, and will be located under the front entry awning to the south of the front entry. The other wall sign will front Ferry Street and will be located just east of the front entry awning at the southwest building corner.

These materials are typically found throughout the district and are compatible with the resource and surrounding historic district. The proposed signs have light letters on a dark background and their proposed attachment will not adversely affect the building. The signs are oriented toward the main entrance and have a design that respects the size, scale and design of the building and the surrounding historic district. Staff finds that the proposed signs are compatible with the resource and surrounding historic district, thereby meeting SRC 230.065(c) (1)-(4), (6)-(7), (10) and (13)-(20). Standards 230.065 (5) and (8), (9), (11) and (12) do not apply to this proposal.

**DECISION:** Based upon the application materials deemed complete on, July 16, 2015, and the findings as presented in this report, the application is APPROVED.

  
\_\_\_\_\_  
Kimberli Fitzgerald, Historic Preservation Officer

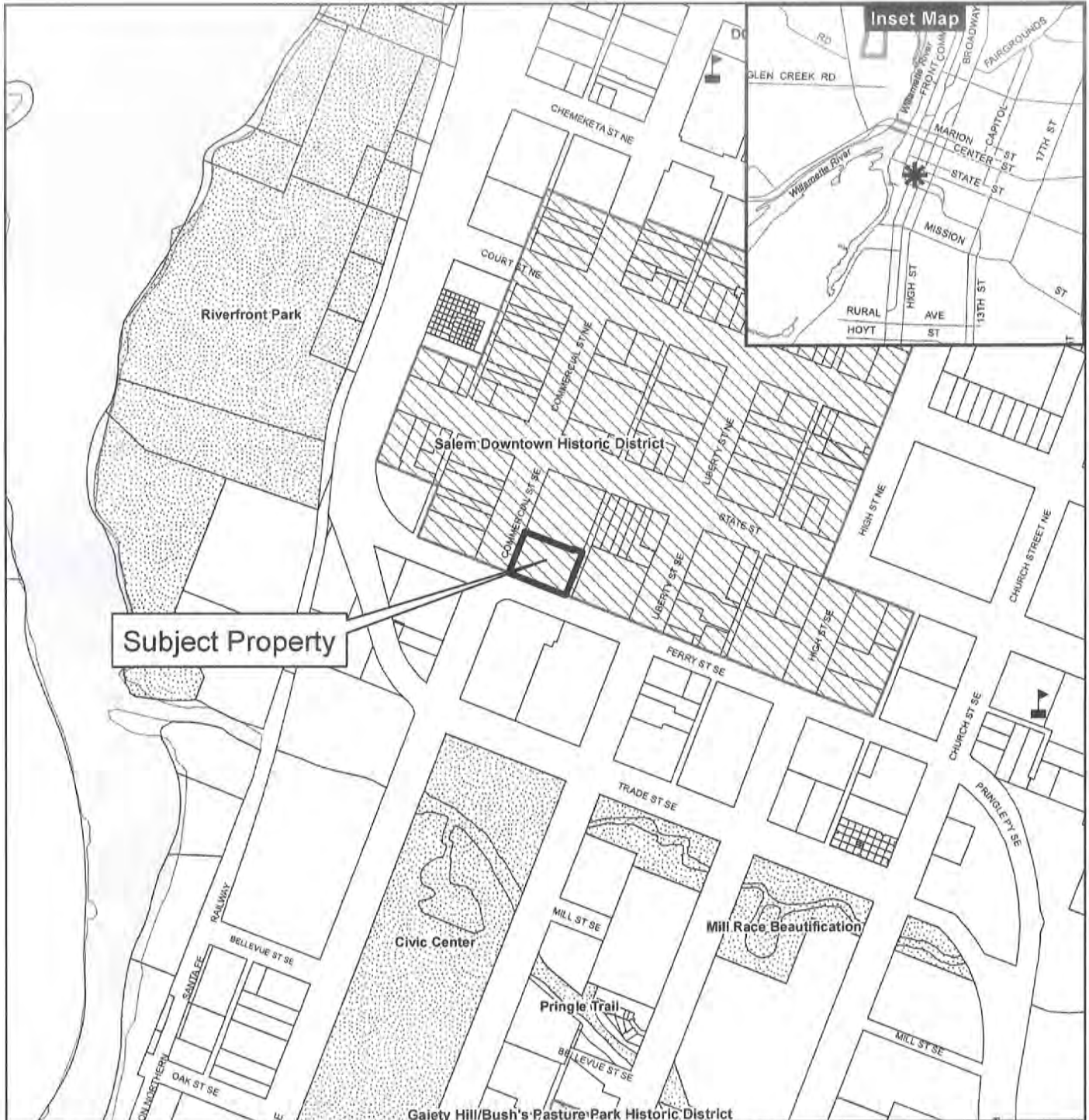
[kfitzgerald@cityofsalem.net](mailto:kfitzgerald@cityofsalem.net); Phone: (503)540-2397

Application Deemed Complete: July 16, 2015  
Notice of Decision Mailing Date: July 28, 2015  
Decision Effective Date: August 13, 2015  
State Mandated Decision Date: November 13, 2015

The rights granted by this decision must be exercised by August 13, 2017, 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., August 12, 2015**. The appeal must state where the decision failed to conform to the provisions of the historic preservation ordinance (SRC Chapter 120A). 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 198 Commercial Street SE



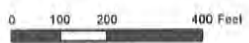
**Subject Property**

## Legend

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

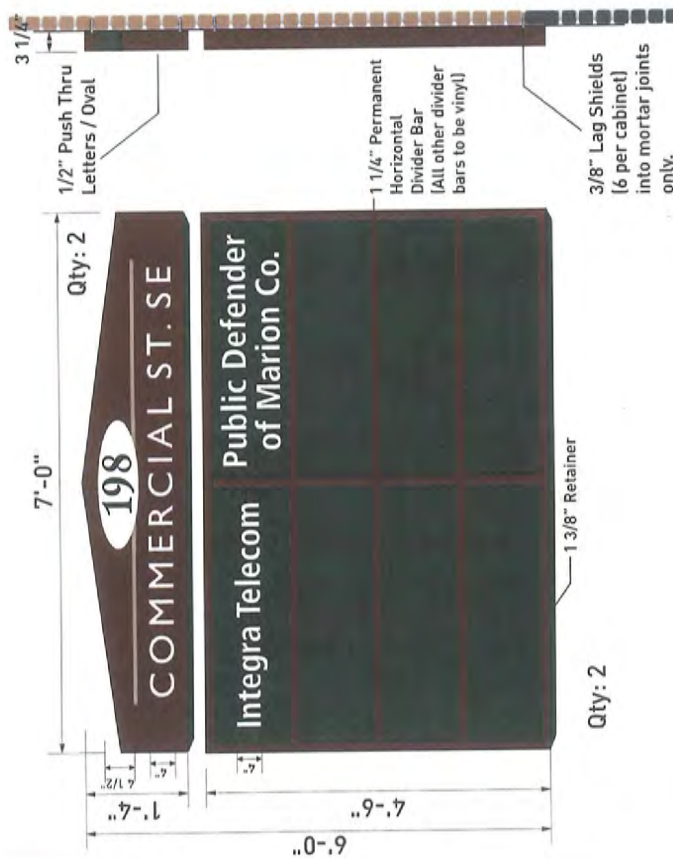


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# Two Single Face Non-Illuminated Wall Displays



TOP CABINET: 18 lbs.  
BOTTOM CABINET: 45 lbs.

## SPECIFICATIONS

**CABINETS:**  
Custom Aluminum  
Fabricated,  
Painted Dk. Bronze;  
Top Cabinet with  
Push-Thru Acrylic  
Oval and Text;  
Bottom Cabinet with one  
Permanent Divider Bar

**FACES:**  
Top Cabinet:  
\* .090" Aluminum  
\* 1/2" White Acrylic  
Letters & Oval  
Bottom Cabinet:  
\* Polymetal

**VINYL:**  
3M Duranodic  
3M White  
3M Black  
3M Sandstone

SCALE: 1/2" = 1'-0"



**Salem Sign Co., Inc.**  
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SALEM, OR 97301  
**503-371-6362**  
FAX 503-371-0901  
e-mail signs@salemign.com  
CCB# 65297



THIS DRAWING IS THE PROPERTY  
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**SK# 13816-15**

APPROVED BY:

Corey Spady

SALES:

E.D.

DRAWN BY:

6-19-15

DATE:

Salem, OR

LOCATION:

JOB TITLE: 198 Commercial St. SE



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

## Historic Alteration Review - General Resource Worksheet

Site Address: 198 COMMERCIAL ST. SE 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: Aluminum

### 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:

Two Non-Illuminated wall signs constructed/fabricated  
Aluminum with two changeable tenant  
panels. Dark backgrounds with light copy  
One placed at Commercial Street, and one  
placed at Ferry Street.

  
Signature of Applicant

Date Submitted/Signed