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503-588-6173*

ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS15-01 / Amanda No. 15-101924-DR

NOTICE OF DECISION DATE: February 11, 2015

REQUEST: Minor Historic Design Review of a proposal to change 2 existing signs with 2 new signs, one above the entrance on the face of the existing marquee and one blade sign under the existing flat canopy on the front of the Skiff Building /Montgomery Ward's, a contributing resource within the Salem Downtown Historic District, in the CB (Central Business District) zone, and located at 155 Liberty St NE #170 (Marion County Assessors Map and Tax Lot Number: 073W27AB06100).

APPLICANT: Susan Appleby, for Red Raven Gallery

LOCATION: 155 Liberty St NE / 97301

CRITERIA: Salem Revised Code (SRC) Chapter 230.056

FINDINGS: The applicant proposes to install one new blade sign under the awning on the west side of the building. Staff determined that the following standards from SRC 230 are applicable to this project:

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.
- (2) Be located perpendicular to corner, flush to the facade or perpendicular to building.
- (3) Not be located in transom areas.
- (4) Not obscure windows or significant architectural features.
- (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.
- (6) Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.
- (7) Be constructed of materials such as wood or metal, except for untreated mill-finished metals.
- (8) Not use neon unless incorporated into a larger sign and there is historic precedence.
- (9) Not use free-standing neon or plastic, back-lighted boxes.
- (10) Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.
- (11) Have conduit located in the least obtrusive places.
- (12) Not have exposed conduit.
- (13) Use a dark background with light lettering.
- (14) Not incorporate faux painting, e.g., stone, brick, metal.
- (15) Design new signs that respect the size, scale and design of the historic

NOTICE OF DECISION

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

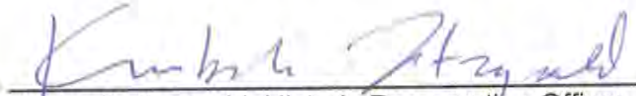
CITY OF *Salem*
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- (16) Locate new signs where they do not obscure significant features.
- (17) Design new signs that respect neighboring resources.
- (18) Use materials that are compatible with and characteristic of the buildings or structure's period and style.
- (19) Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.
- (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.

Findings: The applicant is proposing to install two new signs on the front façade of the Skiff/Montgomery Ward Building. The proposed metal framed blade sign will be 10" x 72" in size and will hang from brackets perpendicular to the building under the existing flat canopy awning. The proposed vinyl marquee sign will be 17" x 72" in size, and will fit onto the face of the existing marquee box on the front (east side) of the Skiff/Montgomery Ward Building.

These materials are typically found throughout the district and are compatible with the resource and surrounding historic district. The proposed signs have light letters on a dark background and their proposed attachment will not adversely affect or obscure any historic material existing on the Skiff/Montgomery Ward Building. The signs are oriented toward the main entrance and have a design that respects the size, scale and design of the historic resource. Staff finds that the proposed signs are compatible with the resource and surrounding historic district, thereby meeting SRC 230.065(c) (1)-(4), (6)-(7), and (13)-(20). Standards 230.065 (5) and (8)-(12) do not apply to this proposal.

DECISION: Based upon the application materials deemed complete on, February 9, 2015, and the findings as presented in this report, the application is APPROVED.



Kimberli Fitzgerald, Historic Preservation Officer
Urban Planning Administrator Designee

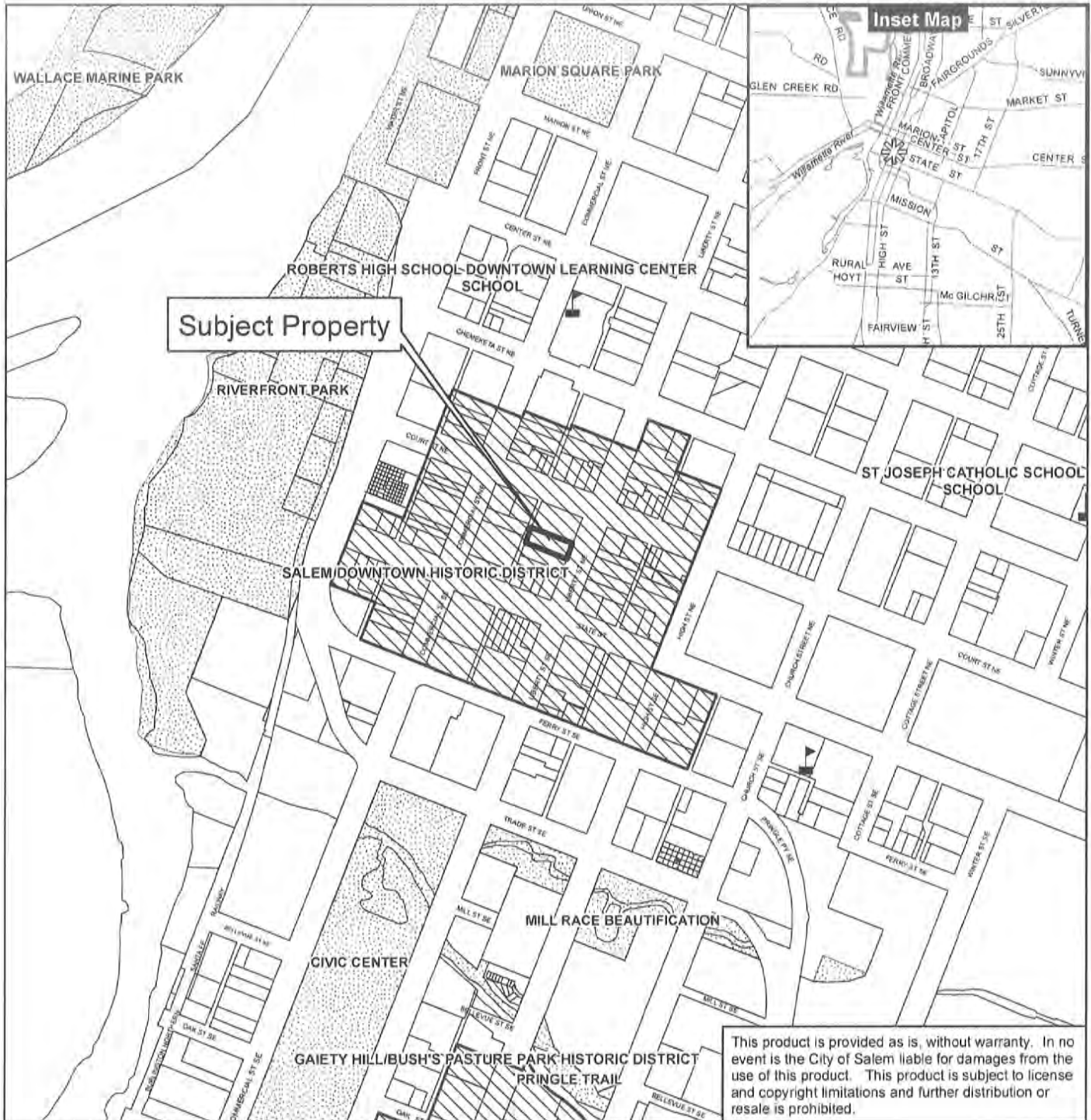
kfitzgerald@cityofsalem.net; Phone: (503)540-2397

Application Deemed Complete: February 9, 2015
Notice of Decision Mailing Date: February 11, 2015
Decision Effective Date: February 27, 2015
State Mandated Decision Date: June 9, 2015

The rights granted by this decision must be exercised by February 27, 2017, 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., February 26, 2015**. The appeal must state where the decision failed to conform to the provisions of the historic preservation ordinance (SRC Chapter 120A). 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 155 Liberty Street NE



Legend

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



0 100 200 400 Feet

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Community Development Dept.

Case No. _____

Historic Alteration Review - Commercial Resource Worksheet

Site Address: 155 Liberty Street NE
#140

Resource Status: ☐ Contributing
☐ Non-Contributing

Type of Work: Activity Proposed

Major ☐ Minor ☒

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: none Project's New Material: (1) steel & aluminum

(2) vinyl

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:

Two sign for front of SALEM ARTS BLDG. BOTH WILL MATCH
existing signage in place for consistency with historic detail

Sign 1: steel frame attached to awning in-line with existing signs.
6'w x 1'h (photo attached)

Sign 2: Vinyl marquee - replaces existing sign
6'w x 17'h (photo attached)

K. Guman Applying
Signature of Applicant

12-30-14
Date Submitted/Signed

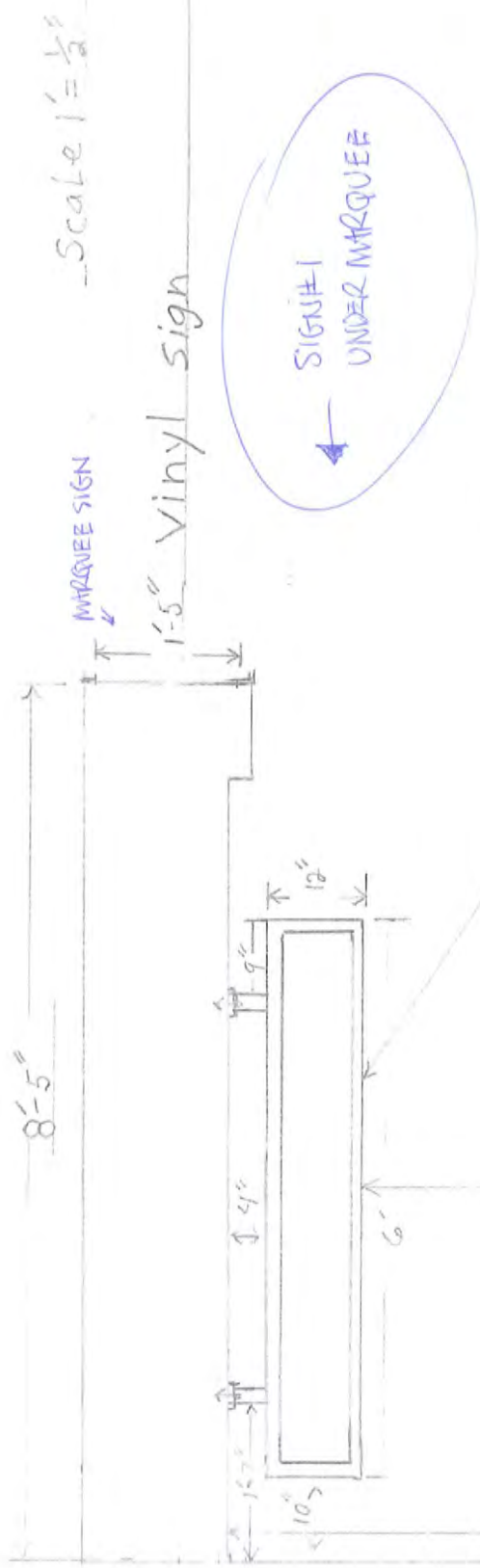
Red Raven Gallery
Historic Application Form - Addendums



Sign 1



Proposed Sign Installation with
sign dimensions.

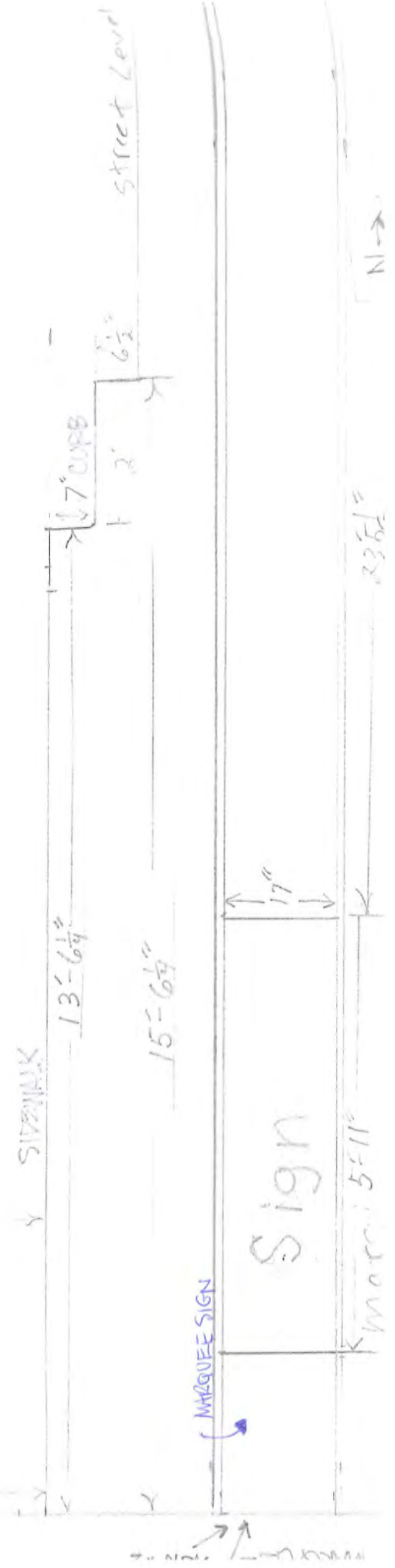


↑ SIGN #1

Proposed sign



Scale 1' = 1/2"



SIDEWALK

13'-6 1/4"

15'-6 1/4"

MARQUEE SIGN

Sign

11'-5 1/2"

23'-5 1/2"



Street Level