

PLANNING DIVISION  
555 LIBERTY ST. SE, RM 305  
SALEM, OREGON 97301  
PHONE: 503-588-6173  
FAX: 503-588-6005

# NOTICE OF DECISION



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

## DECISION OF THE HISTORIC LANDMARKS COMMISSION

MAJOR HISTORIC DESIGN REVIEW CASE NO. HIS16-19

APPLICATION NO. : 16-112123-DR

NOTICE OF DECISION DATE: AUGUST 19, 2016

**REQUEST:** Major Historic Design Review of a proposal to install an internally illuminated sign on the southwest corner of the McGilchrist Building, a historic contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 102-110 Liberty Street NE; 97301; Marion County Assessor's Map and Tax Lot number: 073W27AB-05200.

**APPLICANT:** Salem Sign Company Inc. for Ritter's

**LOCATION:** 102-110 Liberty St NE

**CRITERIA:** Salem Revised Code Chapter 230.056

**DECISION:** The Historic Landmarks Commission **APPROVED** Major Historic Design Review Case No. HIS16-19.

  
\_\_\_\_\_  
Andrew Hendrie, Chair, Historic Landmarks Commission

This Decision becomes effective on **September 7, 2016**. 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:	<u>July 27, 2016</u>
Public Hearing Date:	<u>August 18, 2016</u>
Notice of Decision Mailing Date:	<u>August 19, 2016</u>
Decision Effective Date:	<u>September 7, 2016</u>
State Mandate Date:	<u>November 24, 2016</u>

The rights granted by this decision must be exercised by **September 7, 2018**, or this approval shall be null and void. A copy of the decision is attached.

**Case Manager:** Kimberli Fitzgerald, <sup>KF</sup> AICP, Historic Preservation Officer  
[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., September 6, 2016**.

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. HIS16-19 / AMANDA No. 16-112123-DR

**FINDINGS:** Based upon the application materials, the facts and findings in the Staff Report dated August 18, 2016 incorporated herein by reference, and testimony provided at the Public Hearing of August 18, 2016, 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) 230.065 as follows:

***Criteria: 230.065. General Guidelines for Historic Contributing Resources.***

### **FINDINGS**

**(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 the proposed signage will be located on the southwest corner of the McGilchrist Building on the horizontal band between the first story transom and second story brick course running underneath the sills of the second story windows. Historically signage for various businesses has been installed in this location on this corner. The HLC finds that SRC 230.056(1) has been met.

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

**Finding:** The HLC finds that the proposed sign is round, three feet high and five feet wide and will be installed perpendicular to the southwest corner of the McGilchrist Building. The signage does not project beyond the width of the existing awning, and does not obscure any character defining features of the McGilchrist Building. The sign cabinet is capped at either end with an aluminum cover to ensure the framework and conduit is not visible. The HLC finds that SRC 230.056(c)(2) has been met for this proposal.

**(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 McGilchrist Building, and that SRC 230.056(c)(3) has been met.

**(4)** *Not obscure windows or significant architectural features.*

**Finding:** The HLC finds that the proposed sign does not obscure windows or significant architectural features, and that SRC 230.056(c)(4) has been met.

**(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 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 HLC finds that the proposed signage is oriented to the main entrance, therefore SRC 230.056(c)(6) has been met.

**(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 substantially of aluminum (metal), with the exception of the sign face, 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.

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

**Finding:** The HLC finds that while the applicant has proposed an internally illuminated metal framed sign, utilizing white LED lights, the proposal does not include free-standing neon or plastic back-lighted boxes and that SRC 230.056(9) has been met.

**(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 into any brick masonry, but will be installed into the concrete and stucco horizontal band between the first and second stories of the McGilchrist Building. Sign loads are distributed evenly, with the sign supported by two iron framed brackets and eight 3" lag shields. HLC finds that SRC 230.056(10) has been met.

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

**Finding:** The HLC finds that the proposed signage will utilize conduit that will be installed at the base of the sign, behind the angled iron framework, where it is attached to the building and not obstructed any significant features, therefore SRC 230.056(11) has been met.

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

**Finding:** The HLC finds that the proposed signage will include conduit that will be installed at the base of the sign, where it is attached to the building. The conduit will be covered, and not easily visible, therefore SRC 230.056 (c)12 has been met.

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

**Finding:** The HLC finds that the proposed signage has light lettering with 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 thereby meeting SRC 230.056(c)(14).

**(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 is compatible with the storefront, and no significant features are obscured, therefore 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 McGilchrist 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 sign is 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 primary signage is constructed of aluminum (metal), a material that is 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 securely attached to the McGilchrist Building with bolts and an angled iron frame. No original historic materials will be damaged at the location of this 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 while this sign is not a reconstruction, signage has been located here on this corner at various times throughout the life of the building. The applicant's signage will be used ensure identification of the business, therefore the HLC finds that SRC 230.056(c)(20) has been met.

230.056(c)(20) has been met.

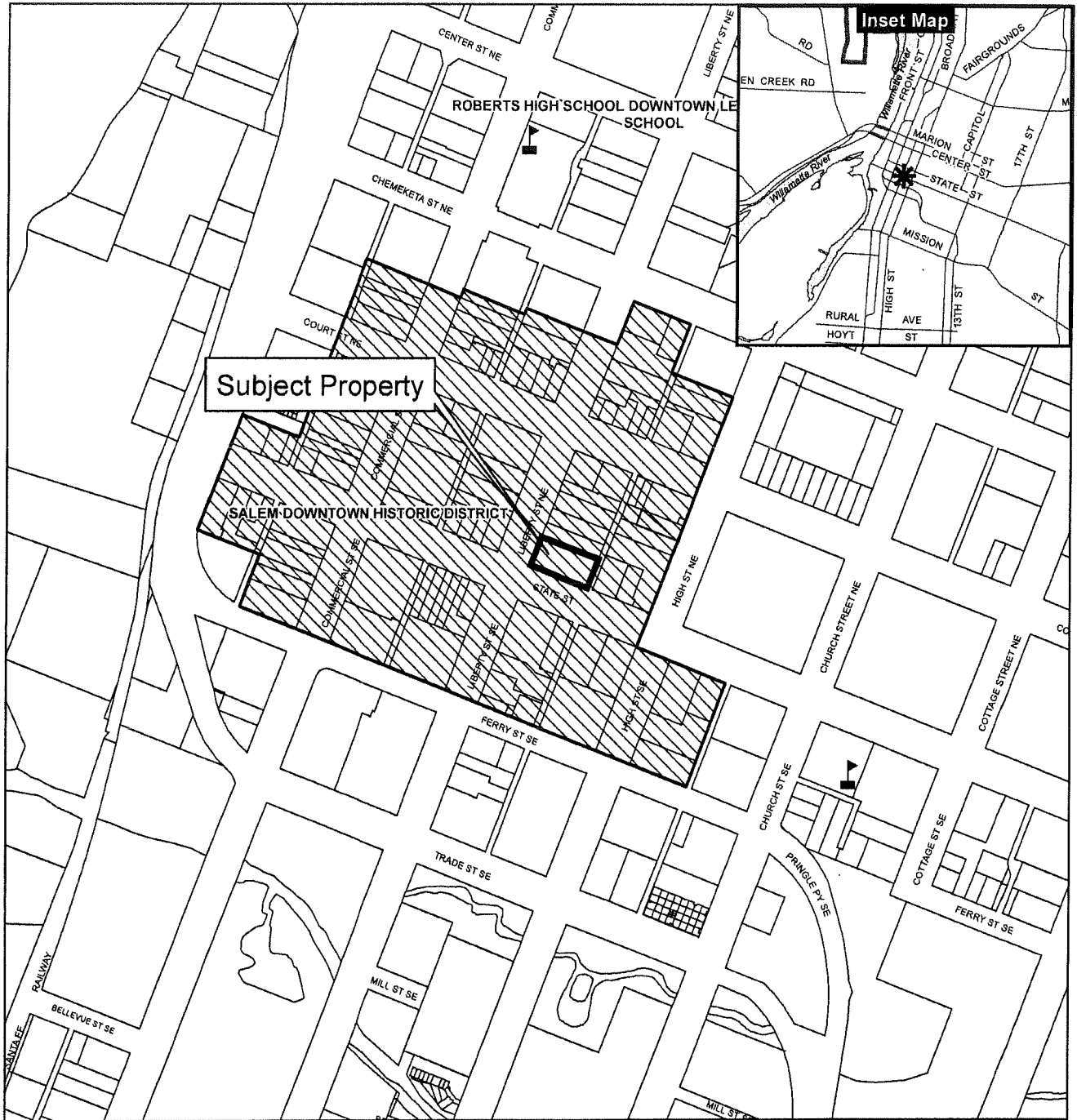
**SUMMARY:**

The HLC finds that the proposed signage will be located on the southwest corner of the McGilchrist Building on the horizontal band between the first story transom and second story brick course running underneath the sills of the second story windows. The proposed sign is round, three feet high and five feet wide. The HLC finds that while the signage projects at an angle from the building corner, it does not project beyond the width of the existing awning, and does not obscure any character defining features of the McGilchrist Building. The sign cabinet is capped at either end with an aluminum cover to ensure the framework and conduit is not visible. The HLC finds that while the proposed sign is illuminated internally and located on the corner of the building between the first and second stories, there is historic precedent for this type of signage and signage has been located here on this corner throughout the life of the building. The HLC finds that the installation of the proposed signage is compatible with the size and scale of the McGilchrist Building and the surrounding downtown historic district and that the proposed sign will be installed with the least possible loss of historic materials, with no significant features obscured, damaged or destroyed.








**DECISION:** The Historic Landmarks Commission APPROVES the HIS16-19 proposal.

**VOTE:        YES 7    NO 0        ABST 1 (Holton)    ABSENT 0**

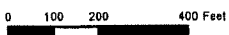
# Vicinity Map 102-110 Liberty Street NE



## Legend

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

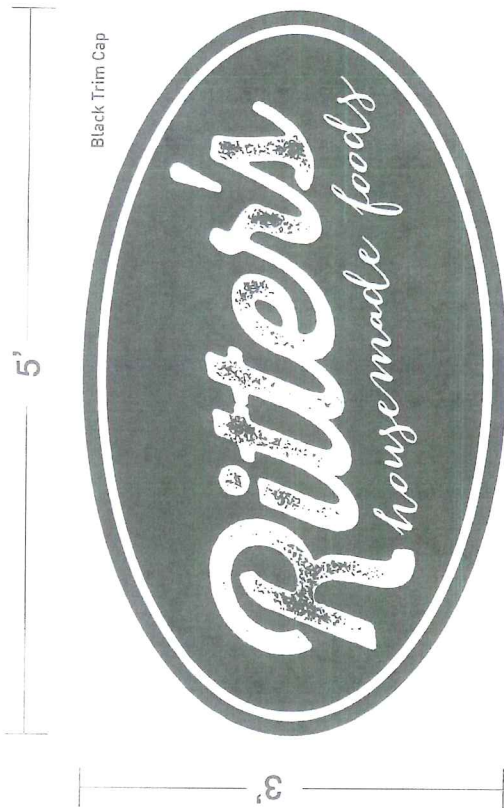
**CITY OF Salem**  
AT YOUR SERVICE  
Community Development Dept.



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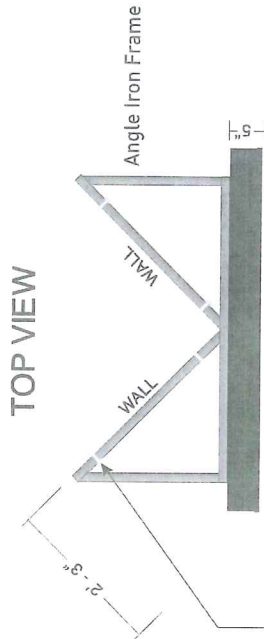
# Internally Illuminated Single Face Wall Display



TOP VIEW

END VIEW

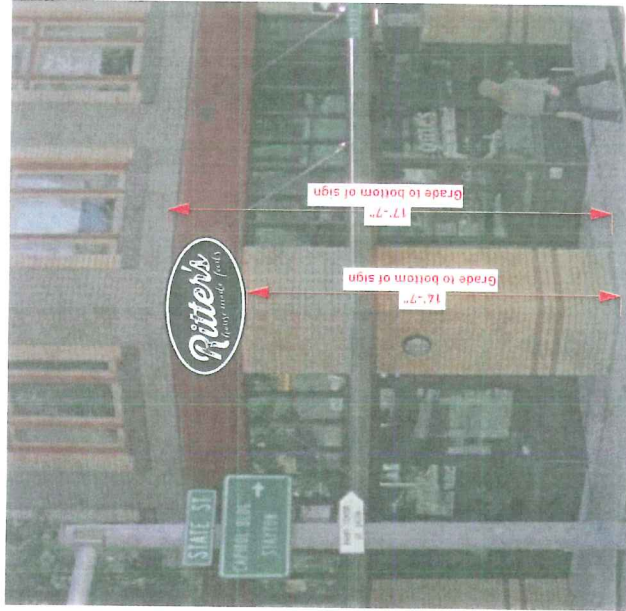
SCALE: 1" = 1'



SCALE: 1/2" = 1'

Eight (8) 3/8" Lag Shields into Mortar (4 @ top / 4 @ bottom)

Sign Weight: 30 lbs



Proposed \* Note - Sign In Photo is Approximate Scale

## SPECIFICATIONS

- \* **CABINET**
  - Custom Aluminum Fabricated
- \* **ILLUMINATION**
  - White LED
- \* **FACE**
  - 3/16" White Acrylic
  - Black Trim Cap
- \* **VINYL**
  - 3M Matte Black



**Salem Sign Co., Inc.**

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SALEM, OR 97301

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CCB# 65297



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

APPROVED BY:

Brad Spady

SALES:

CZ

DRAWN BY:

05-16-16

DATE:

Salem, OR

LOCATION:

Ritter's

JOB TITLE:

SK # 15817-16