

BEAUTIFICATION COMMITTEE AGENDA

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**AGENDA**

**BEAUTIFICATION COMMITTEE MEETING**

**SEPTEMBER 1, 2021**

**5:30 p.m.**

**VIA ZOOM**

<https://zoom.us/j/95147361566?pwd=S2N6bnRSbHVqZkdwaFJlEVkhVNFbZQT09>

Meeting ID: 951 4736 1566      Passcode: 197873

Dial 1 346 248 7799      or 1 669 900 6833

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
  - A. Approval of August 18, 2021 Beautification Minutes
5. AUDIENCE PARTICIPATION
6. COMMITTEE REPORTS
  - A. Welcome Signs – Presentation for City Council
  - B. Stop the Drop/Community Clean-ups
  - C. Beautification Award
7. Next Meeting: September 20, 2021  
Items for next meeting:
8. ADJOURNMENT

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This meeting conducted Via ZOOM

Prepared by/  
Izetta Grossman, CMC  
City Clerk

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**CITY OF THE DALLES**

"By working together, we will provide services that enhance the vitality of The Dalles"

MINUTES

BEAUTIFICATION COMMITTEE MEETING

AUGUST 18, 2021

VIA ZOOM

PRESIDING: Tiffany Prince

MEMBERS PRESENT: Connie Krummrich, John Nelson, Bill Lennox, Adam Rahmlow,  
Mo Burford

ABSENT: None

GUEST: Honorary Member Max Butensky

Staff Liaison: Izetta Grossman, CMC, City Clerk

CALL TO ORDER

President Tiffany Prince called the meeting to order at 5:31 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; Prince, Krummrich, Nelson, Lennox, Rahmlow, Burford present.

APPROVAL OF AGENDA

It was moved by Lennox and seconded by Nelson to approve the agenda as presented. The motion carried 6 to 0; Prince, Krummrich, Nelson, Lennox, Rahmlow, Burford voting in favor; none opposed.

APPROVAL OF MINUTES

It was moved by Nelson and seconded by Krummrich to approve the minutes of the July, 2021 Regular Beautification Committee Meeting as presented. The motion carried 6 to 0; Prince, Krummrich, Nelson, Lennox, Rahmlow, Burford voting in favor; none opposed.

COMMITTEE REPORTS

Welcome Signs

Rahmlow reviewed the criteria and how he organized the Google shared drive (see attached).

The committee discussed important items to include in the September 13 City Council

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**BEAUTIFICATION COMMITTEE**

“To add to the rich cultural history of our place; share the beauty of our community; and instill a sense of pride in our public, private, and communal outdoor spaces.”

presentation. Items to include were:

- Review work completed
- River theme
- Keep it simple
- Design draft: on the Beautification hat
- Locations
- Request that Beautification Committee representatives be on the final design selection committee

Prince and Lennox would meet to finalize the PowerPoint presentation, and provide it to the City Clerk by September 2 for inclusion in the Council Agenda packet.

Krummrich thanked everyone for all the hard work put into the project.

#### Stop the Drop/Community Clean-ups

Krummrich reviewed the Community clean-up report.

She said Councilor Richardson and the Mayor had attended the clean-up. She said there were about 10 people in attendance.

Krummrich said the next event was September 11. She asked for other committee members to attend, as she would not be available. She said the Lions Club would be the guest host.

Krummrich said there were three events left (September, October, November) before the winter break of 3 months.

Krummrich said she was worried that volunteers wouldn't be allowed into schools. Nelson said the School Board was meeting soon, and he would let her know.

Lennox said he was on KODL radio on Tuesday at 10 a.m. He asked the Committee to let him know if they had anything for him to talk about.

#### Beautification Award

Krummrich reviewed subcommittee terms and rotation.

She said the current sub-committee was herself, Lennox, Burford. She said each month the person who had served 3 months rotates off and another person comes on the sub-committee.

Krummrich said she was coming off in September. Rahmlow said he was willing to rotate on.

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### **BEAUTIFICATION COMMITTEE**

“To add to the rich cultural history of our place; share the beauty of our community; and instill a sense of pride in our public, private, and communal outdoor spaces.”

DISCUSSION ITEM

Future Meeting Day and Time

After some discussion it was the consensus of the Committee to have the next meeting on September 1; then change to the first and third Mondays of the month at 4:00 p.m. to 5:30 p.m.

The next meeting will be September 1, 2021 at 5:30 p.m.

Items for the agenda

Review the Council Presentation

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:50 p.m.

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Submitted by/  
Izetta Grossman, CMC  
City Clerk

SIGNED:

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Tiffany Prince, President

ATTEST:

\_\_\_\_\_  
Izetta Grossman, CMC, City Clerk

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**BEAUTIFICATION COMMITTEE**

“To add to the rich cultural history of our place; share the beauty of our community; and instill a sense of pride in our public, private, and communal outdoor spaces.”

January 26, 2021

From Pat Cimmiyotti

Izetta and John,

Thanks for inviting me to join your meeting. Attached is the information provided at the meeting. I apologize that some of this information is still hand drawn but our drafters are extremely busy with upcoming projects.

Overview:

ODOT has provided preliminary approval of two locations, Exit 85 Top of the Ramp and River Road Between Exit 82 Interchange and Hwy 30 west side of the roadway.

The requirements for the markers are illustrated in Division 57, 734-057-0010 – City/County Entrance Program.

WB Sign - Exit 85 – Top of Ramp

- The marker has to be the same dimension of the existing sign and placed within a couple of feet to eliminate reducing sight distance looking south.
- The existing sign dimension is 9 foot X 3 foot.
- The marker supports have to be in similar size but not necessary same type.
- Need to confirm landscape around the sign

EB Sign – River Road between Exit 82 and Hwy 30

- The existing “NO Jake Breaks” Sign will be removed by ODOT
- Establish an ODOT permit to place fill on ODOT R/W to construct platform for sign installation.
- Construct the necessary embankment, estimated at 250 Cubic Yards so the sign can be placed outside of the Clear Zone.
- There is no site restrictions on this entrance marker
- City can utilize ODOT two concrete sections 8’ Length X 6’ height X 8” thick at no cost (see Attached Pictures) They have a different form liner then I illustrated.

Next steps:

- Provide a written request from City of The Dalles to place a Welcome Markers at these given locations.
- Establish a miscellaneous permit to place the embankment fill on River Road
- Construct the embankment
- When the marker design is completed, submit the formal application to ODOT for approval.

Please let me know, if you have any questions.

# Department of Transportation

## Highway Division - Chapter 734

### Division 57

### PERMITS FOR DEVELOPMENT ON HIGHWAY RIGHT OF WAY

#### **734-057-0010**

#### **City/County Entrance Program**

(1) Cities, counties and unincorporated communities as identified in the county comprehensive plan defined in ORS 197.015, are permitted to develop and maintain a landscaped area within the state highway right of way to enhance the aesthetic value along state highways and to welcome motorists to a city, county or unincorporated community.

(2) One landscaped area will be allowed at each entrance of a state highway into a city, county or unincorporated community. The area may include a marker that indicates motorists are entering, or welcomes them to, a city, county or unincorporated community.

(3) The request by a city or county to develop a landscaped area:

(a) Shall be in writing, on official letterhead accompanied by a Department of Transportation permit application, Form 734-3457. Such form is available from the District manager of the Department of Transportation;

(b) Shall include a site plan; and

(c) Shall be submitted to the appropriate District Manager of the Department of Transportation for review and approval. In order to facilitate site review, the District manager may require the city or county to place markings such as lath stakes or other markings at the location of the proposed area to be landscaped.

(4) The request for an unincorporated community to develop a landscaped area must be submitted by the county.

(5) The landscaped area and marker shall conform to the following guidelines:

(a) The landscaped area must be within or as near as safely can be accommodated to the territorial or zoning jurisdiction of the city, county or unincorporated community;

(b) The landscaped area and marker must be located so that it is not a roadside safety hazard nor restricts sight distance and must conform to all applicable highway clear zone requirements;

(c) The landscaped area and marker must have Federal Highway Administration approval when located on interstate right-of-way and must not be visible from an interstate highway;

(d) The overall size of any rigid object within the landscaped area may not exceed 200 square feet;

(e) The landscaped area or marker may contain only the official name, logo and/or slogan of the city, county or unincorporated community. No advertising or other commercial message will be allowed; and

(f) The landscaped area and marker shall be constructed of a material appropriate to the location and environment.

(6) Upon approval of the request for site development, the District Manager will execute a permit to the city or county for each landscaped area. No work on highway right-of-way may begin until a valid permit has been received by the city or county.

(7) The following shall be the responsibility of the city or county:

(a) The manufacture, installation, maintenance, repair or removal of the landscaped area or marker;

(b) Relocation and/or removal of the landscaped area and/or marker as a result of highway improvement projects;

(c) The provision of traffic control in accordance with the standards adopted under ORS 810.200 by the Oregon Transportation Commission.

(8) The permit issued by the District Manager for a landscaped area may be canceled if the city or county fails to comply with the provisions of this rule or the provisions of the permit. The permit may also be canceled if the Department determines that any individual landscaping or marker, of this program violates federal or state law.

(9) Markers or signs denoting entrances to cities, counties or unincorporated communities that are to be placed outside of highway right-of-way must meet the requirement of ORS Chapter 377 and OAR 734, division 60.

**Statutory/Other Authority:** ORS 184.616, 184.619, 366.205 & 374.310

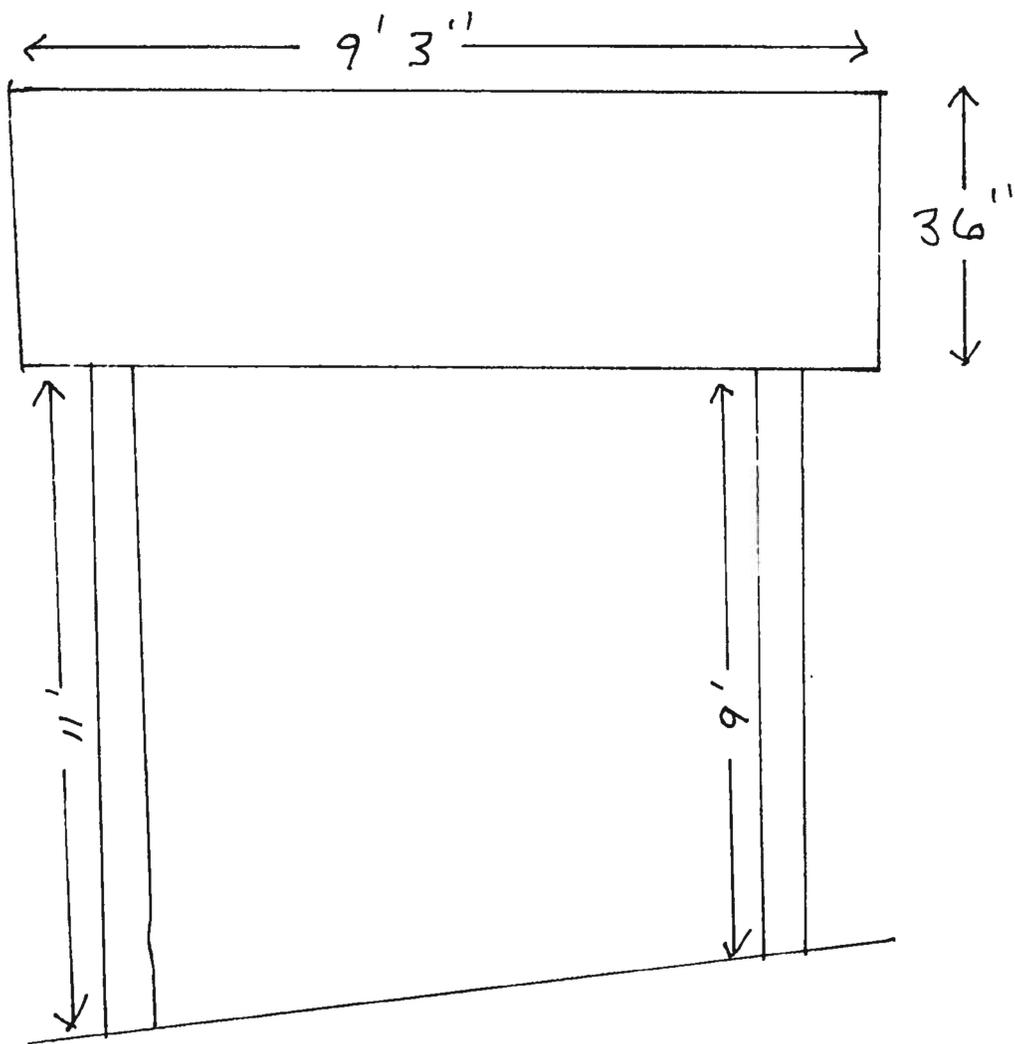
**Statutes/Other Implemented:** ORS 374.305

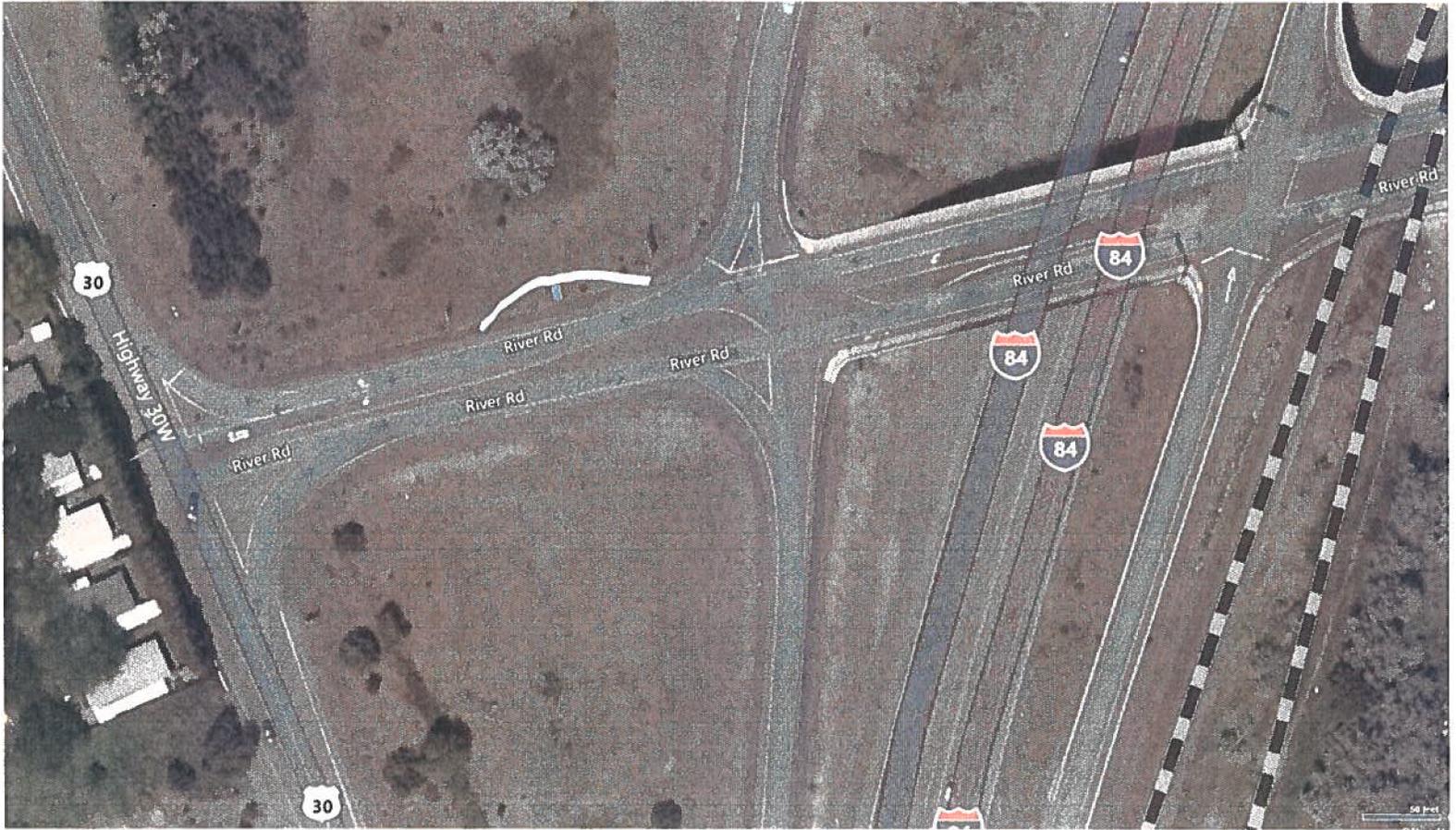
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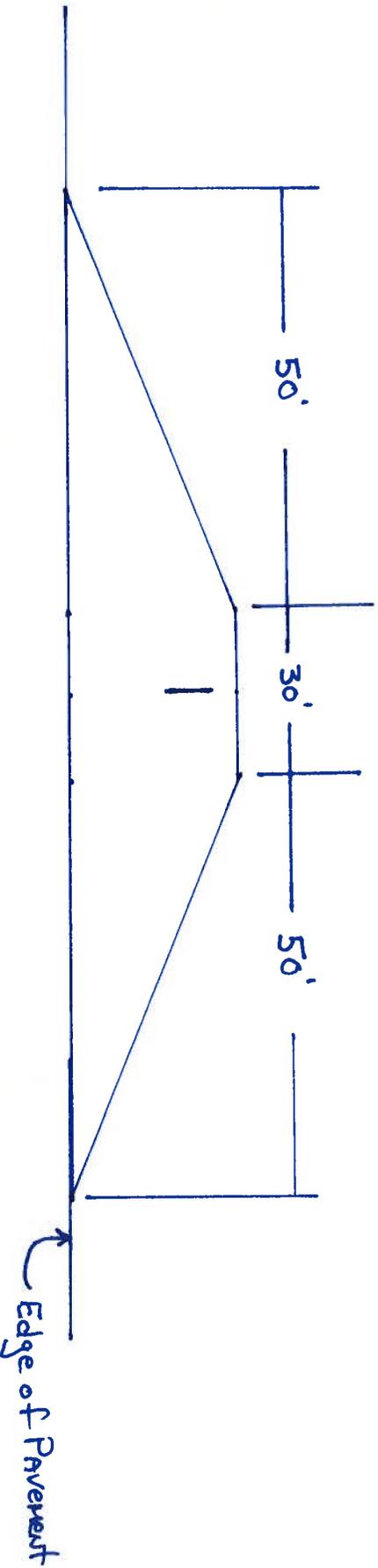
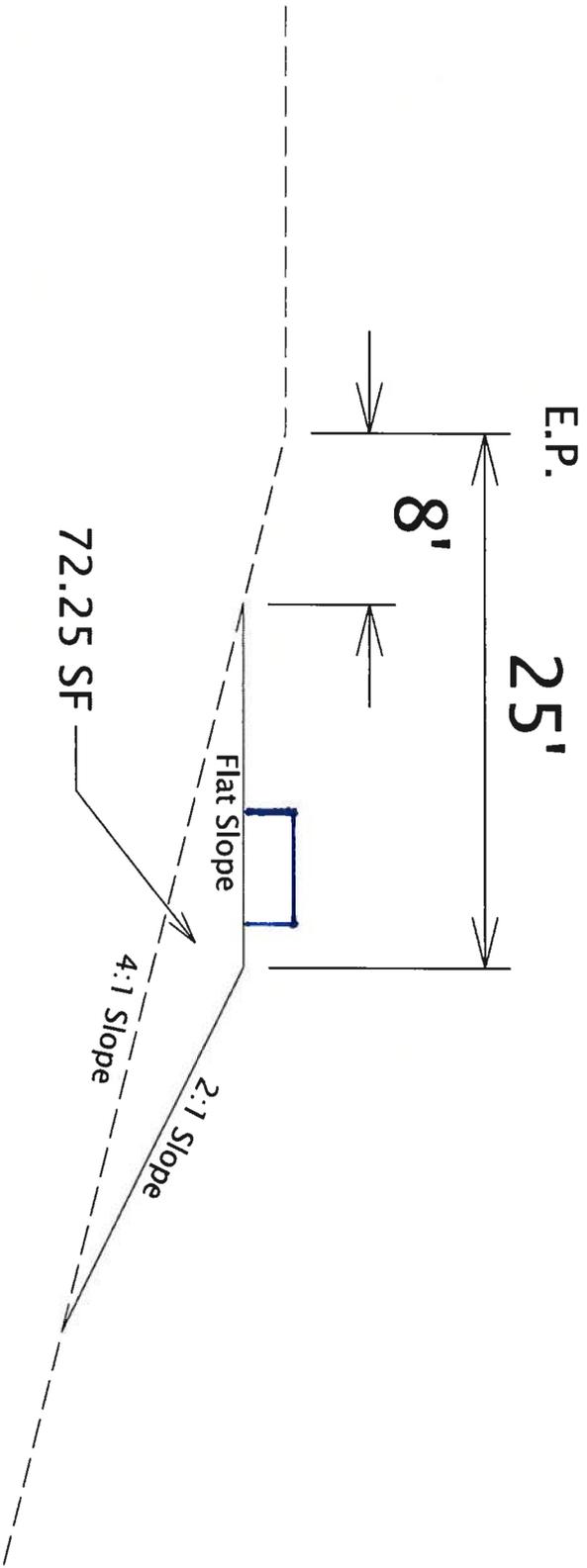
TO 6-1998, f. & cert. ef. 8-20-98

Please use this link to bookmark or link to this rule.













# The Dalles: Welcome Sign

Outlining East and West side  
proposals for the installation of  
welcome signs

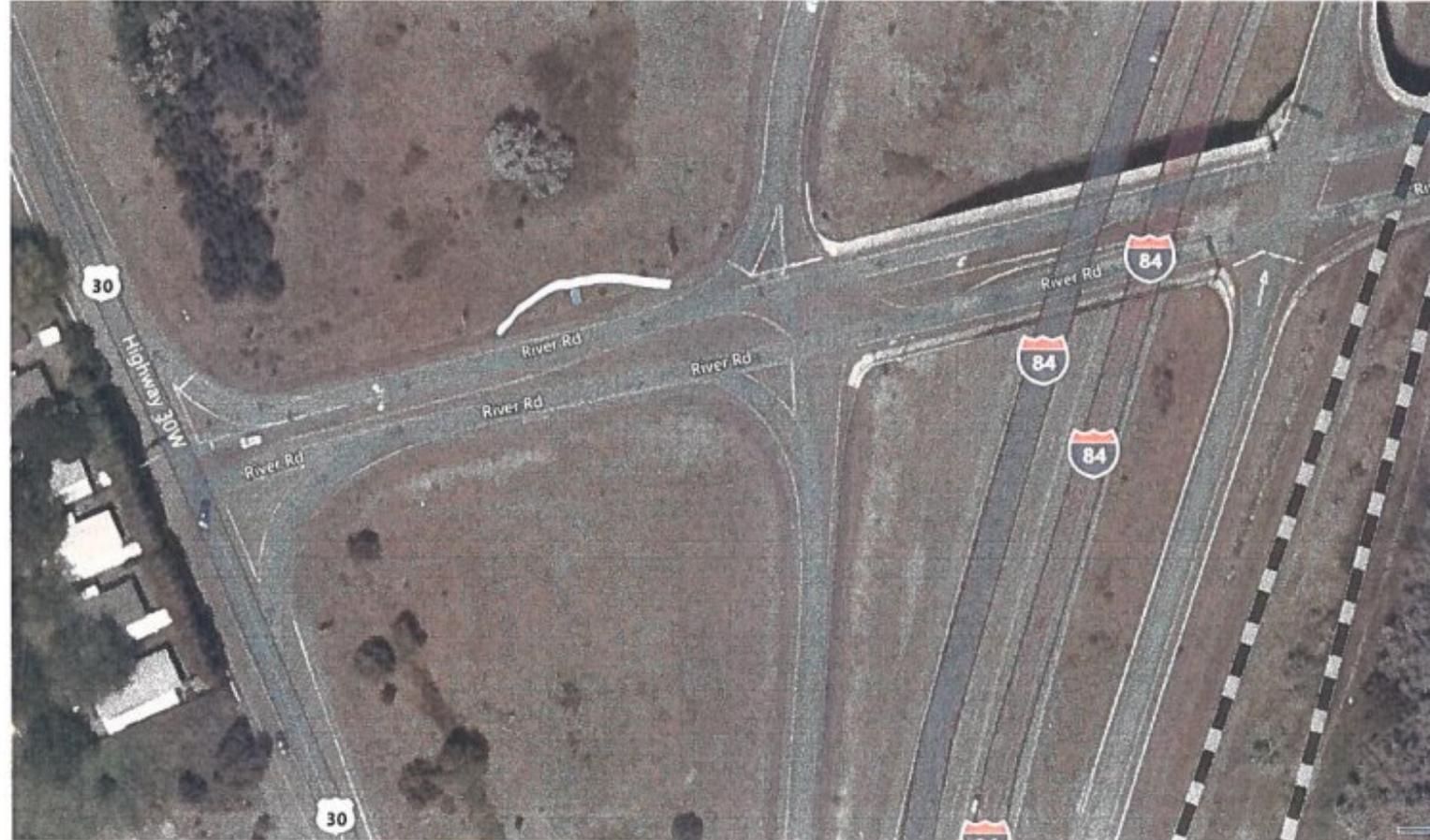
# DOT and State Regulations Apply:

- Official Letterhead
  - 'Hub of the Pacific Northwest'
  - City of the Dalles logo (black and white)
- Size Requirements
  - Varies by site
  - The no-cost foundation ODOT can provide is 8ft by 6ft (height) and 8in thick
  - EB Existing sign is 9ft by 3ft
- Location (Viewed upon exiting I84 from East and West)
  - Exit 85, Top of Ramp
  - River Rd between Exit 82 and Hwy 30
- Materials
  - 2 different structures, metal work signage.
- Maintenance
  - Upkeep by the city, remember to plan accordingly



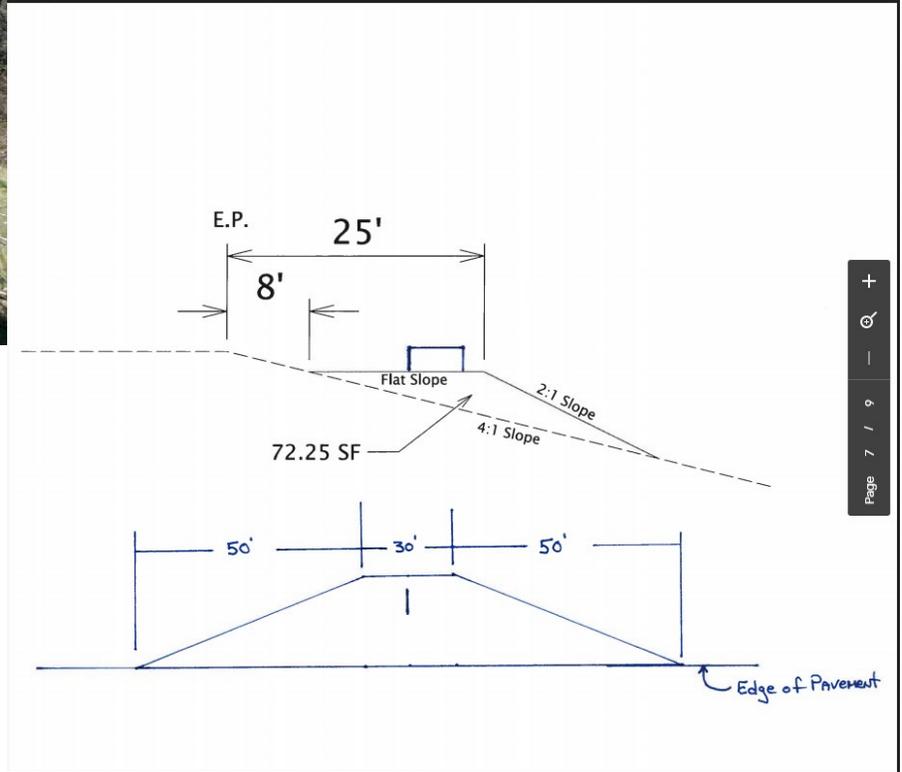
# West Side/Eastbound

- Location: River Rd between Exit 82 and Hwy 30
- Size: variable - (more flexibility than East Side). Consider platform construction
  - Est. 250 cubic yards
  - No other size restrictions
- Materials:
  - Can utilize 8' L x 6' H x 8" D rock walls
  - Steelwork





- View of W-side, depicting foundation, repurposed rock wall to set the backdrop for sign (6 x 8ft)



- Proposed foundation

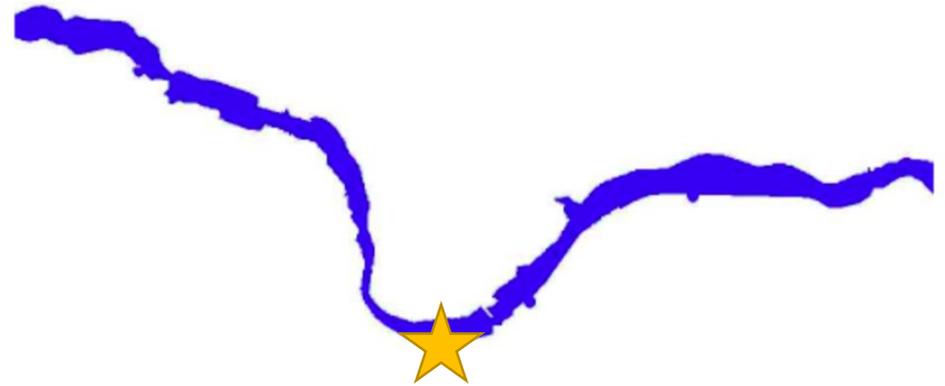
# East side/Westbound

- Location: Exit 85, Top of Ramp
- Size:
  - 36”H x 111’W ; option to extend higher
  - Bottom of sign > 9’ and 11’ (on sloped ground)
- Materials:
  - Supported by 2 4”x 4” beams



# Design Components

- Symbolism representative of TD
  - Ex. wind, pioneering history, trade/commerce, fish etc
  - Focus on simplicity to convey a concise message
  - Avoid polarizing an industry (cherries vs wheat)
- Synergy between signs
  - 'Welcome...'+'symbols'+ color
- Metalwork
  - Local Artists
- Durability and sustainability



# Budget for Design, Implementation, Upkeep

Sinage:

- ODOT has two brick walls



Design:

- If locally sourced could likely be free/donated, cost of materials?

Implementation/construction misc ??

Upkeep ??



## Status Update - Summary & Next Steps Sept. 1st Presentation to Committee

- Two Sites Identified
  - Site Selection Process
- ODOT/State Rules and Regulations Incorporated
- Stakeholder Testimony (some)
  - Mayor, Public Works, Historical Society, Arts Foundation
  - Others needed? - Council Feedback - public comment?
- Design Considerations/Final Mockup
- Budget
  - Not identified, some partners have been identified (ODOT)
- City Approval and/or Implementation Timeline - not (really) identified
  - City Approval
    - Presentation Summary - what do we need for this?
    - Design selection?
- Next Steps
  - Devise Implementation Timeline or Road Markers (pun intended;)
    - Site Selection
    - Artistic renderings/design
    - Project Scope/Delegation
  - Confirm Site(s) and Design(s)
  - City Council Update/Presentation - Forum for Community Feedback



## luSignage Considerations

- Official name, logo and/or slogan.
  - The Dalles Wasco Oregon
  - Motto:
    - 'Hub of the Pacific Northwest' + logo - confirmed
      - Seek official
    - 'Cognito timor Vincit', 'Knowledge conquers Fear' - unconfirmed
    - "By working together, we will provide services that enhance the vitality of The Dalles" ... 2010? Can/could be refreshed? Izetta provided some insight
  - Logo: BW or color
    - Jill (PW)
  - Font: official letterhead from city (Form 734-3457)

**Commented [1]:** Other locations considered - one or two toward east end of town by shilo inn; 197; which on and off ramps receive most traffic.

Requirements for WB sign:

- Size: 36"H x 111"W, can extend above the sign
- Colors: open to designers
- Layout: open to designers
- Creative Design:
  - Fish?
  - River?
  - Mt Hood?
  - Similar to EB



**Commented [2]:** What does the budget look like for design and implementation?

**Commented [3]:** PhotoP.com - photoshop



**Commented [4]:** Odot volunteered to build foundation (blue) and brick wall to fasten sign to

## Requirements for EB sign:

- 8ftx6ft wall to affix message.
  - Similar to taylor street
- Size: please help with specific dimensions.
- Colors:
  - Repurposing (right) tan rock walls
  - POP against it
- Creative designs:
  - Fish?
  - River?
  - Similar to WB



## Notes from Stakeholders:

Rich Mays:

- Simple and concise

Dave: public works

- Size and materials come from ODOT regulations.
  - Font size: check adjacent signs.
  - ODOT would be final desiders of graphical design
- West:
  - Power. Suggests solar
- Cautious:
  - Be wary of 'branding' from signs, be cognizant
  -

Dawn: Historical

- EB is in Pat's jurisdiction
  -
- WB:
  - Fish bridge - remade by Wasco County
  - Bridge w/ arch underneath
  - Natural materials, aesthetically pleasing
  - Represents local natural materials, mimicry
- '300 hundred of sunshine'
- Dont do wheat and not cherries, and vice-versa. Historical significance.
  - Inclusion - salmon
- Historic Period: late1800-early1900
  - Connection to the river!

Scott Stephenson:

- Photographs of each site with relative sizes
- Artistry vs craftship
- Artist makes a design, outsources to execute on it
- Jeff Stewart - CGCC fish sign
- FRQ - proposal for arts
- RACC - portland organization,
- Gresham - city
- The message, tone of the sign, materials, lifespan
- Optimus printers - wraps
- MacRae Wylde - Hood river metal artist
- Jeff Stewart - former professor, public artist, wood inclined
- Phases:
  - Site, organized
  - Design criteria, cohesion, material parameters, stipend