

NOTICE OF DECISION

PLANNING DIVISION
555 LIBERTY ST. SE, RM 305
SALEM, OREGON 97301
PHONE: 503-588-6173
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503-588-6173*

DECISION OF THE PLANNING ADMINISTRATOR

HISTORIC DESIGN REVIEW CASE NO.: HIS19-24

APPLICATION NO. : 19-113160-DR

NOTICE OF DECISION DATE: JULY 9, 2019

SUMMARY: A proposal to install signage on the exterior of the Jorgensen Building (c1915/c1980).

REQUEST: Minor Historic Design Review of a proposal to install one under awning sign on the exterior of the Jorgensen Building (c1915/c1980), a historic non-contributing resource within Salem's Downtown National Register Historic District, on property zoned CB (Central Business District), and located at 190 High Street SE (aka 525 Ferry St. SE), (Marion County Assessors Map and Tax Lot number: 073W27AB02000).

APPLICANT: Campbell Signs Company on behalf of Kevin Cavanaugh, Bearscat Bakehouse

LOCATION: 190 High St SE (aka 525 Ferry St SE)

CRITERIA: Salem Revised Code (SRC) Chapter 23.065

FINDINGS: The findings are in the attached Decision dated July 9, 2019.

DECISION: The **Historic Preservation Officer**, a Planning Administrator designee, **APPROVED** Historic Design Review Case No. HIS19-24 based upon the application materials deemed complete on July 9, 2019 and the findings as presented in this report.

This Decision becomes effective on July 25, 2019. 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 July 25, 2021 or this approval shall be null and void.

Application Deemed Complete:	<u>July 9, 2019</u>
Notice of Decision Mailing Date:	<u>July 9, 2019</u>
Decision Effective Date:	<u>July 25, 2019</u>
State Mandate Date:	<u>November 6, 2019</u>

Case Manager: Kimberli Fitzgerald, kfitzgerald@cityofsalem.net, 530-540-2397

This decision is final unless written appeal from an aggrieved party is filed with the City of Salem Planning Division, Room 305, 555 Liberty Street SE, Salem OR 97301,

no later than 5:00 p.m., Wednesday, July 24, 2019. 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 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 at the Planning Division office, 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. HIS19-24
DECISION**

**IN THE MATTER OF APPROVAL OF) MINOR HISTORIC DESIGN REVIEW
HISTORIC DESIGN REVIEW)
CASE NO. HIS19-24)
190 HIGH STREET SE)
(AKA 525 FERRY ST. SE)) July 9, 2019**

In the matter of the application for a Minor Historic Design Review submitted by Campbell Signs Company, on behalf of Kevin Cavanagh, Bearscat Bakehouse, 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 Jorgensen Building (c1915/c1980).

REQUEST: Minor Historic Design Review of a proposal to install one under awning sign on the exterior of the Jorgensen Building (c1915/c1980), a historic non-contributing resource within Salem's Downtown National Register Historic District, on property zoned CB (Central Business District), and located at 190 High Street SE (aka 525 Ferry St. SE), (Marion County Assessors Map and Tax Lot number: 073W27AB02000).

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 July 9, 2019 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: The applicant is proposing to install white vinyl letters to the edge of the existing awning (**Attachment B**). The applicant is also proposing to apply two vinyl decals on the interior of the existing windows flanking the front entry in order to cover the etched glass logo of the previous tenant. This signage is not subject to historic design review. 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 install new signage on the existing awning of the Jorgensen 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 mounted on the existing awning of the Jorgensen 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 Jorgensen 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 new western tenant space within the Jorgensen 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 comprised of letters that will be affixed to the existing awning, therefore staff finds that this criterion is not applicable to the evaluation of this proposal.

(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 is comprised of letters that will be affixed to the existing awning, therefore staff finds that this criterion is not applicable to the evaluation of this proposal.

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

Finding: The proposed signage will not be illuminated, and no conduit will be utilized, therefore this criterion is not applicable to the evaluation of this proposal.

(12) *Not have exposed conduit.*

Finding: The proposed signage will not be illuminated, and no conduit will be utilized, therefore this criterion is not applicable to the evaluation of this proposal.

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

Finding: The proposed signage has light lettering, and will be placed on the existing brown awning, 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 is small in scale, compatible with the Jorgensen Building and no significant features are obscured, 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 Jorgensen 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 signs found throughout the downtown and 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 sign is comprised of vinyl letters that will be applied to the existing awning canopy, which is compatible with the resource's style, 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 letters will be affixed to the non-historic awning, 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 fronting High and Ferry Streets is the minimum necessary to ensure identification of this business within the Jorgensen Building, thereby meeting SRC 230.056(c)(20).

DECISION

Based upon the application materials deemed complete on July 9, 2019 and the findings as presented in this report, the application for HIS19-24 is **APPROVED**.



Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee

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

Application Deemed Complete: July 9, 2019
Notice of Decision Mailing Date: July 9, 2019
Decision Effective Date: July 25, 2019
State Mandate Date: November 06, 2019

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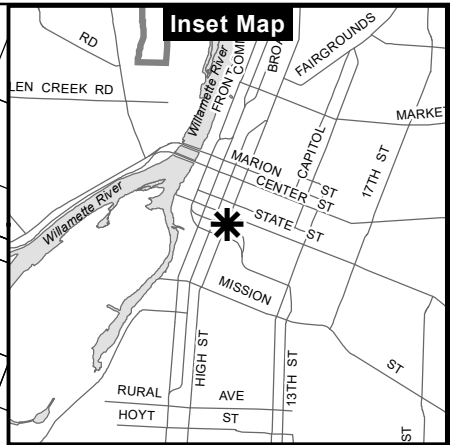
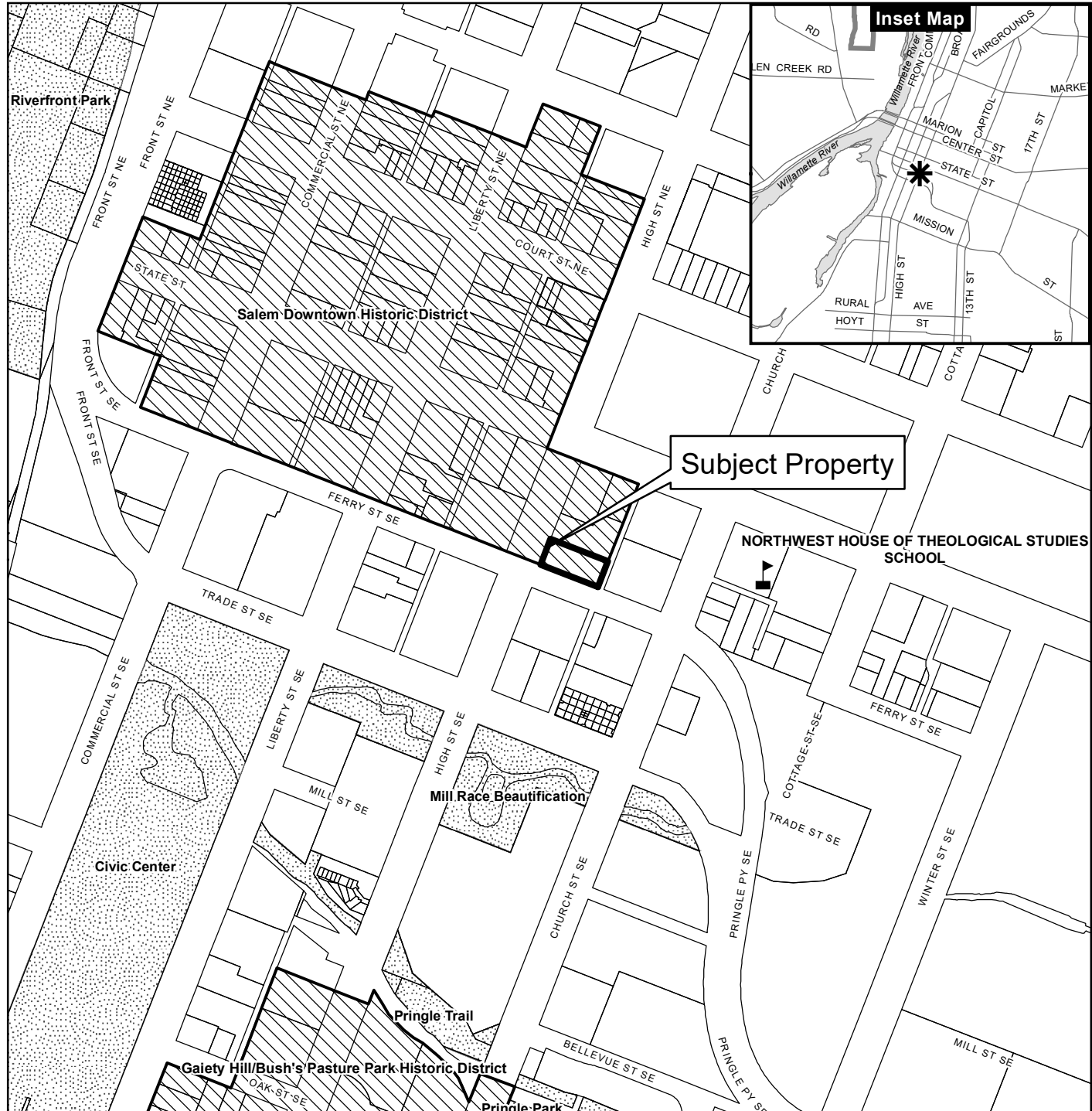
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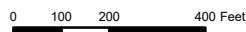
Vicinity Map

525 Ferry St SE (aka 190 High St SE)



Legend

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



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Historic Alteration Review Worksheet

Site Address: _____

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

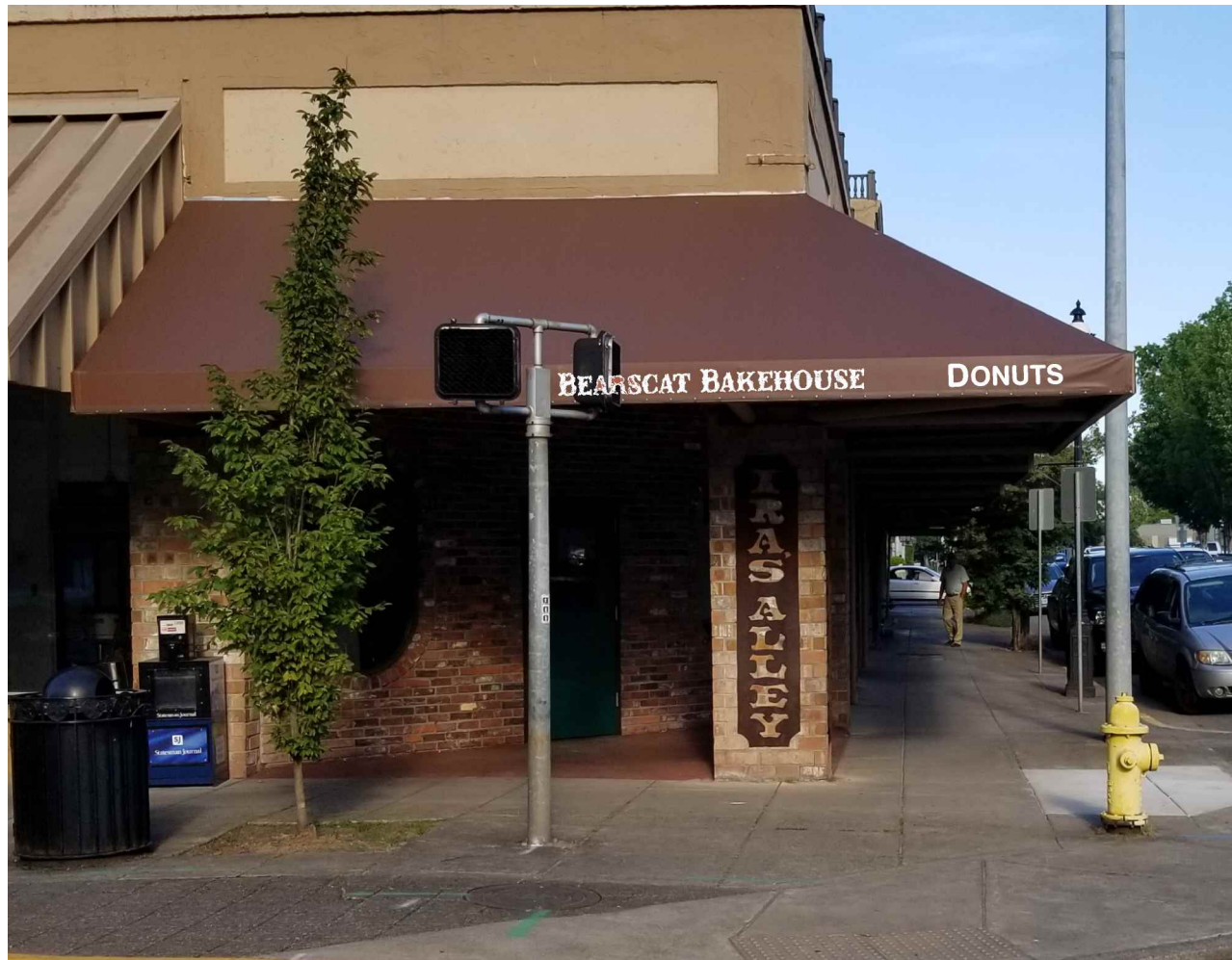
Project's Existing Material: _____ Project's New Material: _____

Project Description

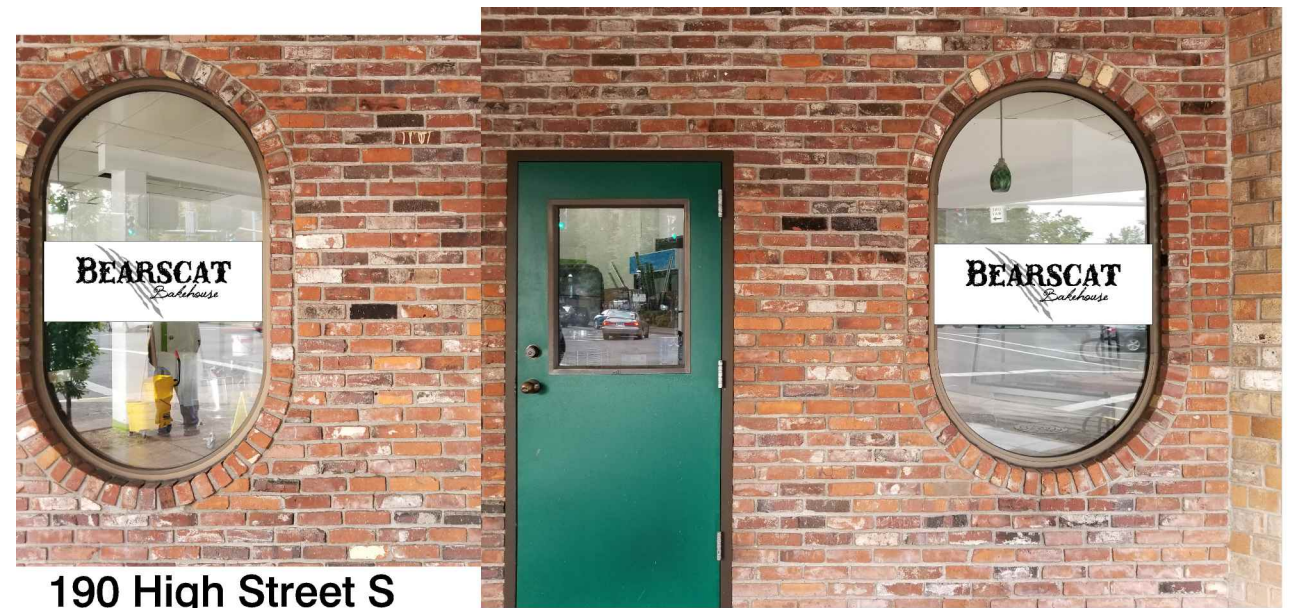
Briefly provide an overview of the type of work proposed. Describe how it meets the applicable design criteria in SRC Chapter 230. Please attach any additional information (i.e., product specification sheets) that will help staff and the HLC clearly understand the proposed work:

Signature of Applicant

Date Submitted/Signed



190 High St SE
Apply vinyl letters to two sides of existing awning lip



190 High Street S
Store entry wall faces southwest and has 2 oval windows 38" wide x 67" high.
Apply 2 vinyl decals 14" x 38" to face of glass to cover the etched glass logo of previous tenant