

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.: HIS19-21

APPLICATION NO. : 19-113115-DR

NOTICE OF DECISION DATE: JULY 19, 2019

SUMMARY: A proposal to install new signage on the exterior of the Durbin Bros.' Livery (1867) building.

REQUEST: Major Historic Design Review of a proposal to install new signage on the exterior of the Durbin Bros.' Livery (1867), a non-contributing resource within the Salem Downtown Historic District, zoned CB (Central Business District), and located at 120 Commercial Street NE/9730; Marion County Assessors Map and Tax Lot Number 073W27AB08000.

APPLICANT: Emma Degener, Salem Sign Co., for Don Bauhofer, PennBrook Co.

LOCATION: 120 Commercial St NE / 97301

CRITERIA: Salem Revised Code (SRC) Chapter 230.056 – Signs in Commercial Historic Distracts

FINDINGS: The findings are in the attached Order dated July 18, 2019.

DECISION: The **Historic Landmarks Commission APPROVED** Historic Design Review HIS19-21 based upon the application materials deemed complete on June 21, 2019 and the findings as presented in this report.

VOTE:

Yes 7 No 0 Absent 2 (French, Schutte)

Jennifer Maglinte-Timbrook, Chair
Historic Landmarks Commission

This Decision becomes effective on August 6, 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 August 6, 2021 or this approval shall be null and void.

Application Deemed Complete: June 21, 2019
Public Hearing Date: July 18, 2019

Notice of Decision Mailing Date: July 19, 2019
Decision Effective Date: August 6, 2019
State Mandate Date: October 19, 2019

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, Room 305, 555 Liberty Street SE, Salem OR 97301, no later than 5:00 p.m., Monday, August 5, 2019. 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 305, City Hall, 555 Liberty Street SE, during regular business hours.

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

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DECISION OF THE SALEM HISTORIC LANDMARKS COMMISSION

CASE NO. Historic Review Case No. HIS19-21

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 July 18, 2019, 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:

Criteria: 230.056. Signs in Commercial Historic Districts.

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 HLC finds that on the primary façade, there are no transom windows, however sign #5 is located between the lower sill of the second story windows and the top of the arched brick entry. Sign #6 will be suspended from this arched brick entryway over the main entry. On the secondary façade, the applicant is proposing to install the signage where signage for this building has historically been located (sign #1), or on the awning, therefore, the HLC finds that SRC230.056(C)(1) has been met for this portion of the proposal.

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

Finding: The HLC finds that the proposed signage will be mounted flush to the primary façade (signs #1, 2, 4A, 5, 8) to the Durbin Livery Building and that SRC 230.056(c)(2) has been met for this portion of the proposal.

(3) Not be located in transom areas.

Finding: The HLC finds that the Durbin Livery Building has no extant transom windows, therefore this criterion is not applicable to the evaluation of this proposal.

(4) Not obscure windows or significant architectural features.

Finding: The HLC finds that the proposed signage does not obscure windows or significant architectural features therefore staff recommends the HLC find that SRC 230.056(c)(4) has

been met for this 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 HLC finds that the proposal does not include any signage that will be painted on the building; therefore this criterion is not applicable 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 HLC finds that proposed signage is oriented to the main tenant entrance(s) of the Durbin Livery Buildings. Signs 5 and 6 are above the main Commercial Street entrance on the primary facade and the remainder of the proposed signage is above or adjacent to the primary tenant entrances on the secondary facades, therefore staff recommends the HLC find 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 HLC finds that the proposed signage is constructed of metal, therefore staff recommends that SRC 230.056(c)(7) has been met.

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

Finding: The HLC finds that the proposal does not include neon, therefore this standard is not applicable to the evaluation of this proposal. However, three of the proposed signs (signs 1, 5 and 6), are proposed to have letters cut out of the metal that will be illuminated with LED lighting.

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

Finding: The HLC finds that 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 HLC finds that the proposed signage (signs #1, 2, 4A, 5 and 8) will be attached flush to the exterior of the building, with bolts attached into mortar joints and not into the brick masonry, therefore the HLC finds that SRC 230.056 (c)(10) has been met for this proposal.

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

Finding: The HLC finds that the proposed signage will include conduit that is concealed inside the back panel of the signage proposed for LED illumination (signs 1, 5 and 6), and the conduit

will not be visible, thereby meeting SRC 230.050 (c)(11).

(12) *Not have exposed conduit.*

Finding: The HLC finds that the applicant is proposing to conceal the conduit inside the back panel of the proposed illuminated signage and that the proposed signage will not have exposed conduit, meeting SRC 230.050(c)(12).

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

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

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

Finding: The HLC finds that the proposed signs will not incorporate faux painting, therefore staff recommends 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 HLC finds that the scale and size of the signage proposed for the primary façade is compatible with the Durbin Livery Building and no significant features are obscured. Sign #1 will be located within the historic signboard on the secondary façade and all additional signage is oriented toward the main tenant entrances on this façade. Therefore the HLC finds that overall, the proposed signage respects the size, scale and design of the resource and that SRC 230.056(c)(15) has been met.

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

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

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

Finding: The HLC finds that the proposed signs are of a similar size, scale, and design to signs found throughout the downtown and will not adversely affect any neighboring resources, therefore 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 constructed of metal, material compatible with the resource's style, therefore 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 HLC finds that the proposed signage will be attached to the mortar, and not the masonry (signs #1, 2, 4A, 5 and 8), flush to the edge of the awning (signs #3, 4B and 7) or on brackets (sign #6). No historic materials will be damaged or obscured by their 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 HLC finds that the proposed identification signs fronting Commercial Street and the signage on the secondary facades, are the minimum necessary to ensure identification of the multiple tenants and businesses that will be located within the building, therefore the HLC finds that SRC 230.056(c)(20) has been met for this proposal.

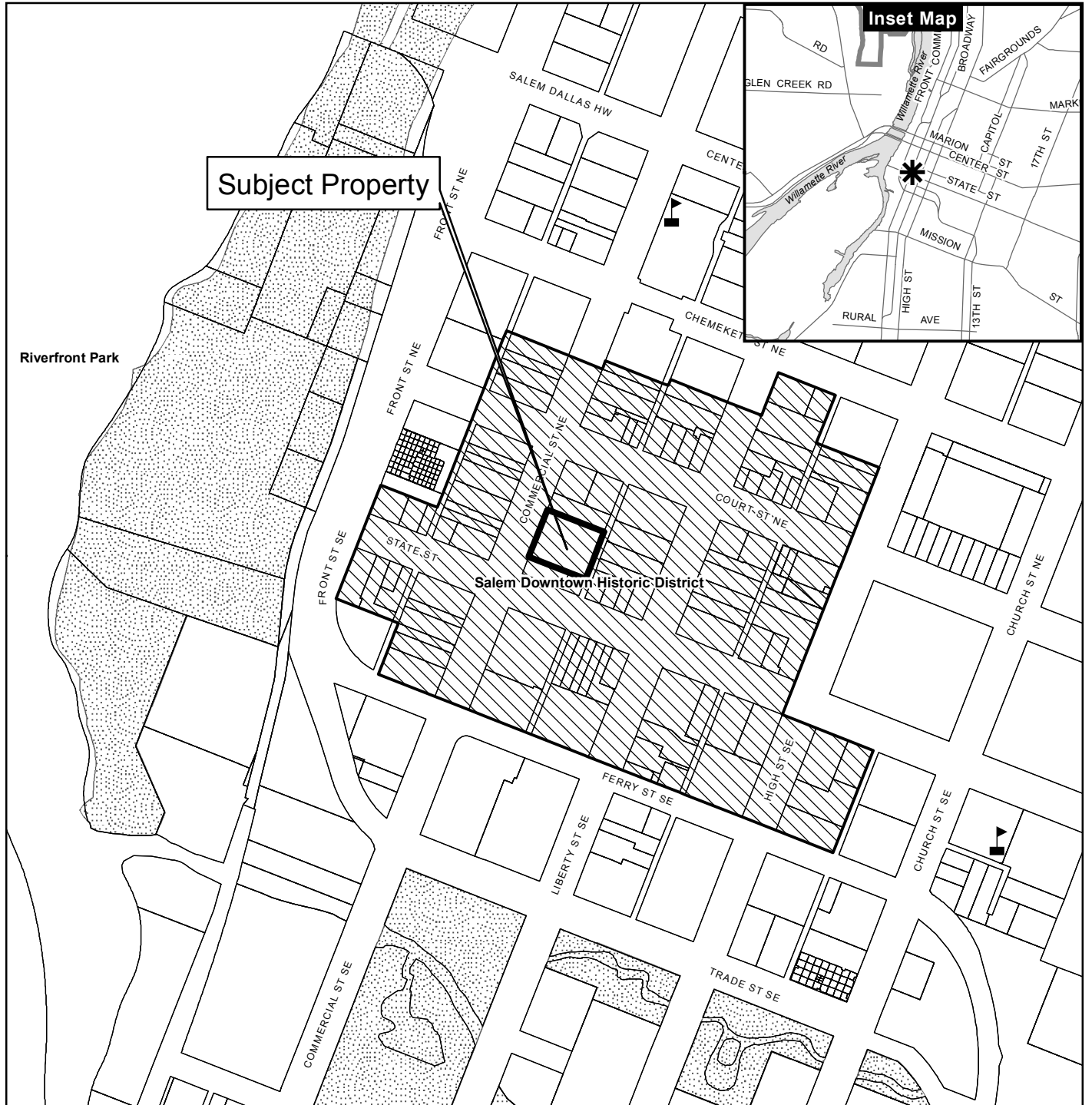
DECISION: The Historic Landmarks Commission **APPROVES THE PROPOSAL.**

VOTE: Yes 7 No 0 Absent 2 (French, Schutte) Abstain 0








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

Prepared by Kimberli Fitzgerald, Historic Preservation Officer

Vicinity Map 120 Commercial St NE



Legend

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

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

120 Commercial Street, NE

Classification: Historic Non-Contributing

Historic Name: Unknown

Current Name(s): Alessandro's Restaurant

Year of Construction: c.1870; 1990

Legal Description: 073W27AB08000; Salem Addition, from Lots 5, 6 & 7, Block 33

Owner(s): Fasani, LLC
120 Commercial Street, NE
Salem, Oregon 97301

Description: This is a two-story commercial building. The date of construction may have been as early as c.1870. The Sanborn maps show that Durbin's Livery was at this location in 1884; Minto & Lowe Livery in 1888; a hardware and stove shop in 1890; YMCA Rooms in 1895; and an electric painting company and photo shop in 1926. Substantial changes have occurred to the building and the latest remodeling appears to have occurred in the 1990s. The current facade has brick veneer on the first one-and-one-half stories and is stucco-covered above. Windows are arched and fixed. The building does not contribute to the character of the district in its current condition.

c1862
 DCJ 3 Feb 1947
 (before 1867
 fire)



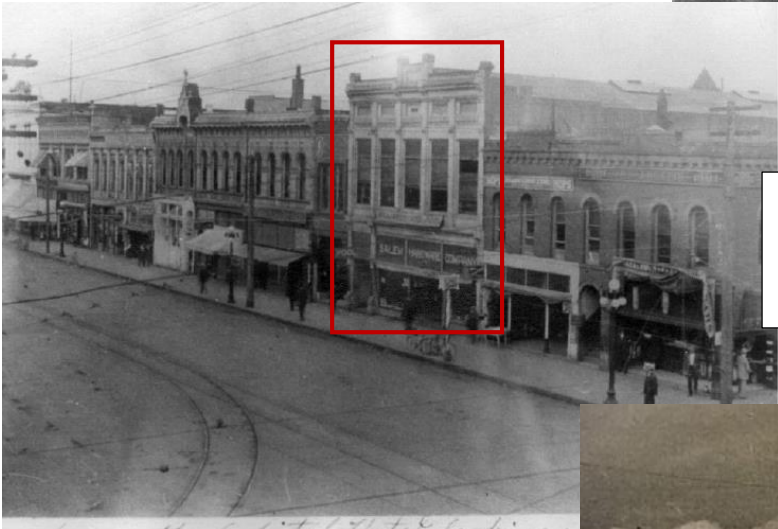
c1880
 BM, 12013



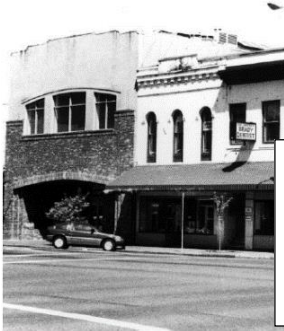
NEW BRICK BLOCK.—Messrs. S. & I. Durbin and Messrs. Watkins & Dearborn yesterday made contracts for the building of a handsome brick block, fronting on Commercial street, on the site of the late conflagration.—Twenty-five feet on the corner of State street will be left vacant; adjoining that will stand a two story stable, forty feet front by one hundred and ten feet deep. Messrs. Watkins & Dearborn build below it fronting twenty-five feet by eighty deep, two stories high. The foundation will be commenced to-day, and the whole building is to be up ready for roofing within two months. This is an important addition to Commercial street, and we trust the enterprising projectors of it will find themselves, in the end, gainer by the fire.

Above:
 Salem Daily Record,
 June 21, 1867, p. 3

c1900
 REFERENCE ONLY
 WHC, 2007.001.0245
 (after c1895 remodel)



c1950
 REFERENCE ONLY
 WHC, 2007.001.0994
 (after c1950 remodel)



c2000
 REFERENCE ONLY
 WHC, 2007.001.0189
 (after 1993 remodel)

Key:
 DCJ: Daily Capital Journal
 BM: Ben Maxwell Collection,
 Salem Public Library
 WHC: Willamette Heritage Center

Historic Alteration Review - General Resource Worksheet

Site Address: 120 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: Aluminum, Acrylic, LED's Project's New Signs 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:

The proposed sign package for 120 Commercial will consist of non-illuminated and illuminated signs for four tenants. All signs will be constructed of aluminum with dark backgrounds and light lettering. Placements will align with main entrances or will have historical precedence.

Signature of Applicant _____

6/5/19
Date Submitted/Signed



Salem Sign Co., Inc.

Salem Sign
1825 Front St. NE
Salem, OR 97301

June 5, 2019

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

RE:
Sign Package at
120 Commercial St. NE
Salem, OR 97301

Salem Sign is proposing a sign package for the shopping center at 120 Commercial St. NE. The property is zoned Central Business.

See Exhibit A1 and A2 showing the proposed sign placements. Any illuminated signs will have the wires run directly into the building from the back of the sign; no conduit will be visible. Any LED components to illuminate a display will be internal behind the sign faces. Signs located on a brick facade will be mounted with penetrations into the mortar. The sign faces have a dark background with light lettering. All signs are to meet planning and historic guidelines.

Kind Regards,
Emma Degener
Salem Sign Co., Inc

www.salemsign.com

1825 Front St. NE Salem, OR 97301 — 503.371.6362



Salem Sign Co., Inc.

Salem Sign
1825 Front St. NE
Salem, OR 97301

July 9, 2019

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

RE:
Revised Written Statement

Exhibits A1 & A2 have been altered from the original written statement since it was submitted. Sign #4 has been removed from Exhibit A1, and Sign #4B has been added. Sign 4B will be letters mounted to the canopy with threaded studs at the backside of the letters. Sign #4B will be light letters on the dark canopy. Also on Exhibit A1, we still show an illuminated sign at the northern facade (Sign #1), but with a more detailed concept of what the sign might look like. We also show a concept of Sign #6 on Exhibit A2.

All other signs & placements on Exhibits A1 & A2 remained the same as the original submittal. There are a total of nine (9) signs proposed on the Northern and Western facades of the building.

Kind Regards,
Emma Degener
Salem Sign Co., Inc

www.salemsign.com

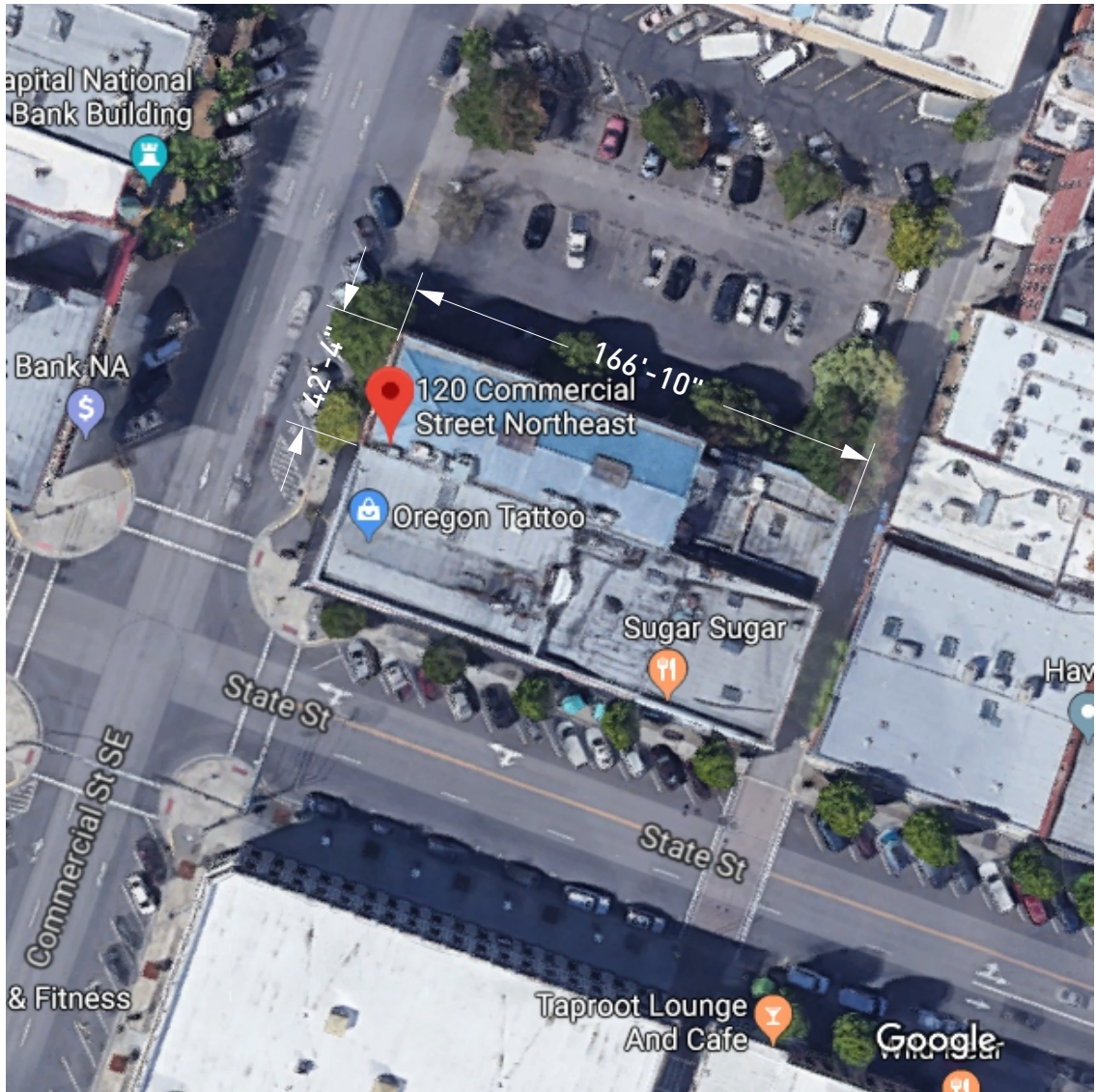
1825 Front St. NE Salem, OR 97301 — 503.371.6362

120 Commercial ST. - Zoned Commercial

All proposed signage will meet the allowable requirements per SRC 900.200

Sign #	Code Section	Building Frontage
1 Main Bldg. Sign	900.200 (c) (2) (A) (ii) and Table 900-13	19' x 42' = 798 50 sq. ft or 15% of gross face per Table 900-13
2 Directional	900.200 (c) (1) (D)	4 sq. ft. - 1 sq. ft. allowed per tenant
3 Address	Exempt from Sign Code	
4a & 4b	900.200 (c) (2) (A) (ii) and Table 900-13 Signs 4a & b for Lease B	Lease B (1st floor) = 9' x 57' = 513 Lease C (2nd floor) = 9' x 57' = 513 *Each allowed 50 sq. ft. or 15% of gross face per Table 900-13
5 Masonry Grill Main Sign	900.200 (c) (2) (A) (ii) and Table 900-13	Lease A = 16'-8" x 42' = 700 *50 sq. ft. or 15% of gross face per Table 900-13
6	900.200 (c) (2) (C) 6 sq. ft. Hanging Sign for Masonry Grill	
7	900.200 (c) (2) (B) 6 sq. ft. Canopy Display for Masonry Grill	
8 Masonry Grill Side Entrance	900.200 (c) (2) (A) (ii) and Table 900-13 Sign size at approximately 12 sq. ft. / max length of 6ft. wide	

120 Commercial St. NE



Proposed Signage at West and North Elevations



Scale: 1/64" = 1'-0"

Front Elevation EXHIBIT A2



6 sq. ft.
Under Canopy Sign
ILLUMINATED
(Concept Only)

SIGN #
6

ILLUMINATED
Sign for Masonry Grill
(Concept Only)

SIGN #
5

Side / Parking Lot Elevation

EXHIBIT A1



SIGN #
3

NON-ILLUMINATED
Address on
Canopy

SIGN #
2

NON-ILLUMINATED
Sign/Directional
for all Tenants
Max size 4 sq. ft.

SIGN #
8

Masonry Grill
Entrance Sign
NON-ILLUMINATED
(Concept Only)

SIGN #
1

Main Building Display
ILLUMINATED
(Concept Only)

SIGN #
4B

NON-ILLUMINATED
Letters on
Canopy for Tenant B

SIGN #
4A

NON-ILLUMINATED
Sign/Directional
for Tenant B

120 COMMERCIAL ST.
TENANT B
TENANT C
TENANT D

MASONRY GRILL

MASONRY GRILL

Masonry Grill
Canopy Sign
NON-ILLUMINATED

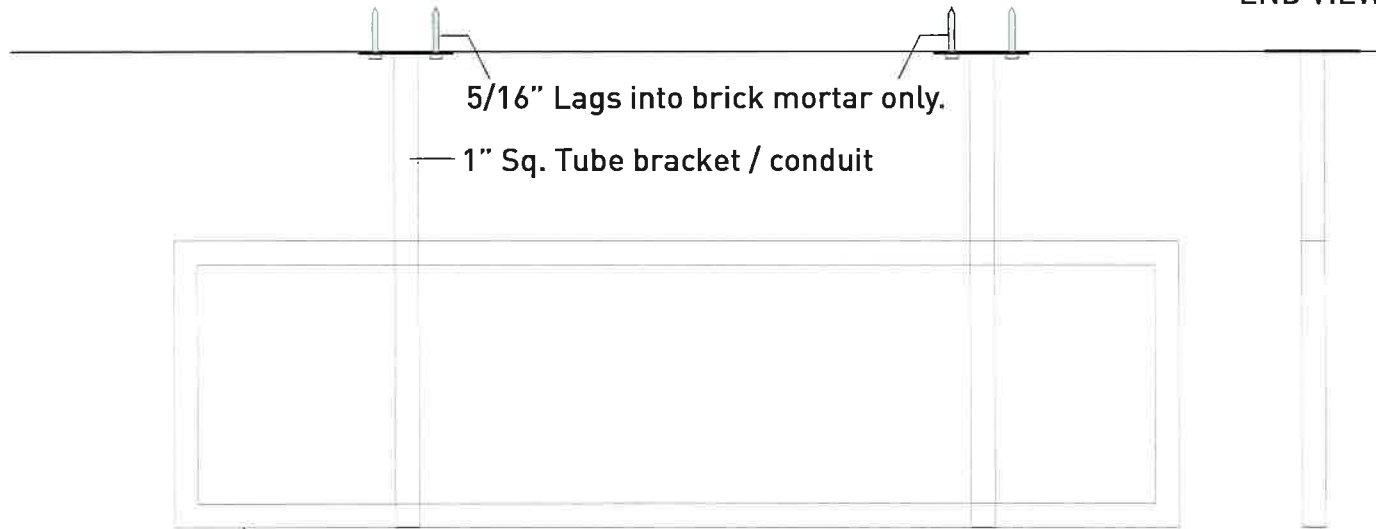
SIGN #
7



Double Face Illuminated Under Canopy Display

SIGN #6
Exhibit A2

END VIEW



5/16" Lags into brick mortar only.

1" Sq. Tube bracket / conduit

1" Sq. Tube
(Interior) Frame
with Aluminum
Faces

*MAX SIZE OF 6 SQ. FT. ALLOWED; EXACT SIZE TBD

*SIGN CLEARANCE FROM GRADE TO BOTTOM OF
SIGN TO BE 7'-6" OR MORE

*NO EXPOSED CONDUIT

SPECIFICATIONS

SIGN:
*.090" Aluminum
Panels; Painted
Black with 1"
Interior square
tube frame

VINYL:
*TBD; Light
copy on
Dark Background

FRAME & SUPPORTS:
*1" Square Tube
Aluminum

ILLUMINATION:
*White Internal
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.

JOB TITLE: 120 Commercial

LOCATION: Salem, OR

DATE: 7-9-19

DRAWN BY: E.D.

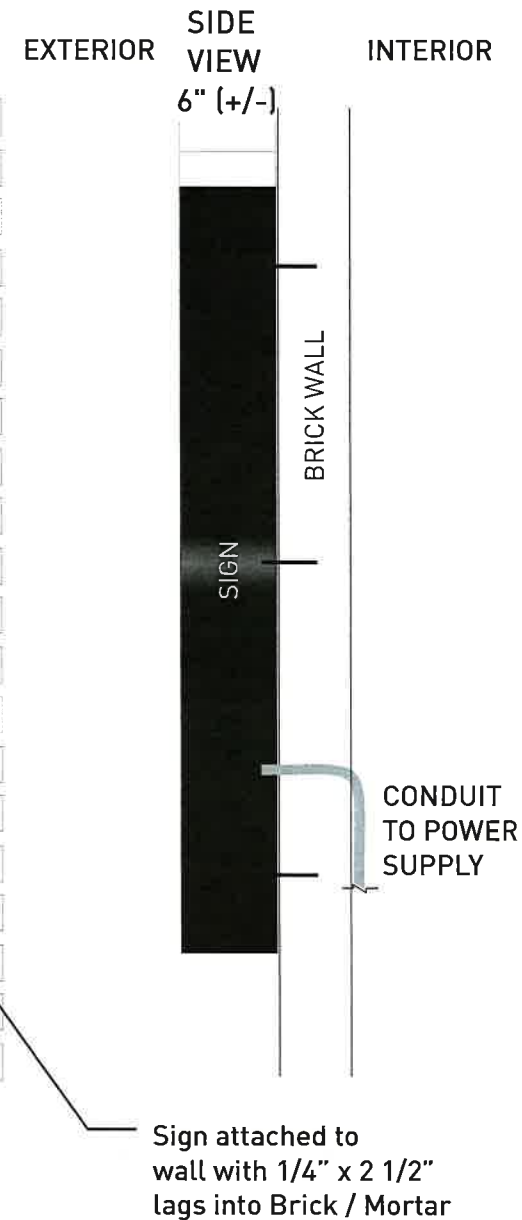
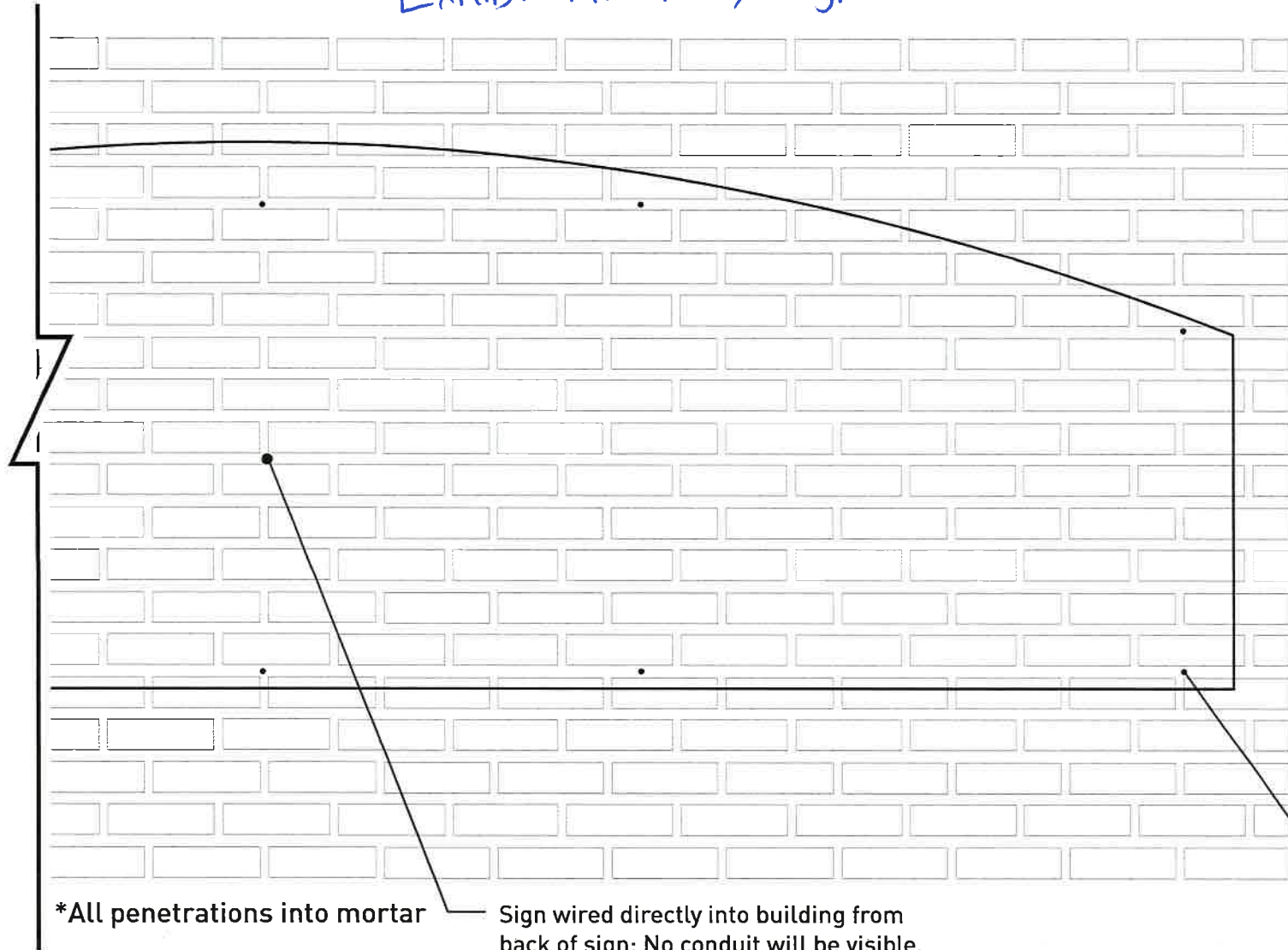
SALES: Corey Spady

APPROVED BY:



Single Face Illuminated Wall Display on Brick Typical

Exhibit A1 & A2; Signs #1 and #5



SPECIFICATIONS

SIGN:
*Custom Aluminum
Fabricated with
Letters routed out
of Aluminum Face
& Backed with
White Acrylic

ILLUMINATION:
*White LED's

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



Salem Sign Co., Inc.

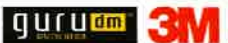
1825 FRONT ST. N.E.
SALEM, OR 97301

503-371-6362

FAX 503-371-0901

e-mail signs@salem-sign.com

CCB# 65297



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

JOB TITLE: 120 Commercial St. NE

LOCATION: Salem, OR

DATE: 6-5-19

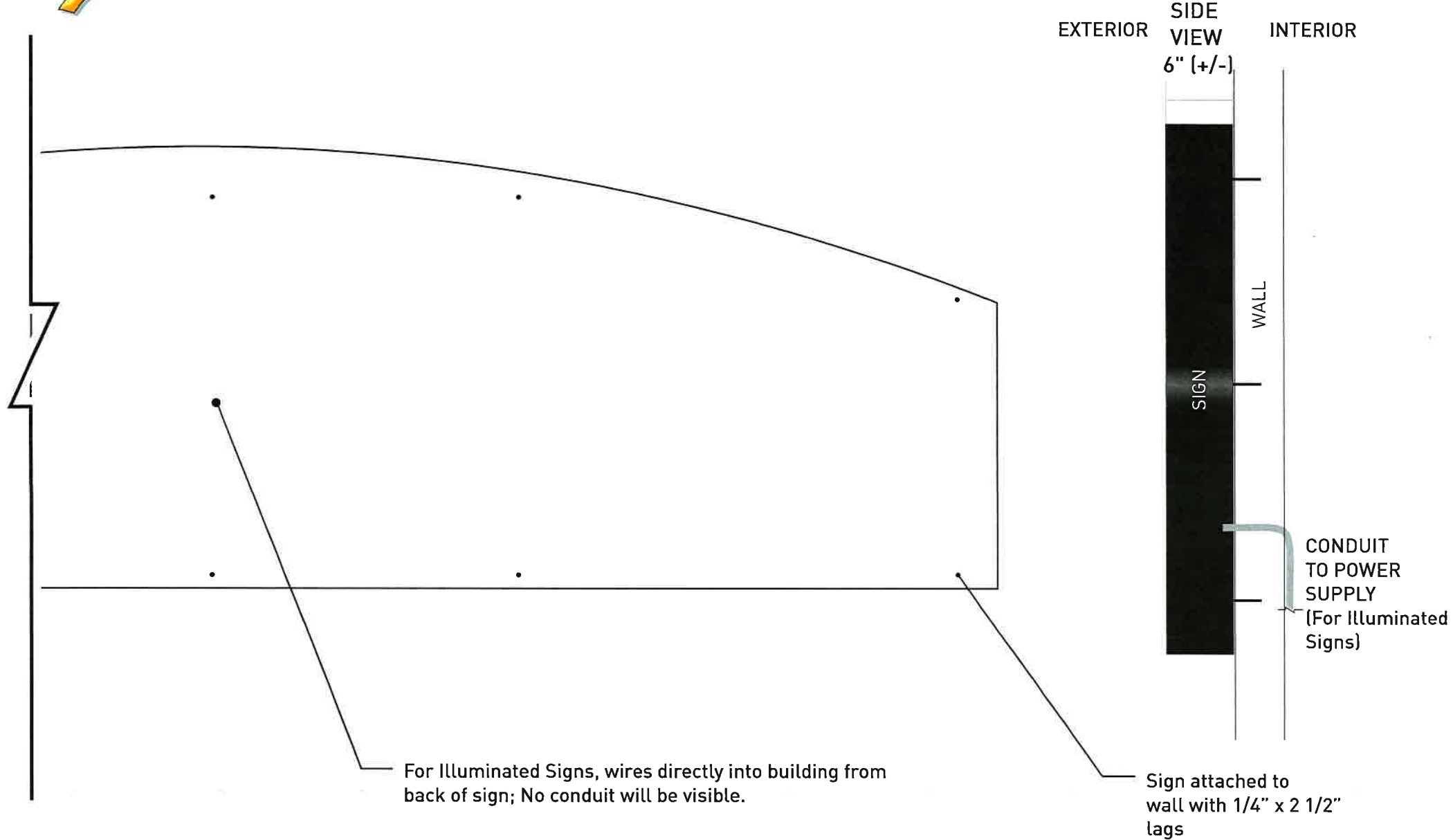
DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:



Single Face Illuminated or Non-Illuminated Wall Display Typical



SPECIFICATIONS

SIGN:
 *Custom Aluminum
 Fabricated with
 Letters routed out
 of Aluminum Face
 & Backed with
 White Acrylic

ILLUMINATION:
 *White 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@salem-sign.com

CCB# 65297



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 OF SALEM SIGN CO., INC.

JOB TITLE: 120 Commercial St. NE

LOCATION: Salem, OR

DATE: 6-5-19

DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:

**Other
Installation Tips**

Call for Free Installation DVD. Or visit www.signletters.com for installation help.

1a Plain Installation



Formed



Minnesota



Acrylic

Plain letters are shipped without mounting hardware.

1b Flange Installation



Formed

Flange is a flat, 3/16" to 1/2" perimeter on the letter return of a formed letter into which holes can be drilled. Secure with screws or nails. Wider flange available upon request. Not recommended for letters under 6".

2a Stud Installation



Formed



Minnesota



Acrylic



Cast

*For canopy Signs * NO Adhesive or Silicone used for mounting*

Studs are metal threaded posts on the rear of the letters. Specify if studs need to be in line for brick or block wall mortar joints. Stud mount orders include studs long enough to stand-off approx. 1-1/2"-2" from the back of the letters. See page 214 for other available length studs. (Brick: 2-5/8" on center; Block: 8" on center)

Mounting Patterns



1. Check pattern in shop FIRST!



2. Tape one edge of the template to the installation surface with masking tape and unroll it. Level the template and tape the entire pattern securely to the installation surface.



3. Mark holes with center punch, remove pattern if holes are visible on wall, then drill holes slightly larger than stud diameter and 3/4 inches deep where indicated on your template. Remove the template and clean out all drill holes using compressed air.



4. Insert the studs into the stud holes on the back of each letter. Place letters in holes on wall before applying silicone to verify position. Adjust as necessary by opening holes with your drill bit. Now fill the drill holes in the wall of the first letter with silicone.

218



5. Push the tube of silicone over each stud on the first letter in order to evenly coat it with adhesive.



6. Push the letter into the drill holes. If not using spacers, use a thin shim to stand-off slightly from the wall. Secure to wall using long strips of tape. Remove tape after silicone sets. Repeat steps 4 through 6 for the rest of the letters.

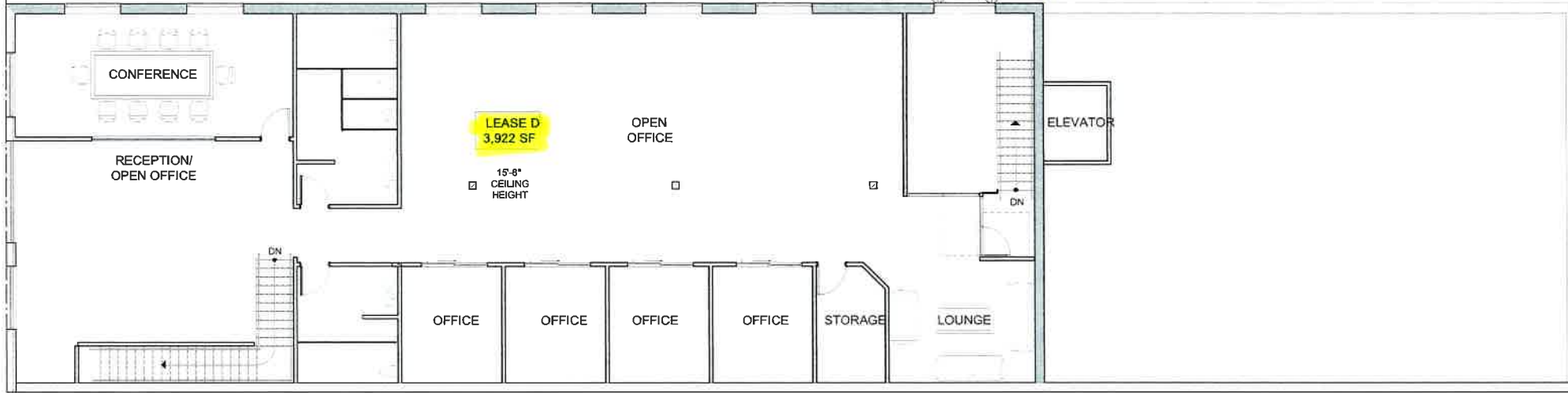
*ATTACHMENTS: 4-6 PER LETTER/LOGO
2-6 lbs EA.*

1.800.538.8377

COMMERCIAL STREET

42'-0"

110'-0"



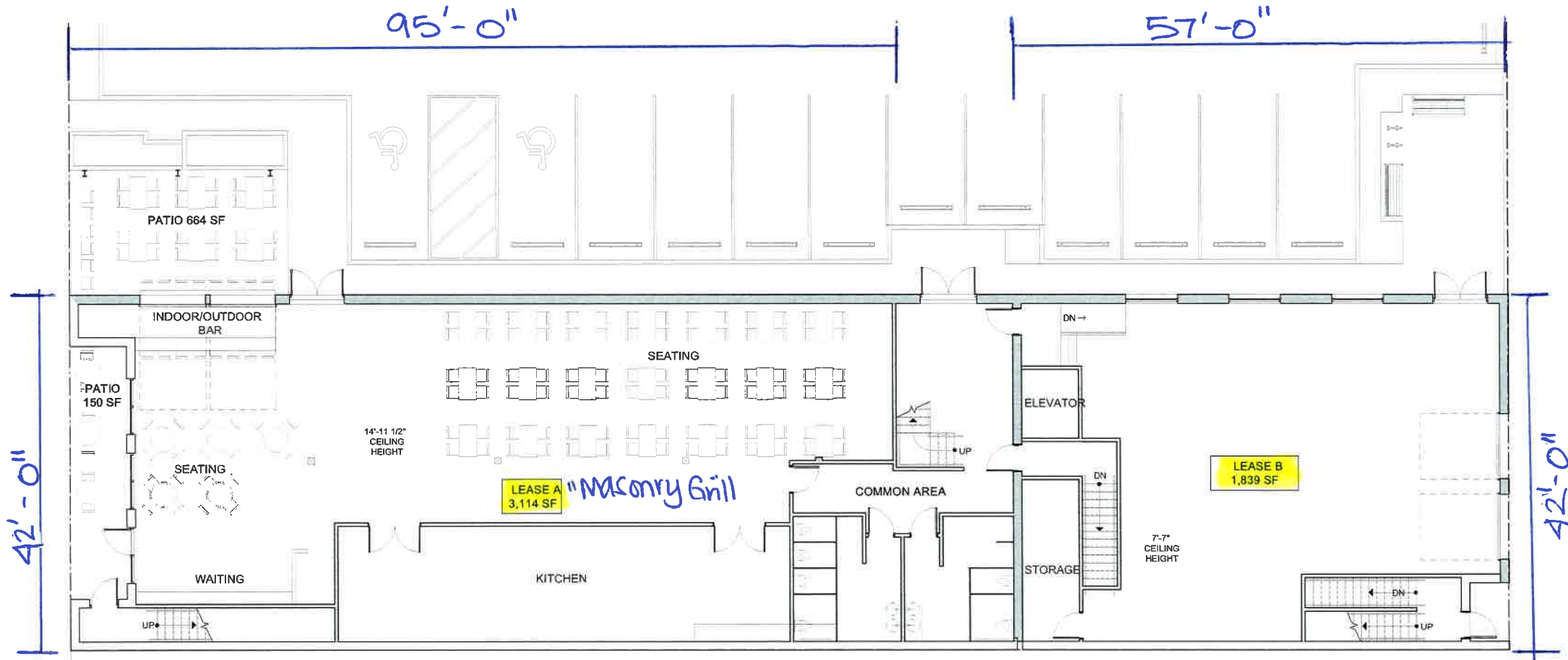
ALLEY

2 LEVEL 2 - PROPOSED

0' 2' 4' 8' 16' 24' 1/8" = 1'-0"

1/16" = 1'-0"





2 GROUND FLOOR - PROPOSED



1/16" = 1'-0"

