

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 2 HISTORIC DESIGN REVIEW CASE NO.: HIS23-15

APPLICATION NO.: 23-118374-PLN

NOTICE OF DECISION DATE: October 27, 2023

SUMMARY: Proposal to install signage on the exterior of the Holman Hotel Building.

REQUEST: Class 2 Minor Historic Design Review of a proposal to install an illuminated hanging sign on the exterior of the Holman Hotel Building 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). in

APPLICANT: Matt Boyington, Salem Sign Company INC

LOCATION: 195 to 197 Commercial St SE, Salem OR 97301

CRITERIA: Salem Revised Code (SRC) Chapters 230.056 – Signs in Commercial Historic Districts

FINDINGS: The findings are in the attached Decision dated October 27, 2023.

DECISION: The **Historic Preservation Officer (a Planning Administrator designee)** **APPROVED** Class 2 Minor Historic Design Review Case No. HIS23-15 based on the application deemed complete on October 6, 2023.

The rights granted by the attached decision must be exercised, or an extension granted, by November 14, 2025, or this approval shall be null and void.

Application Deemed Complete:	<u>October 6, 2023</u>
Notice of Decision Mailing Date:	<u>October 27, 2023</u>
Decision Effective Date:	<u>November 14, 2023</u>
State Mandate Date:	<u>February 3, 2024</u>

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

This decision is final unless written appeal and associated fee (if applicable) from an aggrieved party is filed with the City of Salem Planning Division, Room 320, 555 Liberty Street SE, Salem OR 97301, or by email at planning@cityofsalem.net, no later than 5:00 p.m., Monday, November 13, 2023. The notice of appeal must contain the information required by SRC 300.1020 and must state where the decision failed to conform to the provisions of the applicable code section, SRC Chapter(s) 230. 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 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.

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. HIS23-15)
195 COMMERCIAL ST SE) October 27, 2023

In the matter of the application for a Minor Historic Design Review submitted by Matt Boyington, Salem Sign Company, 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 Holman Hotel Building.

Request: Class 2 Minor Historic Design Review of a proposal to install an illuminated hanging sign on the exterior of the Holman Hotel Building 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 3' wide by 1' 6" high made of metal with white LED reverse halo illumination and will be located along the eastern (primary) facade of the Holman Hotel building, facing Commercial Street SE, and affixed to the metal awning beam which extends toward Commercial 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: 23 118374.

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 October 6, 2023. The CANDO Neighborhood Association submitted an email on October 13, 2023, stating that CANDO supports 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 not be located between the transom and sill of the first story of the Holman Building, therefore staff finds that this standard is not applicable to the evaluation of this proposal.

(aa) Perpendicular to the corner;

Finding: The 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 not proposed to be flush to the building façade, therefore this standard is not applicable to the evaluation of this proposal.

(cc) Perpendicular to the building;

Finding: The proposed wall sign is proposed to be perpendicular to the building, therefore staff finds that this standard has been met.

(iii) Suspended from the awning or marquee.

Finding: The proposed signage will be suspended from the awning, therefore this standard is has been met.

(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 metal awning support beam using 3/8" bolts. Staff finds that this standard has been met.

(ii) Where significant features are not obscured.

Finding: The proposed under awning sign will not obscure any significant features on the primary façade of the Holman Building. 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 LED light source. 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 the electrical conduit will be extended through the sign post closest to the building and will be concealed within the existing support post. There will be no exposed conduit as the conduit will be concealed, thereby meeting this standard.

DECISION

Based upon the application materials deemed complete on October 6, 2023 and the findings as presented in this report, the application for HIS23-15 is **APPROVED**.

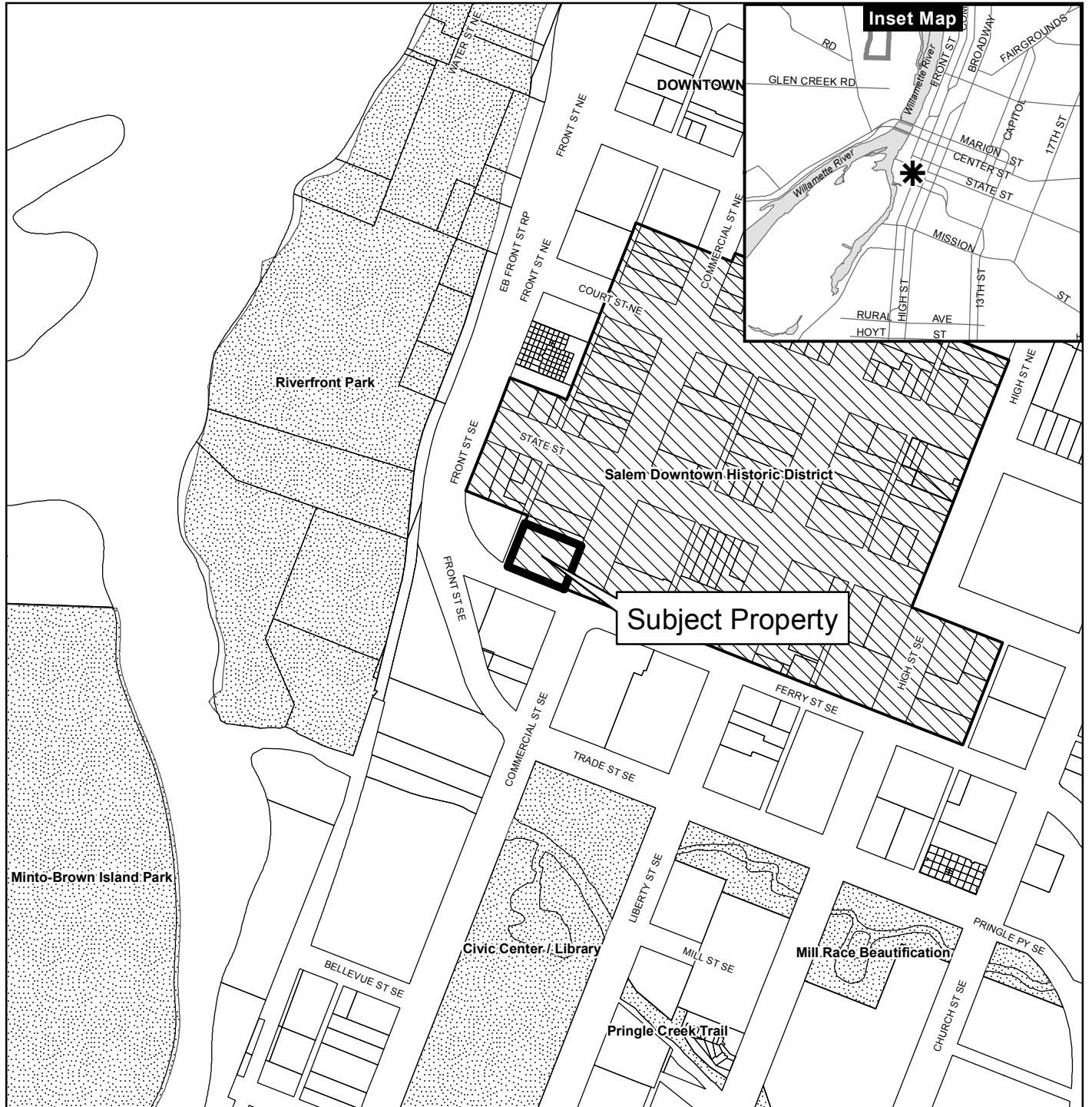


Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee

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

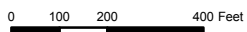
Vicinity Map

195-197 Commercial Street SE (073W27BA00700)



Legend

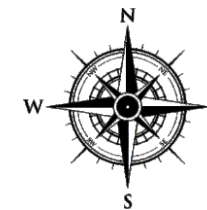
<p> Taxlots</p> <p> Urban Growth Boundary</p> <p> City Limits</p>	<p> Outside Salem City Limits</p> <p> Historic District</p> <p> Schools</p>	<p> Parks</p>	<p style="text-align: right;">CITY OF Salem AT YOUR SERVICE Community Development Dept.</p> <div style="border: 1px solid black; padding: 5px; font-size: small;"> <p>This product is provided as is, without warranty. In no event is the City of Salem liable for damages from the use of this product. This product is subject to license and copyright limitations and further distribution or resale is prohibited.</p> </div>
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Attachment B
SITE PLAN & STOREFRONT
MEASUREMENTS

★ = HANGING SIGN

STOREFRONT HEIGHT= 16'



Pacific Standard
195 Commercial St SE, Suite 100
Salem, OR 97301



Salem Sign Co., Inc.

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

503-371-6362

CCB# 65297

SPECIFICATIONS

CABINET:

Custom fabricated aluminum; painted black

FACES:

3/16" White Acrylic

VINYL:

3M Matte Black

ILLUMINATION:

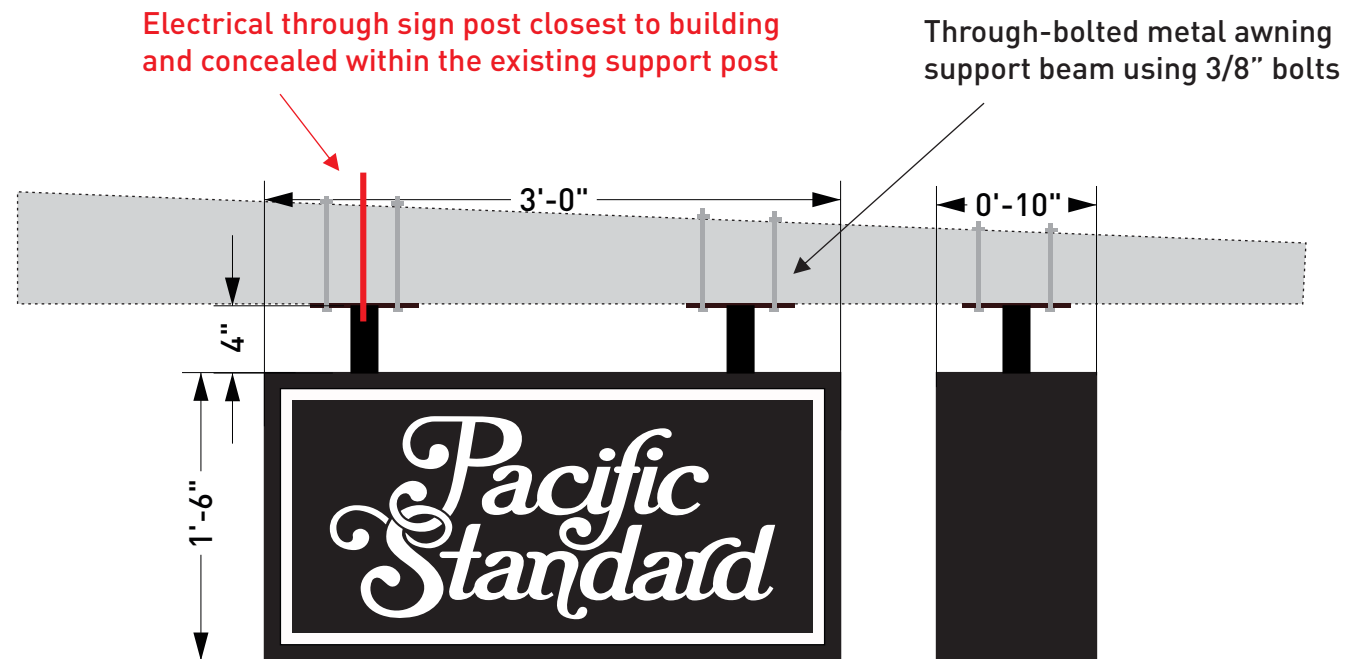
White LED

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



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

Illuminated Double Face Hanging Sign



EXISTING



PROPOSED



8' to Grade

*Sign shown at approximate size/scale/placement.

SK# 29898-23A

JOB TITLE: Pacific Standard

LOCATION: Salem, OR

DATE: 8/25/23

DRAWN BY: M.B.

SALES: Corey Spady

APPROVED BY:

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 #: _____

Location: 195 Commercial St SE. Suite 100

Sign Proposal for (ie. name of Business):

Size (in feet/inches)
The proposed signage is 1'6" (height) by 3' (length) by 10" (width)

Material
The proposed signage is: Metal Acrylic Wood

Location:
The proposed signage will be:

Flush to the façade 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:

Hanging sign attached to existing metal overhang support
using eight 1/8" lag bolts through-bolted through support

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: concealed above awning.
Wattage:

120 watts

Additional Submittal Requirements

Photo of Existing Building:

Rendering of Proposed Signage:

Site Plan showing location of proposed signage: