



**City of The Dalles**  
**Community Development Dept**  
313 Court Street  
The Dalles, OR 97058  
(541) 296-5481, ext. 1125  
www.thedalles.org

Application #: HLC #201-22  
Filing Fee: Waived by City Council  
Receipt #: N/A  
Deemed Complete: 3/04/2022  
Ready to Issue: \_\_\_\_\_  
Date Issued: \_\_\_\_\_

Received: 3/04/2022

## Historic Landmarks Application

This application is required for all new construction, modifications, and/or alterations to the exterior of certified historic structures and all structures within certified historic districts and reviewed by the City of The Dalles' Historic Landmarks Commission. The review criteria for each application are the Secretary of the Interior's Standards. These standards have been adopted by The Dalles Municipal Code Chapter 11.12 Historic Resources as local review criteria.

### Applicant

Name: The Dalles Mainstreet / Walldogs  
Address: 710 East 2nd Street #3  
The Dalles, Oregon 97058  
Phone #: (541)296-9684  
Email: czukin@meadowoutdoor.com

### Legal Owner (if different than Applicant)

Name: Matthews Building, LLC  
Address: PO Box 939  
The Dalles, OR 97058  
Phone #: \_\_\_\_\_  
Email: \_\_\_\_\_

### Property Information

Address: 122 E. Second Street, The Dalles, OR 97058 Map and Tax Lot: 01N 13E 03BD TL# 4100  
Zone: CBC - Central Business Commercial  
Current Use: Windermere and Mary's A-1 Tax Service

List any known archeological resources on site:

Unknown and not applicable.

### Department Use Only

Historic Name (if any): None, commonly known as "IKON" building and "Matthews" building  
Year(s) Built: 1920 Historic Building/Site: ☒ Yes ☐ No  
Historic Classification: Non-compatible, non-contributing  
Historic District: ☐ Trevitt's Addition ☒ Downtown Commercial

## Project Information

☐ New Construction    ☒ Expansion/Alteration    ☐ Demolition    ☐ Landmark Designation

Briefly describe the proposed project:

The Dalles Mainstreet/Walldogs Committee would like the Walldogs to paint a historic mural on the east facing and south alley wall of this building. The Walldogs are a group of highly skilled sign painters and mural artists from all over the globe. The Walldogs will create a beautiful, handcrafted and professionally painted mural with images of The Dalles places, people, and products that have historic significance to our town. The wall will be prepped and painted in a most professional manner that will not damage the building in any way.

Will the use change as a result of this application?

☐ Yes

☒ No

### Please submit the following information with this application:

- ☒ Narrative #1: Description of the project consistent with the Secretary of Interior's Standards for Rehabilitation (page ?)
- ☐ Narrative #2: Explanation of the project consistent with the associated project type (pages ?):
- ☐ Landmark Designation (#2-A)
  - ☒ Alterations/New Construction/Relocation (#2-B)
  - ☐ Demolition (#2-C)
- ☐ Narrative #3: Description of the project consistent with the associated district design standards: New Construction and Alteration (page ?)
- ☒ The Dalles Commercial Historic District (#3-A)
  - ☐ Trevitt's Addition (#3-B)
- ☒ Narrative #4, Signs (if applicable): Description of the project consistent with the associated historic sign guideline criteria (page ?)
- ☒ Elevation drawings (existing vs. proposed)
- ☒ Current color photographs of the structure and/or site
- ☐ List of all proposed materials/colors (product brochures recommended)
- ☐ Site Plan (drawn to scale)
- ☐ Historic photographs/documentation of the structure and/or site (encouraged)
- ☐ Copy of all associated Historic Inventory information

Signature of Applicant

Signature of Property Owner

*John Lehman*

3-4-2022

Date

2/11

*SEE SIGNED ATTACHED*

*PROPERTY OWNER AGREEMENT*

Date

## Historic Landmarks Application – Narratives

### Building Owner: Matthews Building, LLC – A-1 Tax South Alley Wall

The City of The Dalles, The Dalles Mainstreet and the Walldogs Committee is preparing for a very exciting historic mural festival, scheduled to take place in August of 2022. Fifteen (15) walls will be chosen and painted with historic murals during this exciting event. The painting of these murals will be done by a group of professional painters called The Walldogs. The Walldogs are a group of highly skilled, professional sign painters and mural artists from all over the globe. During the week of August 20, 2022, some 250 Walldogs painters will converge on our fair city to create beautiful, handcrafted and professionally painted murals with images of The Dalles area people, places and products that have historic significance to our town. The murals will all be completed within a five (5) day period. This wonderful event is designed to bring our community together and to bolster tourism into the future.

There are already two (2) examples of the Walldogs murals painted downtown on building walls along 3<sup>rd</sup> Street. Blanche McGaughey, pro rodeo rider mural is painted on the east facing wall of 207 West 3<sup>rd</sup> Street and World Famous Cherries mural is painted on the east facing wall of 103 East 3<sup>rd</sup> Street (see Exhibit “A” for photos of these new murals). Please check out these two murals to see examples of the beautiful work that the Walldogs have instore for us in August 2022!

#### **Narrative #1: Secretary of the Interior’s Standards for Rehabilitation (11.12.095, D)**

The building which is the subject of this application (Matthews Building – A-1 Tax) is located in The Dalles Commercial Historic district and is classified as Non-Compatible, Non-Contributing. This means that the building was built later than the period of significance for the historic district (late 1800- 1920’s) and is not of the correct vintage (Non-Compatible) and the building no longer has many of its original features or has been completely modified (Non-Contributing). The only purpose for this project is to paint a historic mural on a small portion of the south alley wall of this building. No other changes or modifications will be made to the structure. The building architecture will not change in any way, and the use will remain unchanged.

The subject wall for this application is located on the east end of the building, facing south (alley) at the building address 122 E. Second Street in The Dalles. The section of south alley wall being considered for this application measures approximately 15’ tall and 24’ wide. The area proposed for painting a mural is marked with a green dashed line on the attached building wall photo (see attached Exhibit “B”). The wall is constructed of a light tan colored brick. The mural will be painted directly onto the brick in the area shown or a clear coat will be applied prior to painting, depending on the current condition of the bricks. The area that is actually painted will depend on the future mural design layout. Warm water and a mild surfactant will be used to remove any foreign materials, such as oils or dirt, that would keep the mural paint from adhering. **NO SANDBLASTING WILL BE USED ON ANY OF THE BUILDINGS INCLUDING THIS ONE.** Cleaning of the building will only be done by the gentlest means possible that will not damage the brick material in any way. Once clean, the wall will be allowed to dry, will be painted with an appropriate primer, will have artwork outlines projected at night onto the primed wall, and then the mural will be painted in its entirety.

The standards have been carefully reviewed and all applicable standards for rehabilitation by the Secretary of the Interior have been met.

### **Narrative #2-B: Alterations, New Construction, Relocations (11.12.070)**

This mural project will not involve any new construction or relocation of the building or parts of the building in any way. The mural added to the south alley wall will be the only alteration to the building. No brackets or architectural features will be affected or changed in any way by the new mural.

The 15' tall by 24' wide area is the only portion of the wall that will be painted with a mural. Currently, the bricks are natural with no paint on their surfaces. Depending on their current condition, they may or may not be clear coated to protect the brick for the future. No sandblasting will be used for preparation of this wall for painting. Only the most gentle methods of cleaning will be used for removing dirt, debris and grease or oils. As stated previously, only a very mild surfactant may be used to remove foreign materials such as dirt and grease, to make sure the paints adhere properly. Once clean, the wall can be primed and painted with the final mural artwork.

### **Narrative #3-A: Design Guidelines: The Dalles Commercial Historic District (11.12.095, F-N)**

The design guidelines in this section stress that "The Dalles' downtown is a pedestrian friendly environment" and that "rehabilitation should contribute in making downtown The Dalles an inhabitable place that is pleasant for walking". The Walldogs murals will add to this pedestrian friendly environment by giving pedestrians interesting historic murals to seek out and enjoy, while at the same time, learning about The Dalles' rich and diverse history. Once the murals have all been painted, a map will be created that will lead pedestrians, both tourists and local residents, into and through our Historic Downtown to discover the different historical paintings. This mural, as well as all the other Walldogs murals, will only add to the historic value of our downtown buildings.

Again, sandblasting of bricks or block walls will not be used. It is strictly prohibited in this section, as well.

### **Narrative #4: Sign Guidelines (11.12.095, O)**

This section stresses that **"signs should not be the dominant feature of a building** or site, yet they are a **key component to** identifying businesses and **contributing to the livelihood of the street with their individuality."** This wall mural will not be the dominant feature of the building. The 15' x 24' section of the south alley wall is a very small portion of the total face area of this entire building (again, see Exhibit "B" for view of wall). A historic wall mural will only add to the historic nature of our downtown by educating tourists and local residents about The Dalles' rich history. This mural will only add to the livelihood of our downtown streetscape and will attract tourists.

**Guideline 2.h. Murals are not recommended on primary, secondary, and historic buildings as they lessen the integrity of the architecture and damage the building surface.**

As stated at the beginning of this narrative, this building is located in The Dalles Commercial Historic district and is classified as Non-Compatible, Non-Contributing. This means that the building was built later than the period of significance for the historic district (late 1800- 1920's) and the building no longer has many of its original features or has been completely modified. There are no real outstanding architectural features that would be lessened by a mural in this location. A mural will be painted directly onto the existing bricks or may have a clear coat to protect them for the future, depending on their current condition. This building is not a primary, secondary, or historic building which means a mural could clearly be supported and approved for this building.

**Exhibit "A"**  
**Walldogs Mural Examples**



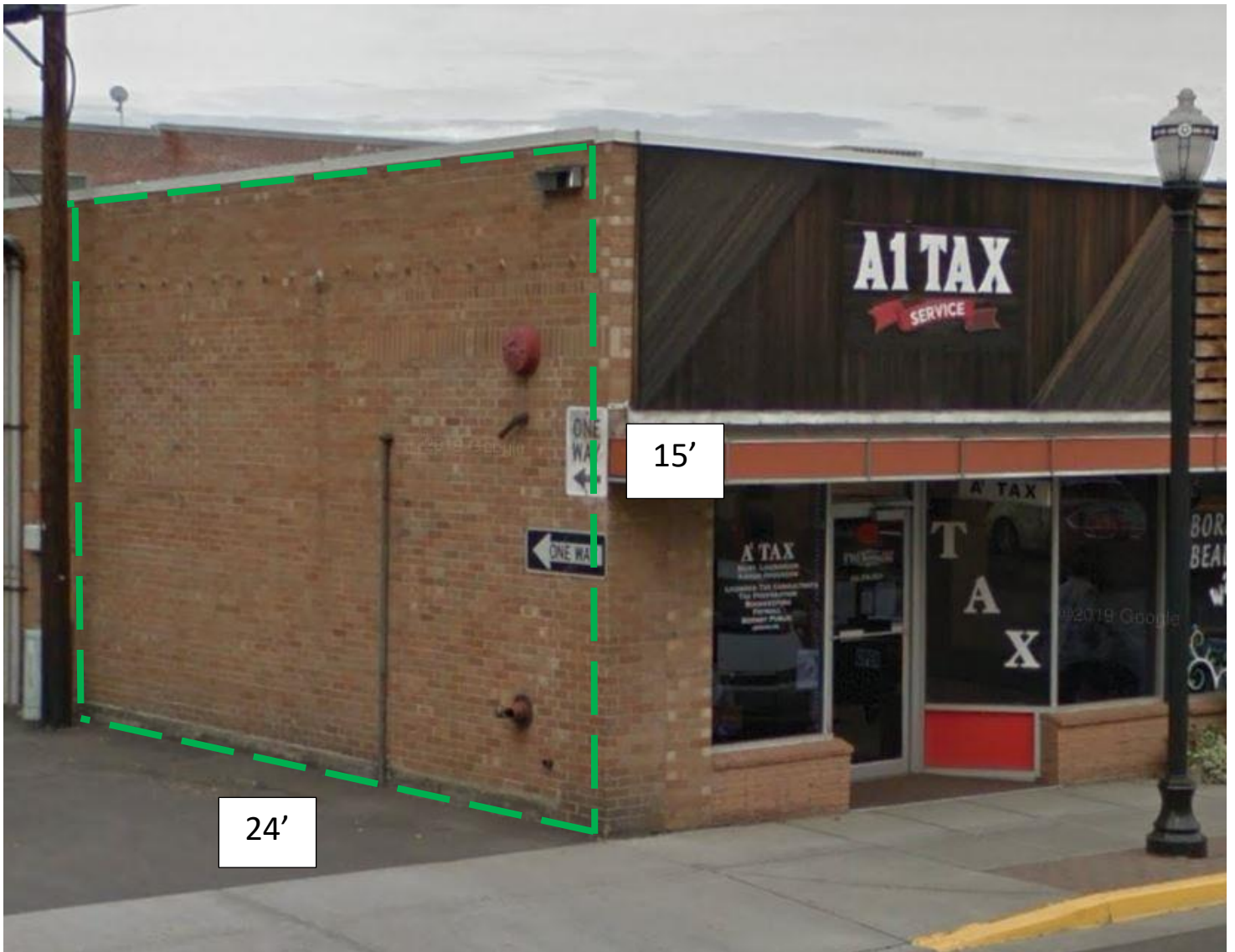
207 West 3<sup>rd</sup> Street  
Oregon Motor Motel Parking Lot



103 East 3<sup>rd</sup> Street  
The Dalles City Hall Parking Lot



**Exhibit "B"**  
**Matthews Building (A-1 Tax) South Alley Wall**  
**Possible Mural Dimensions**



**Matthews Building (A-1 Tax)**  
**South Facing Alley Wall**

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National Park Service

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is in good condition and is a good example of an early building that retains its cast iron decorative details.

**HISTORICAL DATA:** Albert Bettingen Jr. purchased the building in 1877. The family owned the building until the 1950s. Bettingen was in the real estate, theater, and insurance businesses. He was the first owners of the Columbia and Grand movie theaters. Bettingen died in 1933 and his wife Mildred died in 1949.

Prior to the turn of the century, a dry goods store was located on the first floor of the building. By 1900, the Bettingens opened a cigar shop known as Bettingen's Cigar Store or the Optimo Cigar Shop (1910) on the first floor. The second floor was used for lodging (Oaks Hotel). Other tenants included Harry Taylor's Saloon (1908); and Harry Jones Confectionery and Restaurant.

#65 **HISTORIC NAME:** NA

**COMMON NAME:** IKON

**ADDRESS:** 122 East Second and 309-311 Court Street

**RESOURCE TYPE:** Building

**OWNER'S NAME AND ADDRESS:**

c/o U.S. National Bank of Oregon Trust

R.P. Matthew Estate

P.O. Box 3168

Portland, Oregon 97208

**ASSESSOR'S MAP:** 1N-13E-3BD **BLOCK:** 6 **LOT:** 1 **TAX LOT:** 4100

**ADDITION:** Original Dalles City

**YEAR BUILT:** c. 1920

**ALTERATIONS:** Major

**STYLE:** Altered

**USE:** Retail

**PREVIOUS HISTORIC LISTING:** None

**CLASSIFICATION:** Non-Compatible Non-Contributing

**PHYSICAL DESCRIPTION:** This one-story building is constructed of brick, with brick, wood and plastic panels as the exterior wall finish. The roof is flat, built up. The building has aluminum storefront doors and windows, with brick veneer trim. The main entrance is at the northeast corner. The structure is in good condition.

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**HISTORICAL DATA:** This building was constructed c. 1920 and housed a variety of businesses. In 1926, the tenants included a drugstore, a confectionery store, a florist, an office, and an electrical supply shop.

#66 **HISTORIC NAME:** NA  
**COMMON NAME:** The Dalles Furniture Co.  
**ADDRESS:** 116 East Second Street  
**RESOURCE TYPE:** Building.  
**OWNER'S NAME AND ADDRESS:**  
Hampton, RC & Jean  
1509 E. 21st Street  
The Dalles, Oregon 97058  
**ASSESSOR'S MAP:** IN-13E-3BC **BLOCK:** 6 **LOT:** 2 **TAX LOT:** 4000  
**ADDITION:** Original Dalles City  
**YEAR BUILT:** c. 1910  
**ALTERATIONS:** Major  
**STYLE:** Altered  
**USE:** Retail  
**PREVIOUS HISTORIC LISTING:** None  
**CLASSIFICATION:** Non-Compatible Non-Contributing

**PHYSICAL DESCRIPTION:** This two-story brick building has a metal facade on the upper level, with aluminum storefront door and windows, with 4"x 4" glazed tile at the ground level and at the recessed entry. The roof is flat and built up. The building is in good condition.

**HISTORICAL DESCRIPTION:** The building was constructed c. 1910. In 1923, Charles and Ruth Hampton started a furniture store in the eastern portion of the building (earlier was occupied by Hackett and Gott). A meat market was located in the western portion. The building was extensively altered in the 1960s when the furniture store expanded into the neighboring storefront. Members of the Hampton family still own the building.

#67 **HISTORIC NAME:** Lemke Building  
**COMMON NAME:** Oregon Equipment Company  
**ADDRESS:** 110 E. Second Street  
**RESOURCE TYPE:** Building