

# 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 LANDMARKS COMMISSION

**HISTORIC DESIGN REVIEW CASE NO.: HIS20-10**

**APPLICATION NO.: 20-104448-DR**

**NOTICE OF DECISION DATE: JUNE 19, 2020**

**SUMMARY:** A proposal to install two new signs on the exterior of the Anderson Building (1900).

**REQUEST:** Major Historic Design Review of a proposal to install a new wall sign and a projecting sign, both with perimeter lighting, on the exterior of the Anderson Building (1900), a historic contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 201-211 Commercial Street NE (aka 255/265 Court Street NE); 97301; Marion County Assessor's Map and Tax Lot number: 073W22DC-09000.

**APPLICANT:** Emma Degener, Salem Signs, on behalf of Issac's

**LOCATION:** 201 Commercial Street NE

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

**FINDINGS:** The findings are in the attached Decision dated June 19, 2020.

**DECISION:** The **Historic Landmarks Commission APPROVED** Historic Design Review HIS20-10 based upon the application materials deemed complete on April 30, 2020 and the findings as presented in this report.

*This Decision becomes effective on July 7, 2020. 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).*

### VOTE:

Yes 9      No 0      Absent 0

Jamie French, Chair  
Historic Landmarks Commission

The rights granted by the attached decision must be exercised, or an extension granted, by July 7, 2022, or this approval shall be null and void.

Application Deemed Complete: April 30, 2020  
Public Hearing Date: May 21, 2020  
Notice of Decision Mailing Date: June 19, 2020  
Decision Effective Date: July 7, 2020  
State Mandate Date: August 28, 2020

Case Manager: Kimberli Fitzgerald, [kfitzgerald@cityofsalem.net](mailto: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., Monday, July 6, 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](mailto: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. Any person who presented evidence or testimony at the hearing may appeal the decision. 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 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. For access to case related documents during the closure of City Hall to the public because of the Covid-19 pandemic, please contact the Case Manager.

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

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

## **DECISION OF THE SALEM HISTORIC LANDMARKS COMMISSION**

**CASE NO.** Historic Review Case No. HIS20-10

**FINDINGS:** Based upon the application materials, the facts and findings in the Staff Report incorporated herein by reference, and testimony provided at the Public Hearing of May 21, 2020, and deliberations on June 18, 2020 the Historic Landmarks Commission (HLC) finds that the applicant adequately demonstrated that their proposal complies with the applicable provisions of the Salem Revised Code (SRC) 230.056 as follows:

### **FINDINGS**

**Applicable Criteria: Chapter 230 Signs in Commercial Historic Districts 230.056**

### **FINDINGS**

**(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 install the wall sign between the transom and sill of the first story. The HLC finds that the projecting sign will be generally located where it has historically been located for the Anderson Building. The HLC finds that SRC 230.056 (c)(1) has been met for the proposal.

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

**Finding:** The HLC finds that SRC 230.056(c)(2) has been met for the proposal as the proposed wall signage will be installed flush to the façade of the resource and the projecting sign will be installed perpendicular to corner of the Anderson Building.

**(3)** *Not be located in transom areas.*

**Finding:** The HLC finds that no signage has been proposed for installation within the transom areas of the building, therefore 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 therefore the HLC finds that SRC 230.056(c)(4) has been met for the proposal.

**(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; therefore the HLC finds that SRC 230.056(c)(5) does not apply to the evaluation of this proposal.

**(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 first floor tenant of the Anderson Building, therefore the HLC finds that SRC 230.056(c)(6) has been met 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 wood and metal, therefore the HLC finds that SRC 230.056(c)(7) has been met for the proposal.

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

**Finding:** The proposal does not include neon, therefore the HLC finds that this standard is not applicable to the evaluation of this proposal. However, the proposal does include LED perimeter lighting for both proposed signs which the HLC finds is compatible with the resource.

**(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 the HLC finds 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 projecting sign will be attached into the mortar joints not the masonry. The proposed wall signage will be installed flush to the stucco portion of the façade of the Anderson Building, with sign loads properly calculated therefore the HLC finds that 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, therefore the HLC finds that SRC 230.056(c)(11) has been met for this proposal.

**(12)** *Not have exposed conduit.*

**Finding:** The proposed signage will not have exposed conduit, therefore the HLC finds that SRC 230.056(c)(12) has been met.

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

**Finding:** The proposed signage has light lettering on a dark background, therefore the HLC finds that SRC 230.056(c)(13) has been met.

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

**Finding:** The proposed signage will not incorporate faux painting, therefore the HLC finds that SRC 230.056(c)(14) has been met.

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

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

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

**Finding:** The proposed signage will not obscure any significant features of the Anderson Building, therefore the HLC finds that SRC 230.056(c)(16) has been met.

**(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 includes LED perimeter lighting which illuminates both the wall sign and the projecting sign, however the HLC finds that this lighting is minimal and will not adversely affect any neighboring resources. The HLC finds that SRC 230.056(c)(17) has been met.

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

**Finding:** The HLC finds that the proposed signage is of wood and metal, materials compatible with the Denison Building, and that SRC 230.056(c)(18) has been met.

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

**Finding:** The proposed signs will be attached flush to the facade of the Anderson Building and projecting from the southeastern corner in the same location as it has been historically, using bolts and no historic materials will be damaged or obscured by the installation, therefore the HLC finds that SRC 230.056(c)(19) has been met.

**(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 Anderson Building, therefore the HLC finds that SRC 230.056(c)(20) has been met.

The Historic Landmarks Commission **APPROVES** the proposal.

**VOTE: Yes 9 No 0 Absent 0 Abstain 0**

Attachments: A. Hearing Notice and Vicinity Map  
B. Excerpt from National Register Historic Resource Document  
C. Applicant's Submittal Materials

Prepared by Kimberli Fitzgerald, Historic Preservation Officer



# HEARING NOTICE

## LAND USE REQUEST AFFECTING THIS AREA

*There is a development proposal for the property listed in this notice and shown on the attached map. The City is seeking input from neighbors on the proposal. If you have questions or comments about the proposal, contact the case manager.*

*Esta carta es un aviso sobre una propuesta de desarrollo para la propiedad enumerada y que se muestra en el mapa adjunto. La ciudad está buscando la opinión de los vecinos sobre la propuesta. Si tiene preguntas o comentarios sobre la propuesta, póngase en contacto con nosotros al 503-588-6213*

<b>CASE NUMBER:</b>	Historic Design Review Case No. HIS20-10
<b>PROPERTY LOCATION:</b>	201 Commercial St NE, Salem OR 97301
<b>SUMMARY:</b>	A proposal to install two new signs on the exterior of the Anderson Building
<b>HEARING INFORMATION:</b>	<p><b>DUE TO SOCIAL DISTANCING MEASURES PUT INTO PLACE TO HELP STOP THE SPREAD OF THE COVID-19 VIRUS THIS HEARING WILL BE HELD DIGITALLY. THE COMMISSION WILL ONLY ACCEPT WRITTEN TESTIMONY. THE RECORD WILL BE HELD OPEN FOR ADDITIONAL WRITTEN COMMENTS AFTER THE HEARING.</b></p> <p><u>Historic Landmarks Commission, Thursday, May 21, 2020 at 5:30 P.M.</u></p> <p>To view and listen to this hearing, you may visit this link with any computer, tablet, or smart phone:  <a href="https://www.gotomeet.me/SalemPlanning/historic-landmarks-commission-may-21-2020">https://www.gotomeet.me/SalemPlanning/historic-landmarks-commission-may-21-2020</a></p> <p>To only listen to the meeting, you may dial in with your phone using this number and access code: United States: +1 (312) 757-3121 Access Code: 972-996-237</p>
<b>TO PROVIDE WRITTEN TESTIMONY:</b>	<p><b>PLEASE DIRECT COMMENTS REGARDING THIS CASE TO THE CASE MANAGER LISTED BELOW.</b> Staff recommends emailing your comments to the case manager. Mailed comments will still be accepted but Staff cannot guarantee prompt receipt. Only those participating at the hearing by submission of written testimony have the right to appeal the decision.</p>
<b>CASE MANAGER:</b>	<p><b>Kimberli Fitzgerald, Planner III</b>, City of Salem Planning Division, 555 Liberty Street SE, Room 305, Salem, OR 97301. Telephone: 503-540-2397; E-mail: <a href="mailto:kfitzgerald@cityofsalem.net">kfitzgerald@cityofsalem.net</a>.</p>
<b>NEIGHBORHOOD ORGANIZATION:</b>	<p><i>Neighborhood associations are volunteer organizations of neighbors coming together to make neighborhoods the best they can be. They receive notice of land use applications within their boundaries, and they often submit comments on the applications to the City. Neighborhood association meetings are open to everyone. Contact your neighborhood association to get involved:</i></p> <p>Central Area Neighborhood Development Organization (CAN-DO), Neal Kern, Chair; Phone: 503-856-2207; Email: <a href="mailto:neal.t.kern@gmail.com">neal.t.kern@gmail.com</a>.</p>
<b>STAFF REPORT:</b>	The Staff Report will be available seven (7) days prior to the hearing and will thereafter be posted on the Community Development website: <a href="https://www.cityofsalem.net/notice">https://www.cityofsalem.net/notice</a> .
<b>ACCESS:</b>	The Americans with Disabilities Act (ADA) accommodations will be provided on request.
<b>CRITERIA:</b>	<p>Salem Revised Code (SRC) Chapter(s) SRC 230.056 - Signs in Commercial Historic Districts</p> <p>Salem Revised Code (SRC) is available to view at this link: <a href="http://bit.ly/salemorcode">http://bit.ly/salemorcode</a>. Type in the chapter number(s) listed above to view the applicable criteria.</p>

<b>OWNER(S):</b>	201 Commercial St NE LLC (Leonard Lodder and Gene Bolante)
<b>APPLICANT / AGENT(S):</b>	Emma Degener, Salem Signs on behalf of Issac's
<b>PROPOSAL REQUEST:</b>	Major Historic Design Review of a proposal to install a new wall sign and a projecting sign, both with perimeter lighting, on the exterior of the Anderson Building (1900), a historic contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 201-211 Commercial Street NE (aka 255/265 Court Street NE); 97301; Marion County Assessor's Map and Tax Lot number: 073W22DC-09000.
<b>TEMPORARY HEARING PROCEDURE:</b>	<p>The hearing will be conducted with the staff presentation first, followed by the applicant's case, and questions from the Commissioners. Due to the Covid-19 pandemic, testimony from neighborhood organizations, persons in favor or opposition, and rebuttal by the applicant will be limited to written testimony. The applicant has the burden of proof to show that the approval criteria can be satisfied by the facts. Opponents may rebut the applicant's testimony by showing alternative facts or by showing that the evidence submitted does not satisfy the approval criteria. A hearing is not a venue to ask questions of staff, the applicant or the decision maker(s) on this case but rather an opportunity to provide testimony to the decision maker(s) on the merits of the land use case; questions about the application, the recommended conditions of approval, or the Planning Administrator's recommendation, should be directed to the Case Manager prior to the hearing.</p> <p>Any participant may request an opportunity to present additional evidence or testimony regarding the application. A ruling will then be made to either continue the Public Hearing to another date or leave the record open to receive additional written testimony. Failure to raise an issue in person or by letter prior to the close of the Public Hearing with sufficient specificity to provide the opportunity to respond to the issue, precludes appeal to the Land Use Board of Appeals (LUBA) on this issue. A similar failure to raise constitutional issues relating to proposed conditions of approval precludes an action for damages in circuit court.</p> <p>Following the close of the Public Hearing a decision will be issued and mailed to the applicant, property owner, affected neighborhood association, anyone who participated in the hearing, either in person or in writing, and anyone who requested to receive notice of the decision.</p>
<b>MORE INFORMATION:</b>	Documents and evidence submitted by the applicant are available for review and paper copies can be obtained at a reasonable cost. You can also find out more information about the status of the proposed application on the City's online Permit Application Center at <a href="https://permits.cityofsalem.net">https://permits.cityofsalem.net</a> . Just enter the permit number listed here: 20 104448
<b>NOTICE MAILING DATE:</b>	May 1, 2020

**PLEASE PROMPTLY FORWARD A COPY OF THIS NOTICE TO ANY OTHER OWNER, TENANT OR LESSEE.**

**For more information about Planning in Salem:**

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

*It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity and source of income, as provided by Salem Revised Code Chapter 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities. Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available upon request. To request such an accommodation or interpretation, contact the Community*

*Development Department at 503-588-6173 at least three business days before this meeting or event.*

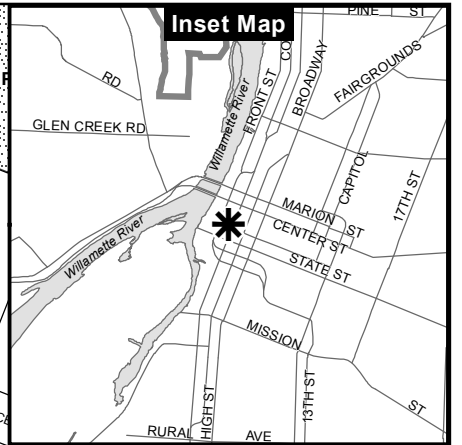
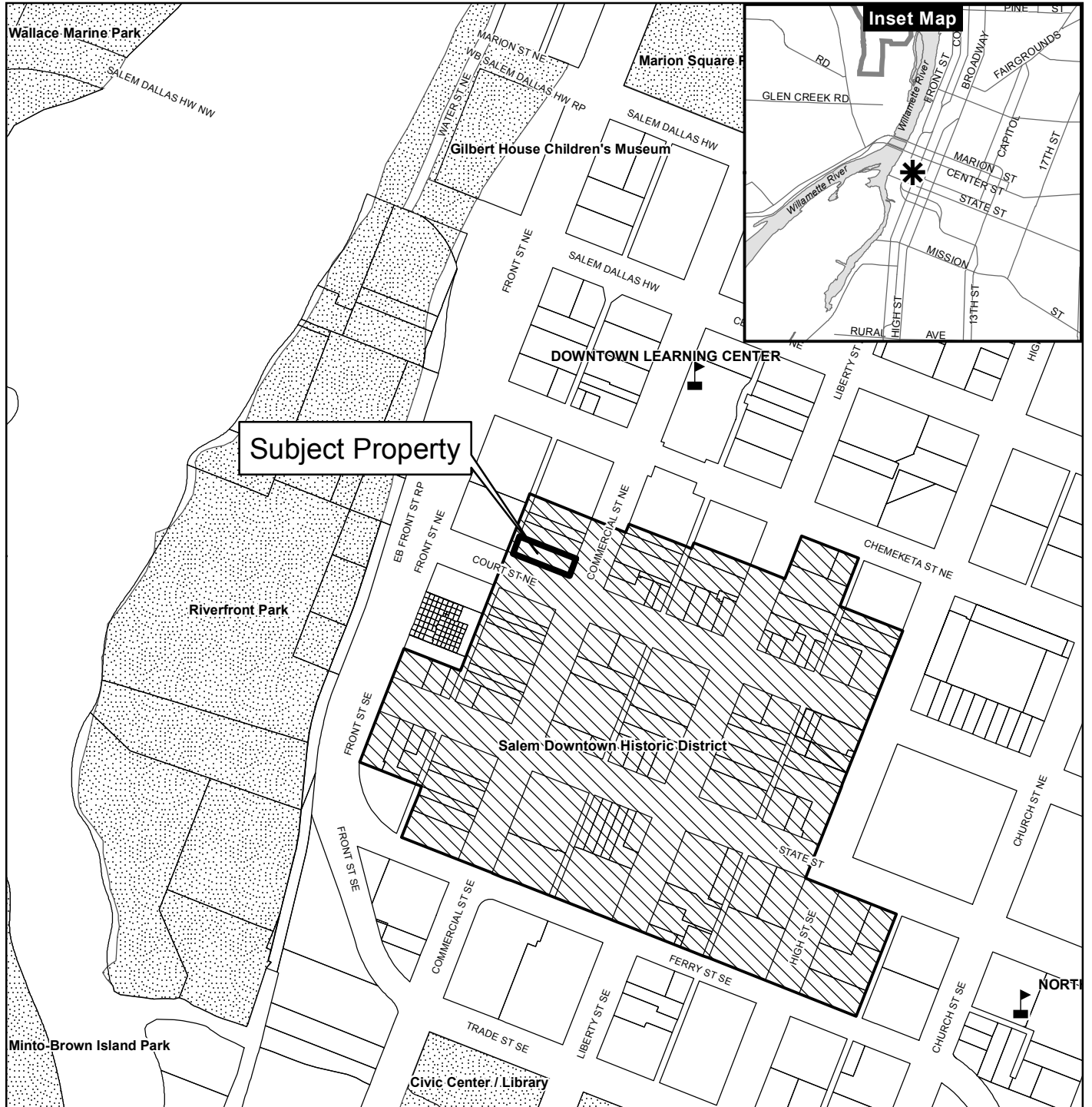
*TTD/TTY telephone 503-588-6439 is also available 24/7*



# Vicinity Map

## HIS20-10

### 201 Commercial Street NE (073W22DC09000)



#### Legend

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

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

0 100 200 400 Feet



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United States Department of the Interior  
National Park Service

## National Register of Historic Places

## Continuation Sheet

Section number: 7 Salem Downtown Historic District

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**201 - 211 Commercial NE***Classification:* Historic Contributing*Historic Name:* Anderson Building*Current Name(s):* Nopp's Jewelry & Art/Antique Village*Year of Construction:* c.1900*Legal Description:* 073W22DC08900 and 9000. Salem Addition, from Lot 4, Block 49*Owner(s):* Mark Gehlar, Trustee  
774 Cascade Drive, NW  
POB 5245  
Salem, Oregon 97304

**Description:** This is a two-story Commercial style building at the corner of Commercial and Court streets. Originally this site was a part of the Starkey McCulley Block (see 223-233 Commercial St NE), and it appears that the existing building was constructed c.1900. The east-facing facade presents a two-bay ground floor and a four-bay second story. Second-story tripartite windows retain the wood mullions between a center fixed panel flanked by single hung windows with aluminum sash. The ground-floor facade has large aluminum-framed plate glass windows and aluminum-framed double-hung, swinging glass doors. The entrance to the corner store has been remodeled with brick veneer and an angled storefront. The storefront windows along the south elevation consist of large windows with thin bands of tile at the bottom and tile covered columns between the glass, and appears to date from the 1960s. A standing seam metal awning is on the south elevation covering a series of shops that face Court Street.

The primary decorative features of the building include a wide cornice, an ornamental concrete band below the second floor windows, and a parapet. Although changes to the storefronts have altered the first floor appearance, the building retains a majority of its historic fabric and it contributes to the character of the downtown district.

**History and Significance:** The Anderson Building contributes to the sense of historic past in the Salem commercial district because the building's second-story fenestration and exterior sheathing are little changed since the turn of the century and because of its association with prominent early Salem businessman, William R. Anderson. William R. Anderson bought this lot on the northwest corner of Commercial and Court streets in 1867.<sup>19</sup> In the 1880s, a two-story building divided into two shops fronting on Commercial Street, and known as "McCully's Block," stood on this site. By the late 1880s, the Sanborn Company fire insurance map of Salem indicates the building had been renamed the "Starkey Block."<sup>20</sup> Except for a one-story rear addition on the northern portion of the building added in the early 1890s, and a one-story addition on the rear (west) wall of the Court Street section portion, it appears that the main two-story Commercial Street portion of this building may date from the 1870s or early 1880s and not 1898, as the Marion County Assessor's Office has recorded. The building may have undergone substantial modernization of the exterior facade in the late 1890s, however.

In 1873 the Salem business directory listed Anderson as being in the business of renting "drays and hacks," and horses for hire.<sup>21</sup> William E. Anderson, born in Salem around 1885, owned and operated a

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<sup>19</sup> Marion County deed book, vol. 9, pg. 107.

<sup>20</sup> "Salem, Oregon," New York: Sanborn Company, 1884, 1888, 1890, 1895, updated to 1914, 1926.

<sup>21</sup> John Mortimer Murphy, compiler, *Oregon Business Directory and State Gazetteer*, Portland, Ore.: S.J. McCormick, Publisher, 1873, 273.

United States Department of the Interior  
**National Park Service**

## **National Register of Historic Places**

*Continuation Sheet*

**Section number: 7 Salem Downtown Historic District**

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sporting goods store for many years, Anderson's, on the west side of Commercial Street next to the turreted Capital National Bank Building (Globe Travel in the late 1900s).

Max H. Gehlar and his wife, Martha Schnuelle Gehlar, bought this property in 1958. Their children, Mark and Mack G. Gehlar, eventually acquired the property in the 1960s.<sup>22</sup>

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<sup>22</sup> Marion County deeds, vol. 571, p. 174 and vol. 733, p. 643; *History of the Bench and Bar of Oregon*, Portland, Oreg.: Historical Publishing Company, 1910, 138; *Statesman-Journal*, March 24, 1981, B2.

Case No. \_\_\_\_\_

### Historic Alteration Review - General Resource Worksheet

Site Address: 201 Commercial St. NE Resource Status:  Contributing  
 Individual Landmark  Non- Contributing

#### Type of Work Activity Proposed

Major  Minor

#### Replacement, Alteration, Restoration or Addition of:

##### Architectural Feature:

- Deck
- Door
- Exterior Trim
- Porch
- Roof
- Siding
- Window(s) Number of windows: \_\_\_\_\_
- Other architectural feature (describe) \_\_\_\_\_

##### Landscape Feature:

- Fence
- Retaining wall
- Other Site feature
- Streetscape

##### New Construction:

- Addition
- New Accessory Structure
- Sign
- Awning

Will the proposed alteration be visible from any public right-of-way?  YES  NO

Project's Existing Material: \_\_\_\_\_ Project's

New Material:  
Aluminum & wood

#### 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:

We are proposing two displays that will have perimeter LED lighting. There will be one wall sign and one projecting sign at the corner. The letters will be white dimensional aluminum on a wood background with an aluminum frame. The proposed signs will meet the SRC 230 design criteria

Signature of Applicant

2/19/20  
Date Submitted/Signed



# Salem Sign Co., Inc.

Salem Sign  
1825 Front St. NE  
Salem, OR 97301

March 11, 2020

City of Salem  
Community Development Department  
555 Liberty St. SE - Room 305  
Salem, OR 97301

RE: Isaac's  
201 Commercial St. NE  
Salem, OR 97301

To Whom It May Concern:

Salem Sign is proposing two signs with perimeter LED lighting for Isaac's downtown; One wall sign and one projecting sign. The wall sign will be mounted at the front entrance, and the projecting sign will be mounted to the corner of the building at an angle for best visibility. See Exhibit C site plan showing placements. Both signs will have dimensional aluminum letters and logos that will be painted white. The letters will be mounted to reclaimed wood backgrounds. The sign frames will be aluminum fabricated with LED lighting around the inside perimeter of the sign frame that will glow onto the sign from inside the frame. The sign brackets for the projecting display will be attached into the mortar joints, and not into the masonry. The electrical conduit will run inside of the square tube bracket of the projecting display, and behind the wall display, not being exposed in any way. See Exhibits A, A1, B and B2 for sign design, attachment and perimeter halo lighting details.

We have found historic precedence of illuminated projecting signs at this property. We would like to place the new sign in a similar position as the previous Nopp's Jewelry sign below the 2nd story. Exhibit D shows the proposed Isaac's sign where the Nopp's sign was. Another example of a projecting sign at the property is shown in Exhibit E. The location of the Western Auto Supply sign at the second story of the building is not desired, however.

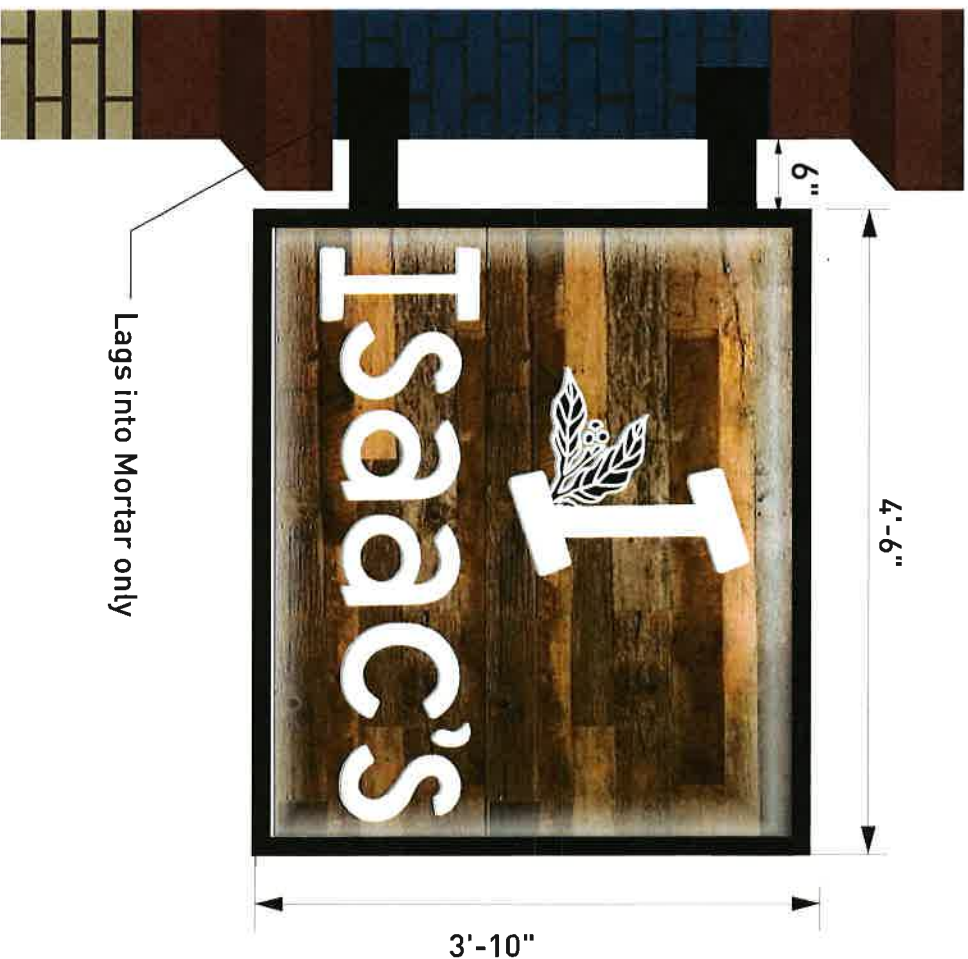
Kind Regards,  
Emma Degener  
Salem Sign Co., Inc

**www.salemsign.com**  
1825 Front St. NE Salem, OR 97301 — 503.371.6362



# Double Face Illuminated Projecting Sign

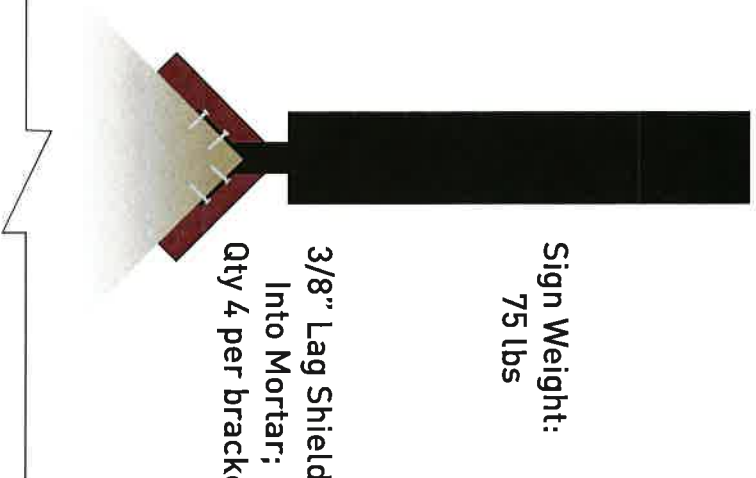
## EXHIBIT A



BIRDS EYE VIEW OF SIGN AT CORNER

Sign Weight:  
75 lbs

3/8" Lag Shields  
Into Mortar;  
Qty 4 per bracket



PROPOSED  
Shown @ approx. scale



### SPECIFICATIONS

- SIGN FRAME & Mounting Brackets:
- \*Custom Metal Fabricated, Painted Black
- \*Brackets TBD
- LETTERS & LOGO:
- \*1/4" Thick Aluminum; Painted White
- VINYL:
- \*3M Black
- WOOD BACKGROUND:
- \*Reclaimed Wood; TBD
- ILLUMINATION:
- \*White Perimeter LED's
- 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@salemisgn.com  
 CCB# 65297



Isaac's Downtown

LOCATION:

Salem, OR

DATE: 2-7-20

DRAWN BY: E.D.

SALES:

Brad Spady

APPROVED BY:

SK# 22084-19A

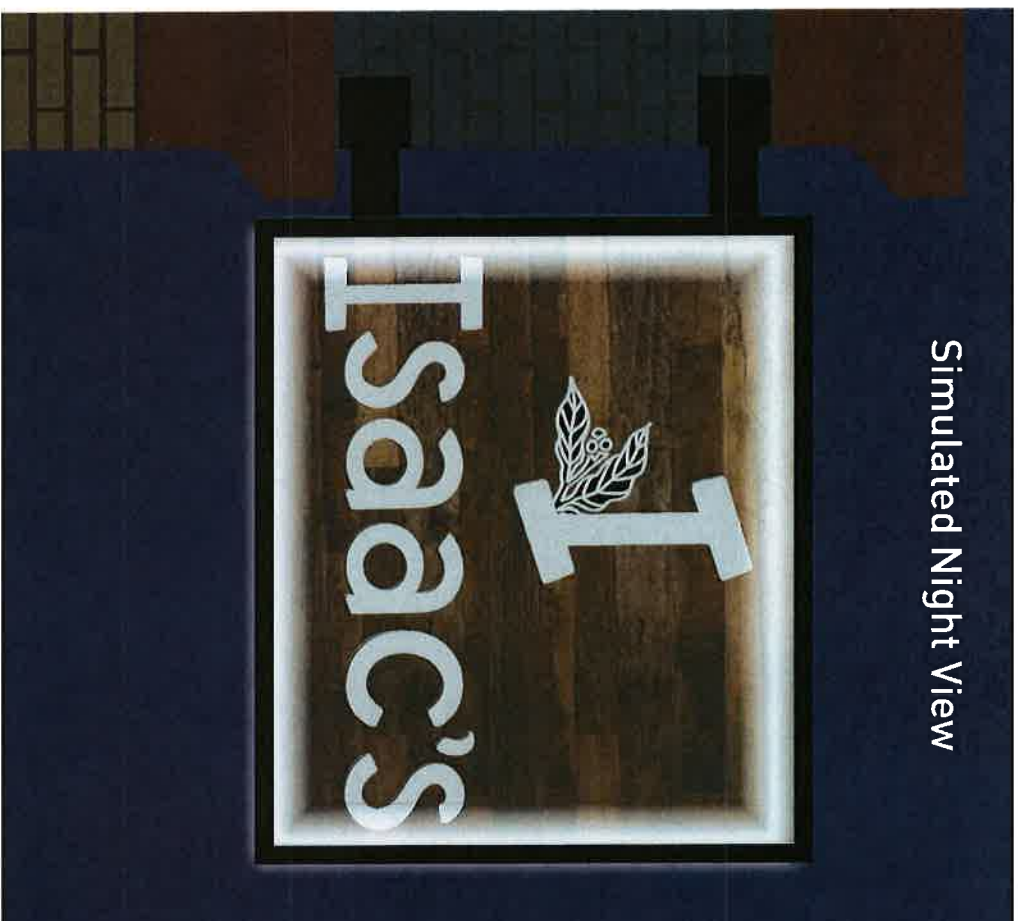
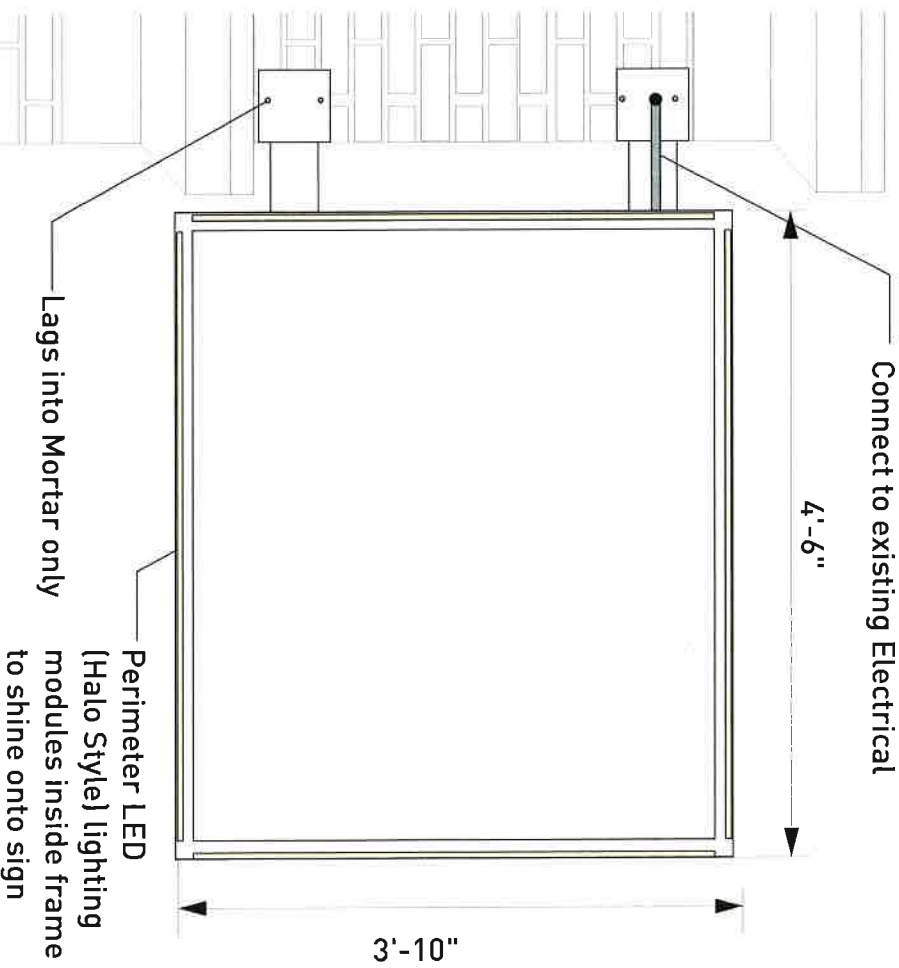
THIS DRAWING IS THE PROPERTY OF SALEM SIGN CO., INC.



# Double Face Illuminated Projecting Sign

## EXHIBIT A1

Conduit run from sign interior through 4" Sq. Tube & into the building; 3/4" conduit into 1" hole; Connect to existing Electrical



### SPECIFICATIONS

#### SIGN FRAME & Mounting

Brackets:

\*Custom Metal Fabricated,  
Painted Black

\*Brackets TBD

LETTERS & LOGO:

\*1/4" Thick

Aluminum;  
Painted White

VINYL:

\*3M Black

WOOD BACKGROUND:

\*Reclaimed Wood;  
TBD

ILLUMINATION:

\*White Perimeter LED's

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@salemstsign.com

CCB # 65297



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

SK# 22084-19A

Isaac's Downtown

LOCATION:

Salem, OR

DATE:

2-7-20

DRAWN BY:

E.D.

SALES:

Brad Spady

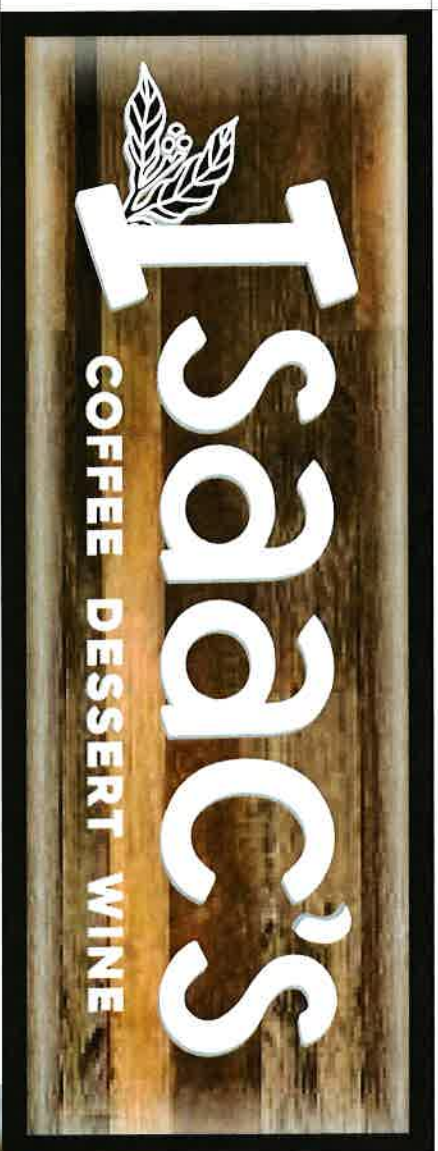
APPROVED BY:



# Single Face Illuminated Wall Sign

4'-0"

1'-6"



## EXHIBIT B

PROPOSED  
Shown @ approx. scale



### SPECIFICATIONS

**SIGN FRAME:**

\*Custom Metal Fabricated,  
Painted Black

**LETTERS & LOGO:**

\*1/4" Thick  
Aluminum:  
Painted White

**VINYL:**

\*3M Black

**WOOD BACKGROUND:**

\*Reclaimed Wood:  
TBD

**ILLUMINATION:**

\*White Perimeter LED's

SCALE: 1 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](mailto:signs@salem-sign.com)  
CCB# 65297



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

**SK# 22348-20**

Isaac's Downtown

LOCATION:

Salern, OR

DATE:

2/5/20

DRAWN BY:

E.D.

SALES:

Brad Spady

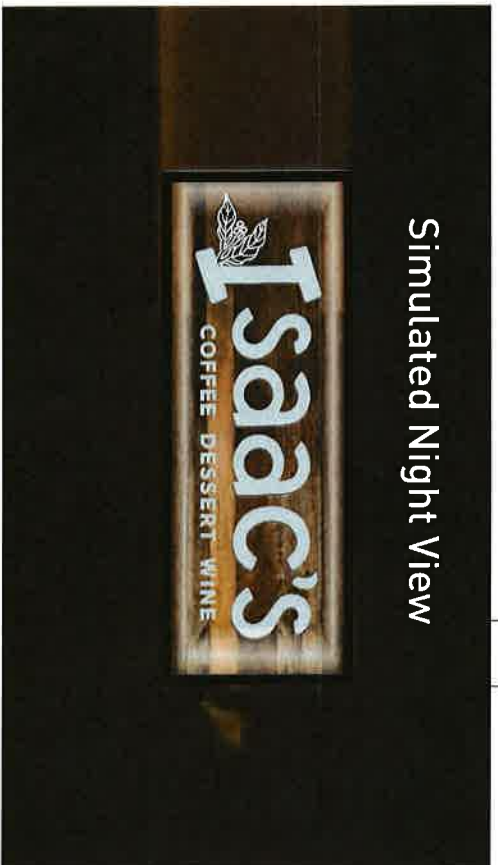
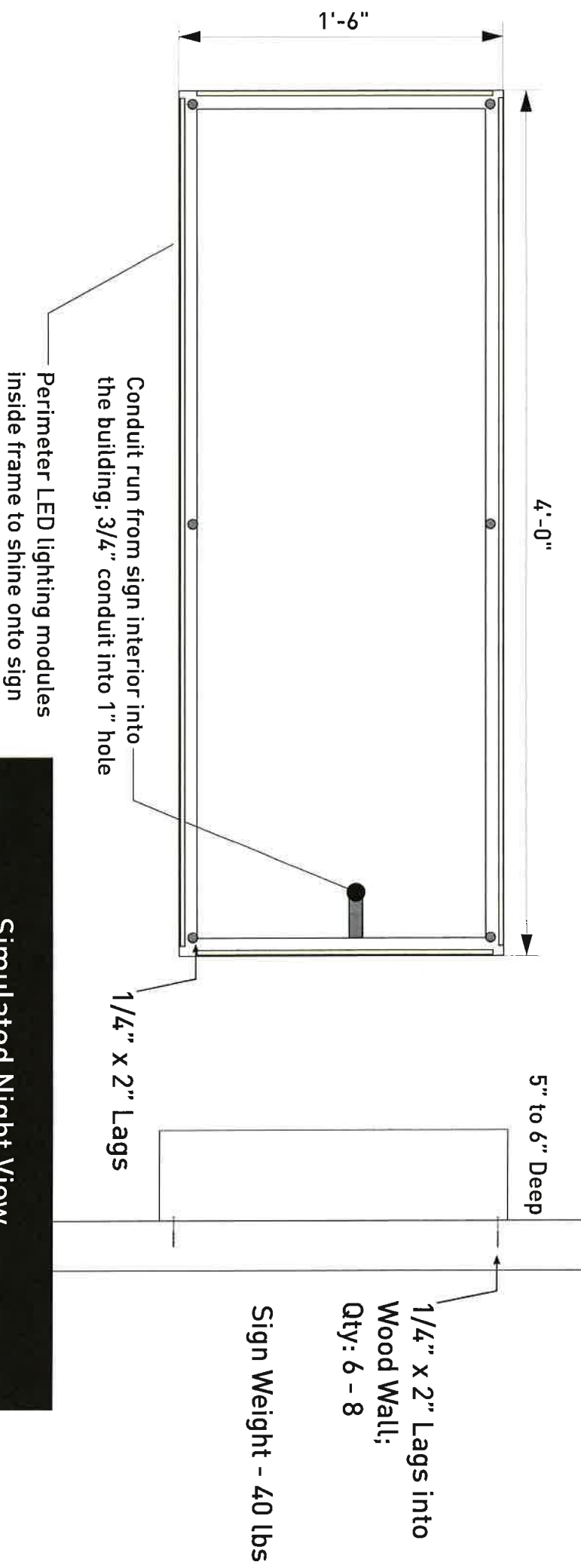
APPROVED BY:





# Single Face Illuminated Wall Sign

## EXHIBIT B1



### SPECIFICATIONS

#### SIGN FRAME:

- \*Custom Metal Fabricated, Painted Black

#### LETTERS & LOGO:

- \*1/4" Thick Aluminum; Painted White

#### VINYL:

- \*3M Black

#### WOOD BACKGROUND:

- \*Reclaimed Wood; TBD

#### ILLUMINATION:

- \*White Perimeter LED's

SCALE: 1 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.

SK# 22348-20

Isaac's Downtown

LOCATION:

Salem, OR

DATE:

3/11/20

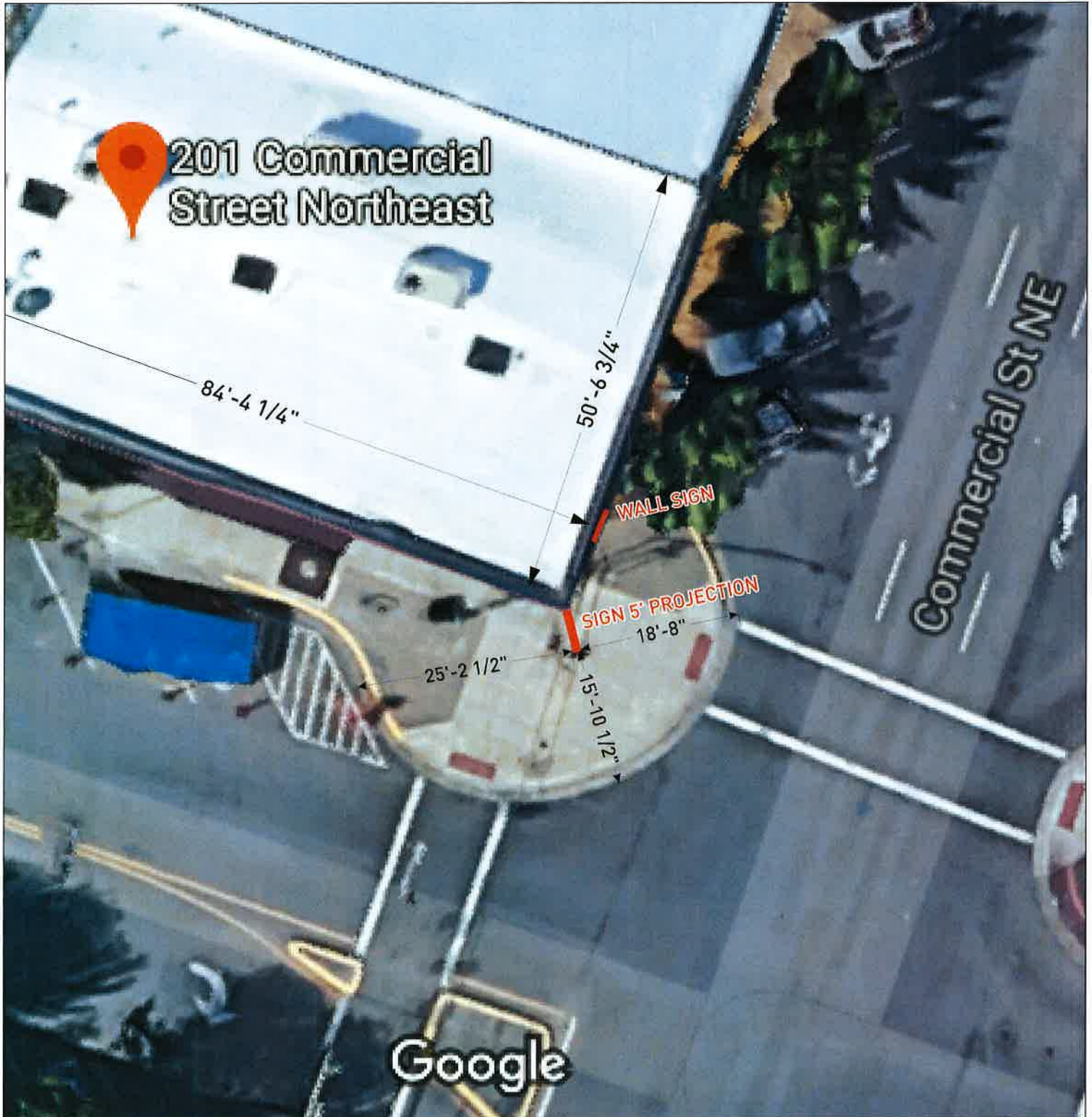
DRAWN BY:

E.D.

SALES:

Brad Spady

APPROVED BY:



Note: No other existing projecting signs in the near vicinity.

Scale: 1/16" = 1'-0"



HISTORIC SIGN



EXHIBIT D

PROPOSED SIGN





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Commercial street. As evidence of their appreciation to the thousands of car owners who have made Wasco's success possible through their liberal patronage, a seven day "New Location Sale" begins Saturday.

**LOW PRICES TO BE LOWERED FOR SALE**

