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503-588-6173*

ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS15-49 / Amanda No. 15-120861-DR

NOTICE OF DECISION DATE: December 4, 2015

REQUEST: Minor Historic Design Review of a proposal to install a new sign on the Kelly Service Building (1967) a non-contributing resource within the Salem Downtown Historic District, in the CB (Central Business District) zone, and located at 456 State Street (Marion County Assessors Map and Tax Lot number: 073W27AB-3000).

APPLICANT: Salem Sign Co. for Cosmos Deja Vu

LOCATION: 456 State Street Salem OR 97302

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

DECISION: Based upon the application materials deemed complete on December 3, 2015, and the findings as presented in this report, the application is **APPROVED**.

FINDINGS: The applicant is proposing to install a new sign. 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.

Finding: The applicant is proposing to install a new sign that will be suspended from the second floor overhang. This overhang is similar in nature to an awning, thereby meeting SRC 230.056(c)(1).

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

Finding: The proposed sign will be located perpendicular to the building, thereby meeting SRC 230.056(c)(2).

(3) Not be located in transom areas.

NOTICE OF DECISION

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

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Finding: There are no transom windows that will be blocked by the placement of this sign on the building, thereby meeting SRC 230.056(c)(3).

(4) Not obscure windows or significant architectural features.

Finding: The proposed 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 for this tenant, which is on the first floor of the Kelly Services Building, fronting State Street , 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 primary sign is 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 includes neon, thereby meeting SRC 230.056(c)(8).

(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 primary sign will be attached by ¼" x 3" lag screws into the second story building frame overhang with sign loads distributed to meet applicable Building and Safety standards. The signage will not be installed into masonry into mortar joints, thereby meeting SRC 230.056(c)(10).

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

Finding: The proposed signage does not include conduit, therefore this Standard is not applicable to the evaluation of this proposal.

(12) Not have exposed conduit.

Finding: The proposed signage does not include 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 sign 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 is 3' x 2' in size and will be installed under the second story overhang, perpendicular to the main tenant entrance of the tenant, "Cosmos Déjà Vu", located on the first floor of the Kelly Services building, fronting State Street. The sign is compatible in size, scale and design and no significant architectural features will be obscured or adversely affected thereby meeting SRC 230.056(c)(15).

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

Finding: The proposed sign will not obscure any significant features of the Kelly Services Building, thereby meeting SRC 230.056(c)(16).

(17) Design new sign that respect neighboring resources.

Finding: The proposed sign is of a similar size, scale, and design to signs found throughout the Salem Downtown Historic District 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 metal, a material 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 carefully screwed into the building frame, with sign loads distributed to meet applicable Building and Safety standards. No historic materials will be damaged by the installation of this proposed sign, thereby meeting SRC 230.056(c)(19).

(20) Any sign identifying the use of the building or structure otherwise permitted by this

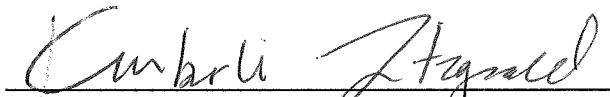
Chapter shall be limited to the minimum necessary for such identification.

Finding: The applicant's proposed sign will be used to identify the primary tenant on the first floor of the building, and is the minimum necessary for this tenant, thereby meeting SRC 230.056(c)(20).

Summary:

The proposed 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. The sign is oriented toward the main entrance of the tenant on the first floor of the building and it has a design that respects the size, scale, and design of the building and the surrounding neighborhood.

DECISION: Based upon the application materials deemed complete on December 3, 2015, and the findings as presented in this report, the application is **APPROVED**.



Kimberli Fitzgerald, Historic Preservation Officer
Planning Administrator Designee

kfitzgerald@cityofsalem.net; Phone: 503-540-2397

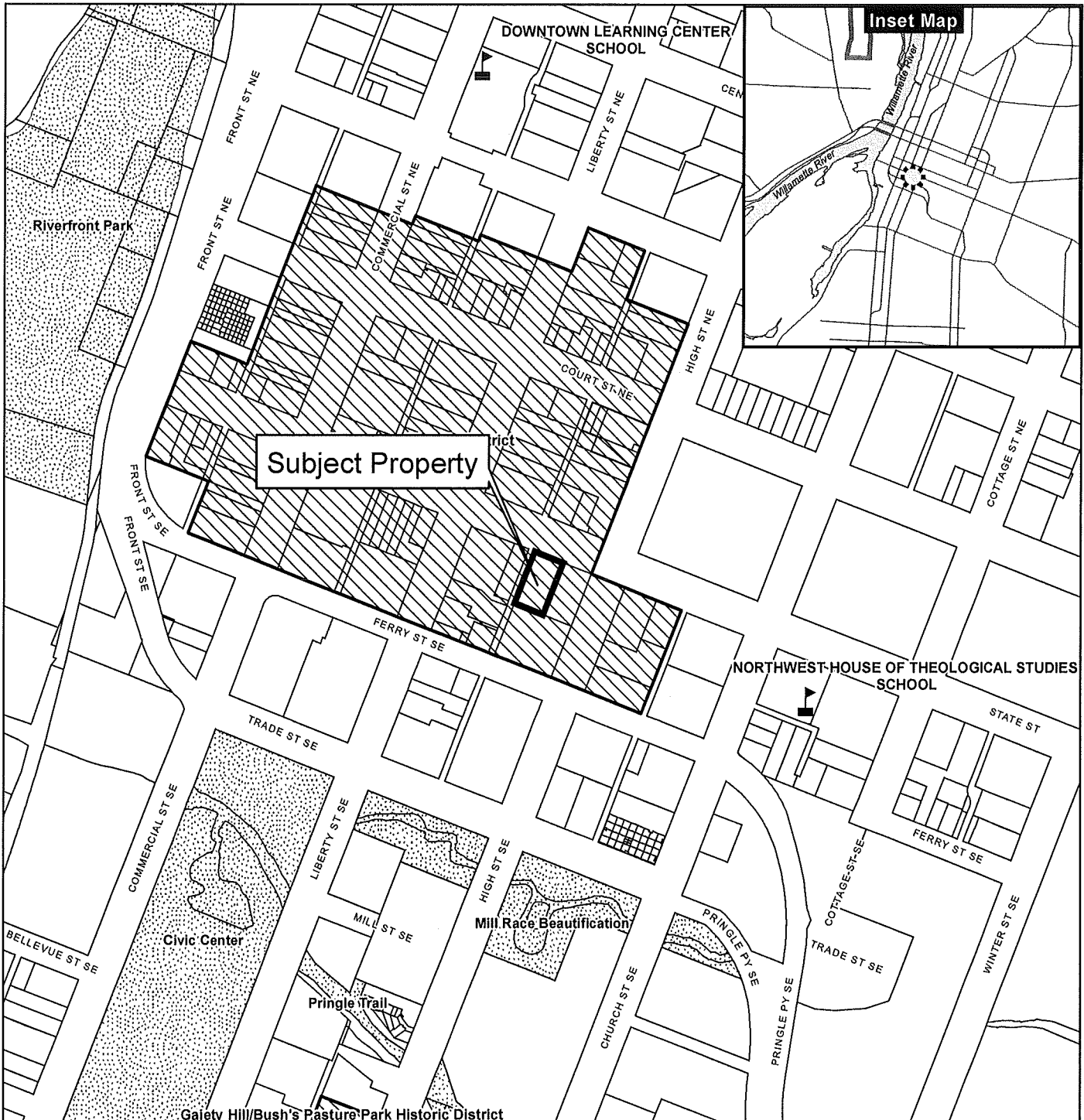
*This Decision becomes effective on **December 22, 2015**. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).*

Application Deemed Complete: December 3, 2015
Notice of Decision Mailing Date: December 4, 2015
Decision Effective: December 22, 2015
State Mandated Decision Date: April 1, 2016








The rights granted by this decision must be exercised by December 22, 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., December 21, 2015**. 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 456 State Street



Legend

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

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Community Development Dept.

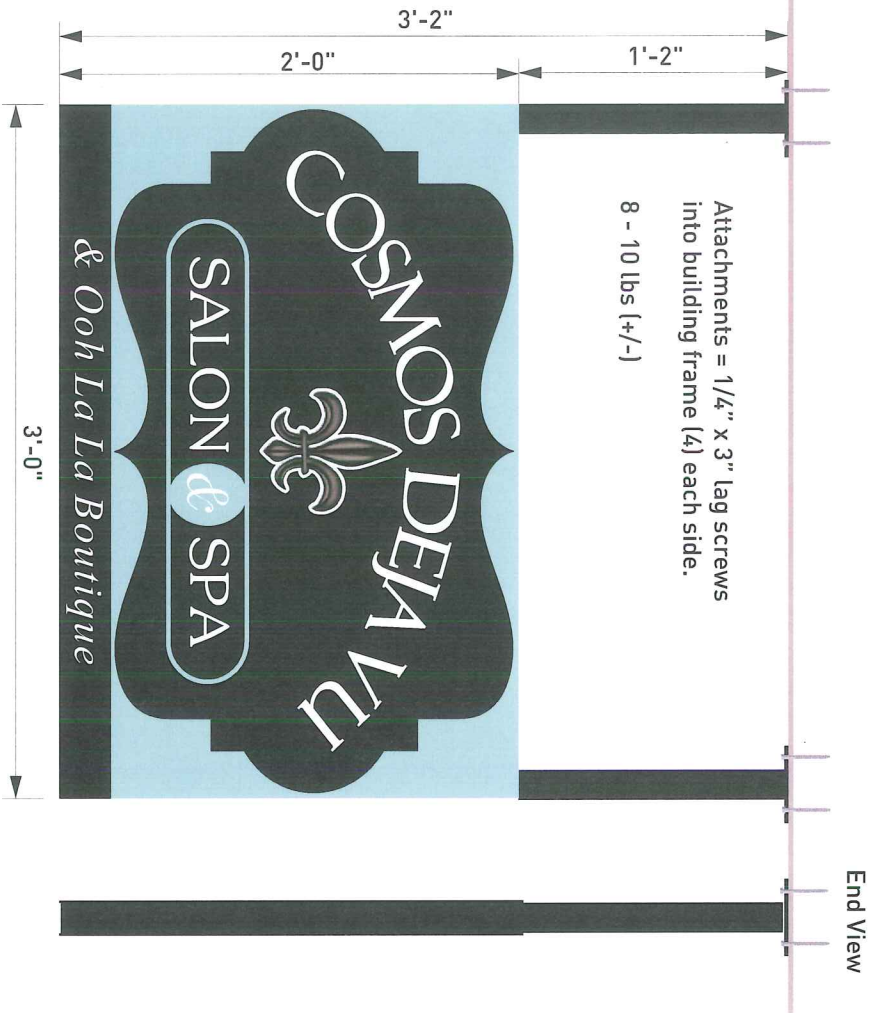
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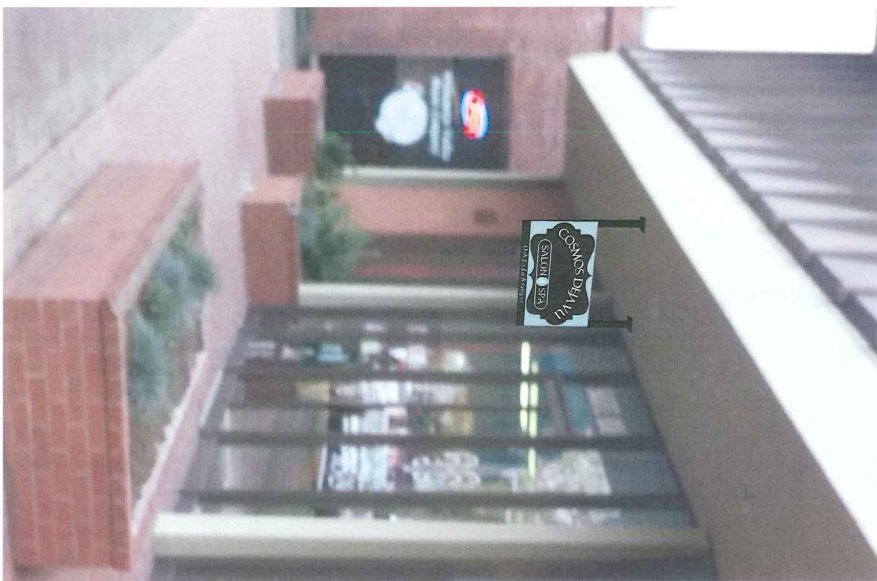
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Double Face Non-Illuminated Display



*Approx. 8 feet from bottom of sign to grade.
(Minimum clearance of 7'-6" from sidewalk to bottom of sign).



*Note - Sign shown in photo is approximate scale.

SPECIFICATIONS

- FACES: Poly Metal
- FRAMEWORK: 1 1/2" Sq. Tube; Painted Black
- VINYL: 3M White 220-10, 3M Black 220-96

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

JOB TITLE: Cosmos Deja Vu

LOCATION: 456 State St., Salem OR

DATE: 11-23-15

DRAWN BY: E.D.

SALES: Brad Spady

APPROVED BY:

SK# 14441-15B



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