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TO: Salem Historic Landmarks Commission

THROUGH: Lisa Anderson-Ogilvie, AICP Deputy Community Development Director and Planning Administrator

FROM: Kimberli Fitzgerald, AICP, Historic Preservation Officer

DATE: June 15, 2023

SUBJECT: Supplemental Report on Salem Centennial Sign and Replacement Options

ISSUE:

Salem Centennial Sign update and replacement.

RECOMMENDATION:

Information Only.

SUMMARY AND BACKGROUND:

At their May 18, 2023 meeting, the City of Salem Historic Landmarks Commission discussed initial options to move forward with updating the Salem Centennial Sign (aka “Salem Began Here”) located just south of 960 Broadway Street SE, which is identified in their 2023 Workplan.

The Salem Centennial sign was designed and constructed in 1959 as a joint project between the Marion County Historical Society, Salem Chamber of Commerce and the Marion County Centennial Commission, as part of Oregon’s Centennial celebration in 1959. This sign has been maintained by the City of Salem since 1960 and was recently restored in 2006 by the City and Salemtowne volunteers.

HLC ALTERNATIVES-Supplemental

Option 1: *Replace the Marker – replicating existing design and material- but with new panel and language.* Sea Reach Ltd is able to refurbish the existing sign at this location. Sea Reach staff will need to complete a site visit to assess the feasibility of reusing the existing materials or if other options will be required to update the sign with new language (**Attachment A**).

Should the HLC select this option, staff recommends establishing a Project Advisory Committee comprised of stakeholders including local historians, Tribal representatives, an HLC Liaison, and a City Council Liaison. This

advisory committee will be responsible for overseeing the development of narrative text and finalizing the design/installation for the updated marker.

Option 2: ***Sponsor a new (site specific) Marker through the Oregon Travel Information Council-new design and material.*** OTIC has options to replace the existing sign with new signage including images and text (in two sizes—small (\$4,000) and large (\$7500) (**Attachment B**).

Should the HLC select this option, staff recommends establishing a Project Advisory Committee comprised of stakeholders including local historians, Tribal representatives, an HLC Liaison, and a City Council Liaison. The responsibilities of this advisory committee would be to coordinate with the OTIC, who have an existing Historical Marker Committee comprised of stakeholders including experts in Oregon history. Both OTIC staff and this Committee oversee the development of narrative text and graphics for the marker with input from the local jurisdiction(s) and interested Tribes.

Option 3: ***Sponsor a new (regional) Marker through the Oregon Travel Information Council.*** Should the HLC select this option, the OTIC has an existing Historical Marker Committee comprised of stakeholders including experts in Oregon history. Both OTIC staff and this Committee oversee the development of narrative text and graphics for the marker with input from the local jurisdiction(s), which in this case would include Marion and Polk counties.

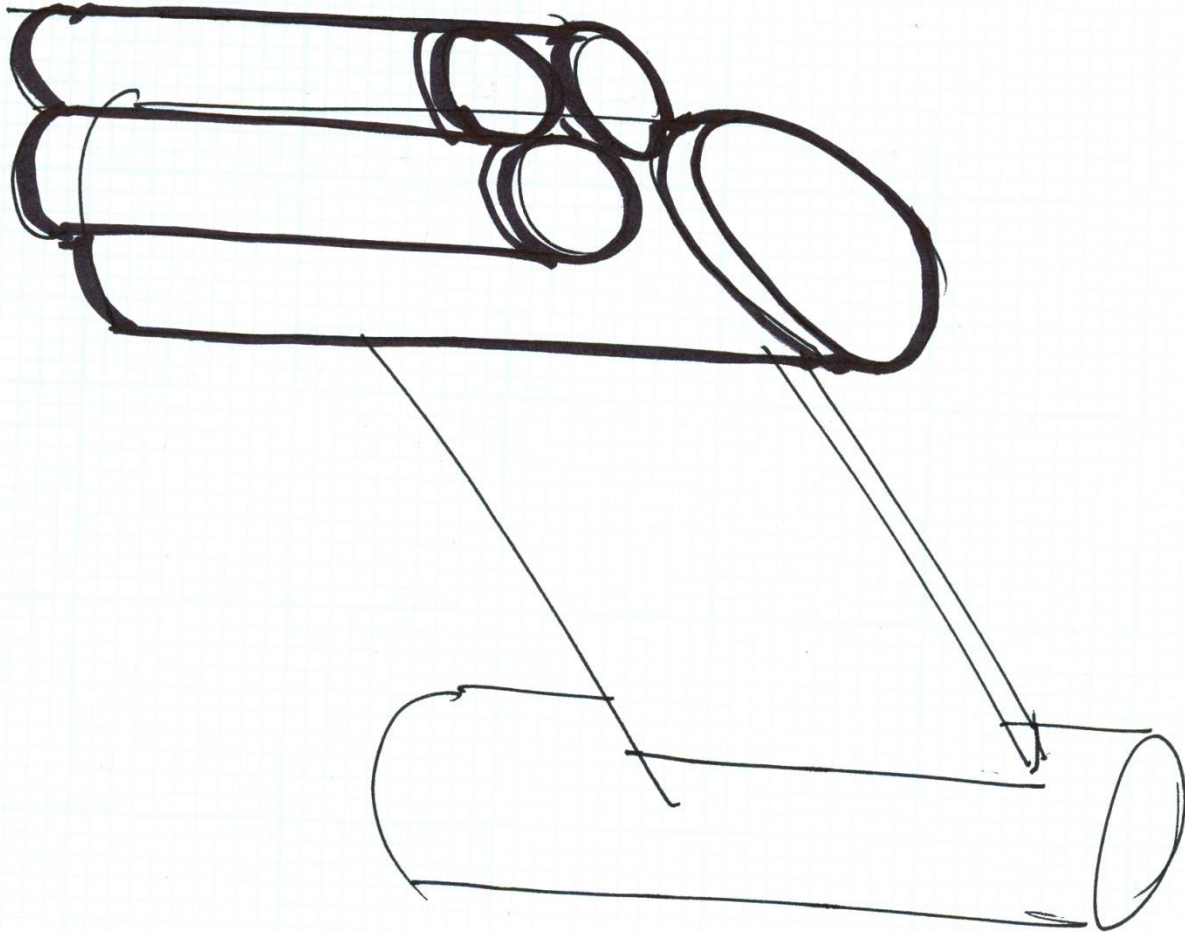
Option 4: No Action; Leave the marker as it is.

TRIBAL RECOMMENDATION-SUPPLEMENTAL

The Salem Centennial Sign update and replacement options will be presented for discussion at the Tribal Roundtable meeting on Monday June 12, 2023. Staff will provide a summary of their updated recommendations at the June 15, 2023 meeting

Attachment A. Sea Reach Proposal

Attachment B. OTIC signage Options



Bryan,

Please see the attached drawings for production approval. Please let me know if we can proceed.

Thanks!

Ben

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general manager

sea reach ltd

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main office

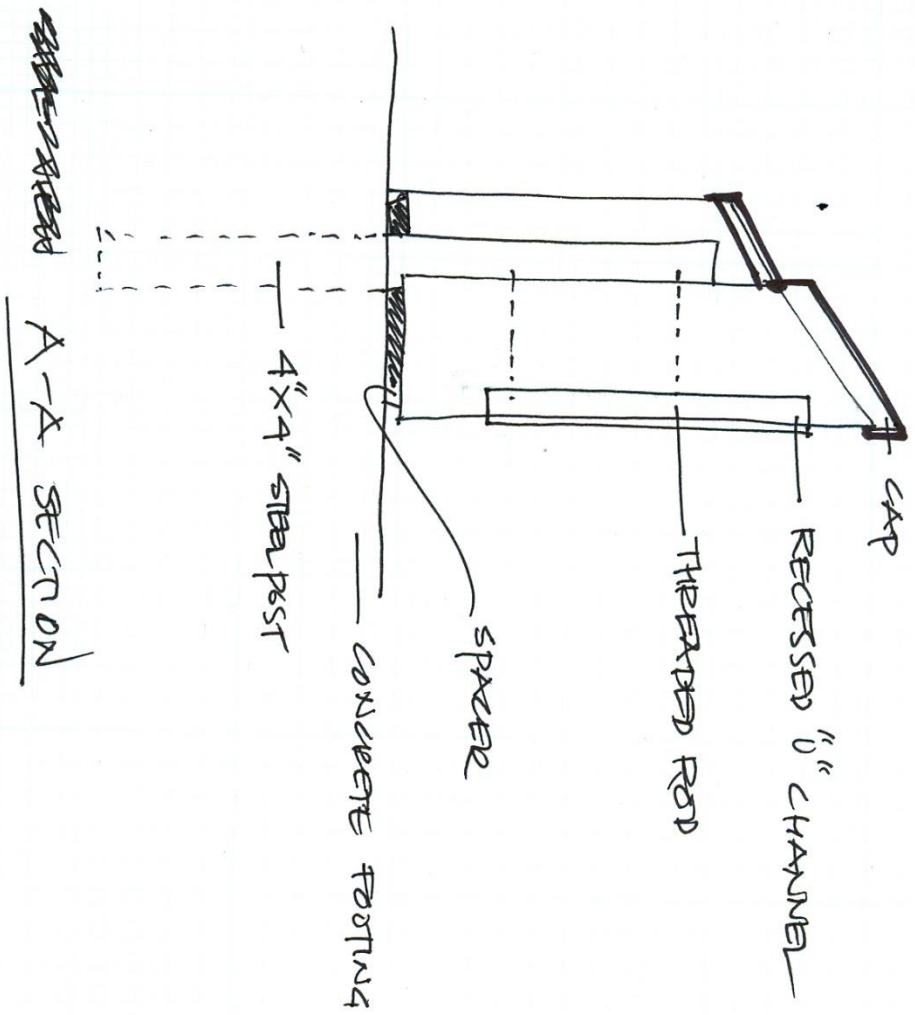
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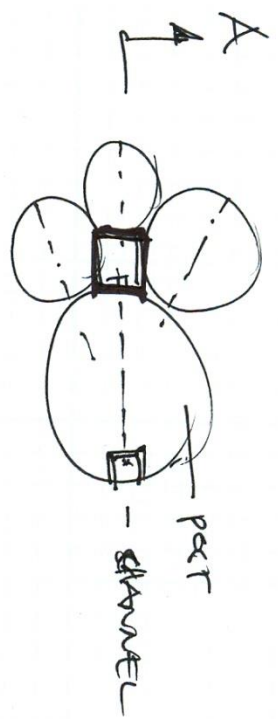
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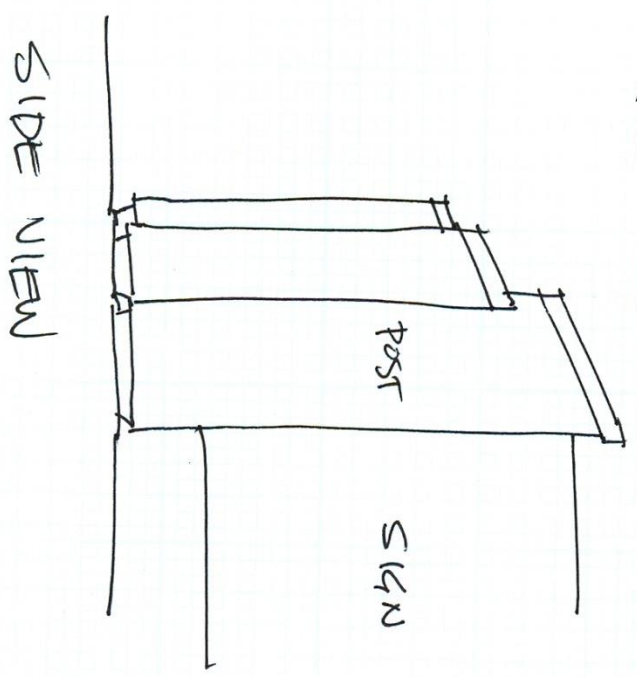
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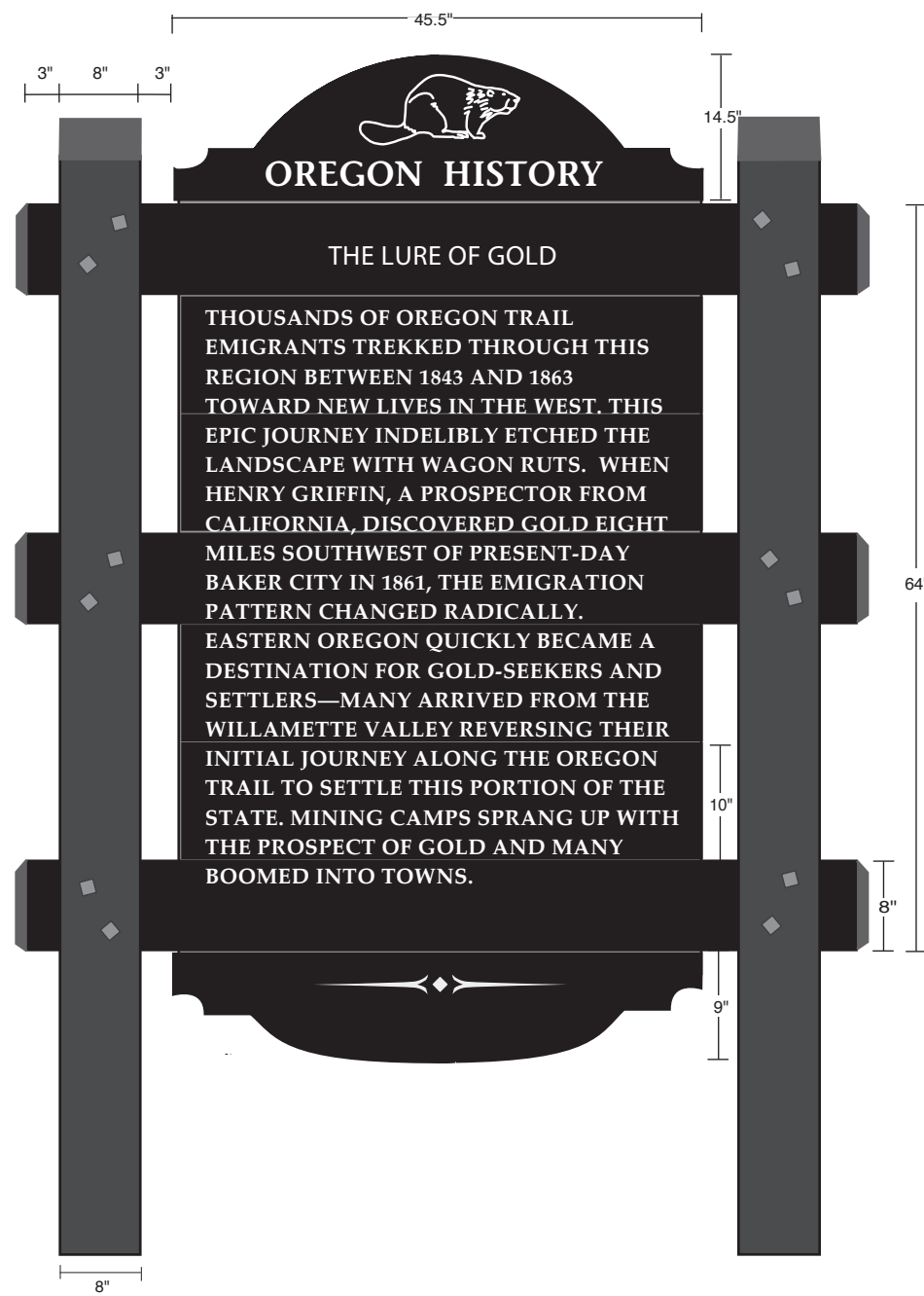
A-A SECTION



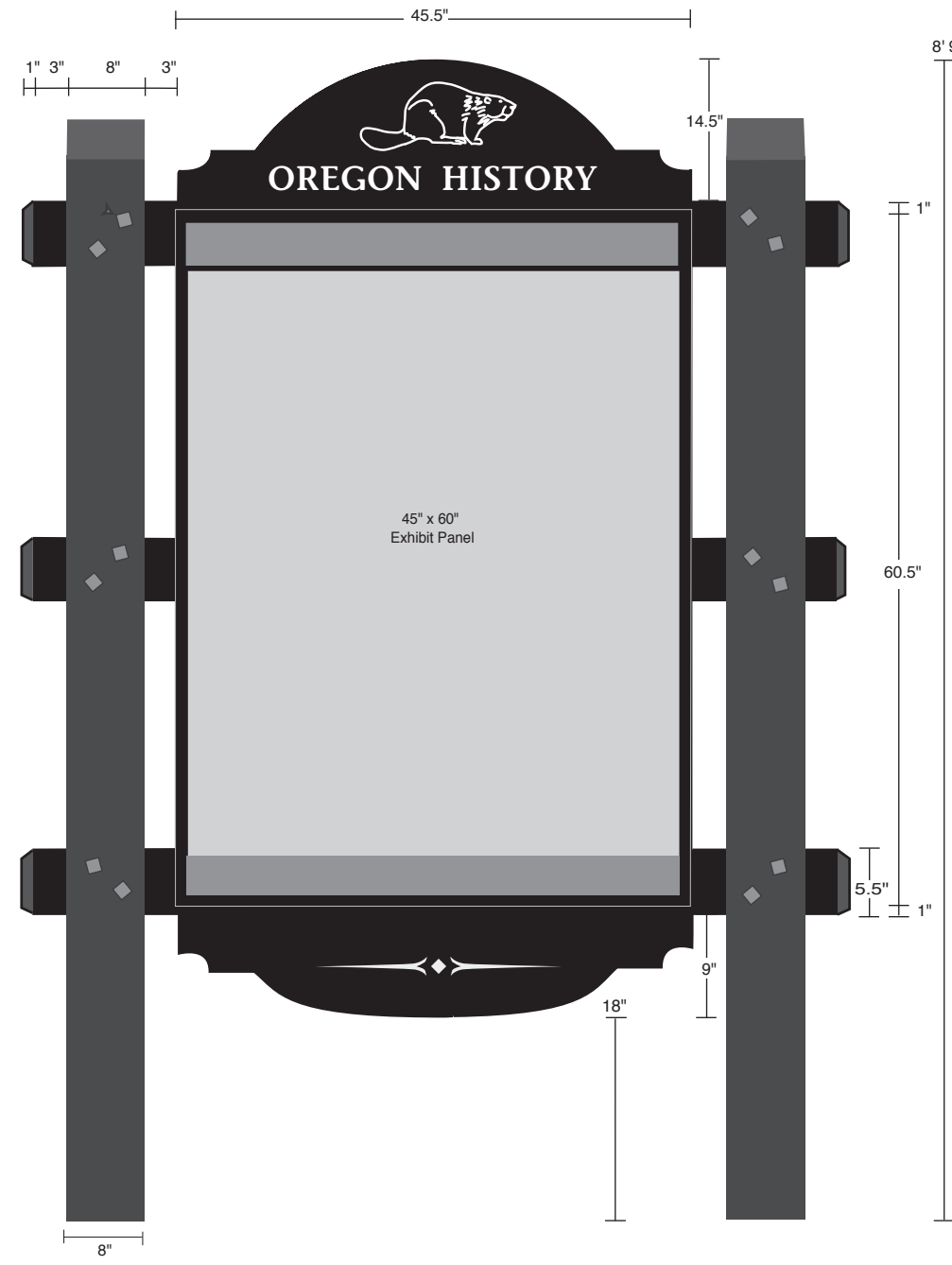
PLAN VIEW



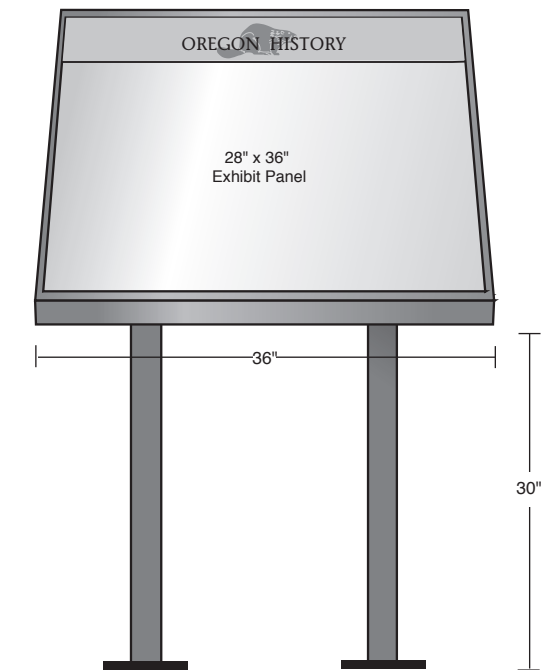
SIDE VIEW



Carved Historical Marker



Large Historical Marker
wood mount w/interpretive panel



Small Historical Marker
aluminum mount w/interpretive panel



TRANSCONTINENTAL AUTO RACE

Dwight Huss, an automobile engineer from Detroit, made automotive history here June 20, 1905 when his car, "Old Scout", became the first car to cross the Cascade Mountains from east to west. Huss was competing in America's First Transcontinental Automobile Race against Percy McGargle, which departed New York City on May 8, 1905 in separate 7-Horsepower, 1904 Oldsmobile Currys. Runabouts. "Old Scout" was also the fastest automobile to travel America from east to west. The first documented automobile to cross the Rockies from east to west, the Old Scout, was the first to enter the state after opening day of the convention.



OREGON HISTORY

SANTIAM WAGON ROAD

THE PASS LOCATED EAST OF HERE THROUGH THE CASCADE RANGE WAS ONCE CALLED WILEY PASS AFTER ANDREW WILEY. WILEY WITH OTHER WILLAMETTE VALLEY PIONEERS EXPLORED IT IN 1859 WHILE SEARCHING FOR A ROUTE TO MOVE THEIR LIVESTOCK TO THE GRASS LANDS OF CENTRAL OREGON FOR SUMMER GRAZING. IN 1864 THE WILLAMETTE VALLEY AND CASCADE MOUNTAIN MILITARY WAGON ROAD COMPANY WAS FORMED AND SUBMITTED PLANS TO THE U.S. GOVERNMENT FOR A MILITARY ROAD TO BE BUILT ALONG THE ROUTE AS FAR EAST AS THE MOUTH OF THE MALHEUR RIVER. THE LAND GRANT OF 1866 INCLUDED 861,512 ACRES FOR THE ROAD BUILDER. LITTLE ROAD WAS EVER CONSTRUCTED AND MUCH OF THE LAND REVERTED TO THE STATE. IN 1868 A WAGON ROAD WAS COMPLETED FROM THE VALLEY TO NEAR SISTERS AND BECAME A TOLL ROAD KNOWN AS THE SANTIAM WAGON ROAD.





OREGON HISTORY

WILLAMETTE POST

Willamette Post was established in December 1813, on a knoll just east of here, by the Montreal-based North West Company, close to the Kalapuyan village of Champeog. The two-room log cabin, also called Fort Kalapuya, was a place for trade and a depot for fur-trapping and hunting expeditions supplying the North West Company's Fort George near the mouth of the Columbia River. The post was still standing in the late 1820s, as French Canadian-Native American families began to settle in this area called French Prairie. Retired Hudson's Bay Company voyageur Pierre Belleque and his French Canadian-Chinook wife, Genevieve St. Martin, used the building as their family home beginning in the early 1830s. It was swept away in the 1861 flood.

