



NOTICE of FILING

LAND USE REQUEST AFFECTING THIS AREA

There is a development proposal for the property listed in this notice and shown on the attached map. The City is seeking input from neighbors on the proposal. If you have questions or comments about the proposal, contact the case manager.

Esta carta es un aviso sobre una propuesta de desarrollo para la propiedad enumerada y que se muestra en el mapa adjunto. La ciudad está buscando la opinión de los vecinos sobre la propuesta. Si tiene preguntas o comentarios sobre la propuesta, póngase en contacto con nosotros al 503-588-6213.

CASE NUMBER:	Class 2 Minor Historic Design Review Case No. HIS22-27
PROPERTY LOCATION:	195 Commercial St SE, Salem OR 97301
NOTICE MAILING DATE:	September 30, 2022
PROPOSAL SUMMARY:	Proposal to install signage on the exterior of the new seven story Holman hotel.
COMMENT PERIOD:	All written comments must be submitted to City Staff no later than <u>5:00 p.m. Friday, October 14, 2022</u>. Please direct any questions and/or comments to the Case Manager listed below. Comments received after the close of the comment period will not be considered. Note: Comments submitted are <u>public record</u>. This includes any personal information provided in your comment such as name, email, physical address and phone number.
CASE MANAGER:	Kimberli Fitzgerald, Historic Preservation Officer , City of Salem Planning Division, 555 Liberty Street SE, Room 305, Salem, Oregon 97301. Telephone: 503-540-2397; E-mail: kfitzgerald@cityofsalem.net
NEIGHBORHOOD ASSOCIATION:	<i>Neighborhood associations are volunteer organizations of neighbors coming together to make neighborhoods the best they can be. They receive notice of land use applications within their boundaries, and they often submit comments on the applications to the City. Neighborhood association meetings are open to everyone. Contact your neighborhood association to get involved:</i> Central Area Neighborhood Development Organization (CAN-DO), Bryant Baird, Land Use Chair; Phone: 971-388-0654; Email: mbbaird@hotmail.com .
ACCESS:	The Americans with Disabilities Act (ADA) accommodations will be provided on request.
CRITERIA TO BE CONSIDERED:	Salem Revised Code (SRC) Chapter(s) 230.056 – Commercial Signs Salem Revised Code (SRC) is available to view at this link: http://bit.ly/salemorcode . Type in the chapter number(s) listed above to view the applicable criteria.

PROPERTY OWNER(S):	Salem Opportunity LLC (James Bruce)
APPLICANT(S):	Ken Ambrosini
PROPOSAL REQUEST:	Class 2 Minor Historic Design Review of a proposal to install a wall sign on the exterior of the new seven-story Holman hotel on property totaling approximately 0.47 acres in size, zoned CB (Central Business District) within the Salem Downtown Historic District, and located at 195 to 197 Commercial Street SE (Marion County Assessor Map and Tax Number(s): 073W27BA00500 & 700).
APPLICATION PROCESS:	<p>Following the close of the Public Comment Period, a decision will be issued and mailed to the applicant, property owner, affected neighborhood association, anyone who submitted written comments, and anyone who received notice of the land use request.</p> <p>Failure to raise an issue in writing prior to the close of the Public Comment Period with sufficient specificity to provide the opportunity to respond to the issue, precludes appeal to the Land Use Board of Appeals (LUBA) on this issue. A similar failure to raise constitutional issues relating to proposed conditions of approval precludes an action for damages in circuit court.</p>
MORE INFORMATION:	All documents and evidence submitted by the applicant are available on the City's online Permit Application Center at https://permits.cityofsalem.net . You can use the search function without registering and enter the permit number listed here: 22 118867. Paper copies can be obtained for a reasonable cost.

PLEASE PROMPTLY FORWARD A COPY OF THIS NOTICE TO ANY OTHER OWNER, TENANT OR LESSEE

For more information about Planning in Salem:

<http://www.cityofsalem.net/planning>

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity and source of income, as provided by Salem Revised Code Chapter 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities. Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available upon request. To request such an accommodation or interpretation, contact the Community Development Department at 503-588-6173 at least three business days before this meeting or event.

TTD/TTY telephone 503-588-6439 is also available 24/7

BEFORE THE PLANNING ADMINISTRATOR OF THE CITY OF SALEM

DECISION

IN THE MATTER OF APPROVAL OF) MINOR HISTORIC DESIGN REVIEW
HISTORIC DESIGN REVIEW)
CASE NO. HIS22-27)
195 COMMERCIAL ST SE) October 26, 2022

In the matter of the application for a Minor Historic Design Review submitted by Ken Ambrosini, the Historic Preservation Officer (a Planning Administrator Designee), having received and reviewed evidence and the application materials, makes the following findings and adopts the following order as set forth herein.

REQUEST

Summary: Proposal to install signage on the exterior of the new seven story Holman Hotel.

Request: Class 2 Minor Historic Design Review of a proposal to install a wall sign on the exterior of the new seven-story Holman hotel on property totaling approximately 0.47 acres in size, zoned CB (Central Business District) within the Salem Downtown Historic District, and located at 195 to 197 Commercial Street SE (Marion County Assessor Map and Tax Number(s): 073W27BA00500 & 700).

A vicinity map illustrating the location of the property is attached hereto, and made a part of this decision (**Attachment A**).

FINDINGS

1. Minor Historic Design Review Applicability

SRC230.020(f) requires Historic Design Review approval for any alterations to historic resources as those terms and procedures are defined in SRC 230. The Planning Administrator shall render a decision supported by findings that explain conformance or lack thereof with relevant design standards, state the facts relied upon in rendering the decision, and explain justification for the decision.

BACKGROUND & PROPOSAL

The proposed wall sign is 2' 3 ¼" wide by 3' 1 ½ " high made of metal with reverse halo illumination and will be located at the southeast corner of the building, facing Commercial Street SE, just above the historical plaque. The applicant's submittal plans are included as **Attachment B**.

SUMMARY OF RECORD

The following items are submitted to the record and are available: 1) all materials and testimony submitted by the applicant, including any applicable professional studies such as traffic impact analysis, geologic assessments, stormwater reports, and; 2) materials, testimony, and comments from public agencies, City Departments, neighborhood associations, and the public. All application materials are available on the City's online Permit Application Center at

<https://permits.cityofsalem.net>. You may use the search function without registering and enter the permit number listed here: 22 118867.

APPLICANT'S STATEMENT

A request for historic design review must be supported by proof that it conforms to all applicable criteria imposed by the Salem Revised Code. The applicants submitted a written statement, which is included as **Attachment B** in this staff report.

Staff utilized the information from the applicant's statements to evaluate the applicant's proposal and to compose the facts and findings within the staff report. Salem Revised Code (SRC) **230.056 Signs in Commercial Historic Districts** are the applicable criteria for evaluation of this proposal.

FACTS & FINDINGS

1. Historic Designation

Under Salem Revised Code (SRC) Chapter 230, no exterior portion of a local historic resource, contributing, non-contributing building or new construction in a historic district shall be erected, altered, restored, moved or demolished until historic design review approval has been granted on the basis of the project's conformity with the applicable criteria in SRC 230. Conditions of approval, if any, shall be limited to project modifications required to meet the applicable criteria.

According to SRC 230.020(f), historic design review approval shall be granted if the application satisfies the applicable standards set forth in Chapter 230. For Class 1 and Class 2 Minor Historic Design Review decisions HLC staff, the Historic Preservation Officer (a designee of the Planning Administrator), shall render their decision supported by findings that explain conformance or lack thereof with relevant design standards, state the facts relied upon in rendering the decision, and explain justification for the decision.

2. Historic Significance

The Holman Building is being constructed in 2022. As the building is newly constructed, it is considered "non-contributing/out of period" within the Salem Downtown Historic District.

The site is significant for its association with the Holman Building, the meeting place for the Oregon State Legislature from 1857-1876, which was demolished in order to make way for the parking garage constructed on the site in 1950. David Duniway, Oregon State Archivist, led one of Salem's first preservation advocacy efforts in an unsuccessful attempt to prevent the demolition of the Holman Building in 1949.

The Marion Car Park was originally constructed in 1950 and was a Historic Contributing Building to Salem's Downtown National Register Historic District. The Marion Car Rental and Park was the only existing example of a mid-century freestanding elevated rooftop parking structure in downtown Salem. The period of significance for the district is 1867 to 1950, and this building, constructed in 1950, marked the end of the period of significance for the district.

This building was one of the first parking structures in Salem, and Salem's first elevated rooftop parking structure. The building was altered over time, was in poor condition resulting from inadequate maintenance, and was demolished in 2019.

3. Neighborhood and Citizen Comments

The subject property is located within the Central Area Downtown Neighborhood Association (CANDO). A Request for Comments was sent to the neighborhood association, and surrounding property owners within 250 feet of the property pursuant to Salem Revised Code (SRC) requirements on September 30, 2022. The CANDO Neighborhood Association submitted an email on October 2, 2022, stating that CANDO did not oppose the request for new signage. No additional comments were received from the neighborhood association or from adjoining property owners.

4. City Department and Public Agency Comments

The Building and Safety Division indicates that the applicant must obtain required sign permits. The Planning Division has reviewed the proposal and states that the signage meets the applicable requirements for signage in SRC 900. The Fire Department and Public Works Department had no concerns regarding the proposal.

5. Historic Design Review

SRC Chapter 230.056(b) *Signs in Commercial Historic Districts-Permanent Non-Historic Signs* Table 230-1 defines this activity as a Class 2 Minor Historic Design Review. Historic Landmarks Commission staff reviewed the project proposal and has the following findings for the applicable criterion.

FINDINGS:

Criteria 230.056 Signs in Commercial Historic Districts(b)Permanent non-historic signs.

(1)Materials. Permanent non-historic signs shall be constructed of wood, metal, or acrylic.

Finding: The proposed signage will be constructed of metal and acrylic. Staff finds that this standard has been met.

(2)Design.

(A)Permanent non-historic signs shall be located:

(i)Within an existing sign frame attached to the historic structure provided the sign frame does not obscure significant features of the historic resource; or

Finding: None of the proposed signage is proposed to be located within an existing sign frame, therefore staff finds that this standard is not applicable to the evaluation of this proposal.

(ii) Between the transom and sill of the first story and:

Finding: The proposed wall signage will be located between the transom and sill of the first story of the Holman Building. Staff finds that this standard has been met.

(aa) Perpendicular to the corner;

Finding: Neither sign is proposed to be perpendicular to the building corner, therefore this standard is not applicable to the evaluation of this proposal.

(bb) Flush to the facade; or

Finding: The proposed sign is proposed to be flush to the building façade, therefore this standard has been met.

(cc) Perpendicular to the building;

Finding: The proposed wall sign is not proposed to be perpendicular to the building, therefore staff finds that this standard is not applicable to the evaluation of the proposal.

(iii) Suspended from the awning or marquee.

Finding: There is no signage proposed that will be suspending from the awning or marquee, therefore this standard is not applicable to the evaluation of this proposal.

(B) Permanent non-historic signs shall be attached:

(i) Into mortar joints, not into masonry; and

Finding: According to the applicant's statement, the proposed signage will not be attached into any brick masonry, but instead will be installed into concrete and the canopy signage will be installed using non-corrosive metal studs, anchors and silicone. Staff finds that this standard has been met.

(ii) Where significant features are not obscured.

Finding: The proposed wall sign will be attached between the sill and the transom of the first floor. There are no significant features located in either of these areas and this signage will not obscure any significant features. Staff finds that this standard has been met.

(C) Any permanent non-historic sign that incorporates lighting shall:

(i) Not be internally illuminated, except if it incorporates halo illumination utilizing reversed pan-channel letters with an internal light source reflecting off the building;

Finding: The proposed illuminated sign incorporates halo illumination utilizing reversed pan-channel letters with an internal light source reflecting off the building. Staff finds that this standard has been met.

(ii) Not exceed 366 watts or 250 nits between sunset and sunrise; and

Finding: Per the applicant's statement, the wattage output will not exceed 120 watts between sunset and sunrise thereby meeting this standard.

(iii)Not have exposed conduit.

Finding: The applicant's statement indicates that due to the construction of the building, access for wiring the individual letters behind the wall is not available so a raceway is needed to contain all electrical. To achieve the halo effect, a backer panel slightly larger than the letters is placed ½" behind the channel letter "H" and "The Holman". A transformer will be located in the interior wall behind the signage. There will be no exposed conduit as the conduit will be concealed within the raceway behind the letter backings thereby meeting this standard.

DECISION

Based upon the application materials deemed complete on September 30, 2022 and the findings as presented in this report, the application for HIS22-27 is **APPROVED**.

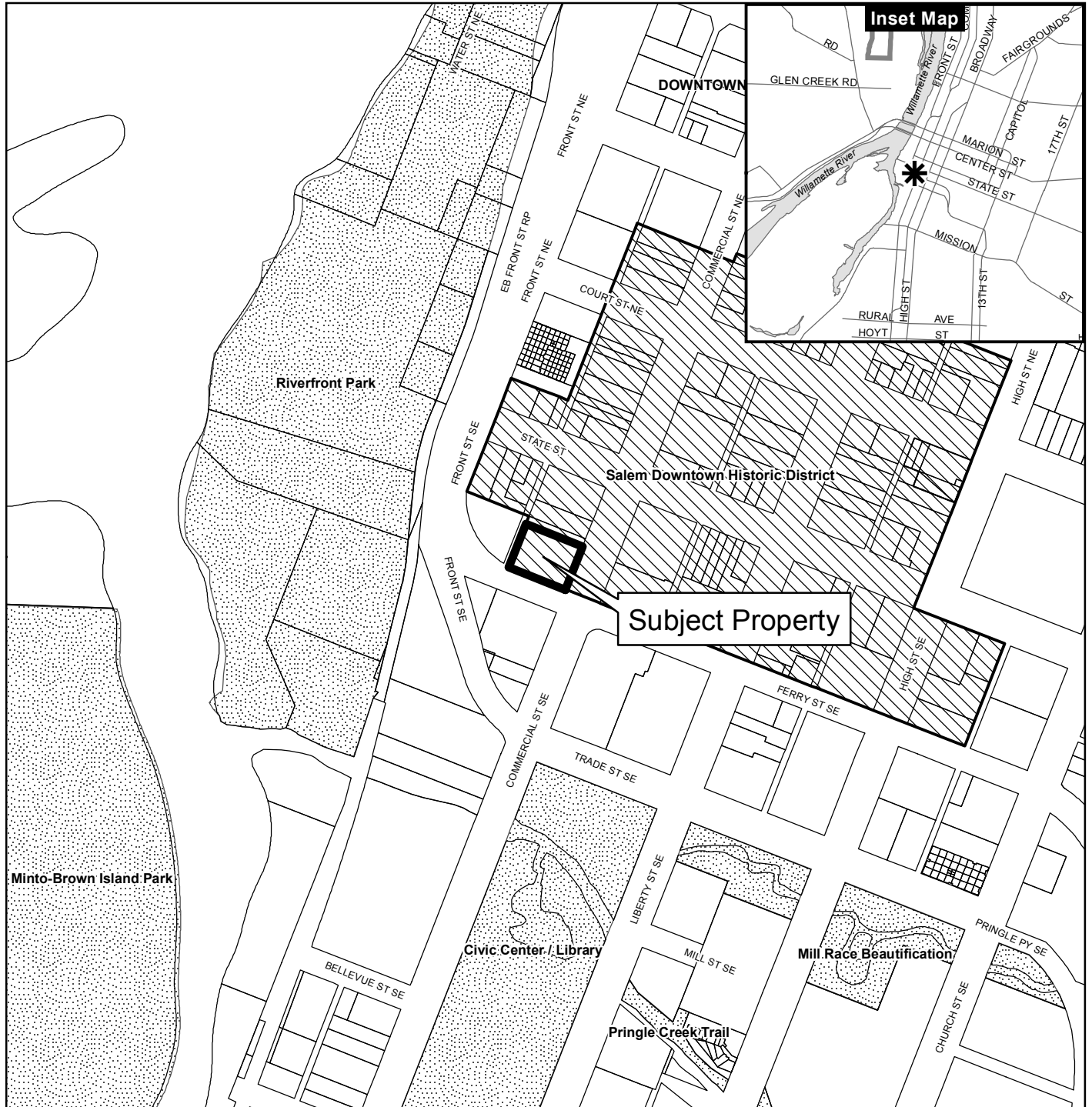


Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee








Attachments: A. Vicinity Map
B. Applicant's Submittal Materials

Vicinity Map

195-197 Commercial Street SE (073W27BA00700)



Legend

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

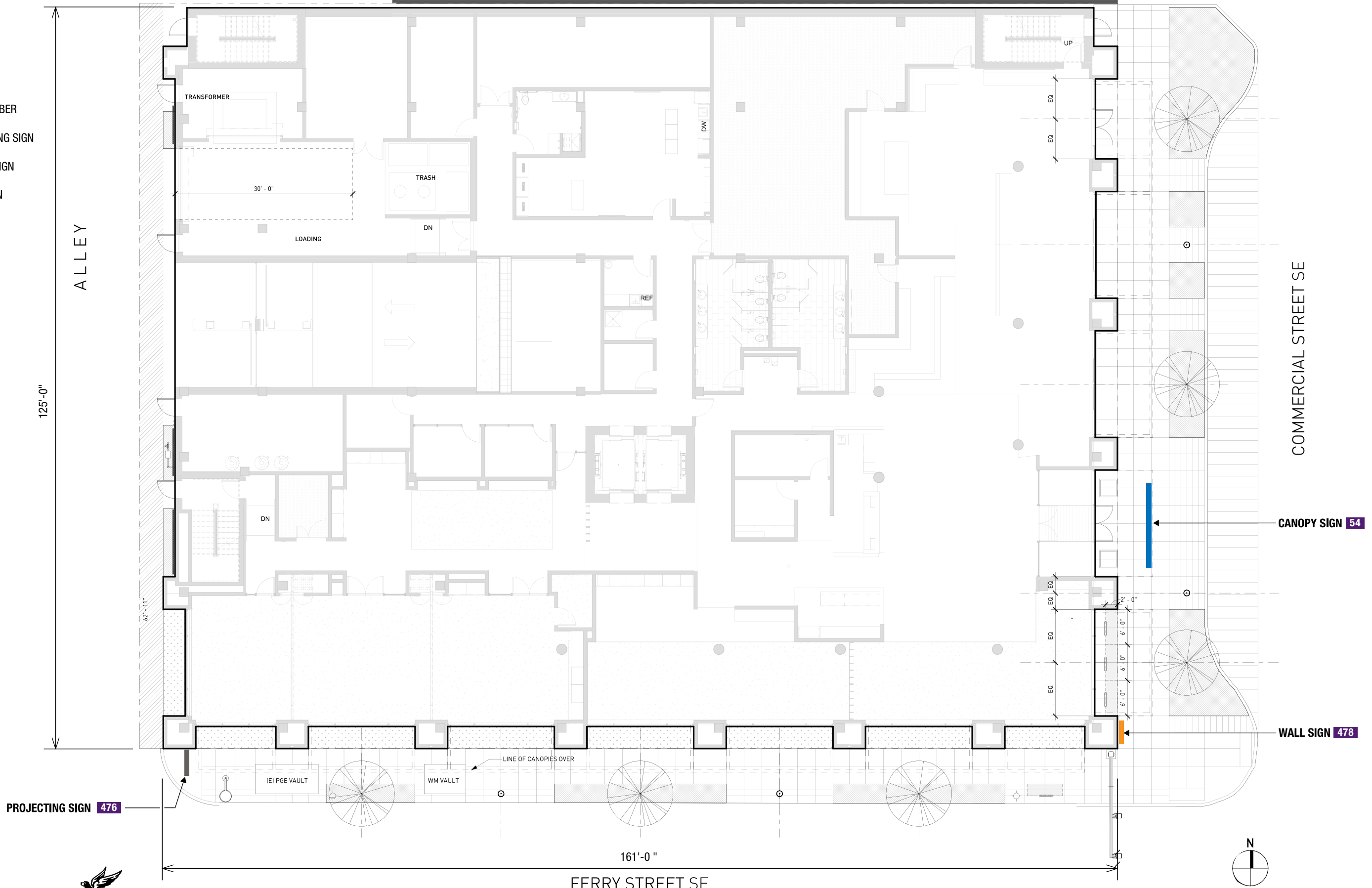


0 100 200 400 Feet



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- LEGEND**
- 000 SIGN NUMBER
 - PROJECTING SIGN
 - CANOPY SIGN
 - WALL SIGN



Historic Alteration Review Worksheet

Site Address: _____

Resource Status: Contributing Non- Contributing Individual Landmark

Type of Work Activity Proposed: Major Minor

Chose One: Commercial District Individual Resource Public District
Residential District Sign

Replacement, Alteration, Restoration or Addition of:

Architectural Feature:

- Awning
- Door
- Exterior Trim, Lintel
- Other architectural feature
- Roof/Cornice
- Masonry/Siding
- Storefront
- Window(s) Number of windows: _____

Landscape Feature:

- Fence
- Streetscape
- Other Site feature (describe) _____

New:

- Addition
- Accessory Structure
- Sign
- Mural
- Accessibility Ramp
- Energy Improvements
- Mechanical Equipment
- Primary Structure

Will the proposed alteration be visible from any public right-of-way? Yes No

Project's Existing Material: _____ Project's New Material: _____

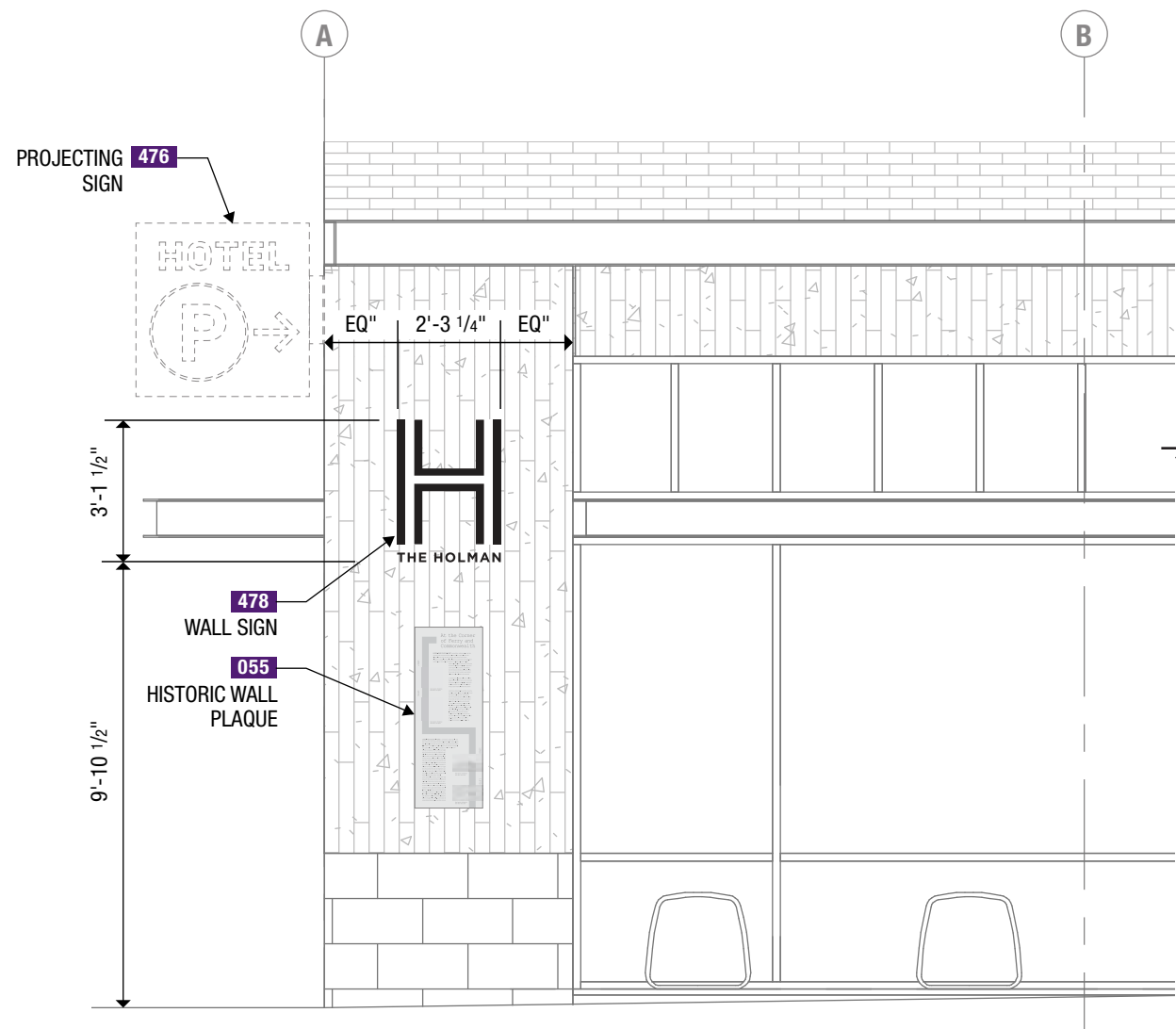
Project Description

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:

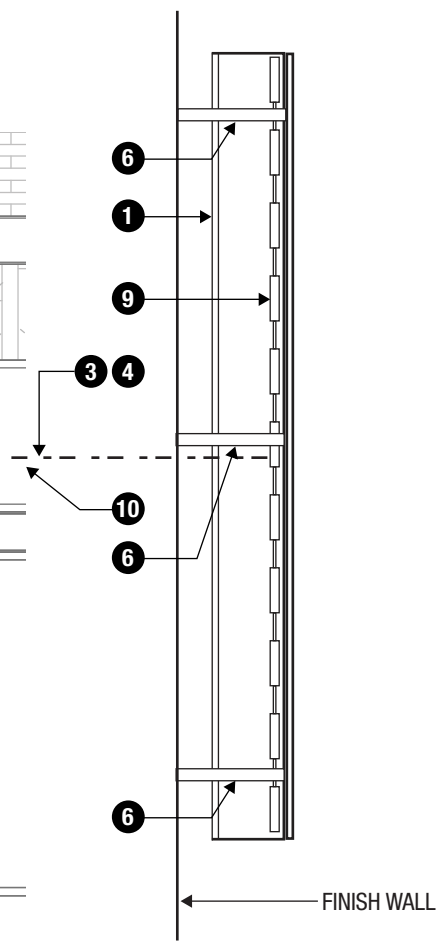
Ken Ambrosini

Ken Ambrosini

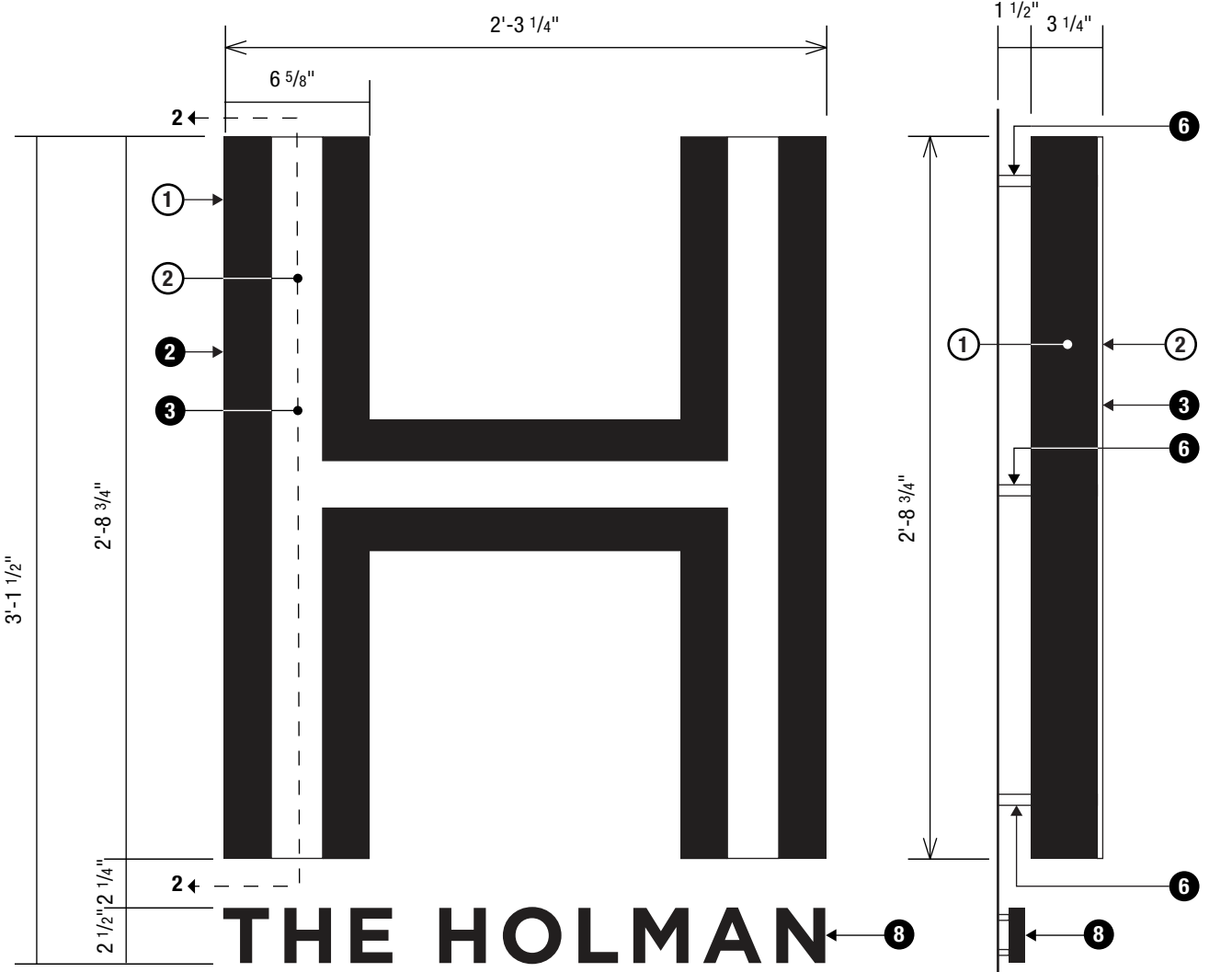
Signature of Applicant _____ Date Submitted/Signed _____



1 PARTIAL ELEVATION - EAST - COMMERCIAL STREET 478
1/4" = 1' - 0"



2 SECTION
1 1/2" = 1' - 0"

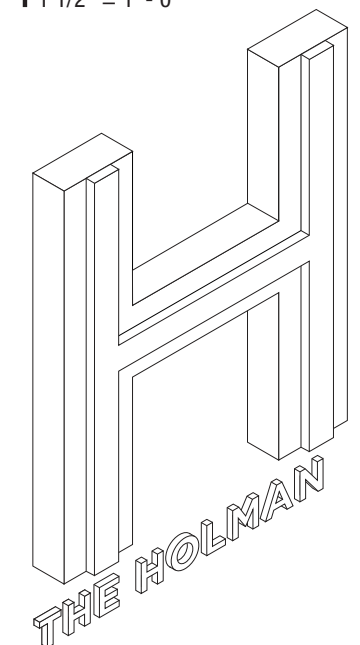


3 DETAIL - EAST - COMMERCIAL STREET - 7.09 sq ft
1 1/2" = 1' - 0"

SIDE VIEW

NOTES:

- 1** 3/16" THK. MILK POLYCARBONATE SIGN MANUFACTURER TO CONFIRM POLYCARBONATE THICKNESS TO AVOID DEFLECTION IN SIGN FACE
- 2** ALUM. CHANNEL HALO ILLUMINATED FABRICATED LETTER W/ PAINT FINISH. WHITE LED'S. PROVIDE EVEN ILLUMINATION BEHIND LETTER. **NON ILLUMINATED FACE.**
- 3** 1/4" THICK FLAT CUT-OUT CENTER LOGO PROVIDE ATTACHMENT STUDS
- 4** CONCEALED POWER TO SIGN
- 5** TRANSFORMER CONCEALED WITHIN INTERIOR WALL.
- 6** LETTERS ATTACHED TO WALL WITH METAL STUDS AND SILACONE TO WALL. PROVIDE SLEEVES TO CONCEAL ANCHORS. PAINT TO MATCH WALL COLOR.
- 7** FINISH WALL
- 8** FLAT CUT-OUT TYPE, **THE HOLMAN**. ALUM. 3/4" THK W/ 1/2" SPACERS STAINLESS STEEL
- 9** SLOAN LED PRISM MINI, 5000K, WHITE (OR SIMILAR)
- 10** LOW VOLTAGE POWER FROM TRANSFORMER LOCATED IN INTERIOR SPACE.
- 1** PAINT TO MATCH: **Dark Charcoal** SEMI GLOSS
- 2** PAINT TO MATCH: **Off White** SEMI GLOSS



4 ISOMETRIC VIEW - EAST - COMMERCIAL STREET
NTS