

NOTICE OF DECISION

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503-588-6173*

ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS15-50 / Amanda No. 15-121746-DR

NOTICE OF DECISION DATE: December 22, 2015

REQUEST: Minor Historic Design Review of a proposal to reface the primary sign on the front and install a secondary sign at the rear of the Pemberton House (1912), a Salem Historic Landmark, zoned CO (Commercial Office) zone, and located at 1455 Commercial Street SE, 97302 (Marion County Assessor's Map and tax lot number: 073W27CD09000).

APPLICANT: Kim Buller for Grow Strong Play Therapy and Wellness Center.

LOCATION: 1455 Commercial Street SE 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 December 21, 2015, and the findings as presented in this report, the application is **APPROVED**.

FINDINGS: The applicant is proposing to install two new signs for their business. This use is classified as a commercial use and as noted in SRC 230.080, *Individually Listed Resources*, historic preservation activity on an individually listed resource shall comply with the standards for historic contributing buildings for this type of resource. Therefore, staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project:

Proposed Signs: The applicant is proposing to replace the existing primary sign face with a 8' long x 3' high aluminum sign face, installed within the existing historic sign posts at the front of the building, and install a new metal 3' x 1' sign, flush on the west façade, oriented to the back door, a secondary business entry at the rear of the Pemberton House.

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 existing historic

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primary sign for the building, reusing the historic posts, thereby meeting SRC 230.05b(c)(1) for this portion of the proposal. There are no transoms, awnings or marquees on this resource; therefore this standard is not applicable to the evaluation of the proposed secondary business identification sign.

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

Finding: This standard is not applicable to the evaluation of the proposed primary sign, because this sign is being installed within historic signposts.

The proposed secondary business identification sign is flush on the west façade of the building, thereby meeting SRC 230.056(c)(2) for this portion of the proposal.

(3) Not be located in transom areas.

Finding: This standard is not applicable to the evaluation of this proposal, as there are no transom areas on this resource.

(4) Not obscure windows or significant architectural features.

Finding: The proposed signs do 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, thereby meeting SRC 230.056(c)(6) for this portion of the proposal.

The proposed secondary business identification sign is located on the west façade, at the back door, fronting the primary parking lot, visible from the sidewalk leading to the rear business entrance, thereby meeting SRC 230.056(c)(6) for this portion of the proposal.

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

Finding: The proposed signs are constructed of aluminum (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 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 primary sign will not be attached directly into any masonry; therefore this Standard is not applicable to the evaluation of this portion of the proposal.

The proposed secondary business sign will be screwed into siding of the Pemberton House, and not into the historic brick, thereby meeting SRC 230.056(c)(10) for this portion of the 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 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 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 proposed primary sign is 8' x 3' in size, of metal, and will be located in front of the building within the historic sign posts, with light letters on a dark background which is compatible in size and scale with the resource thereby meeting SRC 230.056(c)(15) for this portion of the proposal.

The proposed aluminum secondary business entry sign is 3' x 1' and will be flush against the western facade of the building, oriented toward the rear entrance, is small in scale and compatible with the design of the Pemberton House, thereby meeting SRC 230.056(c)(15) for this portion of the proposal.

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

Finding: The proposed signs will not obscure any significant features of the Pemberton House, thereby meeting SRC 230.056(c)(16).

(17) Design new signs that respect neighboring resources.

Finding: The proposed signs are of a similar size, scale, and design to signs found throughout the neighborhood 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 aluminum (metal), materials that are 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 primary sign will be carefully attached into the existing historic sign posts, and the proposed secondary business entry sign will be attached with small screws into the siding, minimally impacting this historic material, 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 primary sign will be used to identify the use of the building, and is limited to the size of the original historic sign. The proposed secondary business identification sign is small in scale, and the minimum necessary to ensure identification of the business from this façade, thereby meeting SRC 230.056(c)(20).

Summary:

The proposed signs are of metal, a traditional material, with a design that has light letters on a dark background. Its proposed attachment will not adversely affect the building. The signs are oriented toward the main and secondary entrances of the tenant and their design respects the size, scale, and design of the building and the surrounding neighborhood.

DECISION: Based upon the application materials deemed complete on December 21, 2015, and the findings as presented in this report, the application is **APPROVED**.



Kimberli Fitzgerald, Historic Preservation Officer
Planning Administrator Designee

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

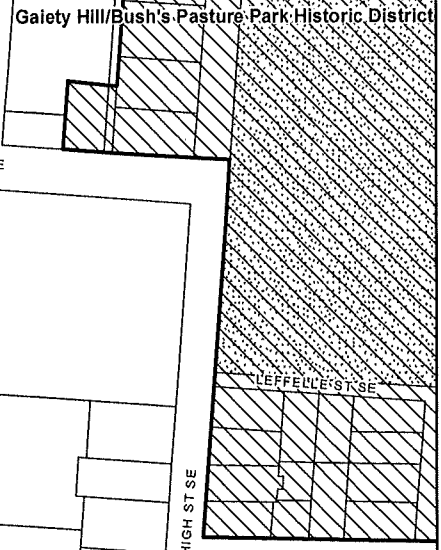
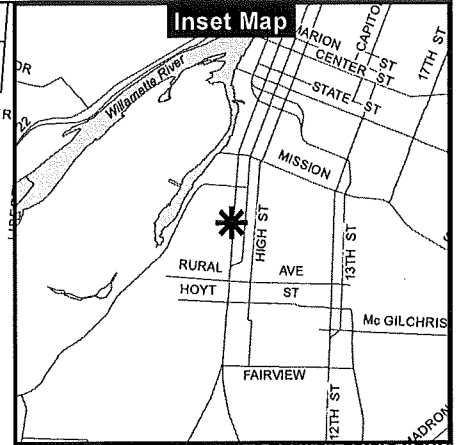
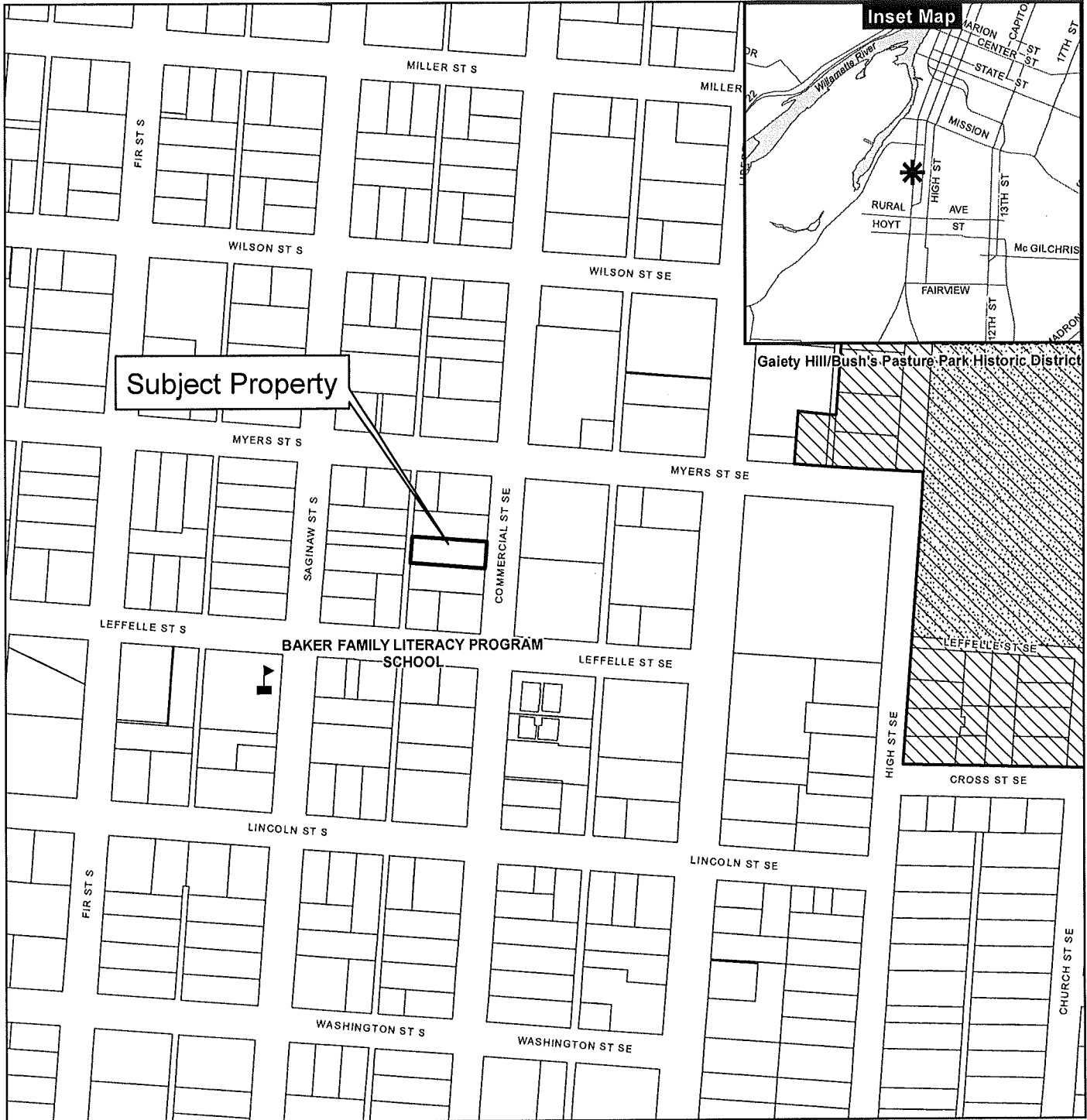
*This Decision becomes effective on **January 7, 2016**. No work associated with this Decision shall start prior to this date unless expressly authorized by a separate permit, land use decision, or provision of the Salem Revised Code (SRC).*

Application Deemed Complete: December 21, 2015
Notice of Decision Mailing Date: December 22, 2015
Decision Effective: January 7, 2016
State Mandated Decision Date: April 19, 2016








The rights granted by this decision must be exercised by January 7, 2018 or this approval shall be null and void.

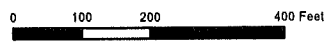
This decision is final unless written appeal from an aggrieved party is filed with the City of Salem Planning Division, Room 305, 555 Liberty Street SE, Salem OR 97301, **no later than 5:00 p.m., January 6, 2016**. The appeal must state where the decision failed to conform to the provisions of the historic 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 1455 Commercial St SE



Legend

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



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Historic Alteration Review - General Resource Worksheet

Site Address: 1455 Commercial St SE Resource Status: Contributing
Salem, OR 97302 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: _____ Project's New Material: _____

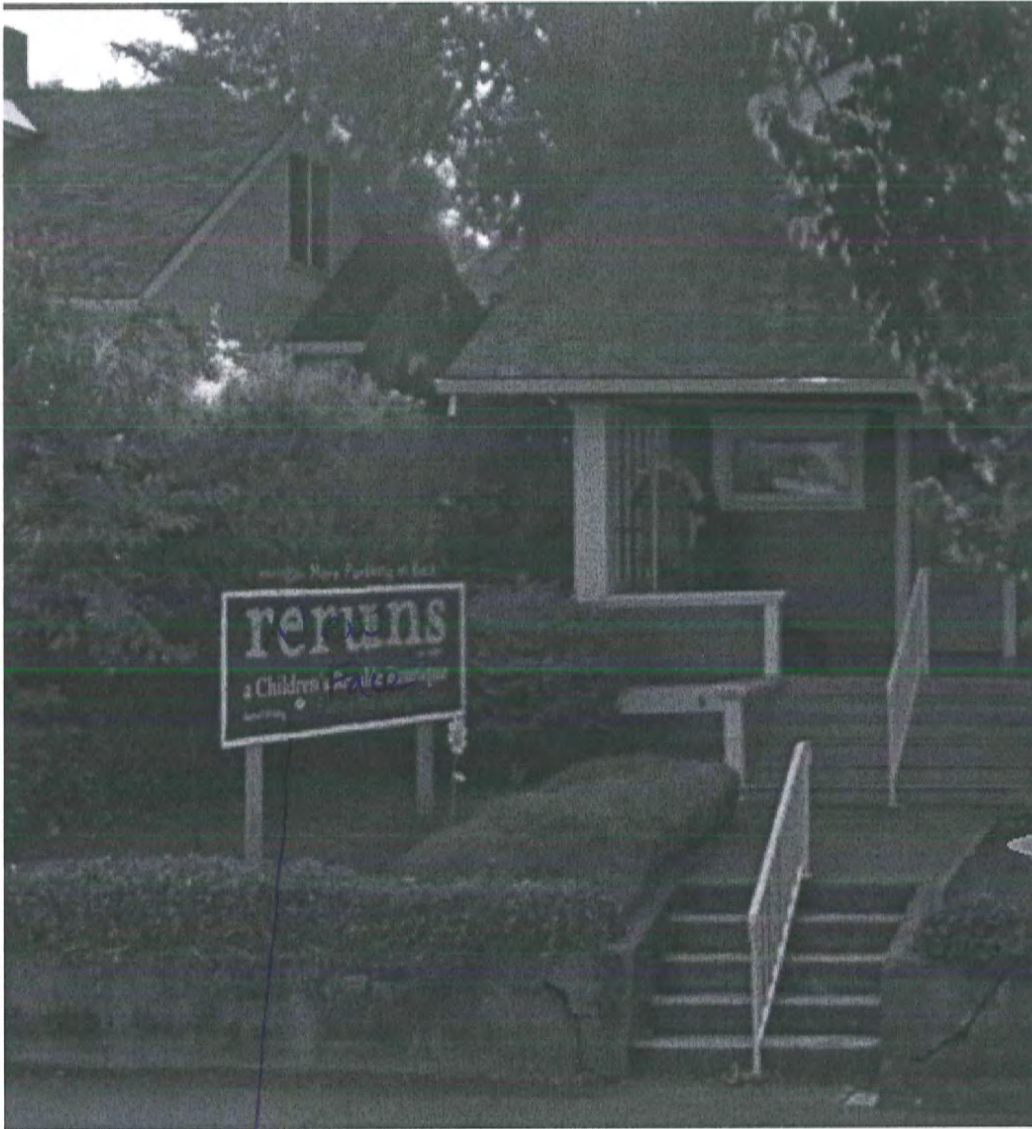
Project Description

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:

- 1) Refacing current sign in the front of the building (Applied with Planning Division) - 8' x 3'
- 2) Adding small sign (no more than 8sqft) to -3' x 1' back of building. Will be attached with screws to the exterior of building by the back door


Signature of Applicant

12/10/15
Date Submitted/Signed



8' Long x 3' High

1455 commercial st SE

Back of building



Will duplicate the sign in front in a smaller version

Front

GROW STRONG PLAY THERAPY AND WELLNESS CENTER

Kim Buller, LCSW • Corinne Elms, LPC



8'

GROW STRONG PLAY THERAPY AND WELLNESS CENTER

Kim Buller, LCSW • Corinne Elms, LPC



3'