

# City of Enterprise Heritage Interpretive Sign Project

## DRAFT SIGN OUTLINES

### Overall Sign Project

Goals -- After viewing the interpretive signs,

- *Visitors* will increase their understanding of the history of Enterprise

#### Objectives

- Visitors will learn 1-2 new pieces of information about Enterprise's history.
- *Visitors* will be motivated to walk down Main Street east or west to the other interpretive sign viewing historical buildings on Main Street enroute.
- *Visitors* will increasingly identify downtown Enterprise as a place to learn about the area's history

- *Residents* will gain an appreciation for the value of the historical buildings in downtown Enterprise.

#### Objectives

- *Residents* and *business owners* will direct visitors to the interpretive signs to learn more about Enterprise history and its buildings
- *Business owners* will see an increase in foot traffic along this stretch of Main Street.
- *Residents* will support historical preservation efforts in downtown Enterprise.

### Sign #1

Location -- TBD (suggestion of County Courthouse Lawn near sidewalk cut out with large clock facing Main Street and River Street intersection and in view of the other three corners), suggest metal or wood sign stand with low-angled view aimed at 4-way intersection

Theme -- The stories of Enterprise, Oregon are told through its downtown historical buildings.

Content -- Three levels of information: Title (3-second message), Sub-titles (30-second message) and Content (3-minute message)

Storylines – “Enterprise's role today is not that different from yesterday...”

- Enterprise as county seat – election to move county seat to Enterprise
- Enterprise – place where business is done, common folk/town spirit
- Substantial investment historically in a remote area – belief in the strength of the town and the future
- Bowlby stone as construction material, unique to the area (sample of Bowlby stone nearby?) – quote from geologist report in 1949
- Width of the streets – turn the wagons – commerce connection

Buildings to Interpret:

- Looking behind you -- Wallowa County Courthouse

- Looking to the west across the street -- Litch Building – metal sheathing that mimics Bowlby stone
- Looking west down Main Street -- Bowlby Building (further down Main Street)
- Looking west down Main Street -- Barber Shop (next to Bowlby Building; former alley, skinny building, one of the oldest continuously occupied barber shops in the state – confirm?)
- Looking across the street to the north -- The Enterprise Hotel

#### Possible Images

- Image with steam tractor next to horse-drawn wagons (front of Bowlby Building)
- Early day Courthouse construction images
- May Day Celebration near Courthouse Square
- Close-up of Bowlby stone
- Enterprise Hotel – changes in its roof

## **Sign #2**

Location -- At Ward Park facing Main Street and 2nd Street intersection with view up Main Street to the east

Theme – The past, present and future of Enterprise Oregon rests with its downtown historical buildings.

Content -- Three levels of information: Title (3-second message), Sub-titles (30-second message) and Content (3-minute message)

#### Storylines – “Business life reflects people’s lives...”

- Business District – Enterprise: the place where business was done
- Goat and the Lions Club story OR sheep through hardware store story
- Timber, livestock and agriculture were the ways to make a living
- Means of transportation changed over the years – horses, Model Ts, modern vehicles
- Depression-era Buckskin Bucks story

#### Buildings to Interpret:

- Looking west across the street -- Hotel Gotter – now subsidized housing, National Register of Historical Places
- Looking southwest across the intersection -- Enterprise Garage & Auto Co. Building – service station and showroom
- Looking east up Main Street – OK Theater; one of the oldest continuously operated movie theaters in the country (confirm?)
- Looking east up Main Street – Enterprise Fraternal Association Building

#### Possible Images

- OK Theater – then and now

- OK Theater – old newspaper advertisement
- Gas pumps at old cutaway of Enterprise Garage & Auto Co. (if available)
- Hotel Gotter – then and now?
- Buckskin Bucks

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