

**FOR THE MEETING OF: November 21, 2019**  
**AGENDA ITEM: 5.b**

**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:** November 21, 2019

**CASE NO.:** Historic Design Review Case No. HIS19-19

**APPLICATION SUMMARY:** Proposal to construct a new seven story hotel.

**LOCATION:** 195-197 Commercial Street SE

**REQUEST** Major Historic Design Review of a proposal to construct a new seven-story hotel with 126-rooms and above ground structured parking on property totaling approximately 0.47 acres in size, zoned CB (Central Business District) within the Salem Downtown Historic District, and located at 195 to 197 Commercial Street SE (Marion County Assessor Map and Tax Number(s): 073W27BA00500 & 700).

**APPLICANT(S):** Lamont Smith and Iain MacKenzie on behalf of Salem Opportunity, LLC

**APPROVAL CRITERIA:** Salem Revised Code (SRC) Chapter 230.050 - Standards for New Construction in Commercial Historic Districts

**RECOMMENDATION:** **APPROVE** with the following **CONDITION:**

**CONDITION 1:** The applicant shall submit the specifications (material and design) and the content (pictures and narrative) for the interpretive panel describing the history and significance of both the Holman Building and the Marion Car Park for review and approval prior to issuance of building permits.

## **BACKGROUND**

On May 14, 2019, the applicant submitted materials for a Major Historic Design Review for construction of a new hotel. On June 4, 2019 the applicant was contacted and told that the proposed design did not meet the applicable design criterion. The applicant requested additional time to complete revisions to their design. Revised materials were submitted on October 28, 2019. The application was deemed complete for processing on October 30, 2019. Additional materials were submitted on November 11, 2019.

Notice of public hearing was sent by mail to surrounding property owners and tenants pursuant to Salem Revised Code (SRC) requirements on October 31, 2019 (**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 public hearing for the case on November 21, 2019 at 5:30 p.m., in Council Chambers, Room 240, located at 555 Liberty Street SE.

The state-mandated 120-day deadline to issue a final local decision, including any local appeals in this case is February 28, 2020, unless an extension is granted by the applicant.

## **PROPOSAL**

The applicant is proposing construction of a new contemporary commercial style 7-story hotel clad in concrete, glass, metal, and brick with the primary façade fronting Commercial Street SE. The bottom floors will include the lobby and restaurant, with the second and third floors comprised of meeting rooms and interior parking. The upper floors will be hotel rooms, with the top floor including a recreation center and a rooftop bar.

## **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 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) **Criteria: Chapter 230.050 - Standards for New Construction 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 site is significant for its association with two Salem buildings. First, the recently demolished Marion Car Rental & Park, which was constructed in 1950 and until recently (2019) was a Historic Contributing Building to Salem's Downtown National Register Historic District. The HLC approved the demolition of this building under HIS18-34. The Marion Car Rental and Park was the only existing example of a mid-century freestanding elevated rooftop parking structure in downtown Salem. The period of significance for the district is 1867 to 1950, and this building, constructed in 1950, marked the end of the period of significance for the district. This building was designed by prominent northwest architect Pietro Belluschi as one of the first parking structures in Salem and was Salem's first elevated rooftop parking structure. The Marion Car Rental and Park operated as an amenity of the Marion Hotel from 1950 to 1954, and after that date was continuously used as a parking garage until 2014 by various private owners and operators and included a repair shop and functioning gas station at various times. The Marion Car Rental Co. operated in the building from 1957-1994. The building has been altered over time, and prior to its demolition was in poor condition resulting from inadequate maintenance. The site is also significant for its association with the Holman Building, the meeting place for the Oregon State Legislature from 1857-1876, which was demolished in order to make way for the parking garage. David Duniway, Oregon State Archivist, led one of Salem's first preservation advocacy efforts in an unsuccessful attempt to prevent the demolition of the Holman Building in 1949 (**Attachment B**).

### 3. Neighborhood and Citizen Comments

The subject property is located within Central Area Neighborhood Development Organization (CANDO). Notification of the public hearing was sent to the neighborhood association, tenants and surrounding property owners within 250 feet of the property pursuant to Salem Revised Code (SRC) requirements on October 31, 2019. Notice of public hearing was also posted on the subject property. At the time of writing this staff report, no comments were received from the neighborhood association, tenants or from adjoining property owners.

### 4. City Department and Public Agency Comments

The Building and Safety Division indicate that the applicant must obtain required building permits. A Class 3 Site Plan Review approval is required by the Planning Division and is currently under review.

### 5. Historic Design Review

SRC Chapter SRC 230.050 specify the standards applicable to this project. Additional criterion includes CONDITION ONE adopted under HIS18-34:

**CONDITION 1:** *The new construction historic design review proposal shall include a minimum of one exterior educational historic interpretive panel on the site that includes a summary of the history and significance of the Marion Car Park and the Holman Building.*

The applicable criteria and factors are stated below in **bold** print. Following each criterion is a response and/or finding relative to the proposal.

### **FINDINGS**

**Criteria: 230.050. Standards for New Construction in Commercial Historic Districts.** *New buildings may be constructed in commercial historic districts, subject to the following standards:*

#### **(a) Materials.**

**(1)** *The primary façade shall be constructed of traditional building materials such as brick or stone. Stucco or pre-cast concrete block shall not be used in the primary façade.*

**Finding:** The proposed new building's identified primary façade (eastern façade) fronts Commercial Street SE. As noted on the applicant's submittal, sheet 043, brick veneer comprises less than ¼ of the material on this façade. However, the applicant has also proposed high density fiber cement as a cladding material for 22% of this façade. While this is a modern material, it conveys the appearance of stone. Overall the use of brick, high density fiber cement and the board formed concrete at the base, results in a

primary façade that conveys the appearance of traditional masonry materials typical to facades found throughout Salem's Downtown Historic District. Therefore, staff recommends that the HLC find that SRC 230.050 (a)(1) has been met.

**(2)** *Materials used in the construction shall be identical or similar to those available for similar buildings or structures built during the period of significance.*

**Finding:** The primary facades of the proposed new building are of traditional building materials (brick, metal, concrete and glass). Overall, the scale, proportion, texture and finish of these materials are similar to those found on buildings throughout the Downtown Historic District. Staff recommends that the HLC find that SRC 230.050 (a)(2) has been met.

**(3)** *Materials shall be similar in scale, proportion, texture, and finish to those found on nearby historic structures.*

**Finding:** The applicant has proposed a building that utilizes traditional materials (brick, concrete, metal and glass) on the primary facades. Overall the scale, proportion, texture, and finish of these materials are similar to those found on buildings throughout the Downtown Historic District. Staff recommends that the HLC find that SRC 230.050 (a)(3) has been met.

**(b) Design.**

**(1)** *The design shall be compatible with the general character of historic contributing buildings in the historic district. Factors in evaluating compatibility include, but are not limited to:*

**(A)** *The height, width, proportions, size and scale is consistent with those used in similar historic contributing buildings in the district generally.*

**(B)** *The design reflects, but does not replicate, the architectural style of historic contributing buildings in the district.*

**(C)** *Architectural elements that are similar to those found on historic contributing buildings in the historic district are used.*

**(D)** *Architectural elements such as lintels, cornices, doors, storefronts and windows reflect the spacing, placement, scale, orientation and proportion of buildings in the district.*

**(E)** *The front façade is designed with human-scaled proportions that are compatible with adjacent buildings and the district as a whole.*

**Finding:** The applicant is proposing a seven story building, and while there are a limited number of historic contributing buildings exceeding two or three stories within Salem's

Downtown Historic District, the Masonic Temple (Franklin Building) is seven stories, the United States National Bank Building (Pioneer Trust Bank) is at five stories, and the Old First National Bank Building (Capitol Tower or Livesley Building) exceeds this height at eleven stories.

The building is designed with modern aluminum windows accented by metal panels which are grouped and recessed in a pattern that emphasizes the verticality of the building. While the windows are not of a form typically found on historic contributing buildings, the overall design of the proposed building generally reflects the tripartite form of historic contributing buildings in the district with an articulated base, column, and capital, with the patterning of the windows forming the vertical 'column.' To better define the 'capital' portion of the building, the HLC may want to consider a condition requiring installation of a masonry cornice band installed along the top edge of the brick façade at the base of the 7<sup>th</sup> story.

The design of the building includes a solid base comprised of a board formed concrete plinth topped by aluminum storefronts that wrap around to the southern facade. These facades include a bulkhead extending along the base of the storefronts which is typically found on historic contributing buildings throughout Salem's Downtown Historic district and helps to form a stronger 'base' to the building.

The eastern façade's front entry on Commercial Street SE is defined by a small metal canopy. The design of this entry is contemporary and defines the entry. To better define this entry the HLC may want to consider a condition requiring better definition of the entry, such as the addition of a brick arch placed above the front entry above the transom windows and below the parking garage louvered windows.

Overall while staff recommends the HLC consider several additional conditions of approval to ensure the design better meets the approval criterion, staff recommends that the HLC find that the proposed new hotel building is a contemporary, post-modern commercial style building that is generally compatible in design with Salem's Downtown Historic District.

**(2)** *Buildings shall be placed contiguous with the right-of-way line.*

**Finding:** The applicant has proposed a building design that is contiguous with the right-of-way lines. The scale, proportion and design is similar to historic contributing buildings throughout the Downtown Historic District. Staff recommends that the HLC find that SRC 230.050 (b)(2) has been met.

**(3)** *Buildings shall be designed without above-ground pedestrian walkways which are prohibited across any public street.*

**Finding:** The applicant has not proposed an above ground pedestrian walkway. Staff recommends that the HLC find that SRC 230.050 (b)(3) has been met.

**(4)** *Walls shall include storefronts along each ground floor that is adjacent to a public street. Windows shall not be tinted, mirrored or treated in such a way as to block views into the interior.*

**Finding:** The applicant has proposed storefronts with clear glazing along both Commercial Street NE and Front Street SE. Therefore, staff recommends that the HLC find that SRC 230.050 (b)(4) has been met.

**(5)** *Parking within a building on the ground floor shall only be allowed behind secondary façades. Commercial storefronts or office uses shall be provided between any ground floor parking area and the primary façades fronting the public street. Parking is prohibited between the building and the street.*

**Finding:** The applicant has proposed a building that includes a restaurant, lobby and common area are along the Commercial and Front Street frontages. The building's parking area (floors 1-3) will be accessed off the alley at the rear (west) end of the site and is not visible from either right of way. No parking is proposed between the proposed new building and either Ferry or Commercial Streets. Staff recommends that the HLC find that SRC 230.050 (b)(5) has been met.

**(6)** *No new building shall be designed to allow drive-through uses, except banks and credit unions where construction of the bank or credit union is commenced on or after*

*October 1, 2011 may include a drive-through use as a conditional use subject to the following standards:*

- (A)** *All components of the drive-through, including kiosk, structure, and drive aisle, shall be located on a secondary façade, not visible from the right-of-way, other than an alley,*
- (B)** *Queuing lanes shall not be permitted between the building and the right-of-way, other than an alley,*
- (C)** *Up to two queuing lanes may be permitted,*
- (D)** *If the subject property abuts an alley, access to and from the drive-through from the alley is encouraged.*

**Finding:** The applicant is not proposing a drive-through use as part of their proposal. Staff recommends that the HLC find that SRC 230.050 (b)(6) is not applicable to the evaluation of this proposal.

**(7)** *Manufactured dwelling units are prohibited*

**Finding:** The applicant is not proposing a manufactured dwelling as part of the proposal. Staff recommends that the HLC find that SRC 230.050 (b)(7) has been met.

CONDITION 1 adopted under HIS18-34:

CONDITION 1: *The new construction historic design review proposal shall include a minimum of one exterior educational historic interpretive panel on the*

*site that includes a summary of the history and significance of the Marion Car Park and the Holman Building.*

**Finding:** The applicant has proposed an exterior interpretive panel at the southeastern corner of the eastern (primary) façade. However, no specific details regarding the content and design of the panel have been included in the proposal. Therefore, in order to better meet this condition, staff recommends that the HLC adopt the following **CONDITION:**

**CONDITION 1:** The applicant shall submit the specifications (material and design) and the content (pictures and narrative) for the interpretive panel describing the history and significance of both the Holman Building and the Marion Car Park for review and approval prior to issuance of building permits.

### **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 with the following **CONDITION:**

**CONDITION 1:** The applicant shall submit the specifications (material and design) and the content (pictures and narrative) for the interpretive panel describing the history and significance of both the Holman Building and the Marion Car Park for review and approval prior to issuance on building permits.

### **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 Documents  
C. Applicant's Submittal Materials

Prepared by Kimberli Fitzgerald, Historic Preservation Officer





# HEARING NOTICE

## LAND USE REQUEST AFFECTING THIS AREA

*There is a development proposal for the property listed in this notice and shown on the attached map. The City is seeking input from neighbors on the proposal. If you have questions or comments about the proposal, contact the case manager.*

*Esta carta es un aviso sobre una propuesta de desarrollo para la propiedad enumerada y que se muestra en el mapa adjunto. La ciudad está buscando la opinión de los vecinos sobre la propuesta. Si tiene preguntas o comentarios sobre la propuesta, póngase en contacto con nosotros al 503-588-6213*

<b>CASE NUMBER:</b>	Historic Design Review Case No. HIS19-19
<b>HEARING INFORMATION:</b>	<u>Historic Landmarks Commission, Thursday, November 21, 2019, 5:30 P.M., Council Chambers, Room 240, Civic Center, 555 Liberty Street SE, Salem, OR 97301</u>
<b>PROPERTY LOCATION:</b>	195-197 Commercial St SE, Salem OR 97301
<b>SUMMARY:</b>	Proposal to construct a new seven story hotel.
<b>CASE MANAGER:</b>	<b>Kimberli Fitzgerald, Planner III</b> , City of Salem Planning Division, 555 Liberty Street SE, Room 305, Salem, OR 97301. Telephone: 503-540-2397; E-mail: <a href="mailto:kfitzgerald@cityofsalem.net">kfitzgerald@cityofsalem.net</a> .
<b>NEIGHBORHOOD ORGANIZATION:</b>	<i>Neighborhood associations are volunteer organizations of neighbors coming together to make neighborhoods the best they can be. They receive notice of land use applications within their boundaries, and they often submit comments on the applications to the City. Neighborhood association meetings are open to everyone. Contact your neighborhood association to get involved:</i>  Central Area Neighborhood Development Organization (CAN-DO), Bruce Hoffman, Land Use Chair; Phone: (503) 781-8542; Email: <a href="mailto:bruhof@gmail.com">bruhof@gmail.com</a> .
<b>STAFF REPORT:</b>	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/notice">www.cityofsalem.net/notice</a>
<b>ACCESS:</b>	The Americans with Disabilities Act (ADA) accommodations will be provided on request.
<b>CRITERIA:</b>	Salem Revised Code (SRC) Chapter 230.050 - Standards for New Construction in Commercial Historic Districts  Salem Revised Code (SRC) is available to view at this link: <a href="http://bit.ly/salemorcode">http://bit.ly/salemorcode</a> . Type in the chapter number(s) listed above to view the applicable criteria.

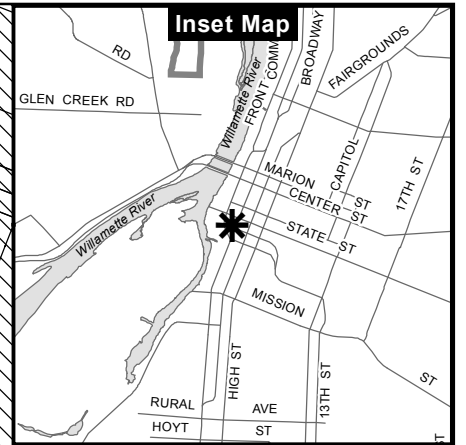
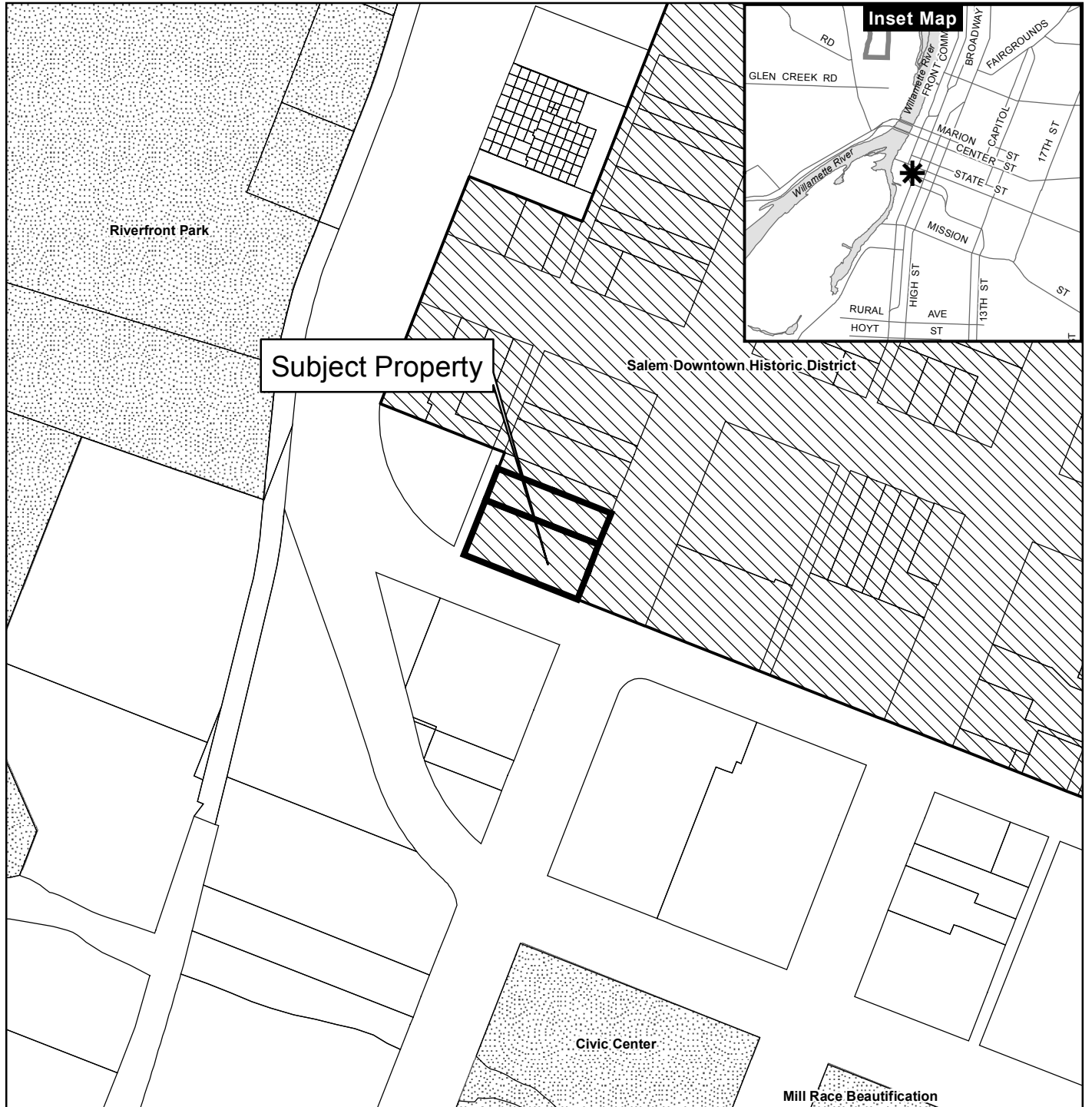
<b>OWNER(S):</b>	Salem Opportunity, LLC (James Bruce and Vanessa Sturgeon)
<b>APPLICANT / AGENT(S):</b>	Lamont Smith and Iain MacKenzie on behalf of Salem Opportunity, LLC
<b>PROPOSAL REQUEST:</b>	Major Historic Design Review of a proposal to construct a new seven-story hotel with 126-rooms and above ground structured parking on property totaling approximately 0.47 acres in size, zoned CB (Central Business District) within the Salem Downtown Historic District, and located at 195 to 197 Commercial Street SE (Marion County Assessor Map and Tax Number(s): 073W27BA00500 & 700).
<b>HOW TO PROVIDE TESTIMONY:</b>	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.
<b>HEARING PROCEDURE:</b>	<p>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. A hearing is not a venue to ask questions of staff, the applicant or the decision maker(s) on this case but rather an opportunity to provide testimony to the decision maker(s) on the merits of the land use case; questions about the application, the recommended conditions of approval, or the Planning Administrator's recommendation, should be directed to the Case Manager prior to the hearing.</p> <p>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.</p> <p>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.</p>
<b>MORE INFORMATION:</b>	Documents and evidence submitted by the applicant are available for review and paper copies can be obtained at a reasonable cost. You can also find out more information about the status of the proposed application on the City's online Permit Application Center at <a href="https://splash.cityofsalem.net/">https://splash.cityofsalem.net/</a> . Just enter the permit number(s) listed here: 19-111392-DR
<b>NOTICE MAILING DATE:</b>	October 31, 2019

**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>








*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

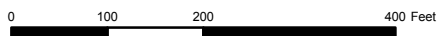
# 195 - 197 Commercial St SE



## Legend

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

**CITY OF Salem**  
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Community Development Dept.



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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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### **195 - 197 Commercial Street, SE**

*Classification:* Historic Contributing

*Historic Name:* Marion Car Rental and Park

*Current Name:* Marion Car Rental and Park

*Year of Construction:* 1950

*Legal Description:* 073W27BA00500; Salem Addition front of Lot 3 in Block 47.

*Owner(s):* Riverfront LLC  
POB 2087  
Salem, Oregon 97308

**Description:** This flat-roofed, one-story building situated at the intersection of two major one-way streets at the southern end of the downtown commercial area, was designed and continues to be used for the maintenance, repair and parking of automobiles. Shop spaces are located on the ground floor; the roof is dedicated to parking.

The building has a frontage of 112 feet and is 165 feet deep. Its footprint is in the shape of the letter U with the opening facing Commercial Street. It has a vehicle ramp in the middle of the structure leading up to the roof parking. A three-foot-high steel highway barrier and, in some sections, a six-foot-high chain-link fence define the perimeter of the parking area on the roof.

The south portion of the east facade has an overhead vehicle access door. This door leads into a vehicle repair bay. Immediately to the north of this door is an opening providing both pedestrian and vehicle access to other shops and repair areas on the ground floor. A fifty-foot-wide portion of the roof projects toward the street to form a canopy. Immediately to the north of the vehicle ramp is a second, narrower, overhead vehicle-access door; to the right of this second vehicle door is a small office space.

Sections of the building have changed over time, including the windows on the south facade, the overhead door on the south facade, one of the overhead doors on the east facade, south end, and the windows within the north section. Many of the 1950 features remain, however, including the large canopy that projects eastward from the south section, the overhangs that project out from the structure within the U-shaped section, the windows within the interior of the U-shaped portion of the structure, and the overall massing and configuration of the building, including the distinctive U-shaped design with central vehicle ramp. Although changes have occurred, the building retains the overall character of a 1950 garage and parking structure, and helps to describe an important period in the development of Salem's downtown core.

**History and Significance:** The Marion Car Rental and Park, built in 1950, is a contributing property in the Salem commercial district because of its association with the tremendous impact of the automobile on downtown commercial districts across the county, including Salem's. From the 1920s onward and especially following World War II, the nearly universal ownership of automobiles gave rise to the growing popularity of shopping centers away from central business districts that offered ample car parking. Efforts to accommodate cars in the downtown encouraged the removal of numerous older buildings and, in their place, the construction of car parking, maintenance, and rental facilities. The 1950s ushered in a long era of decline in Salem's historic commercial center characterized by the deterioration and even loss of many old historic buildings and the erosion of that district's retail vitality (along with subsequent efforts to revive commercial activity through "urban renewal" and historic preservation projects). The Marion Car Rental and Park, probably completed before the end of 1950, became one of the first, if not the first, elevated, rooftop parking structures in Salem.

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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The expansive two-story Marion Car Rental and Park structure, which occupies nearly a quarter of a block, was built on the site of the historic three-story Holman Building, constructed in the mid-1850s. The Holman Building is best remembered today as the meeting place of the Oregon State Legislature from 1857 to 1876 and also as the object of one of the first organized public efforts to preserve an historic building in downtown Salem.<sup>1</sup> In 1946 the property immediately to the north was used for auto repairs.<sup>2</sup> In late 1949, property owners Hawkins and Roberts announced their intention to tear down the Holman Building to make way for a filling station and parking lot. In response, Oregon State Archivist and champion of historic preservation, David Duniway led a local group that attempted to persuade the property owners to retain the building and convert it into a civic auditorium and museum.<sup>3</sup> Duniway and his group, although unsuccessful in meeting their stated purpose, received local publicity for their effort, thus raising the awareness of Salem citizens about their history and material evidences of it.

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<sup>1</sup> Harry Stein, *A Pictorial History of the Willamette Valley*, Salem: Statesmen Journal, 1997; and historic photograph of Holman Building, c. 1905, Marion County Historical Society (#MCHS 87-2-2), Salem, Oregon.

<sup>2</sup> Robert Gormsen, *Salem, 1946-1986*, Salem: Gormsen, 1989, block 47; "Salem, Oregon," New York, Sanborn Map Company, 1884, 1888, 1890, 1895, corrected to 1914, and 1926.

<sup>3</sup> Ben Maxwell, "Duniway Seeks to Preserve Historical Salem Building," *Capital Journal*, December 7, 1949.



## Holman Riverfront Park Hotel

### Historic Design Review Approval Criteria

#### Sec. 230.050. - Standards for new construction in commercial historic districts.

##### (a) Materials.

- (1) The primary façade shall be constructed of traditional building materials such as brick or stone. Stucco or pre-cast concrete block shall not be used in the primary façade.**

The primary façade faces Commercial St, the frontage with the most pedestrian activity and connection to the rest of the historic district. The primary façade is identified by a number of architectural devices at the main entry to the hotel, including: a breaking in the massing at the concrete base; the use of a different canopy design; hotel signage; entry lighting; and the proposed interpretative panel.

A majority of the primary façade area is clad in brick and board formed concrete, as demonstrated on sheet 043. A minority of the opaque façade is high density fiber cement panels, which are used at the spandrels above and below the punched windows, and at the recessed 7th floor.

The use of stucco or pre-cast concrete block is not proposed on the primary façade.

- (2) Materials used in the construction shall be identical or similar to those available for similar buildings or structures built during the period of significance.**

The primary material for the building will be a tan colored brick, which is used throughout the Salem Downtown State Street-Commercial Street Historic District. A notable nearby example is the US National Bank of Salem Building [Pioneer Trust Bank] one block away at the corner of State St and Commercial St.

#### **tva architects, inc.**

920 sw sixth avenue | suite 1500 | portland, oregon 97204  
phone: 503 220 0668 | [www.tvaarchitects.com](http://www.tvaarchitects.com)

At the base level a board formed concrete plinth is proposed—a material used during the period of significance. High density fiber cement panels are used as an accent at the top floor and at the window spandrels.

**(3) Materials shall be similar in scale, proportion, texture, and finish to those found on nearby historic structures.**

The brick used as the primary material has a scale, proportion, texture, and finish that is very common throughout the district. The use of board formed concrete ensures an intimate, human scale to the material at the ground level.

**(b) Design.**

**(1) The design shall be compatible with the general character of historic contributing buildings in the historic district. Factors in evaluating compatibility include, but are not limited to:**

- (A) The height, width, proportions, size and scale is consistent with those used in similar historic contributing buildings in the district generally.**
- (B) The design reflects, but does not replicate, the architectural style of historic contributing buildings in the district.**
- (C) Architectural elements that are similar to those found on historic contributing buildings in the historic district are used.**
- (D) Architectural elements such as lintels, cornices, doors, storefronts and windows reflect the spacing, placement, scale, orientation and proportion of buildings in the district.**
- (E) The front facade is designed with human-scaled proportions that are compatible with adjacent buildings and the district as a whole.**

At 79'-6" tall, the proposed hotel is considerably shorter than the tallest building in the district, the 151' tall Old First National Bank Building [Capitol Center]. As demonstrated in the streetscape sections, the proposed hotel has a similar height to the contributing US National Bank of Salem Building [Pioneer Trust Bank] one block to north. The height proposed is also similar to the recently approved Koz on State Street development on the same block.

Numerous design features borrow from the architectural language

November 11th, 2019

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common in the district, without replicating it. Windows are paired together, with a consistent rhythm of masonry piers between them. These piers create an impression of load bearing brick, typical of the district. The piers are brought to the ground, where they transition to concrete.

A highly transparent ground floor is proposed, in keeping with the storefront commercial buildings found throughout downtown. The tall ground floor will extend the rhythm of storefronts found on Commercial St, including at nearby structures such as the Bush-Breyman Block.

The main entry is on Commercial St is marked by a recess in the building's massing at levels two to six; a contemporary reference to architectural devices such as the balcony over the entrance to the US National Bank of Salem Building.

The roofline of the building is marked by a simple and elegant cornice, which echoes those found on buildings such as the Masonic Temple a couple blocks away.

**(2) Buildings shall be placed contiguous with the right-of-way line.**

The building is built to the right-of-way line on both Ferry St and Commercial St.

**(3) Buildings shall be designed without above ground pedestrian walkways which are prohibited across any public street.**

No above ground pedestrian walkways are proposed.

**(4) Walls shall include storefronts along each ground floor that is adjacent to a public street. Windows shall not be tinted, mirrored or treated in such a way as to block views into the interior.**

Storefronts are proposed on both Ferry St and Commercial St. Active uses such as the main lobby, a restaurant and conference rooms are proposed behind all ground floor storefronts. No storefronts will be tinted, mirrored or in any treated to obscure views.

**(5) Parking within a building on the ground floor shall only be allowed behind secondary facades. Commercial storefronts or office uses shall be provided between any ground floor parking area and the primary facades fronting the public street. Parking is prohibited between the building and the street.**



No parking is proposed between the building and the street, A limited amount of parking is proposed at the ground floor, accessed from the alley. None of the parking at the ground floor fronts onto Ferry St or Commercial St.

Above grade parking is screened by hotel rooms lining the perimeter of the street facing facades, minimizing the amount of inactive area on the façade.

**(6) No new building shall be designed to allow drive-through uses, except banks and credit unions where construction of the bank or credit union is commenced on or after October 1, 2011, may include a drive-through use as a conditional use subject to the following standards:**

- (A) All components of the drive-through, including kiosk, structure, and drive aisle, shall be located on a secondary facade, not visible from the right-of-way, other than an alley,**
- (B) Queuing lanes shall not be permitted between the building and the right-of-way, other than an alley,**
- (C) Up to two queuing lanes may be permitted,**
- (D) If the subject property abuts an alley, access to and from the drive-through from the alley is encouraged.**

No drive through is proposed.

**(7) Manufactured dwelling units are prohibited**

Manufactured dwelling units are not proposed.

**(c) Mechanical equipment and service areas. Mechanical equipment, including, but not limited to, heating and cooling systems, solar panels and telecommunications equipment, and service areas, including, but not limited to, dumpster enclosures, shall meet the following standards:**

**(1) Materials. Materials shall be harmonious in type, color, scale, texture, and proportions with the building and the district generally.**

**(2) Design.**

- (A) Mechanical equipment and service areas should be located out of public view and designed as an integral part of the overall building design.**

All mechanical and service areas are either located on the roof or internalized in the building plan, away from the public streets.

- (B) Mechanical equipment and service areas should be placed at the rear of the building, recessed on the roof of the building, or screened by appropriate fencing.**

All building service areas are accessed from the alley. Given the visibility of the proposed structure from the west, the alley façade has been designed to match the rest of the building; there is no “back” side to the hotel.

- (C) Low-profile mechanical units and elevator shafts may be placed on rooftops if they are not visible from the street, or are set back and screened from view.**

The elevator overrun and rooftop mechanical units are set back from the edge of the roof, ensuring that they won't be visible from the adjacent streets.

- (D) Solar panels should have low profiles and not be visible from the street.**

Solar panels are not currently proposed.

- (E) Skylights shall be flat and shall not alter the existing profile of the roof. Bubble-type skylights are prohibited.**

No skylights are proposed.

- (F) Mechanical equipment placed at street level should be screened in a manner that is compatible with the streetscape and adjacent buildings.**

No mechanical equipment is proposed at the ground level.

- (G) Skylights and vents shall be placed behind and below the parapet level.**

- (d) Awnings and canopies. Awnings and canopies on new construction shall meet the following standards:**

- (1) Materials.**

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

Painted steel canopies are proposed.

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

The use of canvas is not proposed.

**(2) Design.**

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

The proposed canopies are set into the recessed storefront entries, 10 feet clear of the sidewalk level. Transoms 3' windows 3' in height will be located over the canopies.

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

Umbrella-type awnings are not proposed.

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

Marquees are not proposed.

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

The canopies proposed are deep enough to provide continuous weather protection, however they will not project over the entire sidewalk. It will still be possible to view the entire façade from the ground level.

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

A restrained canopy design is proposed, that provides weather protection without competing with the body of the building for attention.

November 11th, 2019

Page 7

**Condition 1 from HIS18-34**

A condition of approval for the demolition of the Marion Car Park requires that “the new construction historic design review proposal shall include a minimum of one exterior historic interpretive panel on the site that includes a summary of the history and significance of the Marion Car Park and the Holman Building.”

Per sheet 032, the interpretative panel will be located on one of the ground level piers on the building’s primary façade. Its location at the corner of Commercial St and Ferry St will ensure that the history of the site is prominently displayed, both to hotel guests and the general public.

# HOLMAN RIVERFRONT PARK HOTEL

SALEM, OR



**STURGEON**  
DEVELOPMENT PARTNERS

# PROJECT INFORMATION

## APPLICANT

Salem Opportunity, LLC  
920 SW Sixth, Suite 1200  
Portland  
97204

## APPLICANT'S AGENT

Lamont D Smith  
Sturgeon Development Partners  
760 SW 9th Ave, Suite 2250  
Portland, OR  
97205  
Lamont@sturgeondp.com

## ARCHITECT

Robert Thompson, FAIA  
TVA Architects  
920 SW 6th Avenue, Suite 1500  
Portland, OR  
97204  
Bobt@tvaarchitects.com

## SITE

195-195 Commercial St  
Salem, OR  
97301

## PROPERTY ID

R89323 and R89324

## PROPOSAL

New 7 story hotel with above-grade parking and 126 rooms.  
Hotel lobby, public spaces and dining area at the ground floor.  
Rooftop deck, lounge and fitness area at level 7.

# ZONING COMPLIANCE

The purpose of the Central Business District (CB) Zone is to implement the central business district designation of the Salem Area Comprehensive Plan through the identification of allowed uses and the establishment of development standards. The CB zone serves Salem and the region as a principal center of business and commerce. It allows a compact arrangement of retail and commercial enterprises together with office, financial, cultural, entertainment, governmental, and residential use designed and situated to afford convenient access by pedestrians.

## BASE ZONE OVERLAY ZONE

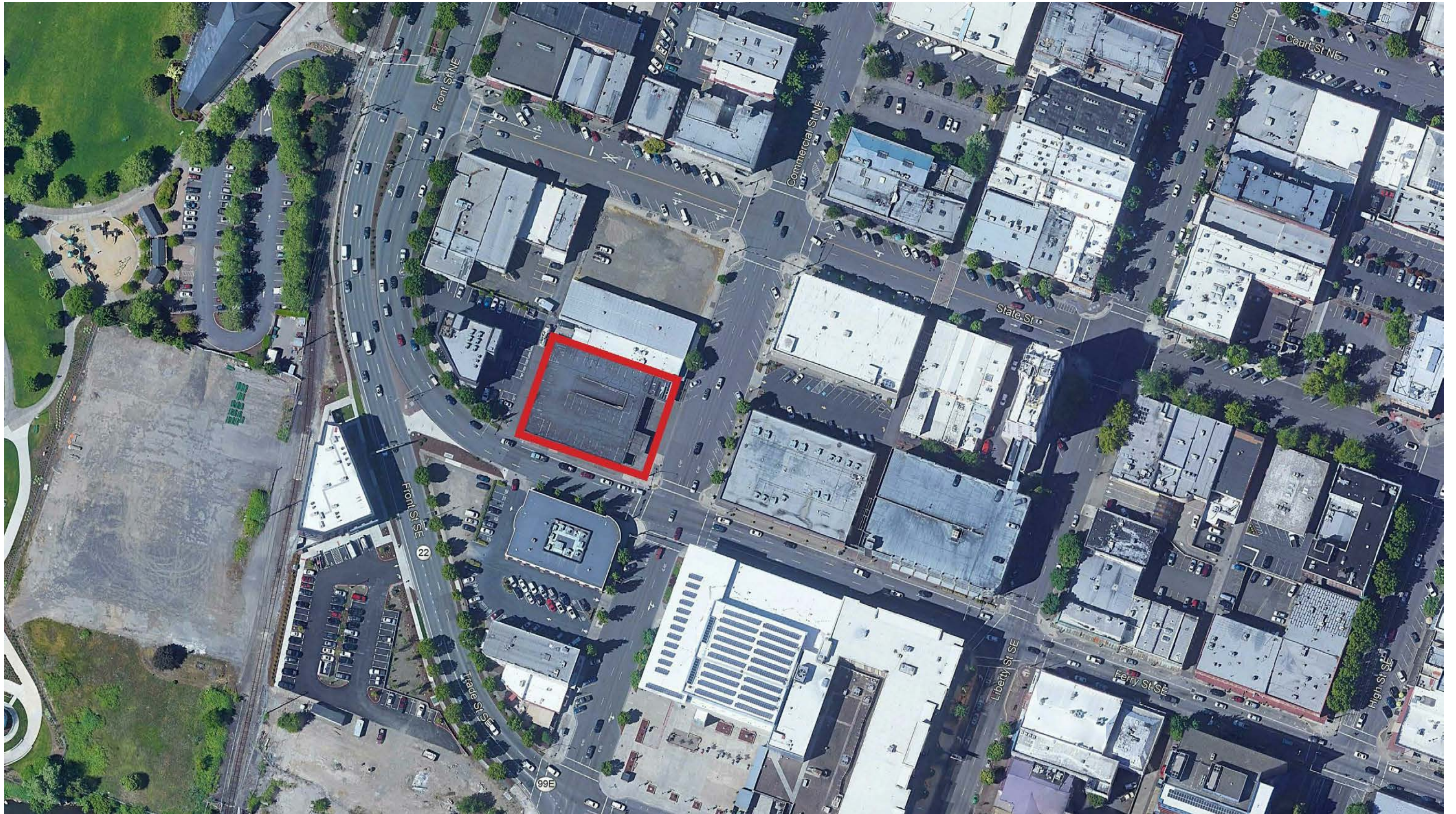
CB - Central Business District  
Salem Downtown Historic District

## HEIGHT (MAX) FLOOR AREA (MAX) STREET FRONTAGE (MIN) SETBACKS (MIN/MAX) LOT COVERAGE STORIES HOTEL ROOMS PARKING STALLS

REQUIRED / ALLOWED	PROVIDED
NO LIMIT	79'-6"
NO LIMIT	122,413 SF
40'	125'-9"
0' / 10'	0'
NO LIMIT	100%
NO LIMIT	7
NO LIMIT	126
NONE REQUIRED	67

# SHEET INDEX

000	COVER SHEET
001	PROJECT INFORMATION AND SHEET INDEX
002	SITE AERIAL
003	PROJECT SUMMARY
006	SITE HISTORY
007	PRECEDENT
008	PRECEDENT
009	PRECEDENT
012	RENDERING
013	RENDERING
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021	PLAN - SITE / LEVEL 01
022	PLAN - LEVEL 02
023	PLAN - LEVEL 03
024	PLAN - LEVELS 04 TO 06
027	PLAN - LEVEL 07
028	PLAN - ROOF
031	ELEVATION - SOUTH
032	ELEVATION - EAST
033	ELEVATION - NORTH
034	ELEVATION - WEST
035	ELEVATIONS - COURTYARD
036	SECTIONS
037	SECTIONS
038	COMPOSITE SHEET
040	AREA PLANS
041	AREA PLANS
042	STREETSCAPE
043	PRIMARY FACADE - MATERIALS
044	INTERPRETIVE PANEL



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002  
SITE AERIAL

NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR

# PROJECT SUMMARY

The Holman Riverfront Park Hotel will add 123 new hotel rooms in the heart of Downtown Salem, on the site of the former Marion Car Park. The seven story hotel is situated in the Salem Downtown Historic District, and takes its name from the historic building once located on the site. The design of the hotel draws inspiration from the district's contributing historic buildings, including the nearby Pioneer Trust Bank and the Capitol Center. The result is a building that reflects, but does not replicate, the architectural style of the National Register-listed district, and adds to the district's progressive development pattern.

The hotel is built to be contiguous to the right-of-way line, and has a tripartite expression, with a clear base, middle and top. The base is defined by a plinth of board formed concrete with inset storefronts, creating a human-scaled, pedestrian-friendly frontage to Ferry St and Commercial St. Steel canopies extending over the sidewalk will create a welcoming entry to the public spaces of the hotel. Clear storefronts will create a strong visual connection between the sidewalk and the building's interior. Parking is accessed from the alley, ensuring that it will not be visible from the primary facades at the ground.

The middle floors of the building are expressed in a light colored brick, with deeply recessed windows. The masonry piers create the impression of load-bearing brick, typical of the district. Recessed steel channels create a visual connection to the pilasters found on historic buildings. Above grade parking is screened by hotel rooms lining the perimeter of the street facing facades, minimizing the amount of inactive façade.

The attic story at level 7 is recessed 4' from the primary frame of the building, and has a lighter more glazed expression. A south facing roof terrace and lounge will have views towards the state capital, Riverfront Park, the Willamette River and Minto-Brown Island Park, creating a new synergy between nature and the busy commercial district.

The roofline is marked by a simple and elegant cornice, which echoes those found in the district. Mechanical equipment will be set back from the roof edge, ensuring that it is not visible from the street.

The composition of the Holman Riverfront Park Hotel responds to the height, width, proportions, size and scale of buildings found in the district. The building will activate a prominent but long neglected corner of Downtown, and contribute to the vitality of historic district long into the future.



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003  
PROJECT SUMMARY

NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR





THE HOLMAN BUILDING AT THE CORNER OF FERRY ST AND COMMERCIAL ST SERVED AS THE HOME OF THE STATE GOVERNMENT FROM 1857-1976. IT WAS DEMOLISHED IN 1951 TO MAKE WAY FOR THE MARION CAR PARK.



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PRECEDENT: PIONEER TRUST BANK | TRIPARTITE ARRANGEMENT



PRECEDENT: PIONEER TRUST BANK | VERTICAL MASONRY PIERS AND GROUPED WINDOWS



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007  
 PRECEDENT

NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
 195 COMMERCIAL ST, SALEM, OR



PRECEDENT: CAPITOL CENTER | TRIPARTITE ARRANGEMENT



PRECEDENT: CAPITOL CENTER | VERTICAL MASONRY PIERS AND GROUPED WINDOWS



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008  
PRECEDENT

NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
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PROPOSAL: TRIPARTITE ARRANGEMENT



PROPOSAL: VERTICAL MASONRY PIERS AND GROUPED WINDOWS



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009  
 PRECEDENT

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 195 COMMERCIAL ST, SALEM, OR



SOUTHEAST CORNER FACING FERRY ST SE AND COMMERCIAL ST



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012  
RENDERING

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HOLMAN RIVERFRONT PARK HOTEL  
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SOUTH ELEVATION FACING COMMERCIAL ST



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013  
RENDERING

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EAST ELEVATION FACING COMMERCIAL ST



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014  
RENDERING

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HOLMAN RIVERFRONT PARK HOTEL  
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STREETSCAPE ALONG COMMERCIAL ST



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015  
RENDERING

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AERIAL VIEW OF FACADE ON FERRY ST



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016  
RENDERING

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HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR



FACADE ON COMMERCIAL ST



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017  
RENDERING

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HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR



STREET LEVEL VIEW ON COMMERCIAL ST



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018  
RENDERING

NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR



ALLEY

COMMERCIAL STREET SE

FERRY STREET SE

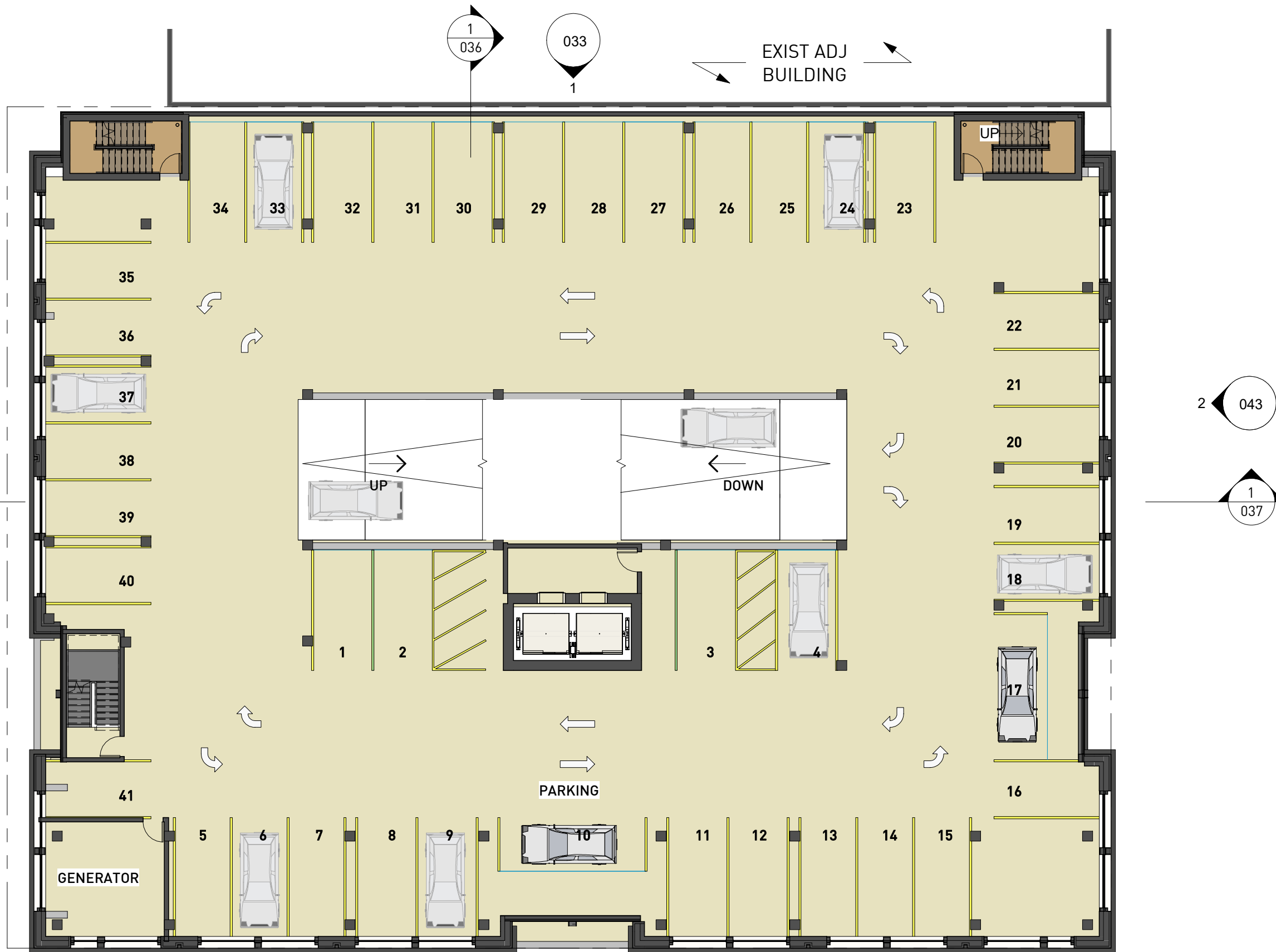


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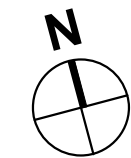
021  
 PLAN - SITE / LEVEL 01

1/16" = 1'-0"  
 NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
 195 COMMERCIAL ST, SALEM, OR

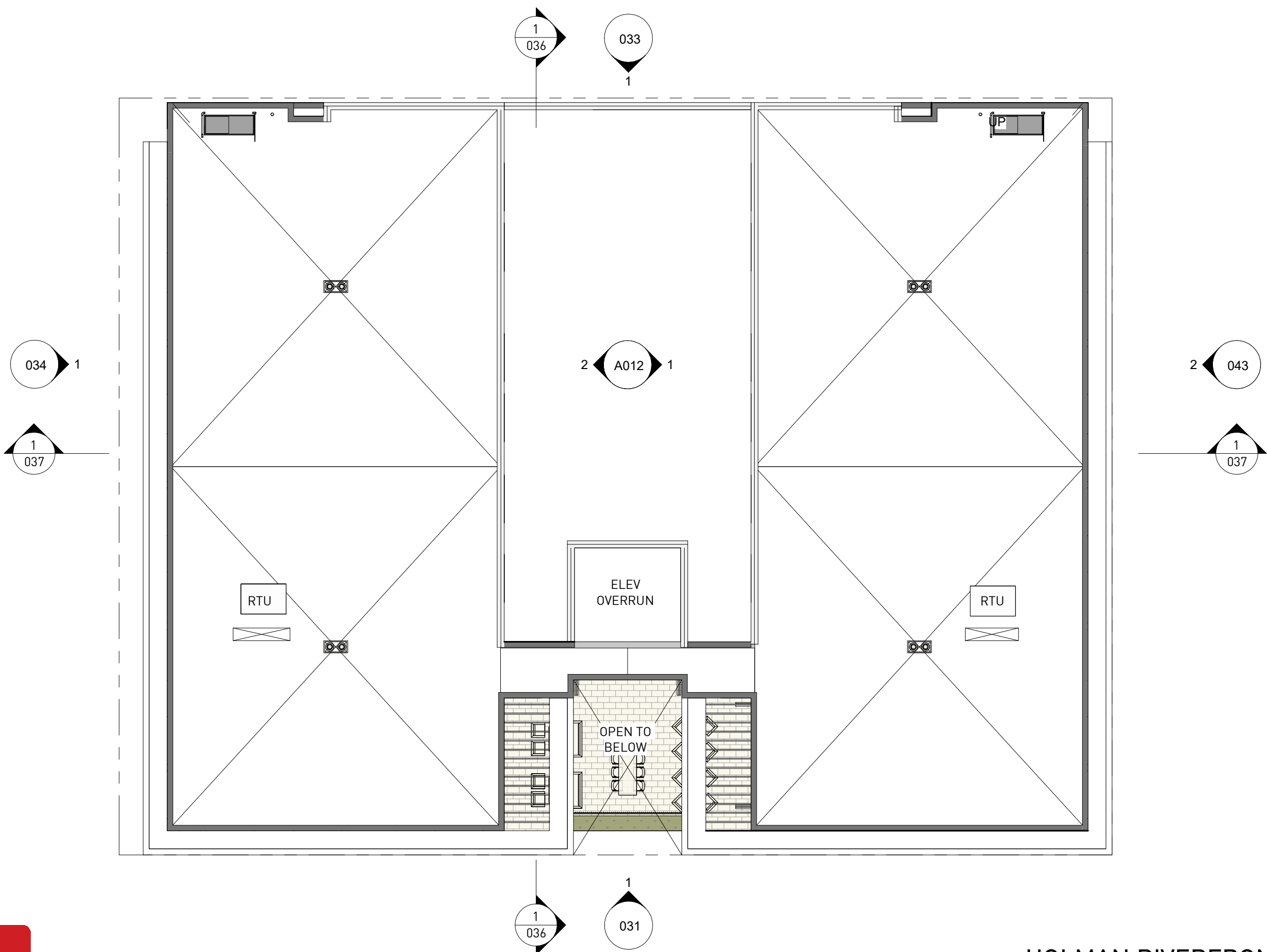

















**BUILDING ELEVATION LEGEND**

-  BRICK VEENEER
-  BOARD FORMED CONCRETE
-  HIGH DENSITY FIBER CEMENT
-  ARCHITECTURAL LOUVER
-  ALUMINUM CLAD WOOD WINDOWS /  
ALUMINUM STOREFRONT AT GROUND








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**031**  
ELEVATION - SOUTH

1/16" = 1'-0"  
NOV 11, 2019






**HOLMAN RIVERFRONT PARK HOTEL**  
195 COMMERCIAL ST, SALEM, OR

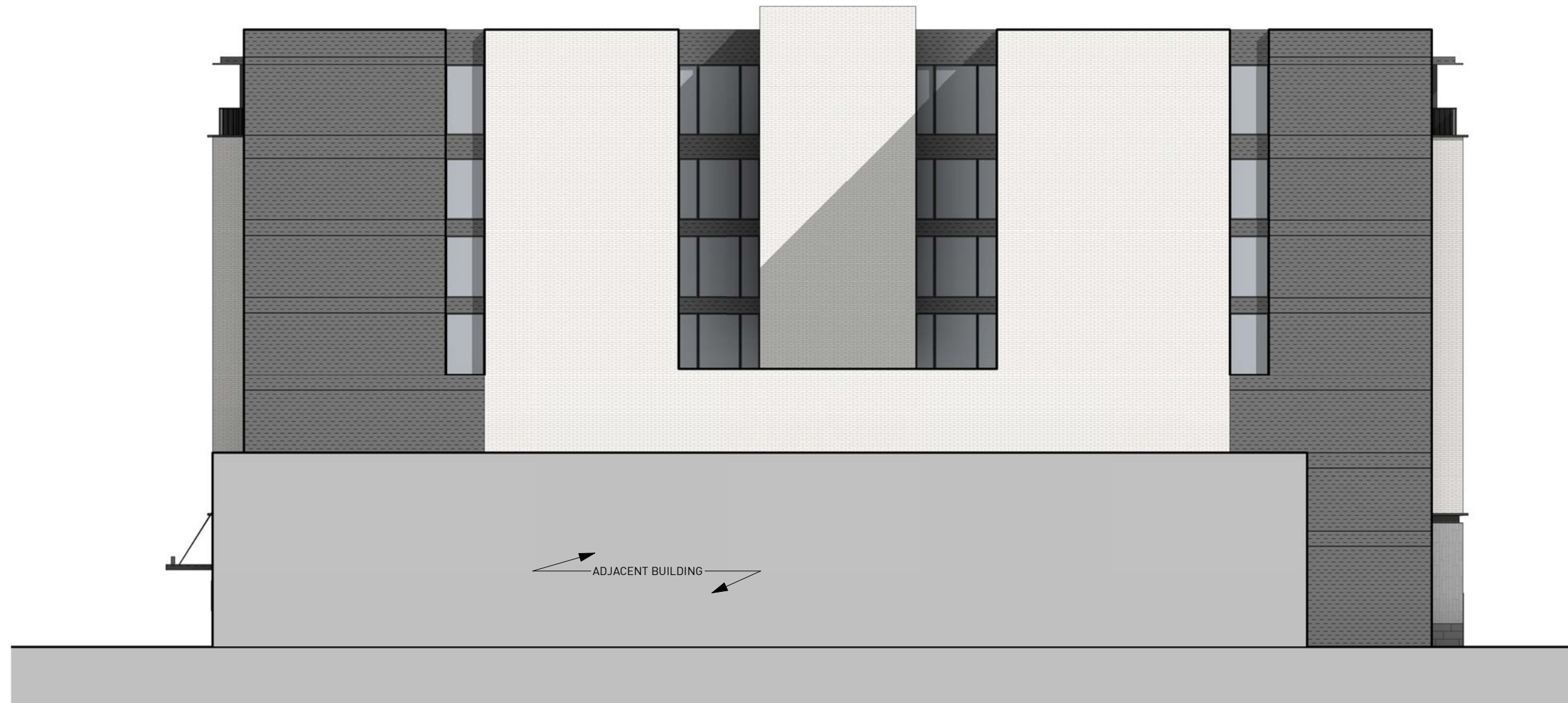
**BUILDING ELEVATION LEGEND**

-  BRICK VEENEER
-  BOARD FORMED CONCRETE
-  HIGH DENSITY FIBER CEMENT
-  ARCHITECTURAL LOUVER
-  ALUMINUM CLAD WOOD WINDOWS / ALUMINUM STOREFRONT AT GROUND








**BUILDING ELEVATION LEGEND**

-  BRICK VEENEER
-  BOARD FORMED CONCRETE
-  HIGH DENSITY FIBER CEMENT
-  ARCHITECTURAL LOUVER
-  ALUMINUM CLAD WOOD WINDOWS /  
ALUMINUM STOREFRONT AT GROUND



**BUILDING ELEVATION LEGEND**

-  BRICK VEENEER
-  BOARD FORMED CONCRETE
-  HIGH DENSITY FIBER CEMENT
-  ARCHITECTURAL LOUVER
-  ALUMINUM CLAD WOOD WINDOWS /  
ALUMINUM STOREFRONT AT GROUND








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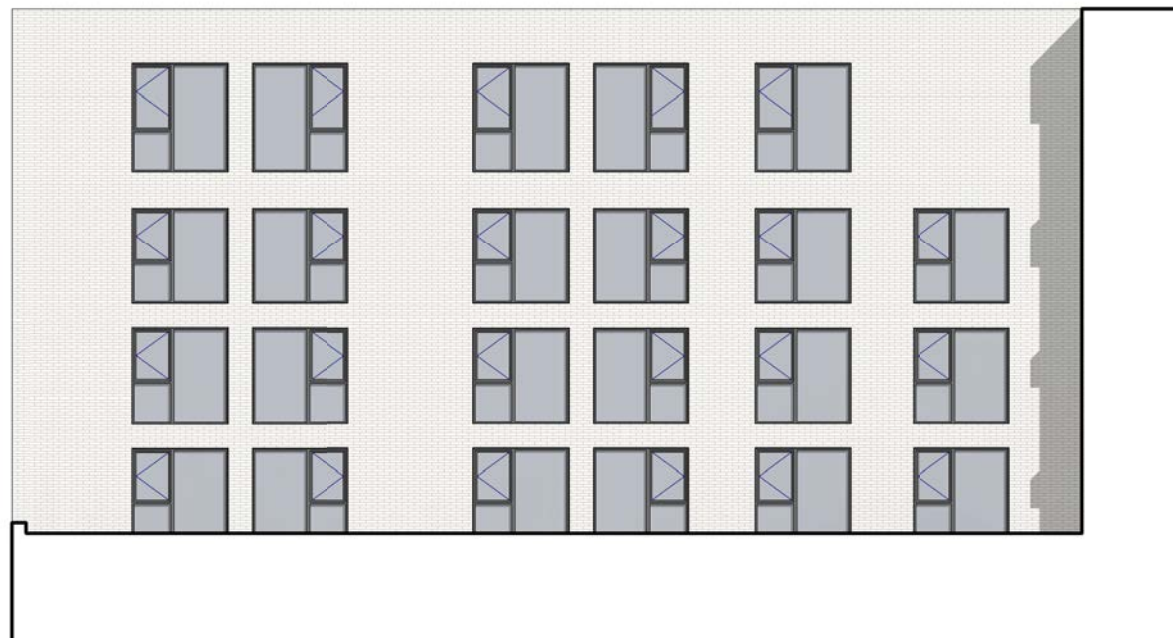
**034**  
ELEVATION - WEST

1/16" = 1'-0"  
NOV 11, 2019

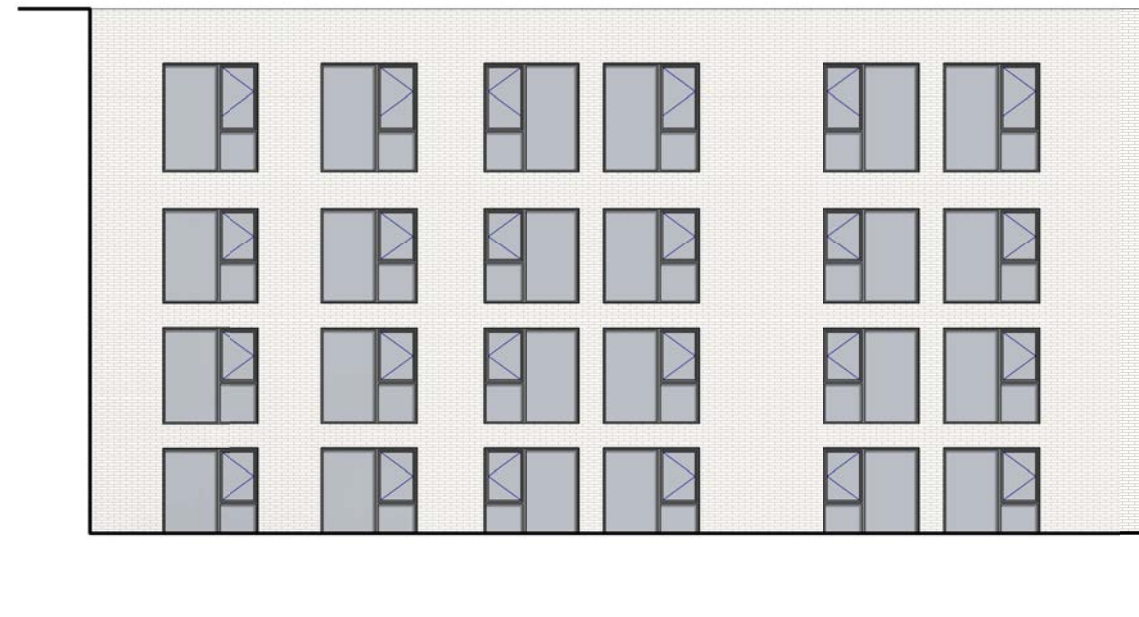
**HOLMAN RIVERFRONT PARK HOTEL**  
195 COMMERCIAL ST, SALEM, OR

**BUILDING ELEVATION LEGEND**

-  BRICK VEENEER
-  BOARD FORMED CONCRETE
-  HIGH DENSITY FIBER CEMENT
-  ARCHITECTURAL LOUVER
-  ALUMINUM CLAD WOOD WINDOWS /  
ALUMINUM STOREFRONT AT GROUND



① ELEVATION - COURTYARD EAST  
1/16" = 1'-0"



② ELEVATION - COURTYARD WEST  
1/16" = 1'-0"

1  
037



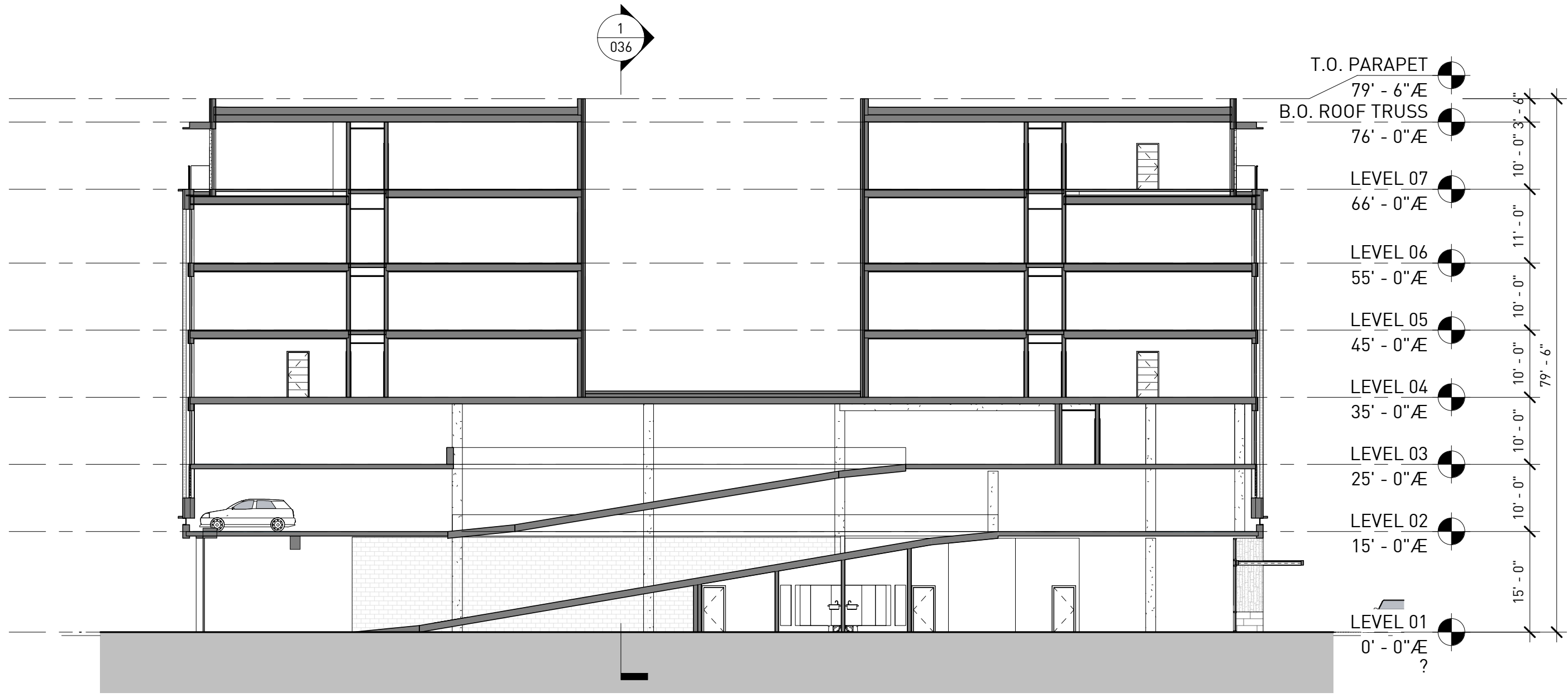
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036  
SECTIONS

1/16" = 1'-0"  
NOV 11, 2019

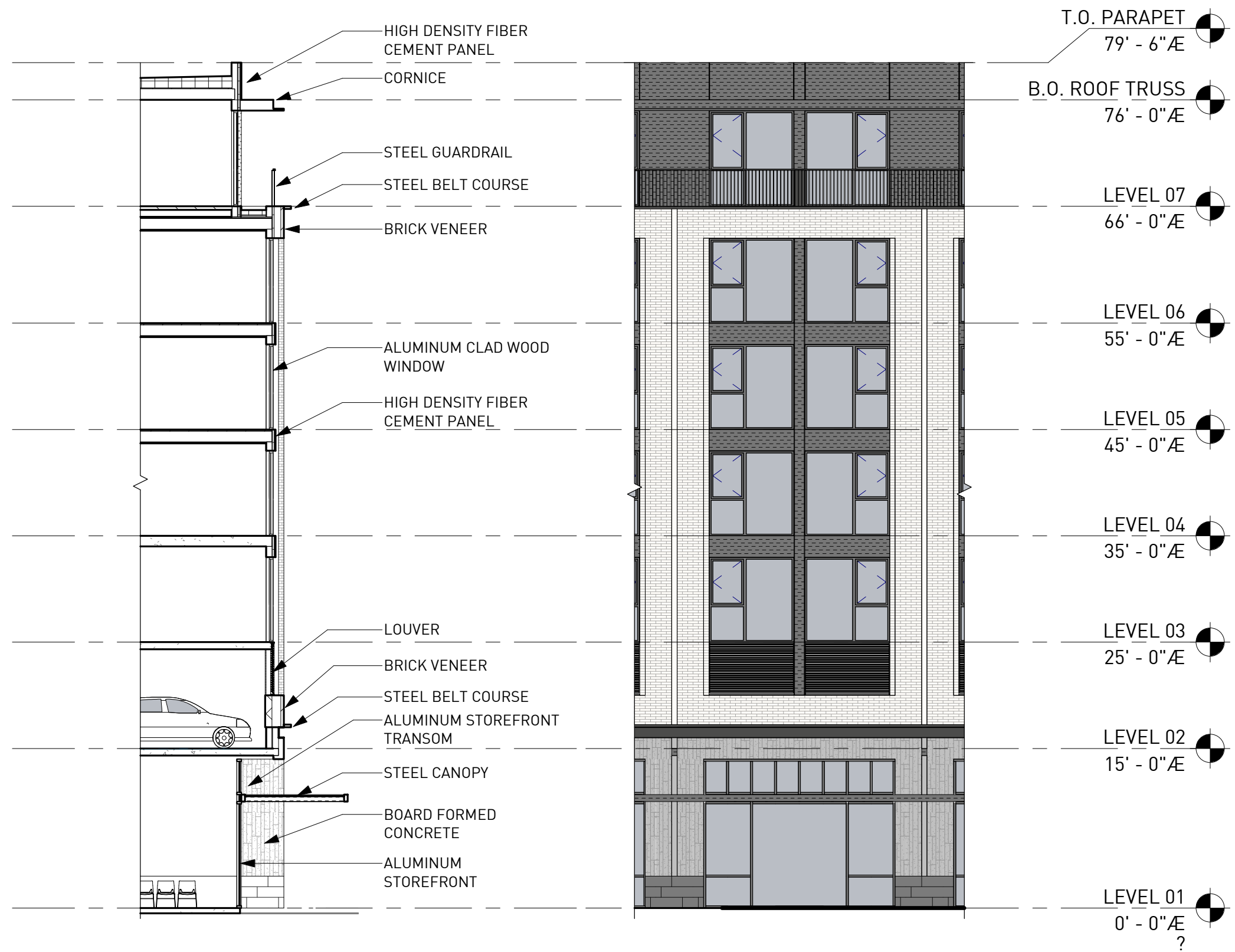
HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR

1  
036



- T.O. PARAPET 79' - 6"Æ
  - B.O. ROOF TRUSS 76' - 0"Æ
  - LEVEL 07 66' - 0"Æ
  - LEVEL 06 55' - 0"Æ
  - LEVEL 05 45' - 0"Æ
  - LEVEL 04 35' - 0"Æ
  - LEVEL 03 25' - 0"Æ
  - LEVEL 02 15' - 0"Æ
  - LEVEL 01 0' - 0"Æ ?
- 10' - 0" 3' - 6"  
 11' - 0"  
 10' - 0"  
 10' - 0"  
 10' - 0"  
 10' - 0"  
 10' - 0"  
 15' - 0"  
 79' - 6"





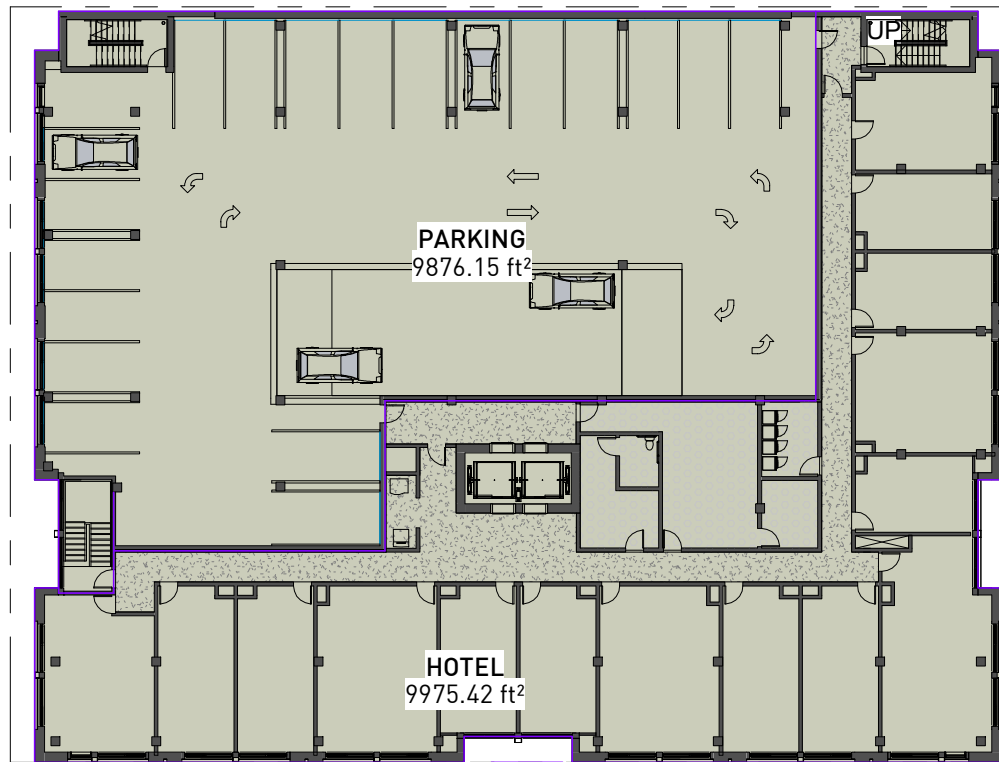
**2** TYPICAL WALL SECTION

3/32" = 1'-0"

**1** TYPICAL FACADE BAY

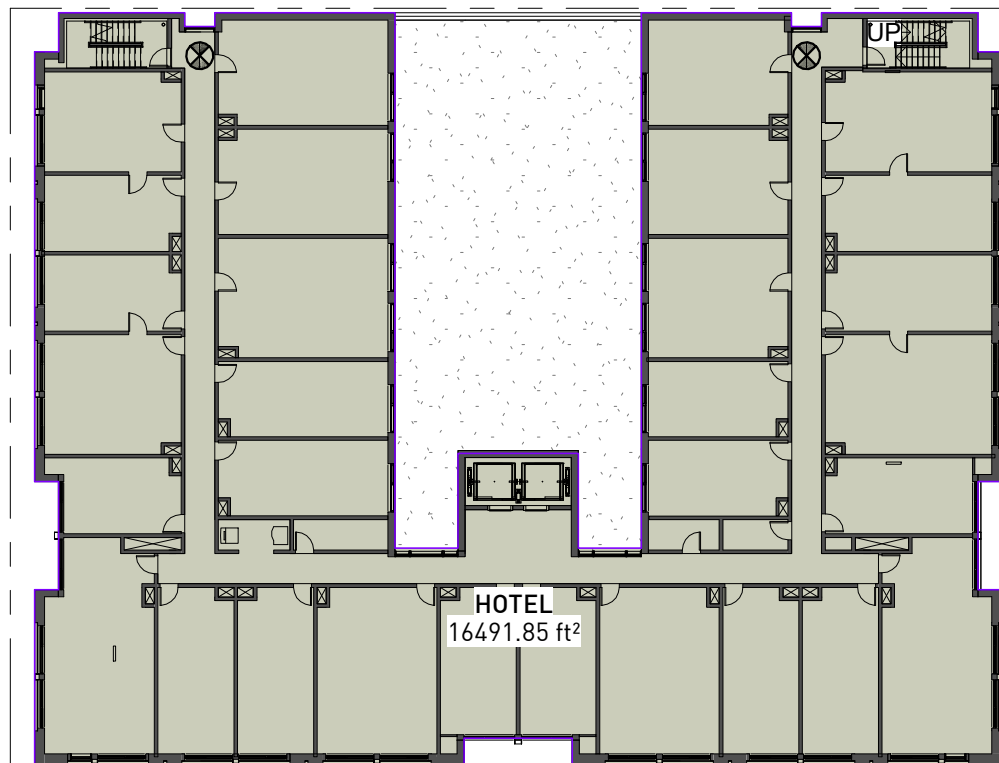
3/32" = 1'-0"





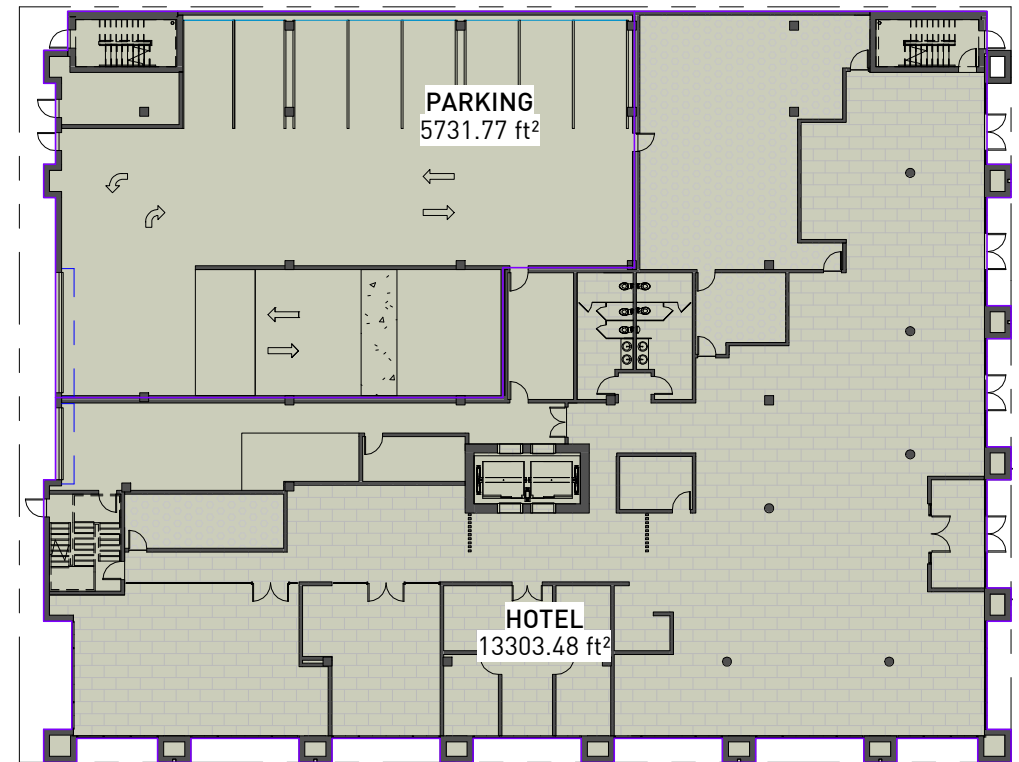
### 3 LEVEL 03

1/32" = 1'-0"



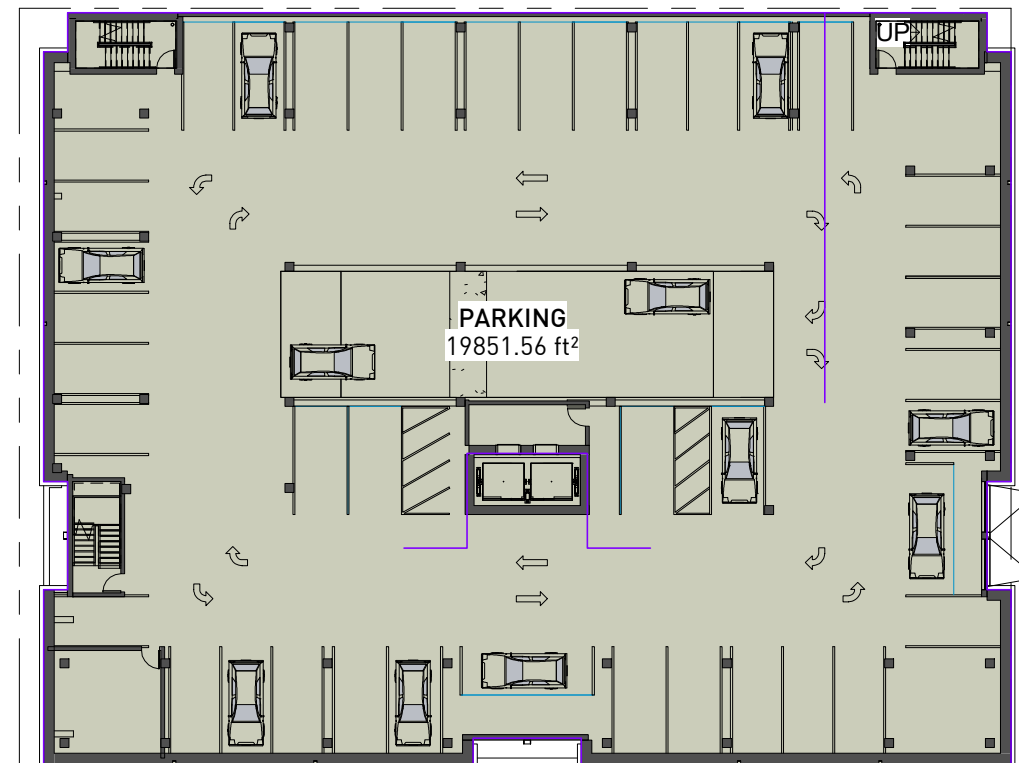
### 4 LEVEL 04

1/32" = 1'-0"



### 1 LEVEL 01

1/32" = 1'-0"



### 2 LEVEL 02

1/32" = 1'-0"

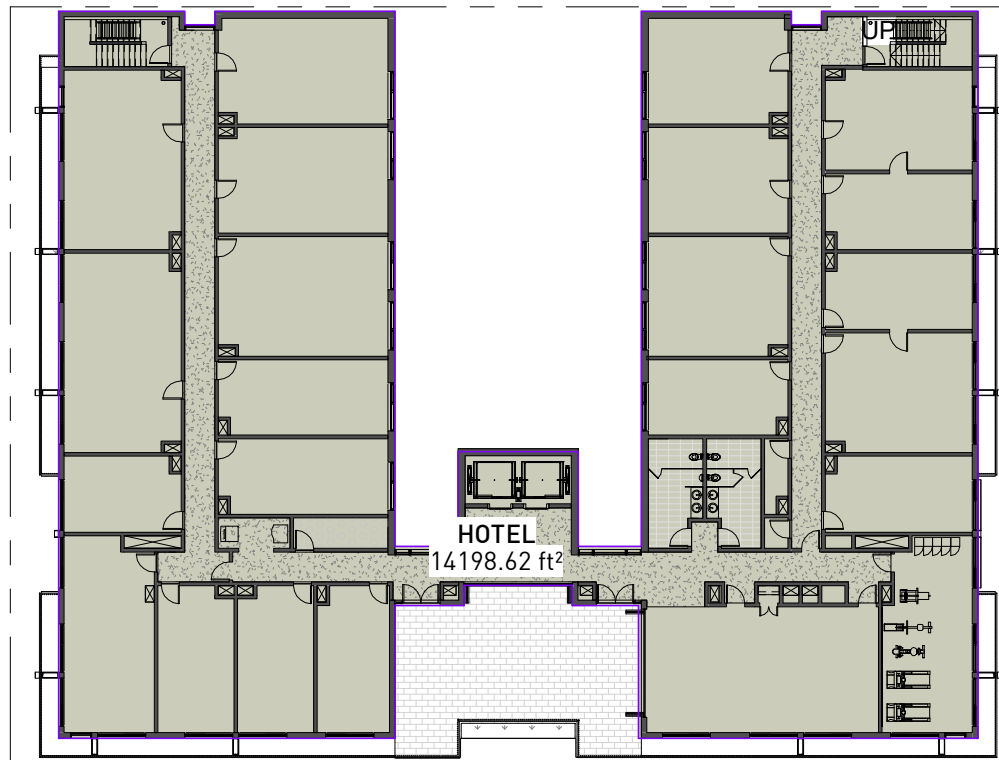


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040  
AREA PLANS

1/32" = 1'-0"  
NOV 11, 2019

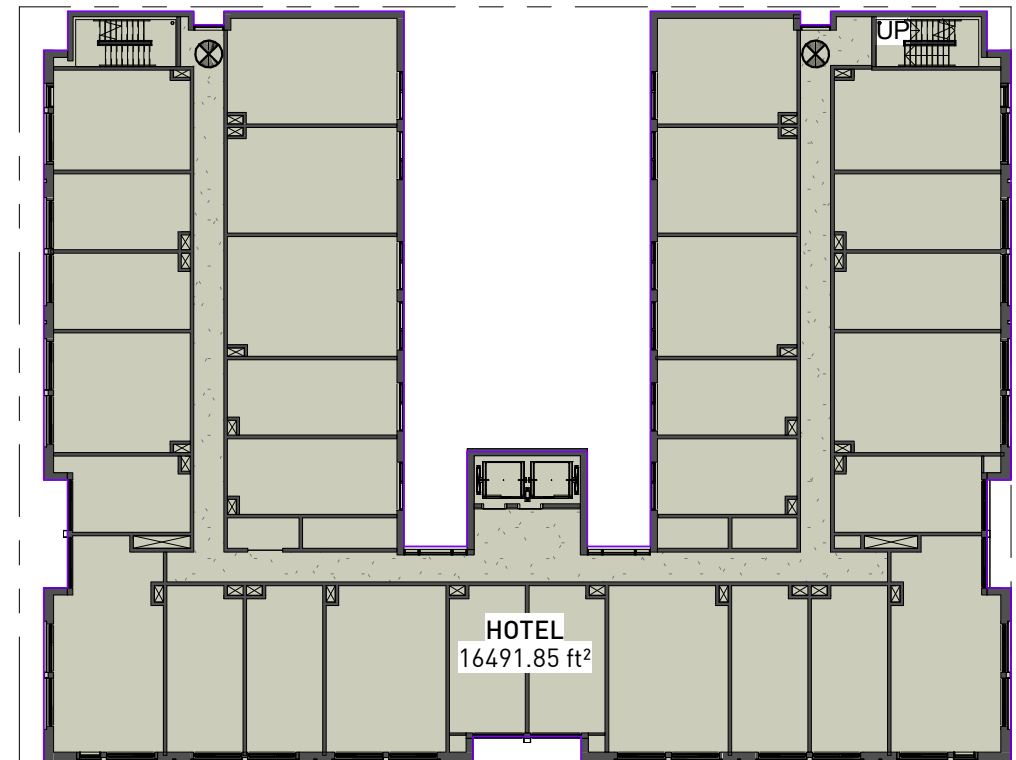
HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR



### 3 LEVEL 07

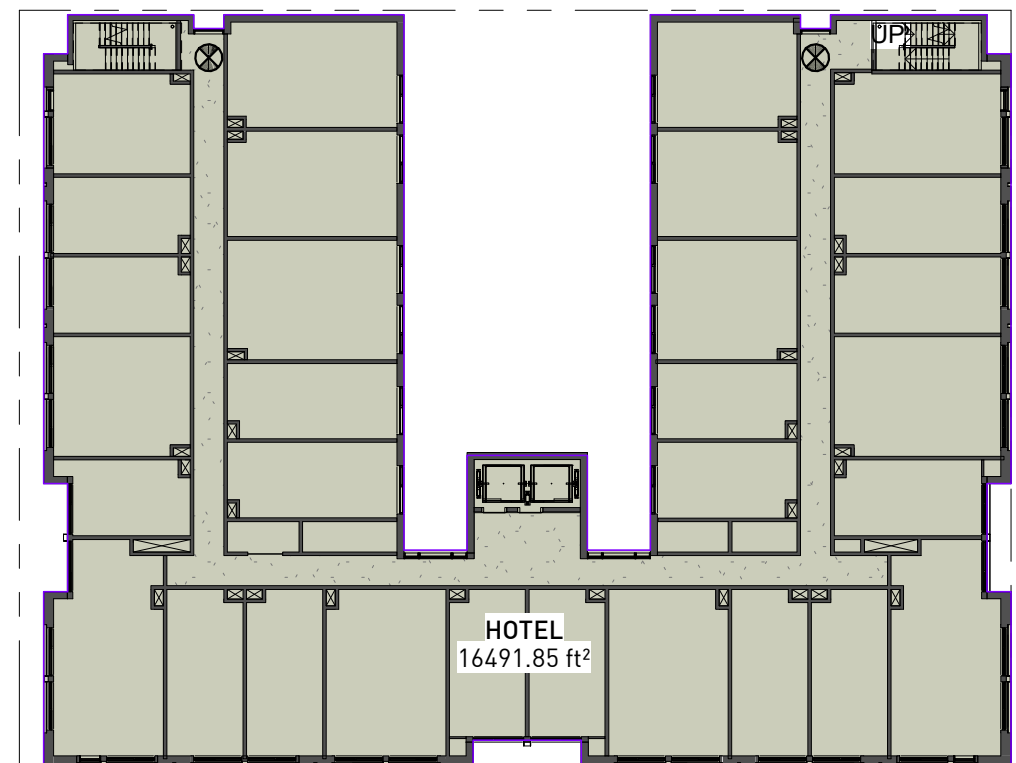
1/32" = 1'-0"

BUILDING GROSS AREA		
Level	Name	Area
LEVEL 01	PARKING	5,732 SF
LEVEL 01	HOTEL	13,303 SF
LEVEL 02	PARKING	19,852 SF
LEVEL 03	PARKING	9,876 SF
LEVEL 03	HOTEL	9,975 SF
LEVEL 04	HOTEL	16,492 SF
LEVEL 05	HOTEL	16,492 SF
LEVEL 06	HOTEL	16,492 SF
LEVEL 07	HOTEL	14,199 SF
		122,413 SF



### 1 LEVEL 05

1/32" = 1'-0"



### 2 LEVEL 06

1/32" = 1'-0"



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041  
AREA PLANS

1/32" = 1'-0"  
NOV 11, 2019

HOLMAN RIVERFRONT PARK HOTEL  
195 COMMERCIAL ST, SALEM, OR



# 1 Streetscape - Commercial St W







1" = 80'-0"

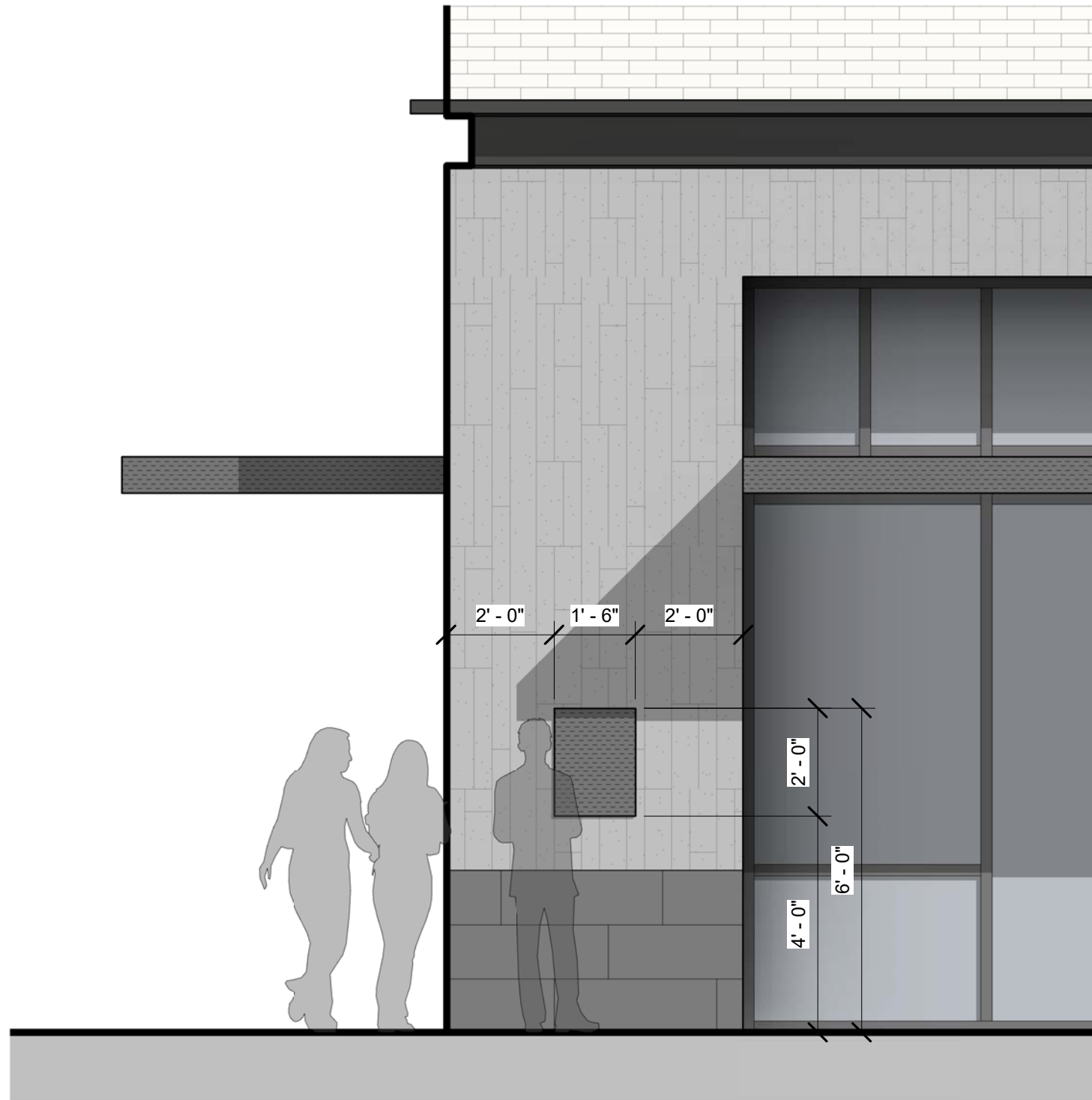


# 2 Streetscape - Ferry St N

1" = 80'-0"



BUILDING MATERIALS	9,789 SQ FT	SUBTOTAL	TOTAL
<b>OPAQUE MATERIALS</b>	<b>5,461 SQ FT</b>		<b>55.80%</b>
 BRICK VEENEER	2,195 SQ FT	40.19%	22.43%
 BOARD FORMED CONCRETE	0,663 SQ FT	12.14%	6.77%
 HIGH DENSITY FIBER CEMENT	2,196 SQ FT	40.21%	22.44%
 LOUVER	0,407 SQ FT	7.45%	4.16%
<b>GLAZING</b>	<b>4,326 SQ FT</b>		<b>44.20%</b>
 ALUMINUM CLAD WOOD	3,129 SQ FT	72.33%	31.97%
 ALUMINUM STOREFRONT	1,119 SQ FT	27.67%	12.23%



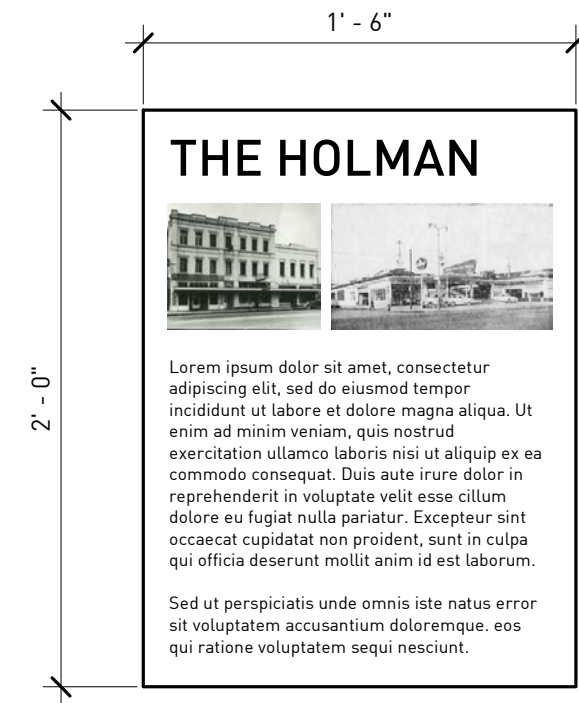
# 1 EAST ELEVATION - ENLARGED @ INTERPRETIVE PANEL

3/8" = 1'-0"

Per a condition approval for the demolition of the Marion Car Park the project will include an interpretive panel that explains the history of the site.

The panel will be located on the east elevation, on the pier facing the corner of Commercial St and Ferry St. The proposed panel will be a minimum of 1'-6" x 2'-0" and made of stainless steel. The panel will include at least one photo of the historic Holman Building and one of photo of the Marion Car Park. The text will describe the significance of each, including Pietro Belluschi's contribution to Oregon's built heritage.

Inside the building the intent is to display framed photographs that show guests the broader history of the site and the Downtown Salem historic district.



# 2 INTERPRETIVE PANEL DRAFT

1 1/2" = 1'-0"