

**PUBLIC ARTS COMMISSION / HISTORIC COMMISSION  
“MARKING ASHLAND PLACES” JOINT COMMITTEE  
MEETING  
July 16, 2019  
AGENDA**

- I. **CALL TO ORDER:** 9:00 AM, Lithia Room, 51 Winburn Way
- II. **INTRODUCTIONS**
- III. **APPROVAL OF MINUTES** - none
- IV. **PUBLIC FORUM** - Business from the audience not included on the agenda.

V. **PROJECT UPDATES**

Discussion with Jennifer Andrews (CEO Masterwork Plaques)

VI. **DISCUSSION**

- Finalize source material for Masterworks (narrative/pictures)
- Notice letter to surrounding business owners

VII. **ASSIGNMENTS**

VIII. **ADJOURNMENT**

**Calendar**

Schedule Next Meeting



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

**PUBLIC ARTS COMMISSION / HISTORIC COMMISSION  
MARKING ASHLAND PLACES COMMITTEE MEETING**  
**June 11, 2019**  
**MINUTES**

**PAC Commissioners Present:**

Jeff Phillips  
Stanley Smith  
Andy Stallman

**Staff Present:**

Fotini Kaufman, Associate Planner

**HC Commissioners Present:**

Dale Shostrom

**I. CALL TO ORDER: 9:00 AM, Lithia Room, 51 Winburn Way**

**II. DISCUSSION**

Dale presented architectural drawings for each sidewalk/plaque location (now posted on MAP Google Drive)

Andy reviewed 5/28 conversation with Jennifer Andrews. MAP team re-affirmed our decision to directly invite Masterwork Plaques for a proposal (eliminating any consideration that this would be an open competition).

Group reviewed RFP, and final edit decisions were made and agreed upon.  
See "RFP for MAP plaques final edit"

Of major consideration was the concept of using a placeholder for a QR code on the plaques, and/or an URL permanently cast into the plaques. It was unanimously agreed that the placeholder for a QR code on the plaques would be unattractive and was not worthy of any further consideration – end of discussion on QR code for sidewalk plaques. The 4 members present voted 3/1 to include a short URL in the casted design, with only Andy (who felt the plaques should remain timeless and not include anything that might eventually become obsolete) casting a "no" vote. Assignment was made to Historic (and/or Peter) to secure and register the URL.

URL/QR Code issues were briefly discussed with regards to the Hub Sculpture's informational plaque and Stanley suggested that both would be appropriate.

Schematic drawings, prioritized photos, and narratives (to be attached to the RFP) were reviewed. Historic (and/or Peter) was assigned to finalize those pieces prior to Historic & Public Art Commission's sign-off on the project proposal. Public Art Commission meets next on Friday 6/21. Historic meets on Weds. 7/3. Map team will be asking parent commissions for sign-off and approval at those meetings.

**III. ASSIGNMENTS**

- Finalize content for each folder (HC)

**IV. ADJOURNMENT: Meeting adjourned at 10:30**

Next Meeting: Tuesday, July 9th at 9:00am



# **Marking Ashland Places**

## **Medallion Text Changes**

draft 7/9/2019

Dale Shostrom and Peter Finkle propose to replace the existing approved "Short Narrative" text for the medallions with the "Longer Narratives" below. This is because when we reviewed the Pompano Beach medallions created by Masterworks, we saw that several included 400 to 500 characters of text in addition to large, detailed graphics. When people view the Railroad District medallions, most people will not go to the website. Therefore, we wrote a "longer narrative" for each medallion in order to give people who just read the medallions a clearer introduction to the history of each location.

### **#1 Title: Ashland Train Station & Roundhouse**

**Location of marker:** Railroad Park (with focus on the impact of the coming of the railroad on Ashland)

**Short narrative:** Completion of the railroad in the 1880s changed Ashland from an isolated community to a commercial and cultural hub for Southern Oregon. [136 characters, including spaces]

**Longer narrative:** Completion of the railroad in 1887 transformed Ashland. No longer an isolated community, Ashland had a population boom. Local agriculture, industry and cultural activities all expanded. The roundhouse was Southern Pacific railroad's maintenance and repair hub for Southern Oregon. All the new railroad employees stimulated the creation of homes and business in the new Railroad District.

[387 characters, including spaces]

### **#2 Title: Ashland Depot Hotel Kitchen**

**Location of marker:** historic depot building at 5th & A Streets (with focus on the Ashland Depot Hotel exterior and dining room)

**Short narrative:** This building was the kitchen for the spacious Depot Hotel dining room, where 200 train passengers could eat all at once during a 30-minute stop. [144 characters, including spaces]

**Longer narrative:** Because of its location by the Siskiyou Mountains, Ashland was a rest and food stop on the busy San Francisco to Portland railroad route, as it is today for auto drivers on Interstate 5. This building was the kitchen for the spacious Ashland Depot Hotel dining room, where 200 train passengers could eat all at once during a 30-minute stop. At the train station, Ashland children sold backyard fruit to passengers to make spending money.

[437 characters, including spaces]

### **#3 Title: 4<sup>th</sup> Street Fire Station**

**Location of marker:** 264 4th Street

**Short narrative:** This 1908 building was the second fire station in Ashland. It also held a jail space to deal with hobos who came on the trains. [128 characters, including spaces]

**Longer narrative:** This 1908 building was the second fire station in Ashland, built to serve the bustling new Railroad District. It also held a jail space to deal with local drunks and traveling hobos who came on the trains. You can see the original jail cell window on the alley side of the building. The old gas pump was installed in 1920, a few years after Ashland bought its first gasoline powered fire truck. From 1935 to 1976 the building was Archie Haskins' garage.

[455 characters, including spaces]

#### **#4 Title: Ashland's Chinatown**

**Location of marker:** the corner of A and 2nd Streets (with focus on Wah Chung's family and the Chinese presence in Ashland)

**Short narrative:** The Ashland Chinese community was active in railroad work, with only the Wah Chung (Mr. Wong) family fully participating in the wider Ashland community. [152 characters, including spaces]

**Longer narrative:** The Ashland Chinese community was active in railroad work and mining, with only the Wah Chung (Mr. Wong) family fully participating in the wider Ashland community. Mr. Wong's family had their home and Chinese grocery store here at the corner of A Street and 2<sup>nd</sup> Street, which was the center of Ashland's small Chinatown. In addition to his primary job as Southern Pacific railroad's local labor contractor for 42 years, Mr. Wong owned rental property, a restaurant, and a Chinese laundry.

[486 characters, including spaces]

#### **#5 Title: Natatorium and Twin Plunges**

**Location of marker:** the corner of A and 1<sup>st</sup> Streets

**Short narrative:** The Natatorium (from 1909 to 1919) and Twin Plunges (from 1931 to 1977) provided recreation, swimming and a gathering place at this location for generations of Ashlanders. [171 characters, including spaces]

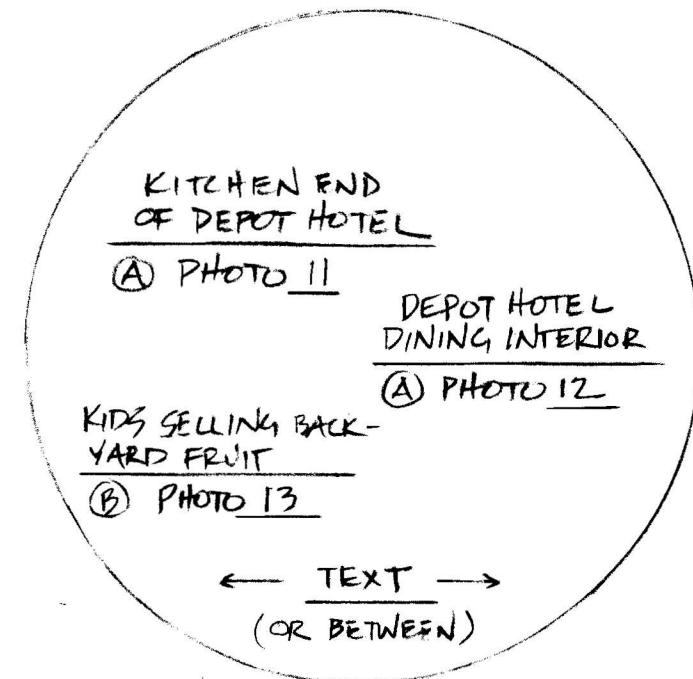
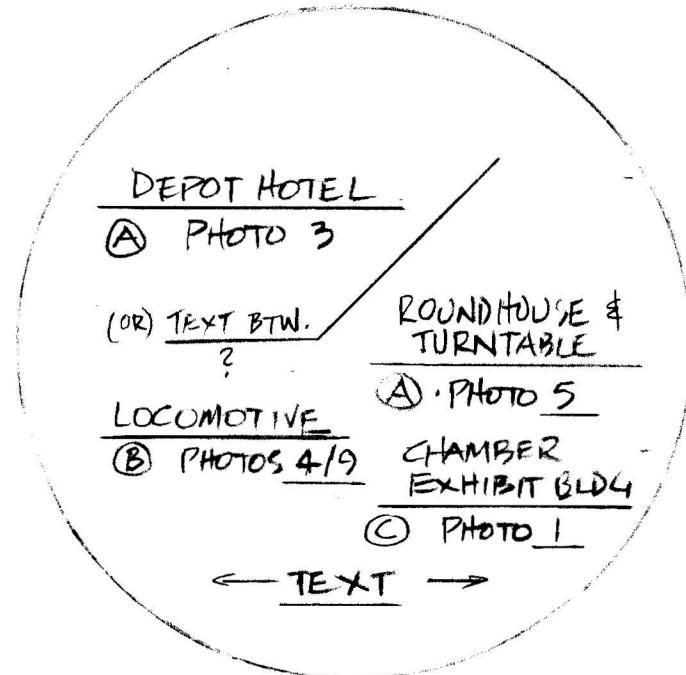
**Longer narrative:** The Natatorium (from 1909 to 1919) and Twin Plunges (from 1931 to 1977) provided recreation, exercise and a gathering place at this location for generations of Ashlanders. The Natatorium was a short-lived, block-long indoor swimming and recreation center. When the heavy timber building was removed, only the two side-by-side empty concrete swimming pools remained. It was revived as Twin Plunges, continuing the use of geothermal warmed water to refresh Ashlanders until 1977.

[478 characters, including spaces]

## MEDALLION SCHEMATICS

## MARKING ASHLAND PLACES

- NOTE:
- THE REFERENCED PHOTOS SHOULD BE USED TO ACCURATELY REFLECT THE ARCHITECTURAL PROPORTIONS AND DETAILS OF HISTORIC BUILDINGS ON THE MEDALLIONS.
  - 'MASTERWORKS' IS RESPONSIBLE FOR THE COLLAGE STYLE REPRESENTATION; THE SCHEMATICS ARE ONLY A SUGGESTION OF POTENTIAL LAYOUT.
  - (A) PHOTOS SHOULD BE FEATURED, (B) & (C) RANKED PHOTOS COULD BE INCL'D IF SPACE PERMITS.



1 ASHLAND TRAIN STATION & ROUNDHOUSE

2 ASHLAND DEPOT HOTEL KITCHEN

MEDALLION SCHEMATICS

MARKING ASHLAND PLACES

2 or 2

HORSE DRAWN  
FIRE WAGON  
(A) PHOTO 15

← TEXT →

3 4TH STREET FIRE STATION

WAH CHUNG FAMILY  
(A) PHOTO 16, 17

← TEXT →

ADDS SAMMY & SISTER TO  
FAMILY PHOTO. (SEATED  
MAN NOT TO BE INCLUDED)  
OLDER HERE

NATATORIUM EXTERIOR  
(A) PHOTO 22

← TEXT →

TWIN PLUNGES  
(A) PHOTO 26

SWIM SUITS  
(B) PHOTO 23

5 NATATORIUM & TWIN PLUNGES

4 ASHLAND'S CHINATOWN

**DRAFT letter** to residents in the Railroad District affected by the MAP historic markers project. A variation of the letter could also be used to introduce the project to the larger community.

Peter Finkle  
7/10/2019

Ashland has a rich history, but without buying a book it is difficult for either visitors or residents to understand this history, even when it's "right in front of them." For example, Railroad Park and the Railroad District are located where they are because of Ashland's boom years from 1887 to 1927. There are many fascinating stories to tell from those years in Ashland history.

Since at least 2012 [date?], the Historic Commission has sought ways to share more of these stories from Ashland history with both visitors and residents. With approval from the City Council in [date], the Historic Commission has collaborated with the Public Arts Commission to develop a historic markers project that will connect today's landscape with the history of Ashland. The project is called Marking Ashland Places (MAP).

The ultimate goal is to create a sense of place and pride by establishing distinctive landmarks within the City's four Nationally Registered Historic Districts, which will promote historic and heritage tourism to the City.\* The four Historic Districts are the Railroad District, Plaza-Downtown, Siskiyou-Hargadine (southeast of downtown), and Skidmore-Academy (northwest of downtown).

Here is the vision for each historic district. There will be one historic-themed, site-specific sculpture at the Hub Site in the district (hence the Public Arts Commission involvement). Branching out from the Hub Site will be Spoke Sites, each with a historic marker of some kind (hence the Historic Commission involvement). These markers will focus on the important places, events or people connected with each specific district. The markers will contain short narratives, along with artistic representation of the historical significance of the site. The markers will also direct the visitor to a website where more detailed historic information can be found.

The joint Historic/Public Arts committee decided to begin with five sites in the Railroad District: (1) Railroad Park (near site of Ashland Train Station and Roundhouse), (2) original Railroad Depot building at the corner of A Street and 5<sup>th</sup> Street, (3) 264 4<sup>th</sup> Street (now Revive Home Décor, previously Haskin's Garage and 1908 Fire Station), (4) corner of A Street and 2<sup>nd</sup> Street (site of Wah Chung's house and Ashland's Chinatown), and (5) corner of A Street and 1<sup>st</sup> Street (Now Ashland Food Coop, previously site of Natatorium and Twin Plunges swimming pools).

The markers for these five Railroad District Spoke Sites will be Bronze Plaques set in the sidewalk. The Railroad District Hub Site, where a sculpture will be located, will

be in Railroad Park, where 7<sup>th</sup> Street meets the park. There is an oval-shaped area at the bottom of 7<sup>th</sup> Street where this sculpture could enhance the visual beauty of Railroad Park, as well as contributing to the historical connection this project seeks to establish.

The historic markers project is designed to provide benefits to both residents and visitors. We hope each person reading this will find it both educational and enjoyable.

Sincerely,  
Historic and Public Arts Commissions???

\* A study by the Oregon Heritage Commission states that cultural heritage travelers to Oregon contributed an estimated \$19.6 billion to the state's economy on their visits to the state, so making Ashland history more visible is more than just a feel-good endeavor.