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503-588-6173*

ADMINISTRATIVE DECISION - MINOR HISTORIC REVIEW

CASE NO. Historic Review Case HIS14-31 / Amanda No. 14-116008-DR

NOTICE OF DECISION DATE: November 4, 2014

REQUEST: Minor historic design review of a proposal to install new signage and modify the design of an approved storefront bay on the south façade on the McGilchrist and Roth Company Buildings, historic contributing buildings in Salem's Downtown Historic District, zoned CB (Central Business District), and located at 102-110 Liberty Street NE and 120 Liberty Street NE; 97301; Marion County Assessor's Map and Tax Lot numbers: 073W27AB-05200 and 073W27AB-05300.

APPLICANT: Russell Schutte, for McGilchrist, Roth Buildings LLC

LOCATION: 102-110 & 120 Liberty Street NE

CRITERIA: Salem Revised Code (SRC) Chapter 230

FINDINGS: The applicant proposes to install tenant signage and modify the design of an approved storefront bay on the south façade on the McGilchrist and Roth Company Buildings. Staff determined that the following standards from SRC 230 are applicable to this project:

Signage

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.
- (2) Be located perpendicular to corner, flush to the facade or perpendicular to building.
- (3) Not be located in transom areas.
- (4) Not obscure windows or significant architectural features.
- (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.
- (6) Be oriented to the main entrance and shall not be placed in a manner that has no relationship to main customer entrance.
- (7) Be constructed of materials such as wood or metal, except for untreated mill-finished metals.
- (8) Not use neon unless incorporated into a larger sign and there is historic precedence.
- (9) Not use free-standing neon or plastic, back-lighted boxes.
- (10) Be attached into mortar joints, not into masonry, with sign loads properly calculated and distributed.
- (11) Have conduit located in the least obtrusive places.
- (12) Not have exposed conduit.
- (13) Use a dark background with light lettering.

NOTICE OF DECISION

PLANNING DIVISION
555 LIBERTY ST. SE, RM 305
SALEM, OREGON 97301
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- (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.

Findings:

Primary Tenant Signage

The applicant is proposing to install a total of four signs on the Liberty Street façade. Foam letters ranging in size from 14" to 6" will be painted a cream color and applied with construction adhesive within the red stucco band just above the awning and exposed clerestory windows, and below the second story windows. Signage of the same design for Gayle's Market will be installed on the State Street Façade, and will be located above the four bays within the stucco band above the clerestory windows.

These materials are typically found throughout the district and are compatible with the resource and surrounding historic district. The proposed signs will be located flush on the buildings, and will have light letters on a dark background, and their proposed attachment will not adversely affect or obscure any historic material existing on the Roth or McGilchrist Buildings. The signs are oriented toward the main entrances of each tenant space and have a design that respects the size, scale and design of the Roth and McGilchrist Buildings. Staff finds that the proposed signs are compatible with the resource and surrounding historic district, thereby meeting SRC 230.065(c) (1)-(4), (6)-(7), and (13)-(20). Standards 230.065 (5) and (8)-(12) do not apply to this proposal.

Tenant Blade Signage

The applicant is proposing to install a total of four wood blade signs on the Liberty Street façade, hung on metal brackets attached to the buildings canopy/awning system above the entries to the tenant spaces. These signs will be six square feet in size, framed in metal, with natural wood or painted cream letters of 3" and 6" on a dark stained wood background. Three blade signs of a similar design will be installed under the canopy/awnings above the entry doors on the State Street façade of the McGilchrist Building.

These materials are typically found throughout the district and are compatible with the resource and surrounding historic district. The proposed signs will be located perpendicular to the building, and will have light letters on a dark background, and their proposed attachment will not adversely affect or obscure any historic material existing on the Roth or McGilchrist buildings. The signs are oriented toward the main entrance of each tenant space and have a design that respects the size, scale and design of the Roth and McGilchrist Buildings. Staff finds that that proposed signs are compatible with the resource and surrounding historic district, thereby meeting SRC 230.065(c) (1)-(4), (6)-(7), and (13)-(20). Standards 230.065 (5) and (8)-(12) do not apply to this proposal.

Storefront

Storefronts: Roth and McGilchrist Buildings

Criteria: 230.040(d) Storefronts. Replacement of storefronts or components of storefronts in historic contributing buildings shall be allowed only where the owner has attempted repair, but repair was determined to be unfeasible due to poor condition of the materials. If the storefront is not original then every effort shall be made to replicate the original feature; the effort shall be substantiated by historic, physical, or pictorial evidence. If the feature cannot be replicated then it should be of a compatible design and material.

(1) Materials.

- (A) Original material shall, if possible, be retained or repaired.
- (B) Replacement materials shall be, to the greatest extent practicable, of the same type, quality,

design, size, finish, proportions, and configuration of the original materials in the storefront.

Findings:

The exterior structural columns will be surfaced with brick to match the existing, and a new tile base will be installed. The applicant proposes to remove the existing storefront and replace it with a new system that will be comprised of metal and glass, which are materials found in the existing storefront. Staff recommends that the HLC find that 230.040(d)(1) has been met.

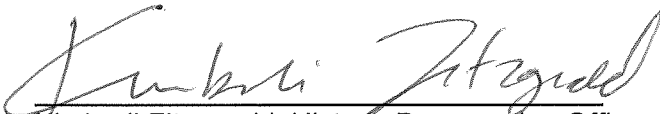
(2) Design.

- (A)** To the extent practicable, original storefront components such as windows, door configuration, transoms, signage, and decorative features shall be preserved.
- (B)** Where the original storefront is too deteriorated to save, the commercial character of the building shall be retained through:
 - (i)** A restoration of the storefront based on historical research and physical evidence.
 - (ii)** Contemporary design that is compatible with the scale, design, materials, color and texture of historic compatible buildings in the district.
- (C)** For buildings that provide a separate upper-story entrance on the exterior façade, the street-level entrance should be the primary focus of the building façade.

Findings:

As noted by the applicant, the original approved design (HIS 13-10) included storefront doors and the single exit doors which extended one foot into the public right of way which is not allowed, therefore, the applicant has redesigned the doors to meet the door swing requirements of Chapter 32 of the 2010 Oregon Structural Specialty Code. Additionally, the National Park Service, through the Federal Tax Credit review, has required the applicant to redesign the storefront, as they did not allow the roll-up storefront system on the southern bay of the McGilchrist Building as approved by the HLC under HIS13-10. They have required that this storefront match the adjacent fixed storefront system. Therefore, the applicant has proposed that the southern bay be constructed with the same profile dimension as the adjacent storefronts, with the stationary tiled bulkhead maintained. This system has been approved by both the Oregon State Historic Preservation Office and the National Park Service. The clerestory windows will be retained and restored. The exterior structural columns will be surfaced with brick to match the existing, and a new tile base will be installed. This design is compatible with the scale, design, and materials of historic compatible buildings in the district, therefore staff finds that SRC 230.040(d) has been met for this portion of the proposal.

DECISION: Based upon the application materials deemed complete on September 19, 2014, and the findings as presented in this report, the application is APPROVED.


Kimberli Fitzgerald, Historic Preservation Officer
Urban Planning Administrator Designee

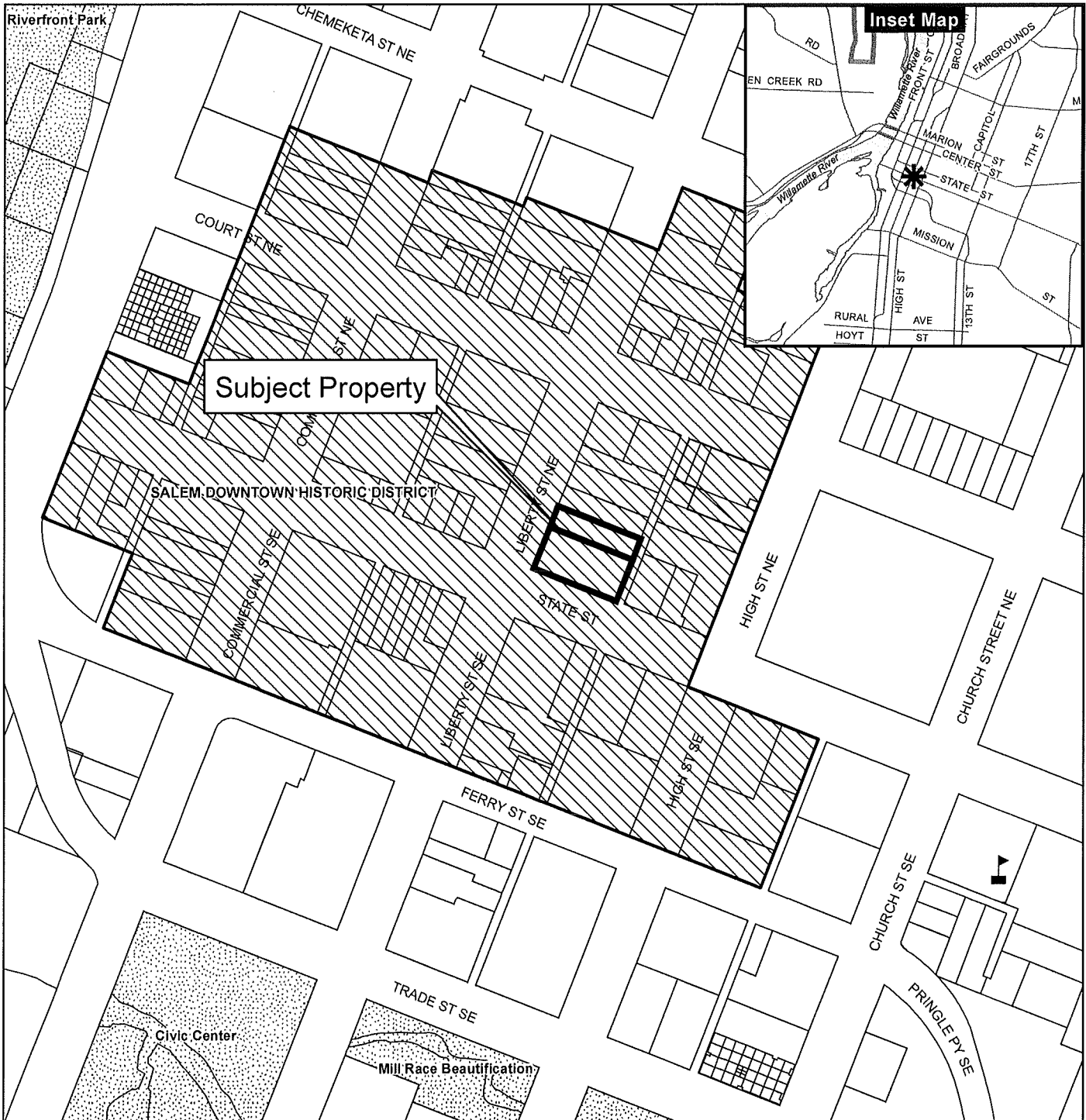
kfitzgerald@cityofsalem.net; Phone: (503)540-2397

Application Deemed Complete: September 19, 2014
Notice of Decision Mailing Date: November 4, 2014
Decision Effective Date: November 20, 2014
State Mandated Decision Date: January 17, 2015








The rights granted by this decision must be exercised by November 20, 2016, 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. November 19, 2014. The appeal must state where the decision failed to conform to the provisions of the historic preservation ordinance (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 Salem 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.

Vicinity Map 102-120 Liberty Street NE



Legend

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

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Community Development Dept.

0 100 200 400 Feet



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Historic Alteration Review – Minor Commercial Review Project Description (Attachment)

The Roth Company Building and McGilchrist Building, built in 1916, are contributing buildings in the Salem Downtown Historic District. The buildings have been remodeled many times over their history and some of the original design elements have been lost. Exterior work on the buildings will include the removal of non-historic red brick on the McGilchrist Building, all existing aluminum storefront entry systems, framed soffit feature at the upper floor line, existing signage and all non-historic elements.

New signage will be located on a band below the upper level windows consistent with the historic precedent of signage on the buildings. Individual signs identifying the tenant spaces will be suspended under the canopy and will be consistent in design and size. Address signage will be located over the storefront entries of the lower level tenant spaces.

Primary Tenant Signage

The state street side only has about 50sqft of "sign area" . the market façade on that side has 1270sqft. So we are only using about 4-5% of the allowed 15%

The Liberty street side divided into each tenant is as follows (this area is a BOX around the lettered area above each tenant space)

Diversified- 362sqft (building facade at store) , sign is 30sqft (we are allowed 150sqft)
Ricky's - 355sqft (building facade at store) , sign is 21sqft (we are allowed 150sqft)
Archive- 725sqft (building facade at store) , sign is 17sqft (we are allowed 200sqft)
Gayles- 710sqft (building facade at store) , sign is 35sqft (we are allowed 150)

The lettering will be made of a foam material, painted a cream color, and applied to the red stucco band with construction adhesive. NOTHING is to be drilled into the stucco surface.

The font will be Palatino.

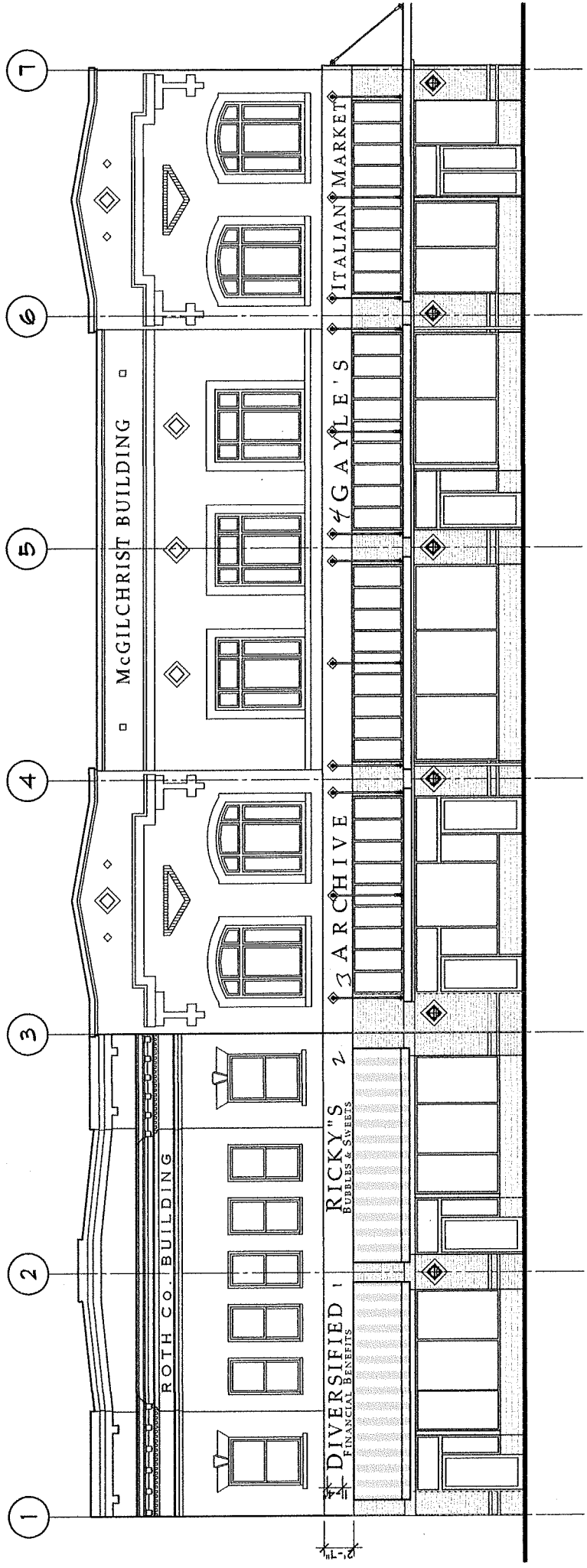
The first letter of each word will be 2" larger than the next letters. 14" then 12" or 8" and 6" for the smaller text. All letter will be in caps and have a visible min. thickness of 1"

Tenant Blade Signage

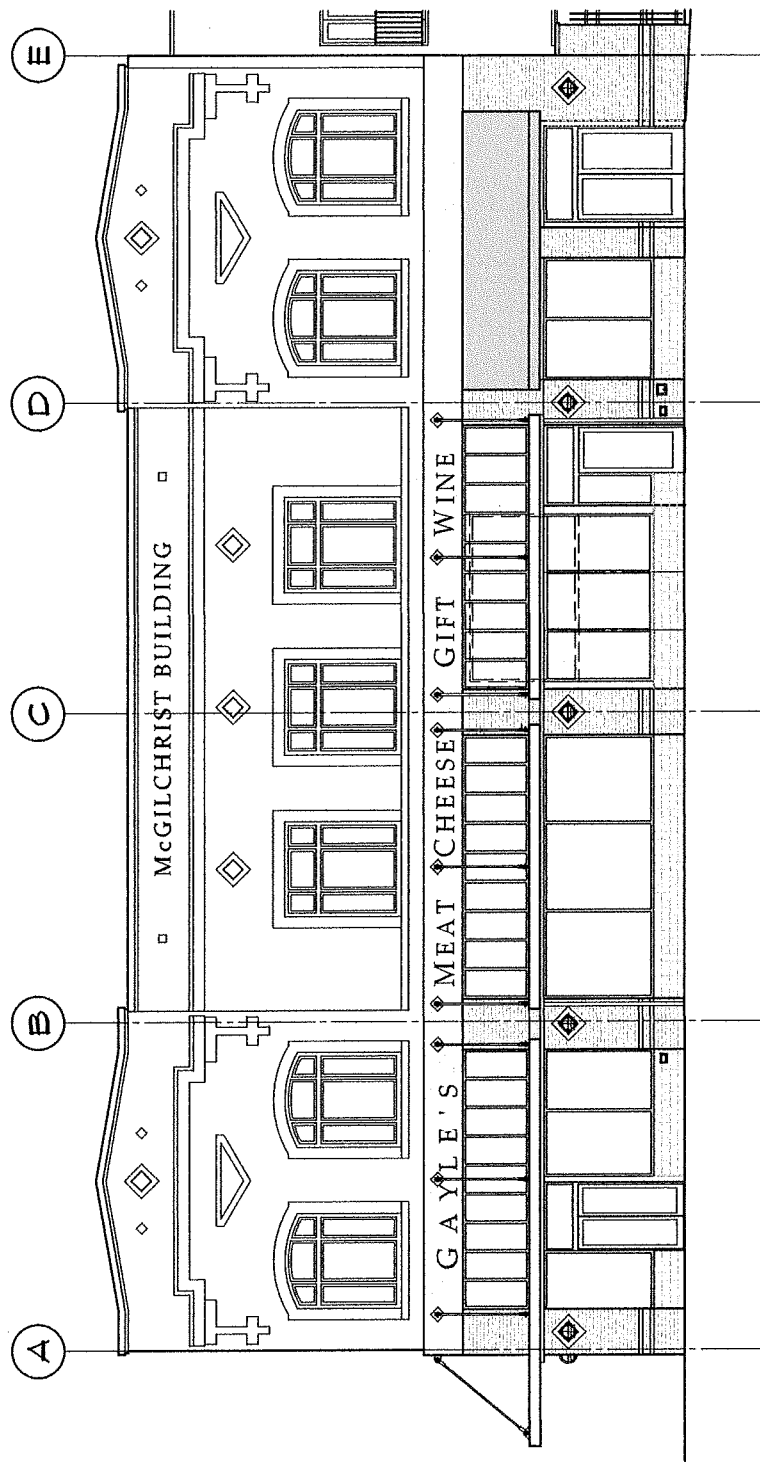
The blade signs will be 6sqft each 4.0'x1.5' made from reclaimed wood from the building, in a metal frame painted a dark or charcoal color to match the tile on the lower portion of the building. The wood will be stained dark and the letters will be painted in cream or will be the natural wood, routed into the sign and clear coated to protect it. We will use 6" and 3" letters in the sign. The font to be used on blade signage will be Palatino.

Sandwich Boards

Sandwich boards will comply with city standards but will be made from metal or reclaimed materials to conform to the overall building look.



LIBERTY



STATE

1.5'



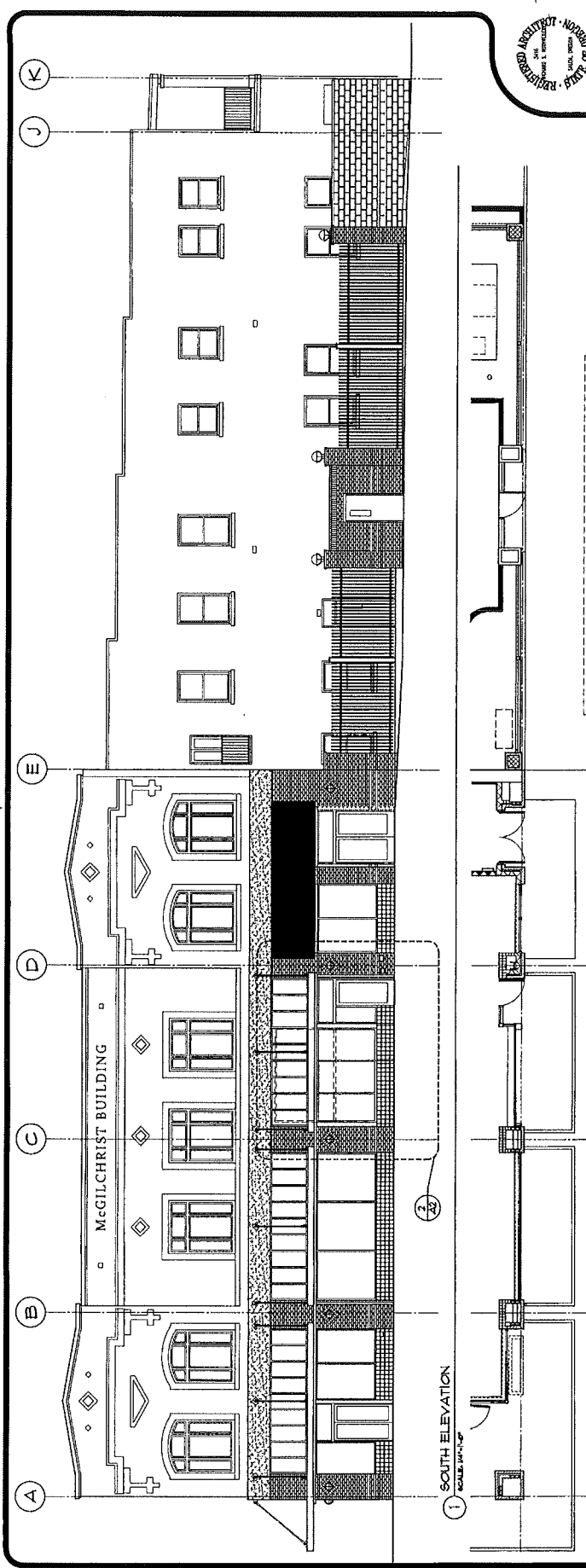
— 4' —

Historic Alteration Review - Commercial Resource Worksheet Project Description (Attachment)

The Roth Company Building and McGilchrist Building, built in 1916, are contributing buildings in the Salem Downtown Historic District. The buildings have been remodeled many times over their history. The owners are working with the National Park Service on the Federal Tax Credit Program for Historic Buildings. On April 24, 2014, a Notice of Decision was made by the Salem Historic Landmarks Commission (Historic Review Case No. 14-05) approving modifications to the original approval of the project. (Historic Review Case No. 13-10). Review by the City of Salem, Building and Safety, State Historic Preservation Office (SHPO) and National Park Service (NPS) identified areas of the building that were not in conformance with applicable building codes and NPS requirements. The following changes are proposed for Minor Historical Review and approval.

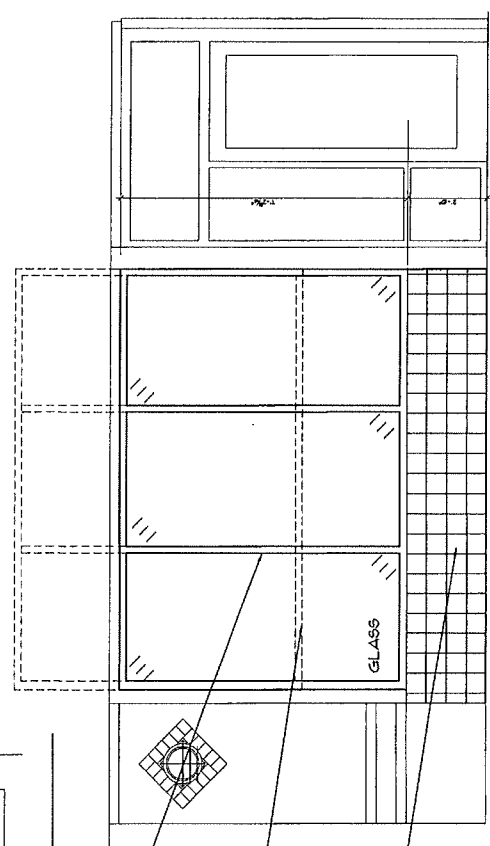
1. The original approved design, (Historic Review Case No. 14-05), showed the exterior storefront exit doors and the single exit door from the parking area extending 1-foot into the public Right-of-Way. During the City of Salem Building and Safety plan review of the storefront system, it was determined that the Structural Specialty Code, Chapter 32, prohibits all doors from swinging over a property line and that there are no exceptions to this requirement. ***The storefront system and the parking area exit door designs have been revised to meet the door swing requirements of Chapter 32 of the 2010 Oregon Structural Specialty Code.***

The National Park Service review, for the Federal Tax Credit Program, did not allow the installation of the roll-up storefront system on the south elevation of the McGilchrist Building as was approved. (Historic Review Case No. 14-05) The National Park Service required that the storefront sill "bulkhead" be stationary and match the adjacent tiles "bulkhead" and that the movable aluminum storefront system be compatible with the adjacent fixed storefront system. ***The storefront opening between grid lines C and D on the south elevation has been designed as a single raising aluminum storefront system that will be of the same aluminum profile dimension as that of the adjacent storefront system. The stationary tiled "bulkhead" will be maintained under this storefront system. The system will raise as a whole unit and will be compatible with the commercial nature of the first floor. The redesign of the raising storefront system was submitted and approved by the State Historic Preservation Office and the National Park Service.***



1 SOUTH ELEVATION
SCALE 1/4" = 1'-0"

1 PLAN VIEW
SCALE 1/4" = 1'-0"



NEW 3 PANEL STOREFRONT OPERABLE WINDOW

LINE SHOWING WINDOW OPENING

NEW ACCENT TILE VENEER

2 STOREFRONT ELEVATION DETAIL
SCALE 3/4" = 1'-0"



PROJECT NO. 20180001
DATE 19 AUG 2014
DRAWN
REVISIONS

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