

TO: Historic Landmarks Commission

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

FROM: Kimberli Fitzgerald, Historic Preservation Officer

HEARING DATE: August 18, 2022

CASE NO.: Historic Design Review Case No. HIS22-21

APPLICATION SUMMARY: A proposal to replace the existing Quisenberry Pharmacy Sign.

LOCATION: 150 Liberty Street SE

REQUEST: Class 3 Major Historic Design Review of a proposal to replace the Quisenberry Pharmacy sign and with a sign incorporating halo lighting on the exterior of the Quisenberry Pharmacy Building (c.1926), a historic non-contributing building in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 150 Liberty Street SE ; 97301; Marion County Assessors Map and Tax Lot number: 073W27AB04600

APPLICANT: Matt Boyington, Salem Sign Co., Inc., on behalf of Perry Quisenberry

APPROVAL CRITERIA: Salem Revised Code (SRC) 230.070 General Guidelines for noncontributing buildings and structures Chapter 230.056 Signs in Commercial Historic Districts

RECOMMENDATION: APPROVE

BACKGROUND

On June 16, 2022, the applicant submitted materials for a Major Historic Design Review for a proposal to replace the existing sign on the exterior of the Quisenberry Pharmacy Building (1926). The application was deemed complete for processing on July 27, 2022.

Notice of public hearing was sent by mail to surrounding property owners and tenants pursuant to Salem Revised Code (SRC) requirements on July 29, 2022 (**Attachment A**). Public hearing notice was also posted on the property in accordance with the posting provision outlined in SRC 300.620. The City of Salem Historic Landmarks Commission will hold a virtual public hearing for the case on August 18, 2022 at 5:30 p.m. (<https://bit.ly/planningpublicmeetings>).

The state-mandated 120-day deadline to issue a final local decision, including any local appeals in this case is November 24, 2022, unless an extension is granted by the applicant.

PROPOSAL

The applicant is requesting approval to replace the existing Quisenberry Pharmacy sign with a new replacement sign 24' by 2'6" in size. The existing sign was installed in 2003 with individual letters attached to a metal frame. This sign is in poor condition, and the letters are in danger of falling off the building. The proposed new signage is aluminum with letters routed out of the aluminum face for ½" white acrylic push through letters which will be illuminated with white LED's. The proposed illuminated signage will use 140 watts and incorporates halo illumination utilizing reversed pan-channel letters with internal LED lights. The LED power supply and conduit will be located on the interior of the sign cabinet and will not be visible from the exterior of the sign. (**Attachment C**).

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: 22 112600.

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 applicants 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. Salem Revised Code (SRC) **Salem Revised Code (SRC) 230.070 General Guidelines for noncontributing buildings and structures and Chapter 230.056 Signs in Commercial Historic Districts** are the applicable criteria for evaluation of this proposal.

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 project's 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

The Quisenberry Pharmacy Building (1926) is a two-story Commercial style building located at 150 Liberty Street SE. The pharmacy moved to this location in 1955 from its previous location at 130 South Liberty. P.D. Quisenberry opened his first drug store in Salem in 1919 and later partnered with his son Dwight Quisenberry Jr. The store is currently owned by Perry Quisenberry and has been at this same location on Liberty for the past 67 years. Prior to becoming a drug store, this building served as a restaurant in the 1920s (the Black Cat Restaurant) and the Bible Book House in the 1940s and early 1950s. The building was significantly remodeled, and this building was combined with the abutting building located at 166 Liberty Street SE just to the north in 1953 and 1954 (according to building permit records 53 104548 BP and 54 104253 BP) to accommodate the new drugstore business. The design was completed by architect James L. Payne and the exterior of the brick buildings were clad with a thin layer of stucco as part of this remodel (**Attachment B**). Due to these alterations this resource is historic noncontributing to Salem's Downtown Historic District, however it is significant for its use as a pharmacy for over fifty years.

3. Neighborhood and Citizen Comments

The subject property is located within the Central Area Neighborhood Development Organization (CANDO). Michael Livingston, CANDO Chair submitted an email on 7/27/2022 stating that CANDO supports the proposal (**Attachment D**). All property owners and tenants within Salem's Downtown Historic District as well as property owners within 250 feet of the subject property were mailed notification of the proposal on July 29, 2022 pursuant to Salem Revised Code (SRC) requirements. Notice of public hearing was also posted on the subject property. At the time of writing this staff report, no comments were received from adjoining property owners or from any member of the public.

4. City Department and Public Agency Comments

Building and Safety Division indicates that the applicant must obtain required sign permits. The Planning Division, Public Works and the Fire Department did not have any concerns with the proposal.

5. Historic Design Review

Salem Revised Code (SRC) 230.070 *General Guidelines for noncontributing buildings and structures* and Chapter 230.056 *Signs in Commercial Historic Districts* are the criterion applicable to the evaluation of this proposal (**Attachment C**). Historic Landmarks Commission staff reviewed the project proposal and has the following findings for the applicable standards.

FINDINGS

230.070. General Guidelines for Non-Contributing Buildings and Structures.

(a) *Materials shall be consistent with those present in buildings and structures in the district generally.*

Finding: The proposed signage will be constructed of metal and acrylic. These are typical materials found on signage throughout the Downtown Historic District. Staff recommends that the HLC find that SRC 230.070(a) has been met.

(b) Alterations and additions shall be compatible in design and construction with the general character of buildings or structures in the historic district.

Finding: The proposed replacement signage will of substantially the same size as the existing signage and is approximately the same size as the signage on the building from the time the drugstore opened in 1955. The proposed design of the signage and the LED lighting is a new feature on this resource; however this type of signage does not obscure any character defining features of the resource and can be found on several buildings within the Downtown Historic District as noted in the Applicant's Exhibit A. The proposed replacement signage is compatible in design and construction with the general character of the buildings in the historic district, therefore staff recommends that the HLC find that SRC 230.070(b) has been met.

Criteria 230.056 Signs in Commercial Historic Districts(b)Permanent non-historic signs.

(1)Materials. Permanent non-historic signs shall be constructed of wood, metal, or acrylic.

Finding: The proposed signage will be constructed of metal and acrylic. Staff recommends that the HLC find that this standard has been met.

(2)Design.

(A)Permanent non-historic signs shall be located:

(i)Within an existing sign frame attached to the historic structure provided the sign frame does not obscure significant features of the historic resource; or

Finding: While the proposed replacement signage is not proposed to be located within an existing sign frame, the proposed replacement sign will be placed within the same location on the building as the existing sign, and where signage has been placed on the building since Quisenberry Pharmacy opening here in 1955. This signage does not currently obscure significant features on the exterior of the resource; therefore staff recommends that the HLC finds that this standard has been met for this proposal.

(ii)Between the transom and sill of the first story and:

Finding: The building does not currently have any transoms. However, the proposed wall signage will be located flush to the wall just above the storefront opening on the first story, which has been the location of the signage for the Quisenberry Pharmacy Building since opening in 1955. Staff recommends that the HLC finds that this standard has been met for this proposal.

(aa) Perpendicular to the corner;

Finding: The proposed signage is not proposed to be perpendicular to the corner therefore staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal.

(bb) Flush to the facade; or

Finding: The proposed wall sign is proposed to be flush to the building, therefore staff recommends that the HLC find that this standard is has been met for this portion of the proposal.

(cc) Perpendicular to the building;

Finding: The proposed signage is not proposed to be perpendicular to the corner therefore staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal.

(iii) (Or) Suspended from the awning or marquee.

Finding: The proposed signage is not proposed to be suspended from an awning or marquee, therefore staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal.

(B) Permanent non-historic signs shall be attached:

(i) Into mortar joints, not into masonry; and

Finding: According to the applicant's statement, the proposed wall signage will be attached into mortar joints of the existing brick masonry (below the stucco façade), using non-corrosive stainless-steel spacers and hardware (1 ½" x 1 ½" x .25"). Staff recommends that the HLC find that this standard is not applicable to the evaluation of this proposal.

(ii) Where significant features are not obscured.

Finding: The proposed wall sign will be attached just above the storefront opening on the first floor where building signage currently is attached. There are no significant features located in this area. Staff recommends that the HLC find that this standard has been met.

(C) Any permanent non-historic sign that incorporates lighting shall:

(i) Not be internally illuminated, except if it incorporates halo illumination utilizing reversed pan-channel letters with an internal light source reflecting off the building;

Finding: The proposed illuminated signage incorporates halo illumination utilizing reversed pan-channel letters with an internal LED lights. Staff recommends that the HLC find that this standard has been met.

(ii)Not exceed 366 watts or 250 nits between sunset and sunrise; and

Finding: Per the applicant's statement, the wattage output will not exceed 140 watts between sunset and sunrise. Staff recommends that the HLC find that this standard has been met.

(iii)Not have exposed conduit.

Finding: The applicant's Exhibit B indicates that to achieve the halo effect, a backer panel with the LED lights is placed ½" behind the aluminum face with the push through acrylic channel letters. There will be no exposed conduit as the conduit will be concealed within the raceway behind this aluminum face and the letter backings. Staff recommends that the HLC find that this standard 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.

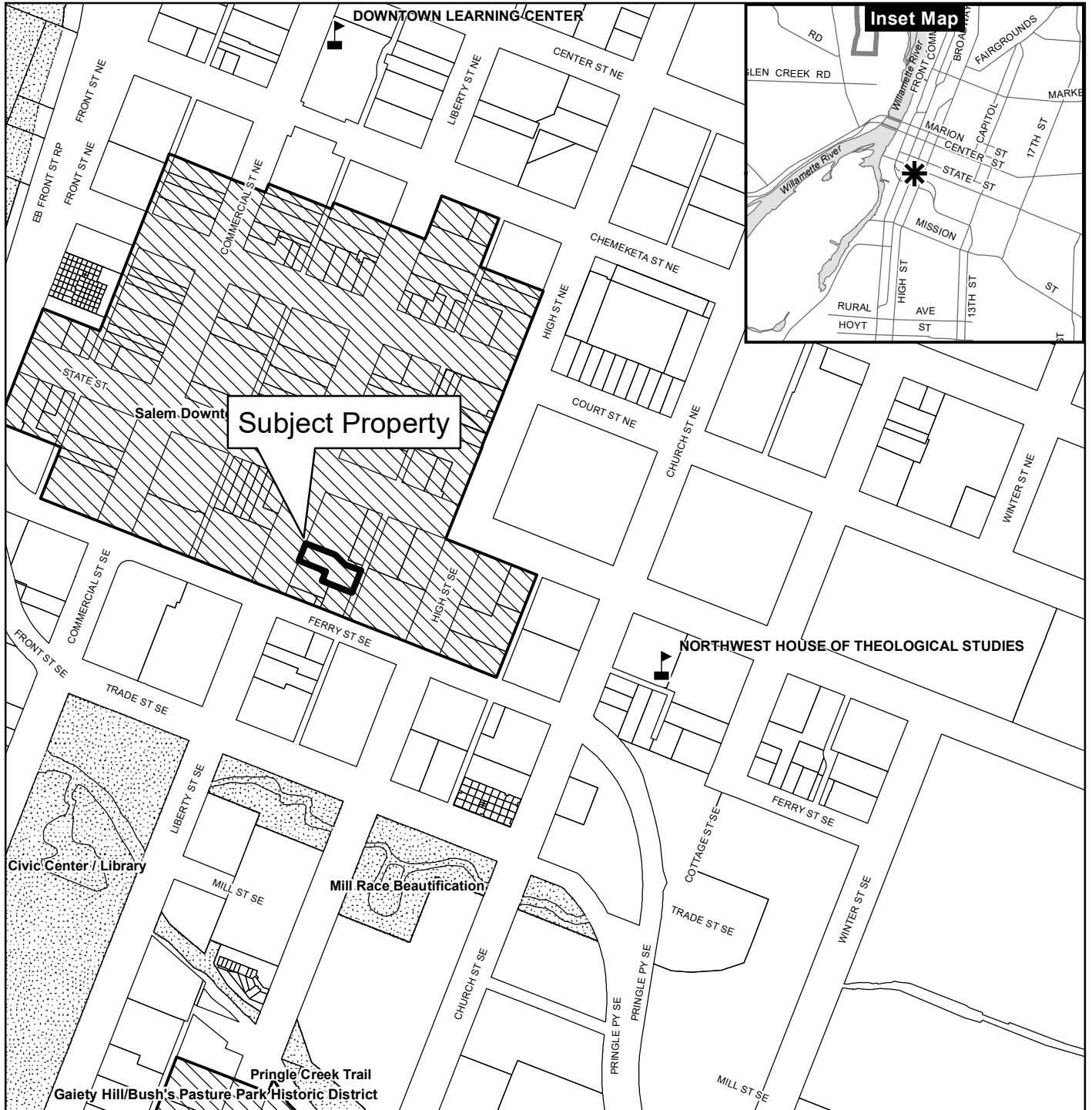
DECISION ALTERNATIVES

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








Attachments: A. Vicinity Map
B. Historic Materials, Sanborn Fire Insurance Map and Excerpt from National Register Historic Resource Document
C. Applicant's Submittal Materials
D. CANDO testimony

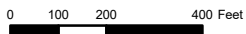
Prepared by Kimberli Fitzgerald, Historic Preservation Officer

Vicinity Map 150 Liberty Street SE

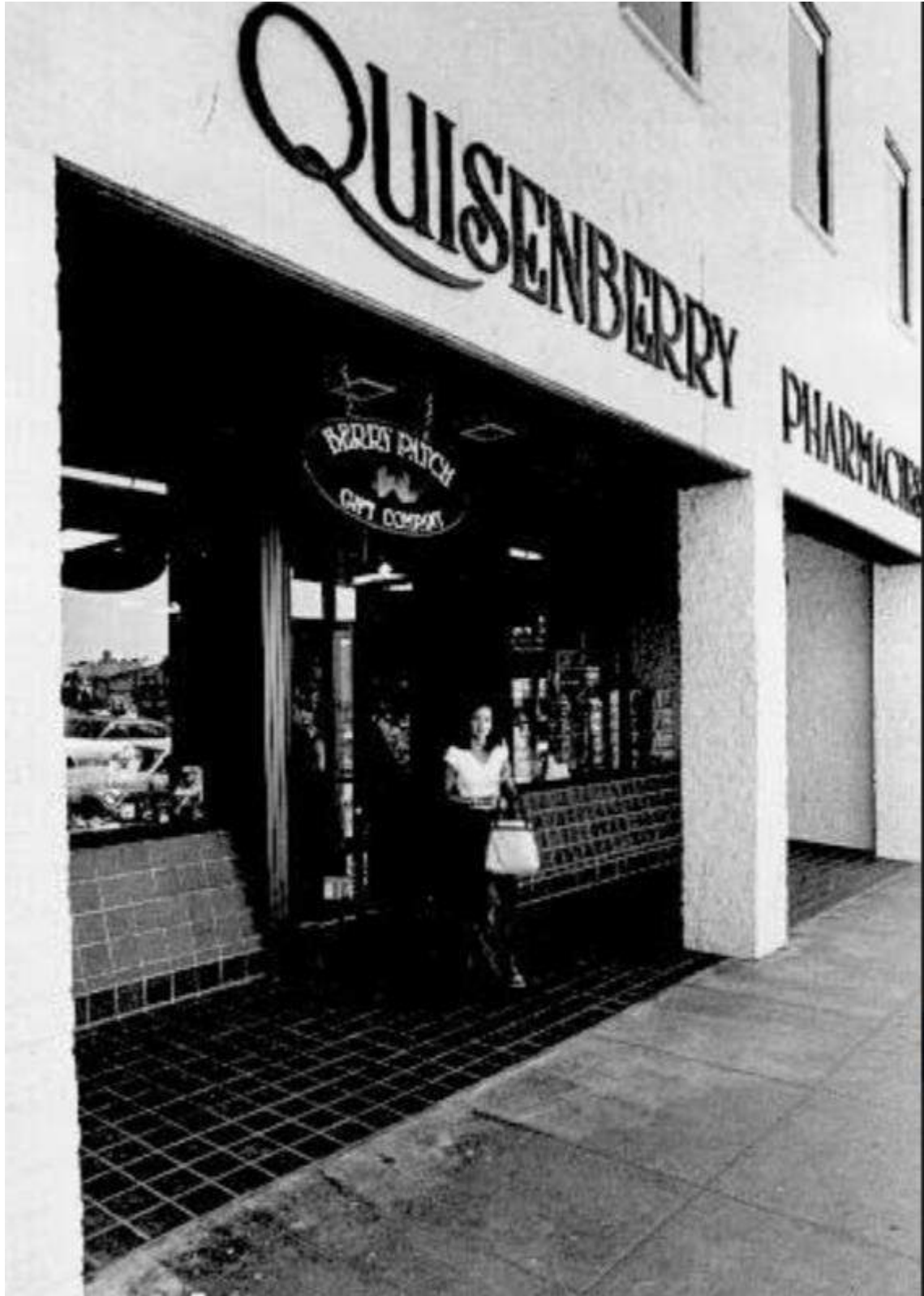


Legend

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



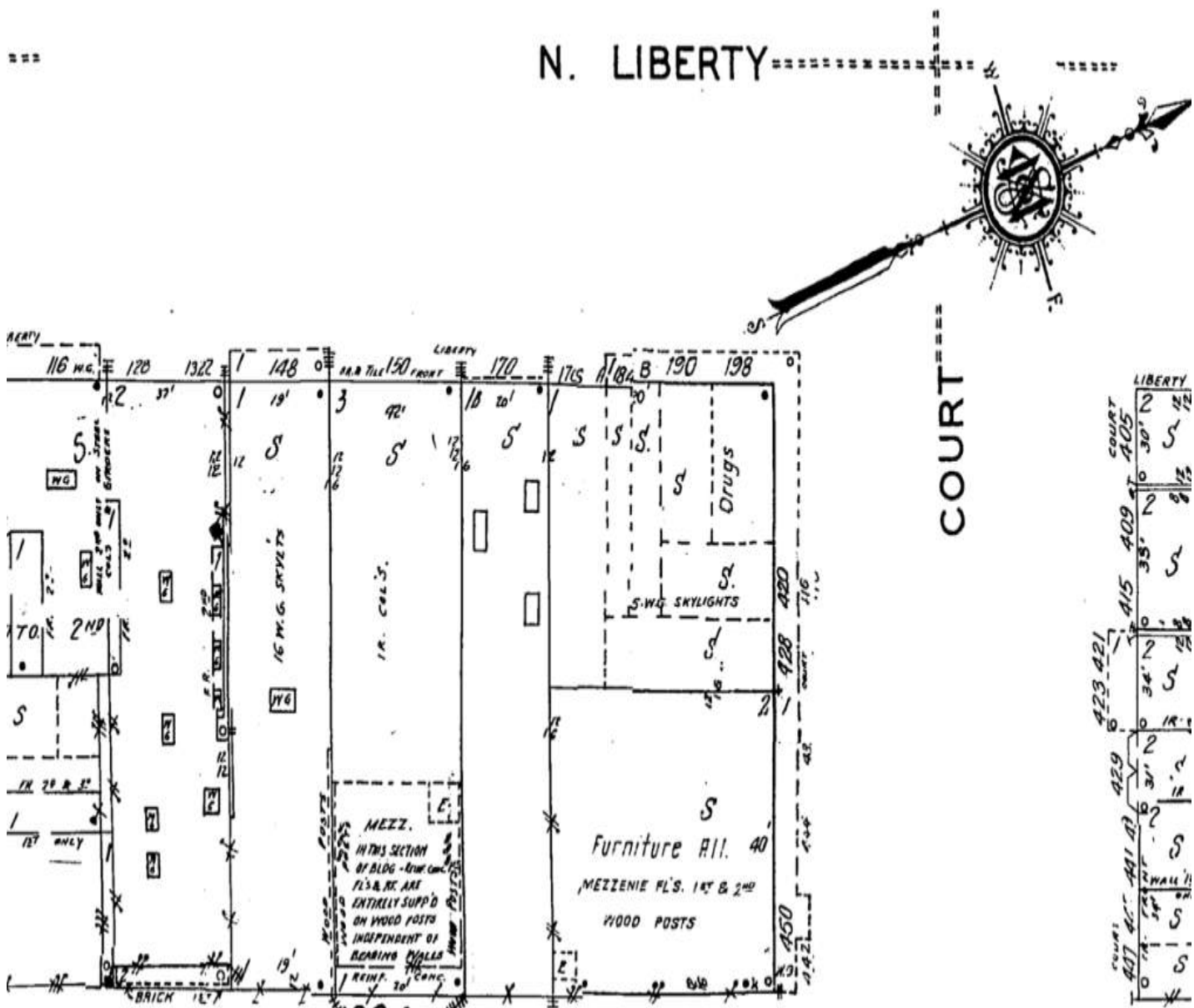
This product is provided as is, without warranty. In no event is the City of Salem liable for damages from the use of this product. This product is subject to license and copyright limitations and further distribution or resale is prohibited.



SJ588, Quisenberry Pharmacies, 1979 (courtesy of the Statesman Journal)

ProQuest® Digital Sanborn Maps, 1867-1970

Salem 1926-Dec. 1950 vol. 1, 1926-Nov. 1950, Sheet 109



NON-COMMERCIAL USE ONLY

Digital Sanborn Maps are not suitable for legal or regulatory purposes. Digital Sanborn Maps may not be downloaded, clipped, printed, resold, retained or used for commercial or business research purposes, including but not limited to environmental, property or other land use evaluations. Digital Sanborn Maps are reproduced and distributed under license from Environmental Data Resources, Inc. For information on how to obtain maps for commercial and business research purposes, go to www.edrnet.com/sanborn.

United States Department of the Interior
National Park Service

Salem Downtown Historic District
Salem, Marion County

National Register of Historic Places

Continuation Sheet

Section number: 7

Page: 54

Description: This is a two-story, reinforced concrete, commercial building on the corner of Liberty and Court streets. The south facade has eleven one-over-one, vinyl windows on the second floor. All of these windows appear in one long recessed bay traversing the entire facade. The second level of the west-facing elevation is similarly treated but has only four windows in one bay.

The ground floor has large display windows with aluminum sash above a tile "bulkhead", and a metal canopy projecting over the sidewalk on both the south and west sides, and appears to have been remodeled in the 1950s or 1960s. The storefront and second floor remodels have significantly altered the historic appearance of the building and it does not contribute to the character of the downtown area in its current condition.

195 Liberty Street, SE

Classification: Non-Historic Non-Contributing

Historic Name: N/A

Current Name: Liberty Square Parking

Year of Construction: 1980

Legal Description: 073W27AB07300; Salem Add. from Lots 3 and 4 in block 34

Owner(s): Urban Renewal Agency of Salem
555 Liberty Street, SE, Room 310
Salem, Oregon 97301

Description: This concrete structure is a five-level parking garage with retail and office space on the ground floor. The ground level offices are recessed from the sidewalk on the east side, using the structure above as a covering. The south side is flush with the sidewalk and has canvas awnings for weather protection. The windows incorporate anodized aluminum sash. The upper four floors of the structure are dedicated to parking. This non-historic building does not contribute to the character of the district.

170 - 180 Liberty Street, SE

Classification: Historic Non-Contributing

Historic Name: Unknown

Current Name: Suzanne's Bridal Gallery/Piercing/Trophies

Year of Construction: c.1920s/1960s

Legal Description: 073W27AB04500; Salem Addition, from Lots 5 and 6 in block 20

Owner(s): Rosie Rentals of Salem, LLC
15035 Lee Road
Dallas, Oregon 97338

Description: This is a one-story commercial building. The area above the ground-floor display windows has been completely covered with c.1960s metal sheathing. The ground floor is dedicated to display windows and a full-width metal canopy that projects out over the sidewalk and has a tile facade. The entrances are recessed with angled windows, tile bulkheads, and aluminum window sash. Most of the historic material and design of the building has been removed or covered and it does not contribute to the historic character of the district in its current condition.

150 Liberty Street, SE

Classification: Historic Non-Contributing

United States Department of the Interior
National Park Service

Salem Downtown Historic District
Salem, Marion County

National Register of Historic Places

Continuation Sheet

Section number: 7

Page: 55

Historic Name: Unknown

Current Name: Quisenberry Pharmacies

Year of Construction: 1926/1980s

Legal Description: 073W27AB4600/4700; Salem Addition from Lots 5 and 6, Block 20

Owner(s): Perry D. Quisenberry, Jr. Trustee
2345 Center Street, NE
Salem, Oregon 97301

Description: This is a two-story commercial building. The primary facade is presumably brick, covered with stucco providing a rusticated appearance. The storefront windows and entrance are within the south two-thirds of the building, and are recessed with anodized aluminum sash. There is no awning. The second floor consists of four fixed glass windows above the recessed entrance and storefront. This building does not contribute to the character of the district and it appears that the historic materials on the front have been removed rather than covered over. (Research has not clearly revealed if any portion of a historic building remains. The interior of the building has high ceilings with columns placed in a fashion typical of historic buildings; the interior surfaces have been covered with wood siding.) There is a narrow parking lot to the north of this building. This building has been significantly altered and it does not contribute to the character of the district.

132 Liberty Street, NE

Classification: Vacant -- Parking

Historic Name: N/A

Current Name: N/A

Year of Construction: N/A

Legal Description: 073W27AB05100; Salem Addition, east ½ of Lot 5 in Block 21

Owner(s): Miriam Bednarz Trust
1408 34th Avenue, NW
Salem, Oregon 97304

Description: This property consists of a narrow strip of land approximately two feet wide and 18 feet in length with no structure on it. It runs north to south and lies between the McGilchrist Building (102-110 Liberty NE) on the west and a parking lot to the east.

102 - 110 Liberty Street, NE

Classification: Historic Contributing (Listed as a Local Landmark)

Historic Name: McGilchrist Building

Current Name(s): Heath Florist

Year of Construction: 1916

Legal Description: 073W27AB05200; Salem Addition, west ½ of Lot 5 in Block 21

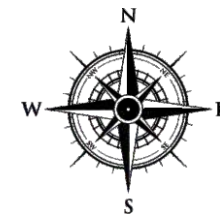
Owner(s): Miriam Bednarz Trust
780 Commercial Street, SE, Suite 300
Salem, Oregon 97301

Description: This Revival style two-story cream-colored unreinforced brick building is situated on the northeast corner of Liberty and State streets. Second-floor fenestration is comprised of seven windows on the

SITE PLAN & BUILDING MEASUREMENTS

★ = SIGN

STOREFRONT HEIGHT = 30'
STOREFRONT WIDTH = 48'



Quiesenberry Pharmacies
150 Liberty St SE
Salem, OR 97301

Historic Alteration Review Worksheet

Site Address: 150 Liberty St SE

Resource Status: Contributing Non- Contributing Individual Landmark

Type of Work Activity Proposed: Major Minor

Chose One: Commercial District Individual Resource Public District
Residential District Sign

Replacement, Alteration, Restoration or Addition of:

Architectural Feature:

- Awning
- Door
- Exterior Trim, Lintel
- Other architectural feature
- Roof/Cornice
- Masonry/Siding
- Storefront
- Window(s) Number of windows: _____

Landscape Feature:

- Fence
- Streetscape
- Other Site feature (describe) _____

New:

- Addition
- Accessory Structure
- Sign
- Mural
- Accessibility Ramp
- Energy Improvements
- Mechanical Equipment
- Primary Structure

Will the proposed alteration be visible from any public right-of-way? Yes No

Project's Existing Material: Brick Wall Project's New Material: Aluminum/Acrylic

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:

Install a new wall sign for Quisenberry Pharmacy similar to other approved signs in the historic zone.

Signature of Applicant

Date Submitted/Signed

RECENT SIMILAR HISTORIC-APPROVED SIGNS



Thai Orchid, Salem

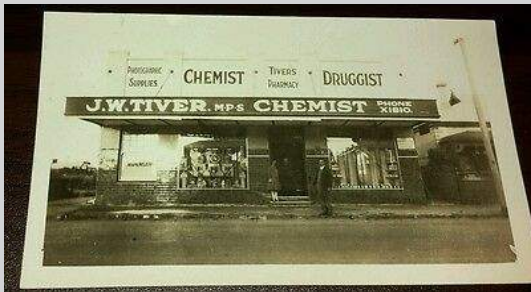


Ritters, Salem

HISTORIC PHARMACY SIGNS



Lincoln, Nebraska (circa 1934)



United States (circa 1930's)



Kingston, NY (circa 1940)

HISTORIC SIGNS IN SALEM



148 North Liberty, Salem (circa 1938)



The Grand, Salem, OR (circa 1912)



The Gray Building (circa 1912)



Salem Sign Co., Inc.

1825 FRONT ST. N.E.
SALEM, OR 97301

503-371-6362

CCB# 65297

SPECIFICATIONS

CABINET:

Custom Aluminum Fabricated; Painted to match 3M Cardinal Red

*Letters routed out of 090 Aluminum face for 1/2" White Acrylic Push-Thru Letters

ILLUMINATION:
White LED's

SCALE: 3/8" = 1'-0"



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

Single Face Illuminated Wall Display



EXISTING



PROPOSED



SIMULATED NIGHT VIEW

SK# 27149-22P

JOB TITLE: Quisenberry

LOCATION: Salem, OR

DATE: 2/3/22

DRAWN BY: E.D.

SALES: Corey Spady

APPROVED BY:

Kimberli Fitzgerald

From: MICHAEL LIVINGSTON <michaellivingston1@comcast.net>
Sent: Wednesday, July 27, 2022 4:06 PM
To: Zachery Cardoso
Cc: Kimberli Fitzgerald; Owens, Sarah; Irma Coleman
Subject: Re: Request for Comments - Case No. HIS22-21 for 150 Liberty St SE

ZACHERY,

On behalf of CANDO, I am submitting this comment in response to your request below in Case No. HIS22-21 for 150 Liberty St SE :

CANDO supports the proposal to replace the existing Quisenberry Pharmacy sign. The proposed new sign is modest and tasteful, is necessary to identify the name and purpose of the building, and is more in keeping with the character of the Downtown Historic District than the current sign.

Michael Livingston
CANDO Chair

On 07/27/2022 1:49 PM Zachery Cardoso <zcardoso@cityofsalem.net> wrote:

Hello,

The Request for Comments for Historic Design Review Case No. HIS22-21 for 150 Liberty St SE is attached for your information. Comments are due **Wednesday, August 10, 2022 by 5:00 p.m.** Hard copies go out in the mail today for those of you who are to receive one.

Application Summary: Proposal to replace the existing Quisenberry Pharmacy Sign.

Please direct questions or comments to the **CASE MANAGER:**

Kimberli Fitzgerald

kfitzgerald@cityofsalem.net

503-540-2397

Thank you,

Zachery Cardoso

Admin Analyst I

City of Salem | Community Development Department

555 Liberty St SE, Suite 305, Salem OR 97301

zcardoso@cityofsalem.net | 503-540-2304

[Facebook](#) | [Twitter](#) | [YouTube](#) | CityofSalem.net

Due to limited staffing, the Planner's Desk has new temporary hours: 10-4 Monday-Friday

Questions on Zoning and Sign Permits can also be submitted by email to Planning@cityofsalem.net