

# 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.:** HIS19-42

**APPLICATION NO.:** 19-121265-DR

**NOTICE OF DECISION DATE:** NOVEMBER 22, 2019

**SUMMARY:** A proposal to install a new ~~illuminated~~ monument sign internally lit with LED letters in front of the Dr. Ray J. Pemberton House.

**REQUEST:** Major Historic Design Review to install a new ~~illuminated~~ monument sign internally lit with LED letters in front of the Dr. Ray J. Pemberton House (1914), an individually listed Local Historic Landmark located at 1455 Commercial Street SE (Marion County tax lot 073W27CD09000).

**APPLICANT:** Emma Deneger, Salem Sign Company on behalf of JK Commercial Holdings, LLC (Keri Lazarus)

**LOCATION:** 1455 Commercial St SE

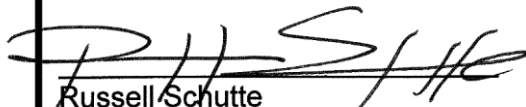
**CRITERIA:** Salem Revised Code (SRC) Chapters 230.056 and ~~900.090~~.

**FINDINGS:** The findings are in the attached Decision dated November 22, 2019.

**DECISION:** The **Historic Landmarks Commission APPROVED** Historic Design Review HIS19-42 based upon the application materials deemed complete on October 30, 2019 and the findings as presented in this report.

### VOTE:

Yes 7      No 0      Absent 2 (French, Thomas)

  
Russell Schutte  
Vice-Chair, Historic Landmarks Commission

*This Decision becomes effective on December 10, 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 December 10, 2021 or this approval shall be null and void.

Application Deemed Complete:	<u>October 30, 2019</u>
Public Hearing Date:	<u>November 21, 2019</u>
Notice of Decision Mailing Date:	<u>November 22, 2019</u>
Decision Effective Date:	<u>December 10, 2019</u>
State Mandate Date:	<u>February 27, 2020</u>

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, Room 305, 555 Liberty Street SE, Salem OR 97301, no later than 5:00 p.m., Monday, December 9, 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(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 305, City Hall, 555 Liberty Street SE, during regular business hours.

<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. HIS19-42

**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 November 21, 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:

**SRC 230.080 states that *historic preservation activity on an individually listed resource shall comply with the standards for historic contributing buildings for the type of resource.* In this case, while the resource was constructed as a single-family residence, its current use is commercial, therefore, SRC Chapter SRC 230.056 specifies the standards applicable to this project. Salem Revised Code (SRC) 230.056. Standards for 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:** There is no signage proposed on the structure, therefore the HLC finds that this criterion is not applicable to the evaluation of this proposal.

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

**Finding:** The HLC finds that the proposed freestanding monument signage is located at an angle perpendicular to the building. The HLC finds that SRC 230.056(c)(2) has been met for the proposed monument sign.

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

**Finding:** The HLC finds that the proposed signage is not located within transom areas. The Pemberton House has no 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 monument signage as proposed, will be in the front yard of the Pemberton House. The proposed sign will not exceed the size of the existing sign on site, and will not obscure the primary façade of this resource. Therefore, the HLC finds 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 the proposed signage is oriented to the primary façade of the Pemberton House. 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 HLC finds that the proposed signage is constructed of metal therefore 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, the signs advertising the tenant names are proposed to have letters cut out of the metal that will be illuminated internally with LED lighting. The HLC finds that this type of signage has been previously approved by the HLC in the Downtown Historic District at several locations and given this precedent, is a compatible method of lighting commercial signage on historic resources.

**(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. The HLC finds that SRC 230.056(c)(9) does not apply to the evaluation of this proposal. However, it should be noted that the proposed monument sign is free standing and includes cut out letters that will be lit internally by LED lights.

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

**Finding:** The HLC finds that the proposed signage will not be attached to the building, therefore this criterion is not applicable to the evaluation of 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. 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. Therefore, the HLC finds 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 SRC 230.056(c)(14) has been met.

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

**Finding:** Overall, the proposed signage respects the size, scale and design of the Dr. Ray J. Pemberton House. 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 signs will not obscure the primary façade or any significant features of the Pemberton House, therefore the HLC finds that SRC 230.056(c)(16) has been met.

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

**Finding:** The HLC finds that for the purposes of evaluating this standard, “neighboring resources” include other individually listed historic resources along Commercial Street SE and the vicinity. The HLC finds that generally, the proposed signage is similar in nature to monument signs found along Commercial Street SE, therefore staff recommends the HLC find that SRC 230.056(c)(17) has been met for the proposal.

**(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 installed on the site using concrete footings, with no damage to historic materials. 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 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.

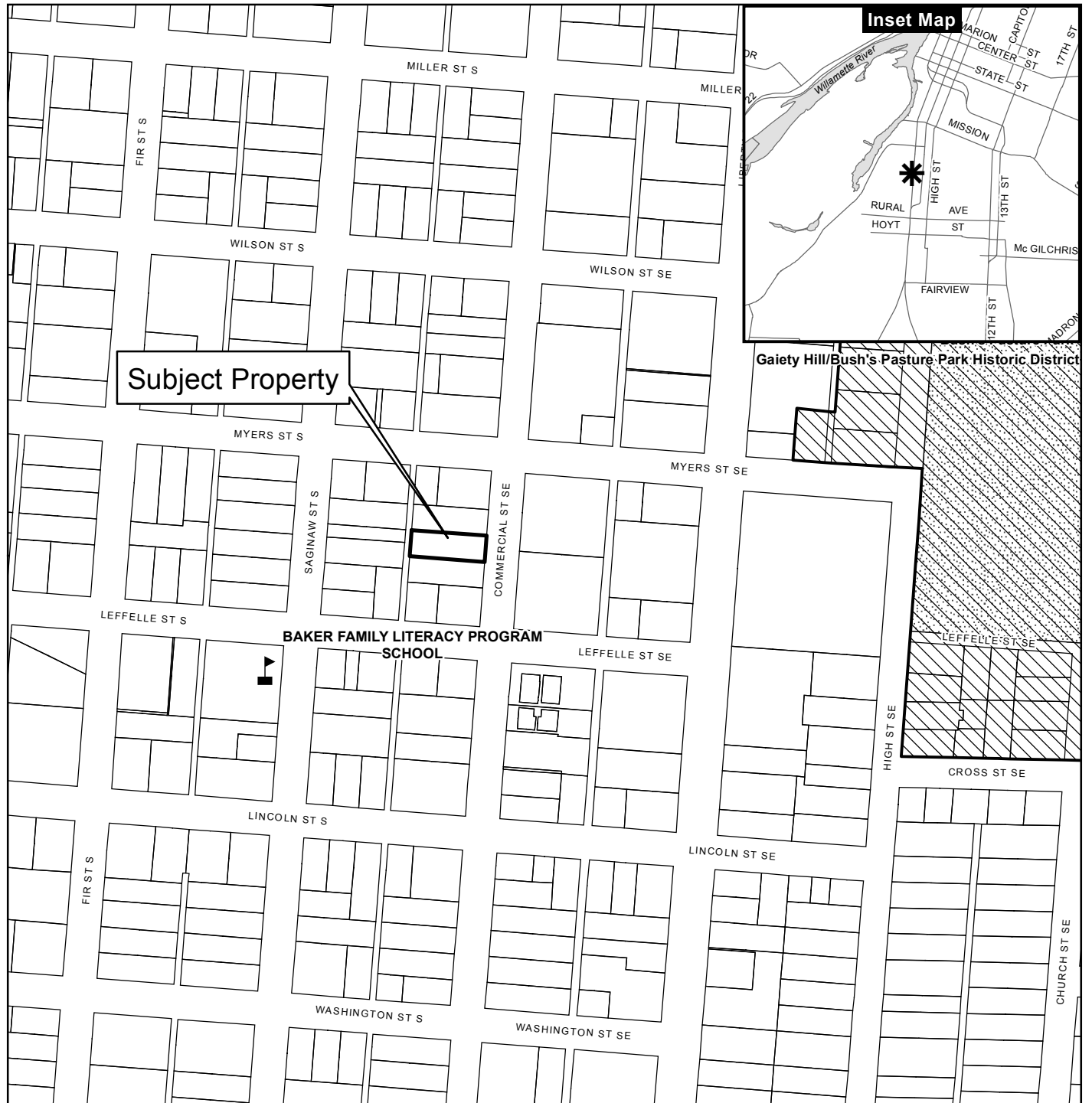
**DECISION:** The Historic Landmarks Commission **APPROVES THE PROPOSAL.**

**VOTE: Yes 7    No 0    Absent 2 (French, Thomas)    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 1455 Commercial St SE










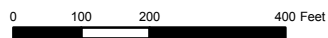
Subject Property

BAKER FAMILY LITERACY PROGRAM  
SCHOOL

Gaiety Hill/Bush's Pasture Park Historic District

**Legend**

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



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OREGON INVENTORY OF HISTORIC PROPERTIES  
HISTORIC RESOURCE SURVEY FORM - TWO

ATTACHMENT B

NAME: Pemberton House  
ADDRESS: 1455 Commercial St., SE  
Salem, OR 97302

T/R/S: 07\3W\27  
MAP NO: 27CD TAX LOT:09000  
QUADRANGLE: Salem

\*\*\*\*\*



\*\*\*\*\*

NEGATIVE NO. :

SLIDE NO. :

\*\*\*\*\*

PLEASE PLACE HERE:

SITE MAP SCHEMATIC DRAWING  
SHOWING INVENTORIED BUILDING (S)  
AND INCLUDING OUTBUILDINGS,  
STRUCTURES, ROADS, AND HISTORIC  
LANDSCAPING, IF APPROPRIATE.

INDICATE NORTH BY AN ARROW

PLEASE PLACE HERE:

TOWN MAP WITH CROSS STREETS  
FOR URBAN AREAS OR SECTION  
OR USGS MAP FOR RURAL AREAS.

INDICATE NORTH BY AN ARROW

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GRAPHIC AND PHOTO SOURCES: City of Salem, Community Development

SHPO INVENTORY NO.: 326



CITY OF SALEM

# LOCAL DESIGNATION OF HISTORIC PLACES NOMINATION FORM



Type all entries - complete applicable sections

<b>1. NAME OF RESOURCE</b>				
HISTORIC				
AND/OR COMMON Ray J. Pemberton House				
<b>2. LOCATION</b> <input type="checkbox"/> not for publication      Lot 3, Block 1, Meyer's Addition				
STREET & NUMBER 1455 Commercial Street SE				
SALEM		STATE Oregon		COUNTY Marion
<b>3. CLASSIFICATION</b>				
CATEGORY	OWNERSHIP	STATUS	PRESENT USE	<input type="checkbox"/> Cemetery/Memorial
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> buildings	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> site		ACCESSIBLE	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input checked="" type="checkbox"/> object	PUBLIC ACQUISITION	<input type="checkbox"/> Open to public	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> in process	<input type="checkbox"/> Closed to public	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> Limited public access	<input type="checkbox"/> military	<input type="checkbox"/> other
<b>4. OWNER OF PROPERTY</b> <input type="checkbox"/> I apply for local designation as property owner				
NAME Spectrum Properties		STREET & NUMBER SW 5th, Suite 850		
CITY, TOWN Portland		STATE Oregon		
<b>5. LOCATION OF LEGAL DESCRIPTION</b>				
COURTHOUSE, REGISTRY OF DEEDS, ETC. Marion County Courthouse				
STREET & NUMBER 148 High St. NE		CITY, TOWN Salem		STATE OR
<b>6. REPRESENTATION IN EXISTING SURVEYS OR INVENTORIES</b>				
TITLE/SOURCE Historic Salem		Has property been previously evaluated? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
DATE Inventory, 1981--Published 1984		<input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> County <input checked="" type="checkbox"/> Local		
<b>7. DESCRIPTION</b>				
CONDITION		CHECK ONE	CHECK ONE	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input type="checkbox"/> restored	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved	Date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	Identify Sources <u>Sanborn Maps</u>		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE.

See attached sheet

**8. SIGNIFICANCE (Attach Narrative to explain each box checked)**

PERIOD	AREAS OF SIGNIFICANCE	CHECK AND JUSTIFY BELOW	IDENTIFY SOURCES OF INFORMATION
<input type="checkbox"/> Pre-1800			<input type="checkbox"/> landscape architecture
<input type="checkbox"/> 1800-1850	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> religion
<input type="checkbox"/> 1850-1900	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> science
<input checked="" type="checkbox"/> 1900-1930	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> law
<input type="checkbox"/> 1930-1950	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military
<input type="checkbox"/> 1950-present	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music
	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy
	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government
		<input type="checkbox"/> invention	<input checked="" type="checkbox"/> social/humanitarian
			<input type="checkbox"/> theater
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other (specify) _____

SPECIFIC DATES 1912-1913

BUILDER/ARCHITECT unknown

**STATEMENT OF SIGNIFICANCE (IN ONE PARAGRAPH):**

This house retains its original architectural integrity and is an excellent example of a Craftsman Bungalow. It was built either by Emma Hurst, widow of Salem miller merchant, and real estate broker Frederick Hurst, or by Retta and John Pemberton, parents of Raymond J. Pemberton. Ray graduated from Willamette University Medical School in 1910 and was a physician in Salem till his death in 1966. He lived in this house from 1928-1965. This house is older and retains its architectural integrity better than the 8 bungalows (cont)

ATTACH MAP OR SKETCH SHOWING LOCATION OF PROPERTY.

**9. INTENDED FUTURE USE OF PROPERTY** Clothes consignment store

INCLUDE EXTERIORS/INTERIORS IN RENOVATION, FEASIBILITY OF RESTORATIONS, ETC.

No remodeling is planned for interior or exterior of house. Business sign on lawn will be designed with historic associations with house in mind. Concrete and rock fish pond in back may have to be removed to allow for necessary parking per Salem city ordinances.

**10. FORM PREPARED BY:**

NAME/TITLE John Lazuk, 1437-4th Street NE, Salem, OR 97303

ORGANIZATION (Currently with the Oregon State Archives, DATE previously project coordinator with

STREET & NUMBER Montana State Historic Preservation Office TELEPHONE 585-4749

CITY OR TOWN

STATE

ZIP

## #7--DESCRIPTION

This structure built in 1912 or 1913 is an excellent example of the one-and-a-half story hybrid bungalow (also now known as bungalowoid) house made popular in the trade publications of its time. The style was championed in Gustav Stickley's influential magazine, The Craftsman, and today these home are commonly referred to as Craftsman Bungalows. Houses built along these lines had their heyday from 1900 to 1920 and were popular with aspiring middle and upper-middle class families attracted by roominess and elegance in affordable housing.

The house at 1455 Commercial Street SE displays the unmistakable traits of the Craftsman Bungalow: a flair eaved low-pitch gable roof with decorative brackets, gable-roof window dormers, a covered open porch along its front which sits on a concrete foundation (as does the rest of the house), a window bay (with corresponding interior window box seat and shelves), interior and exterior chimneys, and a seven light front picture window with decorative crown molding wood cornices. The many large doublehung and casement windows have drip caps and wide sills and flashings. The interior features high ceilings, a wood banister stairway to the second floor, column wood and glass cabinets separating the rooms, wide wall and doorway trim, the window seat which hides a dumbwater used for bringing wood for the fireplace upstairs from the full basement, built-in wood and glass door shelving along the north wall of the house, and a brick and decorative tile hearth chimney, with wood mantle. Many built-in features to the house suggests the builder or owner may have had an idea to use a portion of the first floor for business purposes or for a professional office.

There are no signs of exterior or interior alterations, except for a portion of the front porch on the north side of the house. There was another entrance onto the porch there. It has been replaced by a section of St. Andrew's cross beams. The alteration is entirely compatible with the house and does not take away (and may improve) the porch's architectural association with the bungalow style.

### Features

The house at 1455 Commercial SE is a wood-frame structure with planed and unplaned wood beams as its floor, wall, and ceiling joists. It has one-and-a-half stories, a gable roof running north-south and covered by diamond-shaped composition shingles, gable-roof window dormers on its east and west sides, an exterior of weatherboard siding, an open covered wood porch on its east side, a partially closed porch on its west side, and rests on a concrete foundation (except for the west side porch which is on pilings). The exterior chimney is laid in overlapping stretcher-course bond and the interior chimney is on the west side of the gable.

The east side lawn is raised above the town sidewalk and street by a concrete retaining wall. Concrete steps and sidewalk leads to wooden steps unto the porch. A fixed window is to the left of the single pane beveled-glass wood door and the decorative 7-light picture window is to its right. Above, the large window dormer has a 4-section casement style window that swings on hinges inward and onto itself. A similar window is on the north side.

The north side has a large doublehung window to the left of the chimney, side-by-side doublehung windows in the window bay (the bay has a pent roof of composite shingles), casement windows above, and two basement transoms windows, and a doorway down concrete steps leading to the basement.

The west side has the porch with wood steps and rails, a basement transom window, a doublehung window to the left of the porch, and two doors and a doublehung window

#7- continued

off the porch. A single doublehung window is in the dormer above.

The south side has a 6-light back porch window, an eighteen light front porch window, 3 basement transom windows, side-by-side doublehung windows on the first and second stories, three more single doublehung windows, and a single casement window.

The west side yard has a concrete and rock fish pond. The garage built about the same time as the house is a gable roof structure of composition tile (over the old wood shakes), has an exterior of wood sheathing, and sits on a brick pile foundation. Doublehung windows are on the north and south sides and it is open on the east and west sides. A small wood frame building showing on the 1927-1968 Sanborn map is no longer there.

#8-continued

considered as primary structures by the Historic Salem Inventory. In this area of Salem, it compares very favorably with the houses at 920 Lafelle St. SE (ca. 1920s), 362 Lincoln St. S (ca. 1925), and 260 ~~Summer~~<sup>Suffolk</sup> Street (ca. 1920). Examining the file inventory sheet which declared it a secondary structure for the Historic Salem, it appears more research into the house and its associations would have given it a primary designation.

#### Bibliography

Marion County Census, 1905

Polk City Registers, Salem (1902-1968)

Marion County Assessment Books, 1906, 1911, 1916.

Salem Statesman, 9-27-61, et al

Marion County Miscellaneous Records, v. 12, p. 104

Marion County Deedbooks, v. 491, p. 178; 271, p. 120; 81, p. 329; affidavit vol 3, p. 41; et al.

Sanborn Fire Insurance Maps, 1895 (updated to 1914), 1927 (updated to 1968)

Marion County Appraiser's Office file on house

#### Timeline

1871-Myer's Additon Platted - block 1 has eight lots of 75'

1895-Sandborn map shows house on this lot

1898-Hoofhine family sells this lot to Emma Hurst

1906-Assessment books shows capital improvement on lot (house there)

1912-deed shows north 25' of lot 3 sold to Emma Berry - house now on lot may have been started at this time

1913- Berry sells lot to Retta and John Pemberton

1914-Sanborn map shows old house gone and new house (present house) on lot 2, now 100 feet wide. Physical evidence shows houses on lot two probably built at same time and confirmed by Sandborn map evidence. Garage splits houses.

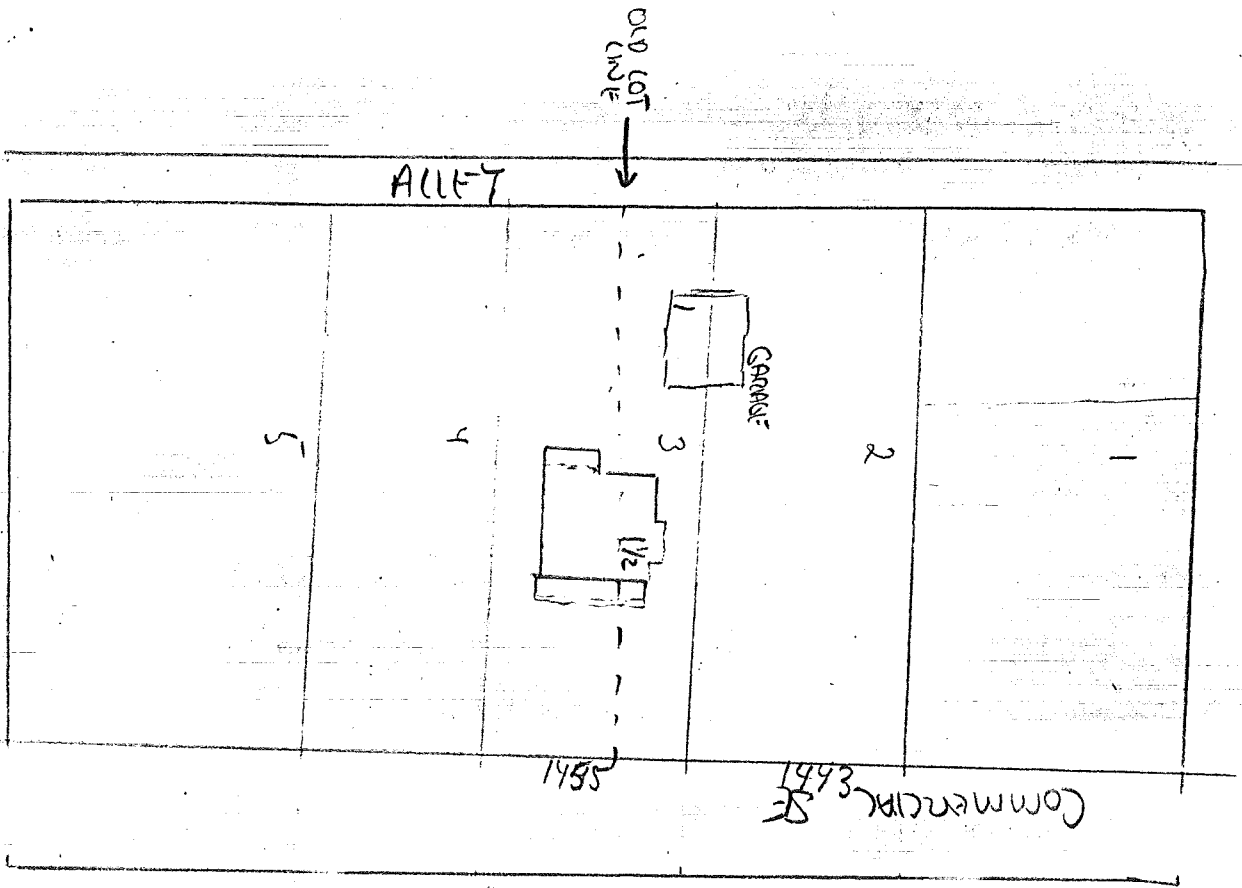
1916-Retta Pemberton pays taxes on houses in lot 2 (Assessment Book, 1916)

1928-Retta dies- Ray Pemberton now owner of house

1940s-other house on lot 2 sold (1443 Commercial SE), easement to share driveway and garage between houses.

1960s-Pemberton daughters sell house, block now platted to include N25' of old lot 3 and S25' of old lot 3 as new lot 3.

Block 1, Meter's Addition Lots 1-5



Case No. HIS19-42

**Historic Alteration Review - General Resource Worksheet**

Site Address: 455 Commercial St. S 97302 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, LED's, Acrylic 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:

We are proposing a monument display with <sup>LED illumination</sup> ~~aluminum~~ of aluminum, and will have dark backgrounds with light lettering per SRC 230. The sign is not obstructive to the building, nor will it affect the building, and it will allow for multiple tenants

Signature of Applicant \_\_\_\_\_ Date Submitted/Signed 11/13/19



# Salem Sign Co., Inc.

November 12, 2019

City of Salem  
Community Development Department  
555 Liberty St. S.E.

RE: Monument sign with internal illumination

To whom it may concern:

We are proposing a new monument sign for the Law Offices of Keri Trask Lazarus, located at 1455 Commercial St. SE, Salem OR 97302, in the Commercial Office zone. The building in the CO zone is a locally designated landmark. The proposed sign will be a freestanding monument sign with internal LED illumination, and will require a sign and an electrical permit. The sign will have a concrete footing, but a building permit will not be required since the sign height is under 7 feet tall. The sign code allows for an illuminated display, and there are several displays in the vicinity under the same zone that are similar to what we are proposing. See Exhibit D for a sign example of an existing illuminated monument sign in a CO zone with a Historic Overlay (Feibleman Case).

See Exhibits A, B and C for proposed sign specifications, installation detail and site map showing placement. Exhibit E shows the existing sign size and placement previously approved at 1455 Commercial St. SE. The proposed sign will comply with all sections of the code to which it pertains. Below, we address each section deemed applicable.

## **Sec. 230.056. - Signs in commercial historic districts. (See attached Exhibits A, B, C and E)**

(c)The new proposed sign will:

(4)Have the same placement as the previously approved existing sign; to the far left side, perpendicular to the building, as to not obscure windows or significant architectural features.

(6)Be placed in the landscape area to the far left of the sidewalk to the entrance, in the same placement as the previously approved existing sign.

(7)Be constructed of metal.

(8)Will be illuminated with LED's in conformance with Sec. 900.090 and 900.075.

(9)Be custom metal fabricated. The faces will be aluminum with lettering routed out, and will be illuminated with LED lighting.

(12)Will have the electrical components contained inside the structure.

(13)Will have a dark background with light letters.

(14)Will not be faux painted to look like stone, brick, or metal. It will be painted to match the building colors.

(15)Will be a size, scale and design that compliments the building and the landscape area.

(16)Will be placed perpendicular to the building, where the building will not be obscured.

(17)Have an aesthetic design that will fit in, and will be the same type and look of signage as neighboring signs. The colors of the sign will match or compliment the house.

(18)Be painted to match the building colors, and is designed to match the windows and trim of the building.

## **Sec. 900.195. - Permanent signs permitted in Commercial Office (CO) Zones. (See attached Exhibit A)**

(e)Office complexes. An office complex, and individual businesses in the office complex, are allowed the following signs:

(1)Office complex.

(A)One freestanding sign or one wall sign:

(i)One freestanding sign that complies with this subsection.

(a)The freestanding sign will be limited to a display surface not exceeding 24 square feet and to a height not exceeding five feet. The sign is proposed at the max height of 5 feet tall, with the sign display area 3'-4" x 7'-1"wide (23.6 sq. ft).

**Sec. 900.075. - General illumination standards (See attached Exhibits A and D)**

(a)The proposed display will be internally illuminated with LED lights, per zone specific standards

(c)The illumination of the sign will be static, and will not be too bright, distracting or confusing to the general public.

(h)The LED illumination will be static as to not create an electronic display or effect, and will conform to the brightness limitations set forth in SRC 900.090.

(i)Zone-specific standards.

(2)In the Commercial Office (CO) Zone:

(A)The sign will be placed perpendicular to Commercial Street, as to not reflect upon adjacent premises.

(B)The illumination will be on between the hours of 7a.m. to 12:00 midnight maximum per day, and will be set to turn off during the hours not allotted per this section.

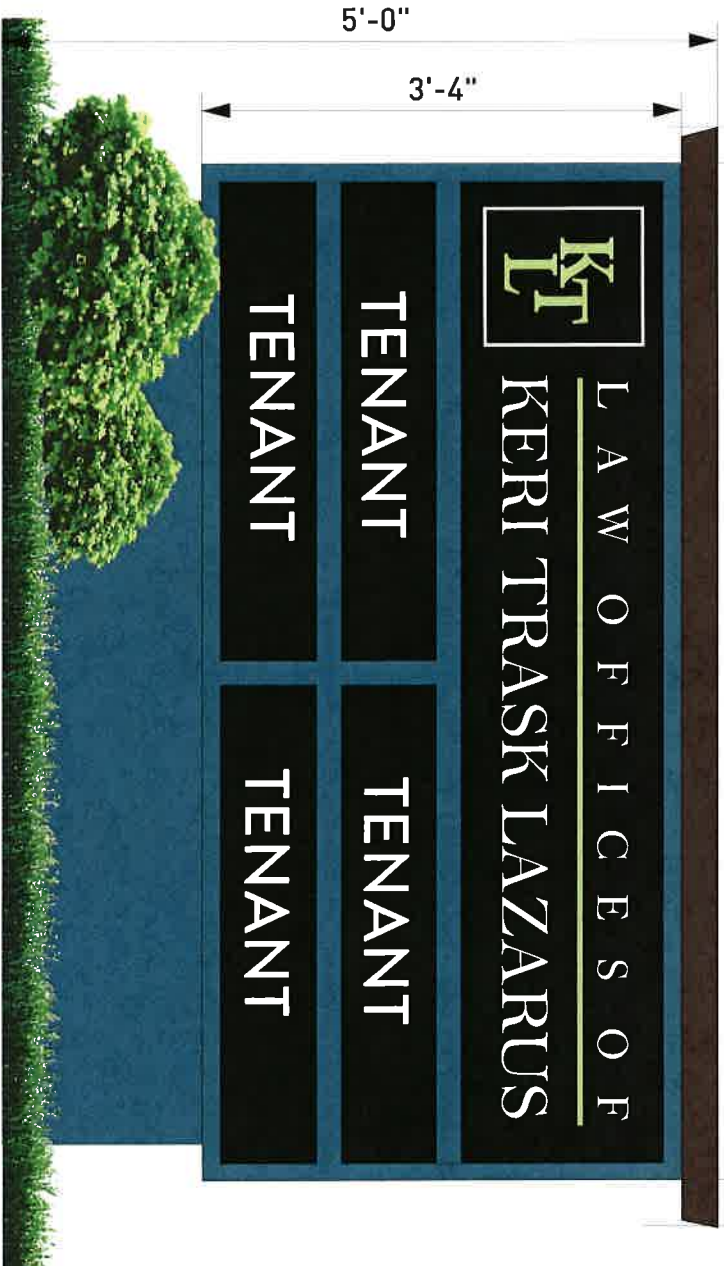




# Single Face Internally Illuminated Monument Display

7'-8"  
7'-1"

**EXHIBIT A**



PROPOSED - Shown at approximate scale

## SPECIFICATIONS

CABINET & ROOF TOPPER:  
\*Custom Metal

Fabricated:  
Paint colors to match building

BASE:  
\*Custom Metal  
Fabricated: Painted  
Blue to match Building

ILLUMINATION:  
\*White LED's

VINYL:  
\*3M Black

SCALE: 3/4" = 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# 21951-19

JOB TITLE: Law Office of Keri Trask Lazarus

LOCATION: Salem, OR

DATE: 11-12-19

DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:

# EXHIBIT B



SIGN

3 feet

Property Line

Scale: 1/8" = 1'-0"

1455 Commercial St. S

Scale: 1/32" = 1'-0"

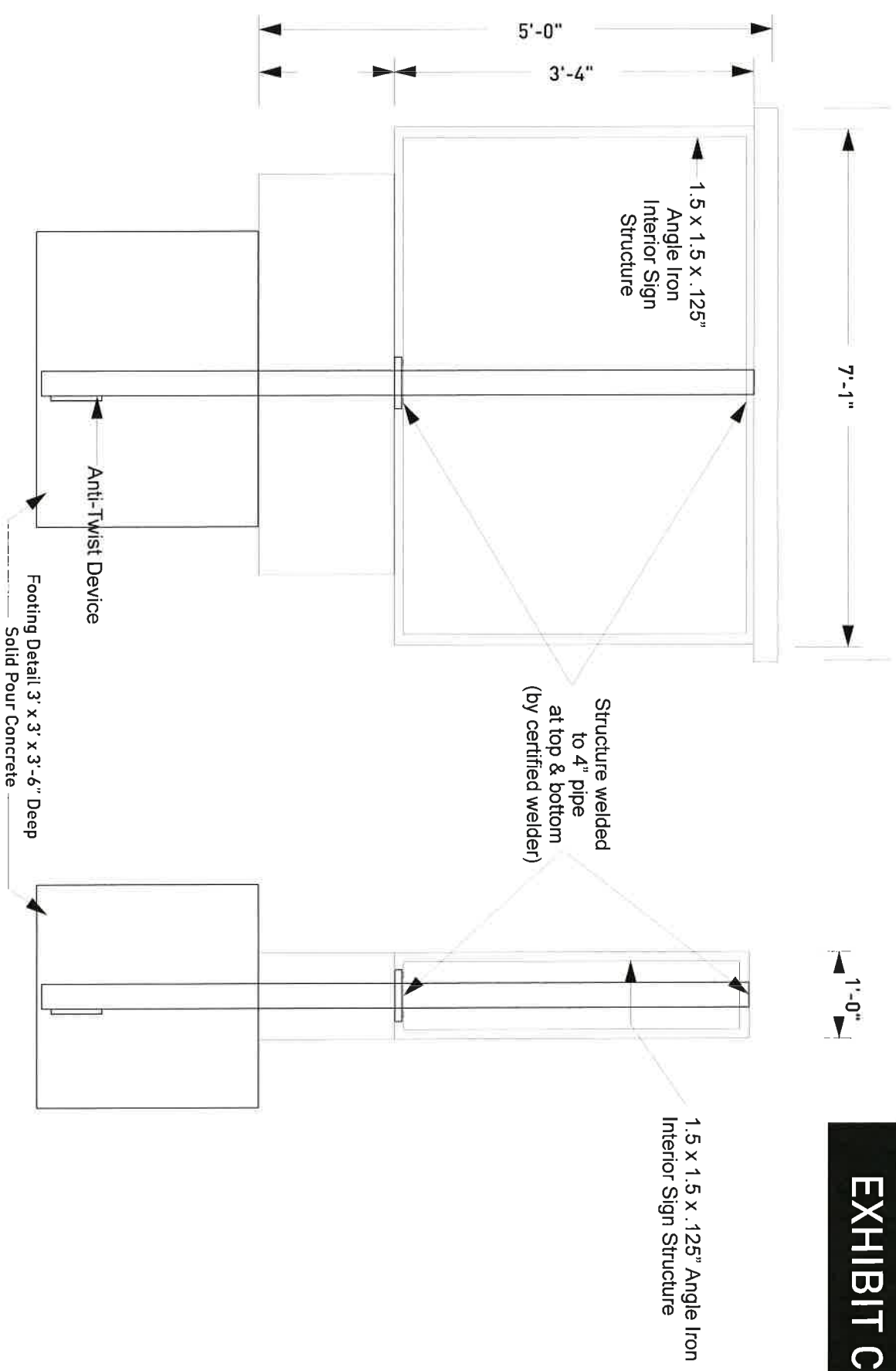
\*Edge of Sign 3' from Property Line.





# Single Face Monument w/ Digital Display

END VIEW  
**EXHIBIT C**



JOB TITLE: Law Offices of Keri Trask Lazarus    LOCATION: Salem, OR    DATE: 10-3-19    DRAWN BY: E. D.    SALES: Corey Spady    APPROVED BY:



**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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**EXHIBIT D**

**Illuminated Monument Sign @  
1815 Commercial St. SE**



Previously approved existing sign  
at 1455 Commercial St. SE

**EXHIBIT E**

