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## ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS14-25 / Amanda No. 14-113975-DR

NOTICE OF DECISION DATE: September 17, 2014

**REQUEST:** Minor Historic Design Review of a proposal to install a new blade sign under the existing awning on the west side of the England Block (1877), a historic non-contributing building within the Downtown National Register Historic District, on property within the CB (Central Business District), and located at 216-222 Liberty Street NE (Marion County Assessors Map and Tax Lot number: 073W22DC08100).

**APPLICANT:** Gene Bolante, for Studio 3 Architecture

**LOCATION:** 222 Commercial Street NE

**CRITERIA:** Salem Revised Code (SRC) Chapter 230

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

# NOTICE OF DECISION

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

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- (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 proposed new aluminum blade sign will be 3' 8" x 1'6" in size and will be hung under the existing awning, attached by steel loops to the existing awning frame on the west side of the England Block building. The aluminum sign will be 5.5 square feet in size and will not obscure any significant features of the building.

These materials are typically found throughout the district and are compatible with the resource and surrounding historic district. The proposed sign will be located perpendicular to the building, and will have light letters on a dark background, and their proposed attachment will not adversely affect or obscure any historic material existing on the England Block building. The sign will be oriented toward the main entrance and have a design that respects the size, scale and design of the historic resource. Staff finds that that 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 September 10, 2014 and the findings as presented in this report, the application is APPROVED.

  
Kimberli Fitzgerald, Senior Historic Planner  
Urban Planning Administrator Designee JA 10

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

Application Deemed Complete: September 10, 2014  
Notice of Decision Mailing Date: September 17, 2014  
Decision Effective Date: October 3, 2014  
State Mandated Decision Date: January 8, 2015

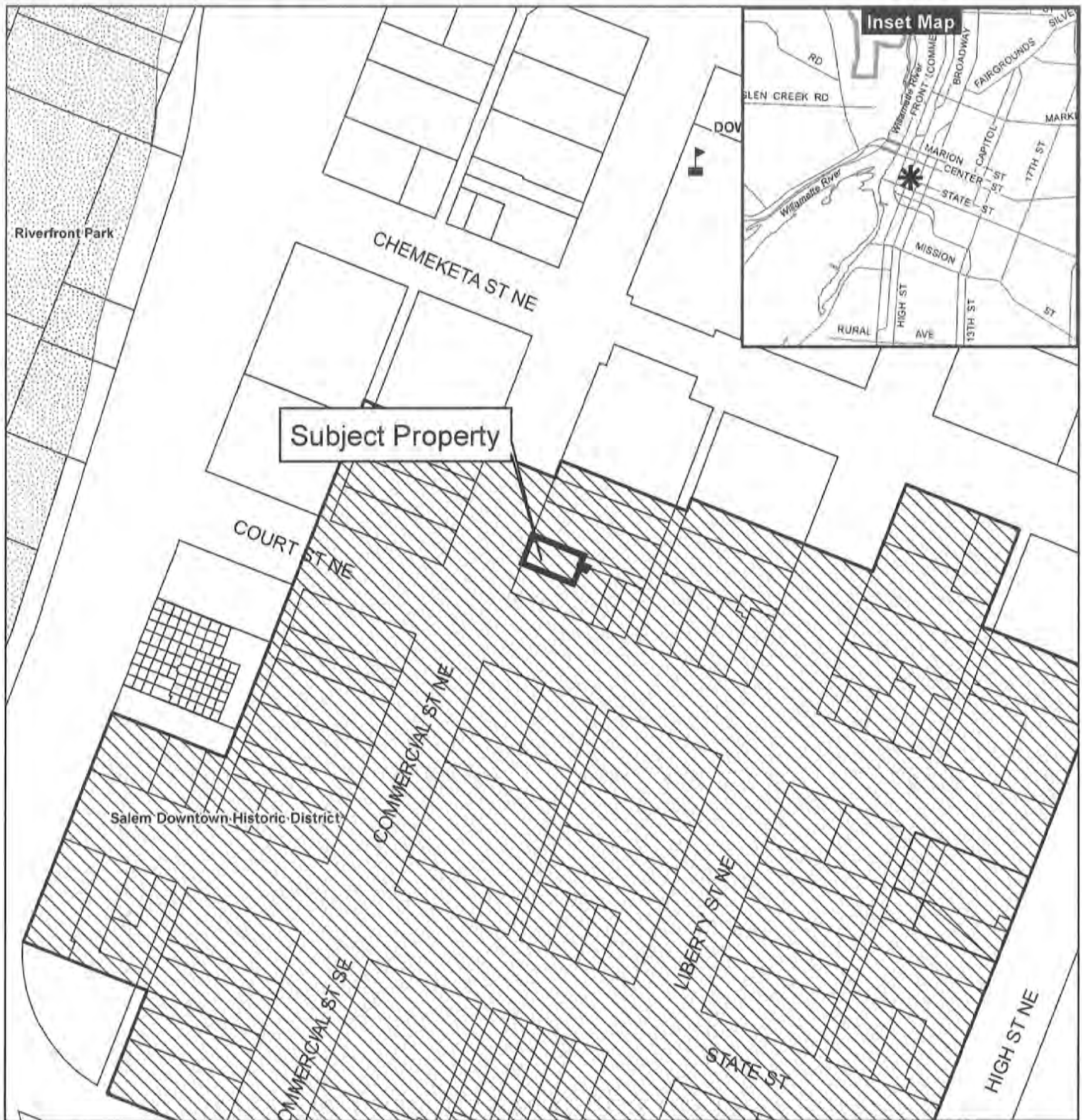
The rights granted by this decision must be exercised by October 3, 2016, or this approval shall be null and void.

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. October 2, 2014**. 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

## 216-222 Commercial Street NE



### Legend

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

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Community Development Dept.

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0 100 200 400 Feet





Studio 3  
ARCHITECTURE  
INCORPORATED

222 COMMERCIAL ST NE

(Here is what the sign will look like.)



Our sign  
here

