

# NOTICE OF DECISION

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## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

**CASE NO.** Historic Review Case HIS15-47 / Amanda No. 15-119323-DR

**NOTICE OF DECISION DATE:** November 24, 2015

**REQUEST:** Minor Historic Design Review of a proposal to install a new sign face on a previously approved sign on the front façade of the Grand Theater/Chemeketa Lodge No.1/Odd Fellows Temple Building (1900), a contributing resource within the Salem Downtown Historic District, in the CB (Central Business District) zone, and located at 187-195 High Street NE (Marion County Assessor's Map and Tax Lot number: 073W27AB-90000).

**APPLICANT:** David Benko for Joseph & Cynthia Meduri

**LOCATION:** 187-195 High Street NE Salem OR 97302

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

**DECISION:** Based upon the application materials deemed complete on, November 23, 2015, and the findings as presented in this report, the application is **APPROVED.**

**FINDINGS:** The applicant is proposing to install a new sign face on a previously approved sign (approved by the HLC under HIS15-17MOD). The tenant in the space at the northeast corner of the building has changed their name from "Temptations" to "Paradiso". 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.

**Finding:** The applicant is proposing to replace the face of the previously approved sign (HIS 15-17MOD). This will be the primary sign for the tenant that will be located at the northeast corner of the Grand Theater Building. Historically, signage has been located on the corner throughout the life of this building, thereby meeting SRC 230.056(c)(1).

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

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building.

**Finding:** The proposed sign will be located perpendicular to the corner, thereby meeting SRC 230.056(c)(2).

(3) Not be located in transom areas.

**Finding:** This sign placement was previously approved by the HLC under HIS 15-17MOD. There are no transom windows that will be blocked by the placement of this sign on the corner of the building, thereby meeting SRC 230.056(c)(3).

(4) Not obscure windows or significant architectural features.

**Finding:** The proposed sign 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:** 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 primary signage is oriented to the main entrance, which is on the east façade at the northeast portion of the Grand Theater Building, fronting High Street NE, thereby meeting SRC 230.056(c)(6).

(7) Be constructed of materials such as wood or metal, except for untreated mill-finished metals.

**Finding:** The proposed primary sign is constructed of metal 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 include neon on the letters "Paradiso"; however there is historic precedence for the use of neon on signage at this location, and this feature was approved under HIS15-17MOD, thereby meeting SRC 230.056(c)(8).

(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 primary sign will be attached into mortar joints, with sign loads distributed to meet applicable Building and Safety standards, thereby meeting SRC 230.056(c)10.

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

**Finding:** The proposed signage will include conduit that will be installed at the base of the sign, where it is attached to the building, not obstructing any significant features, thereby meeting SRC 230.056 (c)11.

(12) Not have exposed conduit.

**Finding:** 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, thereby meeting SRC 230.056 (c)12.

(13) Use a dark background with light lettering.

**Finding:** The proposed signage has light lettering with a dark background thereby meeting SRC 230.056(c)(13).

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

**Finding:** The proposed sign 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 proposed primary sign is 13' x 3' 6" in size and will be installed within the second story of the Grand Theater building on the northeast corner. While this sign is not a reconstruction, signage has been located here on this corner throughout the life of the building. No significant architectural features will be obscured or adversely affected thereby meeting SRC 230.056(c)(15). The HLC found that the proposed new corner sign is compatible with the size and scale of the resource under HIS15-17MOD.

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

**Finding:** The proposed signs will not obscure any significant features of the Grand Theater building, thereby meeting SRC 230.056(c)(16).

(17) Design new sign that respect neighboring resources.

**Finding:** The proposed signs are of a similar size, scale, and design to signs found throughout the Salem Downtown Historic District 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 signage is constructed of metal, materials that are compatible with the resource's period and 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 primary sign will be carefully screwed into the mortar joints, and not into the historic brick ensuring that no historic materials are damaged, 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 proposed sign will be used to identify the primary tenant at the northeast corner of the building, thereby meeting SRC 230.056(c)(20).

**Summary:**

The proposed sign face replacement will be installed within the sign frame approved by the HLC for installation at the corner of the second story of the Grand Theater Building. Signage has been located here on this corner throughout the life of the building. No significant architectural features will be obscured or adversely affected. The proposed new corner sign is compatible with the size and scale of the resource.

The proposed new sign face has light letters on a dark background and its proposed attachment will not adversely affect the building. The sign is oriented toward the main entrance of the tenant at the northeast corner of the building and it has a design that respects the size, scale, and design of the building and the surrounding neighborhood.

**DECISION:** Based upon the application materials deemed complete on, November 23, 2015, and the findings as presented in this report, the application is **APPROVED**.

  
Kimberli Fitzgerald, Historic Preservation Officer  
Planning Administrator Designee

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

*This Decision becomes effective on **December 10, 2015**. 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).*

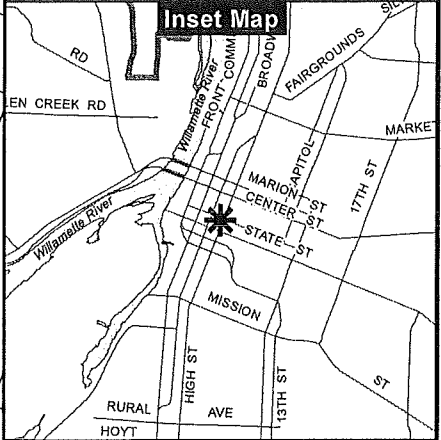
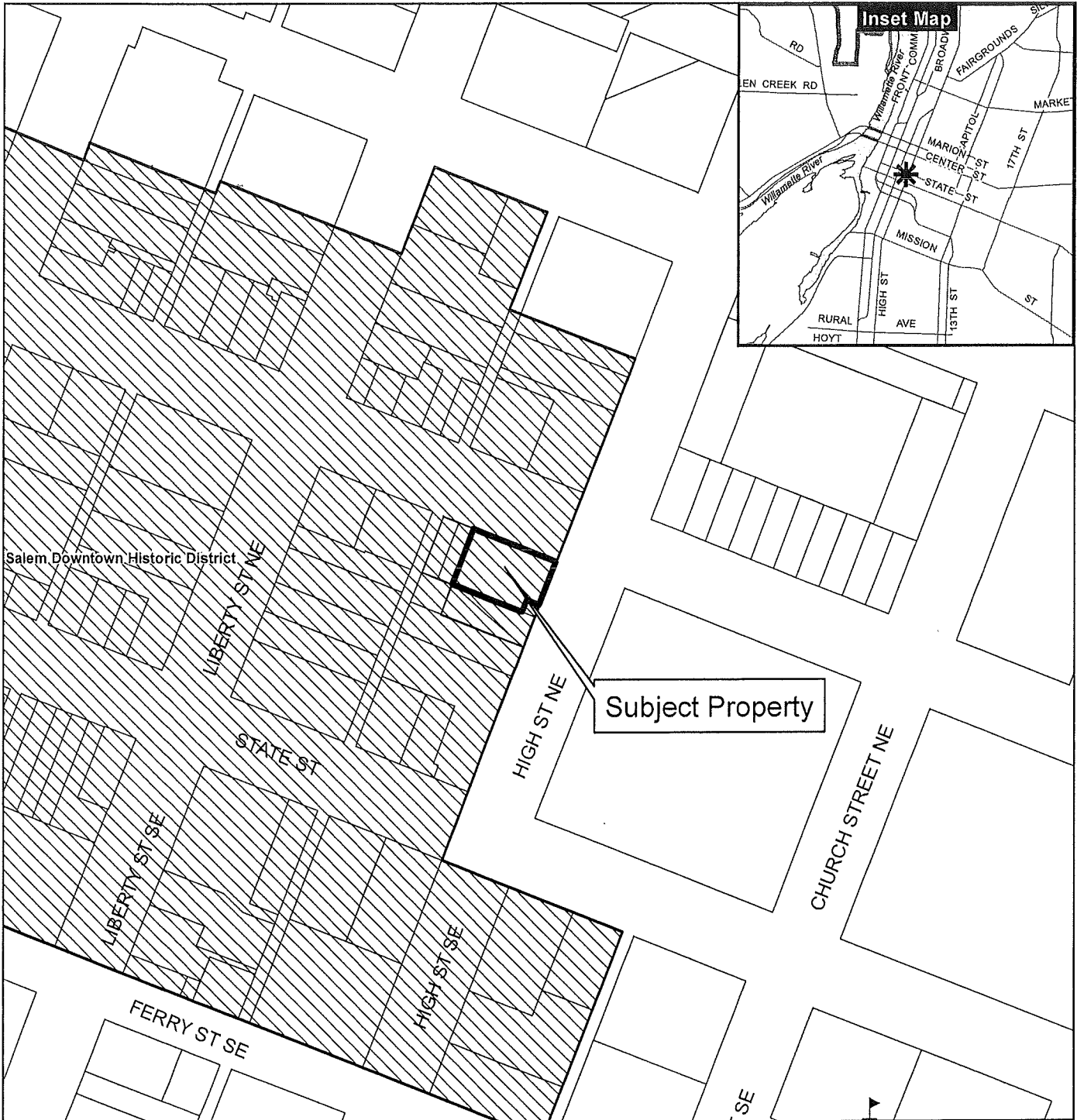
Application Deemed Complete: November 23, 2015

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Notice of Decision Mailing Date: November 24, 2015  
Decision Effective: December 10, 2015  
State Mandated Decision Date: March 22, 2016








The rights granted by this decision must be exercised by December 10, 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., December 9, 2015**. 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 195 High St NE



## Legend

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

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