

**BEFORE THE SALEM HISTORIC LANDMARKS COMMISSION**  
**MAJOR - Discretionary Review**  
**Historic Review Case No. 18-14 / 18-109816-DR**

**TO:** Historic Landmarks Commission

**THROUGH:** Lisa Anderson-Ogilvie, AICP, Deputy Community Development Director and Planning Administrator

**FROM:** Kimberli Fitzgerald, AICP, Historic Preservation Officer

**HEARING DATE:** June 21, 2018

**CASE NO.:** Historic Design Review Case No. HIS18-14

**APPLICATION SUMMARY:** A proposal to install a new sign and approve the modified awning design on the Adolf-Waters Building (1924).

**LOCATION:** 176 Liberty Street NE

**REQUEST** Major Historic Design Review of a proposal to install a new sign and approve the modified awning design on the Adolph Waters Building (1924), a historic, non-contributing building within the Downtown Historic District, zoned CB (Central Business District) , and located at 176 Liberty Street NE - 97301; Marion County Assessor Map and Tax Lot number: 073W27AB05800.

**APPLICANT:** Brian Kaufman

**APPROVAL CRITERIA:** Salem Revised Code (SRC) Chapter 230  
230.045(d) Standards for Non-Contributing Buildings and Structures in Commercial Districts: Storefronts  
230.056. Signs in Commercial Historic Districts

**RECOMMENDATION:** APPROVE

**BACKGROUND**

On May 4, 2018, the applicant submitted materials for a Major Historic Design Review to modify the historic non-contributing Adolph-Waters Building by Brian Kaufman. The application was deemed complete for processing on May 31, 2018.

The public hearing before the City of Salem Historic Landmarks Commission is scheduled for June 21, 2018, at 5:30 p.m., in Council Chambers, Room 240, located at 555 Liberty Street SE.

Notice of public hearing was sent by mail to surrounding property owners pursuant to Salem Revised Code (SRC) requirements on May 31, 2018 (**Attachment A**). Public hearing notice was also posted on the property in accordance with the posting provision outlined in SRC 300.620.

The state-mandated 120-day deadline to issue a final local decision, including any local appeals in this case is September 28, 2018, unless an extension is granted by the applicant.

## **PROPOSAL**

The applicant is requesting approval to install a new sign and retroactive approval for the installation of the existing awning. While the applicant received approval under HIS17-01 to restore the original five transom windows and install a new steel flat canopy awning, due to difficulties and construction expense, the design of this awning needed to be modified. The applicant is also proposing to install a new sign, illuminated by white LEDs. The proposed round sign will be approximately 4' x 4' in size, and be mounted flush to the façade with screws that will be inserted into the mortar and conduit routed to the back of the sign.

## **SUMMARY OF RECORD**

The following items are submitted to the record and are available upon request: All materials submitted by the applicant and any materials and comments from public agencies, City departments, neighborhood associations, and the public; and all documents referenced in this report.

## **APPLICANT'S STATEMENT**

A request for historic design review must be supported by proof that it conforms to all applicable criteria imposed by the Salem Revised Code. The applicant submitted a written statement, which is included in its entirety as **Attachment C** in this staff report. Staff utilized the information from the applicant's statements to evaluate the applicant's proposal and to compose the facts and findings within the staff report. SRC 230.045(k) and SRC 230.056 specify the standards applicable to this project.

## **FACTS & FINDINGS**

### **1. Historic Designation**

Under Salem Revised Code (SRC) Chapter 230, no development permit for a designated historic resource shall be issued without the approval of the Historic Landmarks Commission (HLC). The HLC shall approve, conditionally approve, or deny the application on the basis of the projects conformity with the criteria. Conditions of approval, if any, shall be limited to project modifications required to meet the applicable criteria.

According to SRC 230.020(f), historic design review approval shall be granted if the application satisfies the applicable standards set forth in Chapter 230. The HLC shall render its 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. Historic Significance

According to the nomination documents, this building was constructed in 1924 as the Adolph-Waters Building. The nomination documents note that the building was remodeled significantly in the 1960s and 1980s, and the building is therefore historic non-contributing. The portion of the building under consideration is the fourth storefront bay. This bay is located at the southernmost end of the building fronting Liberty Street and located adjacent to 170 Liberty Street NE (the French Unicorn) to the south. While this storefront was originally part of the Adolph-Waters Building, it has been broken out into its own separate retail space and storefront. The only architectural feature connecting it to the original building is the cornice still extending along the roofline. The applicant previously received approval to modify the storefront (HIS17-01).

## 3. Neighborhood and Citizen Comments

The subject property is located within the Central Area Neighborhood Development Organization (CAN-DO). Notification of the public hearing was sent by mail to the neighborhood association, all property owners within the Downtown Historic District, and surrounding property owners within 250 feet of the property pursuant to Salem Revised Code (SRC) requirements, on May 31, 2018 (**Attachment A**). Public hearing notice was also posted on the property in accordance with the posting provision outlined in SRC 300.620. At the time of writing this staff report, no comments were received from the neighborhood association or from adjoining property owners.

## 4. City Department and Public Agency Comments

The Planning and Building and Safety Division indicates that this project will require a sign permit.

The Public Works Division indicates that the awning will require a revocable license to allow intrusion into the public right of way.

## 5. Historic Design Review

SRC Chapter SRC 230.045(k) and SRC 230.056 specify the standards applicable to this project. The applicable criteria and factors are stated below in **bold** print. Following each criterion is a response and/or finding relative to the amendment requested.

### FINDINGS

#### Awning

#### **230.045 Standards for Non-Contributing Buildings and Structures in Commercial Districts.**

**(k) Awnings and Canopies. *Replacement or installation of awnings and canopies on non-contributing buildings is allowed.***

**(1) Materials.**

**(A) *Materials that are compatible with the character of the district shall be used.***

**Finding:** The applicant has installed a metal awning. Staff recommends that the HLC find that this material is from the period of significance and that this standard has been met.

**(B) *Canvass is an approved material for awnings and canopies.***

**Finding:** The applicant is not proposing a canvass awning, therefore staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal.

**(2) Design.**

**(A) *Awnings shall be located within window openings, and below transoms.***

**Finding:** The applicant has installed the metal awning below the restored transom windows. Staff recommends that the HLC find that this standard has been met.

**(B) *Umbrella-type awnings and non-historic forms are not permitted.***

**Finding:** The applicant has not proposed installation of an umbrella type awning. While the existing awning is not a traditional historic form as it does not extend over the sidewalk in a width typical to metal canopies of the historic period, it does not adversely affect the resource. Staff recommends that the HLC find that this standard has been met.

**(C) *Awnings shall be attached in such a manner that historic materials or features are not damaged.***

**Finding:** The applicant has attached the awning in a manner that does not adversely affect the resource and no historic original materials are obscured or damaged. Staff recommends that the HLC find that this standard has been met.

**(D) *Marquees may be used where compatible with the building and neighboring buildings.***

**Finding:** The applicant is not proposing to install a marquee, therefore staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal.

**(E) *Awnings, canopies, or marquees shall not obscure significant architectural features on the building.***

**Finding:** The awning does not obscure any significant architectural resources on the resource, therefore staff recommends that the HLC find that this standard has been met.

**(F) *Awnings, canopies, or marquees shall have size, scale and design that is compatible with the building and neighboring buildings.***

**Finding:** The size and scale of the awning is smaller than the typical metal canopy found throughout Salem's downtown historic district. However, the awning does not obscure any significant features on the resource and does not adversely affect the resource or the

surrounding historic district, therefore staff recommends that the HLC find that this standard has been met.

**SIGN**

**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 the proposed wall signage above the transom windows within an area historically utilized for signage, therefore staff recommends that the HLC find that SRC 230.056 (c)(1) has been met.

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

**Finding:** The proposed signage will be mounted flush to the façade, therefore staff recommends that the HLC find that SRC 230.056(c)(2) has been met.

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

**Finding:** No signage has been proposed for installation within the transom areas of the resource, therefore staff recommends that the HLC find 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 of the resource therefore staff recommends that the HLC find that SRC 230.056(c)(4) has been met.

**(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 staff recommends that the HLC find that 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 signage is oriented to the main entrance of the resource, therefore staff recommends the HLC find that SRC 230.056(c)(6) has been met for the proposal.

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

**Finding:** The proposed signage will be constructed of metal, therefore staff recommends the HLC find that SRC 230.056(c)(7) has been met.

**(8) *Not use neon unless incorporated into a larger sign and there is historic precedence.***

**Finding:** The proposal does not include neon, therefore staff recommends that the HLC find that 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 staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal. However, the proposal does include white LED's to illuminate the letters and other portions of the signage.

**(10) *Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.***

**Finding:** The applicant has proposed to install the signage directly into the masonry, therefore staff recommends that the HLC find that SRC 230.056(c)(10) has been met.

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

**Finding:** The proposed signage conduit will be installed behind the sign, routed from within the building, and not visible from the exterior, therefore staff recommends that the HLC find that SRC 230.056(c)(11) has been met.

**(12) *Not have exposed conduit.***

**Finding:** The proposed signage conduit will not have exposed conduit, therefore staff recommends that the HLC find that SRC 230.056(c)(12) has been met.

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

**Finding:** The proposed signage has light lettering on a dark background, therefore staff recommends that the HLC find that SRC 230.056(c)(13) has been met.

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

**Finding:** The proposed signs will not incorporate faux painting, therefore staff recommends that the HLC find that SRC 230.056(c)(14) has been met.

**(15) *Design new signs that respect the size, scale and design of the historic resource.***

**Finding:** The scale and size of the signage is compatible with the resource and no significant features are obscured, therefore staff recommends that the HLC find that SRC 230.056(c)(15) has been met.

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

**Finding:** The proposed signs will not obscure any significant features of the resource, therefore staff recommends that the HLC find that SRC 230.056(c)(16) has been met.

**(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 downtown and will not adversely affect any neighboring resources, therefore staff recommends that the HLC find that SRC 230.056(c)(17) has been met.

**(18) *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, therefore staff recommends that the HLC find that SRC 230.056(c)(18) has been met.

**(19) *Attach signs carefully to prevent damage to historic materials and ensure the safety of pedestrians.***

**Finding:** The proposed sign will be mounted to the building with screws that will be directly attached through the mortar. No historic materials will be damaged or obscured by its installation, therefore staff recommends the HLC find that SRC 230.056(c)(19) has been met.

**(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 single sign is the minimum necessary to ensure identification of the business, therefore staff recommends the HLC find that SRC 230.056(c)(20) has been met.

**RECOMMENDATION**

Based upon the information presented in the application, plans submitted for review, and findings as presented in this staff report, staff recommends that the Historic Landmarks Commission **APPROVE** the proposal.

**DECISION ALTERNATIVES**

1. APPROVE the proposal as submitted by the applicant and indicated on the drawings.
2. APPROVE the proposal with conditions to satisfy specific standard(s).
3. DENY the proposal based on noncompliance with identified standards in SRC 230, indicating which standard(s) is not met and the reason(s) the standard is not met.

- Attachments:
- A. Hearing Notice and Vicinity Map
  - B. Excerpt from National Register Historic Resource Document and 1968 historic photo
  - C. Applicant's Submittal Materials

Prepared by Kimberli Fitzgerald, AICP, Historic Preservation Officer





# HEARING NOTICE

## LAND USE REQUEST AFFECTING THIS AREA

### *Audiencia Pública*

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

<b>CASE NUMBER:</b>	Historic Design Review Case No. HIS18-14
<b>AMANDA APPLICATION NO:</b>	18-109816-DR
<b>HEARING INFORMATION:</b>	Historic Landmarks Commission, Thursday, June 21, 2018, 5:30 P.M., Council Chambers, Room 240, Civic Center, 555 Liberty St SE, Salem, OR 97301
<b>PROPERTY LOCATION:</b>	176 Liberty Street NE, Salem, OR 97301
<b>OWNER(S):</b>	Horenstein Salem Property Trust
<b>APPLICANT / AGENT(S):</b>	Brian Kaufman
<b>DESCRIPTION OF REQUEST:</b>	<p>Summary: A proposal to install a new sign and approve the modified awning design on the Adolf-Waters Building (1924).</p> <p>Request: Minor Historic Design Review of a proposal to install a new sign and approve the modified awning design on the Adolph-Waters Building (1924), a historic, non-contributing building within the Downtown Historic District, zoned CB (Central Business District) , and located at 176 Liberty Street NE - 97301; Marion County Assessor Map and Tax Lot number: 073W27AB05800.</p>
<b>CRITERIA TO BE CONSIDERED:</b>	<p><b><u>MAJOR HISTORIC DESIGN REVIEW</u></b></p> <p><b>230.056. Signs in Commercial Historic Districts.</b> In addition to other regulations within this Chapter, signs in commercial historic districts shall be designed and approved in accordance with the following standards:</p> <p>(a) Historic signs shall be retained whenever possible, particularly if the sign is associated with historic figures, events or places, significant as evidence of the history of the product, business or service advertised, significant as reflecting the history of the building or the development of the historic district, characteristic of a specific period, or integral to the building's or structure's design or physical fabric.</p> <p>(b) Recreate a historic sign only with sufficient historical, pictorial, and physical documentation.</p> <p>(c) New signs shall:</p> <ol style="list-style-type: none"> <li>(1) Be located between transom and sill of first story, within a historic signboard, or suspended from awning or marquee.</li> <li>(2) Be located perpendicular to corner, flush to the facade or perpendicular to building.</li> <li>(3) Not be located in transom areas.</li> <li>(4) Not obscure windows or significant architectural features.</li> <li>(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.</li> <li>(6) Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.</li> <li>(7) Be constructed of materials such as wood or metal, except for untreated mill-finished metals.</li> <li>(8) Not use neon unless incorporated into a larger sign and there is historic precedence.</li> <li>(9) Not use free-standing neon or plastic, back-lighted boxes.</li> <li>(10) Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.</li> </ol>

- (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.
- (17) Design new signs that respect neighboring resources.
- (18) Use materials that are compatible with and characteristic of the building's 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. (Ord No. 34-10)

**230.045. Standards for Non-Contributing Buildings and Structures in Commercial Historic Districts.** Modifications to non-contributing buildings in commercial historic districts shall comply with this section.

**(k) Awnings and Canopies.** Replacement or installation of awnings and canopies on non-contributing buildings is allowed.

**(1) Materials.**

- (A) Materials that are compatible with the character of the district shall be used.
- (B) Canvass is an approved material for awnings and canopies.

**(2) Design.**

- (A) Awnings shall be located within window openings, and below transoms.
- (B) Umbrella-type awnings and non-historic forms are not permitted.
- (C) Awnings shall be attached in such a manner that historic materials or features are not damaged.
- (D) Marquees may be used where compatible with the building and neighboring buildings.
- (E) Awnings, canopies, or marquees shall not obscure significant architectural features on the building.
- (F) Awnings, canopies, or marquees shall have size, scale and design that is compatible with the building and neighboring buildings. (Ord No. 34-10)

Any person wishing to speak either for or against the proposed request may do so in person or by representative at the Public Hearing. Written comments may also be submitted at the Public Hearing. Include case number with the written comments. Prior to the Public Hearing, written comments may be filed with the Salem Planning Division, Community Development Department, 555 Liberty Street SE, Room 305, Salem, Oregon 97301. Only those participating at the hearing, in person or by submission of written testimony, have the right to appeal the decision.

The hearing will be conducted with the staff presentation first, followed by the applicant's case, neighborhood organization comments, testimony of persons in favor or opposition, and rebuttal by the applicant, if necessary. The applicant has the burden of proof to show that the approval criteria can be satisfied by the facts. Opponents may rebut the applicant's testimony by showing alternative facts or by showing that the evidence submitted does not satisfy the approval criteria. Any participant may request an opportunity to present additional evidence or testimony regarding the application. A ruling will then be made to either continue the Public Hearing to another date or leave the record open to receive additional written testimony.

Failure to raise an issue in person or by letter prior to the close of the Public Hearing with sufficient specificity to provide the opportunity to respond to the issue, precludes appeal to the Land Use Board of Appeals (LUBA) on this issue. A similar failure to raise constitutional issues relating to proposed conditions of approval precludes an action for damages in circuit court.

Following the close of the Public Hearing a decision will be issued and mailed to the applicant, property owner, affected neighborhood association, anyone who participated in the hearing, either in person or in writing, and anyone who requested to receive notice of the decision.

**HOW TO PROVIDE TESTIMONY:**

**HEARING PROCEDURE:**

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<b>CASE MANAGER:</b>	<b>Kimberli Fitzgerald, Case Manager</b> , City of Salem Planning Division, 555 Liberty Street SE, Room 305, Salem, Oregon 97301. Telephone: 503-540-2397; E-mail: <a href="mailto:kfitzgerald@cityofsalem.net">kfitzgerald@cityofsalem.net</a> .
<b>NEIGHBORHOOD ORGANIZATION:</b>	Central Area Neighborhood Development Organization (CAN-DO), Land Use Chair; Bruce Hoffman, Phone: (503) 781-8542; Email: <a href="mailto:bruhof@gmail.com">bruhof@gmail.com</a>
<b>DOCUMENTATION AND STAFF REPORT:</b>	Copies of the application, all documents and evidence submitted by the applicant are available for inspection at no cost at the Planning Division office, City Hall, 555 Liberty Street SE, Room 305, during regular business hours. Copies can be obtained at a reasonable cost. The Staff Report will be available seven (7) days prior to the hearing, and will thereafter be posted on the Community Development website:  <a href="http://www.cityofsalem.net/notices">www.cityofsalem.net/notices</a>
<b>ACCESS:</b>	The Americans with Disabilities Act (ADA) accommodations will be provided on request.
<b>NOTICE MAILING DATE:</b>	May 31, 2018

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**PLEASE PROMPTLY FORWARD A COPY OF THIS NOTICE TO ANY OTHER OWNER, TENANT OR LESSEE.**

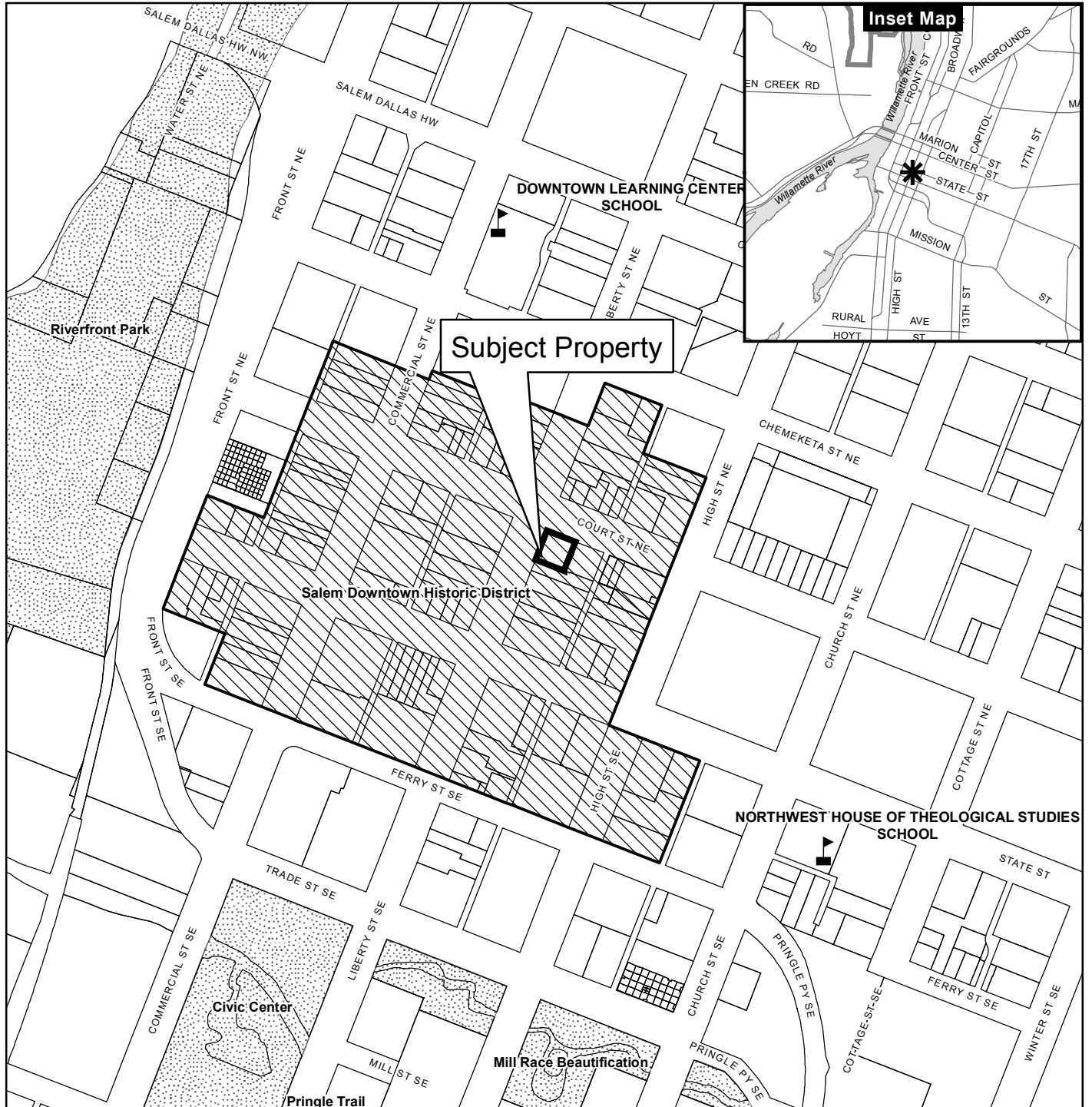
**For more information about Planning in Salem:**

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








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*It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity and source of income, as provided by Salem Revised Code Chapter 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities. Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available upon request. To request such an accommodation or interpretation, contact the Community Development Department at 503-588-6173 at least three business days before this meeting or event. TTD/TTY telephone 503-588-6439 is also available 24/7*

# Vicinity Map 176 Liberty Street NE



## Legend

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

**CITY OF Salem**  
AT YOUR SERVICE  
Community Development Dept.

0 100 200 400 Feet



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United States Department of the Interior  
National Park Service**National Register of Historic Places***Continuation Sheet***Section number: 7 Salem Downtown Historic District**

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**176 - 198 Liberty Street, NE***Classification:* Historic Non-Contributing*Historic Name:* Adolph-Waters Building*Current Name(s):* Washington Federal Savings Bank/Thai Restaurant*Year of Construction:* 1924/1960s/1980s*Legal Description:* 073W27AB05800; Salem Add., west ½ of Lot 8 and part of Lot 7 in Block 21*Owner(s):* Marvin Horenstein  
7550 Middle Greens Road  
Wilsonville, Oregon 97070

**Description:** This one-story brick commercial building is situated on the southeast corner of Liberty and Court streets. This single building appears as two buildings because of the different changes that have occurred to each portion of the building. The south portion of the building appears to have been changed substantially in the 1960s with the addition of a layer of textured concrete, removal of transom windows, changes in the storefront windows, and use of an umbrella awning (currently occupied by the Thai Restaurant.) This portion of the building has a separate, recessed entryway. The majority of the facade (occupied by Washington Federal Savings) is plain and unrelieved except for a small band course defining the architrave and a bolder bas-relief entablature cornice. Changes to the storefront of the north end of the building appears to have occurred in the 1980s and it incorporates large windows with anodized aluminum sash, the painting of the ground-floor transom lights, and vinyl awnings. This portion of the building has a corner entrance. The building has been substantially altered and does not contribute to the historic character of the district in its current condition.

**History and Significance:** The one-story Adolph-Waters Building at the corner of Liberty and Court streets contributes to the commercial district's historical character because it has retained exterior integrity of design, exterior materials, and fenestration. Although the large glass windows on the ground floor are recent, they appear to replicate the multiple shop openings that existed after the building's construction in 1924. Additionally, Joseph Adolph and George Waters bolstered the commercial development of Salem in the early 1900s.

The site of the Adolph-Waters Building reflects the evolution of commercial development in Salem. A small one-story Chinese washhouse that stood on this corner was replaced in the mid-1880s with two, two-story shops and a society meeting hall above.<sup>90</sup> The two-story building on the corner may have become somewhat neglected when Joseph and Lillie Adolph (along with George E. and Margaret Waters) bought one-half interest in the property in April 1923. In January 1924, the Adolphs acquired a mortgage on the property from Salem's Ladd and Bush Bank; construction took place that year.<sup>91</sup>

George E. Waters, a native of Nebraska born in 1869, came to Salem, Oregon, with his parents in 1872. In 1891 he opened a cigar store in Salem. Fifteen years later, he was engaged in the wholesale tobacco business in his shop on State Street. He eventually added wholesale candy to his tobacco shop inventory.

Joseph Adolph, born in 1882, ventured into business in Salem in the early 1900s. He first clerked at Rostein & Greenbaum groceries in Salem, then opened his own cigar store on Commercial Street around 1910. His brother, Samuel, soon joined him in a business, known as Adolph Brothers, which expanded to

<sup>90</sup> "Salem, Oregon," New York: Sanborn Map Company, 1884, 1888, 1890, 1895, updated to 1914.

<sup>91</sup> Marion County, deed book, vol. 173, p. 110 and 111

United States Department of the Interior  
National Park Service

## National Register of Historic Places

*Continuation Sheet*

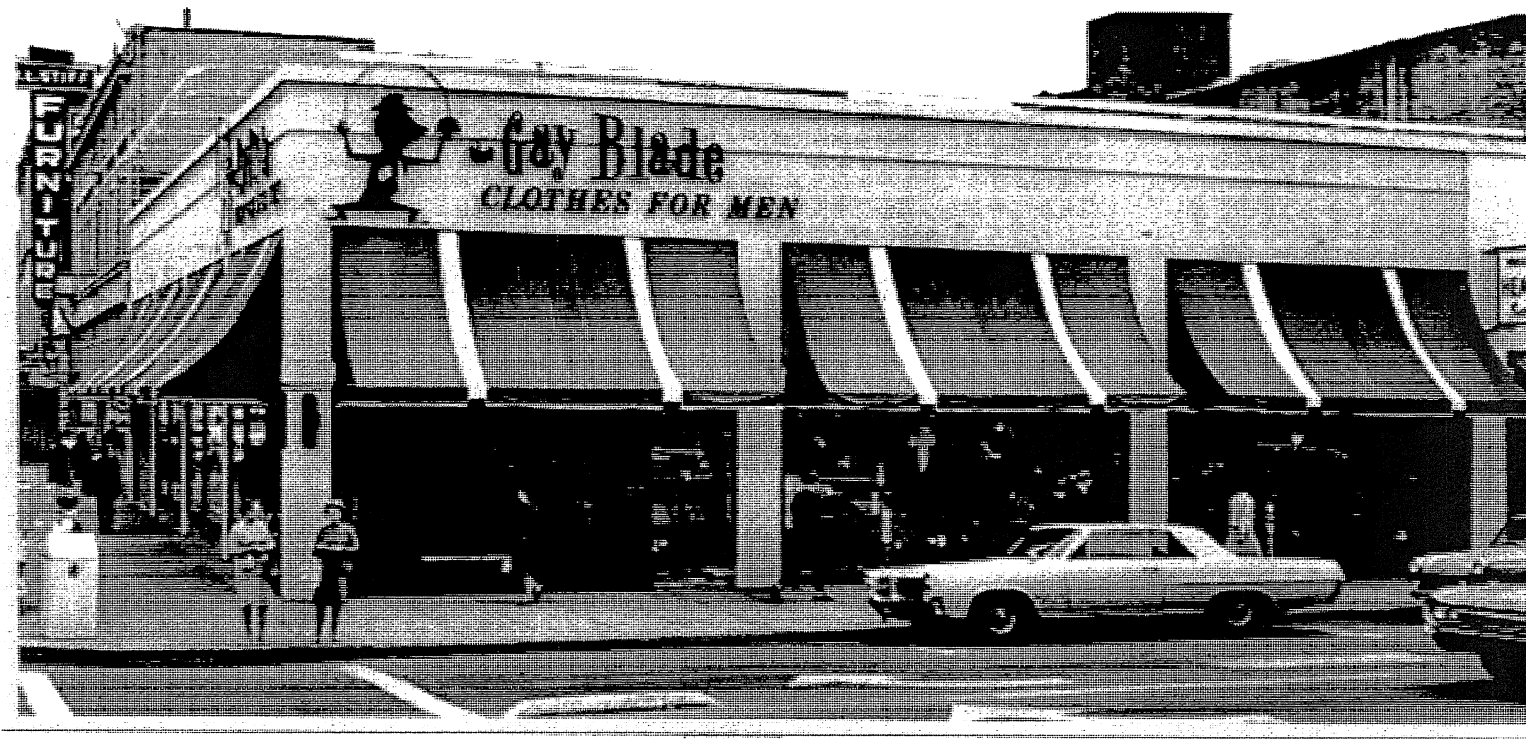
Section number: 7 Salem Downtown Historic District

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include soft drinks and billiards in the 100-block of North Commercial. By the mid-1930s, the two Adolph brothers had joined Edward Rostein in a venture that eventually became Salem Drug Company. The businesses of both Joseph Adolph and George Waters apparently never occupied the Adolph-Waters Building. Waters passed away in 1940; Adolph died two years later. The Adolph-Waters Building passed to Margaret Waters and the children of Joseph and Lillie Adolph, Rex and Alden Adolph.<sup>92</sup> The interior of the Adolph-Waters Building may have been remodeled and converted to a single store following World War II. The Gay Blade men's store probably began occupying the building in the late 1960s.

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<sup>92</sup> Polk, *Salem City Directory*, 1902, 1905, 1907-08, 1909-10, 1913, 1917, 1921, 1924, 1926-27, 1930-31, 1934, 1938-39; Clark, *History of the Willamette Valley, Oregon*, Chicago: S.J. Clarke Publishing Company, 1927, 78-79; "Adolph," *Capitol Journal*, September 16, 1942, 10; "Margaret M. Waters," *Oregon Statesman*, 3 June 1964, 2.



Gay Blade (1968) Statesman Journal. Photo SJ493, Salem Public Library.

Case No. \_\_\_\_\_

### Historic Alteration Review - General Resource Worksheet

Site Address: 176 Liberty St. NE Resource Status:  Contributing  
 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: aluminum + acrylic 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:

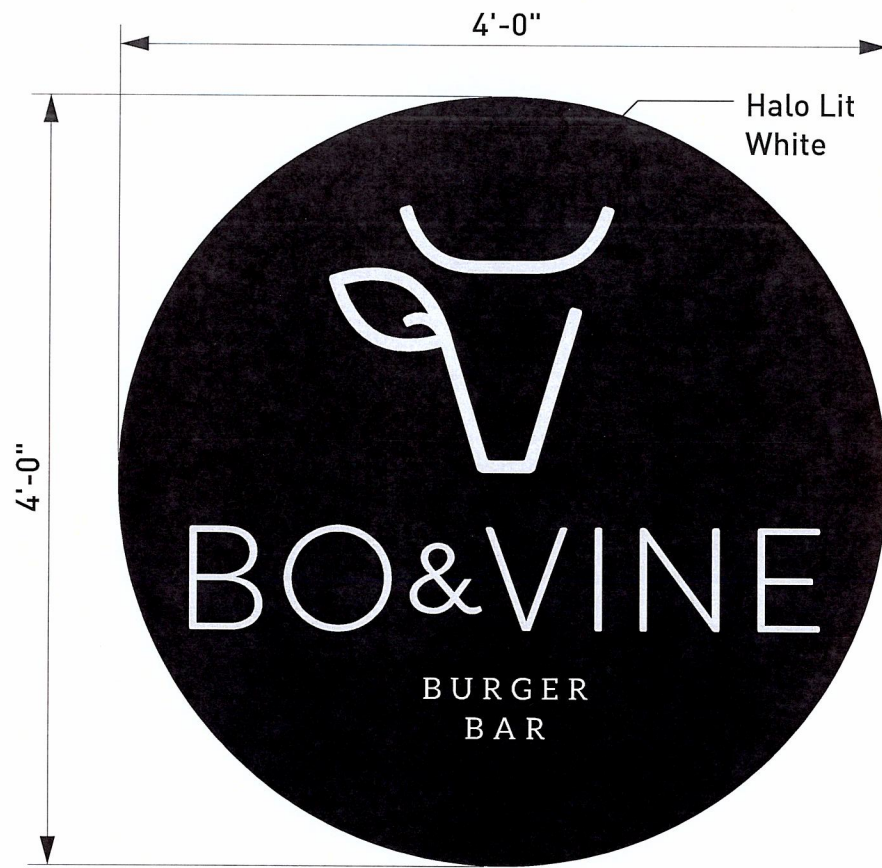
Salem Sign is designing a small sign to attach to our building frontage. The sign will anchor into existing brick.

[Signature]  
Signature of Applicant

5/3/2018  
Date Submitted/Signed



# Single Face Illuminated Wall Display



SIDE VIEW  
6"



BRICK WALL



**16 square feet okay per SRC 900.200(b)(B)(ii)**

Sign attached to wall with 1/4" x 2 1/2" lags into Brick / Mortar (4 - 6 Lags)

## SPECIFICATIONS

**SIGN:**  
\*Custom Aluminum Fabricated with Letters routed out & Backed with White Acrylic

**ILLUMINATION:**  
\*White LED's

SCALE: 1/2" = 1'-0"



**Salem Sign Co., Inc.**

1825 FRONT ST. N.E.  
SALEM, OR 97301  
**503-371-6362**  
FAX 503-371-0901  
e-mail signs@salem-sign.com  
CCB# 65297



THIS DRAWING IS THE PROPERTY OF SALEM SIGN CO., INC.

**SK# 18892-18**

JOB TITLE: Bo & Vine

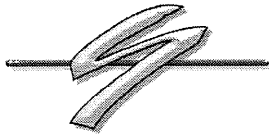
LOCATION: Salem, OR

DATE: 5-8-18

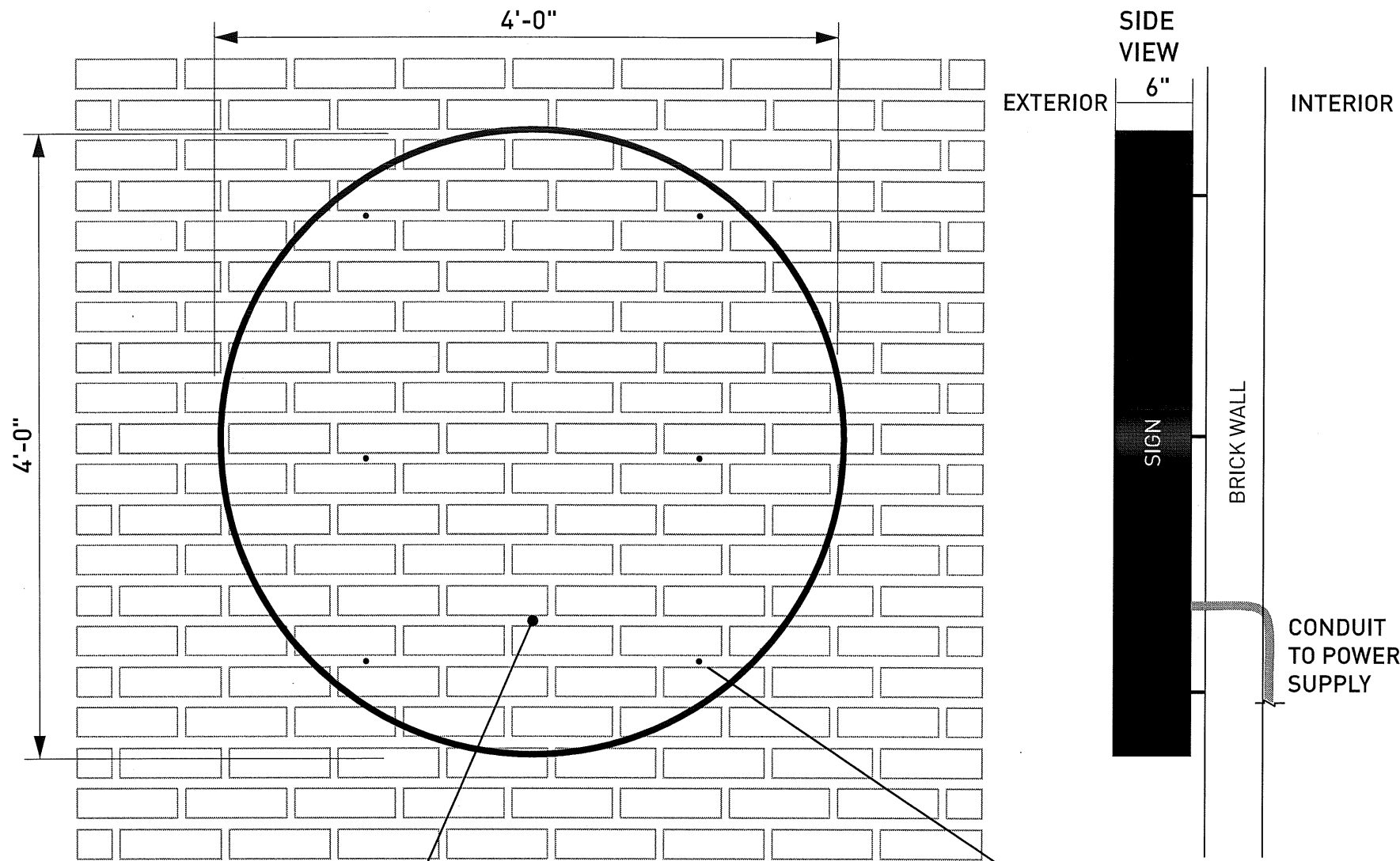
DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:



# Single Face Illuminated Wall Display



Sign wired directly into building from back of sign; No conduit will be visible.

Sign attached to wall with 1/4" x 2 1/2" lags into Brick / Mortar (4 - 6 Lags)

**\*All penetrations into mortar**

## SPECIFICATIONS

**SIGN:**  
\*Custom Aluminum  
Fabricated with  
Letters routed out  
& Backed with  
White Acrylic

**ILLUMINATION:**  
\*White LED's

SCALE: 1/2" = 1'-0"



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JOB TITLE: Bo & Vine

LOCATION: Salem, OR

DATE: 5-8-18

DRAWN BY: E.D.

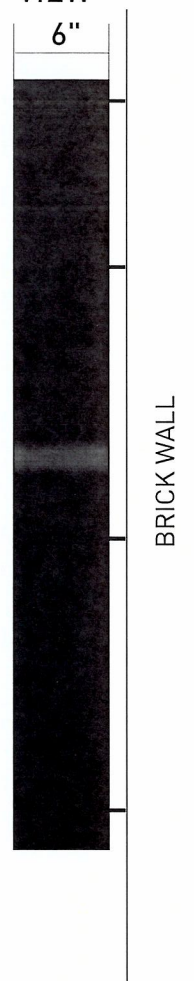
SALES: Corey Spady

APPROVED BY:

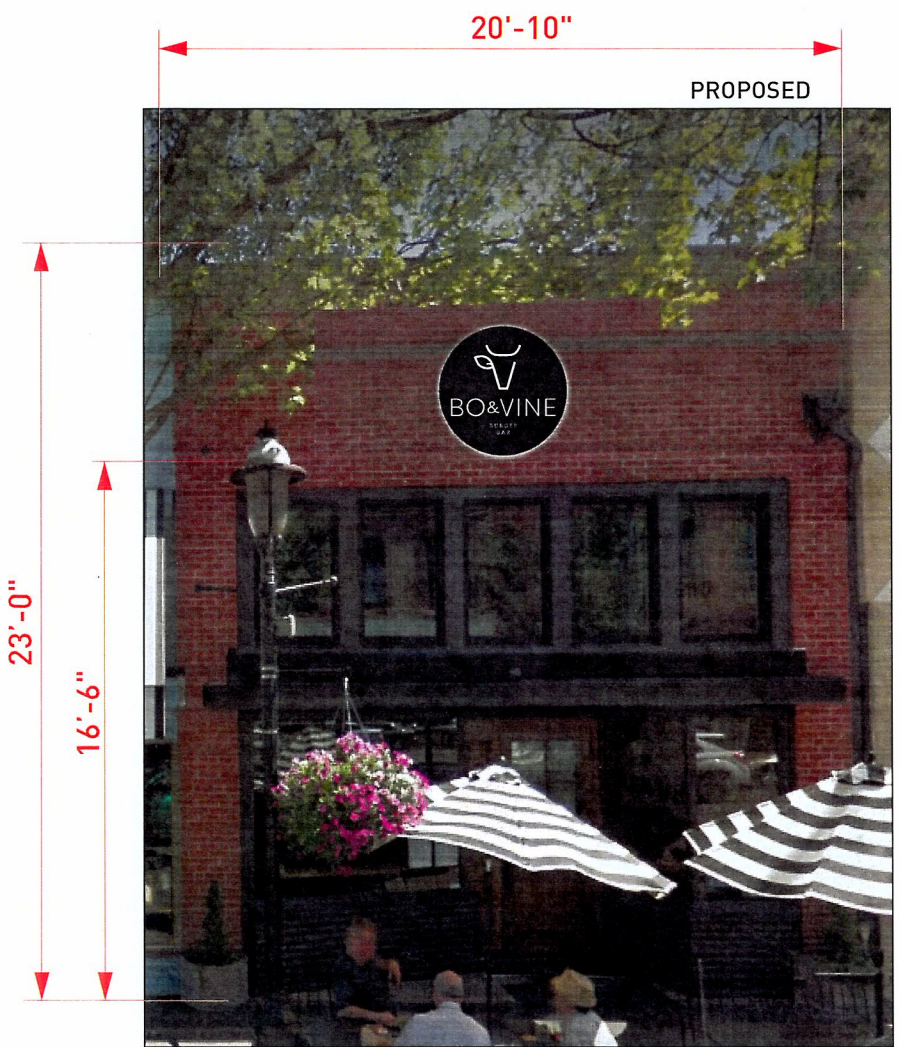
# Single Face Illuminated Wall Display



SIDE VIEW  
6"



Sign attached to wall with 3/8" x 3" lags into Brick / Mortar (4 - 6 Lags)



## SPECIFICATIONS

SIGN:  
\*Custom Aluminum  
Fabricated with  
Letters routed out  
& Backed with  
White Acrylic

ILLUMINATION:  
\*White LED's

SCALE: 1/2" = 1'-0"



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DATE: 5-8-18

DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:

SK# 18892-18



Dimensions: 20' wide x 7" high x 16" deep

I'd like to formally request approval to keep the existing awning. Due to unanticipated expenses we needed to scale down and simplify the design from what was originally approved.

Thank you for your consideration,

A handwritten signature in black ink, appearing to be 'BK', with a long horizontal line extending to the right.

Brian Kaufman  
Partner @ Bo & Vine

Original Awning  
Design Approval  
HIS17-01  
January 2017

Existing



Proposed



Reveal brick

Reveal/Restore windows

Engineered metal canopy

Signage