

# 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 informacion, por favor llame  
503-588-6173*

## DECISION OF THE HISTORIC PRESERVATION OFFICER

**HISTORIC DESIGN REVIEW CASE NO.:** HIS20-31

**APPLICATION NO.:** 20-118424-DR

**NOTICE OF DECISION DATE:** February 24, 2021

**SUMMARY:** A proposal to install signage on the exterior of the Reed Opera House.

**REQUEST:** Minor Historic Design Review of a proposal to install signage on the exterior of the Reed Opera House (1869), a Historic Contributing Resource within Salem's Downtown National Register Historic District, located at 189 Liberty Street NE (Marion County Tax Assessor Number 073W27AB05900).

**APPLICANT:** Donald Bauhofer

**LOCATION:** 189 Liberty St NE, 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 February 24, 2021

**DECISION:** The **Historic Preservation Officer** (a Planning Administrator designee) **APPROVED** Historic Design Review HIS20-31 based upon the application materials deemed complete on January 29, 2021 and the findings as presented in this report.

This Decision becomes effective on March 12, 2021. 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).

The rights granted by the attached decision must be exercised, or an extension granted, by March 12, 2023, or this approval shall be null and void.

Application Deemed Complete:	<u>January 29, 2021</u>
Notice of Decision Mailing Date:	<u>February 24, 2021</u>
Decision Effective Date:	<u>March 12, 2021</u>
State Mandate Date:	<u>May 29, 2021</u>

Case Manager: Kimberli Fitzgerald, [kfitzgerald@cityofsalem.net](mailto: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](mailto:planning@cityofsalem.net), no later than 5:00 p.m. Thursday, March 11, 2021. 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>

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**BEFORE THE PLANNING ADMINISTRATOR OF THE CITY OF SALEM**

**HISTORIC DESIGN REVIEW CASE NO. HIS20-31  
DECISION**

**IN THE MATTER OF APPROVAL OF ) MINOR HISTORIC DESIGN REVIEW  
HISTORIC DESIGN REVIEW )  
CASE NO. HIS20-31 )  
 )  
189 LIBERTY STREET NE ) February 24, 2021**

In the matter of the application for a Minor Historic Design Review submitted by Matt Boyington, Salem Sign Co. on behalf of Donald Bauhofer, 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:** A proposal to install signage on the exterior of the Reed Opera House.

**REQUEST:** Minor Historic Design Review of a proposal to install signage on the exterior of the Reed Opera House (1869), a Historic Contributing Resource within Salem's Downtown National Register Historic District, located at 189 Liberty Street NE (Marion County Tax Assessor Number 073W27AB05900).

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

**DECISION**

**APPROVED** based upon the application materials deemed complete on January 29, 2021 and the findings as presented in this report.

**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.

**PROPOSAL**

The applicant is proposing to install signage on the exterior of the historic contributing Reed Opera House (c. 1869). Specifically, the applicant is proposing to install three (3) double face illuminated projecting signs each less than fifty square feet. This signage will have exposed single tube white neon illumination and the signage will be comprised of aluminum painted black and burgundy with the letters of acrylic. The Noble Wave signage will have clear chasers

around the perimeter of the sign and the letters will be painted lettering behind neon. Five (5) tenant wall signs (eight to twenty square feet in size) and eight (8) secondary non-illuminated wall signs attached below the transoms and above the storefront. These wall signs will be comprised of dark painted aluminum (green/burgundy) with letters cut out and backed with white vinyl and attached with brackets into the mortar and not the masonry (**Attachment B**).

## **SUMMARY OF RECORD**

The following items are submitted to the record and are available upon request: All materials submitted by the applicant, including any applicable professional studies such as traffic impact analysis, geologic assessments, and stormwater reports; any materials and comments from public agencies, City departments, neighborhood associations, and the public; and all documents referenced in this report.

## **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 in its entirety 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 Reed Opera House was constructed in 1869 by architect G.W. Rhodes as envisioned by Cyrus Adams Reed. Reed was a member of the Oregon State legislature. Originally, the building was constructed with a 1500 seat Opera

House on the second and third floors, there was a hotel on the western portion of the building. The building was also designed with space for the Oregon Supreme Court and the State Library and retail stores on the first floors. Reed was closely tied to the Oregon Woman's Suffrage Association, and Susan B. Anthony used the Reed stage in 1871 to campaign for votes for women.

This resource is historic contributing to Salem's Downtown Commercial Historic District. While the first floor storefront has been altered, overall it retains a high degree of integrity. The most significant alterations to the resource were in 1920. At this time, the first floor of the Reed Opera House was converted for use by Miller's Department Store which remained in this building through the 1960s. The masonry first story, which originally reflected the design of the upper stories was replaced with a wood and glass storefront. The original triangular pediment on the roof of the eastern façade was also removed during this period. The 2<sup>nd</sup> and 3<sup>rd</sup> floors retain the integrity of their original design and openings. In 1994, the existing awnings were added to the exterior of the building as part of renovations for new tenants. In 2004, a triangular pediment was added back to the roof, restoring the appearance of this portion of the facade (**Attachment B**).

### **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 January 29, 2021. No 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 has no concerns and the Public Works Department has stated that the applicant must obtain the required revocable permits for the projecting signs.

### **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:** All of 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 attached to the Reed Opera House Building, 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:** All of the proposed signage will be located between the transom and sill of the first story of the Reed Opera House building. Staff finds that this standard has been met.

*(aa)Perpendicular to the corner;*

**Finding:** None of the proposed signage is proposed to be perpendicular to the corner therefore staff finds that this standard is not applicable to the evaluation of this proposal.

*(bb)Flush to the facade; or*

**Finding:** Thirteen (13) of the proposed wall signs proposed will be flush to the building. Staff finds that this standard has been met.

*(cc)Perpendicular to the building;*

**Finding:** The three proposed illuminated signs will project perpendicular to the building. Staff finds that this standard has been met.

*(iii)Suspended from the awning or marquee.*

**Finding:** None of the proposed signage will be suspended from the awning or marquee therefore staff finds that 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:** All of the proposed signage will be installed into the non-historic storefront which is comprised of stucco covered concrete, therefore no signage will be installed into the historic masonry. Staff finds that this standard has been met.

*(ii) Where significant features are not obscured.*

**Finding:** The proposed signs will all be attached into the non-historic storefront and are all located where no significant features of the Reed Opera House will be obscured. 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 signage incorporates external illumination. Additionally, one of the proposed signs (Noble Wave) is comprised of clear chaser bulbs at the sign perimeter. Staff finds that this standard has been met.

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

**Finding:** The applicant's proposed illuminated signage (3 projecting signs) have illumination that is approximately 300 watts. This level of illumination does not exceed 366 watts or 250 nits between sunset and sunrise. Staff finds that this standard has been met.

*(iii) Not have exposed conduit.*

**Finding:** The applicant's proposed illuminated signage (3 projecting signs) all have conduit which will be wired through the square tube brackets directly into the building per Exhibit F in **Attachment B**. No conduit will be visible therefore staff finds that this standard has been met.

## DECISION

Based upon the application materials deemed complete on January 29, 2021 and the findings as presented in this report, the application for HIS20-31 is **APPROVED**.

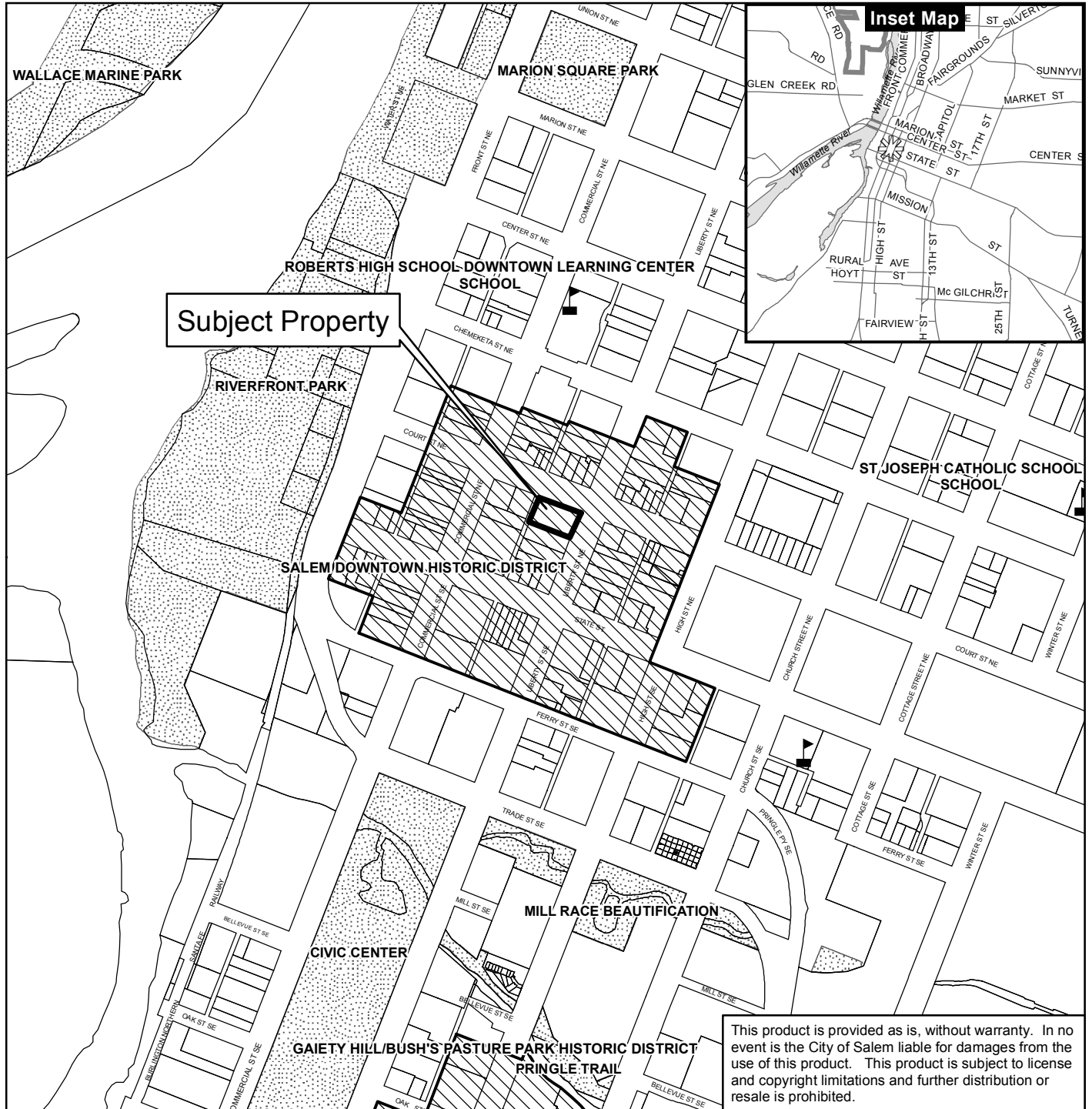


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Kimberli Fitzgerald, AICP  
Historic Preservation Officer  
Planning Administrator Designee







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

# Vicinity Map 189 Liberty Street NE



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**Legend**

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

0 100 200 400 Feet



CITY OF *Salem*  
AT YOUR SERVICE  
Community Development Dept.



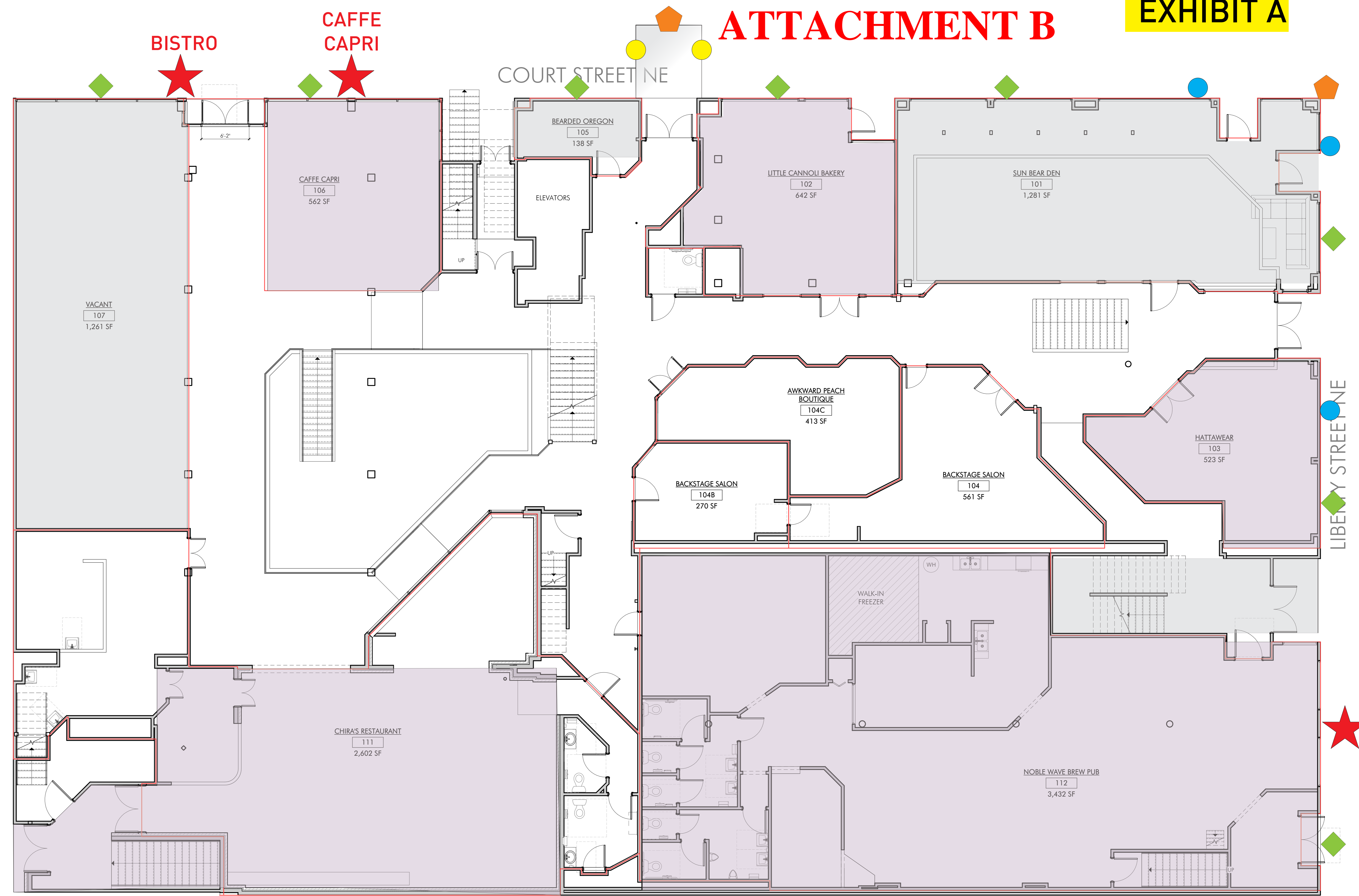
LEGEND

PROPOSED

- ★ PROJECTING SIGNS (Less than 50 sq. ft.)
- WALL MOUNTED SIGNS FOR TENANTS (8 to 20 square feet per sign)
- ◆ WALL MOUNTED SECONDARY SIGNAGE (8 square feet max per sign)

EXISTING

- ◆ EXISTING SIGNS FOR COMPLEX
- EXISTING TENANT SIGNS



1 Level 01 - Existing Plan  
0 2 4 6 8 10 16  
3/16" = 1'-0"













**Salem Sign Co., Inc.**

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

503-371-6362

CCB# 65297

**SPECIFICATIONS**

**FACES:**

090 Aluminum;  
Painted Green  
and Burgundy;  
Letters routed  
out of Burgundy  
Panel.

**\*\*Verify Colors**

**VINYL:**

3M White

SCALE: 1" = 1'-0"



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# Non-Illuminated Single Face Wall Displays

**EXHIBIT E**



\*Verify measurements

LAYER 1 - DK. GREEN 090 ALUMINUM

LAYER 2 - BURGUNDY 090 ALUMINUM  
WITH LETTERS ROUTED OUT  
& BACKED WITH WHITE VINYL

PROPOSED @ LIBERTY ST.



PROPOSED @ COURT ST.



**SK# 23864-20**

JOB TITLE: Reed Opera House

LOCATION: Salem, OR

DATE: 11/20/20

DRAWN BY: E.D.

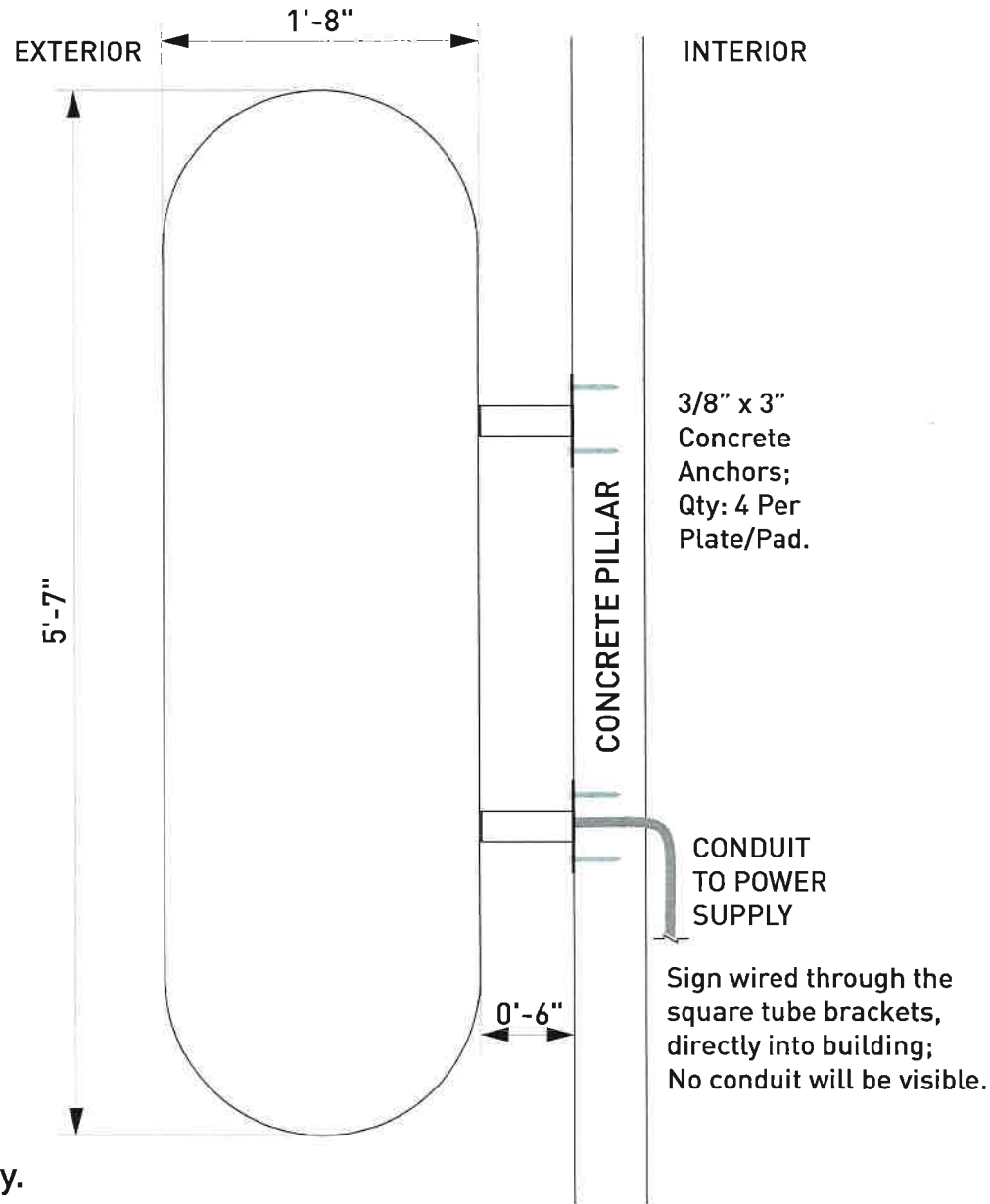
SALES: Corey Spady

APPROVED BY:



# Double Face Illuminated Projecting Display Typical

**EXHIBIT F**



\*All Projecting signs shall be 10' from grade to bottom of sign

\*Elevations with Brick shall have penetrations into mortar only.

## SPECIFICATIONS

**FACES:**  
090 Aluminum;  
Painted Black

**ILLUMINATION:**  
Exposed Single  
Tube White Neon  
(Verify)

**VINYL:**  
3M White



**Salem Sign Co., Inc.**

1825 FRONT ST. N.E.  
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CCB# 65297



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

JOB TITLE: The Reed Opera House

LOCATION: Salem, OR

DATE: 12-16-18 DRAWN BY: E.D. SALES: Corey Spady

APPROVED BY:





**Salem Sign Co., Inc.**

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

**503-371-6362**

CCB# 65297

**SPECIFICATIONS**

**FACES:**

090 Aluminum;  
Painted Black &  
Burgundy;  
Top squares  
routed out  
of face for  
push-thru Acrylic

**ILLUMINATION:**

Exposed Single  
Tube White Neon  
(Verify)

**VINYL:**

3M White  
3M Green  
3M Burgundy

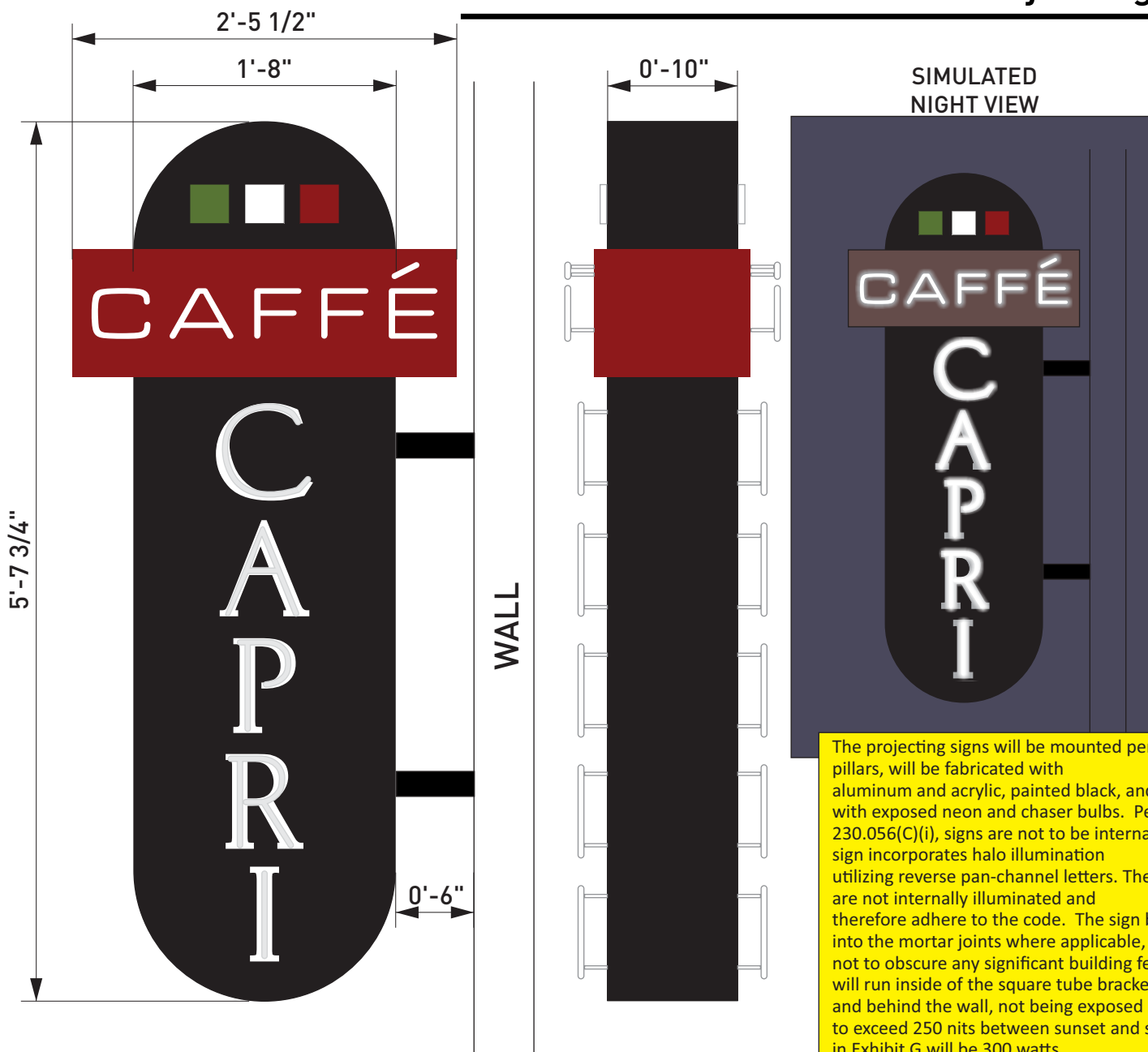
SCALE: 1" = 1'-0"



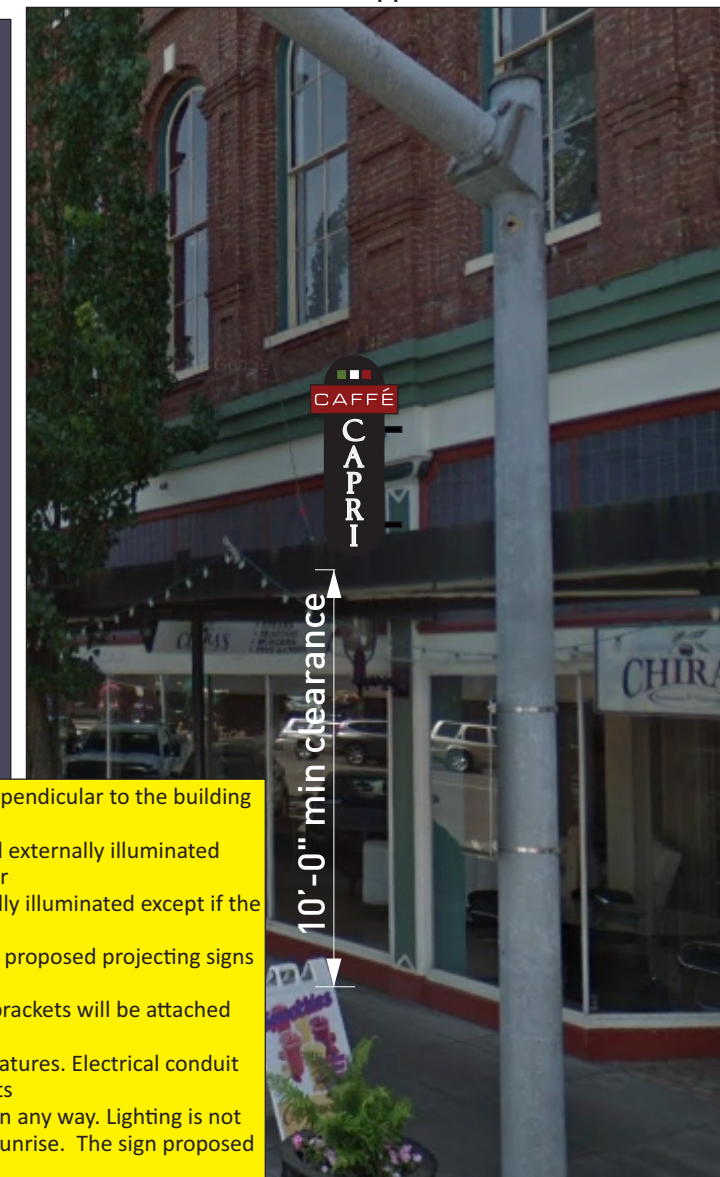
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# Illuminated Double Face Projecting Display

**EXHIBIT G**



PROPOSED - Shown at an approximate scale & location



The projecting signs will be mounted perpendicular to the building pillars, will be fabricated with aluminum and acrylic, painted black, and externally illuminated with exposed neon and chaser bulbs. Per 230.056(C)(i), signs are not to be internally illuminated except if the sign incorporates halo illumination utilizing reverse pan-channel letters. The proposed projecting signs are not internally illuminated and therefore adhere to the code. The sign brackets will be attached into the mortar joints where applicable, not to obscure any significant building features. Electrical conduit will run inside of the square tube brackets and behind the wall, not being exposed in any way. Lighting is not to exceed 250 nits between sunset and sunrise. The sign proposed in Exhibit G will be 300 watts.

10'-0" min clearance

**SK# 23861-20**

**JOB TITLE:** Reed Opera House

**LOCATION:** Salem, OR

**DATE:** 11/3/20

**DRAWN BY:** E.D. **SALES:** Corey Spady

**APPROVED BY:**



**Salem Sign Co., Inc.**

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

**503-371-6362**

CCB# 65297

**SPECIFICATIONS**

**FACES:**

090 Aluminum;  
Painted White  
and Black

**LETTERS:**

1/4" Thick  
Aluminum;  
Painted White  
(Brewery,  
Louisiana Kitchen)

**ILLUMINATION:**

Exposed Single  
Tube Neon in  
Turquoise  
(Noble Wave)

Clear chaser  
bulbs @ sign  
perimeter

\*Note: Neon and  
Chaser Bulbs to  
be on a separate  
circuit.

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

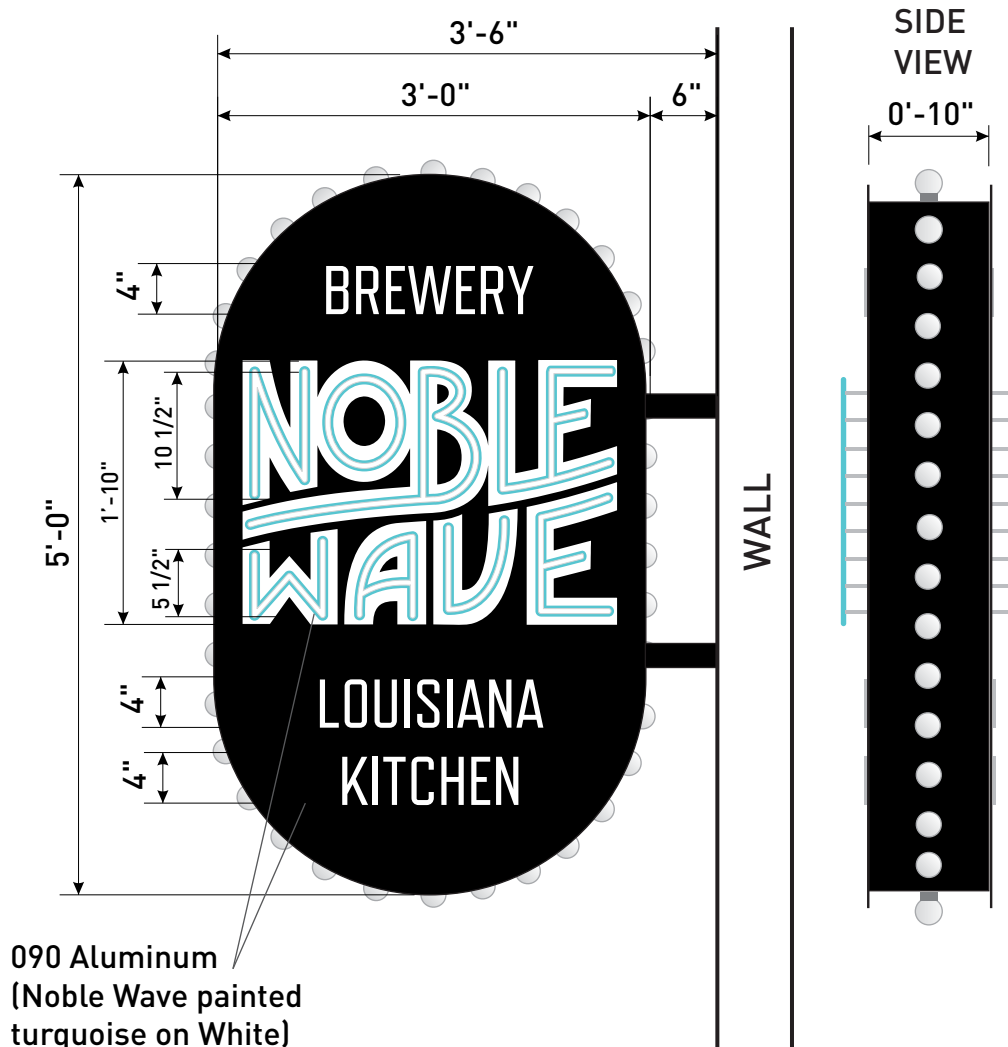


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# Illuminated Double Face Projecting Display

**EXHIBIT H**

**PROPOSED**



**SIMULATED NIGHT VIEW**



The projecting signs will be mounted perpendicular to the building pillars, will be fabricated with aluminum and acrylic, painted black, and externally illuminated with exposed neon and chaser bulbs. Per 230.056(C)(i), signs are not to be internally illuminated except if the sign incorporates halo illumination utilizing reverse pan-channel letters. The proposed projecting signs are not internally illuminated and therefore adhere to the code. The sign brackets will be attached into the mortar joints where applicable, not to obscure any significant building features. Electrical conduit will run inside of the square tube brackets and behind the wall, not being exposed in any way. Lighting is not to exceed 250 nits between sunset and sunrise. The sign proposed in Exhibit H will be 350 watts.

090 Aluminum  
(Noble Wave painted  
turquoise on White)

\*Example with painted lettering behind neon



**SK# 23707-20A**

**JOB TITLE:** Noble Wave

**LOCATION:** Salem, OR

**DATE:** 11/17/20

**DRAWN BY:** E.D.

**SALES:** Corey Spady

**APPROVED BY:**





**Salem Sign Co., Inc.**

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

**503-371-6362**

CCB# 65297

**SPECIFICATIONS**

**FACES:**

090 Aluminum;  
Painted Black

**ILLUMINATION:**

Exposed Single  
Tube White Neon  
(Verify)

**VINYL:**

3M White

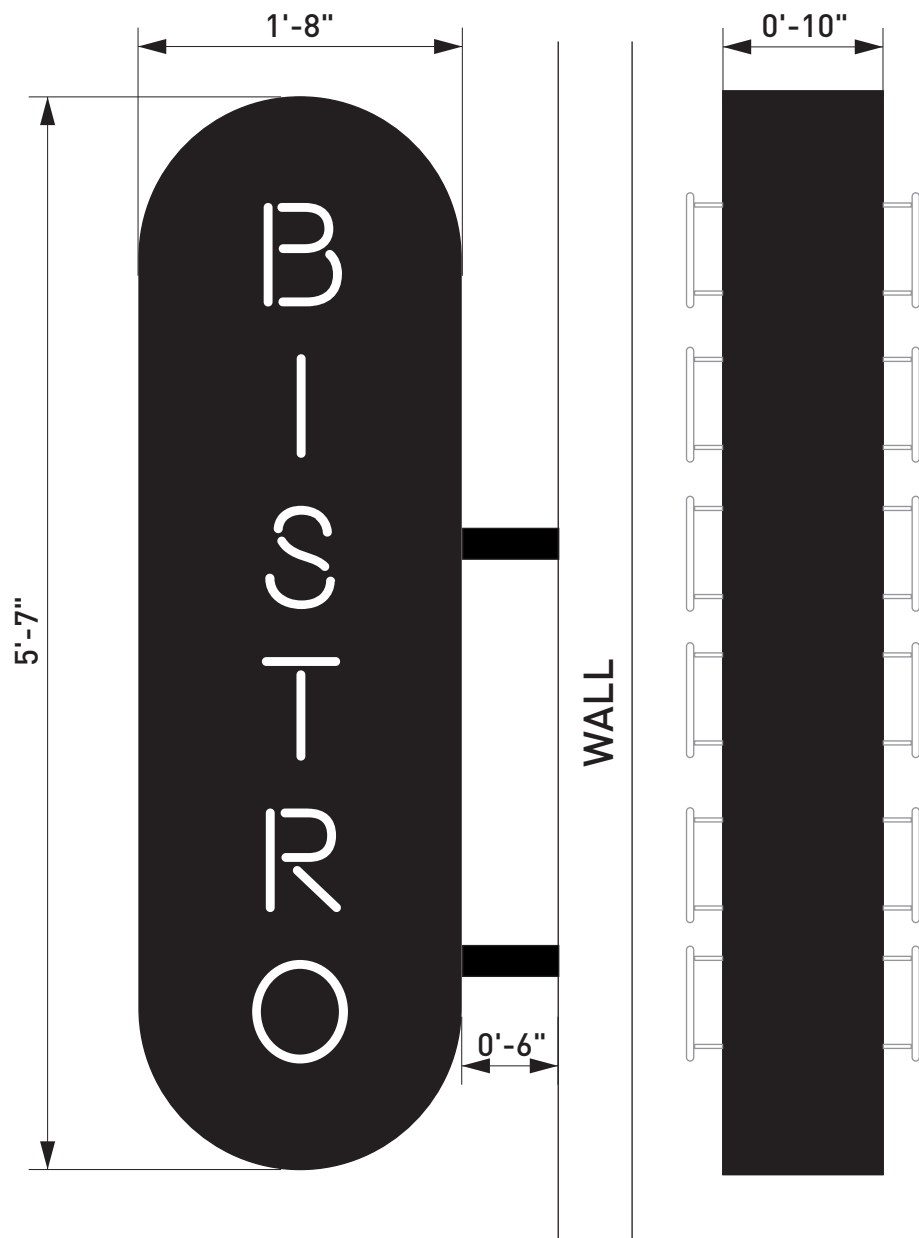
SCALE: 1" = 1'-0"



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# Illuminated Double Face Projecting Display

**EXHIBIT I**



PROPOSED - Shown at an approximate scale & location



The projecting signs will be mounted perpendicular to the building pillars, will be fabricated with aluminum and acrylic, painted black, and externally illuminated with exposed neon and chaser bulbs. Per 230.056(C)(i), signs are not to be internally illuminated except if the sign incorporates halo illumination utilizing reverse pan-channel letters. The proposed projecting signs are not internally illuminated and therefore adhere to the code. The sign brackets will be attached into the mortar joints where applicable, not to obscure any significant building features. Electrical conduit will run inside of the square tube brackets and behind the wall, not being exposed in any way. Lighting is not to exceed 250 nits between sunset and sunrise. The sign proposed in Exhibit I will be 280 watts.

**SK# 23965-20**

**JOB TITLE:** Reed Opera House

**LOCATION:** Salem, OR

**DATE:** 11/3/20

**DRAWN BY:** E.D. **SALES:** Corey Spady

**APPROVED BY:**