

NOTICE OF DECISION

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



*Si necesita ayuda para comprender esta información, por favor llame
503-588-6173*

DECISION OF THE PLANNING ADMINISTRATOR

CLASS 2 ADJUSTMENT CASE NO.: ADJ25-03

APPLICATION NO.: 24-125053-PLN

NOTICE OF DECISION DATE: February 19, 2025

SUMMARY: Installation of an additional wall sign for a complex.

REQUEST: A Class 2 Adjustment for the installation of an additional wall sign on a building within a complex where the allowed signage is one per tenant. The subject property is 0.63 acres in size, zoned CB (Central Business District) and located at 390 High Street NE (Marion County Assessors Map and Tax Lot Number 073W22DD / 6100).

APPLICANT: Gonzalo Cervantes, Pronto Signs

LOCATION: 390 High St NE, Salem OR 97301

CRITERIA: Salem Revised Code (SRC) Chapters 250.005(d)(2) – Class 2 Adjustment

FINDINGS: The findings are in the attached Decision dated February 19, 2025.

DECISION: The **Planning Administrator APPROVED** Class 2 Adjustment Case No. ADJ25-03 based on the application deemed complete on January 31, 2025

The rights granted by the attached decision must be exercised, or an extension granted, by March 7, 2027, or this approval shall be null and void.

Application Deemed Complete:	<u>January 31, 2025</u>
Notice of Decision Mailing Date:	<u>February 19, 2025</u>
Decision Effective Date:	<u>March 7, 2025</u>
State Mandate Date:	<u>May 31, 2025</u>

Case Manager: Peter Domine, pdomine@cityofsalem.net, (503) 540-2311

This decision is final unless written appeal and associated fee (if applicable) from an aggrieved party is filed with the City of Salem Planning Division, Room 320, 555 Liberty Street SE, Salem OR 97301, or by email at planning@cityofsalem.net, no later than 5:00 p.m. Thursday, March 6, 2025. 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(s) 250. 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 Hearings Officer will review the appeal at a public hearing. After the hearing, the Hearings Officer 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 by contacting the case manager, or at the Planning Desk in the Permit Application Center, Room 305, City Hall, 555 Liberty Street SE, during regular business hours.

<http://www.cityofsalem.net/planning>

BEFORE THE PLANNING ADMINISTRATOR OF THE CITY OF SALEM

DECISION

IN THE MATTER OF APPROVAL OF	)	FINDINGS & ORDER
CLASS 2 ADJUSTMENT	)	
CASE NO. ADJ25-03	)	
390 HIGH STREET NE	)	FEBRUARY 19, 2025

In the matter of the application of a Class 2 Adjustment, submitted by Gonzalo Cervantes of Pronto Signs, LLC, the Planning Administrator, having received and reviewed evidence and the application materials, makes the following findings and adopts the following order as set forth herein.

REQUEST

Summary: Installation of an additional wall sign for a complex.

Request: A Class 2 Adjustment for the installation of an additional wall sign on a building within a complex where the allowed signage is one per tenant. The subject property is 0.63 acres in size, zoned CB (Central Business District) and located at 390 High Street NE (Marion County Assessors Map and Tax Lot Number 073W22DD / 6100).

PROCEDURAL FINDINGS

1. Proposal

The applicant is proposing to install an additional wall sign for the Bank of America at 390 High Street NE, where the sign code, per SRC 900.170(d)(2)(A) allows only one wall sign for each non-residential use within a complex.

2. Background

On December 16, 2024, an application for a Class 2 Adjustment was filed for the proposed development. The application was deemed complete for processing on January 31, 2025. The 120-day state mandated decision deadline for this application is May 31, 2025.

A vicinity map of the property is included as **Attachment A**, and the applicant's proposed site plan is included as **Attachment B**. The applicant's written statement can be found in the record, as indicated below.

SUBSTANTIVE FINDINGS

3. Summary of Record

The following items are submitted to the record and are available: 1) all materials and testimony submitted by the applicant, including any applicable professional studies such as traffic impact analysis, geologic assessments, stormwater reports, and; 2) materials, testimony, and comments from public agencies, City Departments, neighborhood associations, and the public. All application materials are available on the City's online Permit Application Center at

<https://permits.cityofsalem.net>. You may use the search function without registering and enter the permit number listed here: 24 125053.

4. Neighborhood Association and Public Comments

The subject property is located within the boundaries of the Central Area Neighborhood Development Organization (CANDO).

Applicant Neighborhood Association Contact: Neighborhood Association Contact is not required for this application.

Neighborhood Association Comment: Notice was provided, pursuant to SRC 300.520(b)(1)(B)(v) to the neighborhood association. As of the date of this decision, no comments were received from the Neighborhood Association.

Homeowner's Association: The subject property is not located within a Homeowner's Association.

Public Comment: Notice was provided, pursuant to SRC 300.520(b)(1)(B)(iii), (vi), & (vii), to all property owners and tenants within 250 feet of the subject property. As of the date of this decision, no comments were received indicating concerns with the proposal.

5. City Department Comments

Building and Safety – The Building and Safety Division reviewed the proposal and indicated no concerns.

Salem Fire Department – The Fire Department has reviewed the proposal and indicated no concerns.

Development Services Division – The Development Services division has reviewed the proposal and indicated no concerns.

6. Public Agency Comments

Notice was provided, pursuant to SRC 300.520(b)(1)(B) (viii), (ix) & (x); at the time of this decision, no comments were received from public agencies.

DECISION CRITERIA FINDINGS

7. Analysis of Class 2 Adjustment Approval Criteria

Salem Revised Code (SRC) 250.005(d)(2) provides that an application for a Class 2 Adjustment shall be granted if the following criteria are met. The following subsections are organized with approval criteria, followed by findings of fact upon which the decision is based. Lack of compliance with the following criteria is grounds for denial or for the issuance of conditions of approval to satisfy the criteria.

SRC 250.005(d)(2)(A) The purpose underlying the specific development standard proposed for adjustment is:

- (i.) Clearly inapplicable to the proposed development; or***
- (ii.) Equally or better met by the proposed development.***

Finding: The applicant is proposing to install an additional wall sign for the Bank of America located within the Equitable Center building at 390 High Street NE, which is zoned CB (Central Business District). According to the sign code, per SRC 900.170(d)(2)(A), within the CB zone, each non-residential use within a complex is allowed one wall sign limited to a display surface of 32 square feet. The Central Business District serves the city and region as a principal business center with development standards aimed at creating a compact arrangement of retail and commercial enterprises in a welcoming, pedestrian-friendly environment. The intent of limiting the size of and number of signs in the CB zone is to maintain a pedestrian-scaled environment, as opposed to numerous, large signs which would be more conducive to being visible from passing vehicles.

The seven-story building is located on a corner lot with frontage on Center Street NE and High Street NE, both of which are classified as Major Arterial Streets in the Salem Transportation System Plan (TSP). There is a primary building entrance at the corner of Center and High Streets, and along the east side of High Street to the south of the building, there is a second primary entrance adjacent to a pedestrian plaza, which also provides pedestrian access from a parking garage in the rear of the building. The building formerly had two signs, one fronting the street corner and the other facing the pedestrian plaza. The sign at the street corner has been replaced with a nearly like-for-like 24-square foot sign, and the proposed second sign facing the pedestrian plaza is also for the replacement of a previous sign that is also 24-square feet and nearly like-for-like to the previous sign. The applicant's written statement indicates the proposed sign is designed to complement the architecture of the building, will not create visual clutter or conflict with surrounding uses on the property, and will serve pedestrians accessing the building from the plaza side.

As the proposed signs are individually smaller than the maximum allowed square footage and functionally serve two distinct entrances, with the existing sign at the street corner providing visibility to the vehicle traffic and the second sign providing wayfinding for pedestrians in the plaza area, the proposed additional signage does not create excess visual clutter or detract from the pedestrian-oriented environment. As proposed, the second sign equally meets the intent of the standard, and this criterion is met.

SRC 250.005(d)(2)(B) If located within a residential zone, the proposed development will not detract from the livability or appearance of the residential area.

Finding: The subject property is not located within a residential zone; therefore, this criterion is not applicable.

SRC 250.005(d)(2)(C) If more than one adjustment has been requested, the cumulative effect of all the adjustments result in a project which is still consistent with the overall purpose of the zone.

Finding: Only one Class 2 Adjustment has been requested; therefore, this criterion is not applicable.

8. Conclusion

Based upon review of SRC Chapter 250, the applicable standards of the Salem Revised Code, and the findings contained herein, the application complies with the requirements for an affirmative decision.

IT IS HEREBY ORDERED

Class 2 Adjustment, Case No. ADJ24-05 is hereby **APPROVED** subject to SRC Chapter 250, the applicable standards of the Salem Revised Code and conformance with the approved site plan included as **Attachment B**.

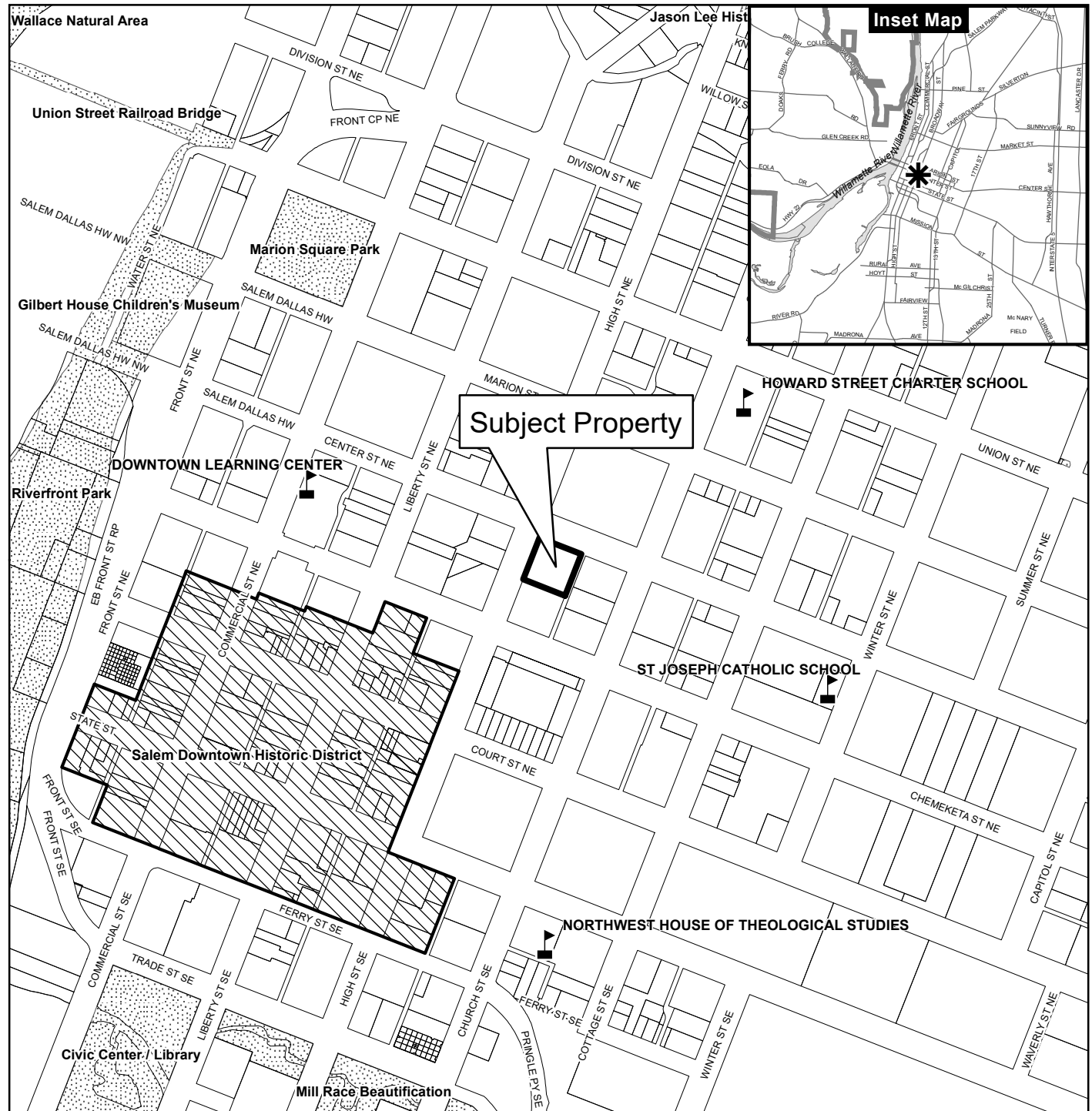


Peter Domine, Planner II, on behalf of
Lisa Anderson-Ogilvie, AICP,
Planning Administrator

Attachments: A. Vicinity Map
B. Site Plan

Vicinity Map

390 High Street NE



Legend

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

- Parks

CITY OF Salem
AT YOUR SERVICE
Community Planning and Development

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0 100 200 400 Feet



SITE PLAN



Customer Signature _____

Date _____

CUSTOMER APPROVAL

SIGNAGE SPECIFICATIONS

EXT-001
KCCSR-2-1NG 8 1/2" IN-LINE FORMAT - CHANNEL LETTERS ON A RACEWAY
Remove and Replace (1) Channel Letters on a Raceway

EXT-009
LEAVE AS IS

COAST SIGN

1500 W. Embury St. Astoria, OR 97103 714.520.9144

Date:	10-12-2023	Project Name:	BANK OF AMERICA	Site ID:	092-107-FC
Scale:	NTS	Address:	390 High St NE		
DRAWN:	Nateli L.	City / State / Zip:	Salem, OR 97301		
PK:	Mervin V.	Notes:			

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No.	Designer	Date	Revision Notes
1	JV	11/09/23	From EX-201 \$100.00 to EX-210
2	Timothy A.	11/28/23	Update E&S as per notes
3	Timothy A.	07-31-24	Update E&S as per notes
4	Nateli L.	07-31-24	Update E&S as per notes
5			
6			

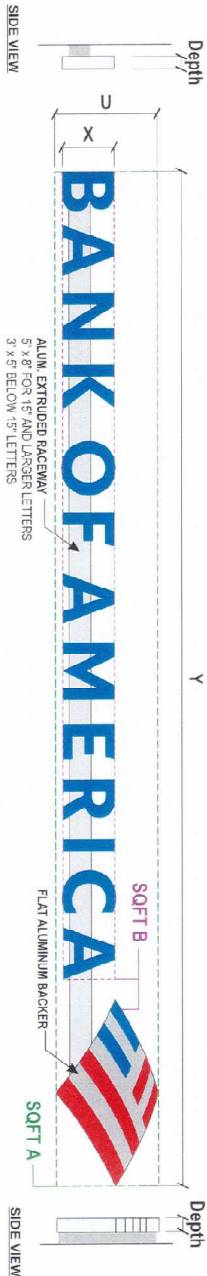
No.	Designer	Date	Revision Notes
7			
8			
9			
10			
11			
12			

DESIGN DRAWING 1 of 3
Request Number:
PRJ-BOA3-183469-R4

EXISTING PHOTO - EXT-001



PHOTO ENHANCEMENT - EXT-001



EXT-001

FRONT VIEW: KCCS-R-2, 1NG 9 1/2" INLINE FORMAT - CHANNEL LETTERS ON A RACEWAY

Scale: NTS

Sign Type	Description	X	Y	Depth	SQ. FT. A	SQ. FT. B
KCCS-8ng	33" Cap Ht	5'-4 7/8"	54'-1 3/8"	5"	292.81	145.38
KCCS-7ng	29" Cap Ht	4'-9 1/8"	47'-6 5/8"	5"	226.13	112.65
KCCS-6ng	24 3/4" Cap Ht	4'-0 3/4"	40'-7"	5"	164.70	82.06
KCCS-5ng	20 3/4" Cap Ht	3'-4 7/8"	34'-0 1/4"	5"	115.77	57.68
KCCS-4ng	16 1/2" Cap Ht	2'-8 1/2"	27'-0 5/8"	5"	73.20	36.46
KCCS-3ng	12" Cap Ht	1'-11 5/8"	19'-8 1/8"	3"	56.53	28.15
KCCS-2ng	10 1/2" Cap Ht	1'-8 5/8"	17'-2 5/8"	3"	38.71	19.28
KCCS-1ng	9 1/2" Cap Ht	1'-6 3/4"	15'-6 7/8"	3"	29.64	14.76
					24.26	12.08

GENERAL SPECIFICATIONS:

LETTERS:

FACES:..... 1/2" 2406 LD ACRYLIC, W/ ROUTED EDGES INSTALL, W/ SCREENS TO RETURN, 1ST SURFACE APPLIED 3600-8530 VINYL W/ 3600M OVERLAM

RETURNS:..... .040" X .5" BRITE BRUSHED CLEAR ALUM. COIL, INTERIOR PAINTED W/ LIGHT ENHANCEMENT PAINT

BACKS:..... .090" ALUM. INTERIOR PAINTED W/ LIGHT ENHANCEMENT PAINT

ILLUMINATION:..... SILCON WHITE LEDS

LOGO:

FACES:..... 1/2" 2406 LD ACRYLIC, W/ ROUTED EDGES INSTALL, W/ SCREENS TO RETURN, 1ST SURFACE APPLIED 3600-8530 & 3632-2413 VINYL

RETURNS:..... .040" X .5" BRITE BRUSHED CLEAR ALUM. COIL, INTERIOR PAINTED W/ LIGHT ENHANCEMENT PAINT

BACKS:..... .090" ALUM. INTERIOR PAINTED W/ LIGHT ENHANCEMENT PAINT

ILLUMINATION:..... SILCON WHITE LEDS

RACEWAY:

ALUM. EXTRUDED RACEWAY

COLOR SPECIFICATIONS:

3M VINYL: #3630-4530 TRANS

WOVERLAM 3M 3660M

3M VINYL: #3630-2413 RED W/ OVERLAM

BRITE BRUSHED CLEAR

COAST SIGN

1500 W. Embassy St. Anaheim, CA 92802 714.520.9144

Date:	0-12-2023	Project Name:	BANK OF AMERICA	Site ID:	CR2-101-FIC
Scale:	NTS	Address:	390 High St NE		
Drawn:	Harold L.	City / State / Zip:	Salem, OR 97301		
File:	Marvin V.	Notes:			

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1	JV	11/10/23	Update to 3" x 5" letters	
2	James A.	11/28/23	Update to 3" x 5" letters	
3	James A.	01-13-24	Update to 3" x 5" letters	
4	Harold L.	01-10-24	Update to 3" x 5" letters	
5				
6				

No.	Designer	Date	Revision Notes
7			
8			
9			
10			
11			
12			

Customer Signature

Date

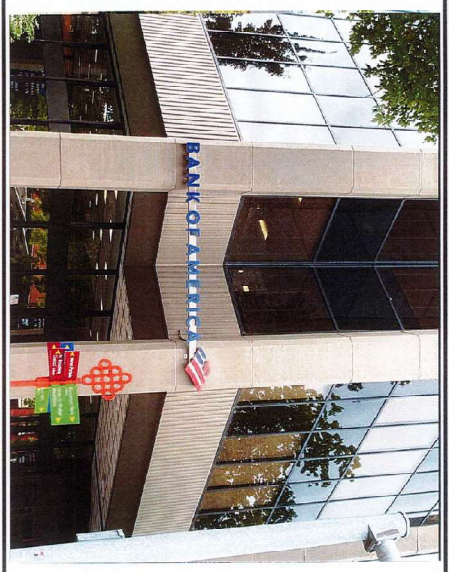
CUSTOMER APPROVAL

DESIGN DRAWING 2 of 3

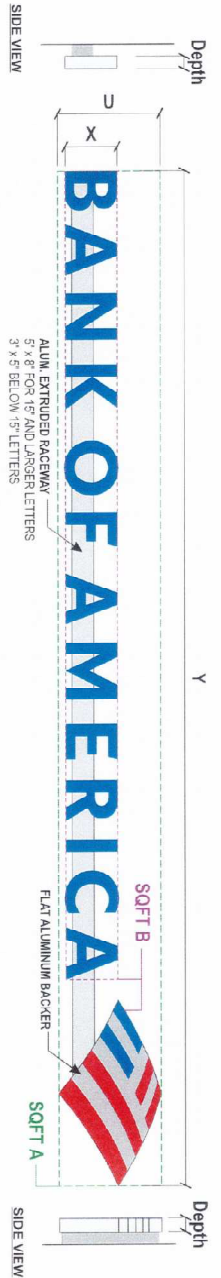
Request Number:

PRJ-BOA3-183469-R4

PHOTO ENHANCEMENT - EXT-009



NOTE: SIGN ALREADY PERMITTED AND INSTALLED
PERMIT 24-108911-SI



EXT-009

FRONT VIEW: KCCS-R-2.1NG 9 1/2" INLINE FORMAT - CHANNEL LETTERS ON A RACEWAY
Scale: NTS

Sign Type	Description	X	Y	Depth	SQ. FT. A	SQ. FT. B
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COAST SIGN

1500 W. Embury St. Anaheim, CA 92802 714.520.9144

Date:	0-12-2023	Project Name:	BANK OF AMERICA	Site ID:	CR2-07-FIC
Scale:	NTS	Address:	390 High Street		
Drawn:	Narel L.	City / State / Zip:	Salem, OR 97301		
PM:	Kevin V.	Notes:			

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No.	Designer	Date	Revision Notes	No.	Designer	Date	Revision Notes
1	JV	11/02/23	Revised 5/15/23 8:57 AM per request	7			
2	Travis A.	11/28/23	Update B6 as per request	8			
3	Travis A.	01-31-24	Update B6 as per request	9			
4	Narel L.	01-31-24	Update B6 as per request	10			
5				11			
6				12			

DESIGN DRAWING 3 of 3

Request Number:

PRJ-BOA3-183469-R4