



WINTER STREET ARCHITECTS, INC.

HOTEL SALEM

Salem Redevelopment Authority

DESIGN SUBMISSION
September 15 2015



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A.SUBMISSION CHECKLIST

SMALL PROJECT REVIEW

# Requirement	Response / Cross Reference
1 Letter requesting to be placed on the meeting agenda...	See: E. Appendix Small Project Review Exhibit B1
2 Written statement of proposal...	See: E. Appendix Small Project Review Exhibit B1
3 Proposed time schedule for completing the improvements.	See: Exterior Improvements Project Schedule
4 Outline specifications and samples, for site improvements, exterior facades, roofscape and interior public spaces.	See: Exterior Improvements Specification (Brief Outline)
5 Scaled Colored Drawing	See: F. Design Drawings Hotel Salem Schematic Design
6 Building Elevation denoting proposed improvements.	See: F. Design Drawings Hotel Salem Schematic Design
7 Sample or Description of Actual Materials and Colors...	See: F. Design Drawings Hotel Salem Schematic Design
8 Photograph of existing building front and contextual photograph showing the surrounding buildings.	See: Existing Conditions/Photographs

OUTDOOR CAFÉ PERMIT

# Requirement	Response / Location
1 Letter of Intent stating the need, location, number of tables/chairs, plan for securing the tables at night and any other pertinent information...	Pending future submission.
2 Letter from the property owner (if leasing) stating that they approve of the proposed outdoor café.	Not Applicable with pending sale of property to Lark Hotels
3 Cafe Permit Agreement	Pending future submission.
4 Site Plan (drawn to scale) that indicates the dimensions of the sidewalk, proposed seating location and site features	Pending future submission.
5 Photograph or catalog specification of the proposed site furniture (chairs, tables, umbrellas, etc.)	Pending future submission.
6 Liability Insurance (covering the entire seating area)	Pending future submission.
7 Approval from the Licensing Board and the Board of Health	Pending future submission.

SIGN REVIEW

# Requirement	Response / Location
1 Complete Application.	Pending future submission.
2 Scaled 8.5 x 11" Colored Drawing (1/4" = 1') denoting letter type (font) and letter heights Building Elevation denoting sign placement on the building (in color)	Pending future submission.
3 Scaled Cross Section showing detailed methods of attachment	Pending future submission.
4 Proposed method of lighting, if applicable	Pending future submission.
5 Sample or Description of Actual Materials and Colors	Pending future submission.
6 Photograph of existing building front and contextual photograph showing the surrounding buildings	Pending future submission.

EXTERIOR IMPROVEMENTS



Proposal

Lark Hotels, an established North Shore based boutique hotel company, intends to modernize and convert the Newmark Building at 209 Essex Street into an urban boutique hotel. The new **Hotel Salem** will be Lark's latest offering to this specialty segment of the hospitality industry. The Hotel Salem will offer 44 rooms; from the generous Lark Suite overlooking Essex Street to **loft suites designed with families in mind** to the efficiently hip Micro Rooms; all guests will enjoy Lark's signature interior design.



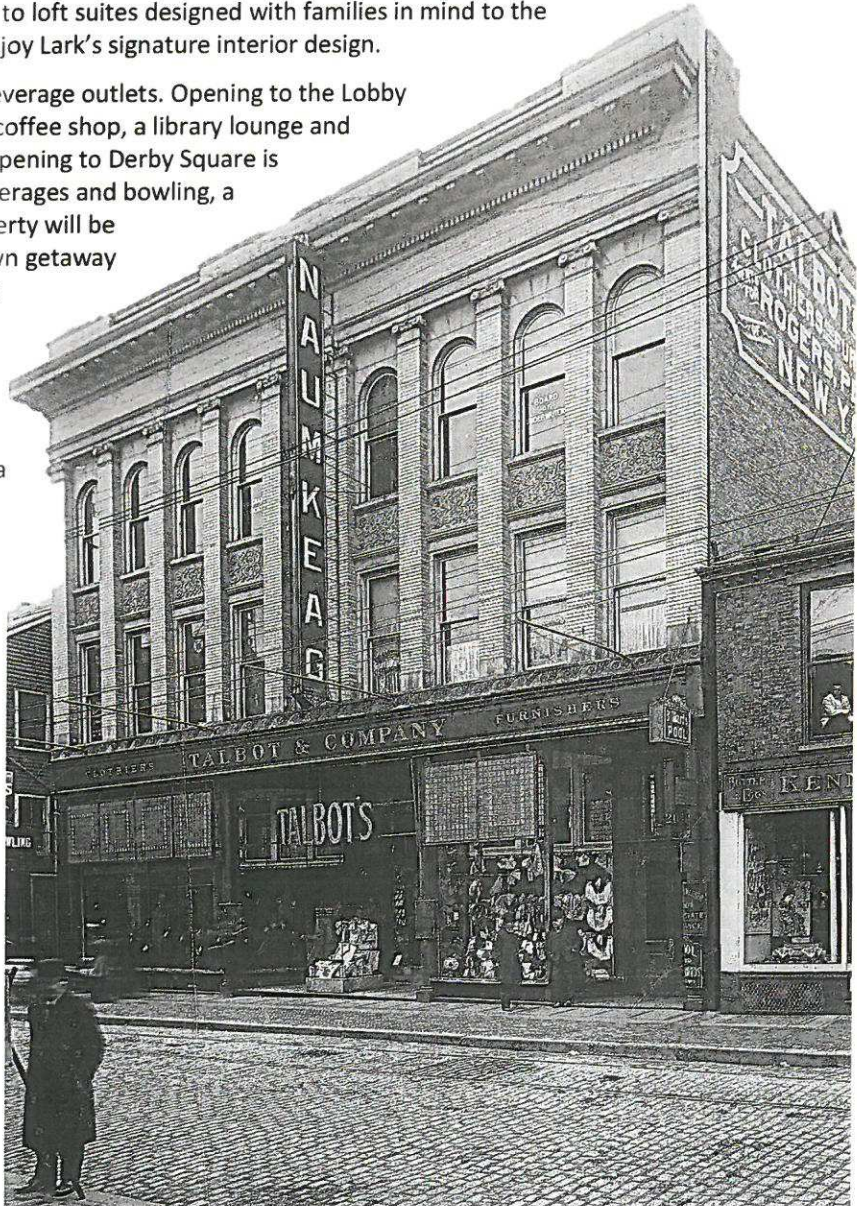
The property will feature several food and beverage outlets. Opening to the Lobby Lounge the Essex Street entrance features a **coffee shop**, a library lounge and seasonal outdoor seating. One floor below, opening to Derby Square is another guest gathering place with food, beverages and **bowling**, a throwback to the Newmark's past. The property will be crowned with a vibrant roof deck, a downtown **getaway** with views across historic Salem out to Salem Sound.

Built in 1895 for the Naumkeag Clothing Company, 209 Essex Street is currently the home of Winter Street Architects, Inc., Leap for Education and The Back Room/Addicted, a clothing retailer.

The Essex Street level has been largely retail since 1895. At times, upper floors were either retail, entertainment or office space.

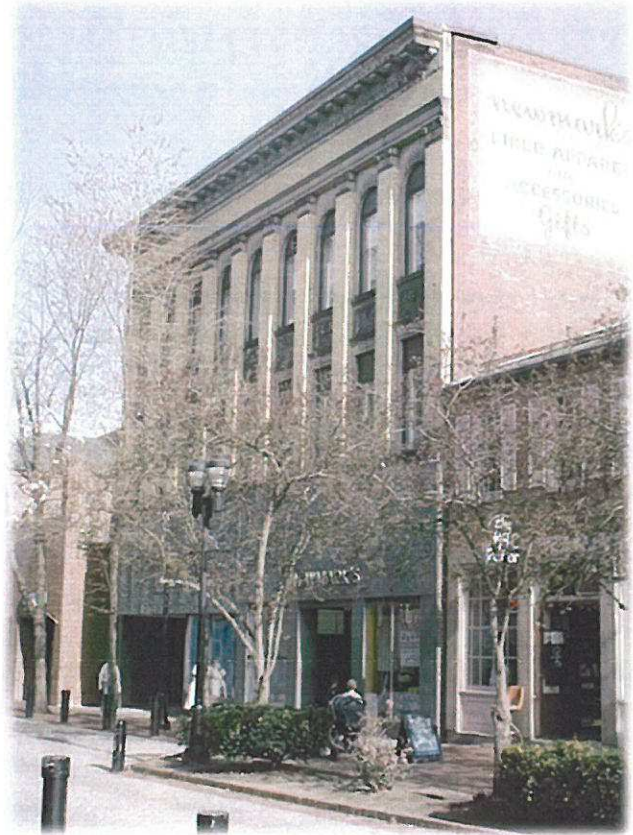
The lower level (opens near Derby Square) is currently LEAP's primary program space, serving Salem's youth.

The photo at right, taken around 1910 shows the retailer on the Essex Street level, advertises office uses in the office floor window. The photo also advertises a bowling alley in the basement.



EXISTING CONDITIONS/PHOTOGRAPHS

209 Essex Street is located in the Salem's Urban Renewal (B5) district on the Essex Pedestrian Mall between Derby Square and Central Street. Along the east side of the building is a public way known as Holyoke Court. To the south and west is Old Town Hall amid Derby Square.



The building has undergone numerous exterior modifications in nearly every decade of the early 20th century. The latest significant modification occurred c. 1972

The building is masonry bearing with largely timber frame. Three sides of the building are simple red brick with numerous large windows. The masonry is in good repair. The windows (replaced c. 1972) are bronze colored aluminum and glass.

The North Façade features blond brick with a generous amount of carved sandstone above the first floor. The Essex Street storefront is a combination of pre- 1972 modifications.

Design – Façade Improvements

The design includes both repair and significant new features. The most significant new elevation features are on the Essex Street side of the building at the first floor where an all new storefront and entry system along with new site features are contemplated. The remainder of the walls are largely unaffected except for limited locations where larger windows are required for the new use.

➤ DRAWINGS

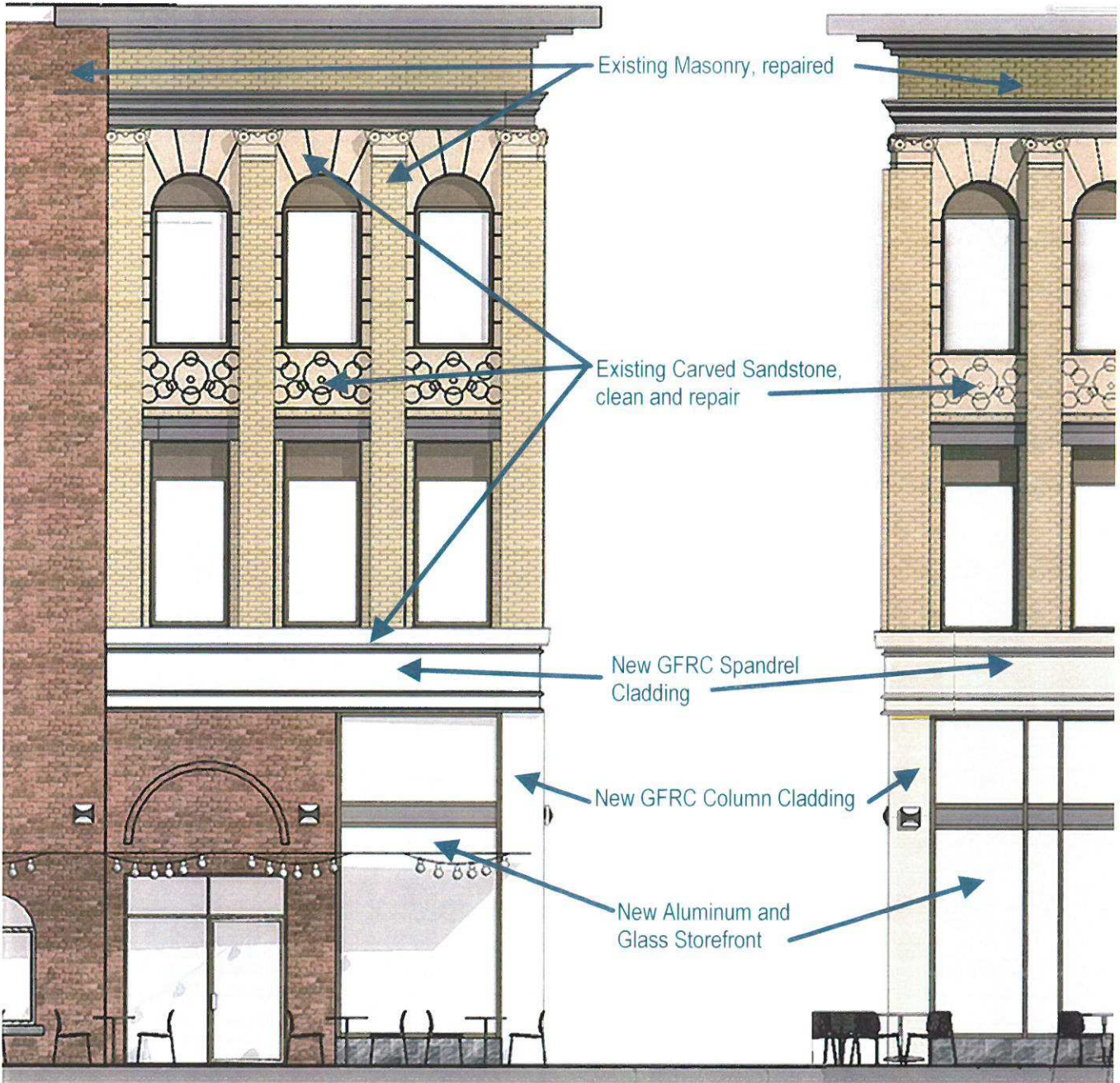
See additional drawings in [Section F | Design Drawings](#)

➤ SPECIFICATION (BRIEF OUTLINE)

- Masonry – Existing brick masonry will be repaired. Carved sandstone will be cleaned and sealed.
- Thermal and Moisture Protection – Existing roof is relatively new and well maintained.
- Existing aluminum and glass are to remain and be repaired.
- Store Front – The Essex Façade will be all new aluminum and glass surrounded by new glass fiber reinforced concrete.



ELEVATION DETAILS



HOLYOKE COURT ELEVATION



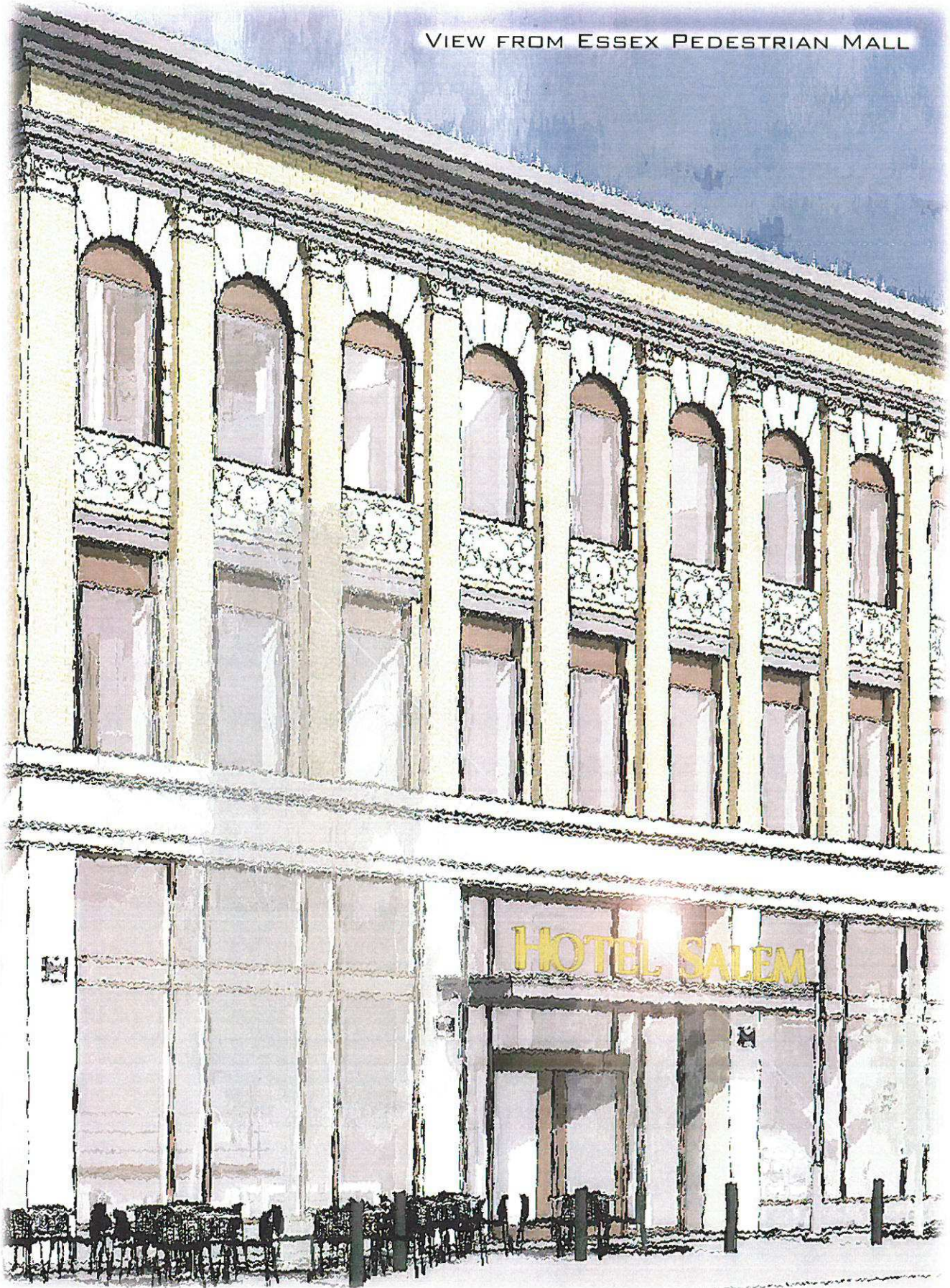
DERBY SQUARE ELEVATION



NORTH ELEVATION



VIEW FROM ESSEX PEDESTRIAN MALL

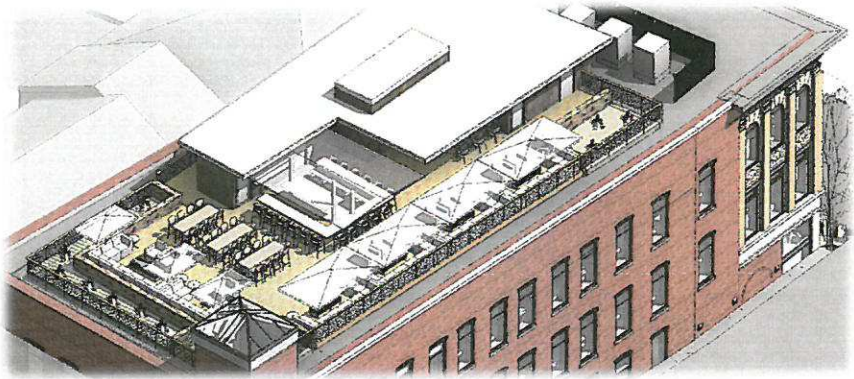


Roof Top | Terrace Lounge

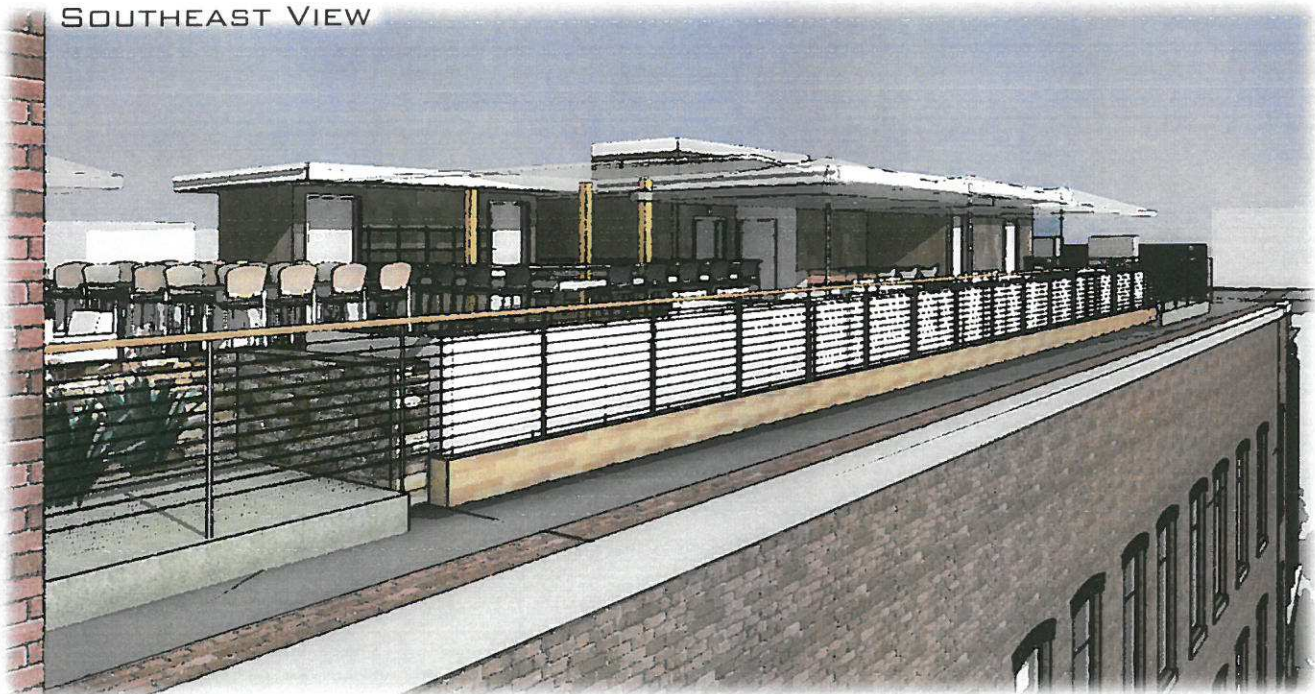
Though only three stories above the Essex Pedestrian Mall, the Newmark Building, with its fourteen foot high floors is among the tallest building on Essex. The upper floor and roof provide significant distant views in all directions.



BIRDSEYE



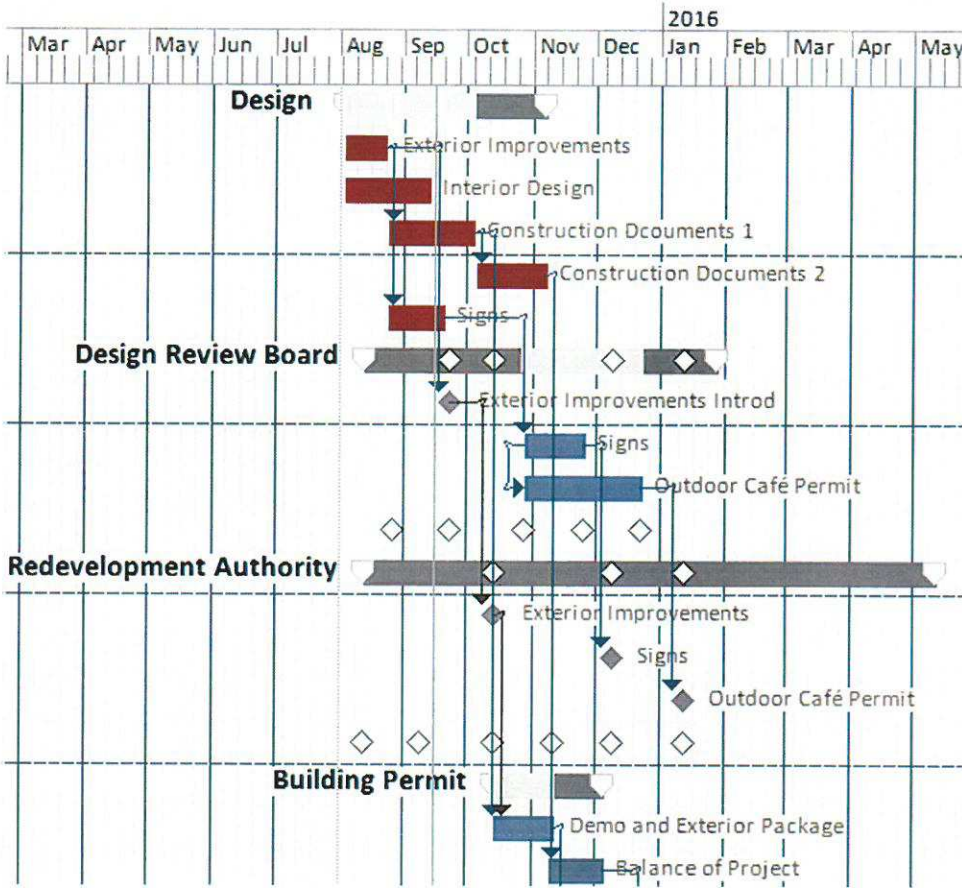
SOUTHEAST VIEW



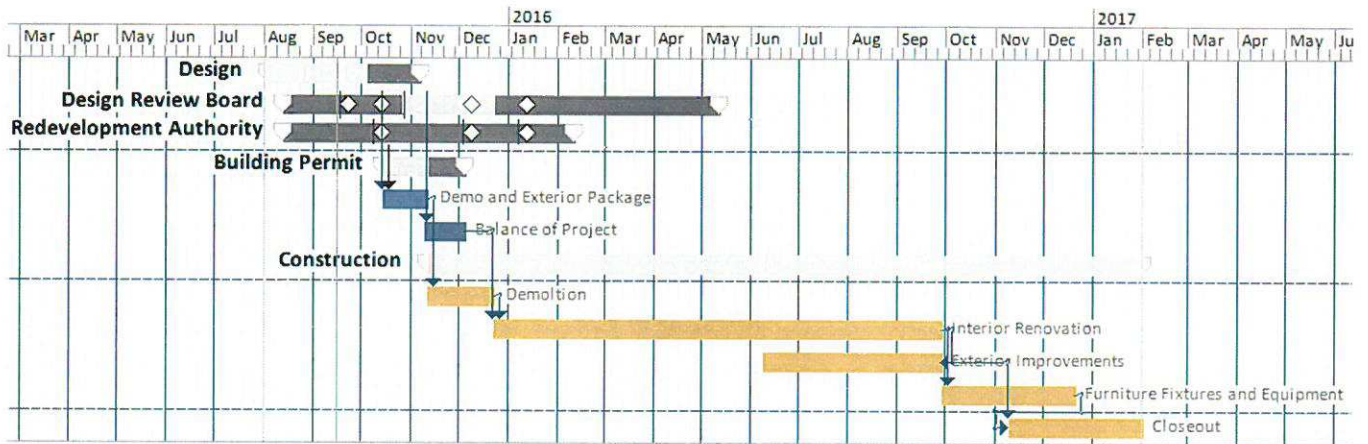
Project Schedule

Lark anticipates closing the purchase in late September and will take possession in early November. Tentative plans includes SRA permit processes extending through 2015 but hopes to expedite the exterior improvements so that construction can commence in late 2015.

SCHEDULE | DESIGN AND PERMITTING



SCHEDULE | BUILDING PERMIT AND CONSTRUCTION



OUTDOOR CAFÉ PERMIT

Additional Information will be provided with subsequent submission.



Coming Soon

SIGN REVIEW

Additional Information will be provided with subsequent submission.

Coming Soon



APPENDIX

The following documents are incorporated into this submission according to the requirements detailed in various document published by the City of Salem Department of Planning and Community Development.

SMALL PROJECT REVIEW

Exhibit B-1:- Letter requesting review.

Exhibit B-2: Letter of permission by property owner.

OUTDOOR CAFÉ PERMIT

Exhibit C-1: Letter of Intent | pending / not included

Exhibit C-2: Letter from Property Owner | pending / not included

SIGN REVIEW

Application for Permit to Erect a Sign

Exhibit B-1:- Letter requesting review.



Dear Ms. Duncan:

Lark Hotels represented by Rob Blood and Rich Cooper, request to be placed on the Meeting Agenda of the Salem Redevelopment Authority's Design Review Board on September 23, 2015 for a small project design review. We intend to review signage and outdoor seating for the project at a later meeting in the future. We have engaged in a Purchase and Sale of 203-209 Essex Street known locally as the Newmark Building. We intend to develop the property as the Hotel Salem, a 44 room Boutique Hotel that will include only minor modifications to the building exterior and the installation of a roof deck having food services provided.

The Hotel will provide 44 guest rooms that include 10 micro-rooms, 6 family rooms, 28 standard rooms with king or queen sized beds and the Lark Suite. Hotel support spaces and a commercial kitchen will be located in the lower level with a lounge area featuring two bowling lanes to commemorate a former use in the building. The ground level will have the hotel lobby, a coffee/food service, lounge area and meeting room with 6 family rooms and hopefully include some outdoor seating to be requested at a later date. The 2nd and 3rd floors will be guest rooms and the roof will have food service and seating requiring the extension of egress stairs and an elevator. Screened mechanical units will also be located on the roof. Exterior modifications will include a new storefront and, where required, new windows in existing openings, and few new window openings to accommodate some guest rooms.

The Newmark Building is located in Salem's B-5 Zoning District with hotel use by-right, not requiring any variance or special permit. The building is a 3-story above grade building with a total height of 50 feet. The maximum height of buildings in the B-5 District is 6 stories with a maximum height of 70 feet. The roof deck, stair extensions and elevator penthouse will be below this maximum height.

Attached are 8 copies of design drawings for the proposed Hotel. We are very excited to bring a high quality Boutique Hotel to downtown Salem and we look forward to working with you in the design review process.

Sincerely,

A handwritten signature in black ink, appearing to be "R. Cooper", with a long horizontal line extending to the right.

Rich Cooper

Lark Hotels

DESIGN DRAWINGS

☛ HOTEL SALEM SCHEMATIC DESIGN

PR1.1 First Floor Plan

PR1.0 Derby Plaza Level

PR1.2 Second Floor Plan

PR1.3 Third Floor Plan

PR1.4 Roof Plan

PR3.0 Essex Street Elevation – Existing

PR3.1 Essex Street Elevation – Proposed

PR3.2 Holyoke Court Elevation – Existing

PR3.3 Holyoke Court Elevation – Proposed

PR3.4 South Elevation – Existing

PR3.5 South Elevation – Proposed

PR3.6 Derby Square Elevation – Existing

PR3.7 Derby Square Elevation - Proposed

Exhibit B-2: Letter of permission by property owner.

Winter River Realty

209 Essex Street, Salem, Massachusetts, 01970 Tel.: 978-744-7379 Fax: 978-741-0240

Ms. Lynn Duncan

Dear Ms. Duncan:

Winter River Realty, LLC, owners of 203-209 Essex Street in Salem, Massachusetts have entered into a Purchase and Sale agreement with Lark Hotels for the renovation of the premises into a 44 room Boutique Hotel. We authorize their pursuit of permitting Hotel Salem at the location and look forward to its successful completion and the benefits it will bring to the City of Salem.



Paul R. Durand, Manager



Mark Meche, Manager