

LANDMARKS & HISTORIC
PRESERVATION COMMISSION
AGENDA
AUGUST 5, 2008



COMMISSION MEMBERS

Cathy deWolfe, Chair

Ron Wallace, Vice Chair

Robert Lee

Charles Lang

Susan White

Diana Marmon

Todd Carney

City Council Liaisons—Ben Truwe

Al Densmore—Alternate

Regular Landmarks & Historic
Preservation Commission meetings are
held on the first Tuesday of every
month, as needed

Beginning at 5:30 p.m.

CITY OF MEDFORD

City Council Chambers

411 W Eighth Street, Third Floor

Medford, OR 97501

(541) 774-2380



LANDMARKS AND HISTORIC PRESERVATION COMMISSION
CITY HALL – COUNCIL CHAMBERS

.....

10. Roll Call

20. Consent Calendar/Written Communications (Voice Vote)

None.

30. Minutes

30.1 Approval of Minutes for the meeting of July 1, 2008.

40. Oral and Written Requests and Communications

50. Public Hearings

50.1 HC-08-091 – Consideration of a request for the replacement of the current incandescent message board with a full color LED message center at 23 S. Central, within a C-C/CB/H (Community Commercial/Central Business District/Historic Overlay) zoning district.

60. Old Business

60.1 Historic Markers

60.2 Downtown Historic Signs

60.3 Certified Local Government Program

60.4 LHPC - CAC

60.5 Phat Kat Update

60.6 Washington Elementary School Update

70. New Business and Announcements

70.1 DCA-08-085 Changes to MLDC 10.261 – Expiration of Historic Approval

70.2 Remodel of City Hall / Meeting Location Change

80. Comments from Commissioners

90. Report of the Planning Department

100. Adjournment



MINUTES
Landmarks and Historic Preservation Commission
July 1, 2008

The regular meeting of the Landmarks and Historic Preservation Commission was called to order at 5:30 p.m. in room 340 of Medford City Hall on the above date with the following members and staff in attendance:

Commissioners

Cathy de Wolfe, Chair
Ron Wallace, Vice-Chair
Robert Lee
Susan White
Diana Marmon
Todd Carney
Ben Truwe, City Council Liaison

Staff

Sandra Johnson, Planner II
Debbie Strigle, Recording Secretary

Charles Lang had an excused absence.

10. Roll Call

20. Consent Calendar/Written Communications.

There were none.

30. Minutes

- 30.1 The Minutes for the June 3, 2008 meeting were approved as submitted with a correction as stated:
60.6 – First sentence of first paragraph should read “every quarter” and not “every month”.

40. Oral and Written Requests and Communications.

There were none.

50. Public Hearings

- 50.1 HC-08-071 Consideration of a new awning with signage at 301 East Main Street, located at the northwest corner of Main Street and Bartlett Street, in the Downtown Historic District, within a C-C/CB/H (Community Commercial/Central Business District/Historic Overlay) zoning district.

Planner Johnson summarized the June 24, 2008 Staff Report and its applicable criteria.

The public hearing was opened, in which the following person(s) spoke:

- a). Robert Rushing, Applicant, spoke in favor of this project and answered questions from the Commissioners.

The public hearing was closed.

Motion: Approve HC-08-071 as per Staff Report dated June 24, 2008 including Exhibits "A" through H".

Moved by: Commissioner White

Seconded by: Commissioner Wallace

Roll Call Vote: Motion passed 6 – 0

60. Old Business

60.1 Historic Markers

Commissioner Wallace will present a letter to City Council on Wednesday, July 2nd regarding the Commission's request for a Citizen's Advisory Committee.

60.2 Downtown Historic Signs

Commissioner Lee says that he and Commissioner de Wolfe received an estimate cost of \$45 per street topper sign. Approximately 36 signs will be bought. Commissioner Lee will get the Heart of Medford's approved support for \$1000 on July 2nd. The finalized proposal will be submitted to the Traffic Advisory Committee.

60.3 Certified Local Government Program

The Commissioners reviewed and made any necessary changes to their resumes. The resumes were then handed back to Ms. Johnson.

60.4 Washington and Lincoln Schools/Other Possible Historic Buildings -

Commissioner Marmon passed out a preliminary report on her findings regarding Washington Elementary School. The Landmarks & Historic Preservation Commission is reviewing the school for ability to meet national register criteria. Ms. de Wolfe asked Ms. Johnson to research the ability of the school board to "opt out" of a national nomination.

70. New Business and Announcements

70.1 National Trust Preservation Conference

Only one Commissioner will be selected to attend this year's conference. The two candidates are Commissioner Marmon and Commissioner Carney. Commissioner Marmon stated that she is available to attend. Commissioner Carney said he needed to check his schedule and will advise. One staff member, Sandra Johnson, will attend the conference.

80. Comments from Commissioners.

80.1 Commissioner Marmon mentioned that it is Medford's 125th birthday this year. The recognized date is October 20, 1883.

80.2 Commissioner Lee indicated that the Art Commission has designated George Kramer to put together a mural ordinance.

MINUTES – LHPC Meeting

July 1, 2008

80.3 Commissioner Marmon suggested sending a letter to the residents/owners of structures in the S. Oakdale historic district to increase awareness and involvement/compliance. Ms. Marmon may draft a letter.

90. Report of the Planning Staff

90.1 Phat Kat Tattoo's

There was more discussion regarding Phat Kat Tattoo's. Ms. Johnson reported that, although Mr. Rahenkamp was given two citations on 5/29/08, there were no new developments. The legal process needs to take its course. City Council member Truwe suggested taking this issue to City Council.

Ms. Johnson also told the Commissioners that she will be updating the City's website so there will be links to:

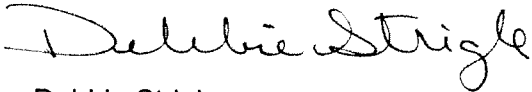
- National Trust Preservation
- SHPO
- National Parks
- Council member Truwe's website

Ms. Johnson will attempt to more clearly define what comes before the Commission regarding "exterior modifications", i.e., pools, fences that may have only a few feet visible from the street, outdoor BBQ/gazebo-style structure, etc.

100. Adjournment

100.1 The meeting was adjourned at 6:34 p.m.

Respectfully submitted,



Debbie Strigle
Recording Secretary

Cathy de Wolfe
Chair

BEFORE THE LANDMARKS AND HISTORIC PRESERVATION COMMISSION

STATE OF OREGON, CITY OF MEDFORD

IN THE MATTER OF LANDMARKS AND HISTORIC)	
PRESERVATION COMMISSION)	
FILE HC-08-091, APPLICATION FOR PROJECT REVIEW)	ORDER
<u>SUBMITTED BY CRATERIAN PERFORMANCES</u>)	

AN ORDER granting approval of plans for the replacement of the current incandescent message board with a full color LED message center at 23 S. Central, within a C-C/CB/H (Community Commercial/Central Business District/Historic Overlay) zoning district, as provided for in the Medford Land Development Code.

WHEREAS:

1. The Landmarks and Historic Preservation Commission has duly accepted the application filed in accordance with the Medford Land Development Code, Section 10.257; and,
2. The Landmarks and Historic Preservation Commission has duly held a public hearing on the matter of an application for the replacement of the current incandescent message board with a full color LED message center at 23 S. Central, within a C-C/CB/H (Community Commercial/Central Business District/Historic Overlay) zoning district, with the public hearing a matter of record of the Landmarks and Historic Preservation Commission on August 5, 2008; and,
3. At the public hearing on said application, evidence and recommendations were received and presented by the Planning Department staff; and
4. At the conclusion of said public hearing, after consideration and discussion, the Landmarks and Historic Preservation Commission, upon a motion duly seconded, granted approval and directed staff to prepare a final order with all conditions and findings set forth for the granting of approval.

THEREFORE LET IT BE HEREBY ORDERED that the application for Craterian Performances stands approved subject to compliance with the conditions stated in the Landmarks and Historic Preservation Commission Staff Report dated July 29, 2008.

AND LET IT FURTHER BE OF RECORD that the action of the Landmarks and Historic Preservation Commission approving this application is hereafter supported by the following findings:

- (1) That the project is consistent with the purposes of the Historic Preservation Overlay District as set forth in Medford Land Development Code Section 10.401; and,
- (2) That approval of the project will implement the provisions of the Historic Preservation Overlay District as set forth in Medford Land Development Code Section 10.401 through 10.408; and,
- (3) That the Landmarks and Historic Preservation Commission finds that the proposed exterior alteration or new construction is consistent with the criteria of Medford Land Development Code Section 10.258, as applicable, including:
 - (a) That the project will preserve the historic character, form, and integrity of the historic resource; and,

HC-08-091

FINAL ORDER

- (b) That the project is consistent with the most current version of *The Secretary of the Interior's Standards for the Treatment of Historic Properties*; and,
- (d) That the project is compatible with the historical and architectural style of the historic resource, of adjacent historic properties, and of the historic district within which it is located, if any; and,
- (e) That the project is consistent with all other applicable provisions of the Medford Land Development Code.

BASED UPON THE ABOVE, it is the finding of the Medford Landmarks and Historic Preservation Commission that the project is in compliance with the Land Development Code and the Comprehensive Plan of the City of Medford.

Accepted and approved this 5th day of August, 2008.

MEDFORD LANDMARKS AND HISTORIC PRESERVATION COMMISSION

Cathy de Wolfe, Medford Landmarks and Historic Preservation Commission Chair

ATTEST:

Sandra Johnson, Planner II
City of Medford Planning Department

**LANDMARKS AND HISTORIC PRESERVATION COMMISSION
STAFF REPORT**

- File No.:** HC-08-091 Craterian Message Board
Historic Reference: Cooley Building
- Applicant:** Stephen McCandless, Craterian Performances
- Agent:** Paul Newcomb, Blaze Signs
- Request:** Landmarks and Historic Preservation Commission consideration of a request for the replacement of the current incandescent message board with a full color LED message center at 23 S. Central, within a C-C/CB/H (Community Commercial/Central Business District/Historic Overlay) zoning district.

BACKGROUND:

The applicant is requesting review and approval of the replacement of an incandescent message board that was approved by the Historic Commission on January 2, 2001 (HC-00-206) for the Craterian Theater in Medford's Downtown Historic District. At that time, the staff report mentioned that the incandescent sign "...could be considered as a non-permanent structure which could be changed in the future..." (Exhibit I). The proposed replacement is a full-color LED message center, designed to fit within the existing structural framework of the marquee.

Historically known as the Cooley Building, the Craterian Theater is ranked as a primary contributing structure in the Survey of Historic and Cultural Resources in the Downtown Commercial Area. Constructed in 1924, the Cooley Building was designed to be more than a movie house; four retail shops lined the Central Avenue elevation, and offices occupied the second story. The building was renovated in 1937, and again in the 1960s. In 1983, work began on a remodel to the performing arts center that is today.

RELEVANT CRITERIA OF THE *LAND DEVELOPMENT CODE* (Exhibits B and C):

- 10.258 Historic Review, Approval Criteria*
- 10.401 Historic Preservation Overlay, Purpose*
- 10.406 Historic Preservation Overlay, Exterior Alteration or New Construction*
- 10.1022 Exceptions*

PROJECT REVIEW:

The applicant's narrative (Exhibit E) lists the reasons the theater would like to replace the current display. Citing a significant savings in labor and materials cost, and a 66% reduction in energy

HC-08-091
Craterian Message Board

July 29, 2008

usage, the narrative points out the enhanced appearance and flexibility that can be attained with an LED display.

Findings submitted by the applicant (Exhibit F) suggest the current architecture of the Craterian to be historically non-conforming, particularly given the extensive remodeling that has occurred. Both the remodel and the marquee signage were approved by the Historic Commission in 2000, and as the findings state, the resulting performing arts center serves to, “enhance Medford’s visitor and tourist attractions...” and to, “promote the use of such...for the education, pleasure, and public welfare of the residents...”, and therefore is in compliance with Section 10.258(2)(a) of the Land Development Code.

Approval criteria 10.258(2)(b) requires that the proposed exterior alteration preserve the historic character, form and integrity of the resource. The applicant notes that the proposed LED sign is representative of the technology currently available to the sign industry, and the blend of the newer technology with the historic character of the building can create a vibrant and appealing display.

Section 10.460(1) exempts signage from conformance with the Secretary of Interior’s Standards of the Treatment of Historic Properties.

Section 10.258 (2)(d) requires that a proposed exterior alteration be compatible with the historical and architectural style of the historic resource, of adjacent historic properties, and of the historic district within which it is located. Theaters have traditionally used lighting to draw the public’s attention to the marquee, and the Craterian Theater requests the approval to do so in an updated and cost-efficient way. A number of adjacent properties, i.e., eating and drinking establishments, are located near the Craterian to serve patrons before and after performances. A portion of their exposure and success is dependent upon the performing arts center. An attractive display that can capture the attention of potential patrons to the Center, may serve to enhance adjacent businesses as well. The Commission may find that while this type of sign can be appropriate for the performing arts center, similar LED display signs may not be suitable elsewhere in the Downtown Historic District.

Though the marquee sign meets the standards of Section 10.1022(11) regarding signage in the Historic Overlay, the Commission has the discretion to approve signs that may differ from specific standards of the Land Development Code pursuant to sign approval guidelines adopted by the Commission.

CONCLUSION:

The Landmarks and Historic Preservation Commission can find that the proposed project, HC-08-091, conforms to the approval criteria listed in Section 10.258 of the *Land Development Code* and is consistent with all other applicable provisions of this Code.

RECOMMENDED ACTION:

Staff recommends approval of the Final Order for HC-08-091 as per the Landmarks and Historic

HC-08-091
Craterian Message Board

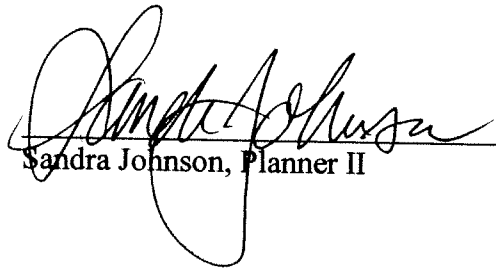
July 29, 2008

Preservation Commission Report dated July 29, 2008, including:

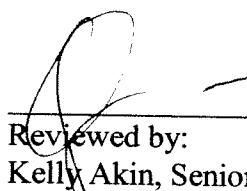
- Exhibit "A" Vicinity Map;
- Exhibit "B" Approval Criteria;
- Exhibit "C" Approval Criteria;
- Exhibit "D" Full Color Digitized Presentation/Example, received July 20, 2008;
- Exhibit "E" Applicant's Narrative, received July 2, 2008;
- Exhibit "F" Applicant's Findings, received July 23, 2008;
- Exhibit "G" Illustrated dimensions of LED replacement, received July 23, 2008;
- Exhibit "H" Main Floor Plan, received July 2, 2008;
- Exhibit "I" Excerpt from HC-00-206 Historic Commission report, dated December 22, 2000;
- Exhibit "J" Survey of Historic and Cultural Resources in the Downtown Commercial Area, Phase II, Survey 321.0;

and subject to the following conditions:

1. Exterior modifications shall be limited to those authorized by the Final Order for HC-08-091 and the Staff Report dated July 29, 2008, including all Exhibits and Conditions of Approval.
2. Prior to any construction, the applicant shall obtain relevant building permits if any, to be consistent with this Landmarks and Historic Preservation Commission approval.
3. Prior to any construction, the applicant shall obtain relevant sign permits if any, to be consistent with this Landmarks and Historic Preservation Commission approval.

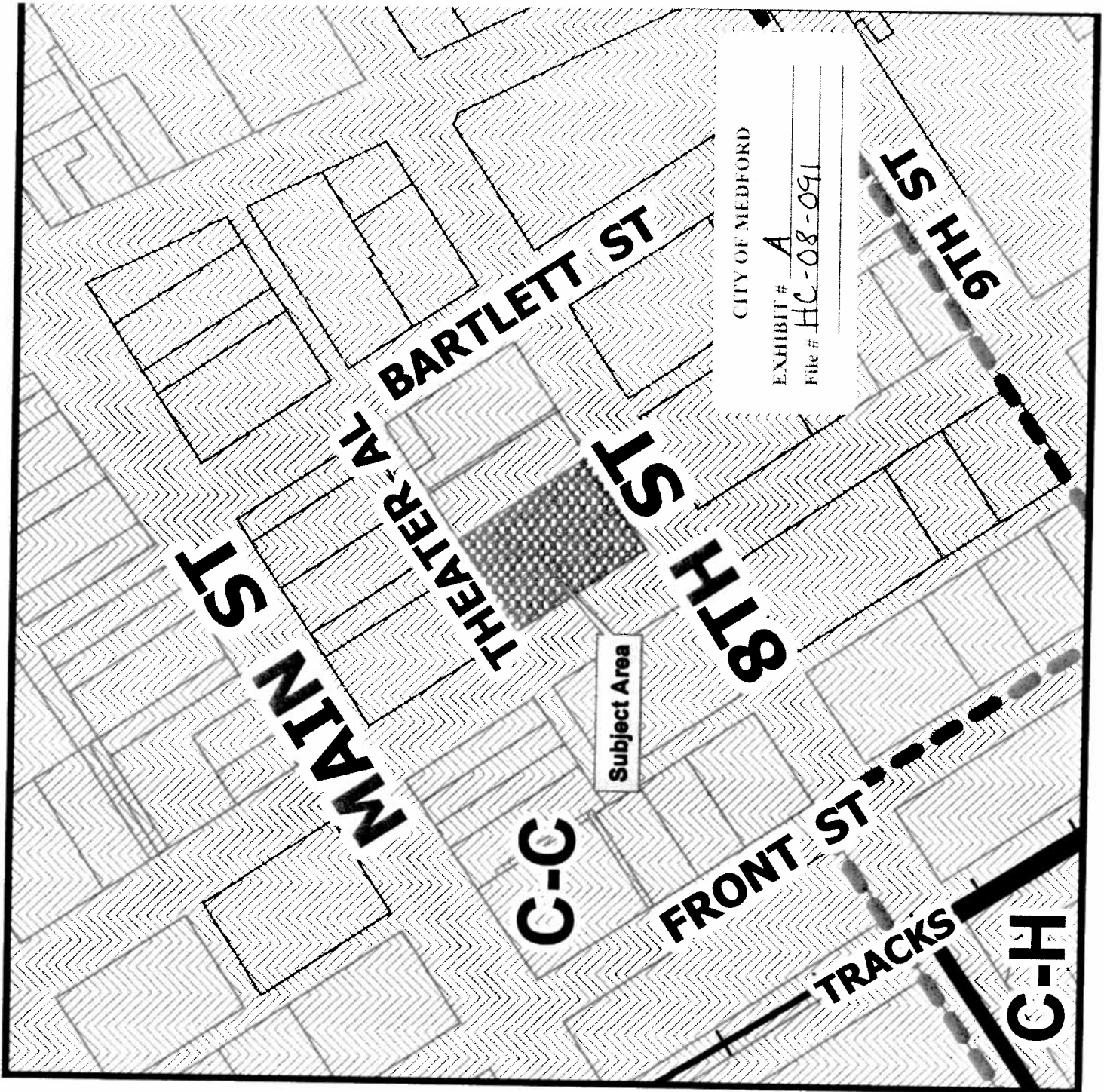


Sandra Johnson, Planner II



Reviewed by:
Kelly Akin, Senior Planner

LANDMARKS AND HISTORIC PRESERVATION COMMISSION AGENDA: AUGUST 5, 2008



CITY OF MEDFORD
 EXHIBIT # A
 File # HC-08-091

Subject Area

Vicinity Map

- UGB
- City Limits

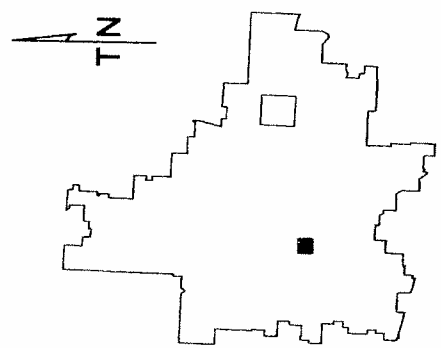
OVERLAY

- Airport Approach
- Airport Radar
- Central Business
- Exclusive Agricultural
- Freeway
- Historic Outline
- Limited Industrial
- Limited Service
- Planned Development
- Southeast

FILE NUMBER:
 HC-08-091

APPLICANT:
 Craterian Performances

Map: 371W30BC
 TL: 6200





City of Medford

Exhibit "B"
Approval Criteria
HC-08-091
July 29, 2008

10.258 Historic Review, Approval Criteria.

Approval of Historic Review applications shall require findings that the proposal is consistent with the indicated approval criteria:

**

(2) Exterior Alteration and/or New Construction. The approving authority (Landmarks and Historic Preservation Commission) shall approve an Historic Review application for exterior alteration and/or new construction within an Historic Preservation Overlay after consideration during a public hearing, if findings can be made substantiating that the proposal is consistent, or can be made consistent through the imposition of conditions, with all of the following criteria:

(a) It has been demonstrated that the proposed exterior alteration and/or new construction is consistent with the purposes of the Historic Preservation Overlay in Section 10.401; and,

(b) It has been demonstrated that the proposed exterior alteration and/or new construction will preserve the historic character, form, and integrity of the historic resource; and,

(c) It has been demonstrated that the proposed exterior alteration and/or new construction is consistent with the most current version of the The Secretary of the Interior's Standards for the Treatment of Historic Properties; and,

(d) It has been demonstrated that the proposed exterior alteration and/or new construction is compatible with the historical and architectural style of the historic resource, of adjacent historic properties, and of the historic district within which it is located, if any. Assessment of compatibility may include consideration of the design, arrangement, proportion, detail, scale, color, texture, and materials, and the way new features will be differentiated from the old; and,

(e) It has been demonstrated that the proposed exterior alteration and/or new construction is consistent with all other applicable provisions of this Code.

(3) Minor Historic Review. The Planning Director shall approve a Minor Historic Review application for alteration of roofing materials, exterior colors, or sign face design for an existing sign if the proposal conforms to approval criteria adopted by the Landmarks and Historic Preservation Commission.

**

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[Added, Sec. 6, Ord. No. 2006-199, Sept. 7, 2006.]

10.401 Historic Preservation Overlay, Purpose.

The Medford Historic Preservation Overlay is a zoning designation that may be applied to properties, public or private, within the City. It is the purpose of the Historic Preservation Overlay to protect, enhance, perpetuate, and improve those buildings, structures, objects, sites, and districts that are of local, regional, statewide, or national historic significance. The Historic Preservation Overlay is a critical element of Medford's residential and commercial revitalization strategy, and a keystone in the broader economic and community development strategy.

More specifically, the Historic Preservation Overlay is intended to:

- (1) Affect and accomplish the protection, enhancement, perpetuation, and improvement of such buildings, structures, objects, sites, and districts that represent elements of Medford's cultural, social, economic, political, or architectural history;*
 - (2) Safeguard Medford's historic, aesthetic, and cultural heritage as embodied in such buildings, structures, objects, sites, and districts;*
 - (3) Complement the National Historic Preservation Act and National Register of Historic Places;*
 - (4) Encourage private owners and public citizens to understand the value of such buildings, structures, objects, sites, and districts, thus creating incentives for preservation;*
 - (5) Foster civic pride in the beauty and accomplishments of the past;*
 - (6) Protect and enhance Medford's visitor and tourist attractions, and support and stimulate business and industry;*
 - (7) Promote the use of such buildings, structures, objects, sites, and districts for the education, pleasure, and public welfare of the residents of Medford;*
 - (8) Further the provisions of Statewide Planning Goal 5 (to protect natural resources and conserve scenic and historic areas and open spaces); and,*
 - (9) Implement the Medford Comprehensive Plan.*
- [Replaced, Sec. 10, Ord. No. 2006-199, Sept. 7, 2006.]*

10.406 Historic Preservation Overlay, Exterior Alteration or New Construction.

No person may alter any building, structure, object, or site in an Historic Preservation Overlay in such a manner as to affect its exterior appearance, nor may any new structure be constructed, unless said exterior alteration or new construction has been approved through the process for Class 'C' Historic Review applications or Minor Historic Review.

- (1) Any exterior alteration except those related to signage or exterior color shall conform with The Secretary of the Interior's Standards for the Treatment of Historic Properties.*
 - (2) Nothing in this section shall be construed to prevent the ordinary maintenance or repair of any exterior component of a structure or site that does not involve a change in design, material, color or outward appearance of such features.*
 - (3) When a Local Historic Resource designation or consideration of such designation has been removed from a building, structure, object, or site at the request of the property owner pursuant to Section 10.404 or Section 10.405 (2), the Medford Building Safety Department shall not issue a permit for exterior alteration within 120 days from the date the request for removal of the historic resource designation was received by the City.*
- [Replaced, Sec. 15, Ord. No. 2006-199, Sept. 7, 2006.]*



City of Medford

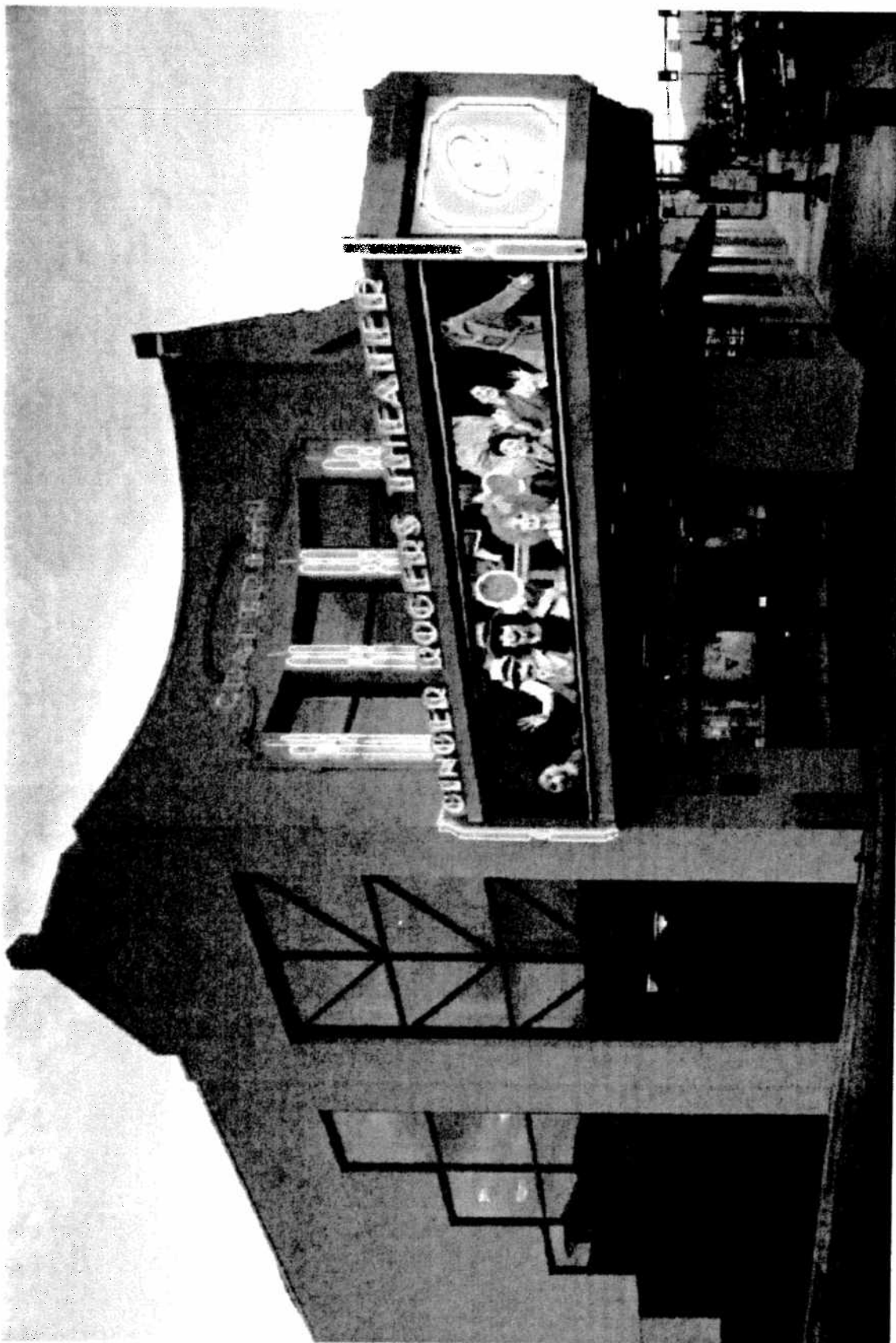
Exhibit "C"
 Medford Land Development Code
 Exceptions to Article VI
 HC-08-091
 July 29, 2008

10.1022 Exceptions

The provisions of Article VI shall not apply to:

- (8) ***Change of face.*** *Where an existing sign is modified by change of message or design on the sign face, without any change to size or shape of the sign framework or structure. In Historic Preservation Overlay Zoning Districts, only the message may be changed without Historic Review.*

- (11) ***Signs in Historic Preservation Overlay Zoning Districts.*** *Signs in Historic Preservation Overlay Zoning Districts shall be approved through the Historic Review process. Such signs may differ from specific standards of Article VI if authorized by the Landmarks and Historic Preservation Commission pursuant to design criteria and/or guidelines for signs adopted by such Commission.*



RECEIVED

JUL 02 2008

City of Medford

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HC-08-097

Disk Drive Representation
 THE DESIGN AND CONSTRUCTION TO REMAIN THE
 EXCLUSIVE PROPERTY OF SIGNS OF AMERICA.
 NO PART OF THIS DOCUMENT IS TO BE REPRODUCED OR
 TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC
 OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING,
 OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM,
 WITHOUT THE WRITTEN PERMISSION OF SIGNS OF AMERICA.
 © PROHIBITED BY LAW.

City	Planning Dept.
Date	
Landlord Approval	
Date	

File Name	CRATERIAN
Sales	NEWCOMB
Designer	POST
Revision	6/2/08 A

Job Name	CRATERIAN
Location	23 S. CENTRAL MEDFORD

Signs of America
 PO. BOX 608 MEDFORD, OR 97501
 TEL 531.924.7418 FAX 541.924.7408

Craterian Ginger Rogers Theater Historic Commission Application

The Craterian presently has an incandescent lamp electronic message center. This display has been in place and operating since its installation in November of 2001. This unit has 2,048 incandescent lamps, and requires six (6) 20 amp circuits to operate the message center. These lamps have a life of approximately twelve (12) months.

The purpose of this application to obtain a permit to replace this incandescent lamp display with a full color LED display of the exact same size. The reason the theater would like to replace this unit are as follows:

- Lamp replacement costs lowered, LED's have a life of approximately ten years plus. Or approximate cost savings of \$900.00 per year in lamp replacement labor and materials.
- Electrical energy consumption would be reduced. This display required only 22 amps to operate, or two (2) 20 amp circuits, and based on a cost of .07 cents per KWHrs. Per day the cost of operation would be .97 cents per day, or a 66% reduction in electrical usage.
- Appearance and flexibility. The new display has a full color palette of 281 trillion colors and the ability of slide show play back with fast transitions, with updated programming software.
- This project does not change the size of the existing message center or its use. The change is only in the type of lighting, LED's will replace the incandescent lamps and provide a color message at an energy saving.

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JUL 02 2008

Planning Dept.

2008 JUL 02 10:00 AM
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HC0809/

RECEIVED

JUL 23 2008

Historic Review Approval Request

PLANNING DEPT.

This request falls under Exterior Alteration of a building that was completely remodeled in the mid 1990's. We believe that the Craterian is a non-conforming historical property. That is, renovation of the theater and its original marquee, while maintaining limited design characteristics of the original property, was nothing short of a major alteration to the exterior and the interior of the building. All of this was done with the sanction of the city and any appropriate commissions. The existing electronic message center was installed in November of 2001; the project was done with the approval of the historic commission. All we seek now is to improve the technology of the message center portion of the marquee in order to reduce operating costs (in maintenance labor and utility costs), improve the visual impact of the marquee (by eliminating the constant burnouts) and to be a better steward of the electrical utility resources.

The stated purposes of the design overlay include "enhance Medford's visitor and tourist attractions, and support and stimulate business and industry; promote the use of such buildings...for the...pleasure and public welfare..." Obviously, this installation satisfies these considerations. Regarding items 2a, 2b and 2d of code 10.258, given the existing non-conformity of the Craterian (in terms of historical preservation of the original building and marquee) a more relevant criteria would be compatibility with the building and the marquee as they now exist. As for item "2c" and the necessity to conform to the Secretary of Interiors Standards, this project does not seem to fall under any of the listed categories.

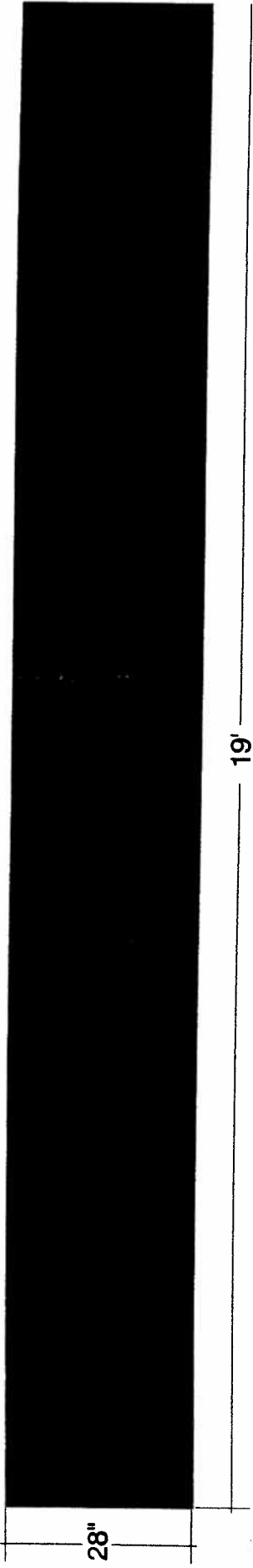
Rather, it would seem that this project would fall under Item 3 of 10.258, that is "alteration of a sign face design for an existing sign." Indeed we are really not even altering the design, only the technology that animates and illuminates it.

CITY OF MEDFORD
 DEPT. OF PLANNING
 JUL 23 2008
 HC-08-091


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JUL 23 2008

PLANNING DEPT.



REPLACEMENT L.E.D. MESSAGE CENTER
 OVERALL SIZE: 28" TALL X 19' WIDE

 P.O. BOX 608 MEDFORD, OR 97501 541.864.7916 FAX 541.864.7919		Job Name Location		CRATERIAN 23 S. CENTRAL MEDFORD		File Name Sales Designer Revision		CRATERIAN NEWCOMB POST 6/2/08 A		Client Approval Date Landlord Approval Date	
										THIS COMPANY AND PROGRAMS ARE TO REMAIN THE EXCLUSIVE PROPERTY OF SIGNS OF AMERICA UNTIL ACCEPTED BY SIGNAGE BUYER OF AMERICA FOR ANY PURPOSE WHATSOEVER, WITHOUT THE WRITTEN APPROVAL OF AN OFFICER OF SIGNS OF AMERICA IS PROHIBITED BY LAW.	

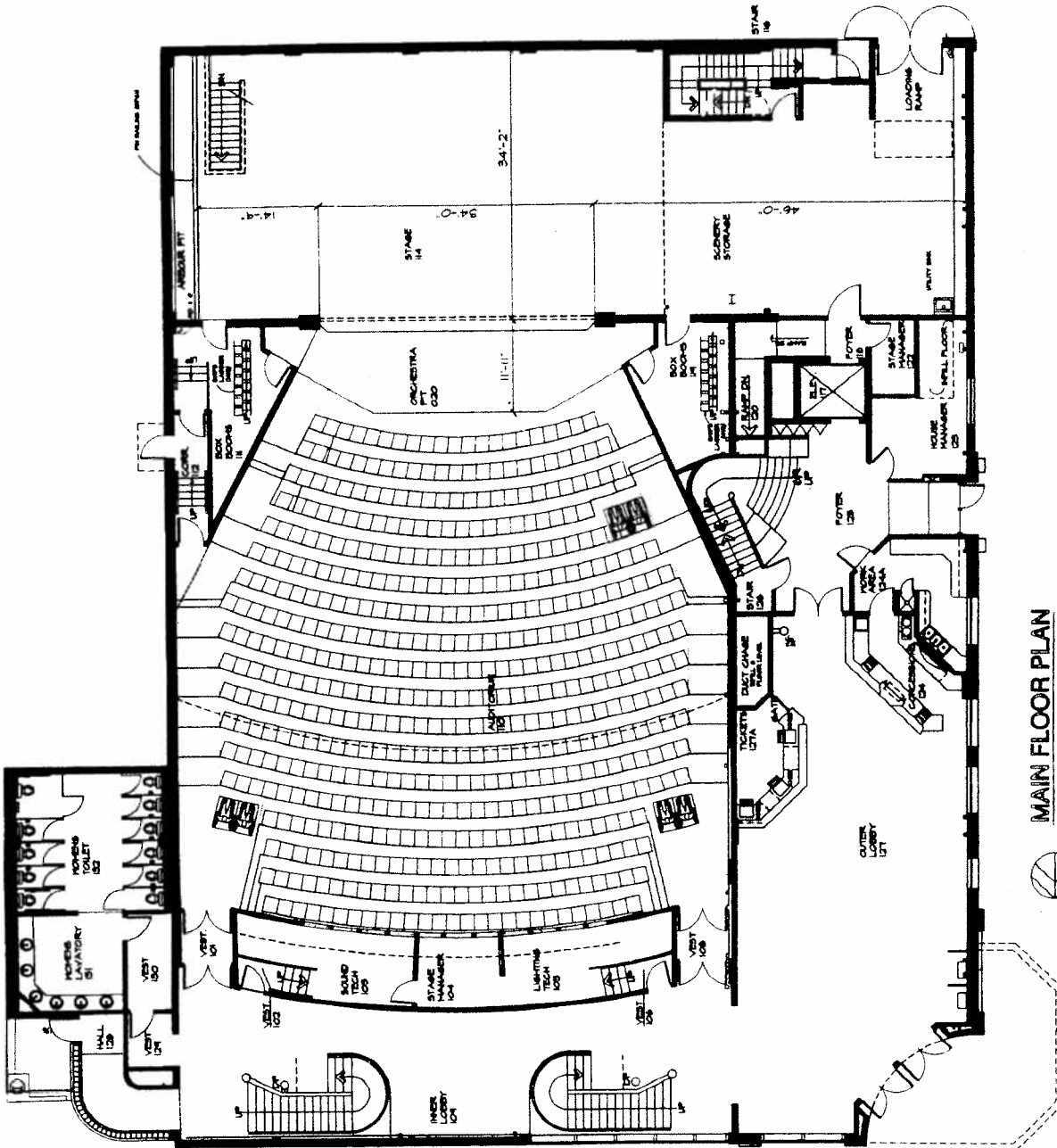
CITY OF MEDFORD
 EXHIBIT # 9
 File # HC-08-091

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JUL 02 2008
Planning Dept.

H
HC-08-097

EIGHTH STREET

SERVICE
ENTRANCE



CENTRAL AVENUE

MAIN FLOOR PLAN
1/8" = 1'-0"



NORTH



HC-00-206

December 22, 2000

PROJECT REVIEW:

The applicant proposes to replace the signboard with an electronic reader board for the Craterian Ginger Rogers Theater. Vertical green and white neon features on the sides of the second story windows and "Craterian" lettering are also proposed. The body of the marquee will be green to match the existing awnings. The proposed marquee could be considered as a contemporary design when comparing it to the existing sign design. A color rendering of the proposed change will be presented at the public hearing. All sign details are shown on Exhibit "B." The size, scale, and design can be found to coordinate with the facade marquee and other building elements like windows on this facade elevation. The proposed marquee sign could be considered as a non-permanent structure which could be changed in the future if desired. The sign size and placement meets code requirements.

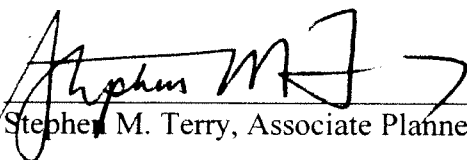
RECOMMENDATION:

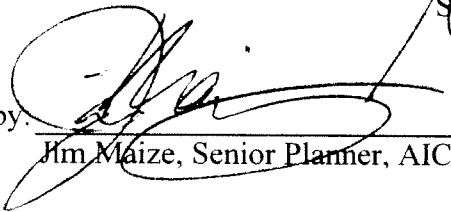
Approval and final order of HC-00-206 as per Staff Report dated December 22, 2000, including:

Exhibit "A" Elevations;
Exhibit "B" Sign Details;

and subject to the following discretionary condition:

1. Prior to the installation of signs, permits and a sign permit application, consistent with the Historic Commission approval, shall be submitted and approved by staff.


Stephen M. Terry, Associate Planner, AICP

Reviewed by: 
Jim Maize, Senior Planner, AICP

HISTORIC COMMISSION AGENDA: JANUARY 2, 2001

CITY OF BOSTON
AGENCY I
File # HC-08-091

Survey of Historic and Cultural Resources
City of Medford, Oregon
Downtown Commercial Area, Phase II, 1995
 [Jackson County 029]

Historic Name: **Cooley Bldg/Craterian Theater**
 Location: **23 CENTRAL AVE S**
 City: **Medford, Oregon 97501**
 Owner: **ROGUE VALLEY ART ASSN**
 MailAdd **P O BOX 763**

Common: **Craterian Theater**
 Date of Construction: **1924**
 Original Use: **Rec/Culture:Theater**
 Present Use: **Rec/Cult:Theater**
 Architect: **Clark, Frank Chamberlain**
 Builder: **Stuart, R.I. and Sons**
 Style: **Period:Spanish Colonial**
 Resource Type: **Building**
 Theme: **Culture:20th C. Arch**
 Condition: **Good**

MEDFORD, OR 97501
 Addition: **Original Town Plat of Medford**
 Block: **14** Lot: **10-13** Taxlot: **6200**
 T/R/S **371W30BC** Acct# **10369976**
 Quadrangle: **Medford [15min]**

Plan: **Rectangular**
 Foundation: **Concrete:Poured**
 Roof Form: **Arch Truss**
 Wall Construction: **Concrete**
 Primary Window: **Fixed Metal Sash storefront display, louvred-type metal sash**
 No. of Stories **2.5**
 Basement: **No**
 Roof Material: **Asphalt;3-Tab**
 Stuct. Frame: **Masonry:Concrete**

Exterior Surface: **Concrete, Stucco, Brick Veneer, Split-Face Roman Brick**
 Decorative Features: **Curved corner entry, Arched windows with pilasters, entry detail, projecting balcony, Brass date lettering over entry door.**
 Other:

Third story at southern third. Curved marquee at NW corner

Alterations/Additions: **Window and lower facade alterations, main entry pilasters survive beneath bos.**

Landscape Features:

Associated Structures: **None**

Setting:

Occupies quarter block, facing west, at NE corner of intersection of Eighth and South Central streets in heart of downtown Medford business core.

Sources

R.L. Polk and other city directories, Sanborn Fire Insurance Maps, telephone directories. Medford Mail and Mail Tribune, SOHS photo and clipping collection.

CITY OF MEDFORD

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Photo Roll: **1** Frame[s]: **25a**
 Date Recorded: **04/04/95**
 Medford Planning Map Code: **CC**
 Medford Planning Overlay: **CB** Zoning: **C-C**
 Ranking: **Primary**

Recorded By: **George Kramer, M.S., HP** Ashland, Oregon

Medford Survey ID **321.0**
 SHPO NO:

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MFRNO: 321.0

371W30BC 6200

**HISTORIC NAME: COOLEY BLDG/CRATERIAN THEATER
 231 CENTRAL AVE S**

The construction of a the Cooley Building/Craterian Theater, which opened in October 1924, was a major event in Medford. As the first "modern" motion picture theater in the city it would long remain a popular local landmark. Two stories high, with office space above and small storefront retail facing South Central, the building was among the largest and most elaborate construction projects in Medford up to that time.

Following the destruction of the earlier Page Theater, Medford was left without a large auditorium for motion pictures. In January 1924, rumors of the plan for the construction of a new theater building by J.H. Cooley, to be leased to the Geo. A. Hunt Company of Medford, former operators of Page and still in charge of the Rialto Theater in Medford, as well as other theaters in Ashland and Grants Pass, were noticed in the local press.

There were no reports today regarding the rebuilding of the Page theater or the building of the new Cooley theater although leaders in both enterprises declared they intended to have some definite announcement in the near future. (*Medford Mail Tribune*, 26-January-1924, 6:1)

By Spring, the plans had become formalized for the new theater and local attorney Porter J. Neff had joined with Cooley, a local lumberman and property owner. A contest was held with a \$25 cash prize to provide a name for the new project. Mrs. W.P. Brooks of 407 King Street provided the winning entry of "Hunt's Craterian." (*Medford Mail Tribune*, 24-May-1924, 6:1)

Work on the new building proceeded throughout the summer and was closely followed in the *Medford Mail Tribune*. Local architect Frank Chamberlain Clark employed a Spanish Colonial style for the stucco-clad building and prominent building contractor R.I. Stuart and Sons were responsible for the project. The elaborate building and its state-of-the-art equipment were a much anticipated addition to downtown Medford.

While the management has so far been reluctant to state much about the new theater and its equipment, it is known that the large electric theater sign, which will grace the front of the build has arrived and that it is 29 feet high and has the word "Hunt's" across the top in ten inch letters and the word "Craterian" down its length. (*Medford Mail Tribune*, 25-September-1924, 6:1)

Finally, in mid-October, the building was readied for the grand opening, to be held on October 20, 1924.

One of the largest and most modern business houses erected in Medford the past year is the Cooley Building, a half block off Main Street...that is just completed...The building has a front of 140 feet on Central and is 100 feet deep, is two stories high and a basement, is of Spanish style of architecture, the facade is of

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stucco [and] is modern in every way and cost about \$100,000. It was built by J.H. Cooley and Porter J. Neff and the building bears the name of the former, who is a pioneer in business in Medford. (*Medford Mail Tribune*, 18-October-1924)

The first floor of the Cooley Building contained four "splendid rooms facing South Central" with offices on the second floor.

Franklin Bros., who are opening a modern restaurant and confectionery occupy the first room [on the north]...The second room, going south, is occupied by W.F. Bartlett, well-known furrier...The third room is being fitted for a beauty parlor to be opened by Mrs. Verna Hutchinson...The fourth room is now occupied by Natwick Inc., a newly organized firm headed by Miss Orbie Natwick, specializing in the design and manufacturing of gowns, lingerie, layettes, children's frocks, oriental novelties and interior decorations...The quartet of shops has been specially decorated and finished for the respective lines and present an attractive appearance.

The office suites on the second floor have all been leased, with the possible exception of one, and are occupied by Attorney Rawles Moore, Attorney Porter J. Neff, and the Medford School Board. The fourth suite is not yet occupied but is said to have been leased. (*Medford Mail Tribune*, 17-October-1924)

The grand opening celebration of the Craterian was held Monday night, October 20th, 1924 with Elliott Dexter, "the famous star of stage and screen in the spoken drama *The Havoc*" as the performance.

Before the play opened, Mayor Earl Gaddis appeared before the footlights and, on behalf of the citizens of Medford, expressed his appreciation of the Hunt company, the builders of the theater, J. [H]. Cooley, P.G. Neff and Frank Clark, the architect, for giving Medford such a wonderful play house, expressing a universal sentiment, when he said the final outcome surpassed in its beauty and richness even the most sanguine expectations. (*Medford Mail Tribune*, 21-October-1924)

The Craterian remained Medford's premier movie house, virtually unchallenged until the Hunt Company opened the somewhat larger Holly Theater in 1930. (See MFRNO 126.0) Various remodeling kept the theater and storefront spaces modern with a major renovation occurring in April 1937. Subsequent exterior alterations [post 1960, see MMT 5-April-1960, A1:7-8] have obscured the original storefront entryways and the Spanish Colonial entry way to the second floor is only partially visible behind a boxed stucco covering. Virtually all exterior doors and windows have been replaced with modern glass and metal sash.

The Craterian, designed for both stage/vaudeville and motion pictures, continued as a popular Medford movie house into the early 1980s. At that time, the large seating capacity of the building reduced its ability to compete in a new era of multiplex cinemas. In 1983 the building's ownership was transferred to the Rogue Valley Arts Association who announced plans to remodel the building for use as a performing arts center. At this writing that project, under the direction of local architect Peter Schmitz, is still underway.

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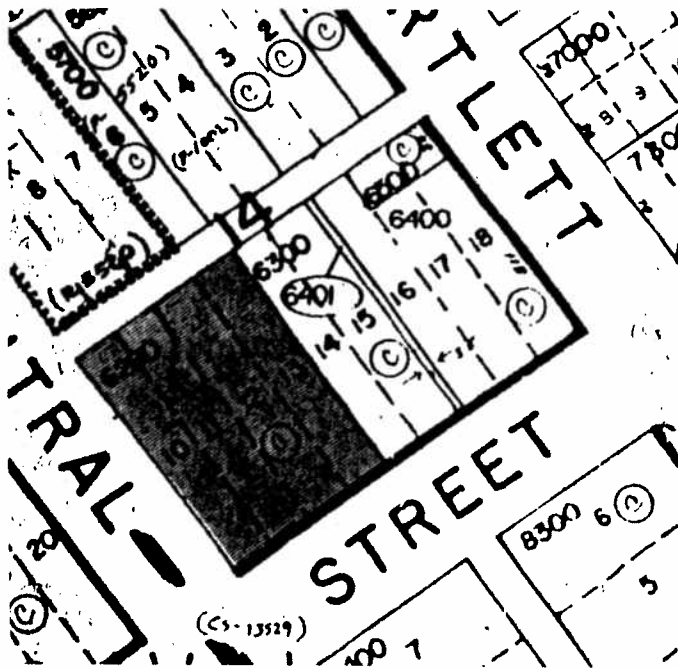
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Photo Roll: 1

Frame: 25a



GRAPHIC SOURCES: Jackson Cty Assessor Plat, annotated location map

Ranking: **Primary**

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