



MEMORANDUM

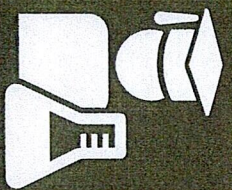
DATE: March 3, 2023
TO: Project File
FROM: Heather Richards, Community Development Director
SUBJECT: Public Testimony Provided at the Public Hearing, 03.02.23 for AP 1-23 (HL 6-22), AP 2-23 (HL 7-22), AP 3-23 (HL 8-22), and AP 4-23 (DDR 2-22), Appeal of the Gwendolyn Hotel Land-Use Applications

Project File,

Following is the public testimony that was provided and submitted for the public record at the public hearing on 03.02.23.

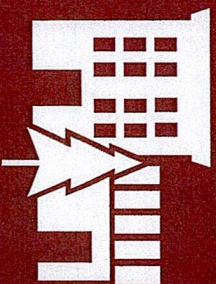
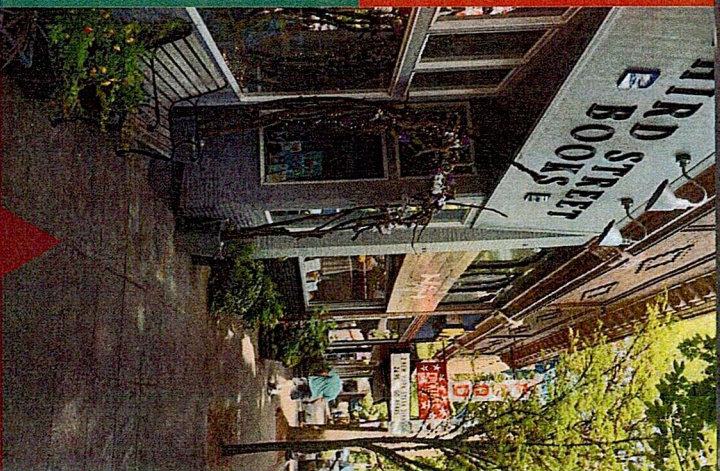
Public Testimony:

- Document, *MAC Town 2032 Economic Development Strategic Plan*, Applicant
- Jeb Bladine, Property Owner Representative
- Ernie Munch, MAP Architecture - Opposition
- Nathan Coopriider – Opposition
- Daniel Kiser - Opposition



MAC-TOWN 2032

Economic Development Strategic Plan



Acknowledgements

McMinnville City Council

Scott Hill, Mayor

Sal Peralta

Wendy Stassens

Kellie Menke

Alan Ruden

Remy Drabkin

Adam Garvin

City of McMinnville Staff

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Jenny Berg, McMinnville Downtown Association

Peter Hofstetter, Willamette Valley Medical Center

Erin Stephenson, Atticus Hotel

Maria Stuart, R Stuart & Co. Winery

Danielle Hoffmann, Chemeteka Community College

Kyle Faulk, Citizens Bank

Kelly McDonald, the Granary District

Sean Rauch, Wells Fargo

Peter Kircher, Golden Valley Brewing

Brady James, McMinnville Downtown Association

For the past 25 years, I have had the distinct privilege of calling McMinnville home. With a community that is comprised of engaged citizens, good governance, great city employees, collaborative partners, an abundance of local volunteers, a forward-thinking public, beautiful land and buildings, award winning educational institutions, and so much more, I have wide perspective on what makes a city livable. But McMinnville is more than a livable city, it is a city built on a legacy, a heritage of doing the right thing at the right time and celebrating together.

I am proud of the collaborative process that has served the City of McMinnville well over our many years of growth. Our partnerships with groups such as McMinnville Water and Light, McMinnville Chamber of Commerce, McMinnville Downtown Association, McMinnville Industrial Promotions, McMinnville Economic Development Partnership, McMinnville School District and Visit McMinnville have benefited us as they have worked tirelessly to ensure a forward-thinking community with an exceptional ability to adapt to changing times and circumstances.

To ensure this continued pattern of success the City has embarked upon developing a strategic plan for our next 15+ years called MAC-TOWN 2032. Discussions started over a year ago and in February, the City started its first community-wide strategic planning process committed to extensive, diverse, and effective engagement of the public and other key stakeholders within the community. We wanted to answer the following questions: Who are we? Where are we going? What do we want to achieve? How are we going to achieve it? How do we know when we have achieved it?

We have used committees, public meetings, surveys, interviews and focus groups to engage a broad and deep cross section of McMinnville. This report contains the results of the hard work of hundreds of people including the City Council, Executive Team and a wide variety of city staff, civic partners and community members. We are thrilled by the support and feedback provided throughout the process. We are excited to embark on the work set out in this plan, guided by our new Vision, Mission and Values. We now have the opportunity to set priorities with substantial community input and implement with more precision over the coming years to enhance this place we call McMinnville.

I hope you are as inspired as I am by the MAC-TOWN 2032. It is reflective of our growing and changing community. It strikes a balance between accommodating future growth and finding ways to maintain our sense of place and identity. It clearly articulates the kind of community people want to see: livable, safe, smart, and easy to get around with strong employment and plenty of things to see and do.

Finally, I want to thank all the volunteers, staff and partner organizations who have contributed so much time and energy to this endeavor. You make McMinnville a better place and inspire all of us to serve.



Scott A. Hill

Mayor Scott Hill
January 2019

ACKNOWLEDGMENTS

CITY COUNCIL

Scott Hill, Mayor
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 Taylor McLean
 Tim Munro
 Tim Swenson
 Tom Hellic
 Tom Tankersley
 Victoria Flores
 Xochitl Honorate
 Yanira Vera
 Yuliana Cisneros
 Zack Geary

1000+ survey participants

BDS PLANNING & URBAN DESIGN
 Brian Douglas Scott
 Gabriel Silberblatt
 Dan Lelkie
 ECONORTHWEST
 Terry Moore
 IN CONJUNCTION WITH
 Arturo Vargas



Be a Leader In

Hospitality and Place-Based Tourism

Goal Six



Be a Leader in Hospitality and Place-Based Tourism

6.1 Make downtown the best it can be.

POTENTIAL TASKS OR PROJECTS:

- > Evaluate current zoning, historical districts and designations, and existing land use patterns, including underutilized parcels, to ensure that key downtown parcels offer the highest and best use for their location.
- > Communicate with County officials to explore the potential for a purpose-built County facility, outside of downtown, that includes a courthouse, commissioners offices, and clerks office.
- > Continue to evaluate new downtown events to diversify downtown events and activities and publicize emerging retailers or other non-retail organizations.
- > Evaluate the feasibility of improving or expanding the provision of public restrooms in the downtown area.

6.2 Become the preferred destination for wine-related tourism.

POTENTIAL TASKS OR PROJECTS:

- > Collaborate to expand marketing of McMinnville and Yamhill Valley products and to improve national and international recognition of local wine.
- > Connect hoteliers and other hospitality professionals in Oregon and elsewhere to local opportunities for high-quality additions to McMinnville's current hospitality offerings.
- > Collaborate with Travel Oregon to host a tourism workshop for McMinnville business owners to establish and leverage competitive advantages of over similar regional offerings.
- > Leverage Linfield's wine studies program to identify opportunities to increase visitation to the Willamette Valley region and to the viticultural areas immediately surrounding McMinnville

Testimony to McMinnville Planning Commission / March 2, 2023

From: Jeb Bladine, P.O. Box 1487, McMinnville, OR 97128, 503-434-1731

RE: HL 6-22 & HL 7-22

My name is Jeb Bladine. I'm here representing property owners for buildings at 609 and 611 NE Third Street. I'm responding to certain claims made by the Historic Landmarks Committee in its findings for denial of applications 6-22 and 7-22. Those statements claimed that owners neglected and failed to ^{maintain} the two buildings.

Here are some Committee Findings about 609-3rd:

“Remediating existing conditions (is a concern) that should be alleviated through routine maintenance.”

“609 NE Third Street is a two-story building where both floors have not been adequately maintained and the full vitality of the building is not realized.”

“Due to long-term disinvestment in the second story of this building the costs of stabilizing the building and providing Class A office space is more than the market will bear ... This long-time disinvestment cannot be used as a basis to claim economic hardship.”

“There is no evidence to believe such economic return would be foreclosed in the future, but for this long-standing owner's failure to maintain the building in a state commensurate with other owners along NE Third Street.”

“The (applicant’s suggested) rehabilitation cost includes seismic retrofitting, which the Committee finds is not a necessary cost to rehabilitation.”

Near-identical Findings also were made about 611-3rd:

The Committee, in findings for denial, particularly referenced testimony by Architect Ernie Munch. Here is part of what Mr. Munch submitted in November as testimony about 609-3rd:

“It is doubtful that the stucco can be removed without damaging the brickwork beyond repair. Its Third Street façade and one bay on Ford Street could be carefully demolished while documenting the detailing and color of the original brick work, the original storefront and original windows which have survived. The documentation and photos could be used to recreate or restate the original building ... The ‘restated’ façade could be used to add seismic reinforcement for the storefront of the O’Dell building and adjacent structure at 611 NE Third Street.”

Is that what the Historic Landmarks Committee called “routine maintenance?”

I’d like to provide a brief chronology of our building occupancy:

1976: Leased and renovated 611-3rd to office-use code;

1982: Leased and occupied the warehouse at 609-3rd.

1986: Purchased both buildings.

2000: Major renovation of 609-3rd to office-use code.

1993, 2000 and 2014: Engaged architectural & engineering services, each time learning that structural code renovation would displace our business and be far too expensive.

2000: Professionals advised us there was no financially feasible way to renovate the 2nd floor of 609-3rd.

2014: City building inspector told us that to renovate 611-3rd to code, we must remove roof and second floor, and rebuild.

2017: Listed buildings for sale. Contacted surrounding property owners, the city, Visit McMinnville, the Downtown Association and others. Over 4 years we did receive multiple inquiries and two offers, but all interests disappeared after prospective buyers reviewed the buildings and building codes.

2018: Applied for major state historic preservation grant for 609-3rd. Instead, a McMinnville downtown committee, with city staff, recommended a project outside the historic district, which later turned out to be ineligible. At that time, our building did not spark much interest for historic preservation.

2021: Signed sales agreement with Hugh Development.

2022: Applications for redevelopment submitted to the city.

Over the past 25 years we have:

Spent more than \$1 million on renovations, repairs, taxes and maintenance for these buildings;

Installed new roofs and HVAC systems for both buildings;

Had 3 maintenance/repair projects, each costing about \$75,000:

Repair of structural beam failure in the back of 611-3rd;

Damages from roof flooding at 609-3rd;

Repair of stucco and windows at 609-3rd.

Engaged professionals to analyze possible code renovations.

For almost 50 years, we have maintained these buildings while using them for a business that has become progressively more financially stressed.

We don't understand why the Historic Landmarks Committee would make so many unsupported claims, and tonight, and we want to dispute the findings that we neglected or failed to maintain our buildings.

Thank for the opportunity to address the Commission.

MAP Architecture

Ernie Munch Architecture Urban Planning LLC
111 SW Oak Street, Suite 300. Portland, OR 97204

2 March 2023

Esteemed members of the Planning Commission

My name is Ernie Munch, I'm a Portland architect who worked on the restoration of, and the addition to, the Taylor-Dale Building. Beginning in 1989, when I began work in Yamhill County, I walked the length of 3rd Street at least once a year to find lunch and take the pulse of the Historic District.

I am opposed to the demolition of the three buildings at 609, 611 and 619 NE and opposed to the Gwendolyn Hotel proposal for five reasons which I have detailed in earlier written and verbal testimony.

Briefly those reasons are:

Reason 1) The three buildings currently on site have histories. They qualify under three National Criteria for preservation. **A)** They are associated with introduction of the automobile to McMinnville a watershed which broadly influenced the development of the city. Architecturally, this began with the Odell Building at the corner of NE Third and Ford, in 1904. **B)** The buildings and the introduction of the automobile are associated with two of the most prominent pioneer families of McMinnville, the **Fentons** and the **Wortmans**. **C)** The buildings embody the distinctive characteristics of construction. (*See Public Testimony received after 12-28-22, "Criteria" page 35.*)

Reason 2) Preserving the buildings will strengthen the continuity of McMinnville's Historic District. On the other hand, allowing demolition will diminish the district and send the wrong message to future investors.

Reason 3) The proposed project is foreign to the Historic District. Significant impacts on the Historic District and NE 3rd Street have not been straightforwardly addressed including building mass, lobby location, parking impacts, and architectural vocabulary. After documenting the architectural elements of historic buildings in the along Third Street, the project presents

Ernie Munch
(503) 936.1062
Ernie@MAP-archplan.com

Juliette balconies, French casement windows, and bracketed cornices on a five to six story building which pretends to be masonry. The development team should be asked how the 91 rooms will be heated and cooled? Will individual vents be added to the elevations they have presented?

Reason 4) The claim of economic hardship is partially self-imposed. Excluding the lots that front on NE 4th Street from the project and over-valuing the NE 3rd Street increases the environmental remediation costs and financial burdens on the project and pushes the architectural solution beyond what is appropriate in the historic district. Further, construction of a basement on the three lots demands the demolition of the historic buildings, which begins with the applicant ignoring, obscuring and talking-down of the buildings historic value and that of the Historic District.

Reason 5) A different approach and alternative solution should be explored.

The Secretary of the Interior has issued guidelines for the Restoration and Reconstruction historic buildings. Both sets of guidelines describe what is appropriate and give examples the successful application of the guidelines.

This project is in a Historic District. (*See Public Testimony received after 12-28-22, page 88 for Restoration, page 150 for reconstruction.*)

The thread for preservation of McMinnville's Historic District has run through the community and its decision-making process. I understand that it started in the 1970s with a citizen group dubbed the "Third Street Gang" which advocated the preservation of the city's architectural heritage. It ran through the Planning Commission and the City Council which in 1982 established a Historic Landmarks Committee, acknowledged the value of, and offered protection for, historic sites. By 1987, the process led to the designation of the Historic District, and then in 2003 and 2017, the strengthening of protections for the district. (Please read the code "Purpose" attachments.)

The program of making the Historic District the core of the city has been a long-range success. It has protected your heritage, attracted visitors and investment, and raised your property values.

The three building on the site are significant artifacts from McMinnville's development. They have survived those pioneers who built them and some of

subsequent generations of those who have sought to protect them. They are the DNA of this city and should not be razed, thrown in a drop box, to be supplanted by an artificial and far-too-massive structure which does not acknowledge McMinnville's historic roots and accomplishments.

The most recent protections allow you to deny demolition requests and the proposed project. This is the most appropriate course of action.

Thank you for this opportunity to comment.

The Purposes of Zoning Ordinances Relating to McMinnville's Historic District

Adopted by McMinnville City Council 1987

ORDINANCE NO. 4401

An Ordinance making provision for the protection of McMinnville's historic resources, and repealing Ordinance No. 4228.

THE CITY OF McMINNVILLE ORDAINS AS FOLLOWS:

Section 1. Purpose. Districts, buildings, objects, structures, and sites in the City having special historical, architectural, or cultural significance should be preserved as a part of the City's heritage. To this end, regulatory controls and administrative procedures are necessary for the following reasons:

- (a) Stabilize and improve property values through restoration efforts;
- (b) Promote the education of local citizens on the benefits associated with an active historic preservation program;
- (c) Foster civic pride in the beauty and noble accomplishments of the past;
- (d) Protect and enhance the City's attractions for tourists and visitors;
and
- (e) Strengthen the economy of the City.

Adopted unanimously by McMinnville Planning Commission July 20, 2017

Adopted unanimously by McMinnville City Council August 8, 2017

ORDINANCE NO. 5034

AN ORDINANCE AMENDING THE MCMINNVILLE ZONING ORDINANCE SPECIFIC TO CHAPTER 17.06 (DEFINITIONS), CHAPTER 17.59 (DOWNTOWN DESIGN STANDARDS AND GUIDELINES), CHAPTER 17.65 (HISTORIC PRESERVATION) AND CHAPTER 17.72 (APPLICATIONS AND REVIEW PROCESS) FOR THE PRESERVATION OF HISTORIC RESOURCES IN MCMINNVILLE.

DOWNTOWN DESIGN STANDARDS AND GUIDELINES

(as adopted Ord. 4797, Oct. 23, 2003)

17.59.010 Purpose. To provide for the protection, enhancement and preservation of buildings, structures, and other elements in the downtown core which contribute to its special historic and cultural value. ~~Further, it is not the purpose of this ordinance to create a "themed" or artificial downtown environment. Rather, its purpose is to build on the "main street" qualities that currently exist within the downtown and to foster an organized, coordinated, and cohesive historic district that reflects the "sense of place," economic base, and history unique to McMinnville and the downtown core. (Ord. 4797 §1, 2003).~~

HISTORIC PRESERVATION

17.65.010 Purpose. ~~Districts, buildings, objects, structures, and sites in the City having special historical, architectural, or cultural significance should be preserved as a part of the City's heritage. To this end, regulatory controls and administrative procedures are necessary for the following reasons:~~

- A. Stabilize and improve property values through restoration efforts;
- B. Promote the education of local citizens on the benefits associated with an active historic preservation program;
- C. Foster civic pride in the beauty and noble accomplishments of the past;
- D. Protect and enhance the City's attractions for tourists and visitors; and
- E. Strengthen the economy of the City.

Text that is added is shown in **bold underlined** font while text that is removed is shown in strikeout font.

Below: Obscured historical photo taken from Gwendolyn Hotel Land Use Narrative page 6.

Figure 1 609 NE 3rd Street ca. 1904



Source: Yamhill County Historical Society

Below: Photo independently sourced from the Yamhill County Historical Society.



O'Dell Building built in 1904 shown ca. 1917 as an Overland Touring Car dealership.

Memo: Public Testimony

Gwendolyn Hotel – Appeal of HLC decision, applications HL- 6-22, HL-7-22, HL 8-22, and DDR 2-22

Date: Thursday, March 2nd, 2023

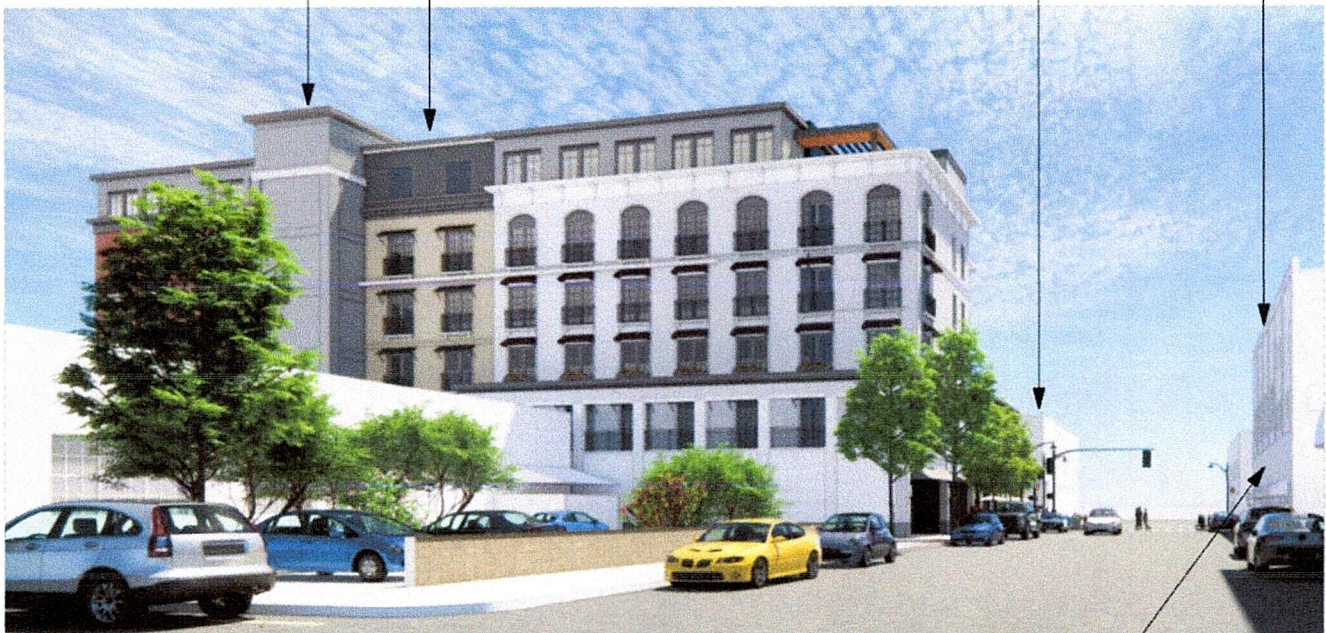
By: Nathan Coopridner

Dear McMinnville Planning Commission:

Thank you for your careful review of this appeal. The Committee’s findings on massing is very cut and dried: the proposed 6-story building massing is not similar to the massing of the 1-story historic buildings on the same block. The “soft recommendations” made by staff were based on “no historic buildings left on the Third Street side of the block”. However the Committee determined that the wording “on the same block” did not refer to just one side of the block but to the area bound by 4 streets. A search of past applications shows that staff and past applicants alike have consistently considered the definition of “adjacent and nearby historic buildings on the same block” in this way. The current applicant also understands this as the definition of “adjacent and nearby historic buildings on the same block”. In their project narrative they acknowledge the KAOS building as being non-historic, the two historic buildings facing 4th street (Bennette and the Bindery), and that “the remaining buildings on the block are the subject of this application”. Acceptance of staff’s “soft recommendation” would have required the HLC to change the definition of “block” that they had consistently used in the past.

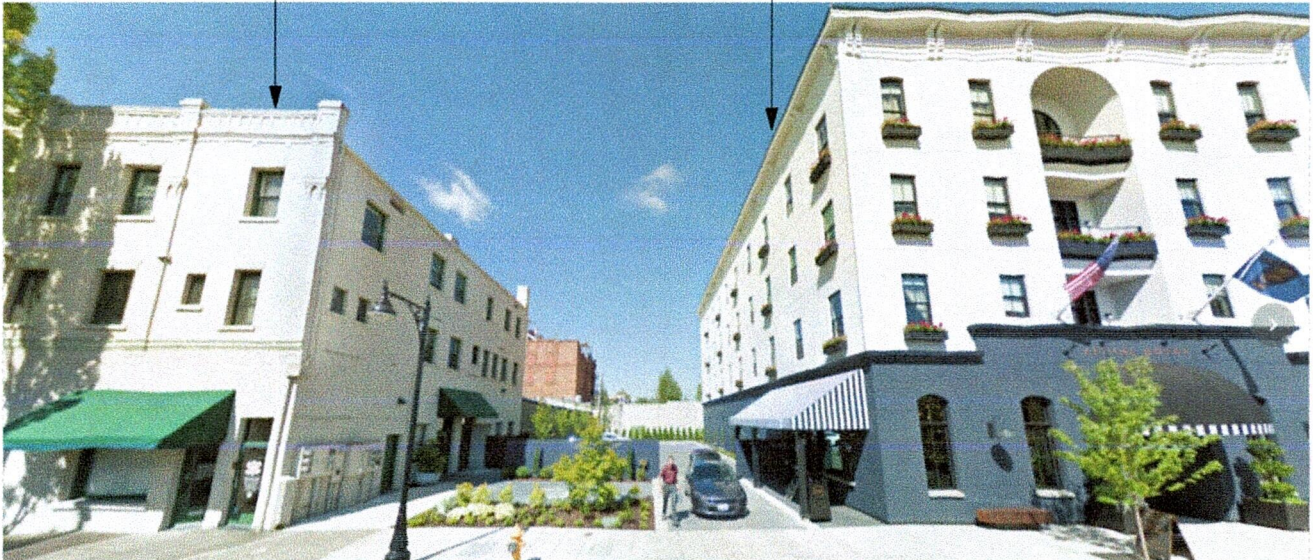
Regarding a building’s “proportional bays”, they are required to be “similar in scale to other adjacent historic buildings”. A common understanding of scale is that it is determined by both width and height. The Committee was correct to determine that a 6 story tall bay is not similar in scale to a 3 story tall bay at the adjacent Odd Fellow’s Building. The difference in scale is 3 stories and 35 feet (contrasted with 1 story and 10’ difference at the Atticus Hotel). To help visualize, picture the Atticus Hotel being two stories taller than it is, and consider if the resulting 6 story bay would still be similar in scale to the bays of the historic Odd Fellows Building. It is very important to enforce scale requirements when preserving a historic district. A 6 story building is absolutely a different scale than a 4 story building and much more than a 3 story building.

*Proportional bays NOT similar in scale
to other adjacent historic buildings
(3 stories / +/- 35' taller)*



Historic Odd Fellows Building

*Proportional bays
similar in scale to
other adjacent
historic building*



Historic Odd Fellows Building

Atticus Hotel

The façade setbacks proposed do not help the building fit in, but rather create a significant divergence from the main street qualities which exist. 3rd Street's historic building masses have one cornice each, and facades that are set flush with the property line, especially the upper floors. Façade setbacks are prohibited in the design code:



The three historic buildings are not the most grand in the district but they ARE historic buildings and important resources to the community and district. Their historic integrity and degree of modification from the original construction is very much on par with other historic buildings in the district.



If covering brick with stucco and replacing some windows is justification for demolition, than the next demolition to approve would be the Schilling Building, home of La Rambla, or the Hodson Building, home of Willamette Valley Vineyards which were both originally brick and now covered in stucco.

If a building with a well preserved upper floor and a modified ground floor is fit for demolition, than the next demolition to approve would be the Old Elks Building or the McMinnville National Bank Building.

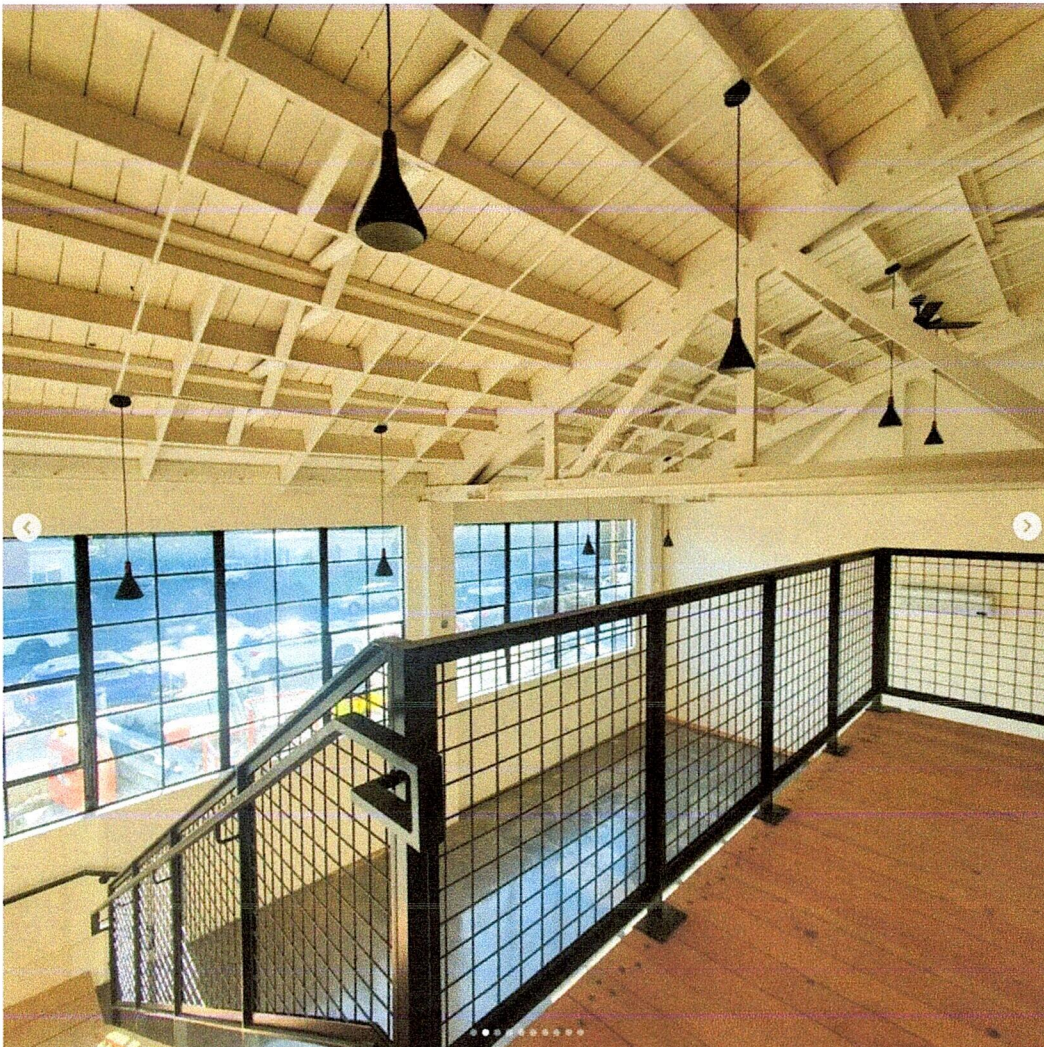
The façade changes at the Bennette Building are no reason for demolition. A historic garage can and should have its vehicle doors exchanged for storefront, especially when fronting 3rd Street. Brick can be painted without compromising a building's historic integrity.



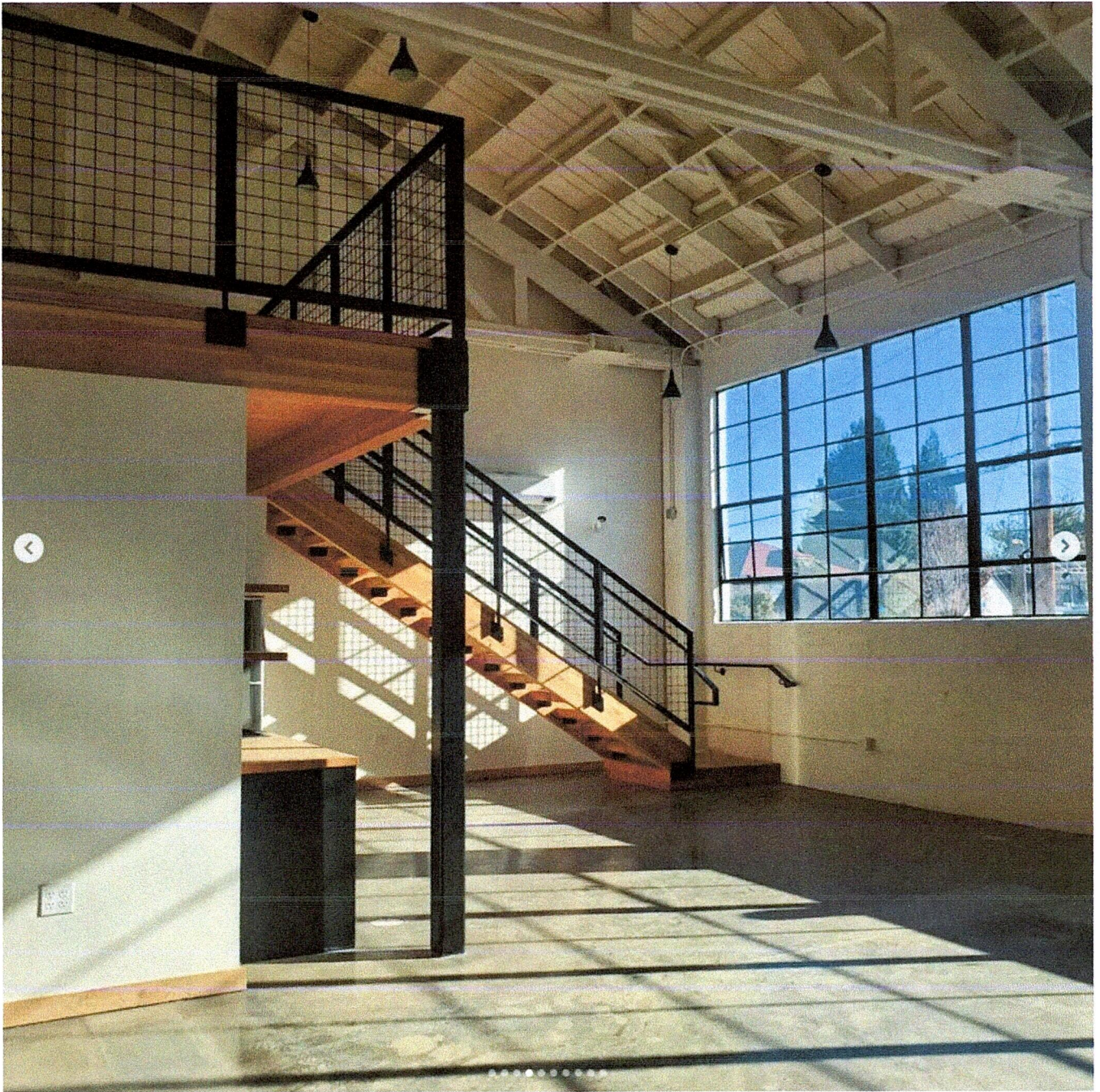
The Bindery event space and the Carlton Historic Auto-Garage have been cited as recent local examples of similar buildings being successful renovated. I also came across the Atomic Garage at 25th and Sandy in Portland, another historic auto row. This is the latest project by Portland's Guerrilla Development (pictures attached). Guerrilla Development's founder Kevin Cavanaugh is well-known for sharing his project pro-forma's to help others create successful renovations in their communities. He would certainly be a valuable resource to the applicant in their effort toward a successful renovation project.

I appreciate the creative approach of adding mezzanine floors tucked under the existing roof structure and between the beautiful bowstring trusses. These mezzanines add easy square footage and can help seismically brace the masonry wall out of plane. This is just one example of the kind of creative approach needed to breathe a new economic life into these buildings. If others are doing this with similar buildings and budgets that must produce return-on-investment, I don't see why it can't happen here. The true unlocking of Historic McMinnville's hidden potential is not to be found in demolishing historic buildings, but through finding ways like this to bring under-utilized historic buildings back to life.

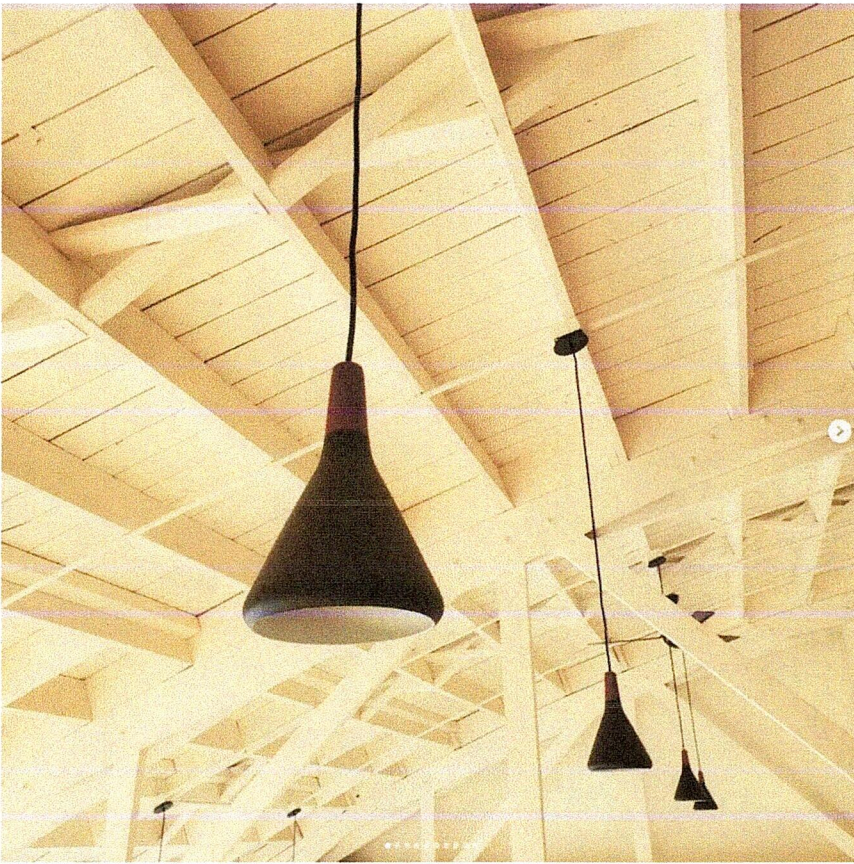
Sincerely,
Nathan Coopriker, Architect



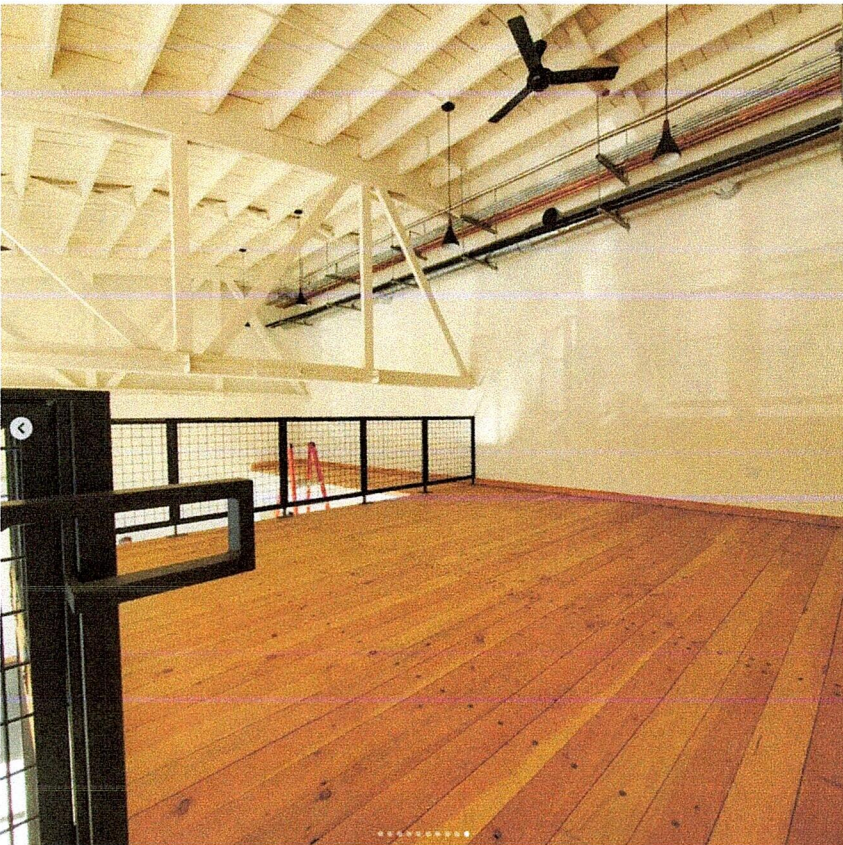
Guerrilla Development, Atomic Garage, 1 / 26 / 2023



Guerrilla Development, Atomic Garage, 1 / 26 / 2023



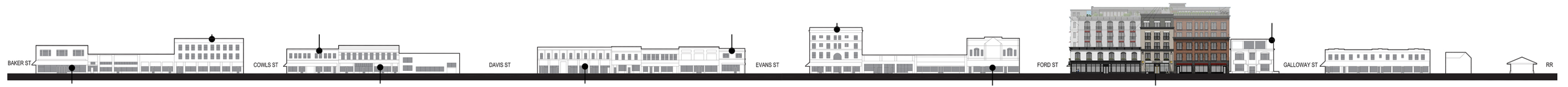
Guerrilla Development, Atomic Garage, 1 / 26 / 2023



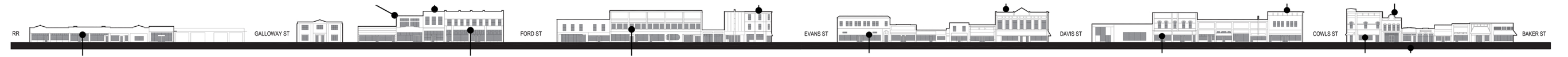
Guerrilla Development, Atomic Garage, 1 / 26 / 2023

MZO 17.59.050.B.1

Buildings should have massing and configuration similar to adjacent or nearby historic buildings on the same block. Buildings situated at street corners should be, or appear to be, two-story in height.



Third Street - north side



Third Street - south side

0' 180'

Applicant elevation overlaid on applicant streetscape by Daniel Kiser

MZO 17.59.050.B.1

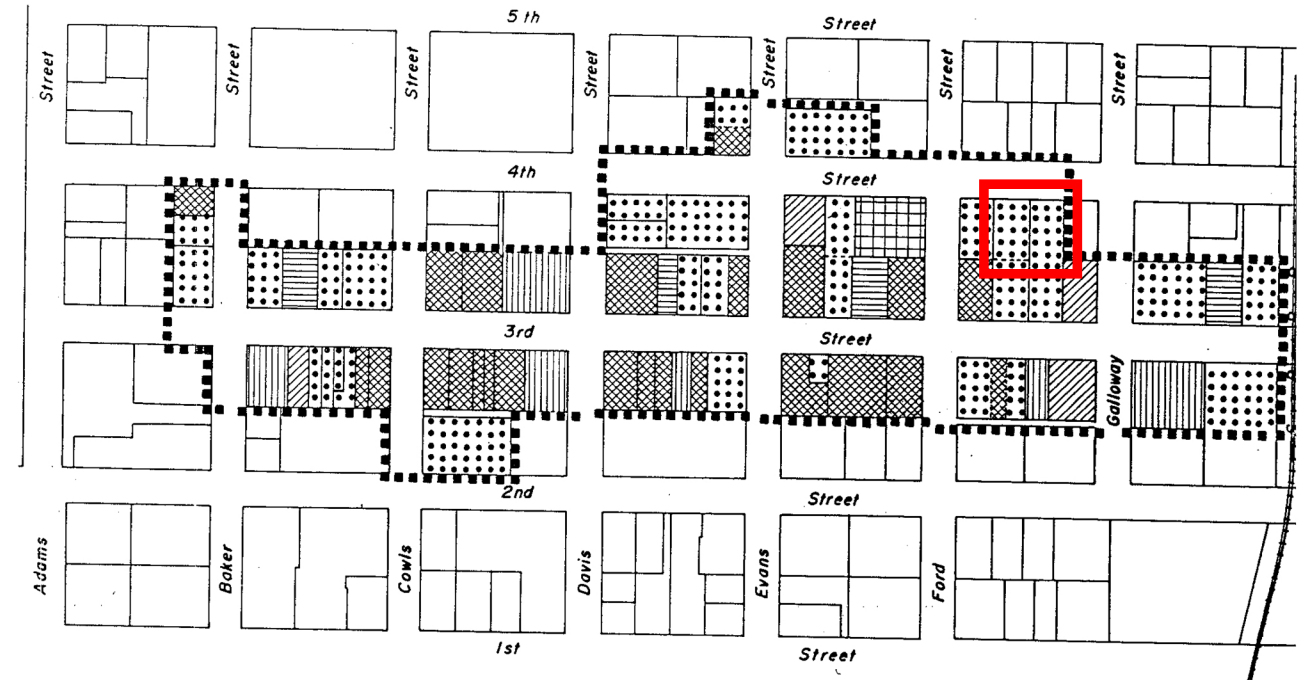
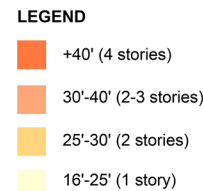
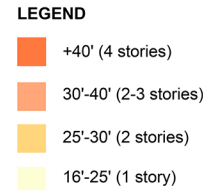
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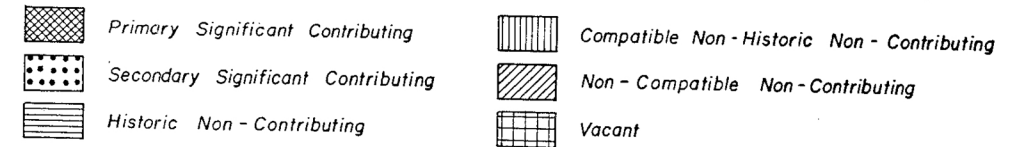
Inaccurate height study by applicant from 4/25/22 neighborhood meeting



Height study corrected by Daniel Kiser showing 2 historic buildings to the north of site

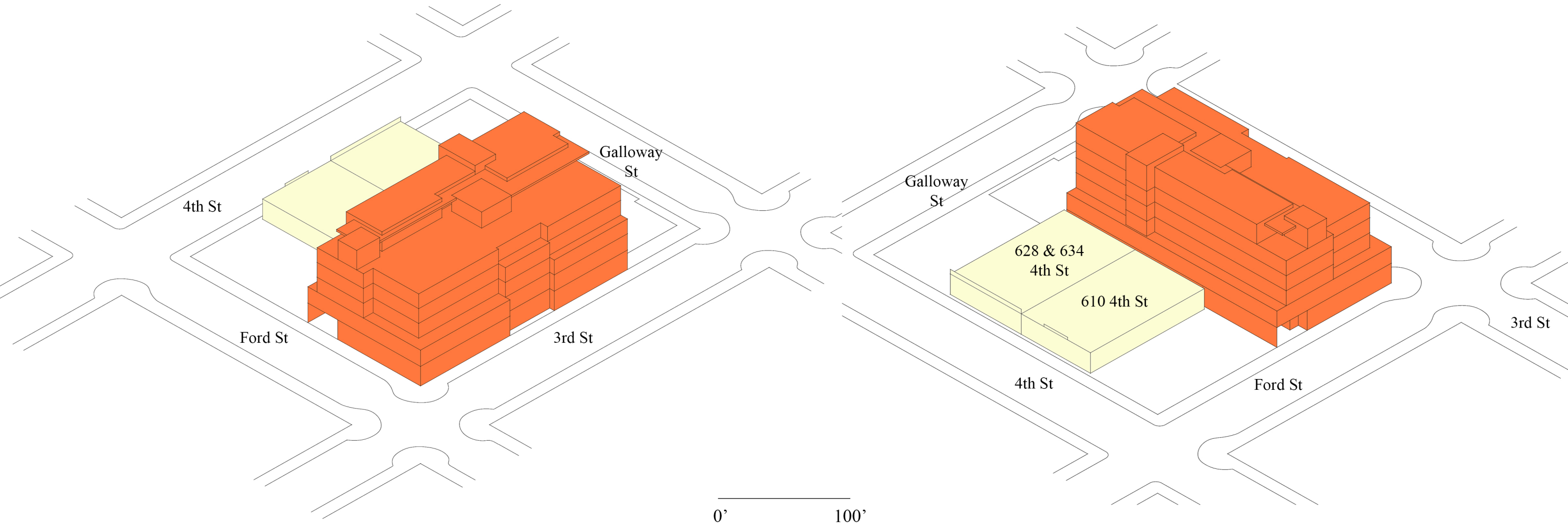


McMINNVILLE DOWNTOWN HISTORIC DISTRICT



MZO 17.59.050.B.1

Buildings should have massing and configuration similar to adjacent or nearby historic buildings on the same block. Buildings situated at street corners should be, or appear to be, two-story in height.



Axonometric massing study of proposed hotel (orange) next to historic buildings (yellow) by Daniel Kiser, based on applicant drawings

MZO 17.59.050.A

1. Except as allowed by this ordinance, buildings shall maintain a zero setback from the sidewalk or property line.

*2. Exceptions to the setback requirements may be granted to allow
plazas, courtyards, dining space, or rear access for public pedestrian walkways.*



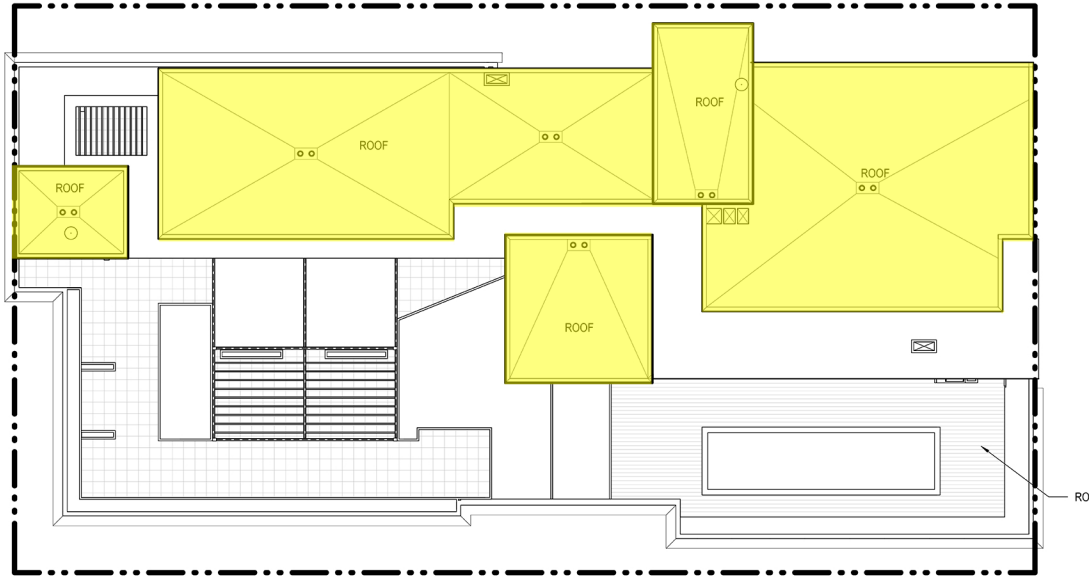
Applicant perspectives show lower-level setbacks are for private hotel guest use not allowed by code



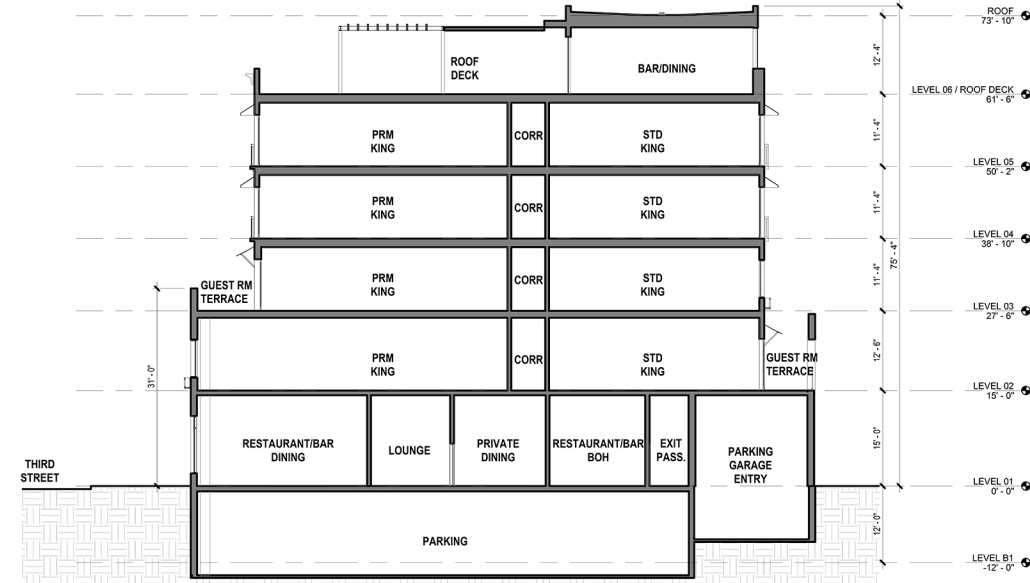
Misleading applicant perspective



Perspective by Daniel Kiser based on applicant drawings



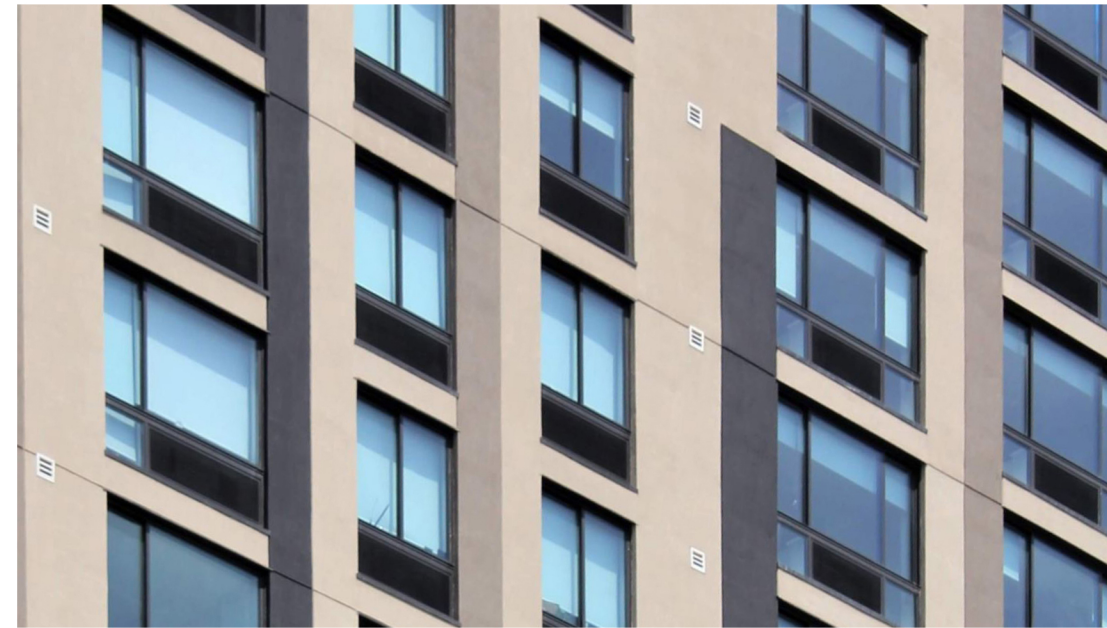
Gwendolyn Hotel roof plan from applicant, highlighted area approx. 5,600 SF



Gwendolyn Hotel section from applicant



Atticus Hotel rooftop equipment, roof approx. 6,600 SF



Packaged terminal air conditioning "PTAC" unit grilles