

NOTICE OF DECISION

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



*Si necesita ayuda para comprender esta información, por favor llame
503-588-6173*

DECISION OF THE HISTORIC PRESERVATION OFFICER

CLASS 1 MINOR HISTORIC DESIGN REVIEW CASE NO.: HIS22-36

APPLICATION NO.: 22-122861-PLN

NOTICE OF DECISION DATE: November 22, 2022

SUMMARY: Proposal to install signage on the exterior of the L.F. Corporation Building (1954).

REQUEST: Class 1 Minor Historic Design Review of a proposal to install a wall sign on the exterior of the L.F. Corporation Building (c.1954) on property totaling approximately 0.16 acres in size, zoned CB (Central Business District) a non-contributing building within the Salem Downtown Historic District, and located at 176-180 Liberty Street SE (Marion County Assessor Map and Tax Number(s): 073W27AB04500).

APPLICANT: Angie Oren

LOCATION: 176-180 Liberty St SE, Salem OR 97301

CRITERIA: Salem Revised Code (SRC) 230.056(b) - Signs in Commercial Historic Districts

FINDINGS: The findings are in the attached Decision dated November 22, 2022.

DECISION: The **Historic Preservation Officer (a Planning Administrator designee)** **APPROVED** Class 1 Minor Historic Design Review Case No. HIS22-36 based upon the application materials deemed complete on November 22, 2022 and the findings as presented in this report.

The rights granted by the attached decision must be exercised, or an extension granted, by November 23, 2024, or this approval shall be null and void.

Application Deemed Complete:	<u>November 22, 2022</u>
Notice of Decision Mailing Date:	<u>November 22, 2022</u>
Decision Effective Date:	<u>November 23, 2022</u>
State Mandate Date:	<u>March 22, 2023</u>

Case Manager: Kimberli Fitzgerald, kfitzgerald@cityofsalem.net, 503-540-2397

This decision is final.

The complete case file, including findings, conclusions and conditions of approval, if any, is available for review by contacting the case manager, or at the Planning Desk in the Permit Application Center, Room 305, City Hall, 555 Liberty Street SE, during regular business hours.

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

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. HIS22-36)
176-180 LIBERTY STREET SE) November 22, 2022

In the matter of the application for a Minor Historic Design Review submitted by the Bridal Gallery, 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 L.F. Corporation Building (1954).

Request: Class 1 Minor Historic Design Review of a proposal to install a wall sign on the exterior of the L.F. Corporation Building (c.1954) on property totaling approximately 0.16 acres in size, zoned CB (Central Business District) a non-contributing building within the Salem Downtown Historic District, and located at 176-180 Liberty Street SE (Marion County Assessor Map and Tax Number(s): 073W27AB04500).

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 60" wide by 120" high made of metal (3mm polymetal) and will be attached flush to the western facade of the building above the canopy with twelve 3/8" x 3.5" lag bolts into the wood studs behind the corrugated metal exterior cladding, facing Liberty Street SE. 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 122861.

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

According to nomination documents the building was constructed in the 1920s and the storefront altered in the 1960s. Staff completed additional research in 2018 and determined that this was originally the site of the Larsen Building which burned down in 1952. Research completed in 2018 revealed that the new buildings at this corner were completed by the L.F. Corporation in 1954. The building is non-contributing to the National Register Historic District.

3. 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 1 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 aluminum. 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, however the proposed signage will be placed generally in the same location as the existing signage for the business within the building, moved to the north to a more centralized location. No character defining features of the resource will be obscured by the proposed signage, therefore staff finds that this standard has been met.

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

Finding: The structure is a one-story commercial building, with no transom windows. However, the proposed wall signage will be located on the western façade of the building fronting Liberty Street SE above the canopy. Staff finds that this standard has been met.

(aa)Perpendicular to the corner;

Finding: The proposed sign is not 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 suspended 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 the corrugated metal wall on the western facade using twelve 3/8" x 3.5" lag bolts placed into the wood studs behind the corrugated metal exterior cladding. Staff finds that this standard has been met.

(ii) Where significant features are not obscured.

Finding: There are no significant features located within the area where the signage is proposed, therefore 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 sign does not include illumination; therefore staff finds that this standard is not applicable to the evaluation of this proposal

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

Finding: The proposed sign does not include illumination; therefore staff finds that this standard is not applicable to the evaluation of this proposal

(iii) Not have exposed conduit.

Finding: The proposed sign does not include illumination requiring conduit; therefore staff finds that this standard is not applicable to the evaluation of this proposal

DECISION

Based upon the application materials deemed complete on November 17, 2022 and the findings as presented in this report, the application for HIS22-36 is **APPROVED**.

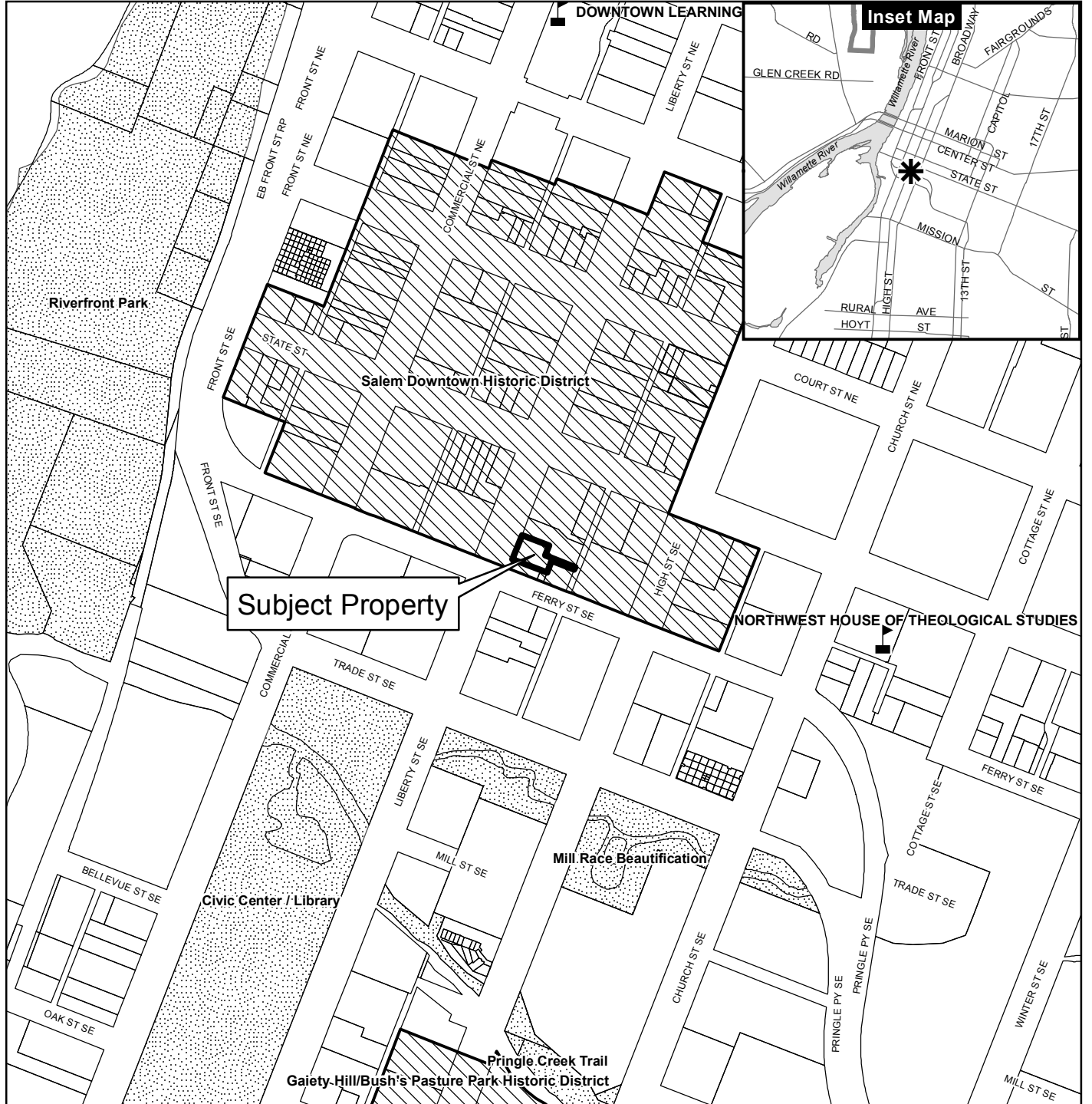


Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee

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

Vicinity Map

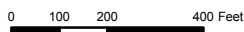
180 Liberty St SE (073W27AB04500)



Subject Property

Legend

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



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New Commercial Signage – Worksheet
City of Salem - Downtown National Register Historic District

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

Please complete for each individual sign proposed.

Case #:HIS22-36

Location: 180 LIBERTY ST SE

Sign Proposal for (Bridal Gallery):

Size (in feet/inches)

The proposed signage is 60" (height) by 120" (length) by 1/8" (width)

Material

The proposed signage is: Metal x Acrylic Wood (Plastic core sandwiched between 2 thin layers or aluminum.

Location:

The proposed signage will be:

Flush to the façade x Projecting/ Perpendicular to the building or corner:

Suspending from Awning or Marquee: Within an Existing Sign Frame:

Attachment: Describe how the proposed sign will be attached:

(please see attached – anchors)

Lighting

Please note: 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;(ii)Not exceed 366 watts or 250 nits between sunset and sunrise; and(iii)Not have exposed conduit.

The proposed signage will include illumination: Y N

Location of Conduit:NA

Wattage:NA

Additional Submittal Requirements

Photo of Existing Building: X

Rendering of Proposed Signage: X

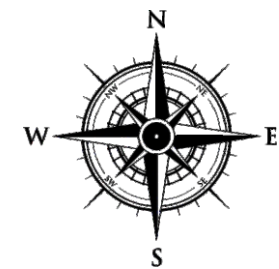
Site Plan showing location of proposed signage: X

SITE PLAN & BUILDING MEASUREMENTS

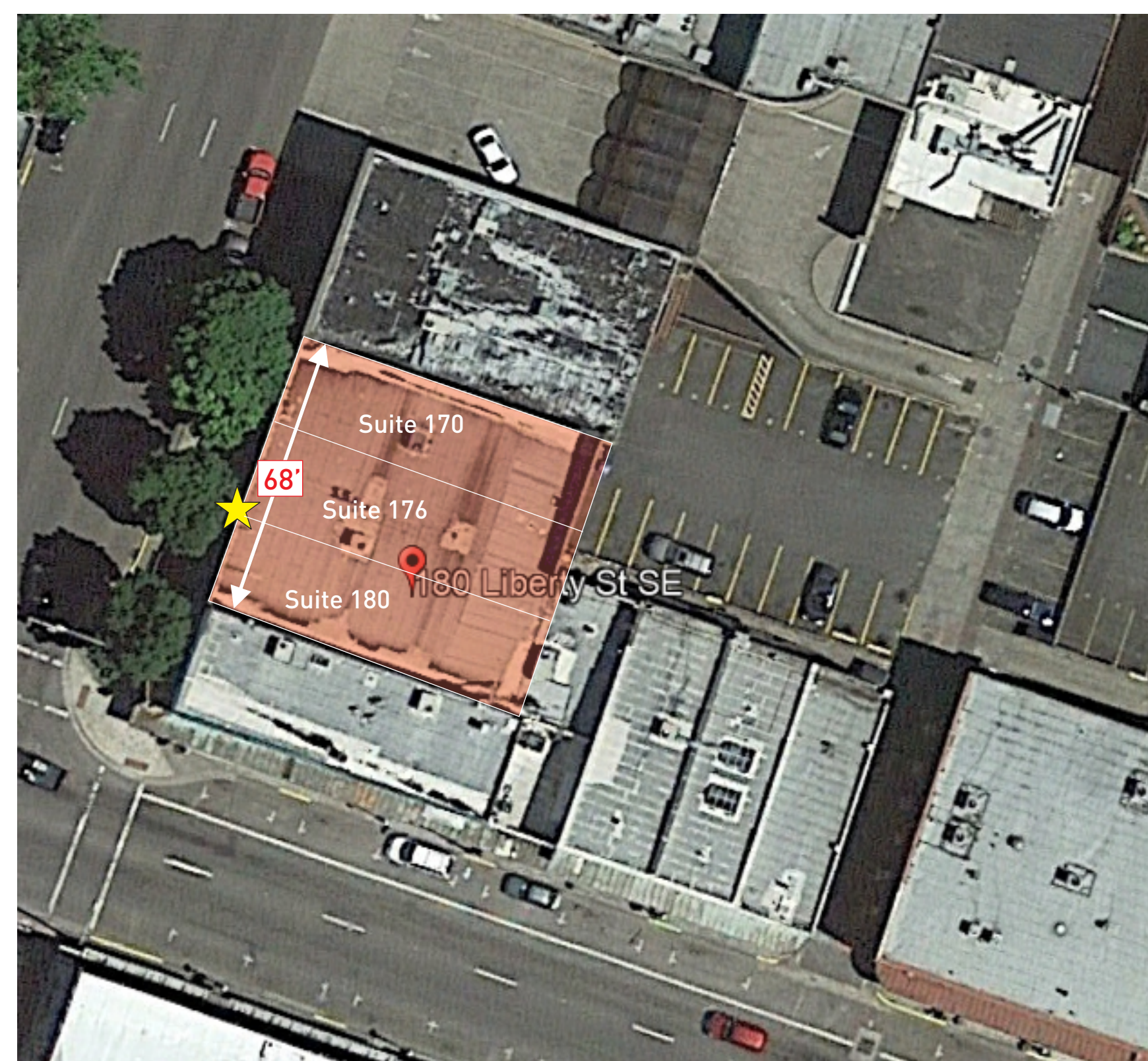
★ =SIGN

BUILDING HEIGHT= 25'

Note: Bridal Gallery occupies suite 170, 176 & 180.



Bridal Gallery
180 Liberty St SE
Salem, OR 97302





Salem Sign Co., Inc.

1825 FRONT ST. N.E.
SALEM, OR 97301

503-371-6362

CCB# 65297

SPECIFICATIONS

FACE:

3mm Polymetal

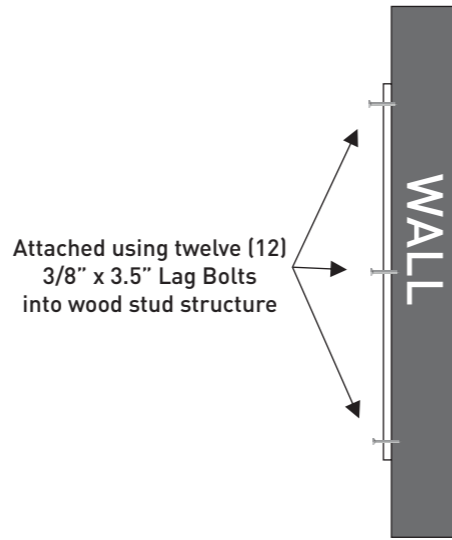
VINYL:

Digitally Printed

Non-Illuminated Wall Display



EXISTING SIGN HAS BEEN / WILL BE REMOVED BY OTHERS



SCALE: 3/4" = 1'-0"



THIS DRAWING IS THE PROPERTY OF SALEM SIGN CO., INC.



SK# 28624-22P

JOB TITLE: Bridal Gallery

LOCATION: Salem, OR

DATE: 11/17/22

DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY: