



CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125
PLANNING DEPARTMENT

SPECIAL MEETING AGENDA CITY OF THE DALLES HISTORIC LANDMARKS COMMISSION

CITY HALL COUNCIL CHAMBERS
313 COURT STREET
THE DALLES, OREGON 97058

MEETING CONDUCTED IN A ROOM IN COMPLIANCE WITH ADA STANDARDS

Wednesday, July 31, 2019
4:00 PM

- I. Call to Order**
- II. Roll Call**
- III. Pledge of Allegiance**
- IV. Approval of Agenda**
- V. Public Comments** – During this portion of the meeting, anyone may speak on any subject which does not later appear on the agenda. Five minutes per person will be allowed.
- VI. Public Hearing**
 - A. Historic Landmarks Commission Application 170-19, The Dalles Main Street
Application withdrawn.
 - B. Historic Landmarks Commission Application 171-19, The Dalles Main Street
Request: Approval to install a classic neon sign. The Edward C. Pease Department Store, commonly known as Craig Office Supply, is located at 323 E. Second Street and is a secondary contributing resource included in The Dalles Commercial Historic District.
- VIII. Resolutions**
 - A. Resolution 160-19 for HLC 171-19, The Dalles Main Street
- IX. Staff/Commissioner Comments**
- X. Next Meeting Date** – August 28, 2019
- XI. Adjournment**

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THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125
COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT HISTORIC LANDMARKS REVIEW # 171-19

TO: The Dalles Historic Landmarks Commission

FROM: Dawn Marie Hert, Senior Planner

HEARING DATE: Wednesday, July 31, 2019 – Special Meeting

ISSUE: The Dalles Main Street is applying to install a classic neon sign to the facade adjacent to the alleyway of the historic Edward C. Pease Department Store building, commonly known as Craig Office Supply building.

SYNOPSIS:

APPLICANT	The Dalles Main Street
PROPERTY OWNER	Craig Development, LLC
LOCATION	323 E 2 nd Street, The Dalles, OR 97058
ZONING	“CBC-1” – Central Business Commercial, Commercial Historic District
EXISTING USE	Commercial
SURROUNDING USE	Commercial
HISTORIC STATUS	Classified as a Secondary Resource in The Dalles Commercial Historic District.

NOTIFICATION: Published advertisement in local newspaper; notification to property owners within 100 feet, SHPO.

RECOMMENDATION: Approval, with conditions, based on the following findings of fact.

BACKGROUND: The Craig building was built circa 1910 and is classified as a Secondary resource in The Dalles Commercial National Historic District. The building was restored in 2016 and is Classical Commercial architecture. The building is currently used commercially for medical billing offices.

The Dalles Main Street is working in coordination with the National Neon Sign Museum to install classic neon signs in semi-obscure locations to encourage people to get out of their vehicles and walk our historic downtown.

The 'Jefferson Hall' sign is planned to be restored and installed on the north face/alleyway side of the Craig building using the gentlest means possible to not harm the historic building. The sign will have a small plaque at street level with details on the age of the sign and details on its original location.

ANALYSIS: The Historic Landmarks Commission is responsible for conducting hearings dealing with proposed alterations to historic buildings. The Dalles Municipal Code, Title 11 Planning, Chapter 11.12 – Historic Resources provides process as well as established design guidelines to assist the Commission in making these decisions. The purpose of the Historic Landmarks Commission, the Historic Code and the review criteria are to:

- *Protect historic and cultural resources from destruction, inappropriate alteration, and incompatible adjacent development;*
- *Stabilize and improve property values in historic districts and citywide;*
- *Enhance the city's attractiveness to visitors and residents, and stimulate business, industry and tourism;*
- *Educate The Dalles' citizens and visitors concerning the city's heritage;*
- *Preserve the historic housing stock of The Dalles;*
- *Comply with The Dalles Comprehensive Plan.*

A. THE DALLES MUNICIPAL CODE – TITLE 11.12 – HISTORIC RESOURCES – CODE RELATING TO HISTORIC RESOURCES WITHIN THE CITY OF THE DALLES.

Section 11.12.070, Subsection A. Review Criteria:

3. "Secretary's Standards. Commission decisions shall be based on the Secretary of the Interior's Guidelines for the Treatment of Historic Properties." The following are pertinent standards from the "Guide".

1. *"A property shall be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships".*

FINDING-A1: There is no change to the building use. Criterion does not apply.

2. *"The historic character of a property shall be retained and preserved. The removal of historic materials or alterations to features and spaces that characterize a property shall be avoided."*

FINDING-A2: The request does not include removing any historic materials from the building. The plans include addition of one classic neon sign to the north face of the building. Criterion met.

3. *"Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken."*

FINDING-A3: There are no plans for additions that would create a false sense of historical development. This historic neon sign is considered an art installation and

will provide a plaque at eye level that details the sign and its original location.
Criterion met.

4. *“Changes to a property that have acquired historic significance in their own right shall be retained and preserved.”*

FINDING-A4: There are no plans for removal of changes to the historic building.
Criterion met.

5. *“Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.”*

FINDING-A5: There are no plans for any historic features to be removed. Criterion met.

6. *“Deteriorating historical features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary and physical evidence.”*

FINDING-A6: The applicants do not plan to alter any historic features to this building. Criterion does not apply.

7. *“Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.”*

FINDING-A7: This request is just for the addition of the one classic sign. There are no plans for surface cleaning with this application. Criterion does not apply.

8. *“Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.”*

FINDING-A8: No excavation is planned with this request. Criterion does not apply.

9. *“New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.”*

FINDING-A9: The installation of the classic neon sign will be in the gentlest means to not destroy any historic materials that characterize the property. The location of the installations will be on the south wall that fronts the alleyway and will be compatible in size and scale. Criterion met

10. *“New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.”*

FINDING-A10: The installation of the classic signs will not alter the essential form and integrity of the historic property. Utmost care will be taken with installation of the sign. Criterion will be addressed as a condition of approval.

B. THE DALLES MUNICIPAL CODE – TITLE 11.12.095 – HISTORIC RESOURCES – CODE RELATING TO DESIGN GUIDELINES FOR HISTORIC RESOURCES.

SIGNS

Signs should not be the dominant feature of a building or site, yet they are a key component in identifying businesses and contributing to the livelihood of the street with their individuality. New construction and rehabilitation should maintain a system in which signs identifying businesses are visible to both pedestrian and automobile traffic without detracting from the architecture or overpowering the streetscape.

GUIDELINES:

- a. Wall signs, window signs, canopy and projecting signs attached to buildings should be compatible in scale, without obscuring the architectural features.*
- e. Hanging signs using front lighting are recommended.*
- j. Plastic sign faces are not recommended.*
- k. Can signs are not recommended.*

FINDING B-1: The proposed sign will project from a rear building offset and is in scale with the historic building and in a location that is not obscuring architectural features. The classic sign will be restored with neon and will be illuminated. The sign does not have a plastic face. The definition of a “can sign” is broad. Staff has considered a can sign to have a cabinet and some plastic components. This proposed sign does not have a plastic face or components. Criterion met.

CONCLUSIONS: The proposed installation of one classic neon sign and plaque will be a welcome addition to the National Historic District by providing a historic educational component to the downtown. In all respects this application meets the standards of the Secretary of the Interior and The Dalles Municipal Code, Title 11-12 Historic Resources with the following conditions.

Recommended Conditions of Approval:

1. Work will be completed in substantial conformance to the pictures and proposals as submitted and reviewed.
2. The installation of the classic sign and plaque shall not alter the essential form and integrity of the historic property. Utmost care will be taken with the installation.
3. The applicants will need to submit plans for structural building and electrical permits to the Wasco County Building Codes Department.
4. The applicants are required to notify the Planning Department of any alteration of the approved plans.



CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125
FAX: (541) 298-5490
Community Development Dept.

HLC# 171-19

HISTORICAL LANDMARKS APPLICATION

Application is required for modifications and/or alterations to the exterior of certified historic structures and all structures within certified historic districts. Additionally, new construction within established historic districts are also required to appear before the City of The Dalles Historic Landmarks Commission.

Name:	The Dalles Main Street)
Address	710 E 2nd St. Suite 3, PO BOX 544 The Dalles, OR 97058
Site Address	323 East 2nd St, The Dalles, Or
Map and Tax Lot	Map: 1N-13E-3BD Block 2 Lot 7, Tax Lot: 2400
Telephone	(541) 370-2849
Zoning	Commercial

Please

describe your project goals.

The goal of this project is to light up Downtown The Dalles with classic neon signs for the purpose of a walking tour and to increase the attractive nature and interest of Downtown The Dalles from the view of I-84. Historic contributing, non-contributing, and other buildings in our downtown will serve as the staging areas for a tentatively temporary art exhibit showcasing classic neon signs while also serving as a tool to tell The Dalles' historic and amazing story.

How will your project affect the appearance of the building and or site?

The utmost care will be taken when determining best practices on how to display the neon signs whether they are displayed from the building's rooftop or fixed to the side of the building. The point of this project is to strategically place the signs so that a resident or visitor has to exit their vehicle in order to achieve a full view and the historic story telling experience. The signs and buildings themselves will not correlate in any way in order to avoid confusion regarding business placement.

What efforts are being made to maintain the historic character of this structure?

No other changes are slated at this time to the building that may affect it's historic character. This project is only meant to enhance the historic nature of the downtown as a whole. As stated above, proper consideration will take place in order to ensure buildings are not damaged or it's integrity tested by the placement of these signs. Our desire is for enhancement only for this tentatively temporary art exhibit.

What is the current use of this property?

Currently housing a business.

Will the use change as a result of approval of this application? Yes/No No

List any known archeological resources on site.

This project will most likely not affect the archaeological nature of this property.

The review criteria for each application are the Secretary of the Interior's Standards. These standards have been adopted by City Ordinance 94-1194 as local review criteria.

I certify that the above information is correct and submit this application with nine (9) copies of a site plan drawn to scale, nine (9) copies of detailed, elevation drawings with proposed changes, and nine (9) current color photographs (4X6 inch minimum) of the building/structure front.

The Dalles Main Street

Applicant

Date

Gary Rains, owner
Gary Rains

Owner (if not the applicant)

I have reviewed the above application and certify that it is complete and accepted for processing.

Secretary, Historical Landmarks Commission

For Office Use Only

Historical Classification _____

(Primary, Secondary, Historical, Etc.)

Historic Building/Site ☐ Historic District: Trevitt ☐ Commercial ☐

Historic Name _____

(If any)

Year(s) Built _____

Dawn Hert

From: Main Street Staff <staff.dallesmainstreet@gmail.com>
Sent: Thursday, July 11, 2019 2:08 PM
To: Dawn Hert
Subject: Fwd: Actual attachments
Attachments: Historic Sign.pdf

Hi Dawn,

Please see the signed application from Gary Rains.

Thanks,
Terry Chance

----- Forwarded message -----

From: gary [garyrains.com](mailto:gary@garyrains.com) <gary@garyrains.com>
Date: Wed, Jul 10, 2019 at 9:44 AM
Subject: Re: Actual attachments
To: Main Street Staff <staff.dallesmainstreet@gmail.com>

Signed document is attached. We should discuss the exact placement of the sign.

Gary

From: gary [garyrains.com](mailto:gary@garyrains.com)
Sent: Monday, July 8, 2019 7:11:25 AM
To: Main Street Staff
Subject: Re: Actual attachments

I'm in Louisiana. Back tomorrow and I'll get these back to you.

Gary

From: Main Street Staff <staff.dallesmainstreet@gmail.com>
Sent: Friday, July 5, 2019 9:13:14 AM
To: gary [garyrains.com](mailto:gary@garyrains.com)
Subject: Actual attachments

for last email - oops, trigger happy

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Sherry DuFault
Executive Director
[The Dalles Main Street](#)

PO Box 544
710 E 2nd Street, Suite 3
The Dalles, OR 97058

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 111

ALTERATIONS: Major; Extensive alterations to main facade
STYLE Italianate
USE: Retail
PREVIOUS HISTORIC LISTING: None
CLASSIFICATION: Historic Non-Contributing

PHYSICAL DESCRIPTION: This two-story brick building has stucco as the exterior finish material. The roof is flat and built up. The main (south) elevation has aluminum storefront door and windows. The spandrel is covered with decorative wood paneling.

HISTORICAL DATA: According to the Sanborn Fire Insurance Maps, the building was used for a variety of uses including a grocery and hardware store (1900), and a printing business and offices (1909, 1926).

#91 HISTORIC NAME: Edward C. Pease Department Store
COMMON NAME: Craig Office Supply
ADDRESS: 319-321 E. Second Street
RESOURCE TYPE: Building
OWNER'S NAME AND ADDRESS:
Kenneth W. & Helen M. Kortge
5663 Mill Creek Road
The Dalles, Oregon 97058
ASSESSOR'S MAP: IN-13E-3BD BLOCK: 2 LOT: 7, pt. 8 TAX LOT: 2400
ADDITION: Laughlin's Addition
YEAR BUILT: 1910-1911
ALTERATIONS: Ground floor alterations of storefronts with metal, stucco, signing, and exterior lighting.
STYLE: Classical/ Commercial (originally Italianate)
USE: Retail
PREVIOUS HISTORIC LISTING: Oregon Statewide Inventory (1984-85)
CLASSIFICATION: Secondary

PHYSICAL DESCRIPTION: The Pease Department Store is a two-story brick building, on a corner lot, with a rectangular plan measuring 75'x 120'. The building has a concrete foundation with a basement in the rear half, and a wood frame interior.

The flat roof is behind a low parapet wall. The building has an ornamental sheet metal cornice with acanthus leaf and ornamental scroll modillions, cyma recta crown molding above the dentils, and ornamental

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

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brick patterned walls, window surrounds, and pilasters. The upper floor detailing is crisp and the entire building appears to be in good condition.

The second floor windows are intact examples of the Chicago Style tripartite windows on the principal elevations (south and east elevations). The first floor windows on the Federal Street (east) elevation have been stuccoed in and a mural depicting a Native American scene covers the elevation (painting not painted directly on building, 1993).

The first floor storefronts have been altered by new windows, doors and bulkheads. A corrugated metal awning on the north elevation covers the transoms on the first floor. A brick wall projects above the roof which was apparently used as a sign wall. Original iron clad shutters, an arched door, and a garage door are on the rear elevation.

HISTORICAL DATA: The first building at this location was damaged by the fire of 1891, the building was part of the Daniel M. and Joshua W. French properties on Second Street, as the location of their mercantile business. This business was sold to Brooks and McFarland in 1875, later becoming McFarland and French. The French in this case was another brother, Smith French, who came to The Dalles in 1877. This business was the predecessor of the Edward C. Pease Company.

Edward C. Pease, a prominent pioneer merchant of The Dalles, was born in San Francisco (1860). He came to Portland in 1882 during the construction of the railroad and moved to The Dalles in 1884 to work as a clerk for McFarland & French Mercantile Company. In 1891, he became associated with Robert Mays. Pease and May formed a partnership (bought out McFarland & French) until May retired in 1900.

On June 5, 1911, the heirs of Robert Mays deeded the property to Edward Pease and Company. Pease built a large new building on the corner of Federal and First streets and continued his merchandising business. Pease also opened a store in Shaniko, Oregon after the completion of the Columbia Southern Railroad. Pease was a member of The Dalles Chamber of Commerce, a member of the Oregon State Board of Higher Education, and Honorary President of the Wasco Pioneers' Association. He was also instrumental in promoting the construction of the Bonneville Dam on the Columbia River. Pease's wife, Edna Pease Pratt, sold the store and building in 1961 to Kenneth and Helen Kortge.



Jefferson Hall

18' tall

6' widest

Jefferson Hall

<— ACTUAL..

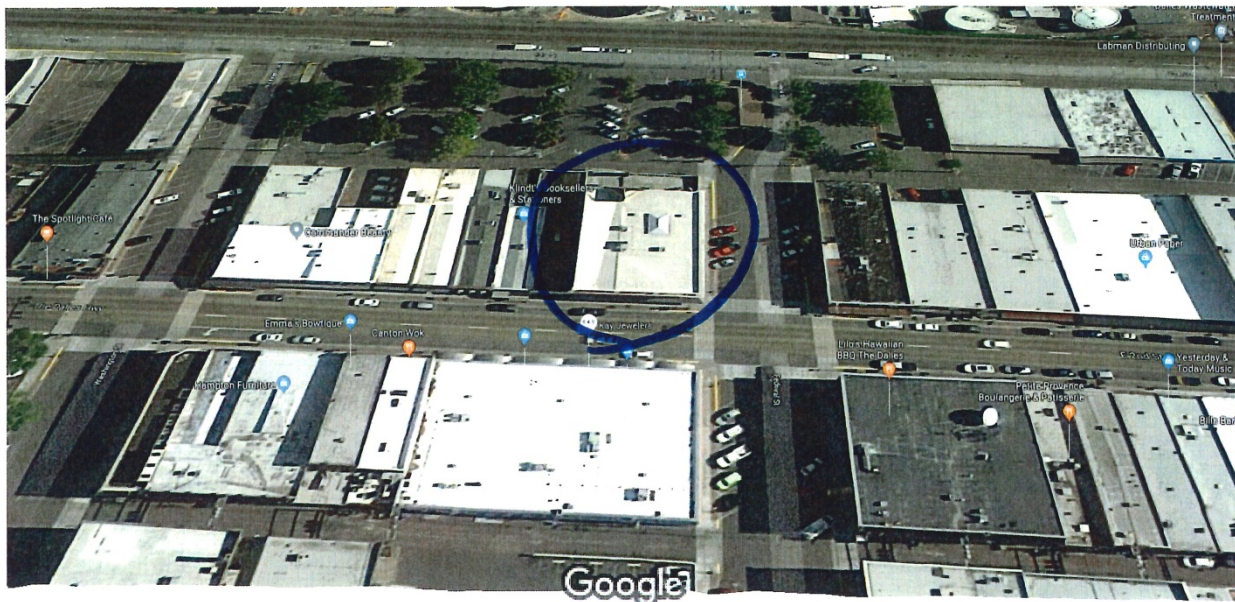
Vs. mockup

drawing

above right









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THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125
COMMUNITY DEVELOPMENT DEPARTMENT

HISTORIC LANDMARKS RESOLUTION NO. 160-19

Adopting The Dalles Historic Landmarks Commission Application #171-19 of The Dalles Main Street. This application is for a Historic Landmarks Commission hearing to gain approval to install a classic neon sign. The property is located at 323 E. Second Street, The Dalles, Oregon and is further described as 1N 13E 3 BD tax lot 2400. The Edward C. Pease Department Store, commonly known as Craig Office Supply, is a secondary contributing resource included in The Dalles Commercial Historic District. Property is zoned CBC – Central Business Commercial.

I. RECITALS:

- A. The Historic Landmarks Commission of the City of The Dalles has, on July 31, 2019, conducted a public hearing to consider the above request.
- B. A Staff Report was presented, stating findings of fact and conclusions of law.
- C. Staff Report #171-19 and the minutes of the July 31, 2019, hearing, upon approval, provide the basis for this resolution and are herein attached by reference.

II. RESOLUTION: Now, therefore, be it FOUND, DETERMINED, and ORDERED by the Historic Landmarks Commission of the City of The Dalles as follows:

- A. In all respects as set forth in Recitals, Part “I” of this resolution.
- B. Historic Landmarks Review 171-19, The Dalles Main Street, is *approved* with the following conditions:
 - 1. Work will be completed in substantial conformance to the pictures and proposals as submitted and reviewed.
 - 2. The installation of the classic sign and plaque shall not alter the essential form and integrity of the historic property. Utmost care will be taken with the installation.
 - 3. The applicants will need to submit plans for structural building and electrical permits to the Wasco County Building Codes Department.
 - 4. The applicants are required to notify the Planning Department of any alteration of the approved plans.

III. APPEALS, COMPLIANCE AND PENALTIES:

- A. Any party of record may appeal a decision of the Historic Landmarks Commission to the City Council for review. Appeals must be made in accordance to Article 11.12.090 of The Dalles Municipal Code, Chapter 11.12 Historic Resources, and must be filed with the City Clerk within ten (10) days of the date of mailing of this Order.
- B. Failure to exercise this approval within the time line set either by Order or by The Dalles Municipal Code will invalidate this permit.

ADOPTED THIS 31ST DAY, JULY, 2019.

Bob McNary, Vice Chair
Historic Landmarks Commission

I, Dawn Marie Hert, Senior Planner & Historic Landmarks Secretary for the Community Development Department of the City of the Dalles, hereby certify that the foregoing Order was adopted at the meeting of the City Historic Landmarks Commission, held on July 31, 2019.

AYES: _____

NAYS: _____

ABSENT: _____

ABSTAIN: _____

ATTEST: _____
Dawn Marie Hert, Senior Planner & Historic Landmarks Commission Secretary
City of The Dalles Community Development Department