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September 16, 2024

LAND USE APPLICATION - COMPLETENESS REVIEW

Project Information

Subject Property:	170 High St. SE – 073W27AB02100
Reference Number:	24-118856- PLN
Application Type:	Historic Design Review
Date Application Accepted:	September 4, 2024
Applicant:	Historic Elsinore Theatre office@elsinoretheatre.com
Contact:	Tom Fohn Tom@elsinoretheatre.com Sally Litchfield sally@elsinoretheatre.com

Staff Contact

Land Use Planner:	Jake Morris, Historic Preservation Planner jjmorris@cityofsalem.net direct: 503-540-2417
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Land Use Review Comments

Thank you for submitting the application on **September 4, 2024** for a Class 3 Historic Design Review, the deadline for any required historic design review applications associated with the Historic Features Restoration Grant. Prior to deeming your applications complete, modifications and/or additional information must be provided to address items detailed below.

Please provide a response in the last column for each item or indicate if the item is not being provided. Items not addressed or provided may result in conditions of approval or denial of the land use application.

Your application, which is incomplete, will be deemed complete upon receipt of one of the following:

- (1) All of the missing information.
- (2) Some of the missing information and written notice from you (the applicant) that no other information will be provided.
- (3) Written notice from you (the applicant) that none of the missing information will be provided.

You have 180 days (March 3, 2025) from the date the application was first submitted (September 4, 2024) to respond in one of the three ways listed above, or the application will be deemed void. However, if you would like the proposal to be considered for Historic Features Restoration Grant – with an application deadline of November 1, 2024, all changes shall be submitted no later than Wednesday, September 25, 2024.

The Salem Revised Code may be accessed online at the following location:

<https://www.cityofsalem.net/Pages/salem-revised-code.aspx>

<u>Completeness Review Items</u>		
Submittal Requirements – The following items have been identified as required material to be provided by the application(s) prior to deeming the application “complete”:		
Submittal Requirement	Description	Applicant Response <i>i.e. Written Response, Submitted, Not Providing</i>
Application Submittal <u>300.210</u>		
Approval Criteria and Standards <u>230.065</u>	<p><u>SRC230.065. Narrative Response- Comments on Responses to Criteria:</u></p> <p><i>(d). Historic or original features shall be restored or reconstructed only when supported by physical or photographic evidence. – Please provide historic evidence for any proposed details that don't currently have documentation, either historic images or evidence on the building itself. These include: the added gold lines on the marquee soffit (finaldrawings pg. 18), the added details to the entrance floor (finaldrawings pg. 25), and any others included in the project.</i></p>	<p>d.</p> <p>Regarding gold ornamentation on the marquee soffit, a photo is now submitted showing original ornamentation from a 1930's photo. The restoration done in 2002 included only smooth white panels on the soffit.</p> <p>We do not have any evidence of additional details being proposed for the entrance floor but feel it aligns well with the building design, adding to the glamor of our entrance.</p>

	<p>Also please provide the date and source for the historic photo used for the design of the reconstruction of the Elsinore blade sign.</p> <p>(h). <i>Structural deficiencies in a historic resource shall be corrected without visually changing the composition, design, texture or other visual qualities.</i> – Please provide a statement indication that a structural engineer will assess the proposed alterations to verify that the weight of the proposed Elsinore sign will not adversely impact the structural integrity of the theatre building.</p>	<p>Date and source for the historic photo used for the design of the reconstruction of the Elsinore blade sign- From Marion County Historical Society collection – Photo dated 1930 https://www.salemhistory.net/digital/collection/mchs/id/40/rec/4</p> <p>h. Rich Duncan Construction is our general contractor, and they have an engineer preparing an assessment. An X ray of the wall where the blade sign will be attached has happened to aid in his analysis. The assessment will verify whether or not the weight of the proposed Elsinore sign will adversely impact the structural integrity of the theatre building.</p>
<p><u>Other relevant Criteria</u></p> <p><u>900.070</u></p>	<p><u>SRC 900.070</u></p> <p>(a) <i>No electronic display sign shall be allowed within a historic district.</i> – The proposed led display message boards (final drawing pg.12) are classified as electronic display signs. Please revise the design to non-electronic versions and note what photographic evidence supports them, or remove from proposal.</p>	<p>We understand that city code presently specifies no electronic signs within the Historic downtown area. We are hoping for an exception for the following reasons:</p> <p>It is our intent to only display images that would replicate the “white text on black background, text only” lighted reader boards present in the 1930’s.</p> <p>Having this currently unavailable channel to market shows will help the future sustainability of all the Elsinore offers to Salem’s downtown vibrancy. Affordable marketing channels in the present day consist of emailing those who sign up for our show announcements, and social media. Some people choose not to use either option but are still interested in our events.</p> <p>The functionality that an electronic sign provides eliminates safety concerns of having someone on a ladder in Salem weather changing letters. Needing a staff person to make manual changes significantly reduces the ability to share show information with passersby.</p>

		Our block is the only one on the east side of High Street in the historic district boundary. The city has allowed LED signs just across the Front Street boundary.
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Advisory Comments

Items of Concern - The following items are not listed in the SRC as specific requirements for a complete application; however, are advisories that address areas of concern on the application. **Failure to address advisory comments could result confusion by those reviewing the application during the Request for Comments/notice period, and subsequently potentially result in conditions of approval or denial of the application.**

Item	Description	Applicant Response <i>i.e. Written Response, Submitted, Not Providing</i>
Written Description		
General-submittal		



Jake Morris, PhD
Historic Preservation Planner
Planning Administrator Designee