

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*

ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS17-26 / Amanda No. 17-110865-DR

NOTICE OF DECISION DATE: June 8, 2017

SUMMARY: A proposal to install new lettering on the two awnings on the front facades of the Breyman Block Building (1874).

REQUEST: Minor Historic Design Review of a proposal to replace lettering on two existing awnings within the front facades of the Breyman Brothers Block Building (1874), a historic contributing commercial building within the Salem Downtown Historic District, located at 310-320 Court St NE aka 174-188 Commercial St NE, 97301; Marion County Assessors Map and Tax Lot Number: 073W27AB08300.)

APPLICANT: Sandra Powell for Olivia's

LOCATION: 310-320 Court Street NE (aka 174-188 Commercial St. NE)
Salem OR 97301

CRITERIA: Salem Revised Code (SRC) 230.056 Standards for Signs in Commercial Historic Districts.

DECISION: Based upon the application materials deemed complete on June 7, 2017, and the findings as presented in this report, the application is **APPROVED**.

Proposed Signs:

The applicant is proposing to paint the existing maroon awnings black, and replace the existing white lettering with gold lettering on two existing metal awnings within the front facades of the resource. One awning, on the western façade of the Breyman Brothers Block Building faces Commercial Street NE, and the other awning, on the north façade of the resource faces Court Street NE. Staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project.

FINDINGS:

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

(C) New signs shall:

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

Finding: The applicant is proposing to replace the lettering on two existing awnings, thereby meeting SRC 230.056(1).

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

Finding: The proposed signage will not be attached directly to the building, but will be installed on existing awnings attached to the building, therefore this standard is not applicable to the evaluation of this 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: While the awnings will be painted, the proposal does not include any signage that will be painted on the building, therefore this standard 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 proposed signage is oriented to the main entrances of the Breyman Block 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 consists of lettering which will be applied directly to the existing metal awnings, thereby meeting SRC 230.056(c)(7).

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

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

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

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

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

Finding: The proposed signage consists of lettering which will be applied directly to the awning, and the signage will not be directly attached to the building, therefore this standard is not applicable to the evaluation of this proposal.

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

Finding: The proposed signage will not require conduit, therefore this standard is not applicable to the evaluation of this proposal.

(12) *Not have exposed conduit.*

Finding: The proposed signage will not require conduit, therefore this Standard is not applicable to the evaluation of this proposal.

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

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

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

Finding: The proposed signs 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 proposed replacement lettering within the two existing awnings is compatible with the Breyman Block Building, and no significant features are obscured by its installation, thereby meeting SRC 230.056(c)(15).

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

Finding: The proposed lettering will be applied onto the two existing awnings, and will not obscure any significant features of the Breyman Block Building, thereby meeting SRC 230.056(c)(16).

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

Finding: The proposed replacement lettering on the two awnings are of a similar size, scale, and design to this type of signage 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 replacement lettering 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 replacement lettering/signage will not be directly attached to the building but will be applied to the existing non-original awnings, and no historic materials will be damaged or obscured by their application, 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 applicant's signage will be limited to two signs, the minimum necessary to identify their business which abuts two streets, Commercial St. NE and Court St. NE, thereby meeting SRC 230.056(c)(20).

DECISION: Based upon the application materials deemed complete on June 7, 2017, and the findings as presented in this report, the application is **APPROVED**.



Kimberli Fitzgerald, AICP, Historic Preservation Officer
Planning Administrator Designee

kfitzgerald@cityofsalem.net; Phone: 503-540-2397

*This Decision becomes effective on **June 24, 2017**. 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).*

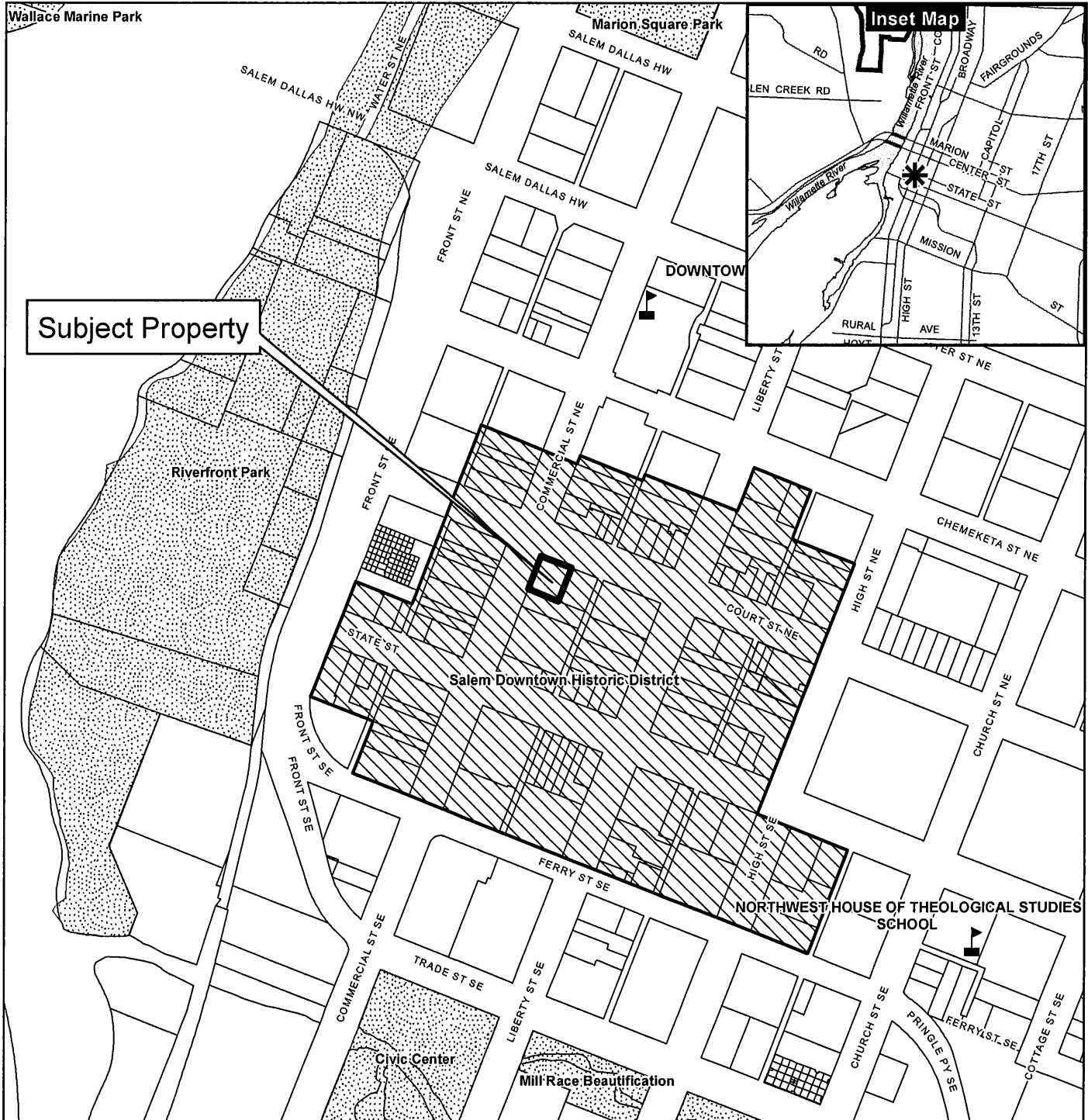
Application Deemed Complete: June 7, 2017
Notice of Decision Mailing Date: June 8 2017
Decision Effective: June 24, 2017
State Mandated Decision Date: October 5, 2017

The rights granted by this decision must be exercised by June 24, 2019 or this approval shall be null and void.

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., June 23, 2017**. The appeal must state where the decision failed to conform to the provisions of the historic preservation ordinance (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 Salem 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.

Vicinity Map

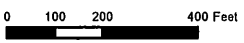
310-320 Court St NE aka 174-188 Commerial St NE



Legend

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

CITY OF Salem
AT YOUR SERVICE
Community Development Dept.



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Historic Alteration Review Worksheet

Site Address: 310-320 Court St NE Salem, OR 97301

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 - Vinyl Lettering
- 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: Vinyl Lettering Project's New Material: Vinyl Lettering

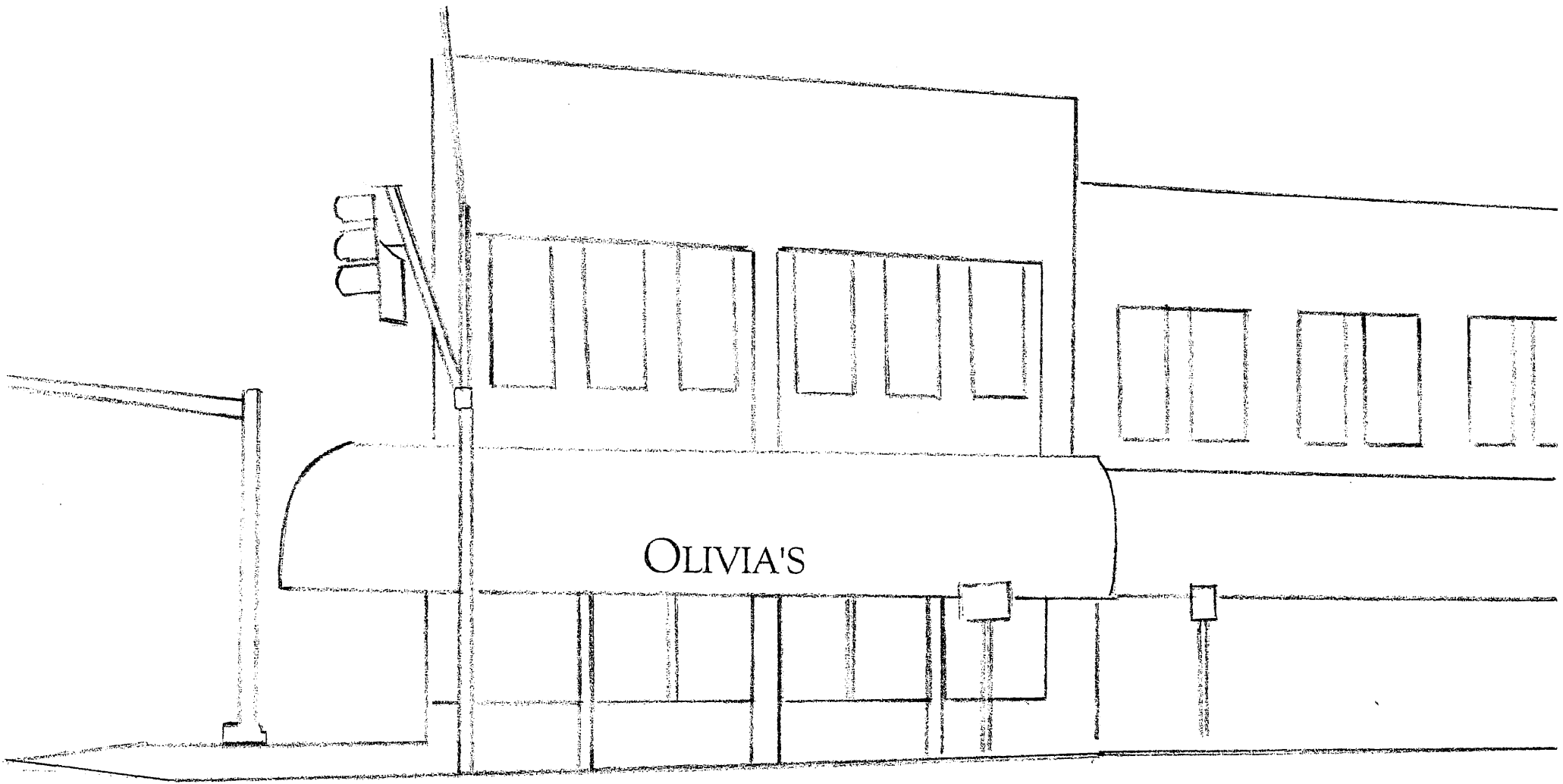
Project Description

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 to place Gold Vinyl Lettering ON AN EXISTING AWNING

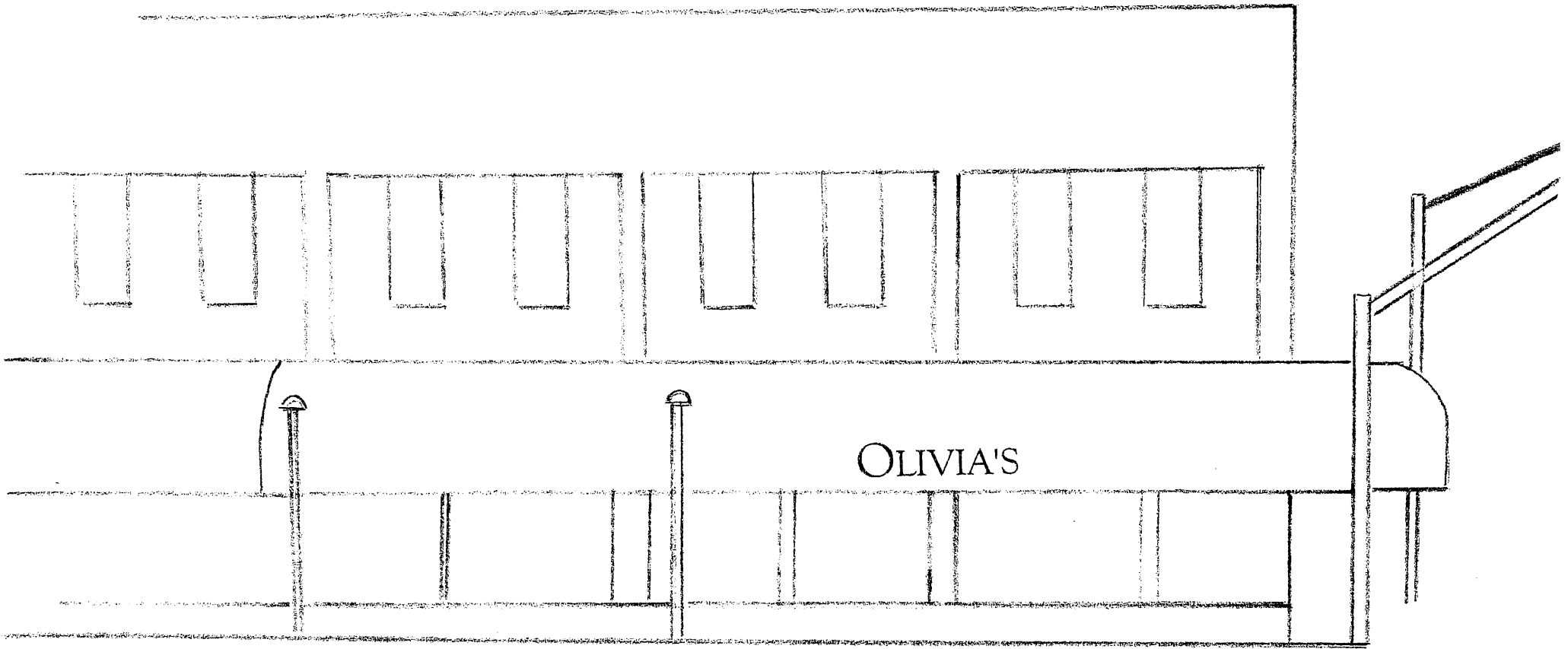
Sandy Powell
Signature of Applicant

5-26-2017
Date Submitted/Signed



310-320 Court St NE

awning facing commercial



310-320 COURT ST NE

AWNING FACING COURT ST

● Kimberli Fitzgerald

RE: Olivia's signage

To: Olivia's

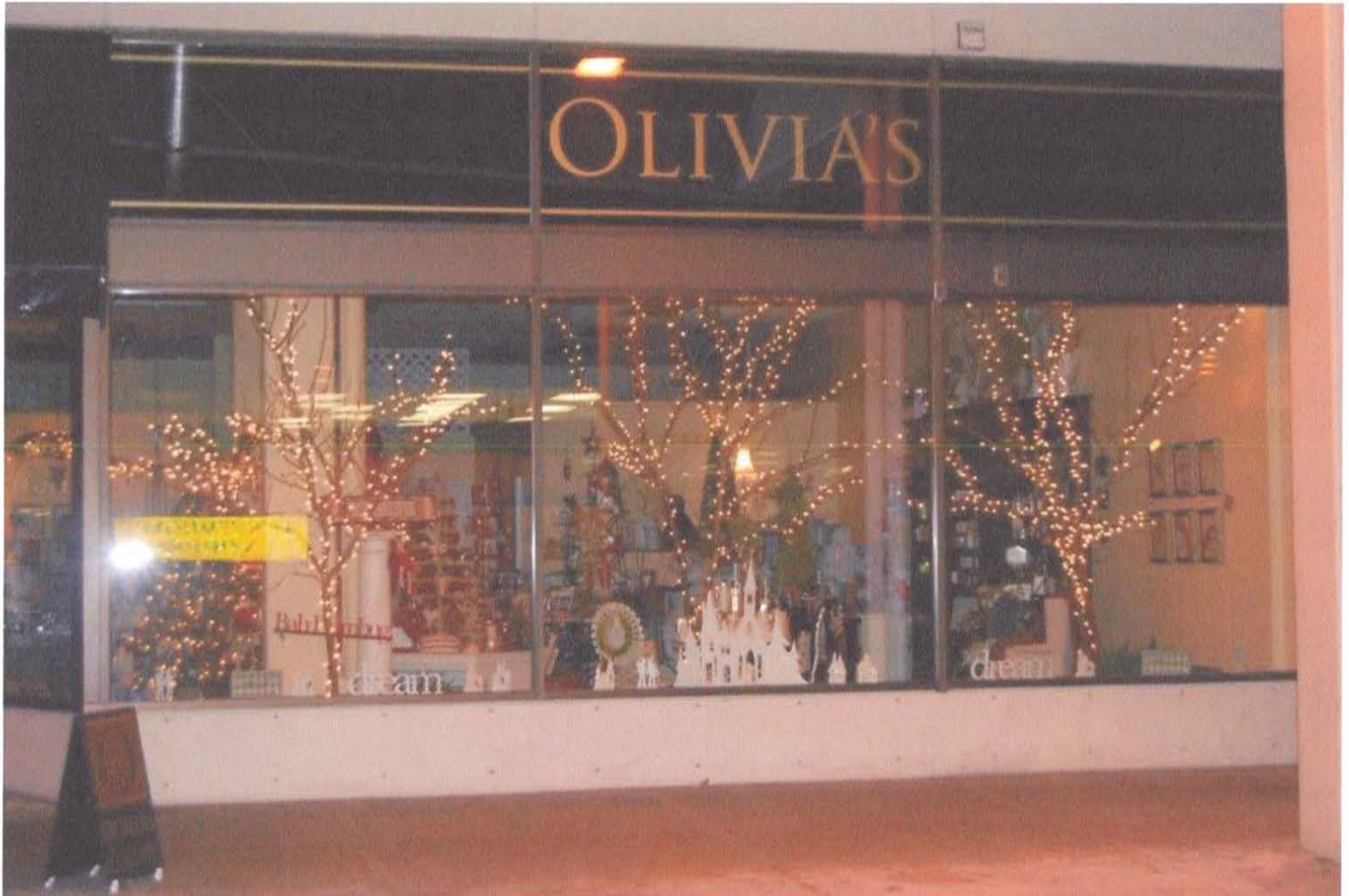
4/10/17

[Details](#)



Hi Sandy;
Yes- that does meet our criteria;
I've attached our application packet.
Please let me know if you have any questions.
Kimberli

I want to paint the awnings black and put the name of my shop in gold letters, as shown in this picture. Do you think this would be in compliance?



Sent from my iPad

<p>pdf</p> <p>Land Use A...lication.pdf</p> <p>66.8 KB</p>	<p>pdf</p> <p>Minor Histo...Packet.pdf</p> <p>382 KB</p>	<p>pdf</p> <p>Commercia...30.056.pdf</p> <p>50.9 KB</p>
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[See More from Olivia's](#)





SHRYOCK'S MENS WEAR

SHRYOCK'S MENS WEAR

7ZK 282

FRESH JUST BAKED



SHRYOCK'S MENS WEAR

180

3
No Left Turn
Except on Green Light

3
No Left Turn
Except on Green Light