

Izetta F. Grossman

From: Todd Carpenter <tcarpenter@reboundmd.com>
Sent: Thursday, August 15, 2019 10:52 AM
To: Izetta F. Grossman; Dawn Habkirk; Matthew Klebes
Cc: Richard Mays; Don Warren; egleasonjcheung; Denae Maníon; Sheila Dooley
Subject: waldron meeting August 26th
Attachments: donations and support facebook and friends.xlsx; Friends of the Waldron Bros Executive Summary 8-14-19.docx

Good morning, in a conversation last night with Mayor Mays I was asked to get you a package to distribute to the city council meeting today for our working meeting on August 26th regarding the Waldron building. I thought I had one more week to prepare it but...

This package has been vetted with Eric Gleason and Friends of the Waldron Brothers Drugstore, but it does not include ALL their captured donations and pledges of work.

The Dalles Main Street Program voted one month ago yesterday to take on and manage this project with the Friends of the Waldron and work with the city and the community on a usage plan.

In just two week of social media community engagement TDMSP has been able to put together a very nice package of donated time, money, and expertise to begin work on this project. If the city council finds this package to be complete, and votes to move forward with TDMSP, we could begin work immediately on the property. Our intention with an agreement with the city would be to have significant accomplishments completed by Feb, 2020 and use the city commitment and the community support we have received to go out and get matching grant funds through private money sources. In order to begin and meet this date, the city council will need to vote to move forward with us immediately.

Items missing from this package which I will have as handouts for the meeting on the 26th:

1. A finalized marketing and community outreach study done by Marketek (with a grant from Restore Oregon). We had a meeting Sunday with them regarding finishing this report. This report has over 200 community responses and is in line with the planned usage that we are proposing.
2. Also not included in this package are architectural illustrations for the project usage being done by Luna Design.
3. I have not included letters of support received from the community, but will bring them as handouts to the meeting
4. I have not received ALL the information from Friends of the Waldron on the community pledges and donations they have received so some of their information is also missing.
5. TDMSP has business engagement pledges that I have not included in this report as we have not finished our work with downtown yet.

If you have questions regarding this proposal I'm always available for questions and feedback.

Thanks, Todd Carpenter
The Dalles Main Street Program
503-705-2889

A preservation and usage proposal by:
The Dalles Main Street
In cooperation with
Friends of the Waldron Brothers Drugstore

710 E 2nd st #3
The Dalles, Oregon 97058

TDMSP: 541-370-2849

Todd Carpenter: 503-705-2889

Eric Gleason - 503-505-4121

Sheila Dooley - 541-980-5769

From Pioneer Drugstore to Community Icon: The Waldron Brothers Drugstore



EXECUTIVE SUMMARY

SITUATION:

The Waldron Brothers Drugstore/Gitchell Building is the oldest commercial building in downtown The Dalles and the last remaining historic building on the north side of 1st Street. It is also one of the oldest commercial buildings in Oregon, as well as the oldest Main Street building in Oregon. As such, it is recognized as a Primary Contributing Building on the National Register of Historic Places, an integral part of our Downtown Commercial Historic District. In 2019 Restore Oregon added the Waldron Brothers Drugstore to their list of Oregon's Most Endangered Places.

Built from 1863 to 1865 by Henry Klindt (Philip Klindt's great grandfather), it has been a part of our community almost from the town's inception. It has withstood fires, floods, and neglect over the 154 years that it has stood at 1st and Washington, and now it faces its latest threat, demolition.

The Waldron Brothers Drugstore has a rich commercial history in The Dalles and ties into the Oregon Trail through Henry Klindt, who came across the trail in 1862, and Henry Waldron, who came in 1854 as the town's first schoolteacher, before there was even much of a town. The Waldron Brothers, Henry and George, purchased the building in January 1865 for their drugstore, and added the Post Office into the building two years later.

In 1878, the Waldron Drugstore was one of the only buildings that survived the fire that burned from Washington to Federal, north of 4th street and five months later survived a second fire that burned from Second Street to the river between Union and Washington Street.

The Waldron Drugstore not only represents the history of the town since its inception in the days of the Oregon Trail and the gold rush, it represents a tangible link between The Dalles of Pioneers, and The Dalles of Today. It tells stories of grit and survival. Stories and links that ground the town to both its history and its future. This is a history that is preserved for all to see in a skyline that we and our visitors share every day, be it from the street or the freeway, or at city-sponsored and private events at Lewis and Clark Festival Park.

In 1978, the city purchased the building to preserve it from being demolished as the United Pacific Railroad shifted their tracks north on 1st Street. During that time, an access agreement was forged between the city and the railroad that allowed for the continued use of the building. The Dalles Main Street program and The Friends of the Waldron Brothers Drugstore are asking the city to continue this tradition of survival, preservation, and storytelling, by working together with the community to preserve and use this building to extend and enhance our gateway to "Historic The Dalles". We have put together a comprehensive plan that we would like to propose in order to move forward in this joint effort. The plan highlights this iconic building and the role that it has played in the past and will play in the future. It is a building that inspired the design Union Street underpass that links the tour boat dock to Lewis and Clark Festival Park, and it serves as a bookend for the park, and as a billboard and magnet for travelers on I-84, drawing them into our community.

During 2019, the City of The Dalles is preparing to send out a request for quote to demolish the building. The Friends of the Waldron, The Dalles Main Street Program, and the community are trying to circumvent this process by identifying and proposing a solution to preserve, restore, and use the building.

BACKGROUND:

As of May 8, 2017 as reported in the city council notes the City of The Dalles had spent over \$316,502 to purchase, evaluate, and stabilize the building.

The city has a \$400,000 quote to demolish the building from Laneco. This cost does NOT include hazardous material removal, backfill, permits or permit drawings.

By allowing The Dalles Main Street, Friends of the Waldron and other community leaders to revitalize, own, and operate the building, the city will benefit as follows:

1. Create community engagement through events at the park showcasing history as well as community participation centering on the Waldron.
2. Enhance the Lewis and Clark Festival Park by providing indoor space for events and options for use during inclement weather.
3. Ensures that the City's prior investment into the building is not lost., this has been a key complaint from the community when the city purchases buildings.
4. Add value and expand on an area that is known as the gateway to Historic The Dalles, OR – part of a larger vision that has been talked about by other council members, the community, and which Main Street would like to get involved.
5. Create new employment opportunities downtown
6. Help The Dalles Main Street Program build upon past success and become more relevant and integral to the downtown area by creating revenue generating streams to become fiscally stable and help build on its vision to inform, inspire, involve and improve downtown.
7. Possibly generate additional revenue by adding the building to the tax rolls.
8. Reduce or remove the city liability associated with the building.
9. A stabilized and viable building would be easier and less costly to move in the event that moving becomes the only option for the building's survival. All of the repairs and upgrades needed to reuse the building in place would be required prior to moving it.

In October 2017, Eric Gleason presented a proposal to save the building. He hosted several information events to get the community involved in the project. The results of that effort have provided the following:

1. A non-profit organization – Friends of the Waldron Brothers Drugstore.
2. A list of volunteers to work on preservation and restoration efforts for the building
3. Identified a partner to work on the effort – The Dalles Main Street Program
4. A Restore Oregon grant to develop marketing and usage options, which resulted in a best to worst usage summary report.
5. Eric has started the process of revising the Oregon historical record of the property based on historical evidence making it one of the top 10 oldest commercial buildings in Oregon.

After Main Streets involvement and partnership in June of 2019, (less than two months) we have additionally identified the following:

1. More than \$250,000 in donations of time/resources for masonry work (mortar and stonewall repointing and repair), sanitation services, marketing, illustrations, art, and architectural drawings needed as defined in the KPFF report cost estimate from Feb 2009.
2. More than \$20,000 in additional pledged funds if the city and Main Street can come to a disposition agreement.
3. More than \$2,000 in current donated funds
4. Community support in the form of letters received, comments, and likes on Facebook posts, and donations surrounding the Facebook events.
5. We have initially identified up to \$750,000 in possible matching private money funding available for this project through the Family Ford Foundation, the Collins foundation, and the Kinsman foundation. These funds take pre-applications into the fall of 2019. To qualify we need to:
 - a. identify and define the project – done
 - b. get community support – done
 - c. get matching funds in time/materials/labor/dollars – a large chunk done
 - d. get city matching funds and support – requested in this proposal

The Waldron is not just a building it is a small part in a larger vision for The Dalles. In June, shortly after the new Main Street board members were voted in, TDMSP began hosting coffee events for the community on Saturdays. During these events, we have heard lots of great comments, feedback, and requests from the community. One common theme is that residents want to retain our history, beautify downtown, and create a messaging component that is common to visitors of The Dalles. The gateway, which is represented by the arch above the entrance to the boat dock, and the Lewis and Clark Festival Park, is a good start to this messaging. The Waldron is and should be a large part of the shared vision that TDMSP is documenting from our coffee chats. As the community has explained, some top projects should be to:

1. Beautify the downtown area.
2. Focus our attention on elements downtown that exist but need some restoration help.
3. Highlight the history of the town.
4. Expand the current boat dock to allow more than one boat to dock at a time. A need currently discovered
5. Expand the riverfront to allow personal watercraft and beach access for the community and visitors.
6. Create a gateway and an advertisement space for all there is to do in The Dalles at a common gathering place.
7. Provide a visible location to go to for historical information, tours, etc. with easy access by current boat visitors, highway 84 visitors, and the community.
8. Build on organization efforts that have been going on.
9. Bring back events that have been stranded or lost due to existing silos.
10. Cross collaborate and create synergies with existing organizations to find common ground and share a common message and experience with other leaders who only want what is best for our community.

The Waldron project will build on current efforts to meet the community requests we have identified in these community gatherings.

ASSESSMENT:

Key issues that this plan will address are as follows:

1. Preservation and construction
2. Usage plan
3. Access
4. Railroad issues/right of way
5. Cost/fundraising
6. Timing
7. Treatment plant

1. Preservation and Construction:

The city has preliminary numbers for the restoration and preservation of the building. These items provided in the KPFF report are all provided with the intention of removing or decreasing the liability the city may have in the event that something happens to the building or someone accessing the building. Our intention is to provide a plan that would reduce that liability completely by turning the building over to a private entity “The Dalles Main Street Program” that will work with the Friends of the Waldron and experts to address concerns current concerns. We also intend to engage experts that will do the work as a donation of time to reduce the costs associated with needed repairs for restoration in a short period. We have already identified a donated resource for all architectural drawings as well as the masonry repair work.

2. Usage plan:

We recommend a strategy for usage that works with the city and the events at the park. Based on the “Friends of the Waldron” market assessment by Marketek, the top uses align with our Main Street vision. We believe that a good option after preservation involves Main Street, local community, and city resources. Our usage plan generally will promote Main Street, the history of The Dalles, the city, and the Lewis and Clark Park. It will be a destination point for visitors and the community, driving visitors to downtown business, showing off the joint effort in preservation, and creating a highly usable space that will help Main Street with fiscal stability:

- a. The exterior of the building will be a draw for visitors to The Dalles as well as the community. It will be an extension to the park and will highlight the history of The Dalles and the significance to the state of Oregon, the Lewis and Clark Trail, and the value as the original county seat of Wasco County, which extended to everything east of the Cascades. North through Washington, South through Oregon, West to the Pacific, and East into Idaho, and parts of Montana and Wyoming.
- b. We are recommending the main level of the building be set up as both a standalone facility and an indoor flexible event center in conjunction with events held at the park. It could also be used as a place for local small crafters and businesses to sell their wares during boat season to the visitors of The Dalles. This will provide a first destination for visitors and an inside area adjacent to the park during harsh weather for social events for the community. The main street program can tell the stories of settlers, pioneers, Oregon Trail, and

merchants who set up shop along the river to buy and sell their wares. Pictures and storyboards inside along the walls would be a cool way to address the history of the town to visitors and the community. These options would also create a profit center for The Dalles Main Street program to help maintain and pay for the building and other events in which they are involved.

- c. We also recommend the second floor be set up as business offices for The Dalles Main Street program. Doing this will eliminate the rental expense currently associated with The Dalles Main Street Budget as well as create space for offices and artists that will be rentable.
- d. The lower “basement” level we would use as a bike hub. The two ideas we have in mind for this are outdoor bike racks as well as an indoor space to work on bikes and perhaps even a bike shop space where one of the local bike companies could rent. The Marketek report states that the bike hub is the number one best use for the building as it is the end of the trail for the new bike trail along the Columbia River.
- e. Another option we would like to explore is allowing The Dalles Main Street to coordinate events for the park and create an administrative usage fee, which would include the fees that the city collects for each event. TDMSP would handle all transactions for the city. This would remove the administrative burden for coordinating events for the city. It will also allow Main Street to promote higher usage as the program looks for ways to fill the park and create additional revenue to self-fund the Main Street program.

3. Access:

We believe the best plan would be to create an ingress/egress or shared use agreement for a strip of the parking lot currently used for the park. With the usage described above this type of access would align with events at the park when they occur and have little impact on current usage or new usage for the Waldron building. The agreement should address concerns of private events in the park as well as operations and access to the space when the park is closed. Allowing Main Street to be the gatekeeper for events would ensure cooperation exists for the Waldron Drug store building during private and public events.

4. Railroad issues/right of way:

Currently the Waldron sits on its own lot outside of the railroad right of way. A preliminary Title report ordered 8/12/19 from Amerititle states that “The Gitchell Building” parcel was conveyed to the city of the Dalles in 1978. Any access easements that had existed have all merged with title even though they are separate and distinct tax parcels. Access and easement agreements can be permitted by the city if the lot transfers ownership. At this time, Amerititle has no recorded access or easement agreements with the railroad associated to any of the property north of the railroad tracks surrounding the Waldron building site.

In conversations with different city representatives over the last few months, we know that there is a perception of safety that may need to be addressed. If needed, as part of an agreement to satisfy this “safety” perception, we would be willing to discuss using the engineering study in 2009 and a sheer wall construction inside the building 12 foot back from the existing wall. The purpose of the sheer wall while mainly proposed for stability could be used to:

- A. To create a safety zone/separation of 25 foot from the middle of the railroad. This safety zone would satisfy the railroad, but it is NOT required from the railroad, as they have no actual agreement with the city concerning the property that we have been able to find. The Waldron sits on its own-recorded lot with no additional agreements with the railroad.
- B. To firm up the structural integrity of the building. In 2009 when the report was generated by KPFF, the sheer wall was the recommended strategy for stabilization of the building. Today we can use other methods. I would like to note that a sheer wall does not cut off access or promote unused space. It can be designed to allow both access and usage for things like bike storage.

5. Cost/Fundraising:

The same report mentioned above from the engineers includes a cost of approximately 780,000 to firm up the foundation, replace all the windows, build two sheer walls, and replace all the doors and clean up the exterior. Of this, there is also about 110,000 in engineering and architectural fees. There is also an amount for the roof and a corner of the building, which the city has already paid for. Realistically and at first glance at the numbers, we believe we can probably drive the cost down through good negotiation and planning. In addition, some of the costs have already been dealt with by the city. We believe we can drive this cost down to less than 500,000.

As presented above, the fundraising process has already begun. With matching funds from the city, we expect we can secure private funding grants in just a few months to finish this project.

6. Timing:

If the city would enter into a timely contract with The Dalles Main Street program in conjunction with the Friends of the Waldron for disposition of the property, we believe together we can make satisfactory traction on this project in the next 6 months.

We would use the next 6 months, to continue fund raising, gather additional letters of commitment from general contractors, sub-contractors, masonry, and abatement specialists and have a firm commitment in place by the end of 2019.

We would also ask that the city as part of this package consider a matching contribution of funds. Since the demolition to the building would be a significant cost to the city, it is not unreasonable to ask for a matching contribution of up to 350,000 dollars. With an equity partnership from the city, we could at the very least have the main floor of the building up and running by summer or fall of 2020 for boat landings and events at the park.

Once the event area is complete, we would use those events to raise money for the continuation of the project into the upstairs area with the intent of focusing on the second floor during the off-season of 2020 and into early 2021. This would prepare The Dalles Main Street administration to move into the second floor space possibly by summer or early fall of 2021.

7. Treatment plant Planning:

We understand that the city may have concerns regarding the treatment plant expansion. We also understand that projected usage for the current facility runs through at least 2039-2049. This issue does not concern us at all. Twenty years of great community usage, marketing, and city

awareness that would result in this project would be an exclamation point on an area that is seen as a gateway to The Dalles.

Planning is a tough job, but we ask that you be a forward-looking council that was able to preserve an investment in this property by past council members. By entering into this arrangement, at the very least, you will give the city and community twenty years of great events, usage, and Main Street funding to support other downtown beautification projects. This is a much better strategy than the legacy that would be left by a council that planned and executed the demolition of a significant historical building in The Dalles landscape and one that is now on the most endangered list in Oregon.

We understand that we have no control over the expansion needs of the city. We also believe that if the TDMSP does its job, needs should increase. We would hope that future downtown beautification, expansion, or engineering plans done in the downtown area take into account covering, blocking, or moving the treatment facility somehow. If at some point however, technology does not give us better options for the treatment plant, and the city makes the determination that the park and or the Waldron is in the way, then we understand it may need to be taken back. With that in mind, we are willing to discuss this option as part of the overall plan.

RECOMMENDATION:

What we are asking for the city to do today is:

1. Review our executive summary and Enter into an agreement with The Dalles Main Street for the disposition of the Waldron building allowing them to:
 - a. begin cleanup and restoration of the building
 - b. Allow TDMSP to begin actively reaching out for private and publicly funded grants.
 - c. hold events to involve the community at the park for the restoration of the building
 - d. Get into the building to firm up architectural and structural plans.
2. Assign a portion of the budget on successful fund raising to match a percentage of what the city would spend to demolish or move the building. Asking for up to 350,000 in matching funds to be budgeted for 2020
3. Help us improve our community by partnering with TDMSP and Friends of the Waldron Brothers Bookstore to move this project forward on the bike path to success!

We believe we have addressed all the main concerns regarding this facility and the city's liability with this proposal, we ask that you give this serious consideration.

Sincerely,

The Dalles Main Street Program

Friends of the Waldron Brothers Drugstore committee members

Social Media awareness - 8/13/19								
Name	phone	email	snail mail	Labor pledge hours	dollar pledge	donated dollars in services	fte \$ donated	notes
Craig Bowder								
Lisa Wallace				10	\$ 10.00		\$ 300.00	friend of terry and dons
Terry				10			\$ 300.00	friends
Don				10	\$ 10.00		\$ 300.00	friends
Todd Carpenter				350	\$ 1,000.00	\$ -	\$ 10,500.00	main street
Shrilyn Hutchinson				10			\$ 300.00	facebook main street
Katie Kuehni				10	\$ 10.00		\$ 300.00	facebook main street
Colleen Dahie				10	\$ 100.00		\$ 300.00	facebook main street
Steve Hunt				10			\$ 300.00	
Nan Stevenson				10			\$ 300.00	
Katherine Arvidson Potheir				5	\$ 10.00		\$ 150.00	will donate photography work - facebook the dalles past present fuure
Jill presley				10			\$ 300.00	friend of terry and dons
Richard Tuemmler				10			\$ 300.00	friend of terry and dons
Dan Lefever vp of bishop sanitation	971-998-6974					\$ 2,000.00	\$ -	will donate portable restrooms and service towards the restoration process
Tim Foster				10			\$ 300.00	facebook = the dalles happenings
Natasha Skov				10			\$ 300.00	facebook = the dalles happenings
Loreen Officer				10	\$ 100.00		\$ 300.00	facebook - the dalles happenings
Wesley Mitchell				10	\$ 100.00		\$ 300.00	facebook - main street
Shane Kelley				40	\$ -	\$ 40,000.00	\$ 1,200.00	architectural design work from KPFF line item
Denai Manion				40		\$ 5,000.00	\$ 1,200.00	illustration and design work
Michael Byrne - and company				50		\$ 200,000.00	\$ 1,500.00	stone/masonry work - from KPFF line item
Cheryl Hexum Godwin					\$ 100.00		\$ -	facebook the dalles main street
Jeffrey Peterson	541-705-5880			20			\$ 600.00	sandblasting - would like a reminder about building meeting
Tim Armstrong					\$ 10.00		\$ -	Faceook the dalels past present and future.
Nathan Parker				10			\$ 300.00	Facebook the dalles happenings
Helen Elsmore				10			\$ 300.00	Facebook the dalles happenings
Kelly Smutz				10			\$ 300.00	Facebook the dalles past present future
Debra Mcbain				10	\$ 10.00		\$ 300.00	Facebook the dalles past present future
Phil and Sheila Dooley				50	\$ 1,000.00		\$ 1,500.00	
Kayla Carpenter (no relation to me)				50	\$ 100.00		\$ 1,500.00	Facebook the dalles happenings
Friends of the Waldron donations and support								
Downtown businesses donations and support								
Main Street fundraising donation and support								
			total Pledged	785	\$ 2,560.00	\$ 247,000.00	\$ 23,550.00	
Other facebook donations					\$ 20.00			
Other facebook donations					\$ 405.00			
					\$ 2,985.00	\$ 247,000.00	\$ 23,550.00	
Combined match							\$ 273,535.00	