

## Oregon Parks and Recreation Commission

June 15, 2022

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| Agenda Item:  | 7a   | <b>Information</b> |
| Topic:        | Heritage Division Update                             |                    |
| Presented by: | Christine Curran, Deputy Director, Heritage Programs |                    |

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### Oregon Heritage Conference A Success!

The 2022 [Oregon Heritage Conference: The Power of Heritage](#) was a great success with over 140 attendees. Keynote speakers challenged and inspired participants and affirmed the value of heritage work. Presenters included Vu Le, *Rethinking Nonprofit Structure and Getting Serious about Board Diversity* and Willie Richardson, *Reflections on Heritage Preservation Work in Oregon*. Sessions covered many heritage disciplines and topics including archaeology, archives, exhibits, digitization, and issues related to nonprofit and organization management. The conference also offered participants networking opportunities in the morning, at lunch, and in the evenings. The conference was online, which encouraged some to participate who may not have otherwise by eliminating travel and associated costs and personal health considerations related to ongoing concerns about COVID. Presenters and sessions leveraged the strengths of online events through the use of break-out rooms and multi-media presentations.

As a special event at the conference the Heritage Division announced the recipients of the annual Oregon Heritage Excellence Awards. Projects include:

- **Jefferson Public Radio's Jefferson Exchange Underground History Program, Ashland.** A monthly radio segment that spotlights little-known aspects of Oregon's history through the lens of archeology. [View Video](#).
- **Capitol History Gateway Project, Salem.** A multi-year project that resulted in exhibits, events, tours, and a digital welcome center at the Oregon State Capitol building. [View Video](#).
- **It Did Happen Here Podcast, Portland.** The It Did Happen Here Podcast honors the memory of Mulugeta Seraw and records the movement that disrupted White Nationalist organizing in Oregon in the late 1980s and 1990s. [View Video](#).

The ceremony included a new award category for standout heritage volunteers that recognizes the critical contributions of individuals to heritage preservation efforts in Oregon. [View Video](#).

Also held as part of the Oregon Heritage Conference, the Oregon SHPO hosted two half-day workshops for cultural resource professionals. The 115 participants represented federal and state agencies, tribes, museums, universities, cities, and non-profit organizations. Presentations and discussions addressed determining when a cultural resource is eligible for listing in the National Register of Historic Places, and how this determination may change the consideration of how a project may impact the historic qualities of the property. Other topics included the agency's

digital submission process, reporting guidelines, and a session co-presented by SHPO staff and invited speakers from the Confederated Tribes of the Grand Ronde on best practices for writing cultural resource reports.

## **Oregon Main Street Issues Annual Report**

Oregon Main Street’s 2021 Annual report has just been released. The report celebrates some of the accomplishments in the Oregon Main Street Network, shares information about the program, and includes the most recent revitalization statistics from top-tier communities. Since 2010, the cumulative impact of the Performing Main Street and Transforming Downtown level communities include 1,511 building rehabilitation projects, over \$139 million in private sector reinvestment, 4,662 net jobs created, and 472,086 volunteer hours given on behalf of the local organizations. Many buildings benefiting from this program may have been lost without the leadership of local main street partners. [View Report.](#)

## **Phoenix Building Restored to its Former Fancy Self**



**Phoenix Pharmacy, Portland, before restoration (left), and after, (right)**

The 1922 Phoenix Pharmacy building at the northwest corner of SE Foster and SE 67th Avenue in the Foster-Powell neighborhood of Southeast Portland was completed for owner, pharmacist, and community leader John Leach. The building was designed in the Commercial style, which features a mixed-brick palette of dark red-browns. The building has a distinctive “flatiron” wedge shape with the prominent curved entrance at the corner entry. The Phoenix Pharmacy was located on the first floor of the building for many years, and was one of the largest pharmacies in the state. Sadly, none of the historic pharmacy remains. The building sat vacant and unused for many years before being bought by Buck Froman of Buck’s Stove Palace, just a block away. Buck used the building for storage, and eventually turned the property over to his son, Matt Froman, to pursue his vision for the property. Matt undertook a significant yearlong rehabilitation. Foster Outdoor, a retailer of new and used outdoor gear, will be the first-floor tenant of the newly rehabilitated building. After being altered over the years, the second floor has been returned to small private offices, similar in character to the original medical office use. The Phoenix Pharmacy building is in the process of being listed in the National Register of Historic

Places and is taking advantage of Oregon's Special Assessment for Historic Properties tax benefit program. The building is now completely leased and ready to start its second century of life!

**Prior Action by Commission:** none

**Action Requested:** none

**Attachments:** none

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