

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 PLANNING ADMINISTRATOR

HISTORIC DESIGN REVIEW CASE NO.: HIS20-11

APPLICATION NO.: 20-105789-DR

NOTICE OF DECISION DATE: APRIL 9, 2020

SUMMARY: A proposal to change the sign face of a pre-existing sign on the exterior of the Denison Building

REQUEST: Minor historic design review of a proposal to replace the sign face of a pre-existing sign on the west facade of the Denison Building and the west side of the Liberty Street NE, a contributing building within the Salem Downtown Historic District, on property located at 220 Liberty Street NE, 97301; Marion County Assessor Map and Tax Lot number: 073W22DC06700.

APPLICANT: Matt Boyington, Salem Sign Co., on behalf of Rebecca Merar, Alchemy Tattoo

LOCATION: 220 Liberty St NE

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

FINDINGS: The findings are in the attached Decision dated April 9, 2020.

DECISION: The **Historic Preservation Officer**, a Planning Administrator Designee, **APPROVED** Historic Design Review HIS20-11 based upon the application materials deemed complete on April 8, 2020 and the findings as presented in this report.

The rights granted by the attached decision must be exercised, or an extension granted, by April 25, 2022 or this approval shall be null and void.

Application Deemed Complete:	<u>April 8, 2020</u>
Notice of Decision Mailing Date:	<u>April 9, 2020</u>
Decision Effective Date:	<u>April 25, 2020</u>
State Mandate Date:	<u>August 6, 2020</u>

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

This decision is final unless written appeal from an aggrieved party is filed with the City of Salem Planning Division by 5:00 p.m., Friday April 24, 2020. **PLEASE NOTE: Due to the COVID-19 pandemic, City of Salem Offices are closed to the public until further notice.** The notice of appeal can be submitted electronically at planning@cityofsalem.net or mailed to City of Salem Planning, Room 320, 555 Liberty Street SE, Salem OR 97301. The appeal must be received by the above date and time. 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 must be filed in duplicate with the City of Salem Planning Division. 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 Hearings Officer will review the appeal at a public hearing. After the hearing, the Hearings Officer 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 at the Planning Division office, Room 320, 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. HIS20-11
DECISION**

**IN THE MATTER OF APPROVAL OF) MINOR HISTORIC DESIGN REVIEW
HISTORIC DESIGN REVIEW)
CASE NO. HIS20-11)
220 LIBERTY STREET NE) APRIL 9, 2020**

In the matter of the application for a Minor Historic Design Review submitted by Matt Boyington of Salem Sign Co., Inc, on behalf of Alchemy Tattoo, 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 change the sign face of a pre-existing sign on the exterior of the Denison Building.

Request: Minor historic design review of a proposal to replace the sign face of a pre-existing sign on the west façade of the Denison Building and the west side of the Liberty Street NE, a contributing building within the Salem Downtown Historic District, on property located at 220 Liberty Street NE, 97301; Marion County Assessor Map and Tax Lot number: 073W22DC06700.

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 April 8, 2020 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.

2. Analysis of Minor Historic Design Review Approval Criteria

Project Summary and Background: The applicant is proposing to replace the sign face of a pre-existing internally lit sign on the west façade of the Denison Building. This signage on the west side of building was temporarily removed as part of the storefront replacement which was approved under a separate historic design review application which was approved by the Salem HLC in 2019 under HIS19-18. The Denison Building was originally constructed in 1920 in the Spanish Revival style with tile roofing and a stucco finish. A number of alterations were made to the primary façade in the 1960s and therefore at the time of the district's establishment in 2001, this resource was identified as non-contributing. It was substantially restored in 2006 and the status changed to historic contributing. The sign frame is comprised of metal and is 6' high and 21 ¾" wide and it will be reinstalled in the same location as it was prior to the rehabilitation of the storefront. The sign face is proposed to be replaced with a new acrylic sign face with light letters on a dark background. The sign will be reattached to the stucco façade with metal mounting plates and the conduit reinstalled in the same location as it was previously, and will not be visible. Staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project.

FINDINGS

Criteria: 230.056. Signs in Commercial Historic Districts. In addition to other regulations within this Chapter, signs in commercial historic districts shall be designed and approved in accordance with the following standards:

(C) New signs shall:

(1) Be located between transom and sill of first story, within a historic signboard, or suspended from awning or marquee.

Finding: The applicant is proposing to replace the sign face within a pre-existing sign frame (historic signboard) where it has historically been located for the Denison building thereby meeting SRC 230.056 (c)(1).

(2) Be located perpendicular to corner, flush to the facade or perpendicular to building.

Finding: The proposed signage will be installed perpendicular to the west façade of the Denison Building. Staff finds that SRC 230.056(c)(2) has been met for this portion of the proposal.

(3) Not be located in transom areas.

Finding: No signage has been proposed for installation within the transom areas of the building, therefore staff finds that SRC 230.056(c)(3) has been met.

(4) Not obscure windows or significant architectural features.

Finding: The proposed signage does not obscure windows or significant architectural features thereby meeting SRC 230.056(c)(4).

(5) *Be painted on side of building only if the building was previously painted and the sign has historic precedence. Do not paint on brick surfaces, if not previously painted.*

Finding: The proposal does not include any signage that will be painted on the building; thereby meeting SRC 230.056(c)(5).

(6) *Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.*

Finding: The proposed signage is oriented to the main entrance of the Denison Building, thereby meeting SRC 230.056(c)(6) for the proposal.

(7) *Be constructed of materials such as wood or metal, except for untreated mill-finished metals.*

Finding: The proposed signage is constructed of metal, thereby meeting SRC 230.056(c)(7).

(8) *Not use neon unless incorporated into a larger sign and there is historic precedence.*

Finding: The proposal does not include neon, therefore this standard is not applicable to the evaluation of this proposal.

(9) *Not use free-standing neon or plastic, back-lighted boxes.*

Finding: The proposal does not include free-standing neon or plastic back-lighted boxes, therefore this standard is not applicable to the evaluation of this proposal.

(10) *Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.*

Finding: The proposed signage will be installed flush to the stucco façade of the Denison Building, with sign loads properly calculated therefore this criterion has been met.

(11) *Have conduit located in the least obtrusive places.*

Finding: The proposed signage includes conduit that will not be visible, thereby meeting SRC 230.056(c)(11).

(12) *Not have exposed conduit.*

Finding: The proposed signage will not have exposed conduit, thereby meeting this criterion.

(13) *Use a dark background with light lettering.*

Finding: The proposed signage has light lettering on a dark background, thereby meeting SRC 230.056(c)(13).

(14) *Not incorporate faux painting, e.g., stone, brick, metal.*

Finding: The proposed signage will not incorporate faux painting, thereby meeting SRC 230.056(c)(14).

(15) *Design new signs that respect the size, scale and design of the historic resource.*

Finding: The scale and size of the signage replaces the signage that has been on these two buildings historically and is compatible with the Denison Building. No significant features will be adversely affected or obscured by their installation, thereby meeting SRC 230.056(c)(15).

(16) *Locate new signs where they do not obscure significant features.*

Finding: The proposed signage will not obscure any significant features of the Denison Building, thereby meeting SRC 230.056(c)(16).

(17) *Design new signs that respect neighboring resources.*

Finding: The proposed signage is similar in size, scale, and design to the signage that is throughout the Downtown Historic District. The signage will not adversely affect any neighboring resources, thereby meeting SRC 230.056(c)(17).

(18) *Use materials that are compatible with and characteristic of the buildings or structure's period and style.*

Finding: The proposed signage is metal, a material compatible with the Denison Building, thereby meeting SRC 230.056(c)(18).

(19) *Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.*

Finding: The proposed sign will be attached flush to the facade of the Denison Building in the same location as it has been historically, using bolts and no historic materials will be damaged or obscured by the installation, thereby meeting SRC 230.056(c)(19).

(20) *Any sign identifying the use of the building or structure otherwise permitted by this Chapter shall be limited to the minimum necessary for such identification.*

Finding: The proposed identification signage has historically been the minimum necessary to ensure identification of the tenant within the Denison Building, thereby meeting SRC 230.056(c)(20).

DECISION

Based upon the application materials deemed complete on April 8, 2020 and the findings as presented in this report, the application for HIS20-11 is **APPROVED**.

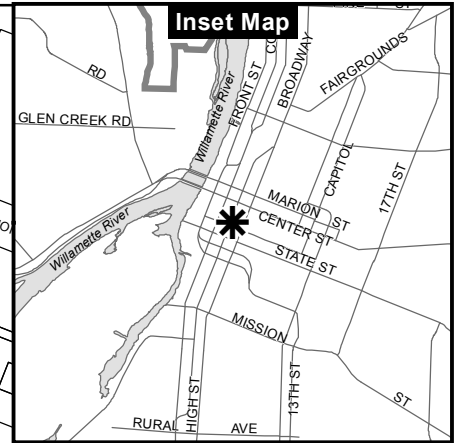
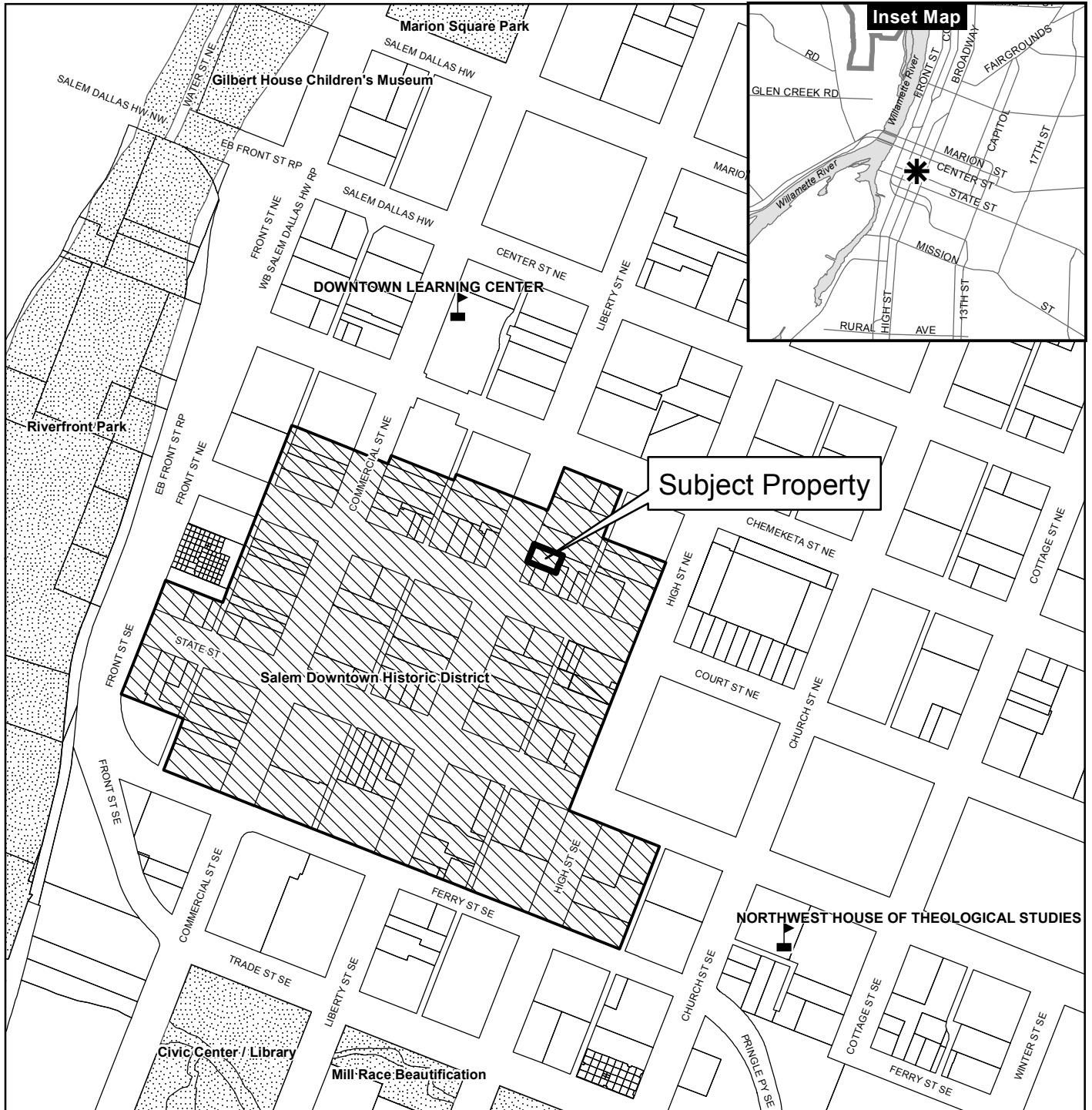


Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee






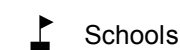

Attachments: A. Vicinity Map
B. Oregon Historic Site Form
C. Applicant's Submittal Materials

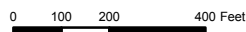
G:\CD\PLANNING\HISTORIC\DECISIONS\2020\HIS20-11 220 Liberty.Signage.doc

Vicinity Map HIS20-11 220 Liberty Street NE (073W22DC06700)



Legend

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



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Oregon Historic Site Form

Denison Building
220 NE Liberty St NE
Salem, Marion County

LOCATION AND PROPERTY NAME

address: <u>220 Liberty St NE</u> 220-230 <input type="checkbox"/> apprx. addr	historic name: <u>Denison Building</u>
<u>Salem</u> <input type="checkbox"/> vcnt <u>Marion County</u>	current/ other names: <u>Vernon Jewelers</u>
Optional Information assoc addresses: (former addresses, intersections, etc.)	block nbr: _____ lot nbr: _____ tax lot nbr: _____
location descr: (remote sites)	township: <u>7 S</u> range: <u>3 W</u> section: <u>22</u> 1/4: _____
	zip: _____

PROPERTY CHARACTERISTICS

resource type: <u>Building</u> height (# stories): <u>1</u>	total # eligible resources: _____ total # ineligible resources: _____
elig. evaluation: <u>eligible/contributing</u>	NR status: <u>Listed in Historic District</u> (indiv listed only; see Grouping for hist dist)
primary constr date: <u>1920</u> (c. <input type="checkbox"/> secondary date: <u>1965</u> (c.) <input checked="" type="checkbox"/> (optional--use for major addns)	NR date listed: _____
primary orig use: <u>COMMERCIAL: General</u>	orig use comments: _____
secondary orig use: _____	prim style comments: _____
primary style: <u>Spanish Revival</u>	sec style comments: _____
secondary style: <u>Commercial (Type)</u>	siding comments: _____
primary siding: <u>Stucco</u>	architect: _____
secondary siding: _____	builder: _____
plan type: _____	
comments/notes: 6/2006: Non-contributing façade removed to change status to contributing. JES Research completed in 2018 found that the spelling of "Dennison" was incorrect. The name was changed to the correctly spelled "Denison Building."	

GROUPINGS / ASSOCIATIONS

survey project name or other grouping name	<u>Salem Downtown State Street-Commercial Street Historic District, 2001</u>	<u>Listed Historic District</u>
	<u>Salem Downtown State Street-Commercial Street Historic District 2018 Update, 2</u>	<u>Listed Historic District</u>
farmstead/cluster name:		external site #: <u>62</u> (ID# used in city/agency database)

SHPO INFO FOR THIS PROPERTY

NR date listed:	<u>NHD</u>
ILS survey date:	_____
RLS survey date:	<u>8/1/2018</u>
Gen File date:	_____
106 Project(s)	



Denison Building Looking East



Salem Sign Co., Inc.

March 9, 2020

City of Salem
Community Development
(Historic Preservation)

RE: 220 Liberty St NE

To whom it may concern,

We are proposing to re-install the existing projecting sign located at 220 Liberty St NE. This sign will be the same exact sign that was recently removed for construction. The sign will be mounted in the same exact place on the front of the building near their entrance on Liberty Street.

The sign has been designed to conform to the SRC 230.056 standards for signs in the historic district. The sign has a dark background with white lettering, and meets the City of Salem's chapter 900 sign code as well.

Appreciatively,

Matt Boyington
Salem Sign Co., Inc.

www.salemsign.com

1825 Front St. NE Salem, OR 97301 — 503.371.6362

Historic Alteration Review Worksheet

Site Address: 220 Liberty St NE

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: Metal/Acrylic Project's New Material: Vinyl on Face

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:

Re-install existing double faced projecting sign cabinet in exact same location.

Applicable criteria is limited to SRC 230.045(j)(1)&(2)(A)(B).

(1) Materials - The proposed cabinet and associated conduit are metal and consistent with other electrical equipment in the area.

(2) Design - The cabinet will be installed on the front of the building and is shaped to match existing architecture with dark background and light text.



Signature of Applicant

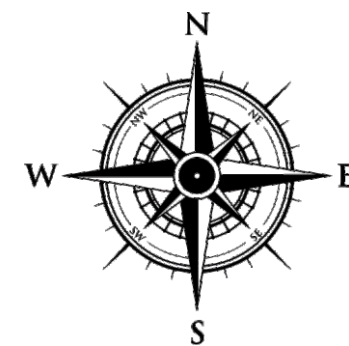
3/9/2020

Date Submitted/Signed

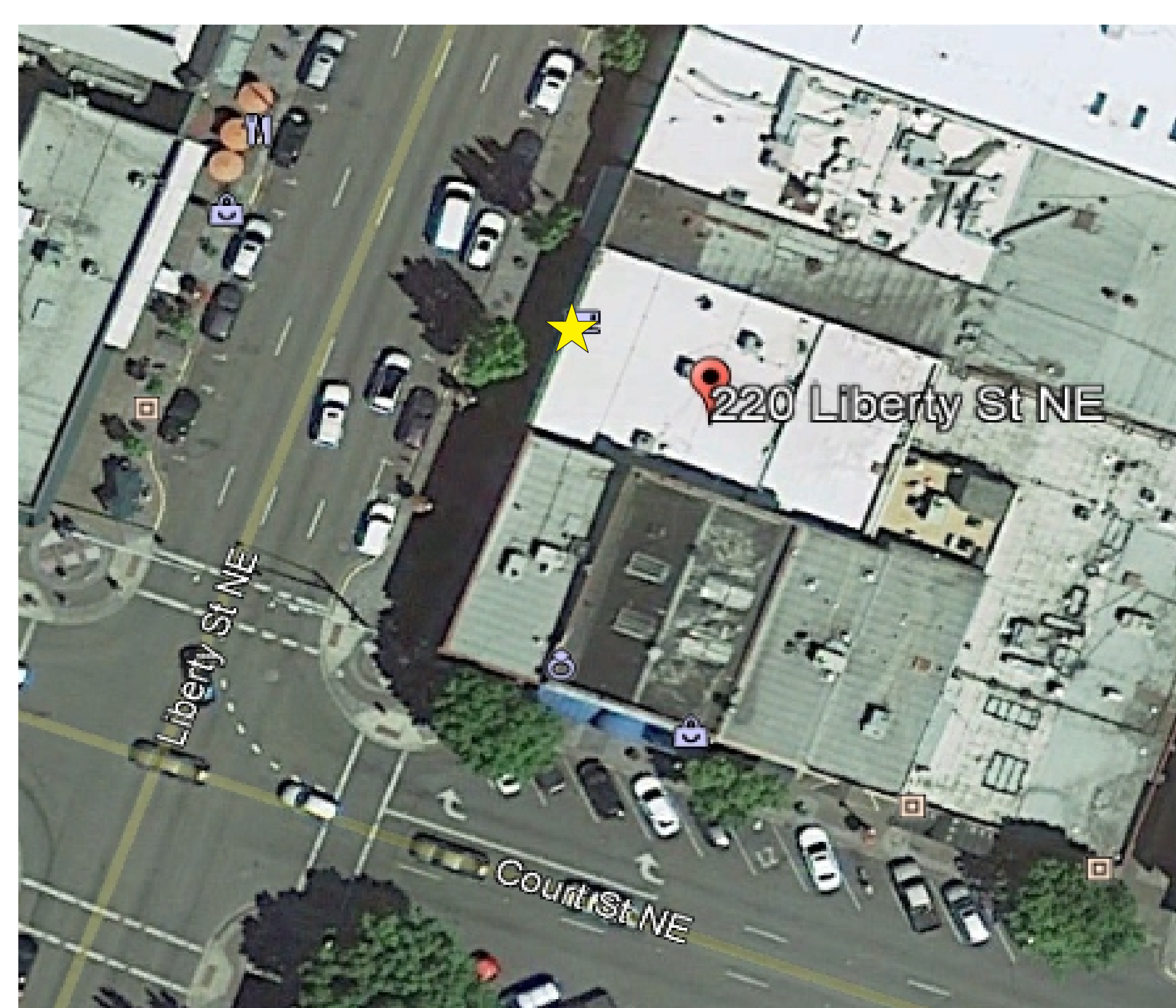
SITE PLAN & BUILDING MEASUREMENTS

★ = SIGN

STOREFRONT HEIGHT= 22'
STOREFRONT WIDTH= 48'

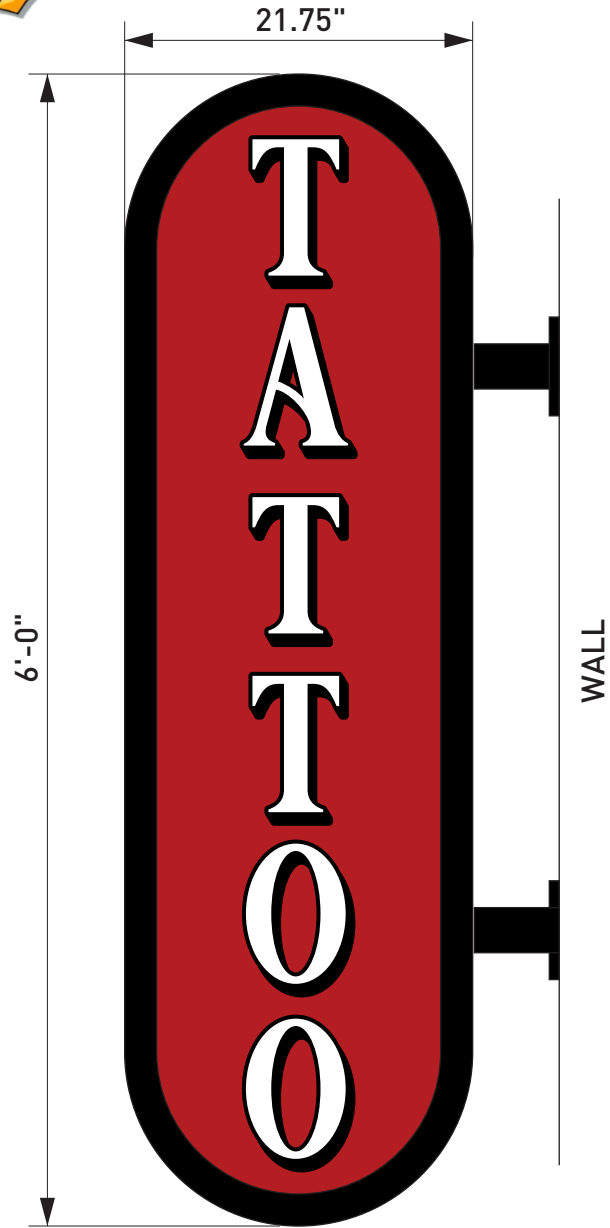


Alchemy Tattoo
220 Liberty St NE
Salem, OR 97301

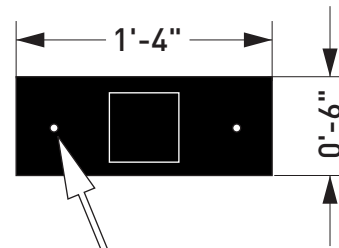




Internally Illuminated Double Face Display



MOUNTING PLATES



Attached Using
1/2" Lag Bolts

PROPOSED



SPECIFICATIONS

CABINET & BRACKETS:
*Existing

FACES:
*(New)
3/16" White Acrylic

VINYL:
*3M Black
*3M Cardinal
Red 230-53

OPTIONAL:
*Re-Paint Cabinet
& Brackets Black

SCALE: 1/2" = 1'-0"



Salem Sign Co., Inc.

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

503-371-6362

FAX 503-371-0901

e-mail signs@salem-sign.com

CCB# 65297



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

JOB TITLE: Alchemy Tattoo

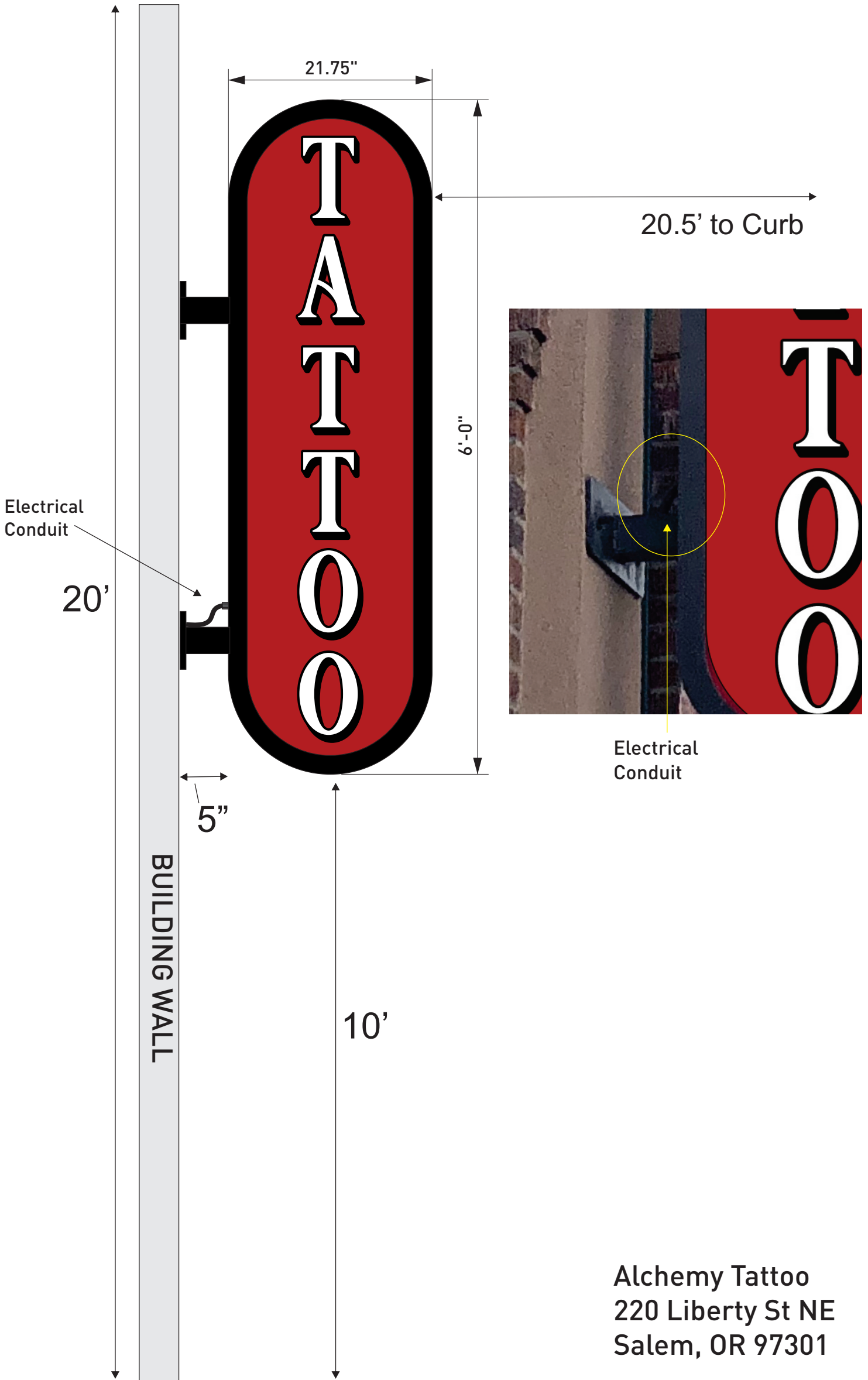
LOCATION: Salem, OR

DATE: 12-13-19 DRAWN BY: E.D. SALES: Corey Spady

APPROVED BY:

SK# 22297-20

SIGN & CONDUIT PLACEMENT



Alchemy Tattoo
220 Liberty St NE
Salem, OR 97301