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4095 CHERRY AVE NE. KEIZER, OR 97303

Date: January 20, 2025

RE: Land use application

The applicant requests a Class 2 Adjustment to allow an additional wall sign on the subject property, exceeding the maximum number of wall signs permitted under SRC 900.170(d). This adjustment is necessary to adequately identify the business and enhance visibility, consistent with the property's design and functionality.

Compliance with Approval Criteria (SRC 250.005(d)(1)(A)(ii)):

The purpose underlying the specific development standard proposed for adjustment is clearly satisfied by the proposal.

The purpose of the wall sign standards in the Salem Revised Code is to regulate signage to ensure that it contributes positively to the visual appearance of the area, avoids visual clutter, and provides adequate identification for businesses. The proposed additional wall sign satisfies this purpose because:

The sign is designed to complement the architecture of the building and will not create visual clutter or conflict with surrounding properties.

The proposed sign enhances business identification for customers, particularly for those approaching the building from the south and west where the existing signage is not visible.

The additional signage will align with the overall character of the area and will be proportional to the building's façade, maintaining a cohesive and aesthetically pleasing appearance.

The proposed adjustment will not unreasonably impact the use of adjacent properties.

The proposed wall sign will not adversely impact adjacent properties because:

The sign is limited to the subject property and does not encroach on or interfere with neighboring uses.

The placement and size of the sign ensure it will remain consistent with the character of the area and not obstruct sightlines or views from adjacent properties.

The adjustment will improve the identification of the business, which benefits the community and promotes a vibrant commercial environment.

Conclusion:

The proposed adjustment to allow an additional wall sign meets the approval criteria outlined in SRC 250.005(d)(1)(A)(ii). The additional sign satisfies the purpose of the wall sign standards, enhances business visibility, and does not create any unreasonable impacts on adjacent properties. For these reasons, the adjustment request should be approved.

Garrao Cerreto
Print Name / Title

Garrao Cerreto
Sign Name