

Council Communication

May 17, 2016, Business Meeting

Request from the Public Art Commission for approval of mural concepts on Calle Guanajuato

FROM:

Ann Seltzer, management analyst, seltzera@ashland.or.us

SUMMARY

The Public Art Commission requests the City Council approve both concepts for a mural to be painted adjacent to Calle Guanajuato. In addition, staff requests the City Council waive the planning application fee for the site design review. Sandy Friend, vice chair of the Public Art Commission will present this report.

BACKGROUND AND POLICY IMPLICATIONS:

In December, 2015, Kathryn and Barry Thalden presented a completed mural application to the Public Art Commission (PAC). They proposed to hire an artist from Guanajuato to paint a mural on the wall of the Sesame Kitchen restaurant facing Calle Guanajuato. Property owner Bruce Roberts has expressed his support for the project. In addition, the Thaldens will engage Denise Baxter, the artist who painted the mural at the Ashland Food Bank, to oversee the technical components of the project, including ensuring the artist adheres to the approved design and color palette, proper wall preparation and managing the SOU students who will assist the artist. The PAC expressed preliminary support for the project pending a final review of artist's concept and artist qualifications.

At the April 16 PAC meeting, Mr. and Mrs. Thalden presented the proposed mural concept by Guanajuato artist Laura Rangel Villaseñor, known professionally as Loreta (see attached). Denise Baxter presented the color palette for the concept and explained her involvement in the project. The PAC approved the proposed concept at that meeting and voted to forward its recommendation to the City Council for final approval. In addition, the PAC contacted the Parks and Recreation Commission about its decision and concerns related to the visibility of the finished mural (see attached). The PAC also sent an email to the Historic Commission with the proposed mural (see attached).

Why two concepts?

The PAC approved the original mural concept at its meeting on April 16. The artist subsequently submitted a revised concept. The PAC will vote to approve or reject the revised concept at its meeting on May 20, thus the PAC is asking the Council to approve both concepts at this time and to defer the final selection to the PAC. The artist has explained that she prefers to paint the second concept because it brings the cathedral, the most prominent feature in Guanajuato, to the forefront.

The following additional steps have been taken for this project:

Parks and Recreation



The mural was approved by the Parks and Recreation Commission on April 25 (see attached). The Lithia Artisan Guild annually rents space on the Calle for the weekend Lithia Artisan Market. The Thaldens along with the Parks and Recreation staff met with the manager of the Lithia Artisan Guild to address scheduling during the period the artist is painting so as not to interfere with the Artisan Market or other Calle operations.

Historic Commission and Community Development Department

The Public Art Commission sent an email to the Historic Commission about the project (see attached).

Because the wall is on a contributing property in the Downtown Historic District, the proposed change to the exterior wall triggered a Type 1 (administrative decision) site design review (AMC 18.5.2.020 A4). The Thaldens have been working with the Planning Division on this project to complete the planning application review process which includes a fee. The planning action fee of \$1,012 is in place so that applicants pay for the staff time necessary to shepherd their project through the process. This is not a private development project, it is a significant donation to the City for the benefit of the public. For this reason, staff requests the Council waive the \$1,012 planning application fee which at this point has not been paid pending Council direction.

The project was noticed on April 22, the Historic Commission reviewed and approved the project on May 4 based on the criteria outlined in a staff report from Community Development Director Bill Molnar (see attached). Mr. Molnar has approved the mural and mailed the 'Notice of Decision' (see attached) which takes effect on May 17.

The revised concept is not a departure from the original concept and the alteration to the historical resource is nearly identical to the original concept, therefore staff does not feel it is necessary to re-notice the project.

Clarification

The Council is not being asked to approve a land use decision but is being asked to approve the mural concepts and allow the Public Art Commission to make a final decision at its meeting on May 20.

Either path, approval or denial of the mural concepts and the Public Art Commission's May 20th decision, must occur in order to move forward (or not) with the mural's installation. Additionally, the Council's direction regarding the waiver of the planning action fee is necessary in order to complete the land use process.

Timeline

The intent is to complete the mural by the July 4 weekend so a ribbon cutting ceremony can occur while the Guanajuato Sister City officials are in town for the July 4 festivities. To meet this timeline the artist will need to begin her work prior to the first Council meeting in June.

Because of this accelerated timeline and the time requirements in the land use process, and the recent concept revision which has not yet been reviewed and approved by the PAC the Council is being asked to approve both mural concepts tonight.

If the approved mural concept is painted following PAC guidelines (adherence to the design concept, wall preparation, color palette, UV protection, etc.) the mural becomes part of the City's public art



collection and the City and the property owner will enter into a mutually acceptable agreement for city ownership of the mural wall for as long as the mural is in place. Either party can opt out of the agreement after a period of five years.

AMC 2.29 addresses the process for the acquisition and placement of public art. Art that is donated to and accepted by the City becomes part of the City's public art collection and the City is responsible for the maintenance of the art. The PAC reviewed the original proposal and believes it will enhance the visual landscape of the selected site, will be relatively maintenance free, and meets the guidelines for recommendation as stated in AMC 2.29.130.

COUNCIL GOALS SUPPORTED:

N/A

FISCAL IMPLICATIONS:

N/A

STAFF RECOMMENDATION AND REQUESTED ACTION:

Staff recommends the City Council approve both mural concepts and defer the final selection to the Public Art Commission. Staff also recommends that the City Council waive the fee associated with the site design review process.

SUGGESTED MOTION:

1. I move approval of both mural concepts and defer the final selection to the Public Art Commission.
2. I move to waive the fee associated with the site design review process for the Calle Guanajuato mural.

ATTACHMENTS:

- 1) Original and revised mural concepts
- 2) Artist proposal and background
- 3) Parks and Recreation Commission approval and email from PAC
- 4) PAC email to HC
- 5) Molnar memo to the Historic Commission
- 6) Notice of Decision



Original Concept



Revised Concept



Loreta

Laura Rangel Villaseñor
Guanajuato, Gto. México

phone: +52 473 73 34894

+52 1 473 100 6181

e-mail: lorelart@hotmail.com

www.loreta.com.mx

PROPOSAL PROJECT

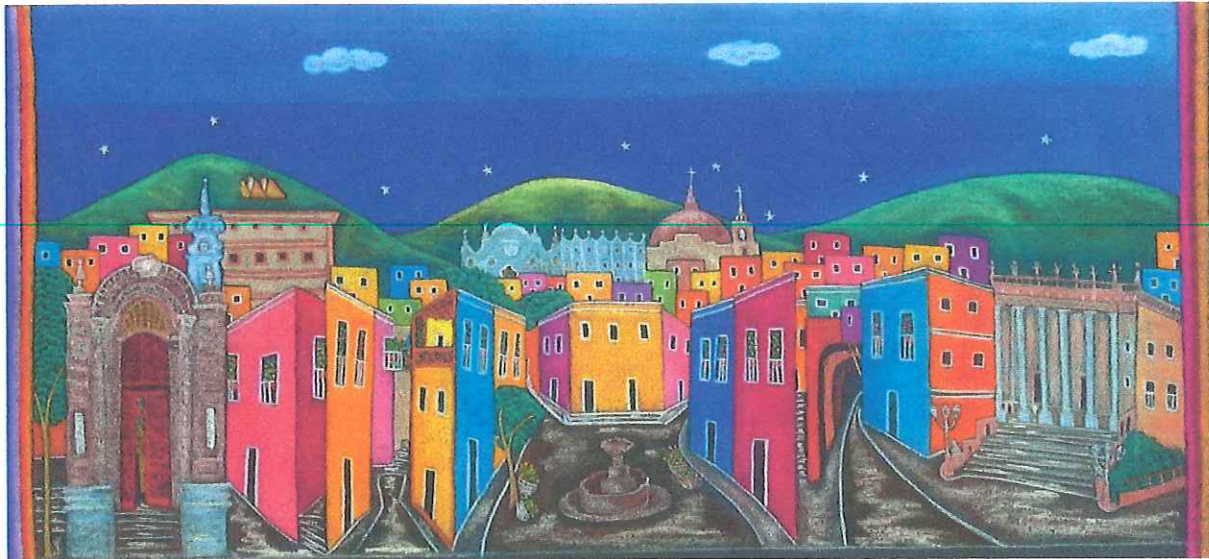
CALLE GUANAJUATO MURAL

ASHLAND OREGON

BRIEF

Guanajuato is a unique city, among many things due to its magnificent mountains and its colorful houses laying under a beautiful sky of different blue shades. Through my personal style, which simplifies forms and gives special attention to the color, I focus on showing the joy and vibrant essence of not the superficial but rather the inner character of my city.

PROPOSAL CONCEPT



Study for Calle Guanajuato Mural - Soft Pastel over black paper, 84.7x40 cm.



Specifications:

- This proposal design was made using soft pastels, the mural will be painted with acrylic and exterior paints, sample pictures of the final appearance are listed below.
- Design and colors subject to changes due to interaction with the Wall
- Details will be added to buildings and other elements according to the style.

LORETA

Laura Rangel Villaseñor

Cerrada Mineral de Valenciana # 12 Altos.
Col. Marfil.
36020 Guanajuato, Guanajuato.
México.

T [+52] 473 7334894
M [+52] 473 1006181

lorelart@hotmail.com
<http://www.loreta.com.mx>

Commentary from Loreta

I have the pleasure of serving the art of painting with my whole being. In my paintings, inherited memories abound, passing beyond what I have lived and what I have touched. My work leads the viewer to discoveries within scenes, people, and landscapes. Things are simple where they are, there... beyond the human order.

Each painting is an invitation to look beyond -- to look deeply into the lands that only art succeeds in touching. There is where my themes coexist -- stars tied to strings are resting on a chair, trees, pieces of sky, or chairs themselves (or watermelons)... These are the themes that make up the central part of my work -- and my magical Guanajuato, dear little pieces of the marvelous place where I have lived for more than 25 years.

The paths of creation are different for each artist. Day after day the spirit of painting keeps me company. For me, art is the place where I find myself with my memories, my loves, my obsessions, and my profound desire to change things so that the mystery of human life, that deepest part of our being, opens and is shared.

From this moment, I will keep walking the road I've chosen.

Background

Loretta was born in the city of Silao, Mexico. She has lived in various cities in Mexico, but her life brought her to the city of her ancestors, Guanajuato, Mexico, where she has lived for 25 years. 15 years ago she began to express herself by means of painting, and with much dedication she started on a path of self-learning with much perseverance and dedication.

1999 she participated in an important competition at the Olga Costa Museum of Guanajuato. In 2003 she attended a course of "painting techniques" taught by Master Luis Nishisawa. In 2007 she was awarded a scholarship by Vermont Studio Center in the USA, and was in residence there to advance her professional development. From 2009 to 2010, she painted the murals of the entire Catalog Building in the City of Guanajuato.

Individual Exhibitions

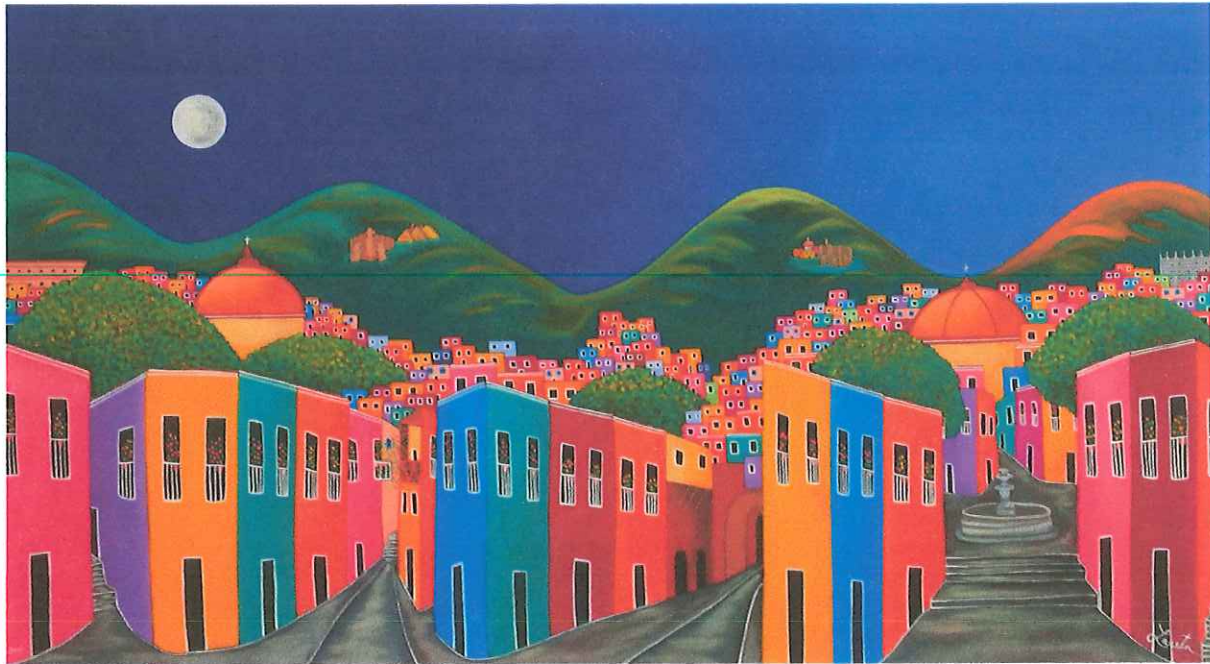
- 2012 - "Around the Universe"
Location: State Congress of Guanajuato
- 2010 - Exhibition of works of Loreta.
Location: The Sun and the Moon. Austin TX, United States.
- 2008 - Exhibition of works of Loreta.
Location: Gallery Hearts. Guanajuato, Guanajuato. Mexico.
- 2007 - Exhibition of works of Loreta.
Location: Museum Jose and Tomas Chavez Morado. Silao, Guanajuato. Mexico.
- 2004 - Exhibition of works of Loreta.
Location: Gallery Q. Monterrey, N.L. Mexico.
- 2002 - Exhibition of works of Loreta.
Location: Cultural Week in Mexican Alliance Franco. Guanajuato, Guanajuato. Mexico.
- 2001 - "International Tourism Day".
Location: Mint. Guanajuato, Guanajuato. Mexico.

Group Exhibitions

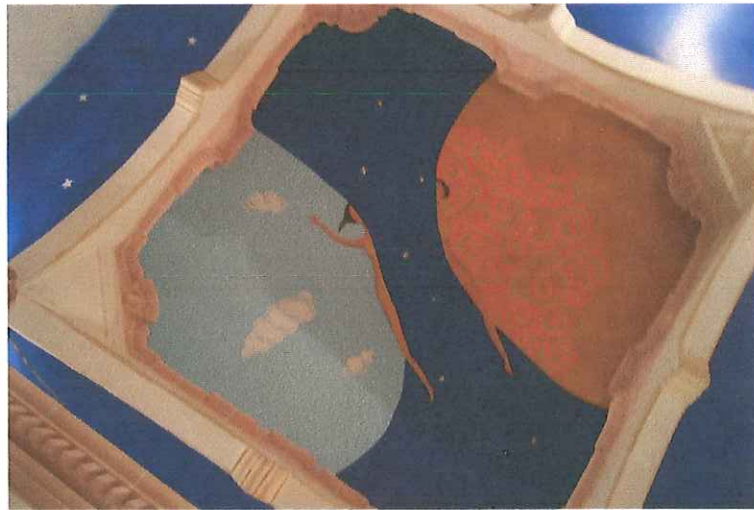
- 2012 - Selected "IV Shows Women Artists of Guanajuato"
Location: Congress Diego Museum, Guanajuato, GTO Mexico
- 2012 - Selected "Collective Unconscious"
Location: Urban Transport of Leon, Gto. Mexico
- 2011 - "Pictures of Guanajuato"
Location: Naval Historical Museum, Puerto Vallarta, Jal. Mexico
- 2011 - "FIDM International Festival of the Day of the Dead"
Location: Mexico Plaza Hotel, Leon, Gto, Mexico
- 2011 - "FIDM International Festival of the Day of the Dead"
Location: Jesuit Former Convent, University of Guanajuato, Guanajuato, Gto, Mexico
- 2011 - "FIDM International Festival of the Day of the Dead"
Location: Palace of the Emir, Cairo, Egypt
- 2011 - "FIDM International Festival of the Day of the Dead"
Location: La Mairie ou 9 eme, Paris, France
- 2010 - "Day of the Dead ACADAC".
Location: Fox Centro Leon, Guanajuato.. Mexico.
- 2010 - "4 Mujeres 4 Vertientes".
Location: Diego Museum. Guanajuato, Guanajuato. Mexico.
- 2009 - "Hands Painters".
Location: House of Culture. Guanajuato, Guanajuato. Mexico.
- 2008 - "Parallel Realities".
Location: Gallery Duarte. Guanajuato, Guanajuato. Mexico.
- 2008 - "International Women's Day."
Location: House of Culture. Guanajuato, Guanajuato. Mexico.
- 2008 - "Second Shows Women Artists".
Location: Gallery Hearts. Guanajuato, Guanajuato. Mexico.
- 2008 - "Hands Painters".
Location: House of Culture. Guanajuato, Guanajuato. Mexico.
- 2007 - "First Exhibition Women Artists".

- Location: Gallery Hearts. Guanajuato, Guanajuato. Mexico.
- 2006 - Exhibition of works of Loreta.
Location: General Archive. Guanajuato, Guanajuato. Mexico.
- 2006 - ALDIM.
Location: Poliforum, Leon, Guanajuato. Mexico.
- 2005 - Art Fair. The American School Foundation,
Location: Mexico City, DF Mexico.
- 2004 - "Friends of Animals".
Location: Museum Gene Byron. Guanajuato, Guanajuato. Mexico.
- 2003 - Art Fair. Location: The American School Foundation,
Location: Mexico City, DF. Mexico.
- 2003 - Exhibition of works of Loreta.
Location: Museum Gene Byron. Guanajuato, Guanajuato. Mexico.
- 2002 - Art Fair. The American School Foundation, Cd. De Mexico, DF Mexico.
- 2002 - "Rescuing Roots" VII FAI. Save the Children Mexico.
Location: Centro Cultural Ignacio Ramirez The Necromancer (Fine Arts).
San Miguel de Allende. Mexico.
- 2001 - "Rescuing Roots" VI FAI Save the Children Mexico.
Location: Centro Cultural Ignacio Ramirez The Necromancer (Fine Arts).
San Miguel de Allende. Mexico.
- 2001 - Art Fair. Location: The American School Foundation,
Location: Mexico City, DF. Mexico.
- 2001 - "Artists Unite for Children".
Location: San Agustin Convent / House of Culture. Salamanca, Gto. Mexico.
- 2000 - Exposure to students of the School of Fine Arts.
Location: Faculty of Law of the University of Guanajuato. Guanajuato, Guanajuato. Mexico

SAMPLE PICTURES OF ACRYLIC PAINTINGS AND MURAL WORKS



Sample of a Guanajuato painting in acrylic technique.



Sample of Mural works conducted in Casa Capitolio, Guanajuato.

Mural on Calle Guanajuato – Ashland, Oregon

Since 1969, the City of Ashland has celebrated a relationship with its sister city, Guanajuato, Mexico. Both cities have a lot in common, including being centers of culture with well-recognized universities.

Tourists flock to each city, drawn by their beautiful natural settings, picturesque downtowns, and historical, cultural and recreational attractions.

Both Guanajuato and Ashland have a strong relationship with art. Guanajuato is home to many artists and museums. It is the birthplace in 1886 of Diego Rivera, the muralist that single-handedly changed the course of his country's art.

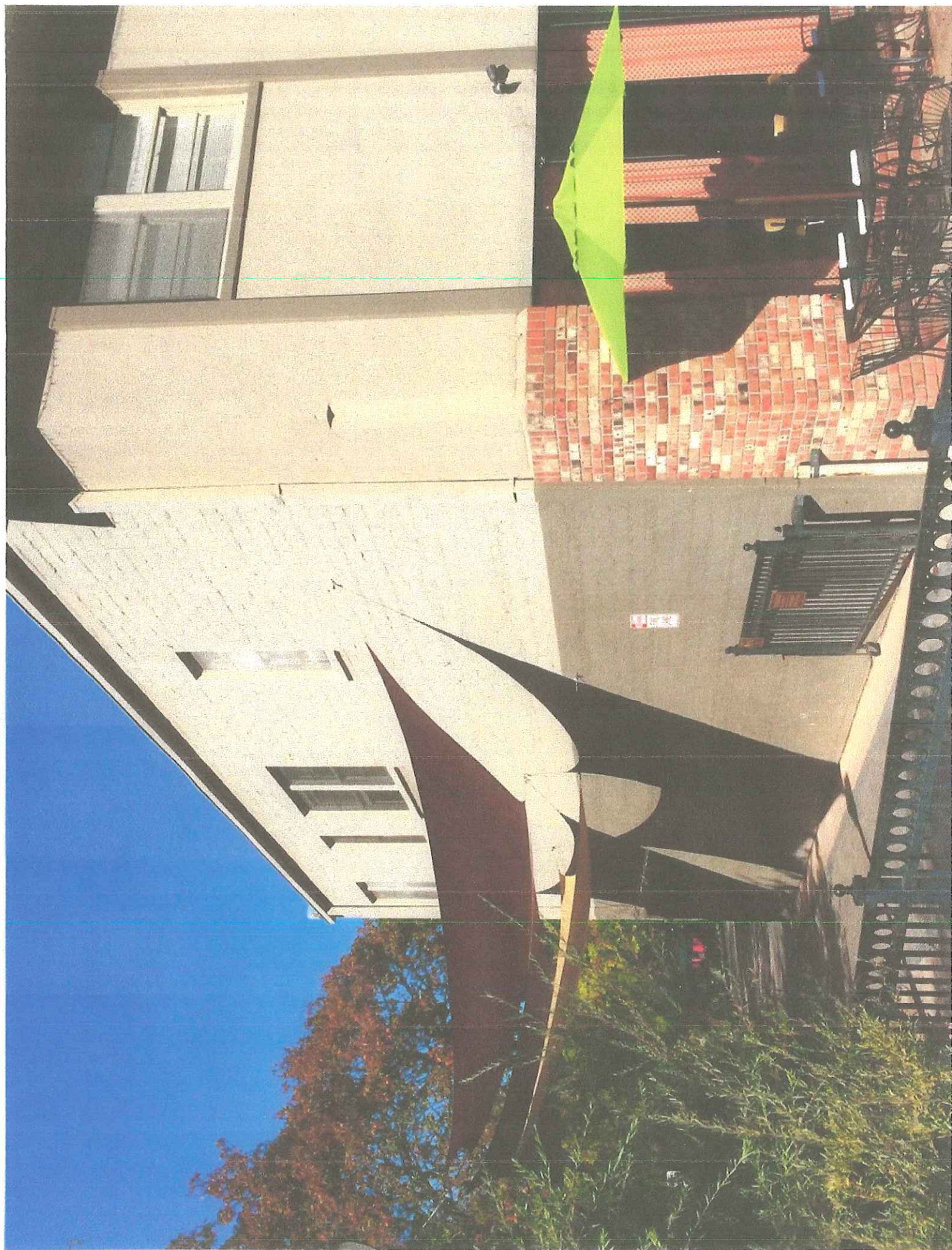
In honor of its sister city, Ashland has named an important walkway along Ashland Creek "Calle Guanajuato," located behind the downtown plaza buildings. It is enhanced by restaurant seating and an artist's market on weekends.

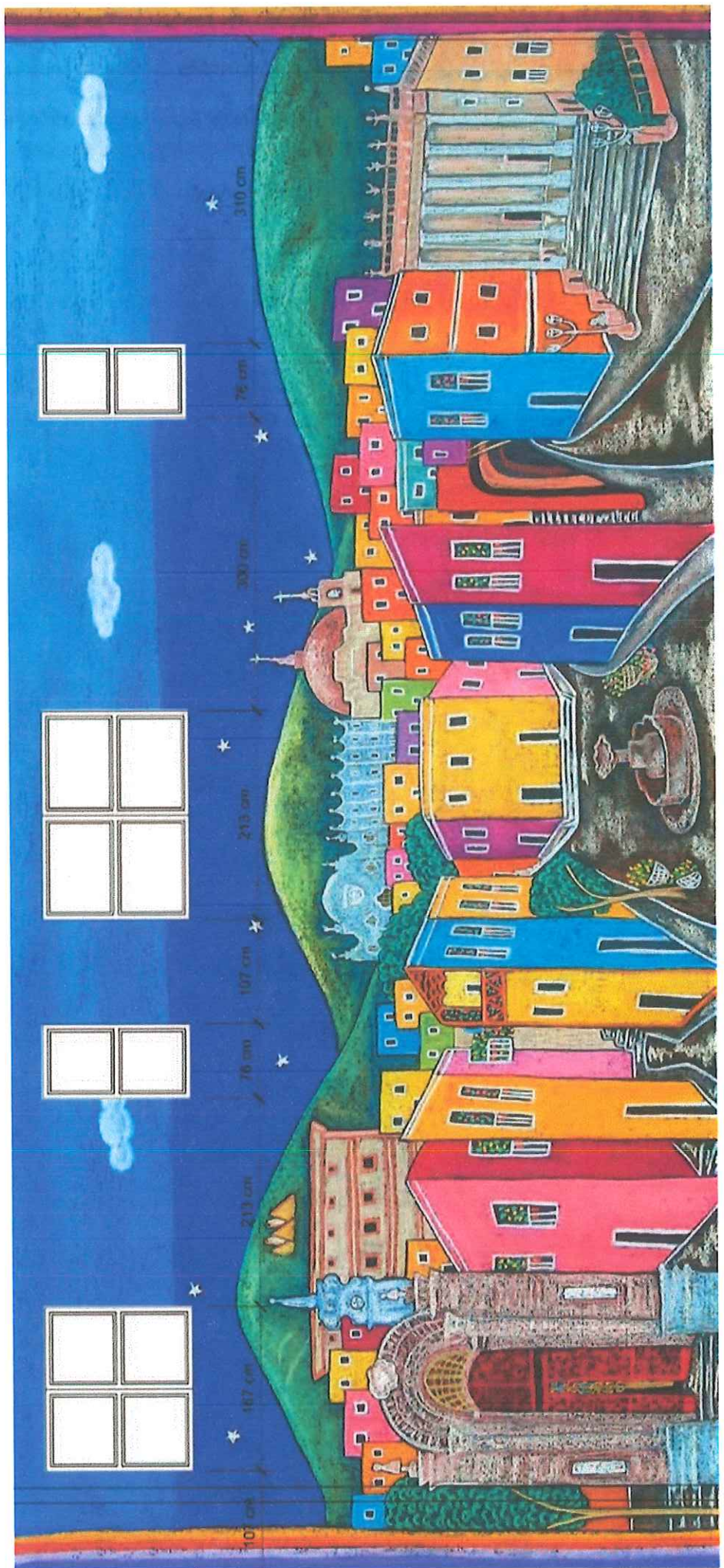
This mural, "Streets of Guanajuato," will be located on the west side of the Sesame Restaurant building at the south entrance to the Calle. It will honor our sister city and provide an appropriate and spectacular gateway to the Calle. It depicts views of various buildings and landmarks, reflecting the beauty and history of the City of Guanajuato.

The artist, Laura "Loreta" Rangel Villasenor, an experienced mural painter from the City of Guanajuato, will be in residence in Ashland while painting the mural. In addition, selected art students from Southern Oregon University will be involved, assisting the artist in the project. This will bring recognition to our university and the talents of our students, while providing them with a truly unique international experience in mural painting. For technical support, we have secured the help of local Ashland artist and muralist, Denise Baxter, who coincidentally speaks fluent Spanish.

The project will be more than just a mural. Its creation will generate a month-long unique event while Loreta is painting the work, and will be an on-going tourist attraction.

The final ribbon cutting will be an international occasion celebrating and enhancing Ashland's relationship with Guanajuato. Hopefully this celebration could take place during the July 4th weekend when officials from Guanajuato are planning to be here.





From: Rachel Dials
Sent: Tuesday, April 26, 2016 11:09 AM
To: Ann Seltzer
Subject: Recommendations-Mural Wall

Hi Ann-

Attached are the recommendations from the Parks Commission from last night's meeting.

Motion was:

I move to make a recommendation to the City Council for approval of the Calle Mural Project under the following conditions:

- 1. Prohibit artisans from hanging their wares on the completed mural wall.**
- 2. Relocate the Fire lane sign that currently hangs on the mural wall to the opposite side of the Calle.**
- 3. Work by the artist on the mural should be scheduled so as not to interfere with the Artisans Market or any other Calle Operations**
- 4. Any associate alterations, repairs or costs related to the mural project will not be the responsibility of the Lithia Artisans Market or Ashland Parks and Recreation Commission.**

Email send to Parks Commission on April 14, 2016

April 18, 2016

Dear Parks and Recreation Commissioners and Parks and Recreation Director Michael Black,

The Public Art Commission has voted to approve the proposed mural for Calle Guanajuato and forward our recommendation to the City Council for their final approval at their meeting on May 17, 2016.

We understand there are several moving parts to this project and know that the first step is final approval of the proposed mural design. Attached is a document from the artist that you may find useful.

If approved by the City Council, the proposed mural will cover the entire side of the Sesame Kitchen building. Currently, that wall is obscured by the sun shade, by artisans hanging their products and paintings on that wall, by the swinging gate at the entrance to the Calle and a city sign. The PAC wants to ensure that if approved and executed, the mural can be viewed in its entirety.

Thus, the Public Art Commission respectfully asks you to consider four modifications to the current set up of that area:

- 1) Prohibit artisans from hanging their wares on that wall as has been done in the past. See the attached photo. We understand that artisan booths will continue to be situated in front of the wall but we ask that nothing is attached to the wall once painted.
- 2) Reconfigure the sun shade. We recognize that the area can get very hot and shade helps keep the temperature more tolerable for both the artisans and shoppers. Is it possible to provide shade for that location using a different technique rather than connecting the sun shade to a bolt in the mural wall? Perhaps cantilevered from the railing opposite the wall? See the attached two photos.
- 3) Currently the gate swings into the Calle against the mural wall and appears to be open most of the time, thus obscuring the mural. Is it possible to have the gate mounted on the opposite side from the wall and swing towards the railing so that when open it rests along the decorative fence opposite the wall?
- 4) Finally, we have asked staff to relocate the Fire Lane sign that currently hangs on the mural wall to the opposite side of the Calle.

Many thanks for your considerations. Please feel free to contact me with any questions.

Sincerely,

Margaret Garrington, chair Public Art Commission

Ann Seltzer, Management Analyst
City of Ashland
20 East Main Street, Ashland OR 97520
([541\) 552-2106](tel:5415522106) or ([541\) 488-6002](tel:5414886002), TTY [800-735-2900](tel:8007352900)
FAX: ([541\) 488-5311](tel:5414885311)

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Ann Seltzer

From: Ann Seltzer
Sent: Tuesday, April 19, 2016 7:42 AM
To: bill@ashlandhome.net; tomarch@charter.net; Kerry KenCarin; allad@ashlandhome.net; Dale Shostrom; terryskibby321@msn.com; kswink@mind.net; skwhippet@mind.net
Cc: Brandon Goldman; Mark Schexnayder; Barry Thalden
Subject: proposed mural on Calle Guanajuato
Attachments: 04 15 16 artist proposal Calle.pdf

Dear Historic Commissioners,

This email is to keep you in the loop on the proposed mural on Calle Guanajuato.

The Public Art Commission has voted to approve the proposed mural for Calle Guanajuato and forward our recommendation to the City Council for their final approval at their meeting on May 17, 2016.

We understand there are several moving parts to this project and know that the first step is final approval of the proposed mural design. Attached is a document from the artist that you may find useful.

If approved by the City Council, the proposed mural will cover the wall of the Sesame Kitchen facing the Calle.

Brandon Goldman, senior planner in the Community Development Department is guiding this project through the site design and use process which I understand will come to you for your review at an upcoming Historic Commission meeting.

As noted in a previous email from Ann Seltzer, the hope is that the artist can begin painting in early June in order to complete the project by the July 4 weekend.

Please feel free to contact me with any questions.

Sincerely,

Margaret Garrington, chair Public Art Commission

Ann Seltzer, Management Analyst
City of Ashland
20 East Main Street, Ashland OR 97520
(541) 552-2106 or (541) 488-6002, TTY 800-735-2900
FAX: (541) 488-5311

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Memo

DATE: 5/2/2016

TO: Ashland Historic Commission

FROM: Bill Molnar, Community Development Director

RE: Site Design Review for the placement of public art on a contributing historic structure.

Mural art is considered one of the oldest methods of artistic expression. Murals bring art to the public space, and add visual and aesthetic value. When appropriately executed, murals can enhance the character of an area.

Based upon legislative history, the purpose of site design review for the placement of public art upon a contributing historic structure is to ensure that the physical character of the historic district is preserved through additional public oversight, while still supporting artistic and creative expression found in public art. In this case, specific City site design standards should be referenced when evaluating potential impacts to the contributing historic structure, Wietzel's (Parkview) Department Store, from painting a mural upon the building's west-facing facade.

Several of Ashland's site development and design standards are cited below. These standards highlight the architectural features that are prominent in the make-up and character of the downtown. In reviewing the proposal, staff recommends the Historic Commission focus on assessing the degree to which the mural covers or detracts from significant or character-defining architectural features of the building. Staff comments provided in italics below each standard are intended to assist the Historic Commission in formulating advice and a recommendation on the proposal, while still recognizing the merit of maintaining minimal intrusion into the artistic expression and content of the artwork.

Selected Ashland Site Development and Design Standards

18.4.2.060 C.4. Openings

- a. Ground level elevations facing a street shall maintain a consistent proportion of transparency (i.e., windows) compatible with the pattern found in the downtown area.
- b. Scale and proportion of altered or added building elements, such as the size and relationship of new windows, doors, entrances, column, and other building features shall be visually compatible with the original architectural character of the building.
- c. Upper floor windows orientation shall primarily be vertical (height greater than width).
- d. Except for transom windows, windows shall not break the front plane of the building.



- e. Ground level entry doors shall be primarily transparent.
- f. Windows and other features of interest to pedestrians such as decorative columns or decorative corbelling shall be provided adjacent to the sidewalk. Blank walls adjacent to a public sidewalk are prohibited.

Staff Comment: Several original windows are located on the west-facing wall. The proposed mural will not conceal the windows. Additionally, the pattern of openings provided by these upper story windows does not appear to be obscured by the proposal, as the windows are retained in clear view, occupying space at the very top of the mural's skyline.

18.4.2.060 C. 5. Horizontal Rhythms

- a. Prominent horizontal lines at similar levels along the street's street front shall be maintained.
- b. A clear visual division shall be maintained between ground level floor and upper floors.
- c. Buildings shall provide a foundation or base, typically from ground to the bottom of the lower window sills, with changes in volume or material, in order to give the building a sense of strength.

Staff Comment: The west facing wall is clearly subordinate to the building's two street facing facades and lacks distinct architectural features and treatments that create "horizontal rhythms", such as a clear division between the ground level floor and upper levels above as well as a change in materials at the building base. In staff's judgment, the location of a mural on the west building façade does not appear to cover or detract from character-defining architectural features that establish an existing horizontal orientation.

18.4.2.060 C. 6. Vertical Rhythms

- a. New construction or storefront remodels shall reflect a vertical orientation, either through actual volumes or the use of surface details to divide large walls, so as to reflect the underlying historic property lines.

Staff Comment: As stated above, the west facing wall is clearly subordinate to the building's two street facing facades and lacks distinct architectural features and treatments that create "vertical rhythms" through the use of surface details, such as columns, posts or pilasters, to divide large walls into distinct volumes. Consequently, the location of a mural on the west building façade does not appear to cover or detract from character-defining architectural features that establish an existing vertical orientation.

18.42.060 C. 2. Setback

- b. Ground level entries should be recessed from the public right-of-way and have detailing and materials that create a sense of entry.

Staff Comment: The placement of murals on a primary building facade is often discouraged. A primary building facade generally refers to a building wall with a main public entryway. The proposed mural will be applied to the west wall which does not contain a building entrance. Primary building entrances are located on both the east and south sides, neither which will be effected by the proposal.



18.42.050 C. 10. Other.

- a. Non-street or alley facing elevations are less significant than street facing elevations. Rear and sidewalls of buildings should therefore be fairly simple (e.g., wood, block, brick, stucco, cast stone, masonry clad, with or without windows).
- b. Visual integrity of the original building shall be maintained when altering or adding building elements. This shall include such features as the vertical lines of columns, piers, the horizontal definition of spandrels and cornices, and other primary structural and decorative elements.

***Staff Comment:** The mural is proposed to be painted on the west building wall facing Calle Guanajuato. In comparison to the south and east-facing building walls, the west building wall is relatively unadorned, absent of building doorways and the larger ground floor display windows found on the east and west walls, described as key elements of the original department store. In staff's opinion, the proposed location of the mural on the west building wall is more appropriate given the subordinate status of the west wall when compared to the more prominent nature of the Wietzel building's North Main and Winburn Way street frontages.*

18.42.060 C. 8. Materials.

- a. Exterior building materials shall consist of traditional building materials found in the downtown area including block, brick, painted wood, smooth stucco, or natural stone.

***Staff Comment:** An established point of view underscores the importance of avoiding the application of painted murals over original exterior building materials, especially unpainted brick or stone. In this case, the mural will not cover traditional brick or stone, but will be applied to the west-facing concrete wall that has been painted several times throughout the history of the building.*

Attachment:

- **ID# 20.0 – Wietzel's [Parkview] Dept Store** – Primary Contributing, National Register of Historic Places Continuation Sheet.
- Selected illustrations from Ashland's Downtown Design Standards
- Letter dated April 22, 2009, from Ashland Historic Commission Chair to Mayor and City Council



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 23

Ashland Downtown Historic District, Ashland, OR

As originally constructed, the Crocker Building was of exposed brick exterior with an elaborately detailed cornice. Today, the exposed brick of the east elevation remains, however the front elevation has been stuccoed, probably as a part of the 1945-46 remodeling. The storefront, while also remodeled and rebuilt with aluminum sash, retains general compatibility and does not seriously detract from the overall character of the building. A specific element of note is the painted wall graphic of the east elevation, "Ashland's Noted Second Hand," probably painted in the late 19th or very early 20th century.

Occupied by Brother's Restaurant for more than 20 years, the Josephine Crocker Building retains high integrity and effectively relates its development history during the period of significance.

ID# 19.0

SABATINO'S RESTAURANT BLDG

75 MAIN ST N

Modern Period: Late 20th C Historic Period

1970c

391E09BB 6000

Non-Compatible, Non-Historic, Non-Contributing

Historically this prominent corner site was occupied by a brick building similar to the Josephine Crocker Building, located to the west.

The two-story brick building at the corner of Granite and N Main St is being demolished by the owner, Lloyd Selby...the building known to many Ashlanders as the "old Dennis McCarthy building" was built in the early 1900s by the first Southern Pacific engineer to pull a train into Ashland. (*Tidings*, 17-Aug-1962, 1:5)

This present single story masonry building, designed in a vaguely Pueblo-inspired style with stepped parapet detailing and projecting "vigas" or rafter tails, was apparently constructed sometime in the late 1960s or early 1970s and housed a series of predominately Italian restaurants, most notably "Sabatino's" along with "The Vintage Inn," a popular folk music night club in Ashland during the late 1970s and early 1980s. In the 1990s the building was divided into its present configuration of multiple office and restaurant spaces. Minimally compatible with its zero setback, the overall design and use of materials of the Sabatino's Restaurant Building is incompatible with the historic architecture of the downtown

ID# 20.0 Survey #272

WIETZEL'S [PARKVIEW] DEPT STORE

115 MAIN ST N (5 North Main)

Architect: Perrin, Howard R.

Early Modern: Art Moderne/Streamlined

1947

391E09BB 7600

Builder: Borg, C. E.

Primary Contributing

Built on the site of Emil Peil's blacksmith and implement shop and the 1906 addition that was built in connection with the Bank of Ashland Extension,¹⁶ the Weitzel/Park View

¹⁶ See Sites 22.0 and 23.0.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 24

Ashland Downtown Historic District, Ashland, OR

Department is a two-story concrete volume that opened in June 1947. Designed in the streamlined Moderne style by noted Klamath Falls architect Howard R. Perrin and built by Ashland contractor C.E. Borg, Weitzel's was considered Ashland's first "modern" department store operation.¹⁷ Perrin, born and educated in Rhode Island, graduated from Brown University and relocated to Klamath Falls in 1922. In Jackson County he designed the "Yardstick" model home and the Crater Lake Ford [Winetrout] Building in Medford, a major addition to Lincoln School in Ashland, and worked on the designs of Camp White. Responsible for a majority of the commercial buildings in downtown Klamath Falls, his most notable projects in that county include the Willard Hotel, the Klamath County Jail and city halls for Doris and Lakeview. (Who's Who, 1942:331)

Corner show windows are finished in rounded plate glass with tranquil green carrara glass trim, making display space unique and modernistic...Eleven of the most modern apartments in Ashland have been constructed in the second floor of Weitzel's Department store...the entrance at 15 Winburn way is attractively finished in glass brick with [a] wide green linoleum covered stairway trimmed in chrome. Rounded corners add a modernistic touch to the hall ways. (*Tidings*, 26-June-1947, 3:1-5)

By 1955 the operation was renamed the "Park View Department Store," and remained in operation under that name through the late 1970. Converted to office and retail use, the streamlined exterior was wrapped in the present Tudor-inspired surface detail and the standing seam metal roof was added. Today two recessed storefronts face the Plaza and an additional two storefronts are located on the south elevation while second floor remains in apartment use. Although remodeled, the Weitzel Department Store Building retains essential integrity to its 1947 design beneath these alterations and so adequately relates its original development during the WWII portion of the period of significance.

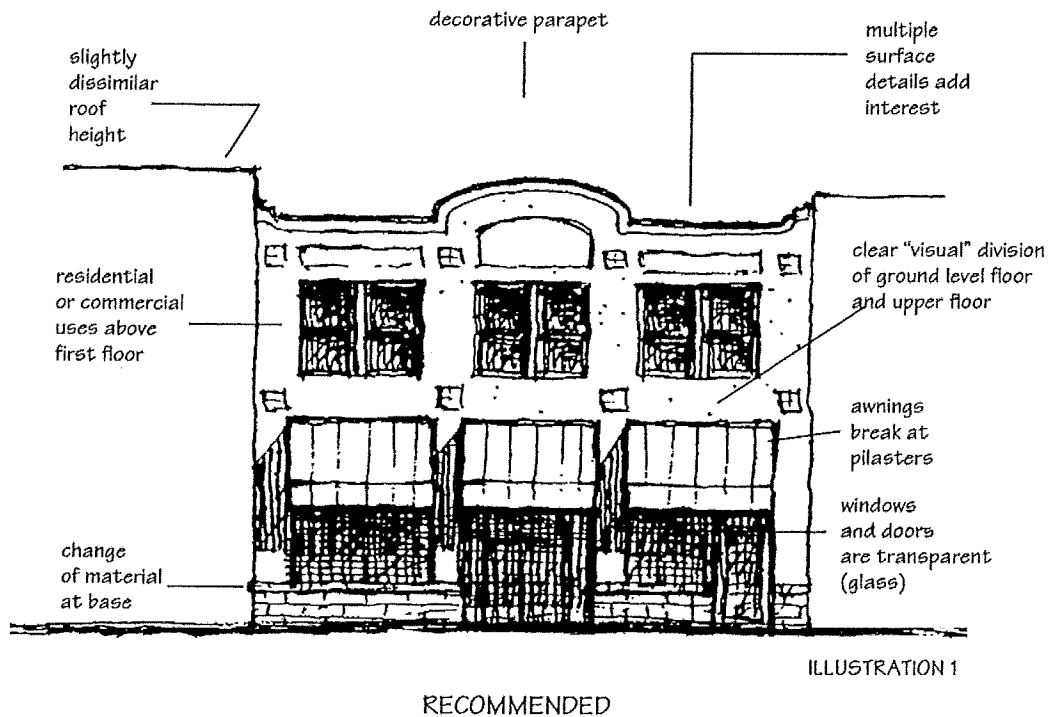
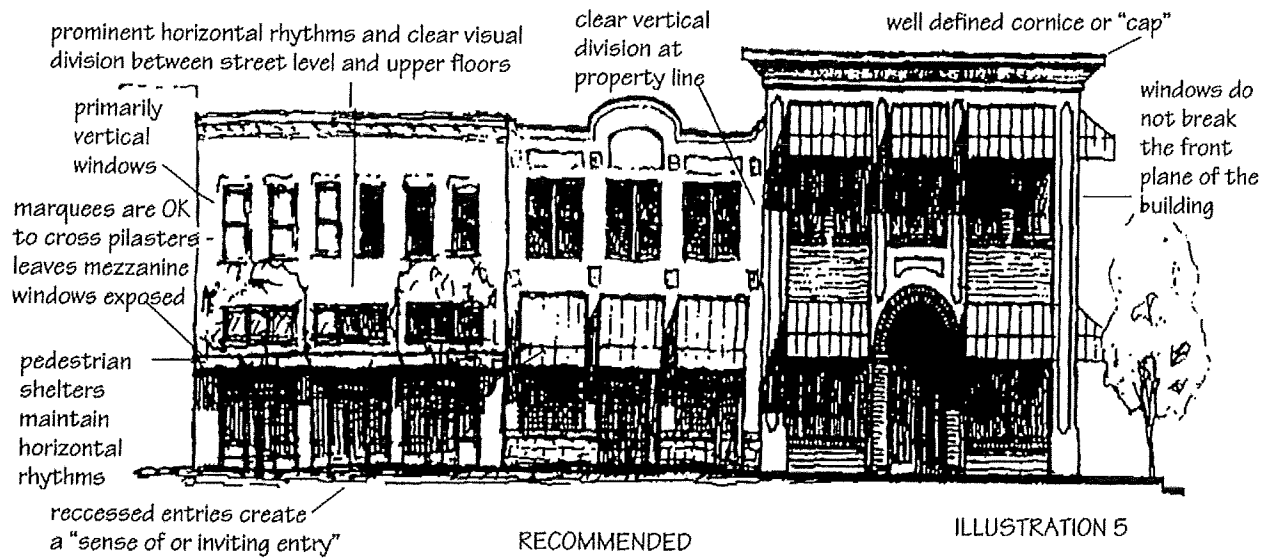
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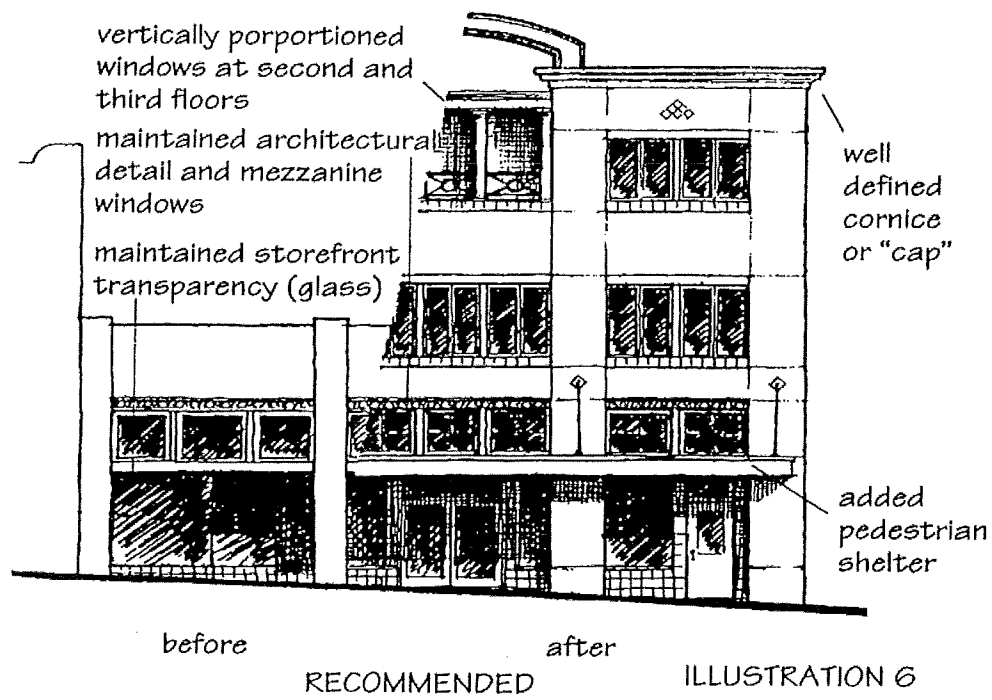
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Vacant: Park/Recreation

Historically this tax lot was the site of a masonry building but now is a city-owned property that provides access the alley between the row of buildings on the west side of the Plaza and the channel of Ashland Creek. Named "Calle Guanajuato" after Ashland's sister city in Mexico, this corridor serves as both a service access for these Plaza merchants and as public park, with regularly scheduled festivals, crafts fairs and similar uses. Calle Guanajuato terminates at the southern end of the Plaza, joining the bridge over the Creek at the entrance to Lithia Park on Winburn Way, behind the Weitzel Department Store Building. (Site 20.0)

¹⁷ See *Tidings*, 26-June-1947.





CITY OF ASHLAND

April 22, 2009

Honorable Members of the City Council and Mayor
City of Ashland
20 East Main Street
Ashland, OR 97520

The Historic Commission has reviewed in depth the proposed changes to the Sign Code and wishes to extend our support for the inclusion of the amendment of the following section:

SECTION 18.72.030 Applicability.

g. Any exterior change to a structure which ~~requires a building permit,~~ and is listed on the National Register of Historic Places or to a contributing property within an Historic District on the National Register of Historic Places that requires a building permit, or includes the installation of Public Art.

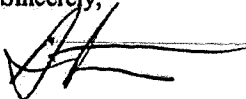
The primary role of the Historic Commission is the protection of architectural and cultural resources in the city. Historic and historic contributing structures within the four national register districts in the city deserve the highest level of citizen review that we can provide to ensure that the stewardship of these resources is maintained.

While we share in the concerns of the Public Arts Commission that public art be separated from the Sign Code and afforded special consideration-that consideration must be subject to reasonable and prudent citizen review. The Historic Commission seeks solely to maintain our ability to protect the historic resources of the districts. We do not seek to be the arbitrator of what is or is not public art.

We do however, take seriously the responsibility of carefully reviewing any alteration or modification of historic or historic-contributing structures. This would include the proposed application or installation of public art projects directly to these structures. Historic structures are recognized public resources, arguably a form of public art in themselves, directly enhancing our community, its value, and its overall sense of place. Altering or otherwise changing the building by adjoining or mounting an additional piece of art to these structures has tremendous implications. If the project is not carefully reviewed, we risk the possibility of impacting the architectural features of the building as well as actually damaging the physical structure of the building. This level of review is a recognized standard within national historic register districts, and it is our responsibility to ensure that we maintain that standard.

The Historic Commission continues to be committed to working closely with the Public Arts Commission in partnership to ensure that they can fulfill their responsibilities to the citizens of Ashland with regard to the selection and placement of public art. We look forward to continuing in our ability to be strong advocates for these very public resources. Your adoption of this amendment will be of great assistance towards that end.

Sincerely,



Dale Shostrom, Chairman
Ashland Historic Commission



May 5, 2016

Notice of Final Decision

On May 5, 2016, the Community Development Director approved the request for the following:

Planning Action: PA-2016-00763

Subject Property: 5 North Main Street

Owner: Parkview Plaza LLC

Applicant: Barry and Kathleen Thalden

Description: A request for Site Design Review approval for the installation of Public Art at 5 North Main Street. The application involves the painting of a mural upon the entirety of the south wall facing Calle Guanajuato. **COMPREHENSIVE PLAN DESIGNATION:** Commercial Downtown; **ZONING:** C-1-D; **ASSESSOR'S MAP:** 39 1E 09 BB; **TAX LOT:** 50003.

The Community Development Director's decision becomes final and is effective on the 12th day after the Notice of Final Decision is mailed. Approval is valid for a period of 18 months and all conditions of approval identified on the attached Findings are required to be met prior to project completion.

The application, all associated documents and evidence submitted, and the applicable criteria are available for review at the Ashland Community Development Department, located at 51 Winburn Way. Copies of file documents can be requested and are charged based on the City of Ashland copy fee schedule.

Prior to the final decision date, anyone who was mailed this Notice of Final Decision may request a reconsideration of the action as set forth in the Ashland Land Use Ordinance (ALUO) 18.5.1.050(F) and/or file an appeal to the Ashland Planning Commission as provided in ALUO 18.5.1.050(G). The ALUO sections covering reconsideration and appeal procedures are attached. The appeal may not be made directly to the Oregon Land Use Board of Appeals.

If you have any questions regarding this decision, please contact Maria Harris in the Community Development Department at (541) 488-5305.

cc: Parkview Plaza LLC;
Parties of record and property owners within 200 ft.



SECTION 18.5.1.050 Type I Procedure (Administrative Decision with Notice)

E. Effective Date of Decision. Unless the conditions of approval specify otherwise or the decision is appealed pursuant to subsection 18.5.1.050.G, a Type I decision becomes effective 12 days after the City mails the notice of decision.

F. Reconsideration. The Staff Advisor may reconsider a Type I decision as set forth below.

1. Any party entitled to notice of the planning action, or any City department may request reconsideration of the action after the decision has been made by providing evidence to the Staff Advisor that a factual error occurred through no fault of the party asking for reconsideration, which in the opinion of the Staff Advisor, might affect the decision. Reconsideration requests are limited to factual errors and not the failure of an issue to be raised by letter or evidence during the opportunity to provide public input on the application sufficient to afford the Staff Advisor an opportunity to respond to the issue prior to making a decision.
2. Reconsideration requests shall be received within five days of mailing the notice of decision. The Staff Advisor shall decide within three days whether to reconsider the matter.
3. If the Staff Advisor is satisfied that an error occurred crucial to the decision, the Staff Advisor shall withdraw the decision for purposes of reconsideration. The Staff Advisor shall decide within ten days to affirm, modify, or reverse the original decision. The City shall send notice of the reconsideration decision to affirm, modify, or reverse to any party entitled to notice of the planning action.
4. If the Staff Advisor is not satisfied that an error occurred crucial to the decision, the Staff Advisor shall deny the reconsideration request. Notice of denial shall be sent to those parties that requested reconsideration.

G. Appeal of Type I Decision. A Type I decision may be appealed to the Planning Commission, pursuant to the following:

1. **Who May Appeal.** The following persons have standing to appeal a Type I decision.
 - a. The applicant or owner of the subject property.
 - b. Any person who is entitled to written notice of the Type I decision pursuant to subsection 18.5.1.050.B.
 - c. Any other person who participated in the proceeding by submitting written comments on the application to the City by the specified deadline.
2. **Appeal Filing Procedure.**
 - a. *Notice of Appeal.* Any person with standing to appeal, as provided in subsection 18.5.1.050.G.1, above, may appeal a Type I decision by filing a notice of appeal and paying the appeal fee according to the procedures of this subsection. The fee required in this section shall not apply to appeals made by neighborhood or community organizations recognized by the City and whose boundaries include the site. If an appellant prevails at the hearing or upon subsequent appeal, the fee for the initial hearing shall be refunded.
 - b. *Time for Filing.* A notice of appeal shall be filed with the Staff Advisor within 12 days of the date the notice of decision is mailed.
 - c. *Content of Notice of Appeal.* The notice of appeal shall be accompanied by the required filing fee and shall contain.
 - i. An identification of the decision being appealed, including the date of the decision.
 - ii. A statement demonstrating the person filing the notice of appeal has standing to appeal.
 - iii. A statement explaining the specific issues being raised on appeal.
 - iv. A statement demonstrating that the appeal issues were raised during the public comment period.
 - d. The appeal requirements of this section must be fully met or the appeal will be considered by the City as a jurisdictional defect and will not be heard or considered.
3. **Scope of Appeal.** Appeal hearings on Type I decisions made by the Staff Advisor shall be de novo hearings before the Planning Commission. The appeal shall not be limited to the application materials, evidence and other documentation, and specific issues raised in the review leading up to the Type I decision, but may include other relevant evidence and arguments. The Commission may allow additional evidence, testimony, or argument concerning any relevant ordinance provision.
4. **Appeal Hearing Procedure.** Hearings on appeals of Type I decisions follow the Type II public hearing procedures, pursuant to section 18.5.1.060, subsections A – E, except that the decision of the Planning Commission is the final decision of the City on an appeal of a Type I decision. A decision on an appeal is final the date the City mails the adopted and signed decision. Appeals of Commission decisions must be filed with the State Land Use Board of Appeals, pursuant to ORS 197.805 - 197.860.



ASHLAND PLANNING DIVISION

FINDINGS & ORDERS

PLANNING ACTION: PA-2016-00763
SUBJECT PROPERTY: 5 N. Main St.
APPLICANT/OWNER: Barry and Kathleen Thalden
DESCRIPTION: A request for Site Design Review approval for the installation of public art for the property located at 5 N. Main St. The application involves the painting of a mural upon the west wall of the building facing Calle Guanajuato.
COMPREHENSIVE PLAN DESIGNATION: Commercial; **ZONING:** C-1-D; **ASSESSOR'S MAP:** 39 1E 09 BB; **TAX LOTS:** 50003

SUBMITTAL DATE:	April 14, 2016
DEEMED COMPLETE DATE:	April 22, 2016
STAFF APPROVAL DATE:	May 5, 2016
APPEAL DEADLINE (4:30 P.M.)	May 17, 2016
FINAL DECISION DATE:	May 18, 2016
APPROVAL EXPIRATION DATE:	November 18, 2017

DECISION

The proposal is a request for Site Design Review approval for the installation of a mural on the west wall of the building located at 5 N. Main St. The property is located in the Detail Site Review and Historic District overlays. The proposed mural will cover the entire west wall.

The subject property is located at the transition of N. Main St. to Winburn Way with the front of the building facing N. Main St. and the downtown plaza, the side of the building facing Winburn Way, and the back of the building facing Calle Guanajuato. The subject property and the surrounding area are zoned Commercial Downtown (C-1-D).

The National Register of Historic Places documentation for the Ashland Downtown District identifies the building as a historic primary contributing structure. The building opened as Weitzel's (Parkview) Department Store in 1947 and was designed in the streamlined Moderne style by noted Klamath Falls architect Howard R. Perrin.

The installation of public art on the exterior of a building that is identified as a contributing structure within a historic district requires Site Design Review approval in accordance with 18.18.5.2.020.A.4. Based upon legislative history, the purpose of site design review for the placement of public art upon a contributing historic structure is to ensure that the physical character of the historic district is preserved through additional public oversight, while still supporting artistic and creative expression found in public art.

The site development and design standards in chapter 18.4.2 are used to evaluate potential impacts of painting a mural upon the building's west-facing façade to the contributing historic structure, Wietzel's

(Parkview) Department Store. Specifically, the standards highlight the architectural features that are prominent in the make-up and character of the downtown. In reviewing the proposal, staff focused on assessing the degree to which the mural covers or detracts from significant or character-defining architectural features of the building.

The following a site design and development standards are applicable to the proposed mural project. An assessment of the application in relation to the standards follows each group of standards.

18.4.2.060 C.4. Openings

- a. Ground level elevations facing a street shall maintain a consistent proportion of transparency (i.e., windows) compatible with the pattern found in the downtown area.
- b. Scale and proportion of altered or added building elements, such as the size and relationship of new windows, doors, entrances, column, and other building features shall be visually compatible with the original architectural character of the building.
- c. Upper floor windows orientation shall primarily be vertical (height greater than width).
- d. Except for transom windows, windows shall not break the front plane of the building.
- e. Ground level entry doors shall be primarily transparent.
- f. Windows and other features of interest to pedestrians such as decorative columns or decorative corbelling shall be provided adjacent to the sidewalk. Blank walls adjacent to a public sidewalk are prohibited.

Several original windows are located on the west-facing wall. The proposed mural will not conceal the windows. Additionally, the pattern of openings provided by these upper story windows does not appear to be obscured by the proposal, as the windows are retained in clear view, occupying space at the very top of the mural's skyline.

18.4.2.060 C. 5. Horizontal Rhythms

- a. Prominent horizontal lines at similar levels along the street's street front shall be maintained.
- b. A clear visual division shall be maintained between ground level floor and upper floors.
- c. Buildings shall provide a foundation or base, typically from ground to the bottom of the lower windowsills, with changes in volume or material, in order to give the building a sense of strength.

The west-facing wall is clearly subordinate to the building's two street facing facades and lacks distinct architectural features and treatments that create "horizontal rhythms", such as a clear division between the ground level floor and upper levels above as well as a change in materials at the building base. The location of a mural on the west building façade does not appear to cover or detract from character-defining architectural features that establish an existing horizontal orientation.

18.4.2.060 C. 6. Vertical Rhythms

- a. New construction or storefront remodels shall reflect a vertical orientation, either through actual volumes or the use of surface details to divide large walls, so as to reflect the underlying historic property lines.

As stated above, the west-facing wall is clearly subordinate to the building's two street facing facades and lacks distinct architectural features and treatments that create "vertical rhythms" through the use of surface details, such as columns, posts or pilasters, to divide large walls into distinct volumes. Consequently, the location of a mural on the west building façade does not appear to cover or detract from character-defining architectural features that establish an existing vertical orientation.

18.42.060 C. 2. Setback

- b. Ground level entries should be recessed from the public right-of-way and have detailing and materials that create a sense of entry.

The placement of murals on a primary building facade is often discouraged. A primary building facade generally refers to a building wall with a main public entryway. The proposed mural will be applied to the west wall which does not contain a building entrance. Primary building entrances are located on both the east and south sides, neither which will be effected by the proposal.

18.42.050 C. 10. Other.

- a. Non-street or alley facing elevations are less significant than street facing elevations. Rear and sidewalls of buildings should therefore be fairly simple (e.g., wood, block, brick, stucco, cast stone, masonry clad, with or without windows).
- b. Visual integrity of the original building shall be maintained when altering or adding building elements. This shall include such features as the vertical lines of columns, piers, the horizontal definition of spandrels and cornices, and other primary structural and decorative elements.

The mural is proposed to be painted on the west building wall facing Calle Guanajuato. In comparison to the south and east-facing building walls, the west-facing wall is relatively unadorned. The west-facing wall does not include building doorways and the larger ground floor display windows found on the east and west walls, which are described as key elements of the original department store. In staff's opinion, the proposed location of the mural on the west-facing wall is more appropriate given the subordinate status of the west wall when compared to the more prominent nature of the Wietzel building's N. Main St. and Winburn Way street frontages.

18.42.060 C. 8. Materials.

- a. Exterior building materials shall consist of traditional building materials found in the downtown area including block, brick, painted wood, smooth stucco, or natural stone.

An established point of view underscores the importance of avoiding the application of painted murals over original exterior building materials, especially unpainted brick or stone. In this case, the mural will not cover traditional brick or stone, but will be applied to the west-facing concrete wall that has been painted several times throughout the history of the building.

The Historic Commission reviewed the application at the May 4, 2016 meeting and recommended approval of the application as submitted.

The approval criteria for Site Design Review are in AMC 18.5.2.050 as follows:

An application for Site Design Review shall be approved if the proposal meets the criteria in subsections A, B, C, and D below. The approval authority may, in approving the application, impose conditions of approval, consistent with the applicable criteria.

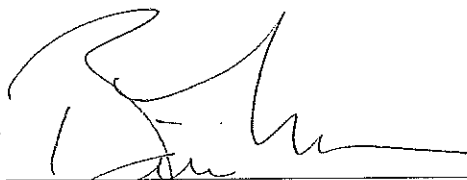
- A. Underlying Zone.** The proposal complies with all of the applicable provisions of the underlying zone (part 18.2), including but not limited to: building and yard setbacks, lot area and dimensions, density and floor area, lot coverage, building height, building orientation, architecture, and other applicable standards.
- B. Overlay Zones.** The proposal complies with applicable overlay zone requirements (part 18.3).
- C. Site Development and Design Standards.** The proposal complies with the applicable Site Development and Design Standards of part 18.4, except as provided by subsection E, below.
- D. City Facilities.** The proposal complies with the applicable standards in section 18.4.6 Public Facilities and that adequate capacity of City facilities for water, sewer, electricity, urban storm drainage, paved access to and throughout the property, and adequate transportation can and will be provided to the subject property.
- E. Exception to the Site Development and Design Standards.** The approval authority may approve exceptions to the Site Development and Design Standards of part 18.4 if the circumstances in either subsection 1 or 2, below, are found to exist.
 - 1. There is a demonstrable difficulty meeting the specific requirements of the Site Development and Design Standards due to a unique or unusual aspect of an existing structure or the proposed use of a site; and approval of the exception will not substantially negatively impact adjacent properties; and approval of the exception is consistent with the stated purpose of the Site Development and Design; and the exception requested is the minimum which would alleviate the difficulty.; or
 - 2. There is no demonstrable difficulty in meeting the specific requirements, but granting the exception will result in a design that equally or better achieves the stated purpose of the Site Development and Design Standards.

In staff's assessment of the application, the proposed mural meets the applicable site development and design standards. The mural is proposed to be located on the west-facing building facade facing Calle Guanajuato, which is clearly subordinate to the N. Main St. and Winburn Way building frontages. The west-facing façade doesn't not include a primary entrance or storefront windows on the ground floor. The mural doesn't conceal or interfere with the second story windows that are in place on the west side of the building. In addition, the west-facing façade does not include architectural features that establish a horizontal rhythm (e.g. clear division between ground and second floor, a building base) or vertical rhythm (e.g. columns, pilasters). Finally, the mural will not cover traditional brick or stone, but will be applied to the west-facing concrete wall that has been painted several times throughout the history of the building.

The application with the attached conditions complies with all applicable City ordinances. Planning Action

#2016-00763 is approved with the following conditions. Further, if any one or more of the following conditions are found to be invalid for any reason whatsoever, then Planning Action #2016-00763 is denied. The following conditions are attached to the approval.

- 1) That all proposals of the applicant shall be conditions of approval unless otherwise modified herein.



Bill Molnar, *Director*
Department of Community Development

May 5, 2016

Date