DECISION OF THE PLANNING ADMINISTRATOR

HISTORIC DESIGN REVIEW CASE NO.: HIS19-27

APPLICATION NO.: 19-113167-DR

NOTICE OF DECISION DATE: JULY 18, 2019

SUMMARY: A proposal to install signage on the exterior of the Eckerlen Building (1910/1936).

REQUEST: Minor Historic Design Review of a proposal to install one under awning sign on the exterior of the Eckerlen Building (1910/1936), a contributing resource within Salem’s Downtown National Register Historic District, on property zoned CB (Central Business District), and located at 363 State Street, (Marion County Assessors Map and Tax Lot number: 073W27AB06200).

APPLICANT: Ozzie Spady, Salem Sign Company, for Brown’s Towne Lounge

LOCATION: 145 Liberty St NE / 97301

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

FINDINGS: The findings are in the attached Decision dated July 18, 2019.

DECISION: The Historic Preservation Officer, a Planning Administrator designee, APPROVED Historic Design Review HIS19-27 based upon the application materials deemed complete on July 18, 2019 and the findings as presented in this report.

This Decision becomes effective on August 3, 2019. 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).

The rights granted by the attached decision must be exercised, or an extension granted, by August 3, 2021 or this approval shall be null and void.

Application Deemed Complete: July 18, 2019
Notice of Decision Mailing Date: July 18, 2019
Decision Effective Date: August 3, 2019
State Mandate Date: November 15, 2019

Case Manager: Kimberli Fitzgerald, kfitzgerald@cityofsalem.net, 530-540-2397

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., Friday, August 2, 2019. 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 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.

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
In the matter of the application for a Minor Historic Design Review submitted by Ozzy Spady, Salem Sign Company, on behalf of Brown’s Towne Lounge, the Historic Preservation Officer (a Planning Administrator Designee), having received and reviewed evidence and the application materials, makes the following findings and adopts the following order as set forth herein.

REQUEST

SUMMARY: A proposal to install signage on the exterior of the Eckerlen Building (1910/1936).

REQUEST: Minor Historic Design Review of a proposal to install one under awning sign on the exterior of the Eckerlen Building (1910/1936), a contributing resource within Salem’s Downtown National Register Historic District, on property zoned CB (Central Business District), and located at 363 State Street, (Marion County Assessors Map and Tax Lot number: 073W27AB06200).

A vicinity map illustrating the location of the property is attached hereto, and made a part of this decision (Attachment A).

DECISION

APPROVED based upon the application materials deemed complete on July 18, 2019 and the findings as presented in this report.

FINDINGS

1. Minor Historic Design Review Applicability

SRC230.020(f) requires Historic Design Review approval for any alterations to historic resources as those terms and procedures are defined in SRC 230. The Planning Administrator shall render a decision supported by findings that explain conformance or lack thereof with relevant design standards, state the facts relied upon in rendering the decision, and explain
justification for the decision.

2. Analysis of Minor Historic Design Review Approval Criteria

**Project Summary:** The applicant is proposing to install one non-illuminated under canopy sign (4'10" x1'1"). The proposed sign is black painted aluminum with white letters that will be installed under the existing canopy with angle iron brackets. Staff determined that the following standards from SRC 230.056 (Signs in Commercial Historic Districts) are applicable to this project.

**FINDINGS:**

**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 install new signage, suspended from the existing canopy on the primary façade of the Eckerlen Building, thereby meeting SRC 230.056 (c)(1).

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

Finding: The proposed signage will be mounted perpendicular to the Eckerlen Building. Staff finds that SRC 230.056(c)(2) has been met for this portion of the proposal.

(3) *Not be located in transom areas.*

Finding: No signage has been proposed for installation within the transom areas of the Eckerlen Building, therefore staff finds that SRC 230.056(c)(3) has been met.

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

Finding: The proposed signage 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; thereby meeting SRC 230.056(c)(5).

(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 signage is oriented to the main entrance of the new eastern tenant space within the Eckerlen Building, thereby meeting SRC 230.056(c)(6) for the proposal.

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

**Finding:** The proposed signage 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 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 signage will be installed under the existing canopy, and will not be installed into any existing masonry on the exterior of the Eckerlen Building, therefore this criterion is not applicable to the evaluation of this proposal.

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

**Finding:** The proposed signage will not be illuminated, and no conduit will be utilized, therefore this criterion is not applicable to the evaluation of this proposal.

(12) *Not have exposed conduit.*

**Finding:** The proposed signage will not be illuminated, and no conduit will be utilized, therefore this criterion is not applicable to the evaluation of this proposal.

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

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

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

**Finding:** The proposed signage will not incorporate faux painting, thereby meeting SRC 230.056(c)(14).
Design new signs that respect the size, scale and design of the historic resource.

Finding: The scale and size of the signage matches that of the existing under awning signage on the exterior of the building, which is compatible with the Eckerlen Building and no significant features are obscured, thereby meeting SRC 230.056(c)(15).

Locate new signs where they do not obscure significant features.

Finding: The proposed signage will not obscure any significant features of the Eckerlen Building, thereby meeting SRC 230.056(c)(16).

Design new signs that respect neighboring resources.

Finding: The proposed signage is similar in size, scale, and design to signs found throughout the downtown and will not adversely affect any neighboring resources, thereby meeting SRC 230.056(c)(17).

Use materials that are compatible with and characteristic of the buildings or structure’s period and style.

Finding: The proposed sign is constructed of metal, material compatible with the resource’s style, thereby meeting SRC 230.056(c)(18).

Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.

Finding: The proposed sign will be attached to the canopy and no historic materials will be damaged or obscured by the installation, thereby meeting SRC 230.056(c)(19).

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 proposed identification sign fronting State Street is the minimum necessary to ensure identification of this business within the Eckerlen Building, thereby meeting SRC 230.056(c)(20).
DECISION

Based upon the application materials deemed complete on July 18, 2019 and the findings as presented in this report, the application for HIS19-27 is APPROVED.

Kimberli Fitzgerald, AICP
Historic Preservation Officer
Planning Administrator Designee

Attachments: A. Vicinity Map
B. Applicant’s Submittal Materials

Application Deemed Complete: July 18, 2019
Notice of Decision Mailing Date: July 18, 2019
Decision Effective Date: August 3, 2019
State Mandate Date: November 15, 2019

This Decision becomes effective on August 3, 2019. 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).

The rights granted by the attached decision must be exercised, or an extension granted, by August 3, 2021 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., Friday, August 2, 2019.

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 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.

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.

G:\CD\PLANNING\HISTORIC\DECISIONS\2019\HIS19-27 145 Liberty Street.doc
This product is provided as is, without warranty. In no event is the City of Salem liable for damages from the use of this product. This product is subject to license and copyright limitations and further distribution or resale is prohibited.
Historic Alteration Review - General Resource Worksheet

Site Address: 45 Liberty St. NE #101
Resource Status: ☐ Contributing
☐ Individual Landmark ☐ Non-Contributing

Type of Work Activity Proposed
Major ☑ Minor ☐

Replacement, Alteration, Restoration or Addition of:

Architectural Feature: Landscape Feature: New Construction:
☐ Deck ☐ Fence ☐ Addition
☐ Door ☐ Retaining wall ☐ New Accessory Structure
☐ Exterior Trim ☐ Other Site feature ☒ Sign
☐ Porch ☐ Streetscape ☐ Awning
☐ Roof ☐ Siding
☐ Siding
☐ Window(s) Number of windows: ______
☐ Other architectural feature (describe) ________________________________

Will the proposed alteration be visible from any public right-of-way? ☒ YES ☐ NO
Project’s Existing Material: Aluminum, _______ Acrylic, LED’s
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:

We are proposing an illuminated under canopy blade sign. The sign is constructed of aluminum and will be placed by the main entrance of the business. The conduit will be placed in the least obtrusive places, and the background of the sign is dark with light lettering.

Signature of Applicant
Date Submitted/Signed

City of Salem Permit Application Center • 555 Liberty Street SE / Room 320 • Salem, OR 97301 • (503) 588-6213
June 7, 2019

City of Salem
Community Development
(Historic Preservation)

RE: Brown’s Town
145 Liberty St. NE #101
Salem, OR 97301

We are proposing new signage for Brown’s Town Restaurant & Lounge, located at 145 Liberty St. NE. This display will be a non-illuminated under-canopy display mounted near their entrance on Liberty.

The sign has been designed to conform to the SRC 230.056 standards for signs in the historic district. The sign has a black background with white lettering, and meets the City of Salem’s chapter 900 sign code as well.
Non-Illuminated Double Face Display

Brown's Towne
Restaurant and Lounge

Angle iron bolted to canopy;
Three 1/4" x 2" lags per side

7-6" clearance or more from grade to bottom of sign

5.24 sq. ft.

Proposed - Shown at approximate scale & placement

Salem Sign Co., Inc.
1825 Front St. N.E.
Salem, OR 97301
503-371-6362
FAX 503-371-0001
e-mail signs@salemsign.com
CC# 65297

JOB TITLE: Brown's Town
LOCATION: Salem, OR
DATE: 6-7-19
DRAWN BY: E.D.
SALES: Corey Spady
APPROVED BY:

SK# 21045-19