STAFF REPORT
for
August 7, 2019 HRC MEETING

Case #: COA2019-073
Staff: Michelle M. McCullough

Applicant: L. Robbie King
Owner: Old Salem Museums & Gardens

LOCATION

District: Old Salem Historic District
Street: 511 South Main Street
Buildings: Herbst House
Local Historic Landmarks#: 18

REQUEST(S)

• Installation of Signage

APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES


(Please refer to the applicable sections of the Guidelines, as detailed in the staff comments.)

PROJECT DESCRIPTION/ELEMENTS

Please refer to the information provided with the application.

STAFF COMMENTS

The Old Salem Guidelines address historic signage and new signage that relates to the use of the building. This application is for educational, informational signage to assist visitors in their experience at the Herbst House. Old Salem Museums and Gardens recently moved the Horticulture Department to this building. The signs are modeled after existing signage within the District.

STAFF FINDINGS

Commission staff finds that the work is not incongruous with the character of the Local Historic Landmark #18 and the Old Salem Historic District because:

1) The new signage will be 25” high x 20” wide x 1” thick, constructed of mahogany wood with a copper cap at the top edge. The sign will be painted Salem Gold to match the exterior paint color of the Herbst House and have applied vinyl lettering and border in a brown color. There will be a hand painted illustration of a seedling image to represent horticulture. The signage is compatible with the Landmark and District in terms of style, time period, materials, design, scale, and color. (Signage, Old Salem Guideline 2 and Signage, Landmark Guidelines 4, 5, and 6)

2) The bottom of the signage will be 88” above the sidewalk. The proposed signage is not obtrusive and does not cover large portions of a building façade, any significant architectural features, or block streetscape views. (Signage, Old Salem Guideline 4 and Signage, Landmark Guideline 6)
3) The signage will be attached to the roof of the second-floor porch and hang over the sidewalk by black iron hangers consisting of hook/eyehook combination. The signage is removable. (*Signage*, Old Salem Guideline 5 and *Signage*, Landmark Guideline 7)

**STAFF RECOMMENDATION**

Based on the preceding findings, staff recommends that the Commission approve COA2019-073 at the Herbst House, located at 511 South Main Street, Local Historic Landmark #18 within the Old Salem Historic District (PIN# 6835-33-0465.00), with the following conditions:

1) The applicant shall receive, prior to commencement of the work, all other required permits or permissions from governmental agencies;

2) Commission staff shall review and approve any revisions or deviations to any portion of the as-submitted work, that qualifies as a minor work, prior to commencement of that portion of the project; and

3) The applicant shall submit the Certificate of Appropriateness Request for Certification of Completed Work form and photo documentation of the completed project to HRC staff within ten (10) days of its completion.