



IMPROVING OUR COMMUNITY

COLUMBIA GATEWAY URBAN RENEWAL AGENCY

CITY OF THE DALLES

AGENDA
COLUMBIA GATEWAY
URBAN RENEWAL ADVISORY COMMITTEE

Conducted in a Handicap Accessible Meeting Room

Tuesday, February 17, 2015

5:30 pm

City Hall Council Chambers

313 Court Street

The Dalles, Oregon

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE OF ALLEGIANCE
- IV. ELECTION OF COMMITTEE VICE CHAIRMAN
- V. APPROVAL OF AGENDA
- VI. APPROVAL OF MINUTES – January 27, 2015
- VII. ACTION ITEM – Urban Renewal Property Rehabilitation Façade Improvement Application Review and Recommendation to the Agency Board for Columbia Gorge Real Estate
- VIII. ACTION ITEM – Recommendation Concerning Funding for Lewis and Clark Fountain Project
- IX. ACTION ITEM – Recommendation Concerning the Real Property Purchase of the Elks Building for a Neon Sign Museum
- X. ONGOING URBAN RENEWAL PROJECTS UPDATE
- XI. FUTURE MEETING – March 17, 2015
- XII. ADJOURNMENT

**Columbia Gateway Urban Renewal Agency Advisory Committee
Special Meeting Minutes
Tuesday, January 27, 2015
5:30 PM**

City Hall Council Chambers
313 Court Street
The Dalles, OR 97058
Conducted in a handicap accessible room.

CALL TO ORDER

Chair Grossman called the meeting to order at 5:30 PM.

ROLL CALL

Members Present: Gary Grossman, Jennifer Dewey, Steve Kramer, Atha Lincoln, Robin Miles, Linda Miller, John Nelson, Greg Weast

Staff Present: City Manager Nolan Young, City Attorney Gene Parker, Administrative Fellow Daniel Hunter, Administrative Secretary Carole Trautman

Others Present: City of The Dalles Business Development Director Gary Rains, Main Street Director Matthew Klebes

Chair Grossman introduced Northern Wasco County Parks and Recreation Director Phil Lewis. Grossman explained that Lewis agreed to serve as the Urban Renewal Advisory Committee Parks and Recreation Representative, and he was waiting to be appointed by the Parks Board.

PLEDGE OF ALLEGIANCE

Chair Grossman led the group in the Pledge of Allegiance.

APPROVAL OF AGENDA

Chair Grossman asked if there were any additions or corrections to the agenda. None were noted.

APPROVAL OF MINUTES

Lincoln noted that on page 3, paragraph 3, line 4 of the November 25, 2014 minutes, the date of March 31, 2014 should be changed to March 31, 2015. It was moved by Weast and seconded by Nelson to approve the minutes as amended. The motion carried unanimously.

The Committee recessed to Executive Session at 5:33 PM. The Committee reconvened to Open Session at 6:25 PM.

ACTION ITEM – Recommendation to Urban Renewal Agency Board Concerning Adoption of Resolution for Minor Amendment #14 to Urban Renewal Plan Adding Thompson Park Pool as an Approved Project

It was moved by Kramer and seconded by Nelson to recommend that the Urban Renewal Agency Board adopt proposed Resolution No. 15-001 approving Minor Amendment No. 14 to the Columbia Gateway Urban Renewal Plan, adding the Thompson Park Project as an Urban Renewal Project. The motion carried unanimously.

ONGOING URBAN RENEWAL PROJECTS UPDATE

City Manager Young highlighted the following URA project updates:

- Property Rehabilitation projects – There are currently 3 property rehabilitation projects underway: 1) Wonderworks Children’s Museum is in the process of raising the required matching funds; 2) United Church of Christ Congregational Phase II Project work is almost completed. A balance of over \$17,000 still remains, and an invoice should be submitted within the month; and 3) The Civic Auditorium project has a balance of approximately \$33,000 (grant amount \$57, 000) Work continues with the design team on structural and architectural work.
- Granada Block Redevelopment – The December 31, 2014 deadlines were met. \$50,000 was paid, as scheduled. UR staff is currently reviewing plan documents for the viability of the plans. At some point the public portion of the plans will be reviewed by the Committee. The timeline calls for the Agency to determine if the plan is viable by the end of June 2015. The next deadline is scheduled for the end of April 2015 for the submittal of Rapoza’s franchise application.

Parks and Recreation Director Lewis gave an update on the Thompson Park Pool Project. He said the project is on schedule with a completion date of June 13, 2015. Rebar work was completed for the pool shell, and slabs were poured for the chemical shed and the pool house. Lewis listed the amenities that are planned for the project and commented that the park and its amenities will be very visible from Interstate 84.

Chair Grossman indicated that, at a future URAC meeting, there was a need for discussion on who is involved in staff recommendations when they are submitted to the Committee.

Chair Grossman asked Main Street Director Klebes to give a status report on Main Street activities. Klebes stated he had met with 11 different downtown property/business owners regarding the UR Façade Improvement program. One application was submitted recently, and there could be another one submitted by March 2015. He said there was a good amount of interest and appreciation for the UR assistance. Some property owners indicated they would not be considering façade improvements without the assistance of the Urban Renewal Façade Improvement program.

Klebes reported that he and Economic Development Specialist Durow were working on a one-page “All About Energy” information sheet for distribution to property owners that would list UR assistance opportunities.

FUTURE MEETING – February 17, 2015

ADJOURNMENT

Chair Grossman adjourned the meeting at 6:39 PM.

Respectfully submitted by Administrative Secretary Carole Trautman.

Gary Grossman, Chairman



IMPROVING OUR COMMUNITY

COLUMBIA GATEWAY URBAN RENEWAL AGENCY
CITY OF THE DALLES

AGENDA STAFF REPORT

URBAN RENEWAL ADVISORY COMMITTEE

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
February 17, 2015		

TO: Urban Renewal Advisory Committee

FROM: Eric Nerdin, Urban Renewal Contract Consultant
Mid-Columbia Economic Development District, Loan Fund Manager

THRU: Nolan Young, Urban Renewal Manager *nyj*

DATE: February 5, 2015

ISSUE: Urban Renewal Property Rehabilitation Façade Improvement Application Review and Recommendation to the Agency Board

BACKGROUND:

Columbia Gorge Real Estate, a long time The Dalles business, recently purchased the commercial building and real estate located at 235 East 3rd Street, The Dalles, Oregon as their new location for their business operations. TDRE, LLC is an Oregon Domestic Liability Company, which is “doing business as” Columbia Gorge Real Estate. The members of this LLC are Nanette Wimmers and Beck Schertenleib, and the tax identification number for the LLC is 47-1957000.

This building was constructed in 1964 as a bank branch building. It is “a one story red brick building with a flat roof” based on the physical description from the National Register of Historic Places, which classifies this building as “Non-Compatible Non-Contributing”. This building is located in The Dalles Urban Renewal Zone.

Columbia Gorge Real Estate has already performed Phase I of their planned building renovations. This \$39,400 of renovations was paid by the business. Please see the attached Columbia Gorge Real Estate's Urban Renewal Agency Property Rehabilitation Grant and Loan Application for details on the work involved in Phase I renovations.

Phase II of building renovations include:

1. Two new exterior trellises placed near each exterior entrance to the building. These trellises will be permanently anchored and support and feature hanging plants and vines or lighting, depending on the season.
2. New paint scheme for the building.
3. Five cement planter boxes; permanently anchored.
4. Five hanging planters.
5. One sunshade over the 3rd Street Entrance; installed in tandem with the trellis.
6. Building parapet will be painted black and silhouettes of local landmarks will be placed at the base of the building's east windows.

These renovations are designed to "substantially improve and soften the building appearance on a very visible corner lot" on a major arterial street in downtown The Dalles. The total cost of Phase II renovations is \$15,400 and the work will be done by local contractors. Please see the attached Columbia Gorge Real Estate's Urban Renewal Agency Property Rehabilitation Grant and Loan Application for additional details on the work involved in Phase II renovations.

APPLICATION:

The application from Columbia Gorge Real Estate was received on January 20, 2015. This application is for a grant of \$10,100 to assist with the Phase II renovations. The applicant will contribute \$5,300 of the Phase II renovations to this building that total \$15,400. This exceeds the 50% match required of the grant applicant.

Proposed Phase II Project Costs

2 Custom Steel Trellises:	\$7,100.00
Paint Trellises	\$2,800.00
Sunshade	\$1,000.00
5 Hanging Planters	\$ 500.00
Local Landmark Imagery	\$1,000.00
Installation and Concrete Anchor Work	\$2,000.00
5 Cement Painters and Paint Work	<u>\$2,000.00</u>
Total:	\$15,400.00

Proposed Fund Sources

Applicant:	\$ 5,300.00
Urban Renewal Grant:	<u>\$10,100.00</u>
Total:	\$15,400.00

The proposed project costs are based on a summary of estimates from various local contractors provided by the applicant. This estimate summary is attached. This building is not a historic building and, therefore, does not need to be presented to the City of The Dalles Historic Landmarks Commission for compliance to historic design standards.

BUDGET IMPLICATIONS:

The Dalles Urban Renewal Agency has \$283,027 available for new property rehabilitation and façade improvement grants and interest rate subsidies. If this \$10,100.00 grant application is approved, the remaining funds available would be \$272,927.

STAFF RECOMMENDATION:

1. Staff recommends that the Urban Renewal Advisory Committee Agency recommend approval by the Urban Renewal Agency Board of a \$10,100.00 Urban Renewal Property Rehabilitation Façade Improvement Grant to Columbia Gorge Real Estate to be used for Phase II of building renovations, as presented, on the building located at 235 E. 3rd Street, The Dalles, Oregon.

ALTERNATIVE OPTION:

Move that the Urban Renewal Agency deny the grant request.

Applicant: Columbia Gorge Real Estate

Points Awarded:

Project Selection Criteria:

Priority consideration will be given to each proposed project. Points will be allowed for factors indicated by well-documented, reasonable plans, which, in the opinion of the Agency, provide assurance that the items have a high probability of being accomplished. If an application does not address one of the categories, it receives no points for that category. The possible points are listed for each.

- | | |
|--|--|
| 1. The project contributes in the effort to place unused or underused properties in productive condition and eliminates blighted conditions. (10 points)
Blighted Areas are defined in the Urban Renewal Plan in section 203. As part of that definition one of the conditions that characterize a blighted area is defined as follows:

<i>A. The existence of buildings and structures, used or intended to be used for living, commercial, industrial or other purposes, or any combination of those uses, which are unfit or unsafe to occupy for those purposes because of any one or a combination of the following conditions:</i>
<i>1. Defective design and quality of physical construction;</i>
<i>2. Faulty interior arrangement and exterior spacing;</i>
<i>3. Overcrowding and a high density of population;</i>
<i>4. Inadequate provision for ventilation, light, sanitation, open spaces, and recreational facilities; or</i>
<i>5. Obsolescence, deterioration, dilapidation, mixed character or shifting of uses;</i> | 0 |
| 2. The project develops, redevelops, improves, rehabilitates or conserves property in ways which will:

<i>A. Encourage expansion and development of jobs, (20 points)</i>
1 job per \$10,000 or less granted – (20 points)
1 job per \$10,001 to 20,000 granted – (15 points)
1 job per \$20,001 to 35,000 granted – (10 points)
1 job per \$35,001 to 50,000 granted – (5 points)

<i>B. Increase property values and tax base, (15 points)</i>
Increase taxable value by \$50,000 or more – (15 points)
Increase taxable value by \$25,000 to \$49,999 – (10 points)
Increase taxable value by \$5,000 to 24,999 – (5 points)

<i>C. Conserve historically significant places and properties, (25 points)</i> | 0

5

0 |

D. Make The Dalles a more attractive and functional city in the following ways:		
i.	Shows significant aesthetic improvement to the property (10 points)	10
ii.	Provides needed services or community function (10 points)	0
iii.	Serves a significant portion of the community, (5 points)	0
iv.	Enhances the quality of life for residents of the city (5 points)	0
3.	The project leverages other public and/or private sources of funding. (15 Points) \$1 Urban Renewal grant to \$3 (or more) other funding – (15 points) \$1 Urban Renewal grant to \$2 other funding – (10 points) \$1 Urban Renewal grant to \$1 other funding – (5 points) <i>* When combining applicant dollars spent in Phase I & II this would be awarded 15 points, but is 0 points with only Phase I.</i>	0*
4.	The Applicant shows that it is financially able to complete the project and maintain the property. (10 points)	10
5.	Administrative – The Agency may assign additional points for project considerations which do not fit into one of the above categories, but which provide compelling evidence that the project will further the goals of the Agency; or, if the project meets one or more of the above factors in a way that is far beyond the norm for that category. The assignment of points in this category will be by memorandum stating the reasons and will be maintained in Agency files. (25 points) <i>** These Administrative points are awarded because of the work already completed in Phase I and the amount of sweat equity involved in both phases and the planned renovation of the courtyard. This level of sweat equity and work indicates that the applicant is committed to the well-being of this building and continues to do projects that enhance this building and increasing or at minimum maintaining its property value.</i>	10**
Note: The Dalles Main Street Coordinator, Matthew Klebes collaborated extensively with the grant applicant on this application. He met with them multiple times informing them of the programs available through Urban Renewal, assisted with completing the application, connecting them with an architect that provided pro bono work advice and drawings.		
TOTAL		35

JAN 20 2015

The Dalles Urban Renewal Agency

Property Rehabilitation Grant and Loan Programs

APPLICATION

Application Date 1/20/2015 Application Number _____

GENERAL INFORMATION

Applicant Columbia Gorge Real Estate

Contact person Nan Wimmers

Mailing Address 235 E 3rd St.

The Dalles, OR 97058

Property Address 235 E 3rd St.

The Dalles, OR 97058

Applicant is: h Property owner k Business leasing the property

Telephone # 541-296-5500 Fax # _____

Federal tax ID # or Social security # 47-1957000

Bank of account and contact Washington Federal 115 E 4th

Lisa Rundell

Name of Business _____

(if different than applicant) _____

Mailing Address _____

Name of Principal _____

PROJECT INFORMATION

Site address 235 E 3rd St., The Dalles, OR 97058

Legal Description The east 44 feet of Lot 6, Block 5 of Original Dales City,
Wasco County, Oregon

Building age 1964 Square Footage 2000

Building use Office

Project description outline The first phase of the project has been completed utilizing Property Owner funds.

This phase included renovations to the interior of the property such as refinishing of oak doors, new tile, brick work, new signage, in addition to roof replacement. The first phase of the project cost 39,400.00.

The second phase of the project will be completed using Property Owner and Urban Renewal Facade Grant funds. This phase includes the construction of 2 new exterior trellises placed near each entrance, a new paint scheme for the building, cement planter boxes, hanging flower plants, sunshades, and permanent decorative photographs of local landmarks. The trellises will be made of steel with cement planter boxes at the base of each supporting post. The trellis will have hanging flower planters and flowering vines growing on it during warmer months and light decorations during colder months.

The trellis on the south side will also have sunshades over the entranceway. The building parapet will be painted black and silhouettes of local landmarks will run the base of the building's East windows. These improvements will be done by local contractors and will substantial improve and soften the buildings appearance on a very visible downtown corner lot.

Please include the following with your Application:

1. Project outline
2. Initial concept sketches
3. Proposed timeline
4. Final plans and specifications (prior to final certification)

EXPECTED PROJECT COSTS

<u>Cost item</u>	<u>Est. cost</u>	<u>Source of Funds</u>
Paint Trellis	\$ 2,800.00	Property Owner
Sunshades	\$ 1,000.00	Property Owner
Five Hanging Planters	\$ 500.00	Property Owner
Local Imagery (4 East Windows 30x70 inch wide)	\$ 1,000.00	Property Owner
Installation and Concrete Anchor Work	\$ 1,000.00	URA Grant
Concrete Planters and Paint Work	\$ 2,000.00	URA Grant
2 Custom Steel Trellises	\$ 7,100.00	URA Grant
	\$	
	\$	
	\$	
Total	\$ 15,400.00	

PROPOSED SOURCES OF FUNDING

<u>Source</u>	<u>Amount</u>	<u>Rate</u>	<u>Term</u>
Equity (applicant)	\$ 5,300.00 (50% Match Requirement Fulfilled)		
Bank	\$		
Private loan	\$		
Other:	\$		
Urban Renewal Grant	\$ 10,100.00		
Urban Renewal Loan	\$		
Total	\$ 15,400.00		(Must equal Total of expected costs)

Applicant hereby certifies that all information contained above and in exhibits attached hereto are true and complete to the best knowledge and belief of the applicant and are submitted for the purpose of allowing the full review by The Dalles Urban Renewal Agency and its agents for the purpose of obtaining the financial assistance requested in this application.

Applicant hereby consents to disclosure of information herein and the attachments as may be deemed necessary by MCEDD and its agents for such review and investigation.

I have read and understand the guidelines of The Dalles Urban Renewal Agency Property Rehabilitation Grant and Loan Programs and agree to abide by its conditions.



Signature (and Title if appropriate)

11/20/15

Date

Signature (and Title if appropriate)

Date

Signature (and Title if appropriate)

Date

Signature (and Title if appropriate)

Date

The following additional items will be required before the loan is approved:

1. Certificate of approval from agency (if required).
2. Letter of approval from Historic Landmarks Commission.
3. A summary of the project outlining the work to be done. ✓
4. Complete plans and specifications. ✓
5. Costs estimates or bids from contractor. ✓
6. Evidence that building permits or any other required permits are in place. *not needed*
7. Preliminary commitment of any other funds to be used in the project. *0*
8. Amount of loan requested and proposed terms being requested. *not needed - cash*
9. Bank's loan application and any other information the bank requires, such as current financial statements, including Balance sheets and Income statements. *not needed*

For Applicants under the Civic Improvements Grant Program:

The Grants will be awarded semi-annually on a competitive basis and based on the selection criteria as outlined in the accompanying Application Instructions. Be sure to address all of the selection criteria in your narrative and attach it to this application form. The deadlines for applications are July 31 and January 31 of each year.

Concrete Planters, Paint & installation Details.

Concrete planters to be purchased from The Dalles Concrete and to be painted to match trellis. Planters to be permanently anchored at the base of each trellis support post at 235 E. 3rd St. The Dalles OR, Columbia-Gorge Real Estate Building

Five Planters at \$150 each	\$750
Painting & Installation	<u>\$250</u>
	\$1,000

Custom Sunshade to be made & installed by Ed Cannon Upholstery , Dallesport

The sunshade will be made of long wearing UV resistant material and permanently installed to the trellis & over walkway to 3rd street entrance of Columbia Gorge Real Estate Building 235 E 3rd St. The Dalles OR

\$1,000

Installation of Trellis Concrete Anchors to be completed by JJ Castro, 5573 Hwy 30, The Dalles. This work will vary depending on what is found once the anchor holes are drilled. It could be as simple as installing the anchors in the holes drilled in the concrete or if the concrete is too thin then removing, digging deeper & pouring new concrete to anchor to.

\$2,000

Five Hanging baskets & brackets	\$500
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Steel Trellis construction & assembly at 235 E 3rd The Dalles OR to be completed by Joe Powell Welding, 3001 E 2nd St, The Dalles. 3rd St side to be 34 feet in length and 2 feet deep with Three crossarm bars running the length (front, back & center) and Three 6 inch square support posts spaced as noted on drawing. The alley (north) side will be a Four post frame 6 inch x 3 inch with Two rails 6 inch x 3 inch and fifteen 2 inch by 1 ½ inch slats on top for vine support. \$7,100

Painting of trellis by Terrary Harmon Painting , 1340 West 10th Street, The Dalles, OR 97058 (541) 296-6360	\$2800
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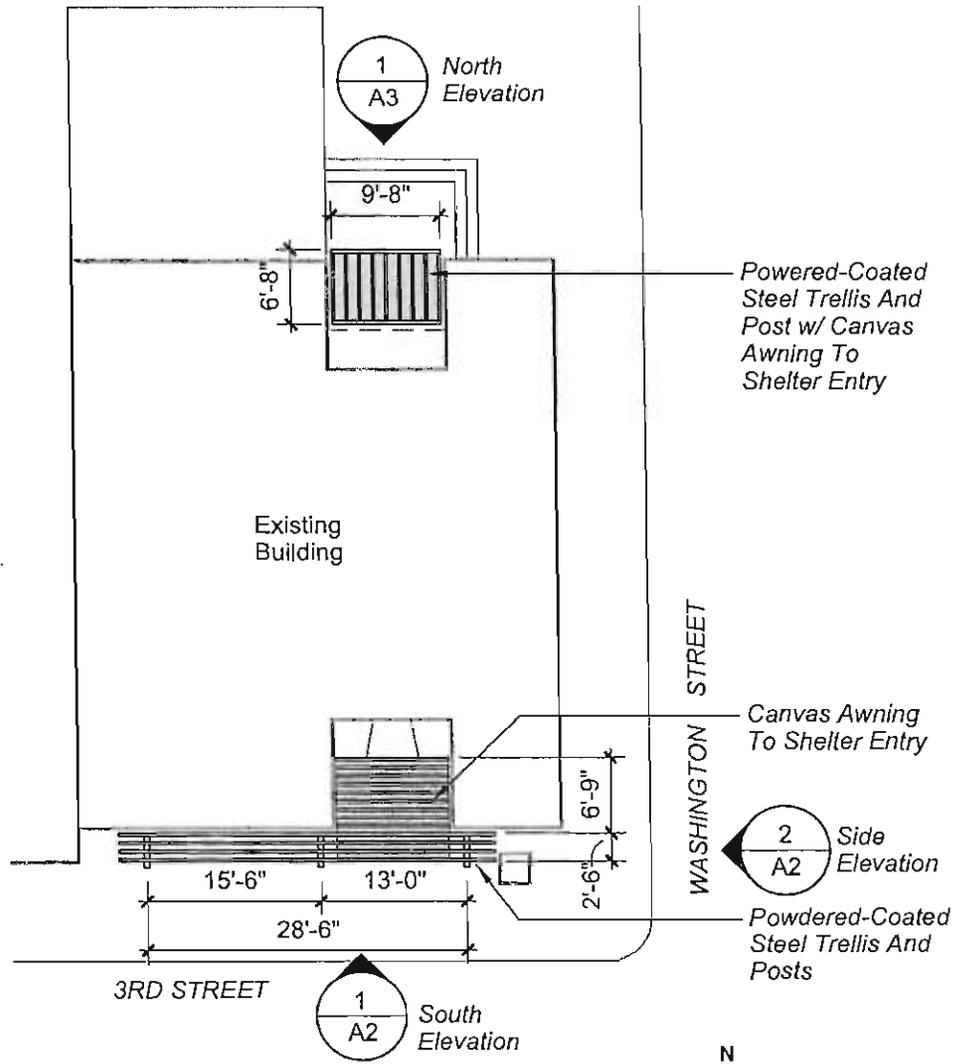
Columbia Gorge Real Estate , 235 E 3rd St, The Dalles OR

Steel trellis along South (3rd st.) side of building and over North (2nd alley)entrance

The trellis will have concrete or composite planters at the base with a hardy, flowering vine growing , in the winter there will be holiday lights as decorations. The trellis will allow for a shade cloth over the entry door in the summer, and hanging flower basket hooks.

Timeline: One commitment of grant funds is received, contractor will begin construction of trellis, the project will take 4 weeks to complete other than painting which will be determined as weather permits.





1. Roof Plan

SCALE: 1/16" = 1'-0"



720 NW Davis 503.221.1121
Suite 300 503.221.2077
Portland, OR 97209 www.lrsarchitects.com

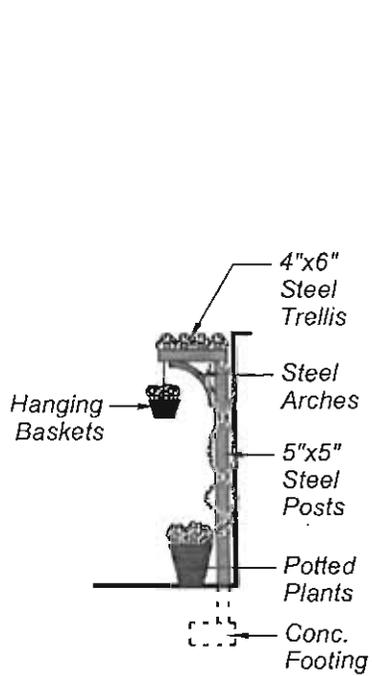
PROJECT NAME: COLUMBIA GORGE REAL ESTATE
235 E. 3rd STREET
THE DALLES, OR 97058

PROJECT NUMBER:
DATE ISSUED:

215xxx
01.11.15

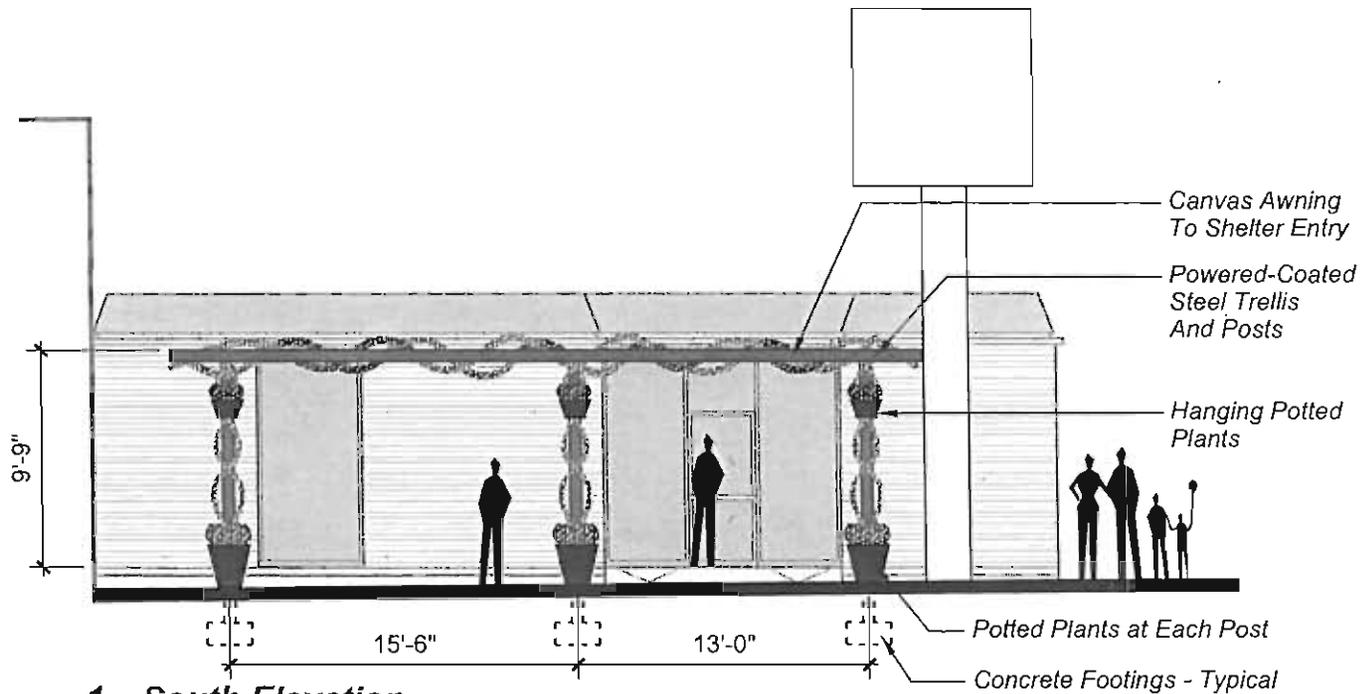
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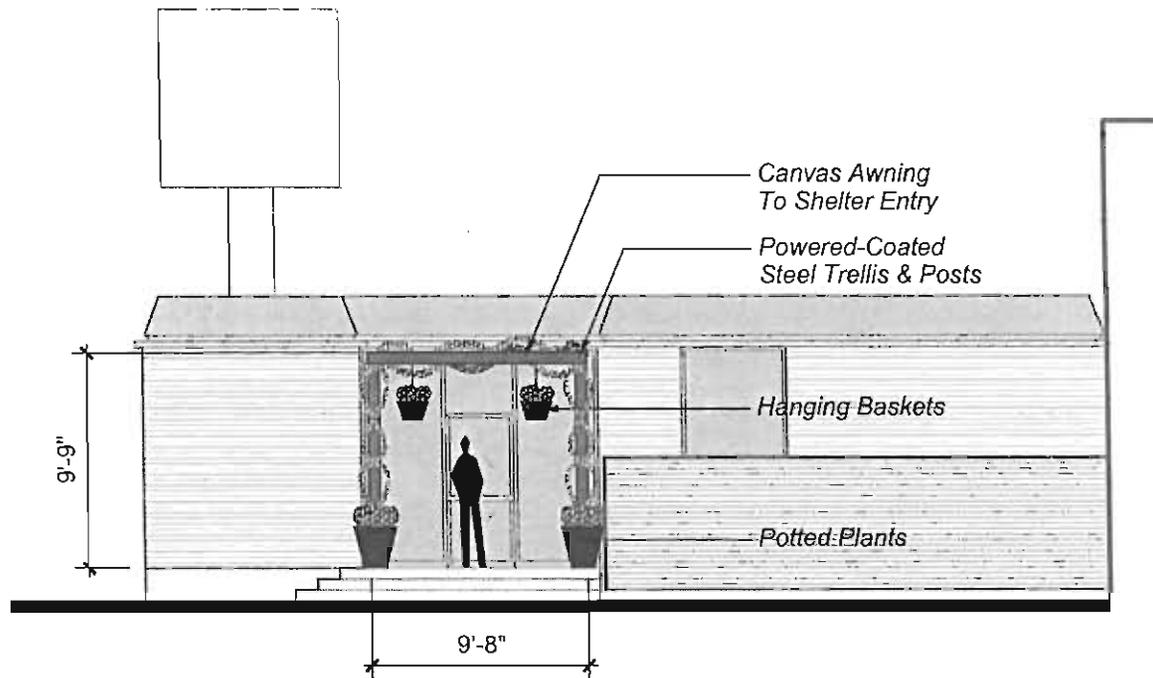
2. Side Elevation

SCALE: 1/8" = 1'-0"



1. South Elevation

SCALE: 1/8" = 1'-0"



1. North Elevation

SCALE: 1/8" = 1'-0"



720 NW Davis 503.221.1121
 Suite 300 503.221.2070
 Portland, OR 97209 www.lrsarchitects.com

PROJECT NAME: COLUMBIA GORGE REAL ESTATE
 235 E. 3rd STREET
 THE DALLES, OR 97058

PROJECT NUMBER: 215xxx
 DATE ISSUED: 01.11.15

SHEET:
A3

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CITY of THE DALLES

313 COURT STREET
THE DALLES, OREGON 97058

(541) 296-5481 ext. 1125
PLANNING DEPARTMENT

MEMORANDUM

City of The Dalles
Planning Department

To: Urban Renewal Advisory Committee

From: Dawn Marie Hert, Senior Planner & Historic Landmarks
Commission Coordinator 

Cc: Nolan Young, City Manager

Date: February 11, 2015

Re: Urban Renewal property Rehabilitation Façade Improvement for
Columbia Gorge Real Estate located at 235 East 3rd Street

An application was presented to Planning staff for some exterior additions/modifications to the property located at 235 East 3rd Street. The property is located in the Commercial National Historic District and is classified as “Non-conforming / Non-contributing”. The building was constructed in 1964 as a bank branch building.

The new owners of the building have submitted drawings detailing their intention to add custom trellises to the insets of the building as well as planters and non-attached metal awnings for the two entrances. Staff has reviewed the application and made a determination that the modifications/additions do not need to be reviewed by the Historic Landmarks Commission (HLC) as they are not physically attached to the building and are minor in nature.

As allowed by the HLC, staff is given the authority to make decisions on non-compatible/non-historic building minor modifications, as well as maintenance and signage on all properties located in the two National Historic Districts and other locally landmarked properties.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 66

PREVIOUS HISTORIC LISTING: None
CLASSIFICATION: Non-Compatible Non-Contributing

PHYSICAL DESCRIPTION: The Moose Lodge is a one-story, flat roofed concrete building with red and gray marble facing around the recessed entry. The double glass doors in the entrance has a transom sign above. The wall to the west of the door has single pane aluminum windows (series of nine windows). The north side has a rear entrance with a glass block transom. The wall has several glass block filled openings.

#45 HISTORIC NAME: Freedom Federal Savings & Loan
COMMON NAME: Washington Federal Savings
ADDRESS: 235 East Third Street
RESOURCE TYPE: Building
OWNER'S NAME AND ADDRESS:
Freedom Federal Savings and Loan
Attn. Accounting Department
425 Pike Street
Seattle, Washington 98101
ASSESSOR'S MAP: 1N-13E-3BD BLOCK: 5 LOT: pt. 6 TAX LOT: 7400
ADDITION: Original Dalles City
YEAR BUILT: 1964
STYLE: Other
USE: Commerce: Bank
PREVIOUS HISTORIC LISTING: None
CLASSIFICATION: Non-Compatible Non-Contributing

PHYSICAL DESCRIPTION: The bank is a one-story, red brick building with a flat roof. A distinctive feature is the large, 4-sided, free standing sign mounted on a column of brick. The roof has elements of the Mansard style and is clad with metal roofing. The south elevation has the main entrance door which is flanked by full height sidelights which are recessed about 12 ft. from the sidewalk.

#46A HISTORIC NAME: Site of Vogt Opera House
COMMON NAME: Bakitchen Bakery
ADDRESS: 303-309 East Third Street
RESOURCE TYPE: Building



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AGENDA STAFF REPORT
URBAN RENEWAL ADVISORY COMMITTEE

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
February 17, 2015		

TO: Urban Renewal Advisory Committee

FROM: Daniel Hunter, Administrative Fellow

THRU: Nolan Young, Urban Renewal Manager *ny*

DATE: February 6, 2015

ISSUE: Funding for Lewis and Clark Fountain

BACKGROUND: Members of the Advisory Committee, for the past two years the City has been developing resources and forging partnerships to complete an artistic fountain at Lewis and Clark Festival Park. The project has made considerable progress in the last several months and we are ready to move forward with the project. The Urban Renewal Agency had promised to donate \$100,000 to this project. That amount is in the current budget for the purpose of funding part of the fountain project. At this time we are requesting the Advisory Committee recommend to the Agency Board distribution of those funds.

This project had an initial projected cost of \$397,054 and total revenue of \$240,000. The original cost and revenue included \$40,000 of in-kind engineering and development work already completed by the City. We have been able to reduce the projected costs to \$187,518. A private donation for \$100,000 has been reduced due to recent changes in tax law to \$87,500. The total promised revenue to date is \$187,500.

Cost saving occurred through donated material from Wasco County and North Wasco County Parks and Recreation. Part of the cost reduction is through donated labor from a

local contractor, Monte Wasson Excavation. That contractor would like to begin work on the project as soon as possible so there is no interruption due to their busy season. Lastly, costs were reduced through refinement of the plan for the final project. We are planning on having the project completed by July 1 with a dedication July 4.

By motion, the Urban Renewal Advisory Committee may approve one of the following options:

STAFF RECOMMENDATION:

Option 1: Approve a recommendation to the Urban Renewal Agency Board for distribution of \$100,000 for development of the Lewis and Clark Fountain.

ALTERNATIVE OPTIONS:

Option 2: Delay recommendation pending further information on the project.

Option 3: Do not recommend the distribution of funds.



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CITY OF THE DALLES

AGENDA STAFF REPORT

URBAN RENEWAL ADVISORY COMMITTEE

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
February 17, 2015		

TO: Urban Renewal Agency

FROM: Nolan Young, Urban Renewal Manager

DATE: February 11, 2015

ISSUE: Purchase of the Elks Building for a Neon Sign Museum

BACKGROUND: The Elks Building in downtown The Dalles has been vacant for many years and has not been heated or cooled for all that time. It has suffered major water damage. In addition, the roof has a significant leak. There is at least one broken window through which birds have access, and last summer a large portion of the cornice came loose and had to be repaired. The building is regarded as having great historical character, but the state of building is in constant decline.

In 2010, the Urban Renewal Agency staff did a rough estimate for bringing the building back to a usable condition which was well over one million dollars. In December 2014, Gary Rains did an additional initial assessment of this building and the cost was also in excess of one million dollars.

The Elks Building is currently on the market for \$450,000. After discussing the possible options with the realtor, it is our belief that the Urban Renewal Agency can purchase this building for \$245,000 with a requirement that the roof be recovered at a cost of approximately \$60,000 (Brown Roofing).

The Dalles is in the rare position of having a partner willing to take on the restoration of this building as a Sign Museum and centerpiece for Downtown. This is significant, because David Benko was the original curator for the American Sign Museum. He has a track record of restoring historic signage, plus Rocket City Neon has a collection of over 200 iconic signs including “Buster Brown Shoes” and “Jantzen Swimwear”.

“Signs are a fascinating reflection of America.” Todd Swormstedt, founder, American Sign Museum. In 2013, the American Sign Museum in Cincinnati, Ohio had 11,000 visitors and an operating budget of \$561,000 from a combination of visitors, grants and event rentals. We believe Rocket City will exceed these attendance numbers.

Rock City Signs previously made presentations to the Urban Renewal Advisory Committee and the Urban Renewal Agency regarding market survey funds for the project which they are no longer requesting. Gary Rains, the City’s Business Development Director, has also discussed the purchase of the Elks Building with the Advisory Committee and the Agency. Attached is a summary of questions that came up during those meetings, along with answers from Mr. Rains.

At the meeting we will have Gary Rains, our Business Development Director, Matthew Klebes, the Main Street Program Director, David Benko of Rock City Neon, and Rob Bearden, the current director of operations of the Portland Art Museum who will be the primary fundraisers for this project.

At this time we are asking the Urban Renewal Advisory Committee to recommend to the Urban Renewal Agency Board that they authorize staff to continue to proceed with the purchase of the Elks Building and the necessary papers for the building to be sold to David Benko for the development of a Sign Museum with a right to recover the building if the museum is not open within two years. Final documents would need to go to the Agency Board for approval.

BUDGET IMPLICATIONS: The Urban Renewal Agency has sufficient cash to pay the \$245,000 purchase price.

RECOMMENDED MOTION: Move to recommend that the Urban Renewal Agency proceed with the purchase of the Elks building from Steven Johnston for a maximum of \$245,000, and the transfer of title to David Benko for the development of a Sign Museum.



January 21, 2015

Re: Creation of Rocket City Sign Museum in Downtown

Dear Urban Renewal Agency Advisory Board,

Downtown The Dalles is at the beginning of a renaissance. The City of The Dalles through its leadership has developed an economic development effort and Main Street Program to make this happen. There are steps being taken in historic restoration and rehabilitation planning that may have a significant impact on the future. Urban Renewal is playing a vital role in this mission.

But today, right now, Downtown is in need something to get excited about. Rocket City Sign Museum is this type of project.

Electric signs, specifically neon signs, are celebrating 100 years. As the Interstate System came into existence so did much of our exposure to these iconic neon images – Drink Coca-Cola, Borden's Ice Cream, Chevrolet and Buster Brown Shoes – Images from my childhood and yours. They are bright, colorful, whimsical and as much a part of our legacy as the '57 Chevy or '64 Mustang. And Rocket City has over 200 of these signs that simply need a permanent home.

The Elks Building is perfect to be this home. It is a grand old building built in 1910 that needs to be restored or torn down. We've reviewed the building and it is going to require your maintenance and help or it will continue to deteriorate at an ever-increasing rate. We're convinced the building can be restored with a lot of patience, time and money. But it also needs a purpose. After meeting with David Benko and his advisors, we're convinced David has the connections, passion and purpose that could make this a reality.

The Dalles is so fortunate. Rocket City Signs could become what WAAAM has become – a year-round draw that attracts visitors from around the world. This is a rare opportunity – not to be missed. I hope you agree Urban Renewal can and should make this happen. It's a great story that we will all be very proud of.

Sincerely,

Gary Rains
Business Development Director
City of The Dalles

Enc. LOI, Rocket City Images, Property Information

February 17, 2015

Fm: Gary Rains
Business Development Director
City of The Dalles

Re: Creation of Rocket City Sign Museum in Downtown

Questions from the Urban Renewal Advisory Committee:

- 1) **Will the Sign Museum be taxable** – Yes. Rocket City Sign Museum will be taxable. David Benko will found a non-profit for the purpose of raising money.
- 2) **Why don't we just keep it (the Elks Bldg) ourselves?** – The building is only one portion of the problem. The much bigger issues are future upkeep and finding an appropriate and sustainable use for the building.
- 3) **It's not our problem, why do we want to make it our problem?** – Because it *is* our problem. If the owner can't repair the building, it will continue to deteriorate. Eventually you're going to be faced with fixing the building or tearing it down... *either way, this is a million dollar problem.* It would be far better to support doing something *now*, while the building is still re-habitable.
- 4) **Parking will become a big issue?** – Any development in downtown will certainly impact parking. On two recent days, we counted 110 empty parking spaces within one block. Actually that will be a nice problem to have, because it means the museum is wildly successful.
- 5) **Will they be coming back to URA for more money?** – No, except for the façade program.
- 6) **What happens if the museum fails?** First, it won't. But the sale agreement will contain language that if it fails to become operational or is abandoned within two years, the City will take it back. Which means any appreciation in value will benefit the City.
- 7) **Can we negotiate to hold the funds for the roof and fold them into the reconstruction instead of paying them to the building owner?** [URA Board] As we finalize the purchase this could be a possible consideration.
- 8) **What is the risk of the project?** [URA Board] If we do nothing, we'll lose the opportunity. If we fund the project, and it's successful, everyone wins. If the project fails, we get back a building with a new roof and appreciated value.
- 9) **Did we do look for other users of the building or do an RFP?** [URA Board] Numerous parties have looked at the building. The cost of the building isn't the problem. Without a vision for something grand, that will attract major outside dollars, it is hard to envision any successful use of this building.
- 10) **Will the fundraising committee be local?** No. The emphasis will be on national money and national sign collections. – *Rob Bearden will explain.*
- 11) **Has the owner agreed to the purchase?** Yes. The realtor, Connie Thomasian assures us the owner is willing.
- 12) **What assurance do we have people will come to see the museum?** – *Matthew Klebes*
- 13) **We all want this iconic landmark to be brought back, what is the best way to do this?** Fully support the Sign Museum project.