

A PLAN OF
HISTORIC
BAKER CITY

PLANMAKERS
planning and urban design

CITY OF BAKER

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The statements, findings, conclusions, recommendations and other data presented in this report are solely those of the consultants, and do not necessarily reflect the views of the City of Baker or the U.S. Department of Housing and Urban Development.

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INTRODUCTION

This report details a plan and action program for downtown Baker, Oregon. The plan has resulted from a comprehensive study of the area undertaken by the City of Baker to establish a blueprint for the revitalization of the downtown. The plan complements the Baker Historic District building inventory placed on the National Register of Historic Places and offers the City an excellent opportunity to improve and strengthen the downtown.

The plan was undertaken through the selected consultant team of Planmakers and Business Economics. The objective of the downtown plan was to establish an economically sound and attractive center for community life, offering a diverse mixture of shopping, entertainment, business, and recreational opportunities. The plan was developed with the review of the Downtown Revitalization Advisory Committee and public reactions and suggestions. A city center questionnaire, numerous one-on-one discussions, and five major public meetings were utilized to synthesize diverse expressions of community direction.

The report begins with a historic perspective and a physical evaluation followed by an economic analysis. The plan of Historic Baker City is then outlined with design concepts and specific details recommended. Finally, tools and strategies for implementation of the plan are identified.

The plan serves as a long-range working document for guiding development, preparing policies, determining design details, and setting priorities. Decisions relative to the downtown can be assured a continuity as the plan serves to encourage and guide the area's development to the mutual benefit of the City, the property owners, and the individuals who will use it. The plan of Historic Baker City requires an ongoing evolution of support, city approval, financial resources, and dedication to achieve a lasting and dynamic impact on the City's future success.

Separate written reports and slide presentations accompanying the plan include:

Summary Report - A Plan of Historic Baker City, Planmakers/Business Economics, Inc., November 1982.

Economic Analysis in Support of a Plan of Historic Baker City, Business Economics, Inc., August 1982.

Baker City Historic Photos - Slide Presentation, Planmakers, April 1982.

Baker City's Main Street from 1865 to 1940, Planmakers, April 1982.

A Plan of Historic Baker City - Slide Presentation, Planmakers, Nov. 1982.

SETTING

Located in the northeastern corner of Oregon and situated along the southern end of the Powder River Valley, the city of Baker is partially surrounded by hills and mountains. The river valley extends twenty-five miles to the north, while the panoramic Elkhorn mountain range rises 9,000 feet to the west. The ridge is snow-capped ten months of the year. To the east, foothills rise to the Wallowa Mountains which are snow-capped year round. Known as the Eagles, the mountain peaks reach 10,000 feet in elevation.

The city of Baker is sited near the 45th parallel and has an elevation of 3,471 feet. Baker's climate is typical of the temperate and semi-arid high plateau regions of the west; average annual precipitation is nearly fifteen inches and the seasons are well defined.

Baker is 304 miles east of Portland and 128 miles west of Boise. It is served by Interstate 84, U.S. 30, Oregon highways 7, 86, and 203, the Union Pacific Railroad, and the Baker Municipal Airport which accommodates both commercial and general aviation.

Baker lies in the center of an enormous outdoor recreational area. The surrounding region includes the Wallowa-Whitman, Umatilla, and Malheur National Forests; the Hell's Canyon National Recreation area; and the Eagle Cap and Strawberry Mountain Wilderness areas. Other major attractions include the Anthony Lakes ski area, the Sumpter Valley Scenic Railroad, and a host of ghost towns and old mines.

The city of Baker has a 1980 population of 9,470 with the city serving as the county seat for Baker County. The area's economic base includes cattle, farm products, forest products, recreation, and mining.

STUDY AREA

This plan focuses on Baker's central business district. The study area encompasses the equivalent of some 39 blocks with boundaries extending from the Powder River to 4th Street and from Estes Street to Campbell Street. Figure 2 illustrates the study area which encompasses the 15 block Baker Historic District, downtown entrances, and adjacent commercial areas that constitute the city center. The study area includes Baker's principal retail stores, offices, financial institutions and other service establishments. Also included are the city, county, and federal buildings, many restaurants and motels, and a few apartments and single family homes. The downtown is platted on a true north-south grid system with the majority of blocks being 252 feet by 216 feet with narrow 25- and 50-foot by 100-foot lots. Street rights-of-way are typically 80 feet wide with the exception of 100-foot Main and Broadway streets and 85-foot Resort Street. Alleys are generally 16 feet wide. Special emphasis in the study area was given to the heart of the commercial district along 1st, Main, and Resort streets.

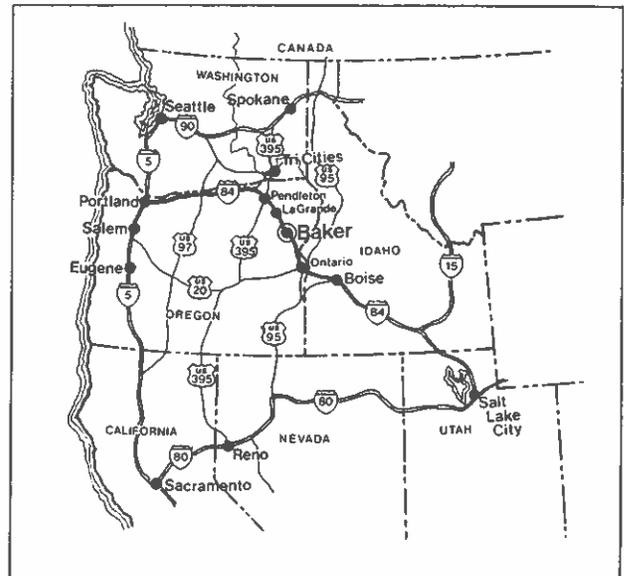
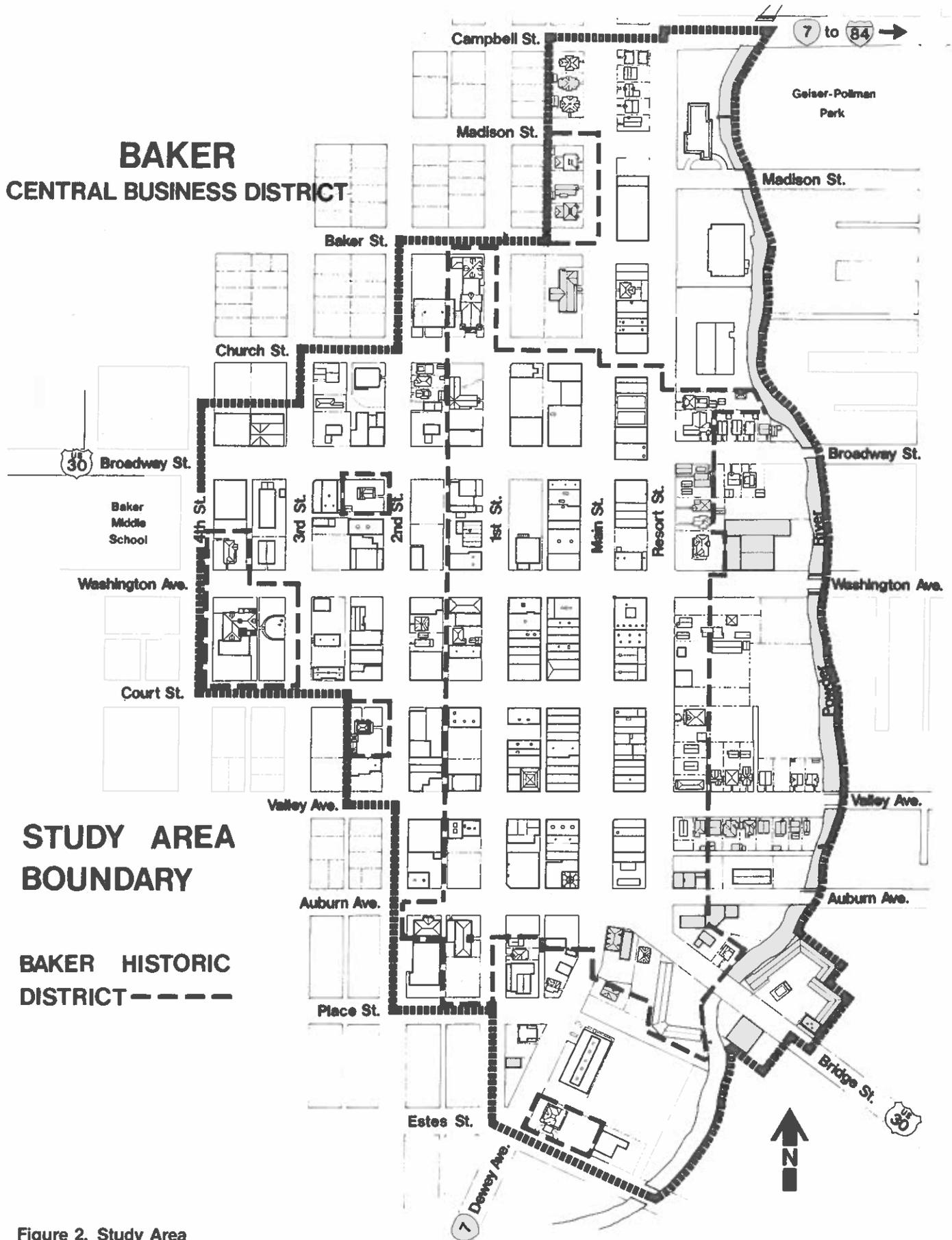


Figure 1. Regional Location

BAKER CENTRAL BUSINESS DISTRICT



**STUDY AREA
BOUNDARY**

**BAKER HISTORIC
DISTRICT** - - - -

Figure 2. Study Area

BAKER CITY HISTORY

The City of Baker possesses an especially rich historical heritage. The initial settlement was advantageously located along the southern end of the Powder River Valley where it lay nestled against the hills and served by the Powder River. The small settlement began to flourish a year after gold was discovered in the nearby mountains in 1861. Gold fever immediately generated activity and an influx of people which in turn led to new strikes. Auburn, the first town situated in the mountains, was located near the first gold strike and established as the county seat in 1862. However, after the nearby mine began to peter out, the early settlers moved their business to Baker. The growing settlement soon became the base of supplies for all of the mining towns in

the vicinity. Another major influence on Baker's growth was the flow of emigrants on the Oregon Trail that passed through the Powder River Valley.

Originally, in 1865, R.A. Pierce secured the town site and called it Baker, but later J.M. Boyd contested his ownership and was awarded the forty acre U.S. town site of Baker. The town platting was officially recorded in 1868 and was laid out on a grid pattern with a true north-south, east-west axis. Baker City, as the town was originally called, was the namesake of Colonel Edward D. Baker, Senator from the state of Oregon who died leading his troops in the civil war. 1868 was also the year that Baker City was approved as the new Baker County seat.

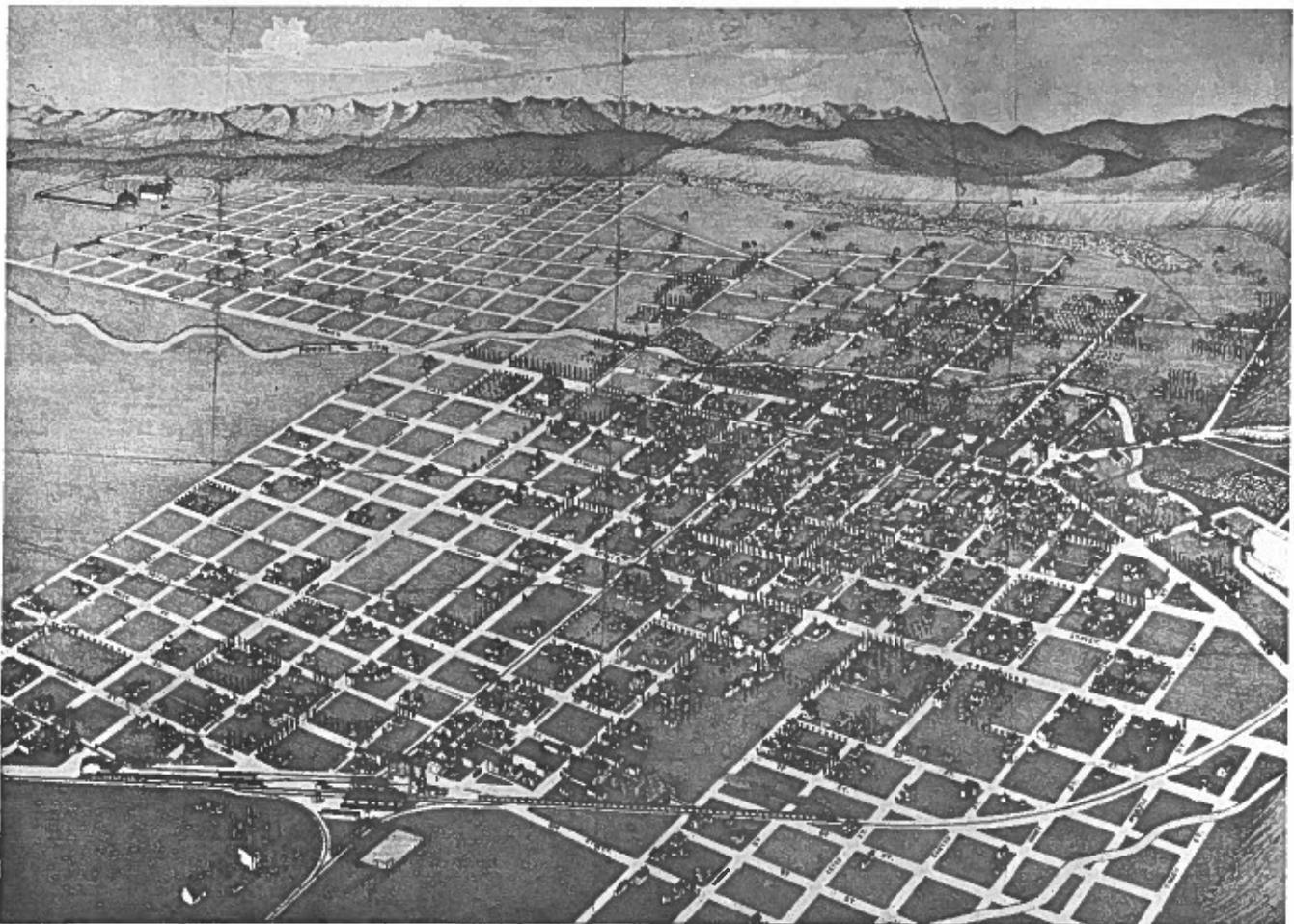


Figure 3. 1892 Bird's Eye View of Baker City

EARLIEST COMMERCIAL BUILDINGS AND ADDITIONS

The earliest buildings in Baker City were a saloon, boarding house, hotel, blacksmith shop, and livery stable, all catering to the surrounding mining activity. The first store was located on the northeast corner of 1st and Valley streets and operated by A.H. Brown. These businesses were followed by merchantile, furnishing, clothing, hardware, variety, and grocery stores. Baker City's first hotel, the Western Hotel, opened up on Front Street (now Main Street) in 1865 and was headquarters for the overland stages which served the city five times a week.

In 1874 Baker City came of age and its people proceeded to form a city government. The 1870's also saw continued growth with the establishment of the Bedrock Democrat Newspaper (now Democrat-Herald), the Basche Hardware Store, a county courthouse, school, churches, lodge halls, and homes. A number of buildings were now being constructed of brick including the Cosmopolitan Hotel on Main and Court streets, built by Father DeRoo. The Cosmopolitan, which was the staging center of eastern Oregon, became the main stop for many of the freight wagons which kept gold and supplies moving around the country. Later, the Cosmopolitan was remodeled with the addition of a third-story mansard roof and renamed the Arlington Hotel. Another early hotel was the Packwood, built by entrepreneur W.H. Packwood. In 1878, stone craftsman John H. Jett opened the Baker City Marble Works, providing the city with stone and marble building materials and monuments. Stone details began to provide relief to brick masonry.

New additions to the town were platted first to the east in 1870, beginning with the Fisher Addition which extended from Main Street to the Powder River. This addition contained a row of narrow 100-foot wide blocks between Main and Resort streets and large size parcels from Resort Street to the river. Additions to the north and south of the

town, following the original block and street size, were platted in 1872. These were Boyd's Addition and Place's Addition. Place Street was the Baker end of a toll road which extended from Auburn and was run by M.E. Place who also operated a toll on the bridge over the Powder River leading to Pleasant Valley.



Figure 4. 1st St. — Packwood Hotel

Many of the street names have been changed over the years. Broadway Street was first called Commercial Street and then changed to Center Street to give Baker a more metropolitan air. Other street changes included renaming Main to Front and back to Main in 1911, Wilson Street to 1st Street, Wood Street to 2nd Street, California Street to 3rd Street, East Street to 4th Street, Charles Street to Estes Street, Baker Street to Valley Avenue, Well Street to Court Street, Marshall Street to Washington Street, Union Street to Church Street, Ann Street to Baker Street, and Fisher Street to Williams Street which later became Madison Street. Campbell Street was once called North Street and was named after a Mr. Campbell who homesteaded on the river near the present street. Post Office square, as it is called, faces the old Post Office on Auburn Street.

BAKER'S ECONOMY

Baker City's economic base became more diverse in the 1880's with lumber, railway transport, and small factories contributing to the expanding mining operations. Baker City was the undisputed center for the mines with new gold booms

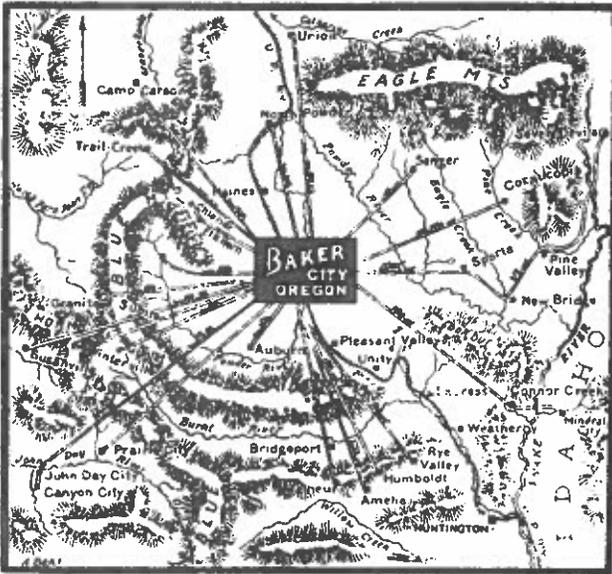


Figure 5. Center for the Mines

occurring northeast of the city. The mines included Virtue, Flagstaff, Emma, Hidden Treasure, and Friday. Baker's diverse resources included a brewery, soda factory, creamery, soap factory, and cigar factory. The earliest bank, First National Bank of Baker, founded by James Virtue, opened in 1882.

August 19, 1884 was a joyous day for the city with the arrival of Oregon Railway and Navigation Company. The railroad joined Union Pacific at Huntington to give Baker direct rail service to the east and west. The train depot was built near Broadway and 10th and the surrounding area blossomed with hotels, saloons, and a store, and became known as the Waterfront. The Baker City Stages carried passengers from the depot to the city's hotels. In 1900 rails were laid for a street railway

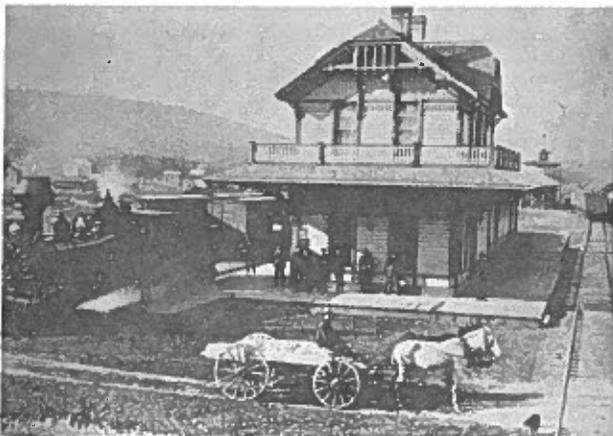


Figure 6. Railroad Depot

to serve the city. The Baker City Street Railway and Motor Company operated a horse-drawn street car from Auburn Street along Main Street and then out Broadway to the O.R. & N. Depot. The line was never equipped with electricity.

Forestry products became a Baker industry in the late 1880's with the opening of both lumber and planing mills. The variety of manufactured lumber products included moldings, doors, windows, blinds, and general lumber.

CHINESE INFLUENCE

The Chinese people who came to the area to work the mines and build water systems like the Eldorado Ditch contributed a great deal to the life and economy of Baker. After the first gold rush was over a good many Chinese stayed on and became part of the community. They built Chinatown adjacent to Resort and Auburn streets running to the river. A fine Joss House or Buddhist temple was built on Auburn Street in 1883. The Chinese proved extremely hard-working and independent, operating laundries and eating places, working as house servants, and growing and selling vegetables. The local Chinese often sold their wares from hand carts and baskets and would give lily bulbs to friends to celebrate the Chinese new year.

EARLY HOMES

A number of the city's earliest homes were built on the east side of Resort Street. Serene McCord, Baker's first mayor and blacksmith, built his home on the corner of Broadway and Resort in 1875. During the 70's and 80's Resort Street, facing the commercial downtown, was one of the most prestigious residential locations in the city. James Wisdom built an attractive two-story, wood, Italianate house on Resort Street in 1876. Later, county sheriff and judge James Shinn added additions to the home and out buildings to the lot which extended to the river. The grandest home on Resort Street, a two-story masonry home with a round tower turret, was built by Luther Ison

in 1887. The restored home is currently occupied by Benj. Franklin Savings and Loan.

Residential growth also began to take place on the east side of the river and to the west of the downtown with the construction of the home of Edmund Perkins and John Wisdom, a druggist, in 1878. The home had a steep gabled roof and exhibited elements of the Gothic and Italianate styles. Another architecturally significant house was the 1880 Heilner House on 2nd Street. This imposing house is of the Second Empire Style, highlighted by a mansard roof and set in a park-like garden. To the north, two almost identical Italianate style homes were built on Main Street in 1882 and 1890 - the Samuel Baer and Leo Adler homes.



Figure 7. Geiser Grand Hotel

THE 1890's - ERA OF ELEGANCE

The 1890's was a period of tremendous growth for Baker City. The area was undergoing its second mining boom with the White Swan mine, claimed in 1893. The Baker City Iron Works began manufacturing mining machinery in 1892 along with finish castings and architectural cast iron. Baker's first elegant hotel, the seventy room Hotel Washauer, later named the Geiser-Grand, was completed in 1889 and featured an elegant interior with a dining room which had a seating capacity of 200. Other hotels that served the city included the St. Lawrence, Sagamore, and later, the Antlers.

With the installation of a city water

works and a reservoir which supplemented earlier windmills and irrigation ditches, most services were now available to the city. Electricity, gas, and telephone franchises also were established. Gas and steam plants were located along the Powder River off of Washington Street. The city also had a fire company and police service. Other metropolitan features included streets, hydrants, and sewers.

Baker's 1890 population was 6,663 making it larger than Spokane or Boise City. Baker was known during this period as "Queen City of the Inland Empire."

In the late 1880's and 1890's Baker saw numerous new business buildings open. This was due both to the booming economy and the need to replace wooden store buildings lost through fires. Major fires burned entire blocks of mostly wooden frame buildings in 1886 and 1888. Handsome business buildings, constructed of brick and stone, were built in their place and scores of new merchantile establishments went into operation. One interesting point was that the stores on the west side of Main Street, including Nebergers, Heilners, Weils, and Baers, were those considered very fashionable and proper while the buildings on the east side of Main between Valley and Court streets housed five saloons. Young people and ladies were discouraged from frequenting the east side of Main Street with its saloons and houses of ill repute. Salvation Army members would march along Main Steet, playing their music and preaching in front of the saloons.

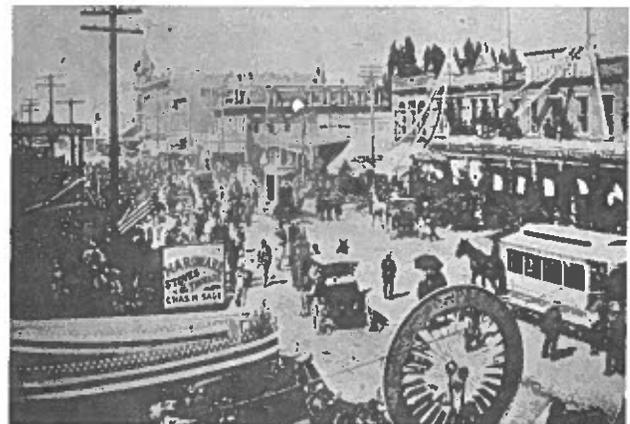


Figure 8. Main Street Festivity

Another major economic factor in Baker's growth at this time was the Sumpter Valley Railroad Company. Affectionately called the "Stump Dodger", the narrow gauge railway extended 80 miles between Baker City and Prairie City. The railway was started in 1890 by David C. Eccles and reached Sumpter in 1897 and Prairie City in 1909. Their Baker depot, which is still standing, was near the Union Pacific depot which burned in 1895. The railway served cattlemen, prospectors, and lumbermen and provided shipping between the John Day Valley to the main line Union Pacific Railroad. The Sumpter Valley Railway also provided passenger service and was considered one of Oregon's most picturesque lines. The railway carried passengers and mail until 1937, logs into Baker until 1946, and then, in 1947, the line was abandoned and scrapped. Portions of the line have been rebuilt and the Sumpter Valley Railroad once again serves as a scenic and historic railway.

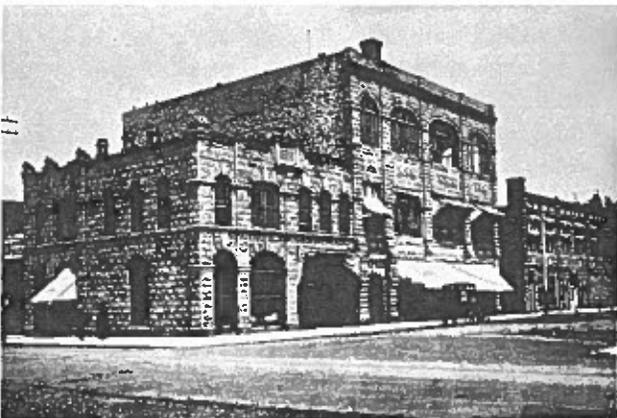


Figure 9. Valley Ave. Stone Buildings

These prosperous years of the 1890's led to another substantial building boom in the early 1900's. Stonemason John Jett mastered his trade, expanding from rock foundations and ornamentation to entire stone buildings. Beautiful and impressive cut stone buildings were dedicated in a period of strong civic pride. City Hall was built in 1902, St. Francis Cathedral in 1905, the Carnegie Library in 1908, the County Courthouse in 1906-08, Pythian Castle in 1907, Elkhorn Eagles Building in 1908, and the Rand Building in 1908. The buildings' volcanic tuff rock was quarried 12 miles south, near Pleasant Valley. The stone was easily

worked when quarried and then hardened with exposure, providing a strong design element in the downtown. This building period was crowned by the handsome, classical design, U.S. Post Office in 1909 and a large Y.M.C.A. in 1912.



Figure 10. Pythian Castle

CULTURAL CENTER

Baker was the cultural center of Eastern Oregon. This was because the early settlers planned and built a community based on the need for cultural living. Band concerts were featured every Wednesday night on Main Street until they were moved to the new bandshell in the park. Other Baker events included 4th of July parades held on Main Street which featured various floats and summer carnivals, Chautauqua and tent shows, musical entertainment, and home talent shows.

In 1897 Pioneer brewer Henry Rust's Opera House was ruined by fire and subsequently replaced by the impressive Baker City Opera House, the finest of its kind between Portland and Boise. This magnificent theater made Baker a regular tour stop to the best of the traveling companies, and always played to a full house. The Baker City Opera House later became the Clarick Theater; and then, sadly, was destroyed by fire in 1937.

One of the most enjoyable events of the season was the St. Valentine's Day Masquerade Ball, often held in the Armory on the corner of 4th and Broadway streets. A tally-ho, a high open coach pulled by four horses, took lively groups on picnics and excursions.

BAKER'S POWDER RIVER



Figure 11. Baker City Opera House

Catering to other interests, the local literary society, The Alpha Club, was organized to help establish the library, and the Commercial Club was the predecessor to the Chamber of Commerce. Later events in Baker City included a celebration commemorating the Oregon Trail and the 1934 Baker Mining Jubilee, celebrating Baker's history and mining activities. The free celebration featured a parade, pioneer picnic with the crowning of a Pioneer Queen Mother, rock drilling and log sawing, concerts, air circus, water carnival, and baseball games.

Other Baker City activity centers included the old race track, located one mile from town, which later became the fairgrounds, and the Sam-O Springs at the east end of Baker which featured natural warm water from the springs located in an octagonal spring house.

Geiser-Pollman Park has served the city since the turn of the century. The Geiser-Pollman families deeded the two-block site along Campbell Street as a public park for the enjoyment of the citizens. The site along the Powder River existed as a grove of lovely trees since the first pioneers came to the Baker valley. The property was first owned by Charles Fisher and known as Fisher's Grove. Later, Henry Rust used the grove as a beer garden.

Over time, the city improved the park with sidewalks, play and picnic equipment, drinking fountains, electric lights, and a large band shell. Every Wednesday evening the city band played until nine o'clock.

The Powder River flows through Baker's city center and the fertile land of the Baker valley. During the 1890's cyanide from processing gold up stream poisoned the river and killed the fish. A major flood occurred in 1897, causing substantial damage and leading to a number of homes being moved. Early photos of Baker show small pools and marshes to the east of the river. Over the years these areas were filled in. During the 1930's the W.P.A. lined the river banks with stone and rechanneled the river, removing bends between Washington and Valley streets and between Bridge and Estes Streets. The rechanneling allowed areas along the west side of the river to be reclaimed. In recent years dams were built on the river, greatly reducing the potential for flooding.

INDUSTRIAL DIVERSIFICATION

Gold production declined throughout the 1910's forcing the city to rely on its developing lumber and cattle industries. Prior to this period, the extended time over which the mining booms occurred had the effect of giving the city of Baker time to develop a strong and varied culture. Lumber and cattle had become substantial parts of the local economy from the 1890's, but after World War I these two industries replaced mining as the mainstay of the economy. Cattle, first a result of the necessities of emigrants along the Oregon Trail, started a market for hay. The luxurious grasses of the valley fed herds of cattle and sheep. In addition to agriculture, wool also became a major product shipped from Baker.

An indication of Baker's changing awareness and efforts to become more modern came in 1911 when the citizens voted to drop the word "City" from Baker City.

SPECIAL FEATURES

Baker's pedestrians were served by a number of drinking fountains and street lights located on the sidewalks in the downtown. Gas street lights appeared in the 1890's, replacing kerosene lamps.

Two gas street lights were located at the intersection of Main and Broadway, and lit by a lamplighter. Later, large round bowls, with gas light, hung in the middle of each intersection. These lights were eventually replaced with electric lights. For a period of thirty years, Main Street featured attractive, three-globed, cast-iron street lights. Another special feature was a lighted fountain for horses, located at the center of the intersection of Main and Court streets.

In 1920, an impressive welcome arch was erected on North 10th Street. This fine wooden structure with rock piers adorned the western entrance to the city. On the north side it stated: "Baker welcomes you; Enter without knocking and depart likewise." On the other side was the inscription "Baker wishes you good luck. Come again." The arch was a community effort erected by the Chamber of Commerce with materials donated and lighting provided by the city. The wood pilaster also called attention to the resources and advantages of the city as well as providing space for advertising.



Figure 12. Main Street ca. 1910

THE AUTO ERA

During this same period, the automobile began to appear on Baker's streets and influence the city mode of travel. The first car in Baker was introduced in a parade in 1905. With advances in the private automobile making longer trips possible, auto travel became popular on the country's pioneer highway. Highway 30 was the main route to and through

Baker, utilizing Bridge, Main, and Broadway streets through the downtown. This early automobile travel led to auto camps such as the Oregon Trail Auto Tourist Campground, with cabins and auto stalls, near Bridge Street. These auto camps were the predecessors to the city's motels. In 1929, Baker built its largest and tallest building, the ten-story Baker Hotel. Today, it is still the tallest building in eastern Oregon.

In recent years unfortunate losses to Baker's architectural legacy include the demolition of the ornamental Elk's Lodge on Court Street for a new lodge-hall, the fire-caused destruction of the Levinger Drug's building on Main Street, and the original Citizen's National Bank stone building and the Imperial Hotel, both near the corner of Main and Washington streets. The banking community also replaced most of their old banking facilities with new ones. The most recent loss was the demolition of the large stone St. Francis Academy on Church Street during the 1970's.

Table 1
Baker Population 1880 to 1980

<u>YEAR</u>	<u>BAKER</u>
1880	1,258
1890	2,604
1900	6,663
1910	6,742
1920	7,729
1930	7,858
1940	9,342
1950	9,471
1960	9,986
1970	9,354
1980	9,470

THE PROBLEM

For decades, Baker's downtown was the focal point of the area's commercial and social activity. It was the backbone of the marketplace where most of the goods and services that people needed could be found. Downtown merchants prospered from the patronage--not only from local residents but also by travelers of the region's major east-west highway, U.S. 30, which was routed through the downtown. Over the years, however, Baker's domination as the major city serving eastern Oregon has declined. Baker's role as a supplier of goods has weakened while other nearby communities such as La Grande, Ontario, and the Boise valley have been getting stronger. Changing distribution patterns have led to less local power since many financial institutions, supermarkets, and retail stores are often controlled by interests outside of Baker. Also, Baker has lost much of its political clout in the state compared to the days when numerous political leaders came from this booming town. This is compounded by the fact that local leadership over the last few decades has become fragmented, and few long-range plans or improvement programs have been carried out.

Many factors have contributed to the decline of the downtown. Baker began losing its preeminence as a central place of activity when commercial uses and services expanded out from the city center. Increased automobile use, combined with limited parking in the downtown and other factors, facilitated the development of commercial strips along West Broadway and North 10th which compete directly with downtown merchants. The completion of the interstate highway in 1973, while decreasing truck traffic, also decreased the number of potential customers (travelers & vacationers) passing through the downtown. Lack of shopping variety and selection are another downtown problem--and one often mentioned by shoppers.

Downtown Baker has gradually been losing its identity and sense of place. This has occurred primarily because many historic building storefronts

have undergone unsympathetic remodeling, their original charm and character covered over. Many of the upper floors in the downtown are vacant, reducing business activity and portraying a neglected image. Another major detraction is the fact that many significant buildings, such as the Old Post Office, creamery, and the Geiser-Grand and Antler's hotels are primarily vacant and thus not contributing toward Baker's economy.

Citizens have related several concerns regarding the downtown. Many shoppers have complained of inadequate selection and variety. Although Baker has good retail depth no large department store exists, and many merchants have not worked at coordinating their efforts towards competing as a unified downtown shopping area. Also, perceived lower prices and greater selection in other nearby communities has created retail leakage for downtown merchants.

The need for adequate parking to serve the downtown is also of concern. Current parking shortages are particularly experienced on the southern end of Main Street where few off-street spaces are available. Employee parking compounds this problem with employees occupying spaces needed for downtown users. The parking situation is further aggravated by minimal striping and signing for off-street parking stalls, and hampered by limited enforcement of overtime parking violations.

Restricted pedestrian movement in the downtown results from having to cross heavily traveled streets and/or from long walking distances encountered when crossing streets such as the 100-foot wide Main and Broadway. Also, limited maintenance has taken its toll on some of Baker's downtown streets. The walking surfaces of many of the downtown sidewalks are in poor condition. Truck traffic passing through the downtown creates excessive noise for the pedestrian and contradicts the design principal of unity required for a strong shopping environment.

Among other concerns is the lack of landscaping and greenery in the downtown. City center streets are stark in comparison with adjacent residential neighborhoods which are lush with green trees and vegetation. This problem is compounded by the hot sun in the summer months. Other problems include overhead power lines on a number of streets and alleys. Resort Street, for example, is plagued by unsightly overhead utility lines, and numerous trash containers on the sidewalk give the street an alley image.

Other concerns expressed by citizens include inadequate street-lighting, dirty sidewalks and gutters, and poor storm drainage. Also, signing in the downtown is often insensitive to the building's architecture, and too many competing signs create visual clutter.

Commercial expansion on Campbell Street, serving the interstate highway, poses a new threat to the downtown. Commercial development could abandon the downtown and spread from the central business district. Such competition from new outlying development sites have the potential of reducing the downtown's ability to survive as a shopping district. Another concern is the need for a balanced economic base which will keep the city healthy during an economic downturn.

REVITALIZATION POTENTIAL

Downtown Baker is in a most advantageous position, having a relatively compact city center which functions well commercially and possessing a strong identity through its numerous historic buildings. Access to the downtown from the surrounding city and Interstate 84 is excellent. Wide streets plotted on a grid system allow for smooth traffic movement, wide sidewalks, and on-street parking. Some of the strengths of the downtown include a large variety of retail establishments and services, numerous financial institutions, and a governmental center.

The downtown is fortunate to consist of primarily all commercial land uses with surrounding residential use and no industrial uses. Special amenities include the Powder River which flows to the east of the downtown, and the nearby Geiser Pollman Park, old Natatorium, Oregon Trail Regional Museum and Baker County Fairgrounds. The downtown is also relatively close and easily accessible to travelers on Interstate 84, via Campbell Street and Highway 30. Most important is the fact that no large outlying retail center competes with the downtown.

Other attributes include Baker's friendly atmosphere, the qualities of small town living, the surrounding, picturesque snow-capped mountains, and convenient access to eastern Oregon's many recreational areas.

Baker's major asset is its strong history and architectural character. Baker is a special place--with no other place like it. With its skyline dotted with impressive towers and spires and its snow-capped mountain setting, Baker has been described as looking like a European village. Distinctive large structures like the City Hall, County Courthouse, Baker tower, and the Catholic Cathedral serve as landmarks and tend to draw people to the downtown, where they find streets lined with architecturally significant facades. Many buildings are constructed of stone. Baker's numerous historic buildings provide a strong continuity, quality, and identity which sets the stage for an attractive city center.

An excellent opportunity exists to strengthen the downtown into a viable and appealing shopping, residential, cultural, and entertainment area.

PRESENT DOWNTOWN CONDITIONS

EXISTING LAND USE

Figure 15 illustrates the existing land uses in the downtown study area. Commercial uses cover the majority of the study area with the retail center focusing along Main Street from Auburn Avenue to Church Street. Other sub-areas include a concentration of government offices at the south end of the study area, financial institutions on Washington and Broadway streets, and religious facilities along the western boundary. A number of residential units are now located on the periphery of the commercial center and between Resort Street and the Powder River.

Historically, the major focal point of the downtown has been Post Office Square which is located at the six-sided intersection of Main, Resort, Auburn, Bridge, and Dewey streets. Today, the center of the downtown is the intersection of Main and Broadway streets.

Figure 13 indicates the existing zoning in and around the study area, and the location of the Powder River flood plain. The Center Commercial "CC" zone covers the majority of the study area with a General Commercial "GC" zone to the east of the Baker County Courthouse and along Broadway Avenue. The three small residential zones in the study area include the northern Main Street entrance and the two fingers extending across the Powder River along Valley Avenue and Broadway Street.

Land uses adjacent to the study area include major residential neighborhoods (zoned High Density Residential "R-HD") on all sides with the exception of the commercial uses entering on Broadway and Campbell streets. Other nearby facilities include the Baker Middle School on 4th Street and Geiser-Pollman Park, Oregon Trail Regional Museum, and Baker County Fairgrounds, all on Campbell Street.

The shaded areas in Figure 14 represent the platted downtown study area parcels while the white areas repre-

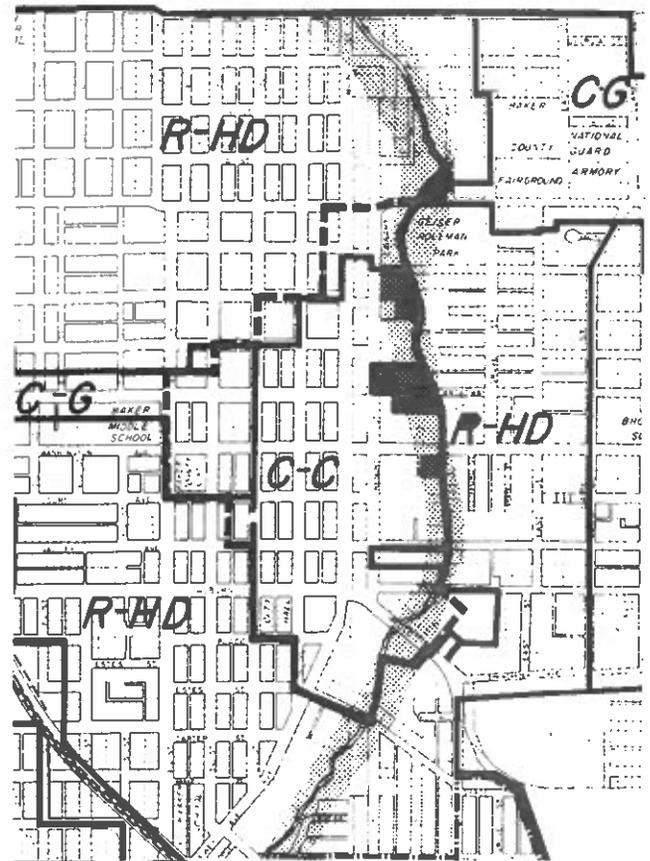


Figure 13. Existing Zoning

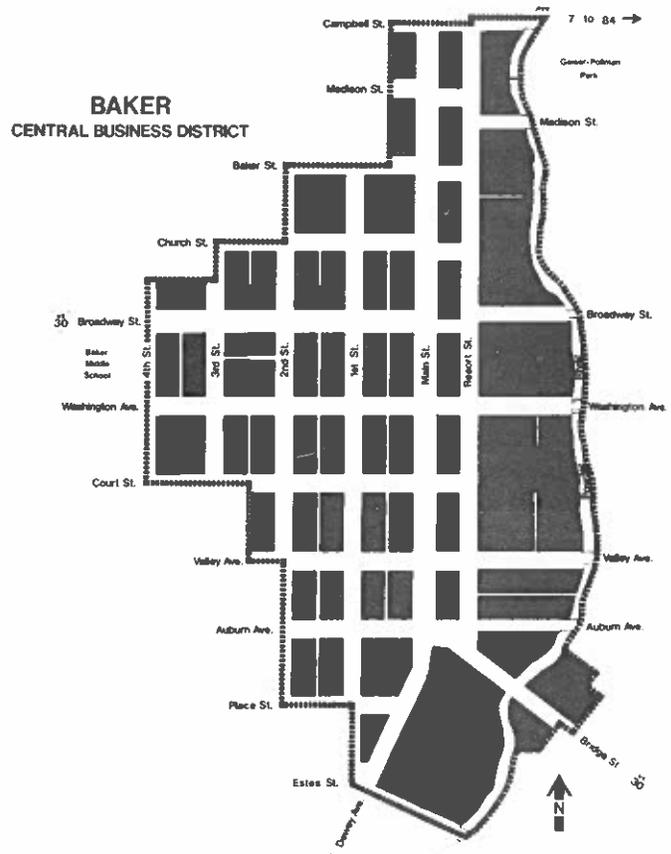


Figure 14. Development Pattern

HISTORIC BAKER CITY



LAND USE

-  PARKS - GREEN AREAS
-  RESIDENTIAL
-  COMMERCIAL
-  GOVERNMENTAL - INSTITUTIONAL
-  VACANT

Figure 15. Land Use Map

sent public streets and alleys. The study area consists of four different additions, platted between 1872 and 1874. Three types of parcel sizes exist in the study area. The blocks west of Main Street and south of Broadway are 252½ feet by 216 feet while those north of Broadway are 250 X 216 feet and primarily served by alleys. The narrow blocks between Main and Resort streets are 252½ by 100 feet and 250 by 100 feet to the north and south of Broadway Street. The land between Resort Street and the Powder River consists of larger odd size parcels.

TRANSPORTATION

Baker is served by seven access points: the three Interstate 84 freeway interchanges, Baker Highway 30 to the north, Medical Springs Highway 203 to the north-east, Copperfield Highway 86 to the east, and Unity Highway 7 to the southwest. The downtown is connected to the interstate via Campbell Street and the southern end of old Highway 30. These entry points and average daily traffic volumes are detailed in Figure 18 and Table 2. Transportation trends indicate that freeway vehicle trips, which have been generally increasing in number since the interstate opened in 1973, began to decrease slightly in 1979. This is attributed to higher fuel costs and energy conservation. Traffic is heaviest in the months of May through October, peaking in August. One-fourth of the traffic on I-84 is out-of-state passenger cars. Two highways, old U.S. 30 to the north and the Baker-Copperfield Highway 86 to the east, have shown slight increases in use. Highway 86 with its numerous destinations to recreational areas has the largest number of out-of-state passenger cars. On the other hand, the Medical Springs 203 and Unity-Sumpter Highway have been slightly decreasing in use, and have few out-of-state users.

Baker is currently served by two Amtrak passenger trains daily, with a small new station located near 10th and Broadway streets. Bus service is provided by

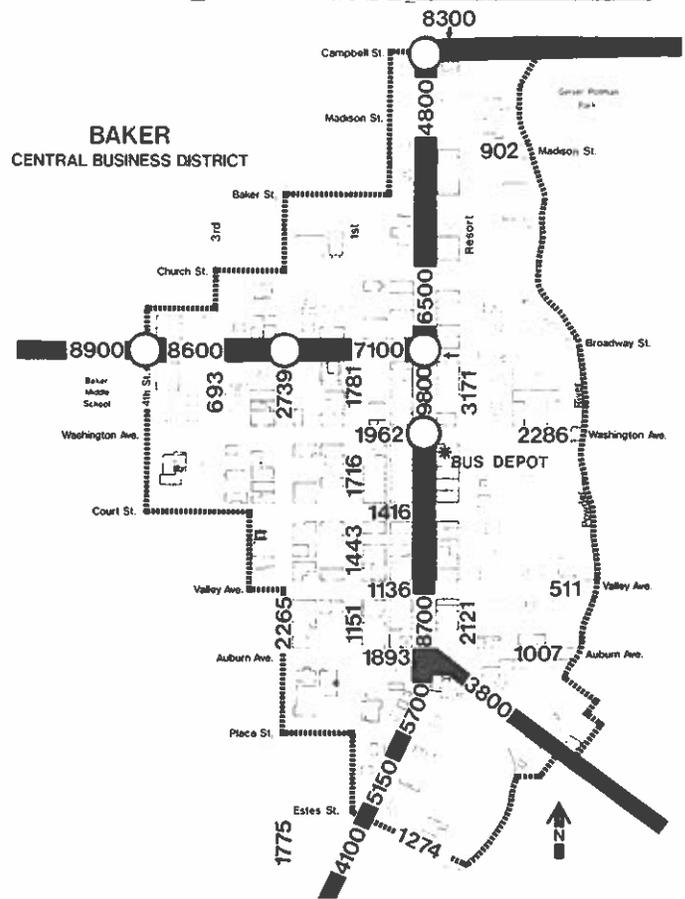


Figure 16. Existing Arterials and 1980 Average Daily Traffic

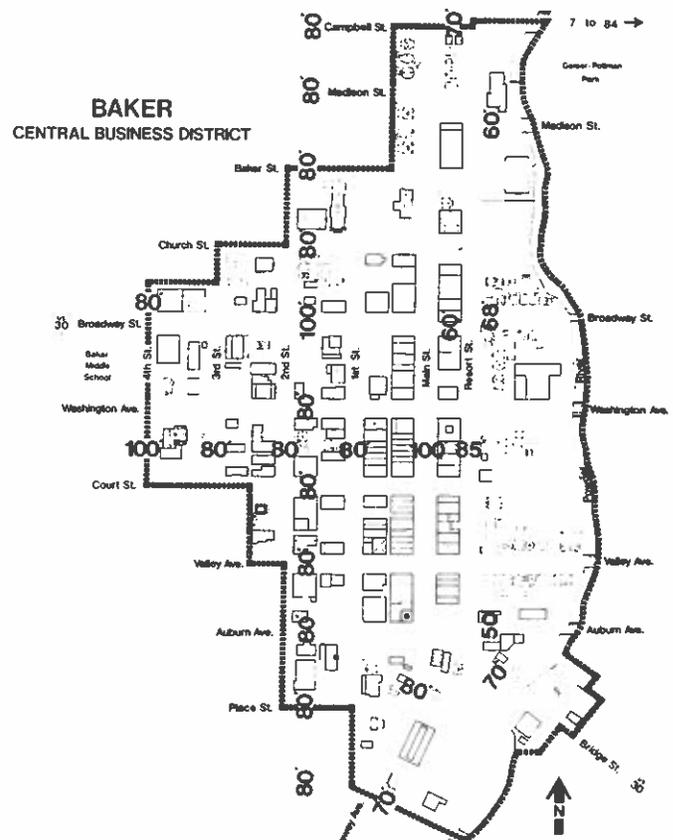


Figure 17. Rights-of-Way Widths

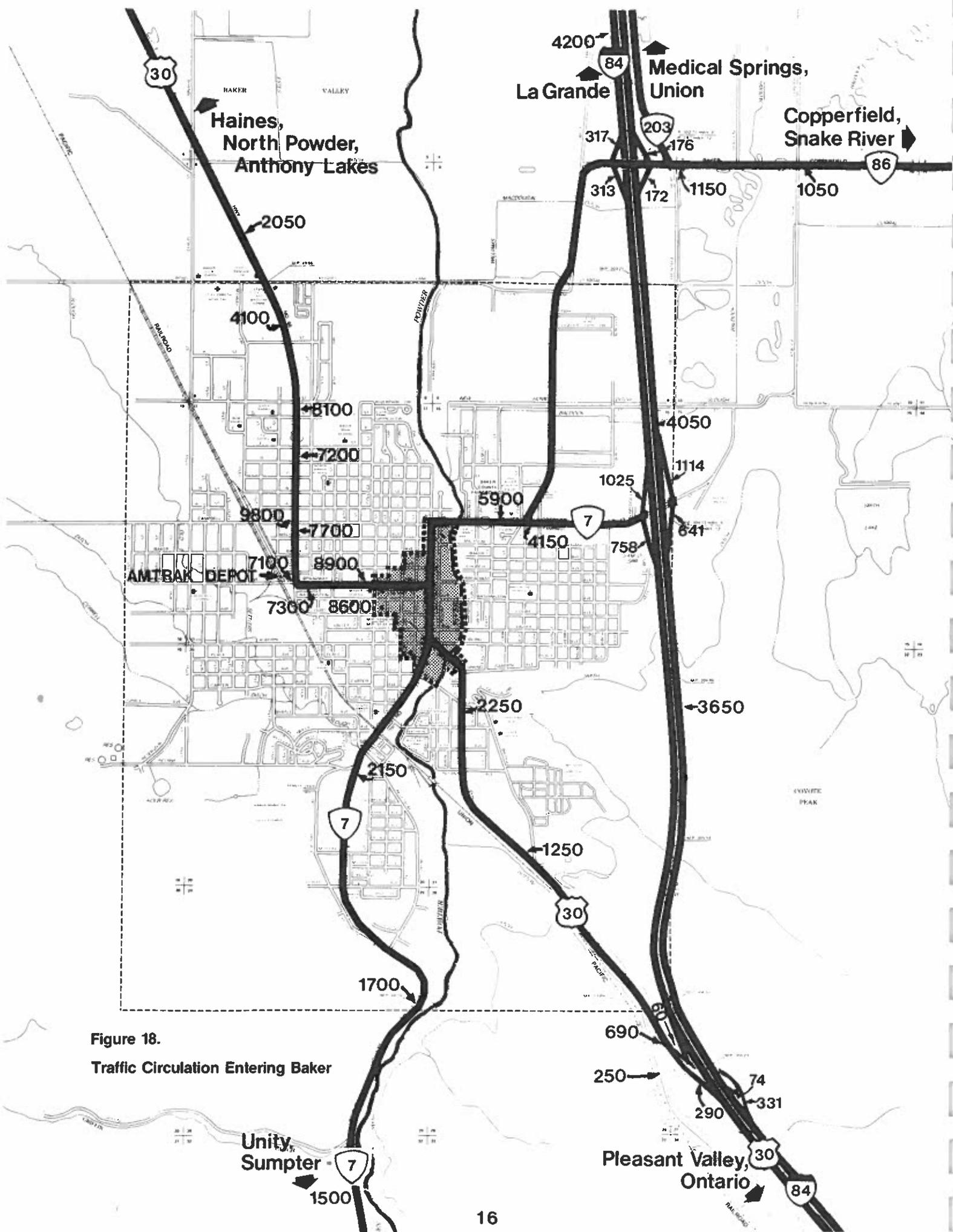


Figure 18.
Traffic Circulation Entering Baker

Greyhound with its station at Main and Washington streets. The Baker Municipal Airport, located north of the downtown, is a commercial and general aviation airport with commuter and freight service. At this time, there are no regular flights serving the city.

Table 2
Annual Average Daily Traffic

YEAR	I-84 ¹ North	I-84 ² South	U.S. 30 ³ North	Medical Springs ⁴ Hwy. 203	Copperfield ⁵ Hwy. 86	Unity ⁶ Hwy. 7
1971	*	3,345	3,632	178	457	359
1972	*	3,620	3,738	163	511	397
1973	3,709	3,530	480	195	508	345
1974	3,555	3,365	511	188	469	289
1975	3,799	3,593	507	195	501	291
1976	4,125	4,063	531	211	509	294
1977	4,236	4,257	569	201	508	252
1978	4,529	4,483	664	188	544	263
1979	4,262	4,085	654	199	550	250
1980	4,080	2,975	667	197	555	229

* I-84 opened in 1973
¹ 0.5 miles south of Union-Baker County Line
² 1.5 miles south of Baker-Malheur County Line
³ 0.34 miles south of Union-Baker County Line
⁴ 6.3 miles northeast of Baker
⁵ 3.8 miles west of Richland
⁶ 5.1 miles west of Herford

Source: Oregon State Highway Division Traffic Volume Tables for 1980.

Figure 16 indicates the existing circulation system serving the downtown and the average daily traffic volumes on the major streets. The highest average daily traffic (9,800 vehicles) in the downtown is on Main Street between Broadway Street and Washington Avenue, followed by Broadway, Campbell, Dewey, and Bridge streets. Other major traffic streets include Washington Avenue, 2nd, and Resort streets.

Figure 17 illustrates the street right-of-way widths in the downtown. Most rights-of-way are 80 feet wide with the exception of the 100-foot Main and Broadway streets and the 85-foot Resort Street. The narrowest streets include Auburn (east of Resort) and Broadway between Main and Resort streets.

Many of the downtown streets are in need of repair. However, in 1976 the citizens of Baker voted in favor of a 2.5 million dollar, ten-year, levy to help finance new street construction.

PARKING

In March of 1982 an inventory of existing parking spaces was conducted--on a block-by-block basis--for both on-street (public) and off-street (private) spaces. Figure 19 shows the location of off-street parking lots and Table 3 indicates the existing number of parking spaces in the study area. Currently, there are 2,237 parking spaces within the project boundary, with 1121 on-street and 1116 off-street spaces.

Over the years, the City of Baker has tried a number of on-street parking options, including angle parking and parking meters. These have evolved into today's signed time limits and parallel parking spaces--with the exception of angle parking which is still provided on a portion of the east side of Resort Street. On-street parking limits are one hour and two hours. Overtime violations have not been adequately enforced in the past. However, a new downtown enforcement effort is now underway.

City ordinance, Article 13, sets off-street parking requirements for various city uses and parking stall design dimensions. The Central Commercial Zone "CC" (See Figure 13) which makes up the majority of the downtown and the study area does not require off-street parking for new structures or renovations. This flexibility in off-street parking requirements for the city center is a positive factor, encouraging downtown revitalization. The ordinance also lists the required number of off-street spaces for adjacent commercial and residential zones and required Parking Area Improvements (Article 13,050). These require that all public parking areas shall be of a hard surface pavement and that property which abuts any residential district be screened by a three- to six-foot fence, wall, or hedge. The ordinance also states that "all parking spaces and service drives shall be appropriately and substantially marked" and that "all plant vegetation in this area shall be adequately maintained by an irrigation system." Parking space dimensions of public and

HISTORIC BAKER CITY

Parking Block Identification

-  Off-Street Parking
-  Vacant
-  Auto Oriented

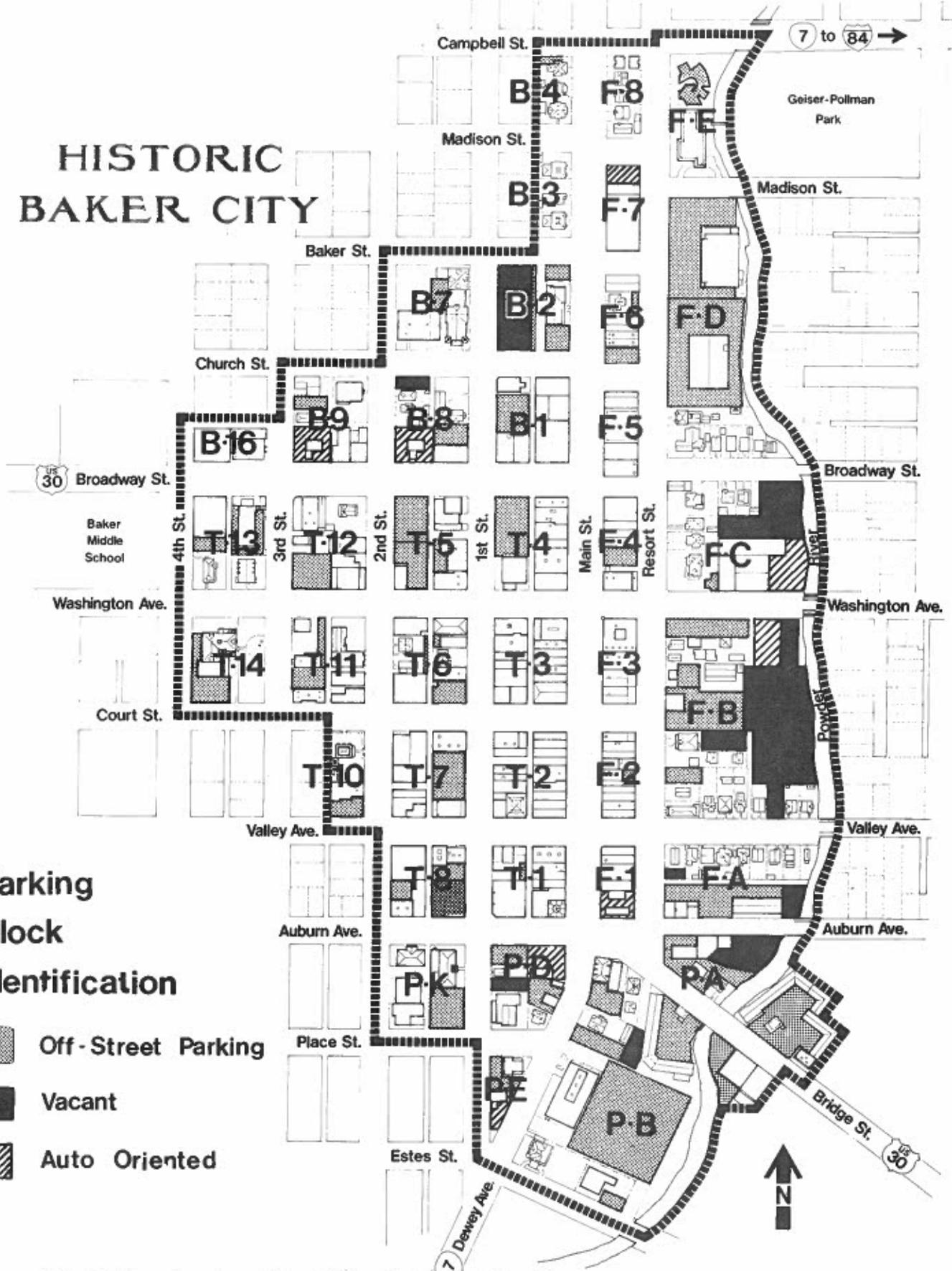


Figure 19. Parking Inventory Map With Block Identification

private areas depend on the parking angle, with a minimum 8- by 18-foot stall size.

Results of the Baker City Center Questionnaire indicate public concern over inadequate city center parking; downtown merchants echoed this concern. This is typical of many downtowns where historic development patterns did not anticipate today's predominant use of the automobile and the need for adequate parking. The parking problem is further aggravated by areas with poor stall layout and striping, limited signing, overtime violations, and downtown employees who park in convenient spaces

that should remain available for shoppers and users. One problem area consists of the blocks between First and Resort streets, extending from Washington Avenue south to Auburn Avenue. These blocks have the greatest parking pressure and the fewest adjacent off-street parking spaces of any blocks in the downtown. Overall, the 2,237 parking spaces serving the downtown are evenly divided between off-street and on-street spaces, and provide a base of support that requires design refinements, use of vacant properties, good signing, enforcement, and on-going parking management.

Table 3
Parking Inventory, Existing - Proposed

	Block #	EXISTING			PROPOSED		
		On-Street	Off-Street	Total/Blk.	On-Street	Off-Street	Total/Blk.
<u>4th Street</u>							
	B-16	33	0	33	33	0	33
	T-13	30	43	73	30	43	73
	T-14	45	23	68	45	23	68
<u>3rd Street</u>							
	B-9	36	18	54	36	18	54
	T-12	30	29	59	30	29	59
	T-11	33	30	63	39	34	73
	T-10	30	18	48	30	18	48
<u>2nd Street</u>							
	B-7	42	12	54	42	12	54
	B-8	28	26	54	28	26	54
	T-5	32	69	101	27	69	96
	T-6	28	26	54	33	26	59
	T-7	34	34	68	44	36	80
	T-8	25	21	46	25	56	81
	P-K	30	30	60	30	32	62
<u>1st Street</u>							
	B-4	19	4	23	19	4	23
	B-3	19	0	19	19	0	19
	B-2	33	35	68	27	85	112
	B-1	37	28	65	39	31	70
	T-4	29	34	63	39	34	73
	T-3	37	0	37	45	0	45
	T-2	36	0	36	57	0	57
	T-1	30	5	35	37	5	42
	P-D	21	34	55	25	90*	115
	P-E	10	18	28	10	18	28
<u>Main Street</u>							
	F-8	19	0	19	19	0	19
	F-7	18	0	18	27	0	27
	F-6	18	15	33	24	15	39
	F-5	31	0	31	38	0	38
	F-4	23	10	33	33	10	43
	F-3	23	0	23	36	0	36
	F-2	26	2	28	43	0	43
	F-1	13	0	13	22	0	22
<u>Resort Street</u>							
	F-E	12	18	30	12	18	30
	F-D	32	210	242	33	202	235
	F-C	48	5	53	36	92	128
	F-B	56	89	145	48	205*	253
	F-A	36	39	75	36	45	81
	P-A	9	35	44	10	17+	26
	P-B	20	81	101	20	203	223
<u>Powder River</u>							
	U-1	6	20	26	6	20	26
	U-2	4	7	11	4	7	11
TOTALS		1121	1068	2189	1236	1523	2758

+ Oregon Trail Travel Station
* Underground parking integrated into new building(s)

Source: Planmakers 3-82

Table 4

Baker Historic Building Inventory

MAP #	NATIONAL REGISTER #	HISTORIC NAME	YEAR CONSTRUCTED	PRESENT NAME	ADDRESS
1	-	John Eppinger House	1900	V. Weber Home	2419 Main St.
2	-	Fred Eppinger House	1894	J. Baglien Home	2411 Main St.
3	-	Dr. McDaniel House	1903	H. Wingar Home	2407 Main St.
4	51	Beer House	1882	Gildersleeve Home	2333 Main St.
5	50	Home	-	Home	2307 Main St.
6	49	Fuller-Baisley House	1890	Leo Adler Home	2305 Main St.
7	53	St. Francis Rectory	1907	same	2215 1st St.
8	52	St. Francis Cathedral	1905	same	2000 Church St.
9	-	Home	1900	Heizer Apartments	2280 Main St.
10	-	-	c. 1903	Artcraft Paint & Glass	2270 Main St.
11	-	-	c. 1930	McNeil Autoparts	2250 Main St.
12	-	Calvary Baptist Church	c. 1900	same	2107 3rd St.
13	-	American Legion Hall	c. 1940	same	2129 2nd St.
14	-	Home	c. 1903	Home	2130 2nd St.
15	-	Home	1903	Home	2118 2nd St.
16	55	St. Stephen's Episcopal Church	1874	same	2177 1st St.
17	54	-	c. 1903	Curfman Real Estate	2000 Broadway
18	60	Hansen & Weis Furniture	c. 1900	Old Montgomery Wards	1924 Broadway
19	57	The Masonic Temple	1900	same	2141 Main St.
20	56	Basche-Sage Hardware	1926	Basche-Sage Building	2131 Main St.
21	4	G. Williams Bakery	c. 1940	The Bakery	2190 Main St.
22	2	-	c. 1906	Western Auto	2150 Main St.
23	6	Shin-Wisdoma House	1876-98	Lockwood House	2116 Resort St.
24	70	Mann House	1887	Lovelace House	2230 Washington Ave.
25	-	Auto Sales	c. 1910	-	2175 Broadway
26	69	Wisdoma House	1878	same	2035 Washington Ave.
27	67	-	c. 1929	same	2005 09 1st St.
28	66	Rand Building	1908	CP National	2003 1st St.
29	64	Baker Loan & Trust Co.	-	Abstract and Title Co.	2043 Main St.
30	63	Weise Brothers Furniture	c. 1905	Bohn's Clothing	2021-23 Main St.
31	14	Pollman Building	1901	Sears	2034-36 Main St.
32	13	Lynndale Hotel	1895-1900	Stockman's	2024 Main St.
33	11	McCord Shop	c. 1900	McCord Corner	2050 Resort St.
34	10	McCord House	1872	same	2040 Resort St.
35	9	Home	c. 1900	Myrtle Home	2030 Resort St.
36	8	MacDougall House	c. 1900	Coyle Home	2022 Resort St.
37	7	Ison House	1887	Ben Franklin Bank	1790 Washington Ave.
38	-	Baker Garage	c. 1905	Baker Garage	1760-80 Washington Ave.
39	71	Baker County Courthouse	1906-08	same	3rd and Court
40	-	Home	-	-	1950 2nd St.
41	76	Pythian Castle	1907	same	2000 Washington Ave.
42	75	White Apartments	c. 1925	same	1931 1st St.
43	84	The Antlers Hotel	c. 1920	same	1945 Washington Ave.
44	85	Rogers Hotel	c. 1915	-	1932 1st St.
45	86	Telephone Exchange	1910	Anchovy's	1930 1st St.
46	87	-	c. 1910	-	1928 1st St.
47	88	Heilner Warehouse	1887	Heilner Warehouse	1912 1st St.
48	89	Bus Depot	1929	Lowenberger office	1926 Court St.
49	90	Heilner Grocery	c. 1930	Donut Shop	1928 Court St.
50	83	Miller's Lunch	c. 1925	-	1919 Washington Ave.
51	82	-	c. 1915	Smoke Shop	1929 Main St.
52	81	-	c. 1915	Johnson's Jewelry	1921 Main St.
53	80	Trotters	c. 1898	Power Shoe Shop	1917 Main St.
54	79	Levinger's Drugs	c. 1898	Hack & Sons	1913 Main St.
55	78	Neuberger and Heilner	1883-40's	First National Bank	1907 Main St.
56	77	Heilner Building	1873-40's	Neuberger-Heilner	1901 Main St.
57	18	Geiser Grand Hotel	1889	same	1932 Main St.
58	17	-	c. 1895	Baker Furniture Store	1916 Main St.
59	16	Kennedy	c. 1910	Royal Cafe	1910-12 Main St.
60	15	Cosmopolitan-Arlington	1875	The Shangrila	1900 Main St.
61	34	-	c. 1935	E & E Weber Bldg.	1900 Resort St.
62	115	Heilner House	1880	Herman David Home	1839 2nd St.
63	114	Shoemaker Bldg.	1907	same	1831 1st St.
64	110	Eltryn	c. 1930	same	1809 1st St.
65	101	-	c. 1905	Coughlin	1823-33 Court St.
66	100	-	c. 1910	-	1913 Court St.
67	102	-	c. 1905	-	1894 1st St.
68	104	-	c. 1915	-	1824 1st St.
69	107	-	c. 1920	-	1818 1st St.
70	109	Jett Building	1901	Hudson Printing	1998 Valley Ave.
71	108	Elkhorn Odd Fellows - Eagles	1907	vacant	1980 Valley Ave.
72	99	Alexander's/Baker Candy Bank	c. 1910	May's Music	1841 Main St.
73	98	Harrison's Bakery/Candy Factory	c. 1890	Something Special Gift Shop	1833 Main St.
74	97	White House Bldg.	1889	Robb's Ladies Shop	1829 Main St.
75	96	Basche Hardware	1889	Blue and White Cafe	1825 Main St.
75A	95	Orpheum Theater	c. 1890	Coast to Coast Hardware	1821 Main St.
76	94	Bamberger Bldg.	1888	Betsy's Books	1811 Main St.
77	93	Bowen Bldg.	c. 1888	D'Clark's	1809 Main St.
78	92	Gardner	-	Gourmet Goose	1805 Main St.
79	91	Palmer Bros.	1908	Nelson Real Estate	1801 Main St.
80	27	Trail Inn	c. 1925	Woody's Cafe	1840 Main St.
81	25	-	c. 1890	Dem's Paint & Glass	1832 Main St.
82	24	-	1890	Bud's Barber Shop/Dem's	1826 Main St.
83	23	St. Lawrence Hotel	c. 1880	Safford - Greys	1824 Main St.
84	22	-	c. 1905	Elkhorn Western Wear	1812 Main St.
85	21	Log Cabin	c. 1910	My Place	1810 Main St.
86	20	Alfred Block	1897	Scotty's Tavern	1806 Main St.
87	19	Bergman Bldg.	1890	Cablevision	1802 Main St.
88	32	Pickett Apartments	c. 1920	same	1840 Resort
89	31	-	c. 1910	Home	1830 Resort
90	29	Dunnington House	c. 1870	Home	1810 Resort
91	28	Moved from Chinatown	c. 1890	Apartment	1800 Resort
92	-	Home	c. 1910	Home	1778 Valley Ave.
93	-	Home	c. 1910	Home	1768 Valley Ave.
94	-	-	c. 1920	KRZR Radio	2034 Auburn Ave.
95	117	Y.M.C.A.	1912	VFW Hall	2005 Valley Ave.
96	121	Cigar Factory	1906	Crown Cleaners & Laundry	1935 Valley Ave.
97	120	J.C. Penney Co.	c. 1920	Ryder Bros. Stationary	1735 Main St.
98	119	Driesback Grocery	c. 1915	Baker Appliance Center	1725 Main St.
99	118	Baker Hotel	1929	Baker Towers	1701 Main St.
100	48	McCord Bros.	1887-50's	Baker Bakery	1798 Main St.
101	47	City Market	1887-50's	Baker Printing	1790 Main St.
102	46	Odd Fellows Lodge	1887-50's	same	1718 Main St.
103	40	-	c. 1940	Clark Auto Electric	1720 Resort St.
104	127	Carnegie Library	1909	Crossroads Art Center	2020 Auburn St.
105	126	Baker City Hall	1903	same	1655 First St.
106	131	The Post Office	1909	vacant	S.E. corner Main & Auburn
107	132	Home	c. 1890	Apartment	120 Dwyer St.
108	-	Home	c. 1890	Home	1610 Dewey Ave.
109	134	C.A. John's House	1888	Grey's West	1500 Dewey Ave.
110	129	Home	c. 1890	Pete's Beauty Salon	147 Bridge St.

Source: Planners and Pearl Jones

HISTORIC BAKER CITY

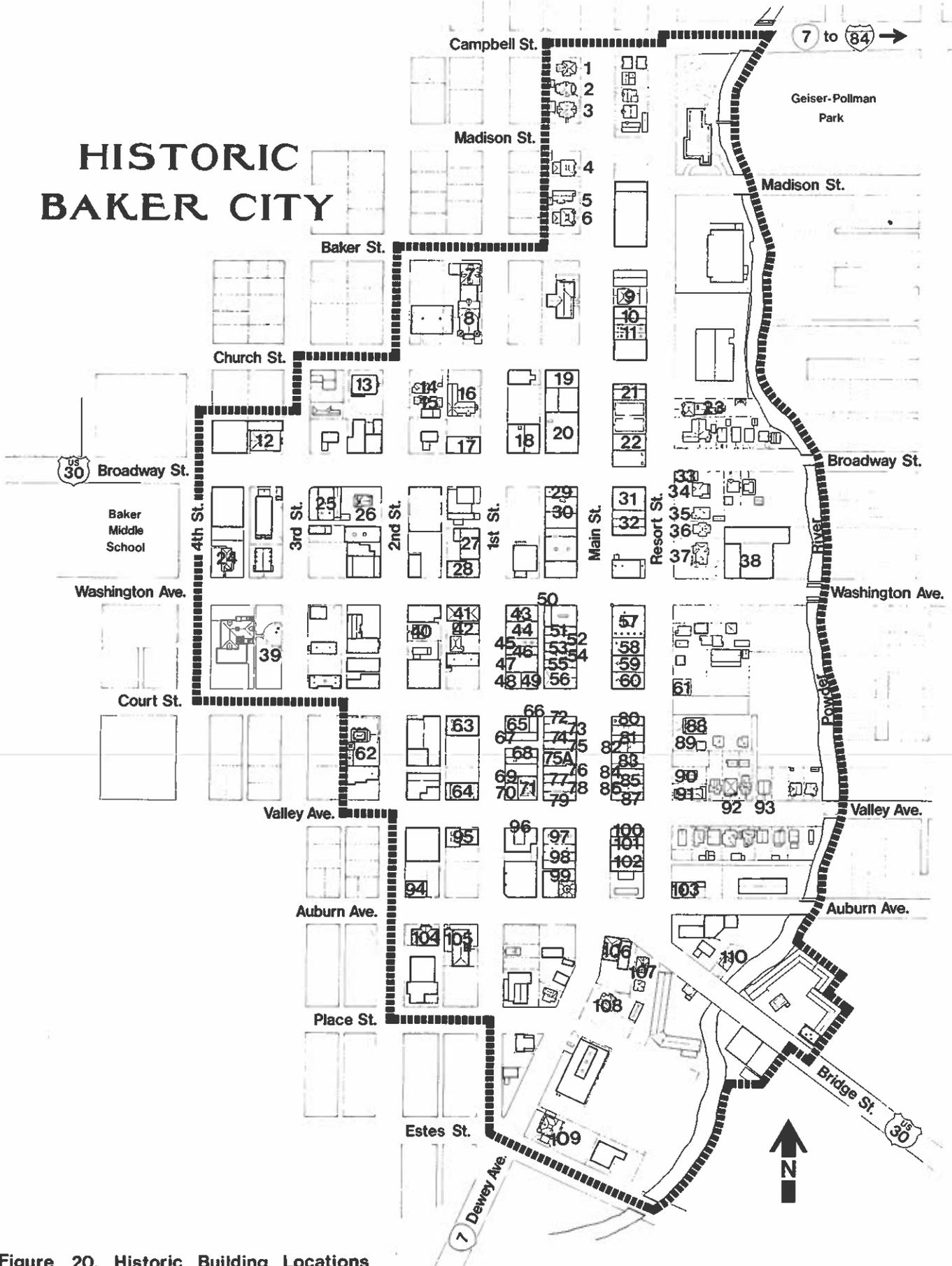


Figure 20. Historic Building Locations

HISTORIC BUILDINGS

Downtown Baker possesses an architectural heritage that sets it apart from most communities in the northwest. The city's strong architectural tradition gives Baker a unique quality and an identity as a special place. With the majority of the downtown's historic buildings intact, they complement and reinforce one another through their similarity in scale, size, and style. The quality of construction and design of Baker's historic buildings, coupled with their attractive human scale, offers an excellent opportunity for commercial success. Most of the buildings are two-story masonry commercial structures built during the period of 1880 to 1915 when the city prospered through its strong mining economy. A wealth of commercial and residential architectural styles exist, including highly detailed Victorian, Classic Revival, Second Empire, Carpenter Gothic, Italianate, and Art Deco. A large number of impressive rock buildings abound, providing Baker with a special design element and a strong continuity of rusticated rock-faced facades in the downtown. Another major feature is the tall spires and bell and clock towers which penetrate the city's skyline and accentuate Baker's beautiful physical setting of snow-capped mountains. Besides serving as a historic link to Baker's past, community landmarks such as the Baker Tower, City Hall, County Courthouse, Geiser Grand, and Catholic Cathedral serve to orient city users and visitors.

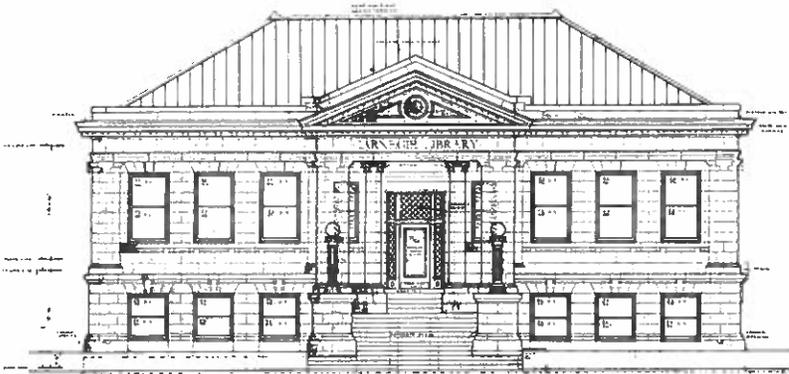


Figure 21. Old Carnegie Library

Over time, many of the historic buildings have retained their original architectural integrity while others have only altered storefront areas. Another group of buildings have been slipcovered while others were stuccoed and their key details removed.

Endorsing the rich architectural quality of Baker's city center, the Baker Historic District was placed on the National Register of Historic Places in 1978. (See Figure 2.) One hundred and ten historic buildings have been identified in the larger study area and are listed in Figure 20 and Table 4. These buildings constitute the largest physical resource for the community and are the key to the revitalization of the downtown.

EXISTING UTILITIES

Downtown Baker's utility network is in place, and represents a substantial capital investment for the community. Figure 22 illustrates the main utility lines serving the study area. Generally, major sewer and power lines are located in the alleys, while water lines are in the street rights-of-way.

Baker's water originates in the Blue Mountains with an adequate supply provided by a number of transmission lines and assured by reservoirs. The municipally-owned water system service costs are based on material usage. The Sam-O Springs, east of the downtown, provide a geothermal water source but its potentials are limited due to the low (80° F.) water temperature. The municipal sewage treatment plant, built just one mile north of the city in 1964, presently serves ninety-three percent of Baker's residents. The gravity flow sewage system is connected to an oxidation lagoon and is capable of handling up to 3.5 million gallons per day. The treated water is then used for irrigation purposes. A problem for the downtown is that the present storm sewer system is insufficient to handle periodic heavy runoffs.

Electricity is provided to Baker residents by CP National, an investor-owned

utility. Most of the lines serving the downtown are located overhead in the alleys, but a number of lines are located on Resort and the east-west streets and create a negative impact for the city center. As private investor-owned utility companies, Cascade Natural Gas and Pacific Northwest Bell service the city.

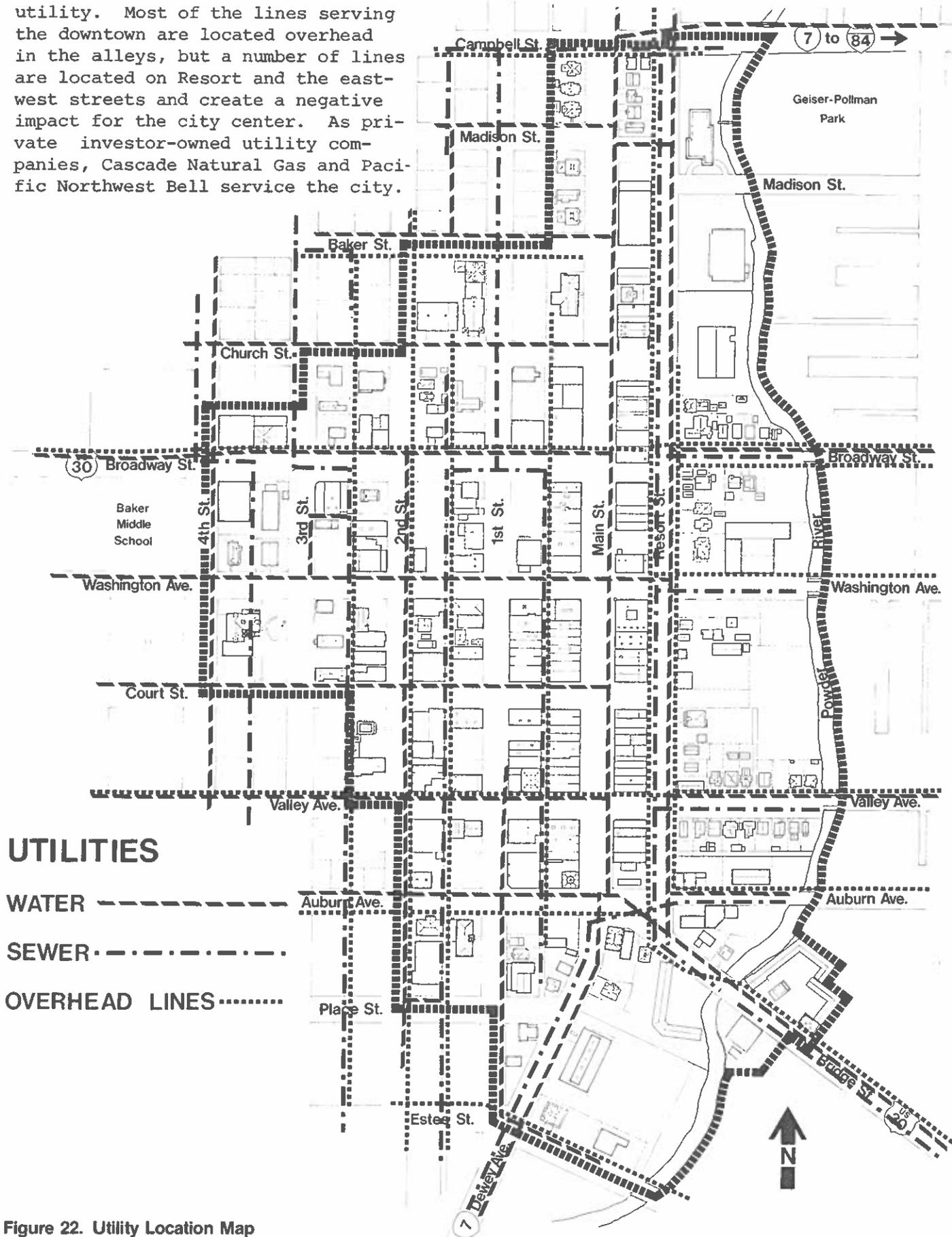


Figure 22. Utility Location Map

ECONOMIC ANALYSIS

An economic analysis of Baker's downtown business community has been completed as part of this revitalization plan. Prepared by Business Economics, Inc. and entitled Economic Analysis in Support of Historic Baker City, the separate report serves as an appendix and is available at the Baker City Hall or Baker County Library. The economic evaluation reached the following conclusions:

- Agriculture is the most important sector of the City's economy. In good times and bad, agriculture has accounted for slightly more than one-half (52.6 per cent in 1981) of the county's primary employment base. The lumber industry is also an important contributor, but experiences large employment losses during national recessions. Mining has dominated the area's economy three times in the past and is growing again. Tourism also holds promise for the future.
- Retailing and service businesses have shown steady growth since 1975. The 1980 closure of Basche-Sage Hardware Co. cut deeply into the wholesale sector, but a recent new-plant decision by Mass Merchandisers, Inc. (Arkansas) will likely cover the loss.
- We project that Baker County's population will grow at an average annual rate of 2.2 per cent through the year 2000.

	<u>Employment</u>	<u>Population</u>
1975	5,700	15,700
1980	6,350	16,175
1985	7,370	17,650
1990	8,920	20,200
2000	11,400	25,000

- As is true for many rural area centers, Baker is losing significant retail trade patronage to Pendleton, La Grande, Ontario, and Boise. According to our estimates, Baker retailers lost 50.7 per cent of county resident expenditures for shopper goods in 1981, and 14.8 per cent in convenience goods:

	<u>Capture</u>		<u>Capture</u>
Apparel	30.9%	Food Stores	94.9%
General Merchandise	41.6	Drug Stores	82.7
Furniture-Appliance	60.5	Food Services	65.7
Specialty Shopper Goods	66.4		
Total Shopper Goods	49.3%	Total Convenience Goods	85.2%

- Retail sales (1981) in Baker County are estimated at \$59,370,300, of which 90.5 per cent are transacted in the City. Sales for the categories of retail outlets that are of interest to downtown were:

	<u>1981 Estimated Sales</u>	<u>Percent of County</u>
Shopping Center Type Merchandise	\$11,277,400	90.4%
Food and Drug Stores	19,096,100	92.9%
Food Services	5,686,600	76.9%

- Additional retail space required in the downtown by 1990 could amount to 95,450 square feet in some 22-30 new outlets:

	<u>Square Feet</u>	<u>Stores</u>
Apparel	20,750	8-10
General Merchandise	28,800	1
Furniture-Appliance	4,110	1-2
Specialty Shopper Goods	14,090	7-8
Food Stores	6,800	1-3
Drug Stores	9,150	1-2
Food Services	11,750	3-4
Totals	<u>95,450</u>	<u>22-30</u>

- It may be possible to create demand for an additional 14,500 square feet of retail space by capturing 85 per cent of estimated catalog purchases of department store types of merchandise by Baker County households.
- The central redevelopment theme should be the recapturing of the spirit and success of the 1890's.
- To stimulate shopper interest in downtown stores, and thereby generate the additional sales volume to pay for the necessary physical improvements, we recommend implementation of a monthly retail promotion schedule. Of the 11 to 12 promotions, all downtown stores would participate in four events, while selected groupings of stores would carry the other 7 to 8.

- The demand for additional office space in Baker's downtown is projected at 81,950 square feet prior to 1990, and 75,500 square feet more during 1990-2000.
- Our space inventory identified 135,665 square feet of vacant floor space:

<u>Best Use</u>	<u>With Minimum Improvements</u>	<u>With Major Improvements</u>
Retail	23,650	18,825
Office	15,290	77,900

- A financial analysis of development alternatives indicates that:
 - Present rents for downtown properties are insufficient to permit income property investment in redeveloping existing buildings. The retail market analysis indicates, however, that higher rents should be supportable by average sales per square foot.
 - With higher rents, development activity will be feasible after mortgage interest rates drop below ten per cent.
 - A comparison of rehabilitation of existing buildings versus new construction for retail use, shows that rehabilitation of historic buildings will be the superior alternative to new construction:

	<u>Rehab Existing Building Without Incentives</u>	<u>Building With Incentives</u>	<u>New Construction</u>
Development Cost	\$26.84	\$26.84	\$29.69
Present Worth of Cash Flows over Ten-Year Period	\$7.65	\$14.69	\$12.98
Average Annual Return to Initial Equity Investment	<u>3.9%</u>	<u>11.1%</u>	<u>3.2%</u>

- To place them into perspective the individual recommendations are summed up as follows:
 - Downtown retailers should proceed immediately to complete the menu of retail promotions. All 11-12 months of scheduled events can, and should, be implemented in anticipation of extensive physical development.
 - Physical improvements can increase customer appeal of downtown outlets. Refurbishing of storefronts (restoration in many instances), sidewalk improvements, improvements to parking accommodations and traffic routing can all contribute to greater merchandising success. Considering the present business climate and high interest rates, it is important to get as much advance planning and preparatory work done now, so commitments to financing and construction can be made at the start of the economic upswing when interest rates are the lowest and the greatest results will follow.
 - The City could adopt development regulations that limit the size and nature of new shopping centers developing outside of the downtown.

A PLAN OF HISTORIC BAKER CITY



Figure 23 The Proposed Plan

THE REVITALIZATION PLAN

LAND USE

Baker's city center has excellent opportunities for improvement and growth. Expansion of retail, office, and residential uses should be encouraged. Sound planning and development decisions will be required for the downtown to maintain its unique character and improve and expand in an orderly manner. (See page 13 for additional land use background and zoning maps.) No land use changes are recommended for the commercially zoned study area, but special design criteria are needed to insure protection of Baker's historic structures and guide compatible new development. Those properties within the Baker Historic District require design guidelines which will assure that construction activity be in keeping with the character of the historic environment. (See pages 2 & 22) These design guidelines will maintain the architectural integrity of the historic district and work to protect, preserve, and enhance those qualities which make downtown Baker a special place.

Future development guidelines are also recommended for the area between Resort Street and the Powder River. These land parcels represent a valuable resource for the city's future development. Small piecemeal development, which would prevent future large scale developments such as a convention facility or hotel in the downtown, should be discouraged. The current uses, along with expanded parking, should be maintained until such time as market pressures (5 to 15 years) allow development.

Another important planning recommendation is to protect and enhance adjacent residential areas surrounding the downtown. These strong residential neighborhoods should not be encroached upon. Utilizing upper floors of existing buildings for residential housing and constructing new higher-density housing on the periphery of the downtown should be encouraged.

A number of planning policies supporting downtown revitalization are required to achieve lasting city center success. Most important is that downtown Baker be maintained as the commercial, social, and civic center of Baker County. To achieve this goal, the city and county must work together in making decisions and supporting policies which effect the downtown. The business district requires compactness and centrality so that a strong economic environment can be maintained. It is recognized that the growth of additional retailing centers outside the downtown area could have an adverse impact on downtown revitalization. Policy should encourage such centers only when they would not have an adverse impact on the interests of the existing economic community, especially the downtown.

Attention is also called for in requiring adequate landscaping and quality signing for new development within the study area, and particularly on the main entrances serving the city.

Special tourist commercial zones serving Interstate 84 would complement the downtown by providing commercial activities necessary to traveling motorists. A strong downtown also needs a healthy and diverse economic base to draw from. Therefore, it is recommended that the city strive toward gradual growth and diversity through ongoing industrial development.

TRANSPORTATION

Generally, the city and downtown are well-served by Baker's transportation system. The downtown is favored by wide rights-of-way such as the 100-foot arterials on Main and Broadway streets. Another major asset for Baker is that the downtown is advantageously served by state and interstate highways. The downtown is relatively close and easily accessible to travelers on Interstate 84 via Campbell Street and Highway 30. The downtown also benefits from its central position to Baker's residential neighborhoods.

Downtown traffic circulation can be further upgraded through the development of a safer and more functional system of streets and sidewalks. First priority should be given to designating a truck route which would allow truck traffic to bypass the downtown business area. The current truck route on Birch and Auburn streets, entering the downtown from the east, is flawed because

truck traffic travels into Baker's most difficult six-sided intersection where Auburn crosses Resort and Main streets. Good truck routes will help avoid delivery delays and allow for an improved downtown shopping environment. (See page 15 for additional transportation background and maps.) Other improvements call for the continued repair of downtown streets and improved regulatory and information signing. Those areas with heavy turning movements should be monitored; and where necessary, turning lanes and/or signals should be installed to ease traffic congestion. Due to the complexity of traffic movements at the six-sided intersection of Main, Auburn, Dewey, Bridge, and Resort streets, it is recommended that additional analysis and design solutions be undertaken. This would also involve improving the Oregon Trail monument site located in the intersection. (See page 37)

Main and Broadway streets are designated as the major arterials carrying traffic into and through the downtown. Minor

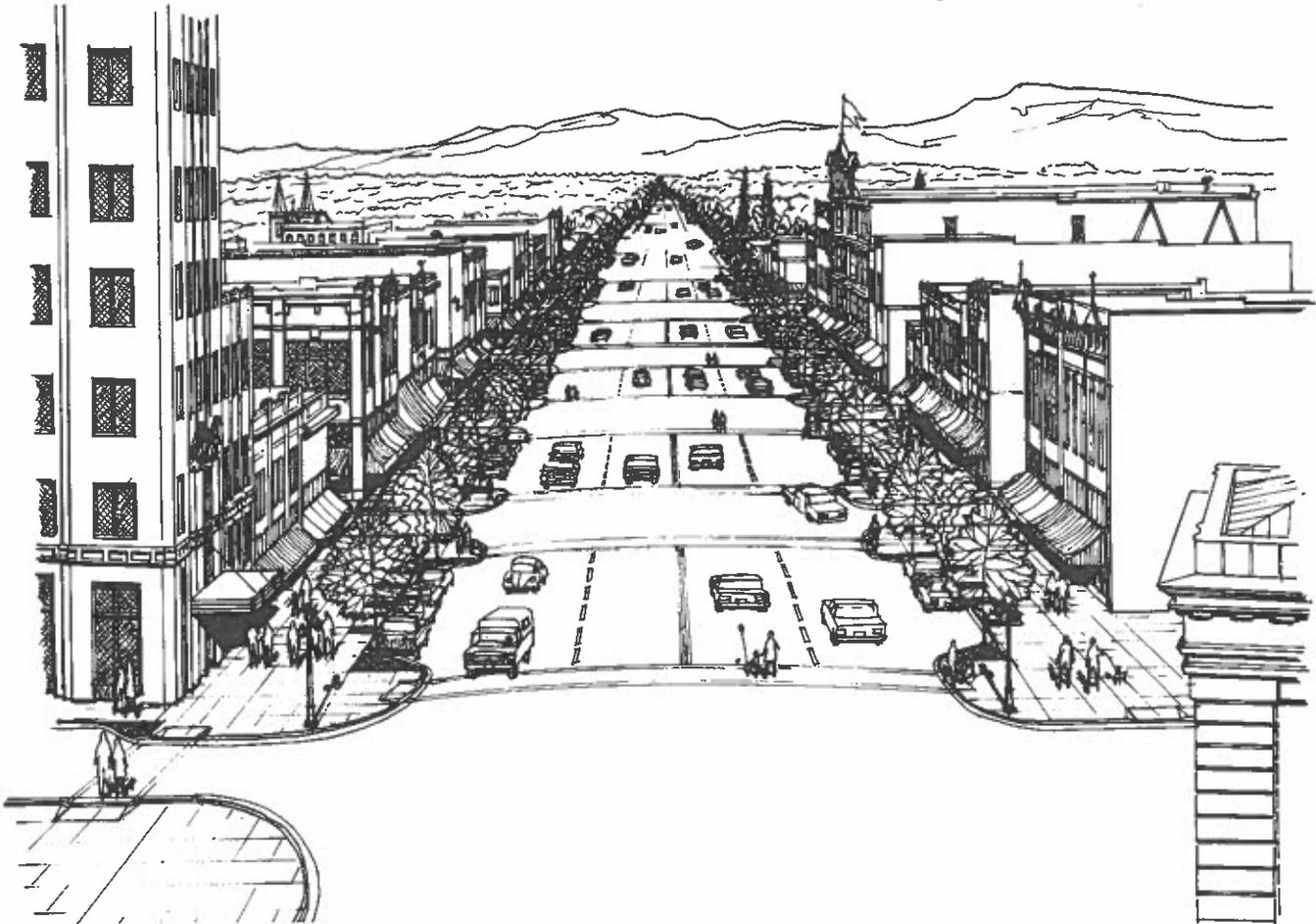


Figure 24. Main Street With Improved Sidewalks

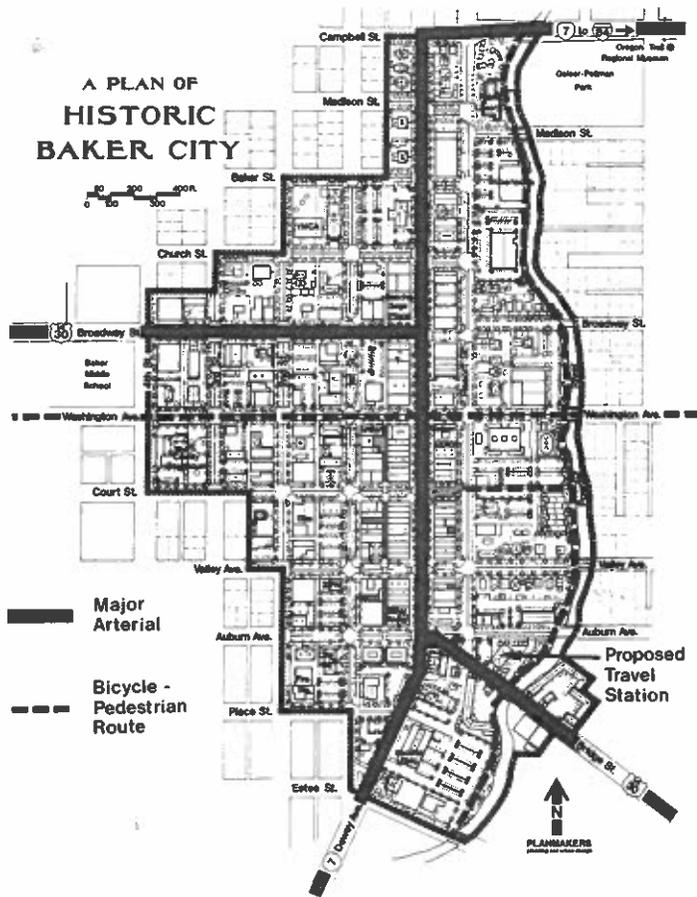


Figure 25. Circulation Summary

arterials supporting the downtown include Resort, 1st, 2nd, Auburn, and Washington streets. Special design considerations are called for on Washington and 4th streets due to the location of Baker Middle, Brooklyn, and South Baker schools and adjacent neighborhoods. Such design should insure safe movements for pedestrians, bicycles, and vehicular traffic. Good design and signing will also minimize safety problems on portions of Resort, 1st, Valley, and Court streets--where angle parking is recommended. Court Avenue, between Main and Resort streets, is also closed to traffic for a new park and special events area as shown on page 37.

New sidewalk designs at many downtown intersections call for expanded curb lines. These are designed to improve pedestrian circulation and safety, and facilitate traffic turning movements as indicated on page 32.

A bikepath proposed for the west side of the Powder River, the Powder River Pathway, will encourage north-south bike and pedestrian movement. Two proposed six-foot bike lanes, striped for bike traffic on Washington Street, will connect Baker Middle and Brooklyn schools and provide an east-west flow.

Although the automobile will continue to be the prime mode of transportation in Baker, travel by bus, train, and air will continue to grow. Improvements to all transportation systems must be made with special attention needed to improve the comforts of the Baker Amtrak station near 10th and Broadway streets, as well as to upgrade the visual character of the area. This is especially important in attracting visitors and creating a good first impression of the city. Likewise, an improved Greyhound bus terminal is needed, as is the continued support of the City-County Senior Citizen's Bus. The Baker Municipal Airport, three miles north of the city, also requires enlarging and improvement so that it can expand its air service.

One of the future opportunities for Baker is to refine its role as a transportation center by developing a terminal facility which would link all transportation systems together. From this facility, easy access could be gained to the airport, train, bus service, taxi, etc. The facility would enhance tourism and business travel, and be designed to welcome newcomers and promote what to see and do in Baker. A preliminary concept of the Oregon Trail Travel Station, located on the triangular parcel between Bridge and Auburn streets and the Powder River, is illustrated in Figure 25.

Presently, a major addition is needed to get visitors to and from the downtown when staying at hotel or motel accommodations located along Campbell Street near I-84. It is recommended that a uniquely styled bus or trolley be purchased, making these two areas easily accessible to the traveling public. Such a vehicle would play an important role in meeting in-bound and out-bound trains, buses, and planes

and could be financed jointly through public and private resources, with a major share being funded by hotel operators. Figure 26 illustrates the original Baker City Street Railway and Motor Company which operated a horse-drawn street car from the downtown to the railroad depot.

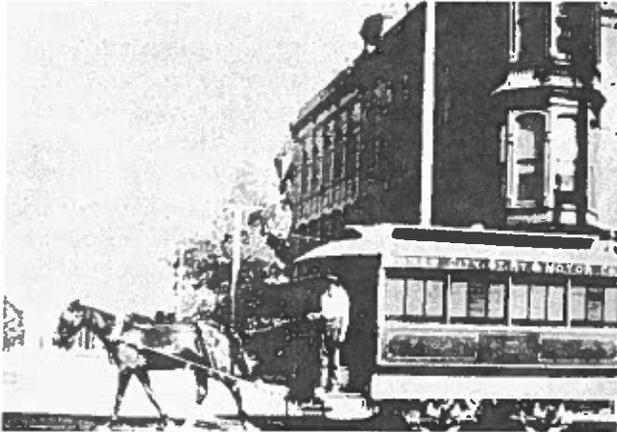


Figure 26. Former Streetcar

Another transportation component to be addressed is the need for a bed and breakfast hostel to accommodate bicycle users who patronize the Bikecentennial 76 route going through Oregon. This bike route utilizes Highways 7 and 86 through downtown Baker.

PARKING

In order for all city center uses to compete effectively, improved parking management by the city, merchants, and property owners will be required. This calls for good signing, enforcement, employee parking spaces, additional new facilities, and the redesign and improved utilization of many existing parking areas. These measures will provide an adequate supply of parking spaces to serve the downtown. Block-by-block existing and proposed parking inventories are listed in Table 2 on page 17. Currently, there are 2,237 parking spaces within the project boundary. Under the proposed downtown plan, the parking spaces would increase to 2,759, an additional 570 spaces.

The greatest opportunity for additional parking, in areas where it is most in

demand, comes from the redesign of on-street parallel parking to angle parking on Resort, 1st, Court, and Valley streets. This public parking resource will provide the city with an additional 115 spaces, almost double that which currently exists. The redesign of the spaces will also increase the visibility of available parking, further strengthening downtown capabilities.

A number of opportunities also exist to expand and improve off-street parking facilities, including new parking areas on the vacant land between Resort Street and the Powder River. One important aspect of the parking system is establishing three outlying parking areas to provide downtown employees with a place to park, allowing central parking spaces for needed short-term use by shoppers and office users.

PROPOSED PARKING TOTALS			
	Existing	Proposed	Additional Spaces
On-Street Spaces	1,121	1,236	115
Off-Street Spaces	1,068	1,523	445
TOTALS	2,189	2,759	570

Other elements of a parking management program include improved signing to indicate where parking is located and an ongoing enforcement of parking regulations by the city of Baker. Also, changing the location of automobile dealerships may free up new spaces in the downtown. Parking management is an ongoing need, with parking solutions being continually fine-tuned to best serve and promote the downtown.

The following parking details are recommended:

On-Street Angle Parking - A number of on-street spaces should be redesigned from parallel parking to angle parking. Resort Street would have its angle parking moved from the east side of the street to the west side, and 1st Street would change from parallel to angle parking on the east side of the street. This design allows for an excellent parking relationship with the central business area and minimizes pedestrian/vehicle conflicts. In addition, Valley

Avenue, from Resort to the alley between 2nd and 3rd, would have angle parking on the north side; and Court Street, from Main to 2nd Street, would be designed for angle parking on the south side of the street. All of these streets would have parallel parking opposite the angled spaces.

Off-Street Parking - A number of opportunities exist to develop off-street parking on vacant or underutilized space within the study area. Also, several existing lots require redesign, paving, striping, and signing so that they can be fully utilized and better serve the downtown. Most new parking areas are located between Resort Street and the Powder River. See Figure 27.

Employee Parking Spaces - An employee parking policy should be established to encourage employees to park outside of the prime shopping district. Shoppers would have maximum access to close-in short-term spaces while employees would use more distant long-term parking spaces. Such a program requires ongoing monitoring by employers and financial contributions by merchants, employers, and the city to lease or purchase and improve nearby long-term parking spaces. Three outlying employee parking reservoirs are recommended:

- Northeast corner of 1st and Church Streets This vacant lot serving the north area of the business district would accommodate approximately 63 spaces.
- East of Resort - Two vacant areas off of Broadway and Washington streets would serve the central business area and accommodate approximately 30 to 100 spaces.
- Dewey Avenue Lot - A narrow lot between the old post office and federal building would serve the southern end of the district and handle 17 spaces.

Parking Information - Uniform Parking Time - Periodic parking information is required to educate the public as to where parking is located and to the various regulations that relate to time zone parking. Promoting the availability of close-in and convenient



Figure 27. Expanded Parking Areas

downtown parking should be an ongoing activity by the downtown merchants. Another important feature necessary to increase usage of lots is better directional signs. These signs should be placed at key points specifying where parking facilities are located. Also, parking facility signs should show a unified downtown parking signing system, and short-term or long-term parking facilities should be signed as such.

To provide a uniform on-street parking program, all curb areas within the city center should be signed and enforced for a two-hour maximum time limit. Shorter time zone hours may be set in some prime locations where quick turnover is required. With adequate enforcement and discouraged employee parking, the two-hour time zones would provide adequate turnover as well as free and convenient parking for the downtown user and shopper.

Bicycle Parking - A number of secure bicycle racks should be placed in accessible, high visibility areas.

Parking Lot Improvements and Landscaping - Downtown off-street parking lots should be paved, signed, striped and landscaped. To create an attractive shopping environment it is important that the parking lots be well-screened from view by landscaping. Figure 28 illustrates the type of vegetation and/or fences and walls that should screen off-street parking lots. A five-foot landscaping setback from property lines should be established for all downtown parking lots.

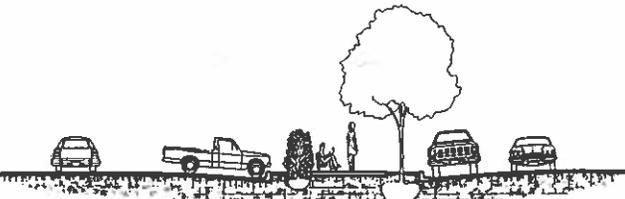


Figure 28. Screening Cross Section

Parking Regulations - Though off-street parking is not required for new development or rehabilitation within the central commercial zone, all major new projects should be encouraged to integrate parking into the development, preferably underground.

Parking stall size should be modified, allowing twenty-five per cent of the spaces for small seven- and one-half-foot by fifteen-foot spaces to accommodate the growing number of small cars. A parking enforcement system must be maintained for control.

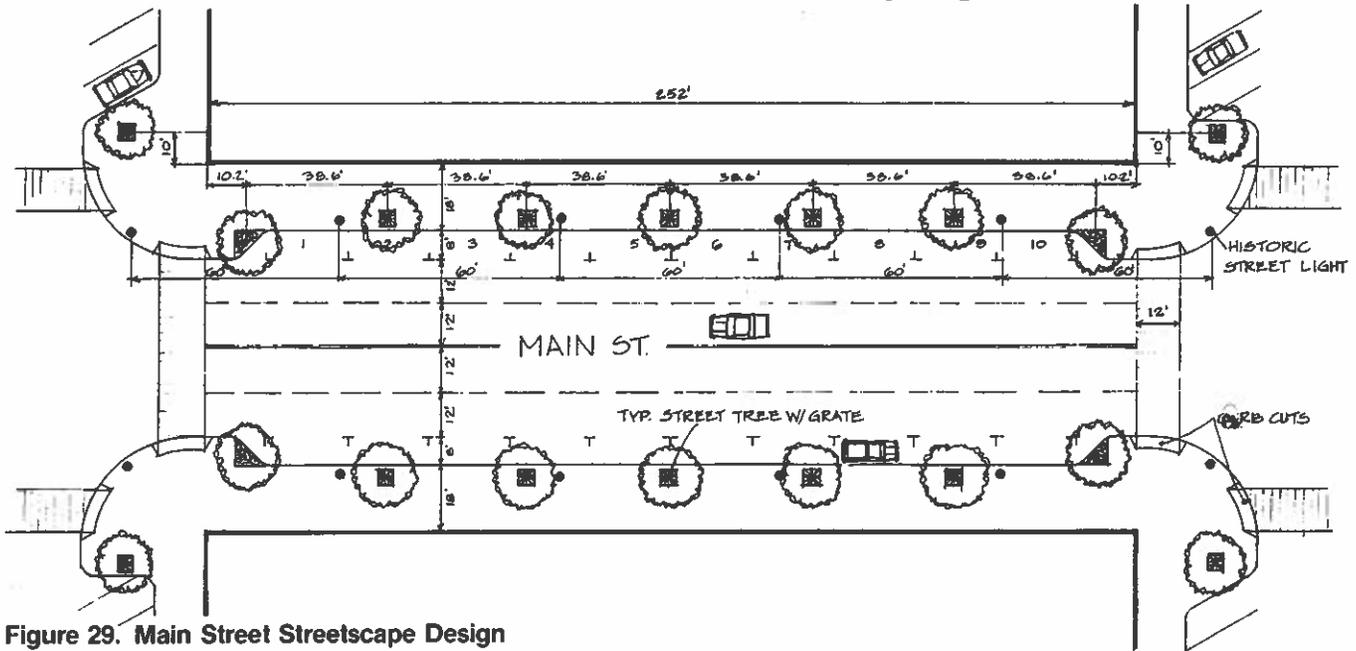


Figure 29. Main Street Streetscape Design

STREETSCAPE IMPROVEMENTS

SIDEWALKS

Baker's central retailing area requires more appeal for the pedestrian. An attractive streetscape improvement program for the city center will assure the downtown its place as the prime commercial destination and help to induce shopper traffic. Currently, many sidewalks present a difficult walking surface because they are worn and broken. Also, the streetscape lacks interest due to a shortage of street trees, greenery, or pedestrian-oriented lighting.

The sidewalk area, or streetscape, can be improved to play a major role in the downtown's revitalization. An overall singular identity can be established by utilizing consistent paving materials, street lights, and trees. Such a streetscape improvement would enhance the shopping and entertainment atmosphere by providing a comfortable environment and a unifying design theme throughout the downtown. As has been proved repeatedly by successful shopping centers, presentation of an attractive image is simply good business.

New sidewalk construction throughout most of the downtown is recommended to insure good pedestrian movement,

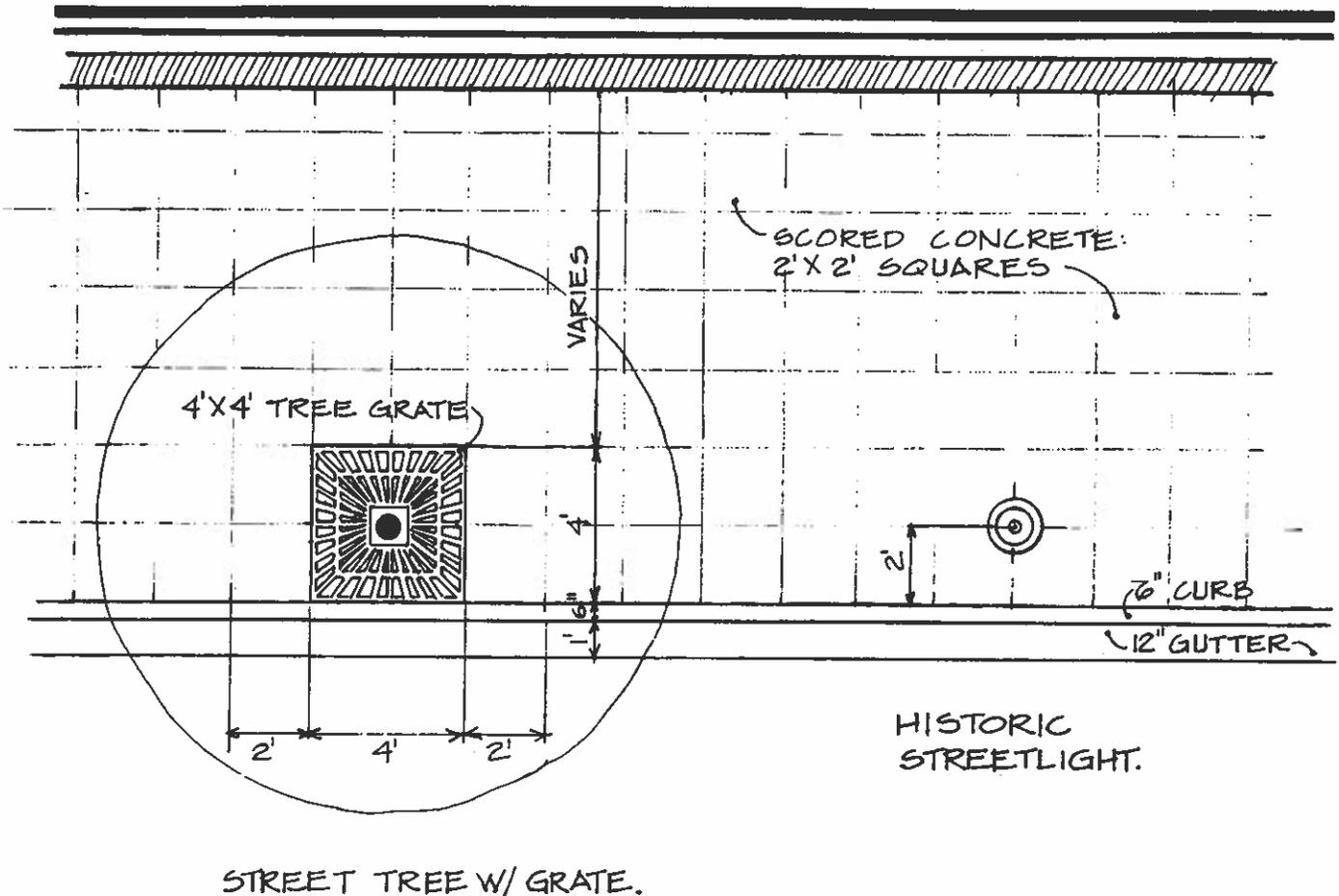


Figure 30. Sidewalk Detail

improve walking safety, and provide an attractive entrance to businesses. Dimensionally, the typical 250- by 216-foot blocks are served with sidewalks varying from eleven to twenty feet in width. Main Street, for example, has two sixteen-foot wide sidewalks with most of the downtown's sidewalks averaging fifteen feet in width.

The texture of the shopping floor is an essential visual element of the city center. Attractive paving materials should be used throughout the city center to guide the movement of pedestrians as well as to please the eye. Due to durability and cost considerations, it is recommended that scored concrete sidewalks be constructed. Figure 30 details a sidewalk design with two- by two-foot scored geometric patterns. This sidewalk standard will guarantee a uniformity of materials and finish. Utility improvements should coincide with the excavation of old sidewalks when access is available so

a cost savings can be realized. Many of the downtown's intersections are re-designed in this plan to shorten the pedestrian's street-crossing distance and better unify the shopping district. This is accomplished by expanding the curb line into the street or bulbing the corners as illustrated in Figure 29. The design improves sight distance between the driver and the pedestrian entering the crosswalk and is beneficial in encouraging traffic to slow down. Expanded intersection corners would be located on Main Street with its 100-foot right-of-way and on portions of Resort and 1st streets. The expanded sidewalk area at the corners also offers optional uses such as additional landscaping, seating, bike racks, and other street furniture. Overall, these strategically located intersections will tie the downtown shopping area together and reduce the conflicts generated by mixing vehicles and pedestrians.

LIGHTING

Good lighting will allow the downtown to be fully used at night, provide security, and enhance the city. Two types of lighting would differentiate downtown use. The first would be the use of ornamental light standards along the sidewalks. As illustrated in Figure 31, two types of ornamental light standards are recommended. The three-globed light which once graced Main Street would be utilized on Main Street and special areas like the proposed Court Street Park. The single-globed light, which currently lights the Baker Courthouse site, would be used on Resort, 1st, Washington, Court, and other cross streets in the downtown. This lamp post is made of concrete and the city still has the original mold which can be used to manufacture the standards needed in the downtown. Cast iron standards could also be used, but due to the expense of cast iron and

Baker's abundance of concrete it is recommended that the city begin manufacturing a stockpile of ornamental street lights. The three-globed light could consist of a concrete fluted pole with fabricated metal hardware supporting the light fixtures. These fourteen- to fifteen-foot high lights would contain energy-efficient power units and a non-breakable globe.

Such accent lighting would provide a warmth of light and personalized atmosphere needed for the downtown. The pole and base of the light standard are also attractive to look at during the day and add another dimension to the street scene. Like street trees, unique lighting will provide a unifying environment for the business district.

Other lighting would be contemporary overhead lighting to provide for the safe movement of traffic. These new lighting poles, some accompanied by

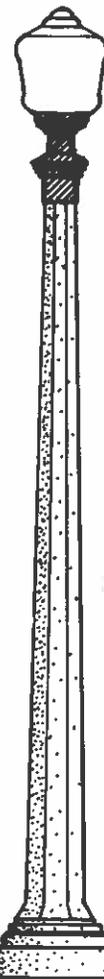
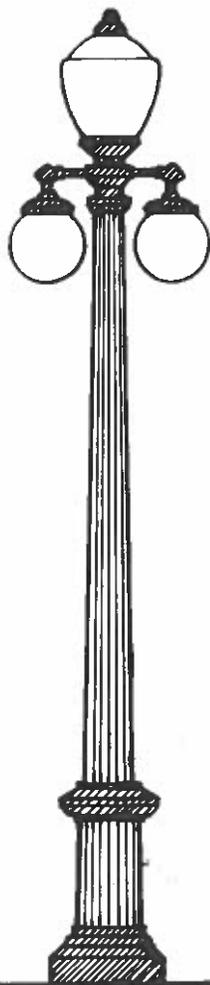


Figure 31. Street Lights

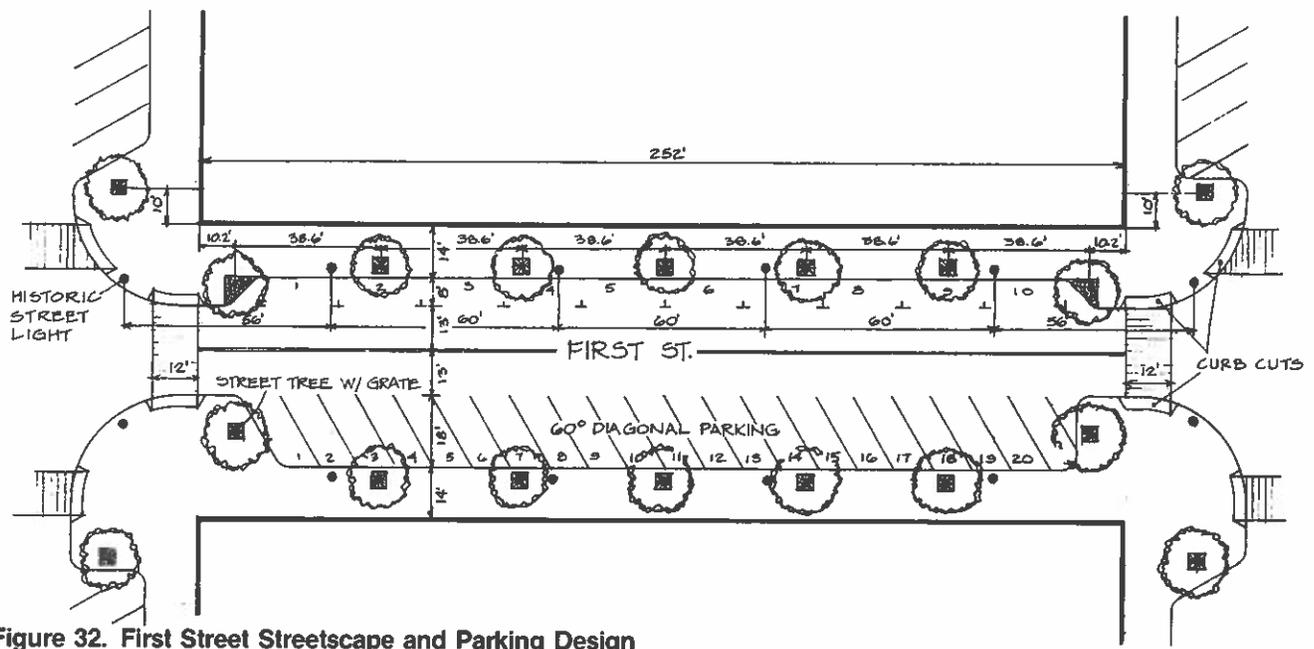


Figure 32. First Street Streetscape and Parking Design

traffic signals, would be located at major intersections. These poles would be of a dark color and unobtrusive in design. As an alternative to the contemporary poles, Valley Iron and Steel Company in Eugene manufactures poles and traffic controls which would enhance Baker's historic theme.

TREES

One of the major voids in the downtown has been the lack of greenery and trees. Trees, more than any other single element, enhance livability and provide a comfortable environment. Trees help soften the harsh effects of the summer sun and give visitors a more favorable impression of Baker.

Street trees are a major component of the business area improvement program. Trees are to be incorporated within all public rights-of-way, excluding alleys, in order to add a much needed natural amenity to the streets and to provide a continuous and changing element which helps link the downtown together as an identifiable place.

Trees in the downtown will have to fit the growing site. The plan generally calls for a small to medium size species with good upright growth to fit narrow areas and for trees that are relatively

maintenance free. Additionally, the new trees will have to withstand the downtown environment of traffic pollution, reflected heat from cars, and a limited water supply; and they must be pest resistant and long-lived. Another problem is vandalism and the killing effects of too much winter build-up of salt used for snow removal.

As outlined in illustrations 29 and 32, trees would flourish along Resort, Main, 1st, and all cross streets. Trees are set approximately 40-foot-on-center along sidewalk areas. An irrigation system is essential for the survival and low maintenance of the trees.

For the downtown area it is recommended that a variety of species be utilized. These include:

- Ornamental: Flowering Crab
Flowering Plum
Flowering Cherry
- Shade: Honey or Black Locust
Green or European Mountain Ash
Little-Leaf Linden
Silver Maple

All trees should have a minimum trunk size of three inches when planted to ensure visual impact and durability. A four-foot square tree grate is recommended for both protection and esthetic

value. For areas of high vandalism, tree guards should be employed to protect the trees; otherwise trees should be well staked.

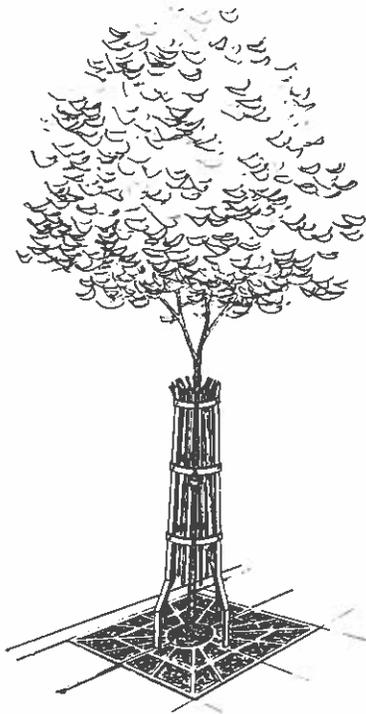


Figure 33. Tree, Grate and Guard

PLANTINGS

In addition to trees, areas adjacent to parking lots require screening. Evergreen hedges would serve well to minimize parking areas. A minimum five-foot landscaped setback for all downtown parking areas is recommended. Other plants are encouraged at intersection areas with expanded corners, parks, and private landscaping.

STREET FURNITURE

A number of street furniture elements should be strategically located in the downtown. The following are suggested for inclusion:

- Street Benches - Seating for pedestrians allows visitors a rest from shopping. They are located in such a way as to facilitate conversation and pedestrian viewing.

- Bicycle Parking - Bike racks are located in accessible high activity areas of the downtown.
- Kiosks - A few information kiosks accent the business district and serve as a mirror of current events. A number of historic markers would also complement the downtown.
- Trash Receptacles - Unimposing small receptacles should be placed throughout the area to aid in litter control.
- Banner Wires - A few overhead wires or poles for banners, flags, or promotions will assist special city events.
- Drinking Fountains - A number of outdoor fountains should be encouraged in order to serve the pedestrian environment.
- Awnings - Fabric awnings that provide color and function are recommended for business storefronts. Awnings reduce glare and help serve as energy savers by controlling the amount of sunlight penetrating the storefront. Building orientation determines awning needs. Building fronts with northern exposures seldom require awnings. However, for those storefronts which need awnings, soft weather-treated canvas or vinyl materials which allow for flexible or fixed installations are recommended. Fabric colors that are visually compatible with the colors of the building's exterior should be selected. Awnings also present a good location for store signings.

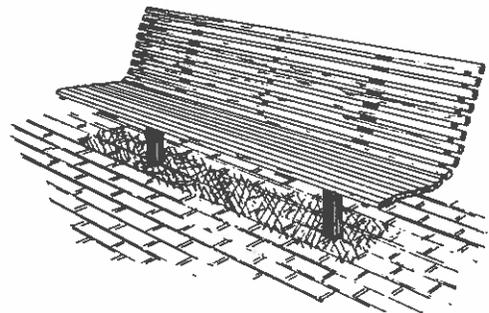


Figure 34. Bench Detail

Aluminum awnings or suspended fixed metal canopies should be avoided. If a fixed canopy must remain, it is recommended that an eighteen-inch ribbon of colorful fabric hang along the edge.

In conclusion, the incorporation of these important pedestrian amenities into the center of Baker will create a pedestrian area with great appeal to shoppers and visitors. Such streetscape improvements will help to increase retail patronage, encourage private investment by creating a progressive environment for business actions, and carry over to create a new image for the city.

PARKS AND OPEN SPACE

Downtown Baker is without the benefit of any park within close proximity to the commercial center along Main Street. Though Geiser-Pollman Park is on the edge of the downtown, its location is not close enough to adequately serve downtown shoppers and users. Therefore, it is recommended that additional open space be developed to complement the city center.

COURT STREET PARK

The best location for a new park is on Court Street between Main and Resort streets. This location is centrally located to the commercial heart of the downtown and involves utilizing a public right-of-way that has minimal traffic function. The public mini park would be the focal point for downtown events, a place for relaxation and play by downtown users, and an intriguing public place for visitors.

The 80-foot by 132-foot park space should be designed to encourage public use and to educate its visitors about the rich history of Baker. One major theme would be Baker's mining heritage that would be highlighted by a number of artifacts. Another element would include a large carved stone feature

representing Baker's abundance of stone architecture and honoring its skilled stonemason, John H. Jett. Also appropriate would be a Chinese sculpture representing Baker's nearby Chinatown and its people who contributed to the life and economy of Baker. A water feature could also be located in the park, serving as a replica of the decorative cast-iron water fountain and light that once graced the intersection of Main and Court streets. The area would also include trees, seating, and three-globed ornamental light fixtures. The park would be accompanied by a display kiosk featuring Baker's grandest events along with information on current activities. This signing would also include information on the Sumpter Valley Railroad and the nearby Oregon Trail Regional Museum.

The park would serve as a center for concerts, exhibits, civic events, the Miner's Jubilee, an arts and crafts fair, and a Harvest Festival. The park's design and central location would create new opportunities for promoting downtown retail sales through many of its events. The park would also provide sitting areas, shaded by trees, in which to relax. An appropriate name for the park, possibly John H. Jett, should be chosen. Also, a fund-raising campaign should be held and a detailed design for the park refined by a professional designer. Such a park would greatly enhance the appeal of the downtown and assist in creating a new image for the city, generating a feeling of pride for all of Baker's citizens.

OREGON TRAIL MONUMENT

The stone monument commemorating the old Oregon Trail in 1843 needs its setting in Post Office Square improved. Due to its placement on a triangular traffic island in a six-sided intersection, the historic marker is difficult to get to and once there, little comfort is available due to the passing traffic.

It is recommended that this small island be redesigned to appropriately honor the monument and to improve the entire Post

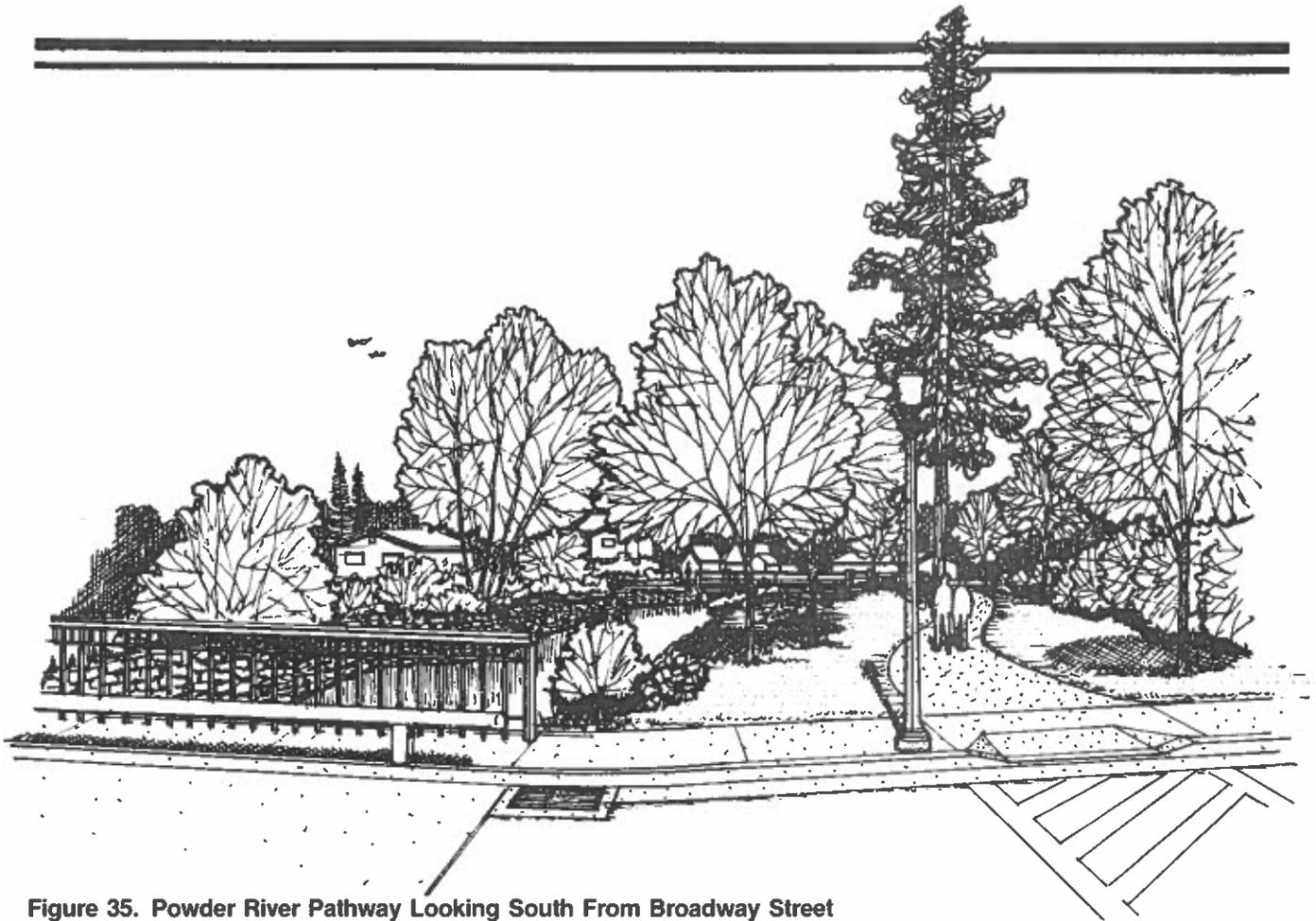


Figure 35. Powder River Pathway Looking South From Broadway Street

Office Square area. Such an improvement would serve as a catalyst to reviving the stature of Post Office Square to its former prominence.

The triangular island's design should be coordinated with an overall traffic plan for this rather difficult intersection. Design concepts, which will require refinement by a professional designer, include crosswalks, landscaping, lighting, seating, safety barriers, and an interpretive sign highlighting the Oregon Trail's role in supporting Baker's pioneer growth.

POWDER RIVER PATHWAY

The Powder River provides the downtown with a natural amenity that can contribute significantly to the variety of experiences needed for a stimulating city center. Besides offering relief from the formal character of the downtown, the riverfront allows the visitor to get in touch with the area's natural environment which is one of Baker's finest features.

Historically, the Powder River served to help irrigate surrounding farmland, but during the mining booms the river became poisoned with arsenic used in processing gold. Over the years the river has regained its purity and now serves as a habitat for game fish--principally, rainbow trout. Also, much of the city center's river channel has been altered with rock rip rap used to stabilize the banks, and small adjacent ponds have been reclaimed. The river flows to the north, and its water flow is controlled by Mason Dam. In 1966, the U.S. Geological Survey designated a flood plain along the river, which extends 100 feet on both sides of the river's centerline. Currently, the Powder River seems rather forgotten--its west riverbank next to the downtown lies barren while its east side is abutted by modest homes, with the exception of the Geiser-Pollman Park and the Federal Building with its small grass strip and picnic benches. A 1975 site master plan for the Powder River Greenway, which extended from Campbell Street north to Hughes Lane, presented a number of good ideas but was never adopted.

The Powder River is a major asset to downtown Baker's revitalization potential. It is therefore recommended that the west riverbank from Estes Street to Campbell Street be developed as a linear pathway. A fifty-foot building setback from the high water line of the west bank would discourage encroachment on the river and allow for the pathway and adjacent landscaping. Currently, the majority of the west river bank is vacant which makes the timing ideal for establishing the pathway. Such a pathway and its natural setting would be a primary stimulus for new development along the river. The linear pathway would be formed through a variety of methods including public purchase, private donation, easements, and building setbacks. Improvements would include a ten-foot wide pedestrian and bicycle pathway with a hard surface, along with natural low-maintenance landscaping. The pathway would also accommodate maintenance and security vehicles. Existing buildings that would be impacted include the purchase of three single-family homes and lots. Also, access through the narrow riverbank space behind the Albertson's store would need to be negotiated.

The Powder River Pathway would serve as a recreational resource for the city, offering opportunities for walking, bicycling, fishing, wading, picnicing, and general relaxation. Access to the pathway would be reached at all east-west streets crossing the river and also from a pathway extension leading into the downtown at Court Street, connecting to the proposed Court Street Park.

Implementation of the Powder River Pathway is intended to be over the next ten years with priorities on establishing a building setback and preliminary design for the ten-block area.

Funds to purchase land and develop the pathway would be sought from wealthy individuals, fundraisers, and city, county, state, and federal funds. The Bureau of Outdoor Recreation should be looked upon as a potential key contributor as should local service groups who could help in cleaning and improving the site.

UTILITIES

The study area is well served through its existing utility network. As a support to downtown revitalization, a strong effort should be made to maintain and upgrade all utility systems serving the city center, including sewer, water, power, communication, and fire systems. Two areas in need of special attention are upgrading the downtown storm system as street repairs are made and undergrounding overhead utilities. Overhead power lines, especially on Resort and a number of cross streets in the downtown, create a negative influence on revitalization and are counterproductive to the historic theme of the city center. Therefore, it is recommended that CP National immediately initiate an undergrounding program in the downtown. Such a program could be conducted over a period of years with a small percentage of the utility's annual budget marked for installing underground lines. Top priority should be given to Resort Street. The city and the power users should encourage CP National to begin this work as soon as possible.

In concert with the downtown revitalization process, the opportunity exists to upgrade the utility systems in those areas where construction will occur. By coordinating the timing and location of the development of these projects, a savings can be realized and the adverse effects of installation can be minimized.



Figure 36. East Side of 1700 Main Block - Before and After Remodeling

PRIVATE DEVELOPMENT

REHABILITATION

THEME

The central development theme for downtown Baker should be recapturing the spirit and success of the 1890's. This was the period when Baker's gold and silver mining economy flourished and most of the city's substantial architectural heritage was established, creating that rich mixture of architectural style and craftsmanship that is predominant today and providing a common theme element from which to expand. Baker's history and architectural assets provide an attractive downtown setting for local citizens and visitors. With its buildings rehabilitated, downtown amenities in place, rich history, and an imaginative promotional program, Baker has the makings of a priceless tourism draw.

The main thrust of this planning effort is to revitalize Baker's historic buildings. Downtown Baker possesses a tremendous asset in its architecture which is very expressive and, for the most part, still intact. Table 4 and Figure 20 on pages 20 and 21 identify 111 historic structures within the study area. The majority of these are located in the Baker Historic District and listed on the National Register of Historic Places.

The visual richness of these structures cannot be duplicated, and thus every effort must be made to maintain Baker's architectural heritage. Since many of these buildings have been unsympathetically remodeled, as illustrated in Figure 36 above, it is recommended that

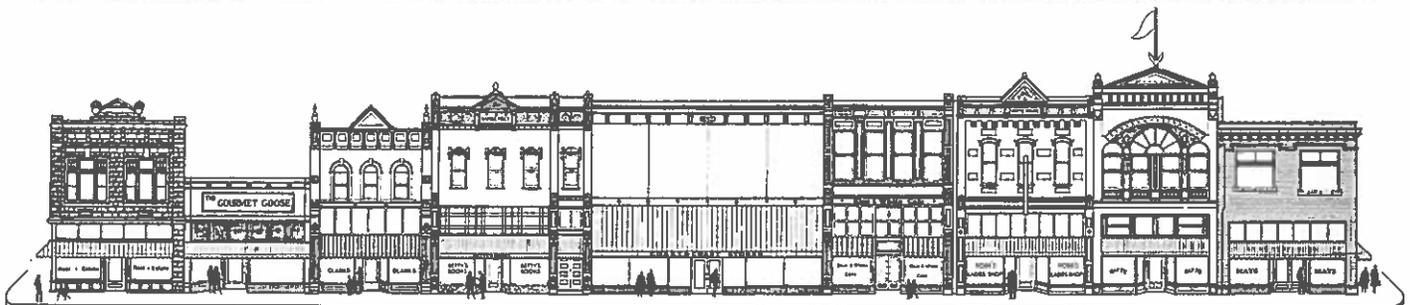


Figure 37. West Elevation 1800 Main Block - Existing and Proposed Condition

they be rehabilitated to recapture the warmth and beauty they once had. Other buildings identified as historic should be rehabilitated in a sympathetic manner to reinforce Baker's theme. Managers of existing buildings should also establish a responsible maintenance program for both interior and exterior appearance.

To demonstrate Baker's potential for rehabilitation, Figures 37 and 38 illustrate the existing and proposed conditions of the east and west elevations of Main Street's 1800 block. Building rehabilitation includes improved storefronts, sympathetic painting, awnings, and tasteful signing.

Making old buildings more functional and enhancing their storefronts and unique details is the first step in revitalizing downtown Baker. The benefits of rehabilitation are many and include a favorable image, more patronage, and a better economic return.

Sensitive rehabilitation starts with a review of historic photographs of the building, an understanding of its structural integrity, and a knowledge of the structure's alterations over time. By enlisting the services of professionals, decisions can be made on how to best utilize all areas of the building, type of use, and desired tenants. Key decisions are also required on access into and through the building, new utility systems, and attention to maintaining

or recapturing the building's architectural character. Specific treatment, techniques, and rehabilitation methods are outlined in the Secretary of the Interior's Guidelines for Rehabilitation. This is of particular importance since rehabilitation establishes eligibility for tax investment credits if the work meets specific guidelines and is certified.

Enhancement of the original storefront is one of the most dramatic ways of achieving visible results and improving the building's patronage. Frequently, limited maintenance or modernization of the first floor has reduced the appeal of many of Baker's downtown buildings. The key to an improved storefront is to respect the entire building facade, not just the shop level.

Realizing the prevalence of high interest rates and high costs and the limited availability of skilled craftsmen, three rehabilitation options are presented as follows and in Figure 39.

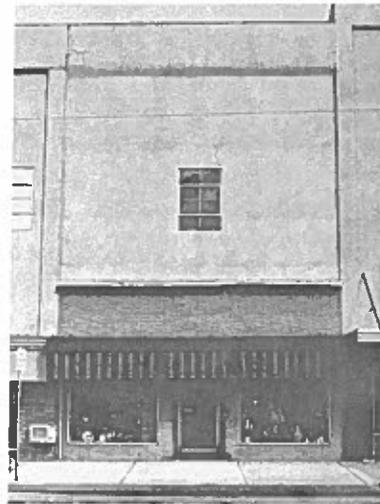
- Minor Improvements - This approach allows the owners to improve the facade at a minimum cost. The building is cleaned and repainted bringing out the building's architectural details, any unsightly signs are removed, a new fabric awning is installed, and new awning and window graphics are added. In many cases, simply removing an earlier remodel-



Figure 38. East Elevation 1800 Main Block - Existing and Proposed Condition

ORIGINAL ARCHITECTURAL DETAILS REMOVED OR COVERED WITH STUCCO; INCLUDING CORNICES, WINDOW CAPS & SILLS, CAST-IRON COLUMNS, ETC.

FIXED AWNING CHANGES ARCHITECTURAL CHARACTER



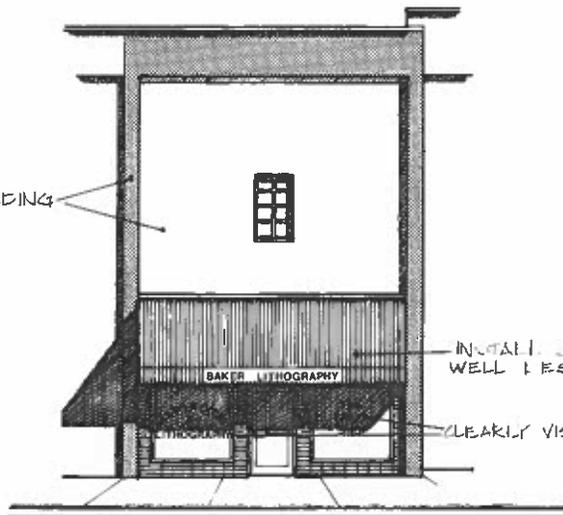
ORIGINAL 2ND-STORY WINDOW OPENINGS CLOSED, CENTER WINDOW REPLACED WITH INCOMPATIBLE METAL FRAME, OPENING SIZE ALTERED.

ORIGINAL CLERESTORY COVERED WITH BRICK VENEER

ORIGINAL STOREFRONT ALTERED WITH MODERN WINDOWS, ALUMINUM DOOR, BRICK VENEER.

A. EXISTING CONDITION

CLEAN & PAINT BUILDING

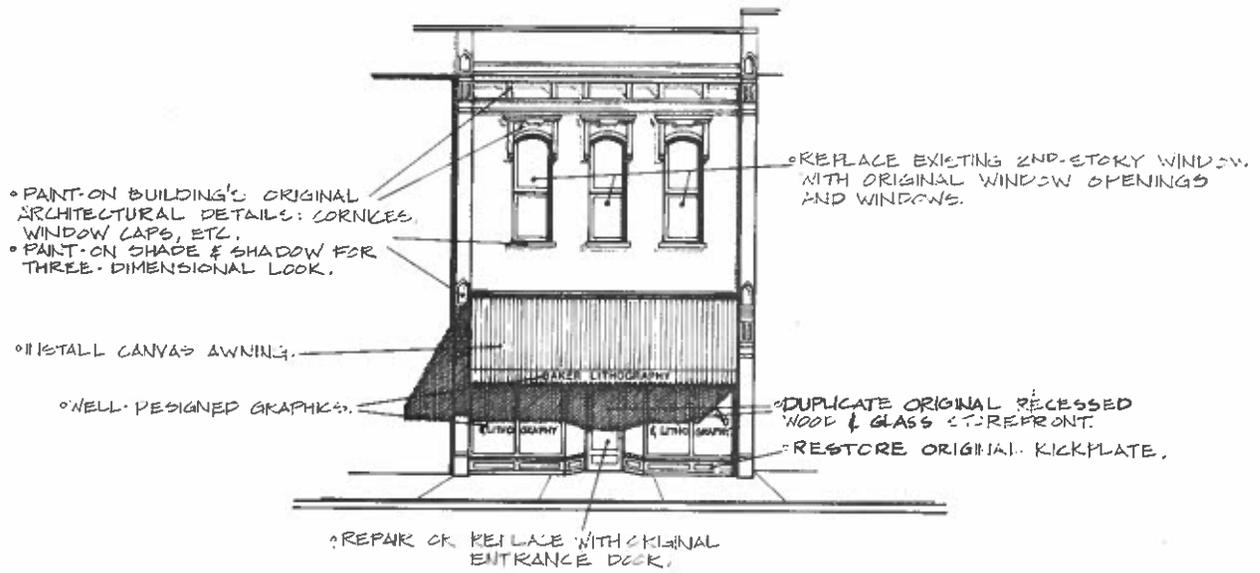


INSTALL CANVAS AWNING WITH WELL DESIGNED GRAPHICS.

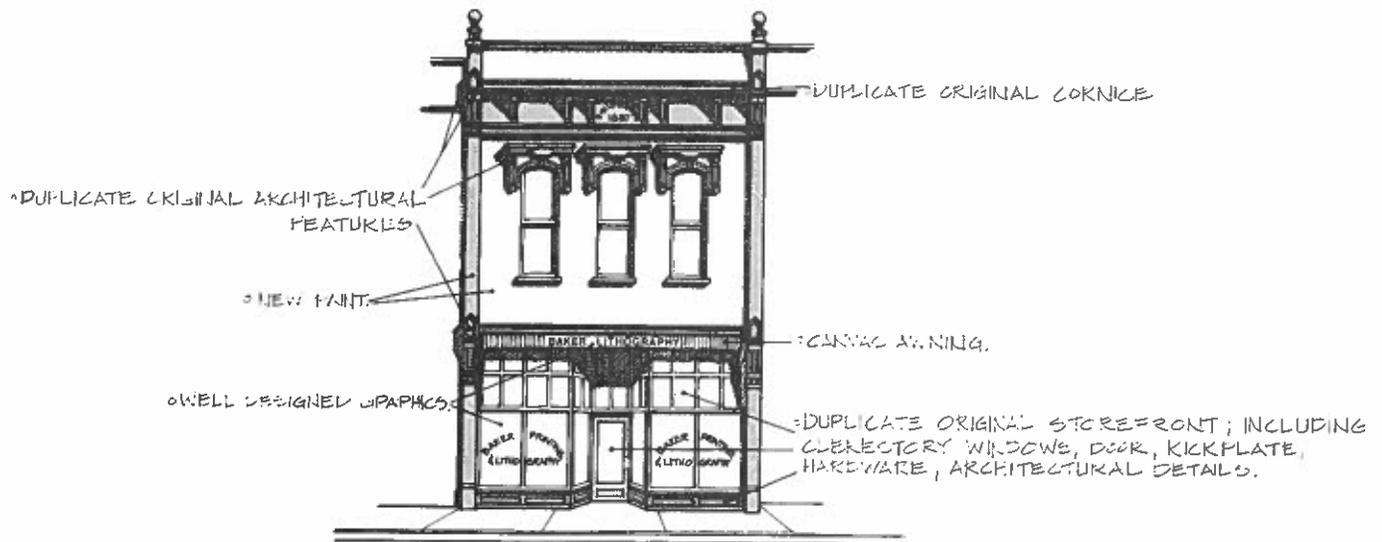
CLEARLY VISIBLE WINDOW GRAPHICS.

B. MINOR IMPROVEMENTS

Figure 39. Building Improvement Options



C. REHABILITATION



D. MAJOR REHABILITATION

ing addition and applying new paint can create a whole new image for the structure.

- **Rehabilitation** - This approach requires a professional paint job that highlights the architectural details with contrasting colors. Where architectural details have been removed, a three-dimensional paint job can be utilized to give the viewer the impression that all the features such as cornices, window caps, cast iron, etc. are in place. If window openings or upper levels have been altered, they can be replaced by duplicates of the original window openings and windows. The shop storefront is returned to its original design, including recessed entry, wood door(s), appropriate window sizes, and a wood or tile kickplate. Also, new window and awning graphics are added, as well as a colorful fabric awning. This approach minimizes less attractive features and through paint and wooden storefront infill, it emphasizes the positive features at a modest cost.

- **Major Rehabilitation** - This level requires cleaning and painting the building, duplicating the original storefront including clerestory windows, doors, kickplate, and hardware, and duplicating any removed architectural details such as cornices, window caps, etc. As with the other options, good graphics and awnings are necessary. Such storefront reconstruction demands a high level of craftsmanship and materials, and has the highest cost. The results, however, are a first-class storefront close to its original condition.

With all three options, visually appealing fabric awnings are used because they supply color and texture and serve as a shading device and sign backdrop. Awnings are historically appropriate, affordable, and easily noticeable by customers.

Rehabilitation of Baker's historic buildings offers a substantial savings, especially when compared with the costs of

new construction. For example, the investor would enjoy a better return on restoration of a historic building than on new construction. Also, the investor would have a building improved to "very good" masonry standards with unique features, rather than a new average quality structure. The use of historic preservation incentives adds an even more attractive return. The Oregon Special Tax Assessment of Historic Properties allows property taxes for historic properties to be frozen for a period of fifteen years, while federal tax incentives provide a 25% tax investment credit for certified rehabilitation projects.

APPLICATION FOR SPECIAL ASSESSMENT OF HISTORIC PROPERTY
 as provided by ORS 358.475 to 358.563
 Application must be filed with the county assessor prior to December 31
 preceding the first year historic classification is requested

Filed with _____ County Assessor for assessments beginning January 1, 19 _____

Code and Assn. Nos. Enter Applicant's Name and Address Below	THIS SPACE FOR ASSESSOR'S USE ONLY						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">DATE RECEIVED</th> <th style="width: 50%;">J.V. NUMBER</th> </tr> <tr> <td> <input type="checkbox"/> Approved in Full <input type="checkbox"/> Approved in Part <input type="checkbox"/> Closed in Full <input type="checkbox"/> No Action Taken by April 1 </td> <td> Assn's Year 19 _____ Land \$ _____ Imp. \$ _____ Total \$ _____ </td> </tr> <tr> <td> Classification by State Historic Preservation Officer </td> <td> T.C.V. of property at time of application </td> </tr> </table>	DATE RECEIVED	J.V. NUMBER	<input type="checkbox"/> Approved in Full <input type="checkbox"/> Approved in Part <input type="checkbox"/> Closed in Full <input type="checkbox"/> No Action Taken by April 1	Assn's Year 19 _____ Land \$ _____ Imp. \$ _____ Total \$ _____	Classification by State Historic Preservation Officer	T.C.V. of property at time of application
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<input type="checkbox"/> Approved in Full <input type="checkbox"/> Approved in Part <input type="checkbox"/> Closed in Full <input type="checkbox"/> No Action Taken by April 1	Assn's Year 19 _____ Land \$ _____ Imp. \$ _____ Total \$ _____						
Classification by State Historic Preservation Officer	T.C.V. of property at time of application						
Applicant's Telephone No. _____	Remarks: _____						

DESCRIPTION OF PROPERTY *

Deed or Contract Deed Volume & Page or Instrument No. _____ Date Recorded _____

Lot(s) _____ Block(s) _____ Addition _____

Subsection _____ Section _____ Twp. _____ Rgn. _____ Acres _____

* If classification is sought for only part of this property, describe portion: _____

I hereby make application to the county assessor for the special assessment of property as historic property. I have read the Administrative Rules adopted by the state historic preservation officer.

- This property is currently listed in the National Register of Historic Places established and maintained under the National Historic Preservation Act of 1966 (Public Law 89-655).
- This property is open to the public for sight-seeing at least one day in each calendar year in accordance with the Administrative Rules.
- This property meets the minimum standards of maintenance established by the Administrative Rules.
- No other exemption or special assessment is in effect, is being, or will be requested for the years during which this classification is sought.

I hereby consent to the viewing of this property by the state historic preservation officer and any advisory committee on historic preservation.

The historic nature of the property is: _____

WARNING: A. Historic property, when specially assessed but later disqualified, becomes liable for additional taxes (see ORS 358.525 over).

B. When property that has received special assessment as historic property becomes disqualified, notice of the change must be given to the assessor prior to the next January 1. This notice must be given by the owner at the time of the change. Failure to give this notice will cause a penalty to be charged against the property (see ORS 358.525 over).

DECLARATION

I declare under the penalties for false swearing as contained in ORS 305.790(4) that I have examined this application; and to the best of my knowledge, it is true, correct, and complete.

Applicant's Signature _____ Title _____ Date _____ 19 _____

Oregon Department of Revenue SEE OTHER SIDE FOR INSTRUCTIONS AND APPLICABLE LAW
 Form AD-60-1-88

Figure 40. Oregon Tax Freeze Application

A potential implementation strategy is for the city and/or private non-profit corporation to provide a revolving loan fund for exterior and display renova-

tions. Property owners would be encouraged to spruce up storefronts, signs, lighting, and make energy conservation and security improvements. The revolving loan would provide low-interest loans of up to \$5,000.00.

In summary, it makes good business sense to maintain a favorable impression since people naturally prefer to trade at an attractive store. The renovated building, good tenants and patronage will increase revenue and allow for a better economic return.

This plan recognizes and respects the historical and architectural heritage of Baker and encourages the rehabilitation of its historic buildings. Already a number of buildings have been rehabilitated, including the Benj. Franklin Savings and Loan, Basche-Sage Place, Anthonys, City Hall, County Courthouse, Robb's Ladies Wear, and Wendt Flower Shop; but many more require work. The following three categories list the major buildings that can contribute to a viable and attractive downtown.

BUILDING REHABILITATION PRIORITY LISTING

FIRST PRIORITY

Facade alterations on this group of buildings have been minimal, and they can be inexpensively upgraded through cleaning, sympathetic paint jobs, improved signing and awnings. This treatment was recently completed on Robb's Ladies Shop and is appropriate for the following buildings:

Powers Shoe Shop	1917 Main St.
Neuberger-Heilner	1901 Main St.
Baker Furniture	1916 Main St.
Masonic Temple	2141 Main St.
Bohn's Clothing	2021 Main St.
Abstract and Title Co.	2043 Main St.
Woody's Cafe	1840 Main St.
May's Music	1841 Main St.
Palmer Brother's Bldg.	1801 Main St.
Rand Building	2003 First St.
White Apartments	1931 First St.
Greater Baker Foods	1913 Court St.
Clark Auto Electric	1220 Resort St.

SECOND PRIORITY

This group of buildings has undergone exterior modification and requires removing modern elements and returning the facade to its original character. Improvements call for facade rehabilitation, general furbishing, access to and re-use of upper floors, and upgrading utilities.

Western Auto	2150 Main St.
The Bakery	2190 Main St.
Old Montgomery Wards	1924 Broadway
Pollman Building	2034 Main St.
Lynndale Building	2036 Main St.
Smoke Shop	1929 Main St.
Johnson's Jewelry	1921 Main St.
Mack and Sons Jewelry	1913 Main St.
Royal Cafe	1910 Main St.
The Shangrila	1900 Main St.
Candy Factory Bldg.	1833 Main St.
Blue and White Cafe	1825 Main St.
Coast to Coast	1821 Main St.
Betty's Books	1813 Main St.
D'Clarks	1809 Main St.
Gourmet Goose	1805 Main St.
Dean's Paint	1832 Main St.
St. Lawrence Hotel Bldg	1824 Main St.
Elkhorn Western Wear	1812 Main St.
My Place	1810 Main St.
Scotty's Tavern	1806 Main St.
Cablevision	1802 Main St.
Ryder Bros. Stationary	1735 Main St.
Baker Appliance Center	1725 Main St.
Baker Bakery	1798 Main St.
Baker Printing	1790 Main St.
Old Post Office	Dewey & Bridge
2005-09 1st St	2005-09 1st St.
Pythian Castle	2000 Washington
Baker Garage	1760-80 Washington
1928 First St.	1928 First St.
Lewenberger Office	1928 Court St.
Coughlin Office	1923-33 Court St.
Shoemaker Bldg.	1831 First St.
Hudson Printing	1993 Valley Ave.
VFW Hall	2005 Valley Ave.
Crown Cleaners	1894 First St.

THIRD PRIORITY

This special category covers major buildings in need of rehabilitation. These large buildings require overall interior and exterior rejuvenation, facade repair, new stairway(s) and/or an elevator, improved utility systems, and sensitive

attention to details. A major capital investment will be required for the following buildings:

Antler's Hotel	1945 Washington
Roger's Hotel	1932 First St.
Heilner Warehouse	1912 First St.
Odd Fellows	1980 Valley Ave.
Odd Fellows Lodge	1718 Main St.
Geiser-Grand Hotel	1932 Main St.
Baker Tower	1701 Main St.

UPPER STORIES

As Figure 41 illustrates, there is a large amount of vacant upper story space in the downtown. Re-use of these vacant areas will have a dramatic and positive economic impact on the downtown and promote upper story facade improvements. The types of use suited for upper floors include retail, office, and apartments. Active retailing on upper floors is often difficult due to the fact that customers do not like to climb stairs, and patronage is often reduced because of the more remote location. On the other hand, many professional tenants (e.g. legal, accounting) or personal services (e.g. travel agents, beauty shops) do not depend upon walk-in traffic to the same extent as retail merchants and are well-suited for second floor occupancy. Often, an office tenant currently located on the ground floor could function as well on an upper floor. This transfer creates a double payoff as it will expand the amount of retailing area available in the downtown and put formerly vacant space to use.

To make upper areas usable, most buildings require improved access and often a second stairwell to meet fire codes. Most older spaces require new or upgraded heating, cooling, and electrical systems. Though not financially feasible for an individual building, it is recommended that owners work together to provide one elevator per block along with a common hallway and additional stairwells. The elevator and common hallway space would allow improved access to all areas and ensure rentability and a higher return on the space.

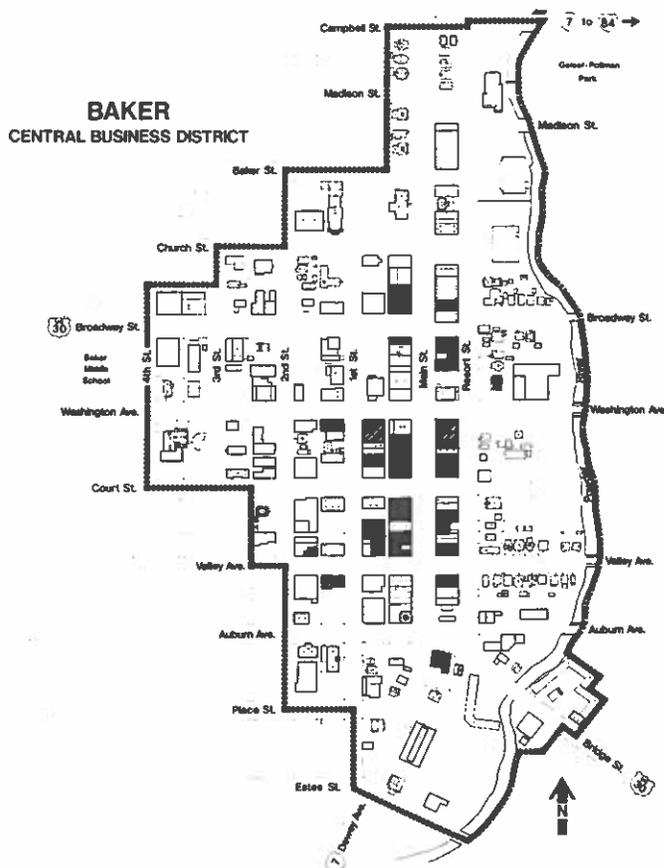


Figure 41. Upper Story Vacant Space

Other potential opportunities for upper floors include new interior architectural features such as skylights, lightwells, and new access to the improved alleyways.

HOUSING

Due to the large amount of vacant upper story space within the downtown, it is recommended that some of the space be adapted to rental apartments. New residential housing in the city center means that people remain downtown all hours creating new customers for restaurants, theaters, and other attractions. The residents become a built-in commercial market and provide new life and security to the city center. Downtown housing for the elderly is also recommended since living downtown is often convenient, providing easy access to shopping, entertainment, and governmental centers.

A major opportunity currently exists to recycle the upper floors of the old Antler's and Roger's hotels located

at Washington Avenue and First Street into a forty-unit residential complex for senior citizens. The city should work with the buildings' owners and seek state and federal aid in redeveloping the two buildings.

Other housing opportunities exist for adaptive use of second-level space in many of the smaller buildings in the downtown. These spaces would make excellent studio apartments, often occupied by the merchant living above the store. To accommodate such use, the city needs to revise its current ordinances to encourage and allow for reduced lot size for downtown residential uses under a conditional use permit.

Emphasis should also be given to encouraging new housing in and adjacent to the downtown. The master plan proposes, for example, new multi-family housing along the Powder River between Washington and Valley avenues. Care should also be taken to protect and improve the existing housing, such as the White Apartments, Baker Tower, and the housing stock within the downtown and surrounding areas.

RESORT STREET

A major opportunity for the downtown is to upgrade Resort Street and its historic buildings. Although Resort Street is only one short block from the center of Baker's commercial activity, it contributes little to the downtown and in many ways detracts from it. This is especially true of the west side of Resort Street which has taken on the image of an alley. The reason for this is that the blocks between Main and Resort streets are only one hundred feet deep with the buildings' primary entrance facing Main Street and no alley serving each block. Therefore, Resort Street's west sidewalk functions as a garbage storage and delivery area. In addition, numerous overhead power lines and power poles run down the west side of the street contributing to the street's unattractiveness. Most of the buildings facing Resort on the west were built near the turn of the century and have had few repairs and little maintenance. The combination of neglected buildings, garbage storage, and unsightly utility lines makes the west sidewalk undesirable, and thus, few people utilize it. The east side of the street, which contains a number of historical homes, is also plagued by unimproved parking areas, a mixture of uses, and residential housing in need of repair.



Figure 42. Resort Street 1700 Block



Figure 43. Resort Street 2000 Block

Though currently unattractive, Resort Street contains a wealth of historic architecture and future development potentials. It is therefore recommended that Resort Street be revitalized through improving its buildings, sidewalks, and parking. Top priority should be given to initiating the undergrounding of utility lines on Resort Street. The city of Baker and area utility users should ensure that CP National include the needed undergrounding in its capital improvement plans. Removal of the overhead lines will in itself begin to restore the street's function and allow the downtown's historic character more visibility. As important, the property owners and merchants should begin to clean up and rehabilitate the buildings' facades on the west side of Resort. As little change has occurred, most of the facades possess a rich architectural character that can be rehabilitated without major expense. In most cases, cleaning, new paint, repairing windows, new signing, and a few awnings placed over rehabilitated entrances will allow improved building use and an attractive image. An advantage to these buildings is that they have double fronting and can be patronized from both Resort and Main streets. This creates opportunities for improved access to existing commercial spaces or for new tenant spaces

opening onto Resort Street. In addition, new entrances to second floor spaces can allow those areas to become functional.

Resort Street also requires new sidewalk treatment which entails expanded intersection corners on the west side of the street, historic street lights, and street trees. To overcome the problem of visible garbage storage, a number of consolidated screened garbage areas should be built. These areas would serve a number of users and be screened by a wood, brick, or stone partition designed for easy access and garbage removal. Some of these garbage areas could be placed within recessed areas along the west side of Resort Street. Two areas on the west side, where the building does not cover the entire lot, also have the advantage to develop small inviting courtyards.

To better serve the downtown commercial core and the improved Resort Street buildings and business activity, it is also recommended that the public angle-parking on Resort Street be relocated to the west side. This will provide additional parking for the area and allow safe and convenient pedestrian movement from the parking area to the retailing center. These concepts are illustrated in Figures 42 and 43.

BAKER ALLEYWAY PROJECT

An exciting opportunity exists to improve and better utilize three blocks of alleys which penetrate the blocks bounded by Main and 1st streets and Washington and Auburn avenues. Currently, this alleyway takes on an image of neglect, but upon further inspection the alleys contain much intrigue and history through their

numerous stone and brick buildings, old signs, and entryways to various shops. For example, one of the building entrances has a decorative cast-iron threshold inscribed by the Baker Iron Works which manufactured much of the local architectural cast iron and machinery for the surrounding mines.

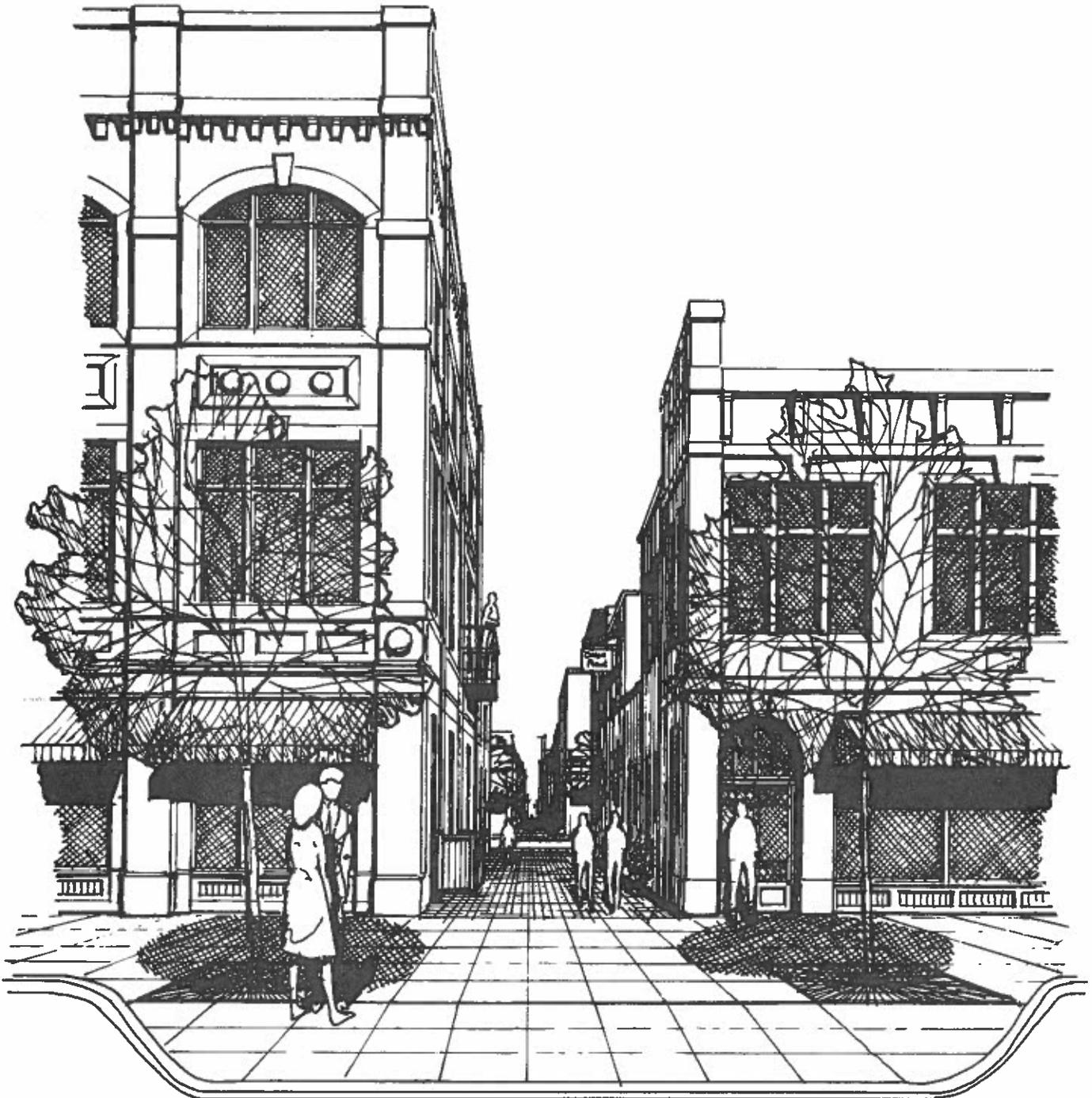


Figure 44. Baker Alleyway Project Looking North from Valley Avenue

As illustrated in Figure 44, it is recommended that the sixteen-foot wide alleyway be improved with new pavement surfaces, some landscaping, mid-block crossings at Court Street, Valley, and Auburn avenues, signing, and the undergrounding of utilities. Pavement textures should be removable brick or cobblestone so access to underground utilities can be gained easily. Upgrading the alleys enhances the options for downtown pedestrian movement and allows double-fronting of businesses, thereby attracting customers from the back as well as through the main storefronts on First and Main streets. Because a few buildings do not occupy the full 100-foot long lots, the opportunity also exists for highly individualized courtyard entrances to businesses from the alleyway side. The rear walls of a number of buildings can be cleaned or rehabilitated in a clean, straightforward way, picking up on the architectural character of each building. These improvements will allow the alleyway to contribute to downtown Baker's commercial opportunities including the possibility of a "thieves market" pro-

moting low-end merchandise and specials as well as permitting an occasional vendor's marketplace in the alley. Additionally, the alleyway plays an important role in providing an attractive access to new stairways serving upper floor uses along the alley. The alleyways also will contribute to visitor interest and walking tours of the downtown.

Though not a high priority project, property owners in these blocks should join together to begin improving the alleyways and to establishing consolidated locations for collective storage of trash. Trash areas should be screened and a number of vine wells placed along the alley to provide greenery. Traditional alley functions such as shipping, loading, and disposal of trash would continue.

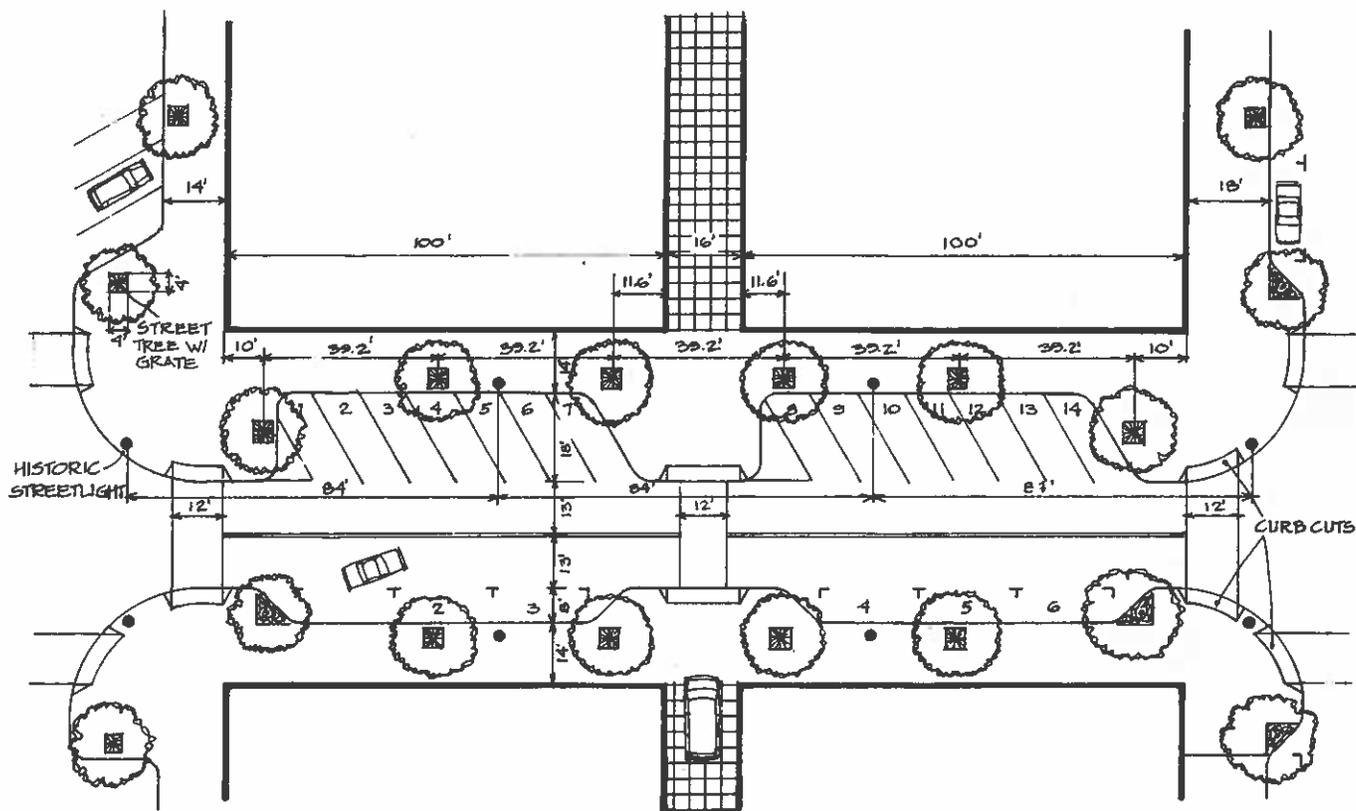


Figure 45. Court St. and Valley Ave. Streetscape, Parking and Alleyway Crossing Design

NEW DEVELOPMENT

As pointed out in the economic analysis, the amount of vacant space in the existing downtown buildings will allow considerable growth for the city center in the short term without the need to build new buildings. Investors would also enjoy a better than average return on the rehabilitation of a historic building than on new construction. Looking at projected future needs for floor space in the downtown, the vacant space inventory could satisfy retail expansion through 1985 and office expansion to 1992. Therefore, it is recommended that development priority over the next five years be in rehabilitating the numerous historic structures rather than encouraging new development.

In the near future, a number of opportunities exist for new development in the city center. These include several vacant or underutilized properties throughout the study area. One such area, located between Resort Street, the Powder River, Broadway Street and Valley Avenue represents the most valuable resource for the city's future development. This region also contains a number of historic buildings and housing along Valley Avenue which should be maintained; but generally, the area includes large sites for new development. The availability of these large parcels of developable land, close to the city center and adjacent to the river, provides new opportunities for construction that can greatly enhance Baker's downtown success. Larger developments should be encouraged for this area, including a convention facility, hotel, department store(s), parking garage, and high density residential apartments. Small piecemeal development that would prevent future large-scale developments to be realized in this area should be discouraged. To illustrate this, the downtown master plan has conceptually portrayed a new convention-meeting facility, high rise hotel, parking, and residential apartments for the site. This concept is illustrated in Figure 46. The convention facility would provide a major draw to the downtown and be supported

by a new hotel and a rehabilitated Geiser-Grand Hotel. The hotel would take advantage of the river and pathway amenities and is adjacent to a small beach and swimming area. Such a complex is five to ten years away, and thus, the current uses should be maintained along with new parking areas for the downtown.

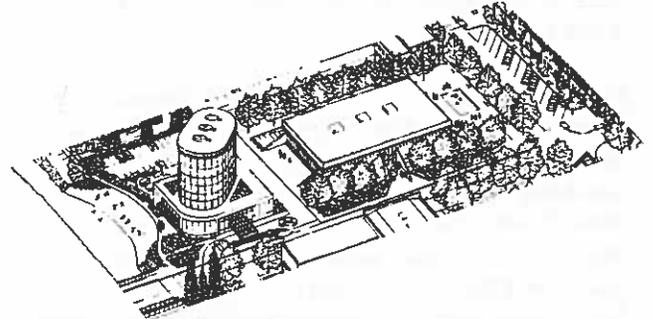


Figure 46. Proposed Meeting — Hotel Complex

Another future development area includes the block surrounded by Auburn, Dewey, Place, and 1st streets. This underutilized block, adjacent to Baker's government service complex, should be maintained for development of a future governmental facility such as a state office building. As illustrated in Figure 47, the conceptual building, site and underground parking areas would complement the surrounding City Hall, Federal Building, Old Post Office, and Baker Tower. Existing uses and parking should occupy the site until development of additional government facilities are needed.

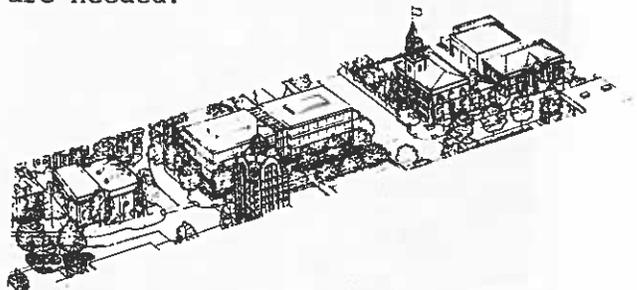


Figure 47. Proposed Office Building

To insure that the two sites discussed above are developed in a manner that will best strengthen the downtown, it is recommended that development guidelines be prepared for these areas. Such guidelines would establish a special zone classification to ensure that development of the two areas be of the highest and best use to support the city center.

Another area that is a logical place for future office growth is the general area east of the County Courthouse. Once the vacant space in the existing buildings in the downtown has been occupied and the demand increased, professionals who find it convenient to be near the Courthouse will discover the area appropriate for new office facilities.

New buildings should be designed to best reflect the surrounding physical character. New construction can utilize contemporary design while respecting compatibility in its basic design elements of size, mass, material, and color with surrounding existing structures. Both new and rehabilitation design should be of high quality and complemented by attractive landscaping.

SIGNING AND GRAPHICS

Sensitive signing can play a significant role in Baker's downtown revitalization. It can convey a sense of community identity and help unify the city center. Signs also play a role in creating the overall visual character of the business district, enhancing the traveled way for both pedestrians and motorists. As illustrated in Figure 48, large electrical signs on Main Street compete with one another and are beginning to create an overall impression of visual clutter and confusion. One major concern is that large backlighted plexiglass signs are often inappropriately placed on the building facade, overwhelming the historic character of Main Street. The Royal Cafe sign is a good example of oversized and inappropriate signing for historic Baker. Other concerns are the proliferation of signs which promote a nationally distributed product rather than the individual business, and that stores often display more signs than are needed.



Figure 48 Existing Main Street Signs

Business Signs

Signs function to promote individual businesses, enhancing their identity and contributing to the public's perception of each business. Each sign can enhance the image of the entire business district, or detract from it. Good signing expresses a simple, clean message. Flat, fixed signs or individual raised letters should be positioned in logical places, on or above storefronts, and may be complemented by small pedestrian-oriented hanging signs. Adequate signing should be visible to the motorist without overwhelming the pedestrian. Attractive window lettering or window graphics can identify and add character to window displays. Signing can also be effectively located on store awnings.

To encourage appropriate sign location, size, and design, it is recommended that the city of Baker adopt design guidelines and an ordinance requiring that new signs be in keeping with the character of the historic environment.

Public Information

New public information requirements for traffic direction, speed limits, etc. should follow the "Manual on Uniform Traffic Control Devices" (MUTCD). Other city signs should be uniform in design for such information as parking, handicapped, etc.

Historic Interpretive Signs

A number of historic interpretive signs or markers are recommended to provide interest, education, and color to the city. Such signs would highlight Baker's history and provide stepping stones of information, culminating in a visit to the nearby Oregon Trail Regional Museum. These historic footnotes would be displayed in a variety of ways, ranging from a handsome kiosk to engraved plaques. Historic interpretive signs are to be located on historic buildings and at strategic locations such as the Oregon Trail monument, the proposed Court Street Park and along walking tours. Implementation of the sign program should be carried out by the

proposed Baker Historic Preservation Commission, the museum, the Baker County Historical Society, and the owners of historic properties.

City Entry Signs

One of the best ways of drawing tourists and shoppers into Baker is to captivate their interest through good signing that conveys a message of a friendly city, services provided, and points of interest. Items such as visitor services, shopping, recreation--golf, swimming, etc., and history (e.g. Sumpter Valley Railroad) should be promoted. Information signs reading "Baker Historic District" and "Oregon Trail Regional Museum" should be placed on official Interstate 84 signs. The Campbell Street and Highway 30 entrances from Interstate 84 should be signed at key decision points with information and direction signs indicating the freeway exits to downtown. The Campbell Street freeway exit should serve as the city center exit and as the primary entrance to the downtown. Furthermore, at the interchange exits leading towards the city, additional signing is called for to reassure the motorist and to provide supplemental information. Directional signing is especially needed at Campbell and Main streets and at Bridge and Main streets to escort the visitor into the downtown.

Another important improvement to make is upgrading the visual image of the highway entrances leading into the downtown. Any new construction or major remodeling on Highway 30, Campbell Street, or Dewey Avenue should be re-



Figure 49. Former Baker Gateway

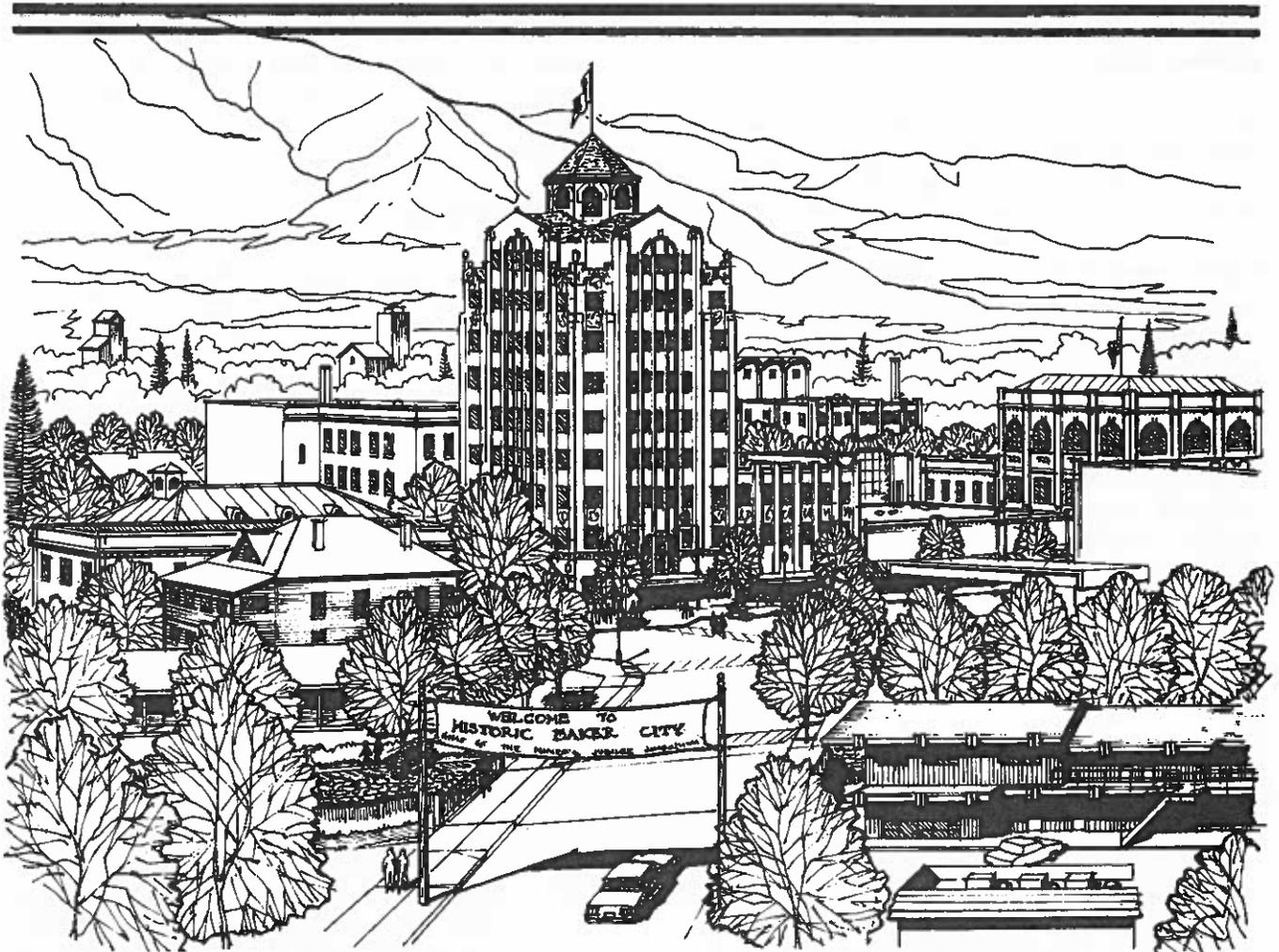


Figure 50. City Entrance Banners

quired to enhance the city entrances with good building design, tasteful signing, and attractive landscaping. Special attention should be given to rehabilitating the older housing stock facing U.S. 30 and Dewey Avenue in the south end of the city. These two streets should also undergo a street tree planting program to commemorate their city entrance status.

To serve as a key landmark to Interstate 84 travelers, it is recommended that an attractive, large welcome and information sign be placed near the Campbell Street/I-84 exit. A design for the sign could be selected through a competition that would be the subject of considerable public interest. As shown in Figure 49, Baker once had such a welcome sign located on 10th Street. This entry arch was built as a community project and funded by both public and private interests. See page 10 for more details.

Downtown Entry Signs

Arrival to the downtown business district should be advertised by entrance signs at four key locations. As visual gateways to the business district, these signs would tell visitors that they are entering a city center that has much to offer. Foremost would be the message "WELCOME TO BAKER--HOME OF THE MINER'S JUBILEE." Such banner signs would hang from overhead wires located at entrances to the downtown as illustrated in Figure 50, on Bridge Street. Other downtown entry signs would be located on Campbell and Grove streets, Broadway and 4th streets, and Dewey Avenue and Estes Street. The signs would consist of two treated wooden poles with a carved decorative top, two overhead guy wires, and colorful canvas or nylon banners. Other overhead wires within the downtown should display banners, flags, and decorations appropriate for the city's many events.

RETAIL PROMOTION PROGRAM

Downtown Baker must revive its outlook and project an image that people want--as a dynamic, exciting place where things are happening. To accomplish this, downtown retailers and businesses should work together under a Retail Merchants Promotion Committee that will ambitiously and aggressively promote the city center and its businesses. The first step is to adopt a downtown promotion schedule at the beginning of the year and establish a budget for special events and advertising. A wide selection of retail promotions should be held and timed to complement seasonal weather and recreational conditions.

Two major promotions should focus on Baker's theme of history and mining (e.g. Miner's Jubilee) while other promotions would play to a wide variety of merchandise, outlets, seasonal introductions, holiday clearance requirements, and local customs. Four to six yearly events would benefit from city-wide participation while other promotions would be best tackled by the few stores within a product group. For large city-wide events, umbrella-type advertising would be conducted in the local media. Each type of outlet pursues its sales activities within the overall theme adopted for the event. Other promotional campaigns are assembled for selected store types that fit the concept. These events are usually coordinated by local advertising media, rather than centrally planned by the chamber of commerce committee or other trade associations.

The important objective to accomplish is to have an array of retail activities that keep coming at consumers; something should be scheduled every month so that consumer attention stays on the local merchants. All merchants do not participate in all events, however.

The most important factor that has made the modern shopping centers so successful is that all tenants are required by lease terms to participate in center-wide promotions. Normally, each tenant also has to satisfy a monthly minimum amount of advertising. The effect on the

marketplace has been to create the impression that something exciting is always happening at the center. Every merchant is required to carry her/his fair share of the promotional load. It is recommended that Baker's downtown merchants strengthen their seasonal distribution of promotional events by initially emphasizing the following:

- A spring opening promotion, late March and early April, to combine the introduction of spring fashions with Easter, gardening and home fix-it, and summer lawn furniture and fishing equipment.
- Continuation of the June Moonlight Sale as a sales stimulant prior to summer clearance.
- Continuation of the July Miner's Jubilee, with more activities to attract tourist trade relating to the historic mining district.
- Strengthening of the Christmas promotions with earlier advertising and in-store features (e.g. display window competition) to head off the buying trips to distant cities.

Other promotion possibilities include events such as a Harvest Days' Festival, Fun Fest Days, Downtown Coupon Capers, Arts and Crafts Festival, Bicycle Race, E.L.F. - Every Last Friday, and Ranch Days. Another important contribution is good merchandising, including dressing up store windows as a visual element in successful retailing. A sales window display competition should be featured for the Christmas season. The key is to provide entertainment with community-wide impact and excitement to increase the number of people coming into the downtown. The Merchant's Committee should involve government, Chamber of Commerce, community service groups, clubs, and schools in the city-wide events.

Court Street Park, the Baker Alleyway, and the expanded sidewalk improvements are designed expressly for the purpose of providing a setting for various activities and events. Such promotions will attract customers into the downtown,

leading into greater opportunities for shopping and entertainment.

DOWNTOWN LOGO

To assist in presenting downtown Baker as an identifiable unit, an effective logo should be designed and utilized. The logo would be used in advertising material to strengthen the downtown's image as a unified marketplace. The downtown logo would also be used on a business directory, shopping bags, etc.

BUSINESS DIRECTORY

A Discover Downtown Baker business directory should be prepared and made available to current and future users. Such a brochure would identify parking, points of interest, shopping, entertainment, accommodations, dining, banking, and personal services.

TOURISM

Baker, with its clearly defined historical image, should develop a tourism promotion program throughout the region. Historic Baker should be promoted through major magazine feature stories, state tourism literature, and periodic advertising.

Visitors need information about Baker's attractions, accommodations, and special features. A well-designed brochure that quickly presents the essence of the community needs to be prepared and distributed. Other elements would be guidebooks of Baker's architecture and history, and a walking tour of historic buildings and homes. Improvement and expansion of overnight accommodations and nearby campsites is also needed. A pleasant stay in Baker--one that reaches out and welcomes the visitor--is likely to create a good impression that will be shared with others and lead to an awareness of Baker as a special place to visit.

OREGON TRAIL REGIONAL MUSEUM

A major asset for Baker is the Oregon Trail Regional Museum. The museum, located in the Old Natatorium on Campbell Street, is easily accessible to visitors from Interstate 84. The building's size and Baker's rich history provide a tremendous opportunity to develop a major visitor's attraction for the city.

Though good progress has been made in getting a portion of the museum open, a major effort is needed to make the museum the showplace it could be. No longer should regional relics be lost to other communities. Funding is needed to secure artifacts, maintain a staff, build exhibits, and completely rehabilitate the building. A portion of the building could also serve as an attractive meeting area. Baker County should provide additional funding to the museum, looking upon its growth as good economic development that will promote the county and encourage tourism. Major funding should also be sought from state and federal funds, foundations, and private citizens. New efforts should be made to encourage public contribution fund-raisers through house tours, literature, books, events, etc.

BAKER'S BACK ROADS

In addition to downtown Baker being a prime destination for visitors, it is important to take advantage of the surrounding region's scenic, historical, and recreational assets.

To make these numerous assets a part of the Baker experience, it is recommended that a scenic-historic tour map be refined. "Back Roads of Baker" would include half day or full day excursions to such places as the region's mining towns. Sumpter Valley Railroad, Anthony Lakes, and Hell's Canyon would be among the sites. Such tours would loop back to Baker, through scenic waysides, and would be promoted by the Chamber and Convention and Visitor's Bureau.

MEETING FACILITIES

To facilitate meetings and special events, greater attention needs to be given to improving and expanding Baker's meeting facilities. With the city's potential to draw visitors because of its charm, character, history, and scenic location the city needs to be able to comfortably accommodate small conventions, cultural programs, and other events that take place in the region. The city does have a number of private and public meeting areas but few provide the space and comfort needed for visitor patronage.

As the first phase to having an adequate supply of meeting spaces, it is recommended that a coordinated effort facilitate an inventory of potential spaces, an improvement program, and multiple-use promotion for the many existing facilities in the downtown. Top candidates for a multi-use approach include the Masonic Hall, American Legion Hall, YMCA, and the churches on Church Street. Others include public buildings such as the city, county and library buildings and Crossroads Art Center, along with fraternal clubs, churches, and commercial establishments. Special attention should be given to upgrading these spaces.

The second priority would be in refurbishing a number of potentially attractive spaces that currently exist in Baker's historic buildings. The most promising of these spaces includes the large old YMCA building (now VFW Hall), the Pythian Castle, and the Old Natatorium (now Oregon Trail Regional Museum). The Pythian Castle, for example, located at 1st and Washington streets, contains a large meeting hall with a vaulted ceiling and stained glass windows, yet it is currently vacant and without a future. Other potential spaces include a number of second floor meeting halls located in other historic buildings, a revitalized Geiser-Grand Hotel, and the Baker Tower.

A third phase would include the development of a large convention/meeting facility to fully accommodate an expanding

program of events that would occur in Baker. Such a facility and adjacent high-rise hotel has been conceptually designed for the southeast corner of Resort and Washington streets, as illustrated on page 51. Initially, this facility would require Baker to revitalize its downtown, building up a strong convention and events base through its existing facilities. Improved and expanded overnight accommodations also need to keep pace with the growth of Baker's activities.

To accomplish these phases it is suggested that the City, County, Chamber of Commerce, and private interests look at this effort as economic development and establish a Baker Convention and Visitor's Bureau that would serve to refine and spearhead the program.

IMPLEMENTATION

A strong and appealing downtown is of undisputed importance to the well-being of the entire community of Baker. Implementing the recommended plan will lead to expanded patronage, increased retail sales, higher property values, and additional private investment for the city. The revitalized downtown will also create a fresh image for the city, generate a feeling of pride among residents, and be a natural draw for visitors. This revitalization would occur through the related actions of the public and private sectors, utilizing the plan as a blueprint around which a working partnership can operate.

REVITALIZATION STRATEGY

The planning effort, funded with public dollars, has served as a catalyst for revitalization and provided the initial momentum needed to allow the downtown to become more viable and attractive. Continued management and action is now called for to implement the recommended plan, which may require up to ten years to accomplish.

The first objective, and the one with the largest potential payoff, will be to establish an effective, action-oriented organization to stimulate and coordinate the implementation of the plan.

PROJECT COORDINATOR AND DOWNTOWN DEVELOPMENT CORPORATION

Effective management is the key to successful implementation; therefore, it is recommended that a private non-profit corporation be established. The Downtown Development Corporation would be made up of some members from the original Downtown Revitalization Advisory Committee and others involved in the downtown. Their function would be to oversee the development plan and provide direction to the project coordinator. The private non-profit status would allow the corporation to seek both private and public funding.

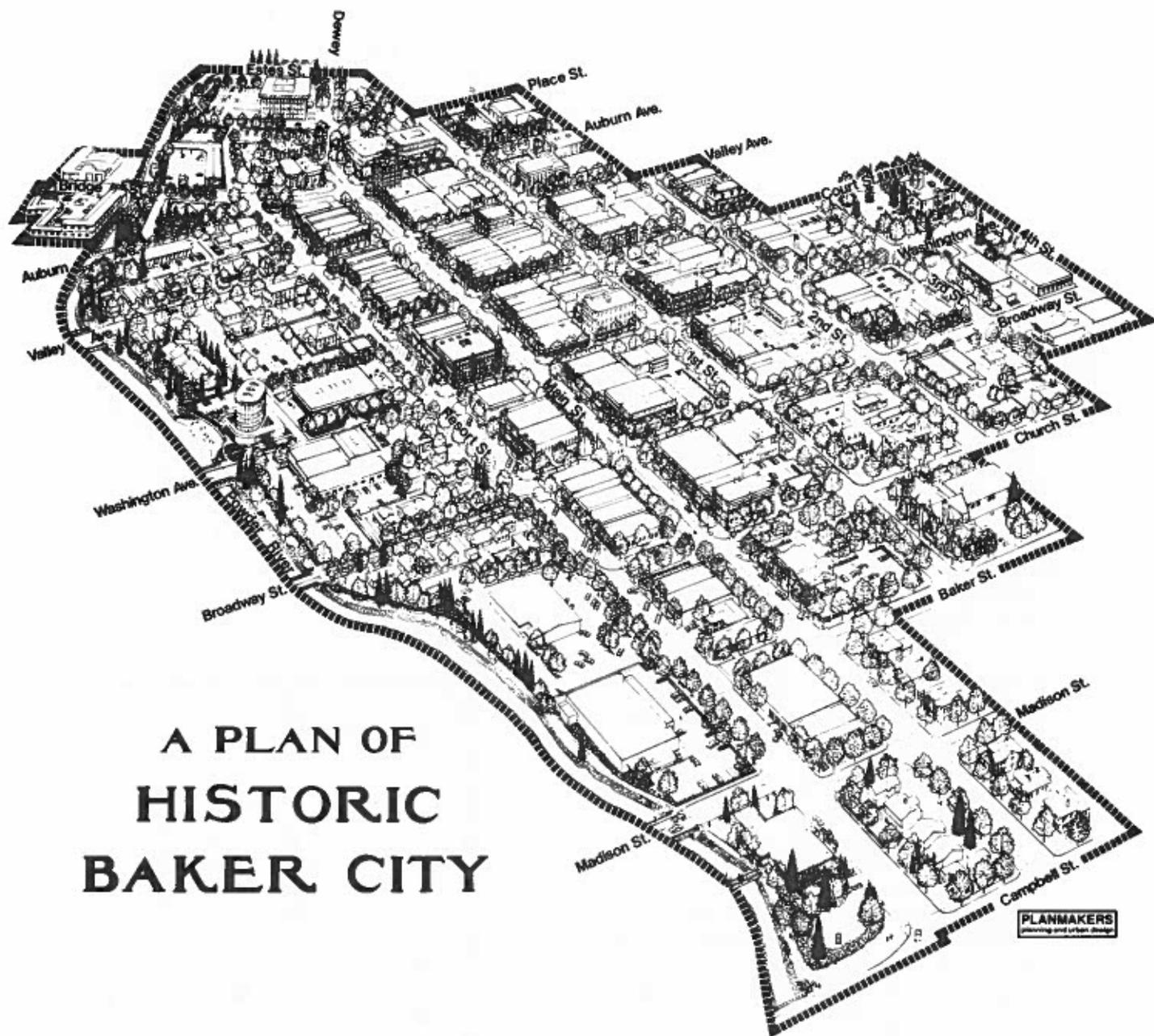
The key person to oversee the downtown revitalization would be a full time pro-

ject coordinator. The project coordinator would be selected by the Downtown Development Corporation and be responsible for guiding and facilitating private and public downtown development. The position would be similar to that of the project manager of the Main Street Program conducted by the National Trust for Historic Preservation. The project coordinator would be funded from both private and public funds. His/her scope of work would include day-to-day action and the responsibility for implementing the plan. Much of the work would involve one-to-one contacts with merchants and property owners regarding the design of storefronts, signs, buildings, and other efforts. Other objectives of the project coordinator would include the following:

- Provide public information on the revitalization plan to stimulate interest and positive thinking.
- Line up "leaders" to make highly visible initial commitments to the revitalization plan, both by sponsorship of the common improvements, and by committing to private remodeling and development projects.
- Solicit support of merchants and property owners for forming an "assessment district" to pay for improvements.
- Work out improvement details, develop working drawings, bid on documents with the city engineer and consultants, and provide construction supervision.
- Apply for outside grant assistance (e.g. FHA, HUD, etc.) according to program availability.

PUBLIC FUNDS AS A CATALYST

The public sector would be responsible for such public improvements to the downtown as street upgrading, street lights, parking management and enforcement, parks, public signing, sewer, fire and water improvements, overall planning, coordination and administration.



**A PLAN OF
HISTORIC
BAKER CITY**

PLANMAKERS
Planning and Urban Design

Figure 51 The Proposed Plan

**Table 5
Priority Actions and Implementors**

	RESPONSIBILITY						
	Private Interests	Chamber of Commerce	Private Non-Profit Corporation	City of Baker	Baker County	State of Oregon	Federal Government
<p>Primary Responsibility ● Secondary Responsibility ○</p> <p align="center">ACTIONS</p>							
Phase I							
New Image - Change Name to Baker City				●			
Plan Approval and Design Guidelines				●			
Plan Implementation and Administration	○		●	○			
Establish Private Non-Profit Corporation	○		●	○			
Hire Project Coordinator			●	○			
Historic Building Rehabilitation	●		○	○		○	○
Improve Business Signing	●		○	○		○	
Parking Improvements	○		○	●			
Develop Employee Parking Areas	●		○	○			
Street Improvements	○		○	●			
Establish Truck Route Bypass	○		○	○			
Initiate Undergrounding of Utilities	●			○			
Refine Downtown Promotions and Events	○	○	●				
Downtown Logo and Business Directory	●	○	○				
Phase II							
New Sidewalks, Street Lights, and Trees	●			●			
City and Downtown Entry Signs	●	●	○	○		○	○
Elderly Housing	●			○		○	○
Continued Private Building Rehabilitation	●		○	○		○	○
New Retail and Office Tenants	●	○	○	○		○	○
Utility Improvements	●			●			
Oregon Trail Monument	●			●		○	
Court Street Park	○			●			
Powder River Pathway Initiated	○			●			
Shuttle Bus - Between Downtown, Hotels	●			○			
Upgraded Meeting Facilities	○	●					
Oregon Trail Regional Museum Improvements	○	●			●	○	
Tourism Promotion		●			○	○	
Baker Alleyway Project	●		○	○			
Phase III							
Oregon Trail Travel Station	○			●			○
New Development	●						
Convention - Hotel Complex	●	○	○	○	○		
Office - Residential Expansion	●					○	

A PLAN OF HISTORIC BAKER CITY

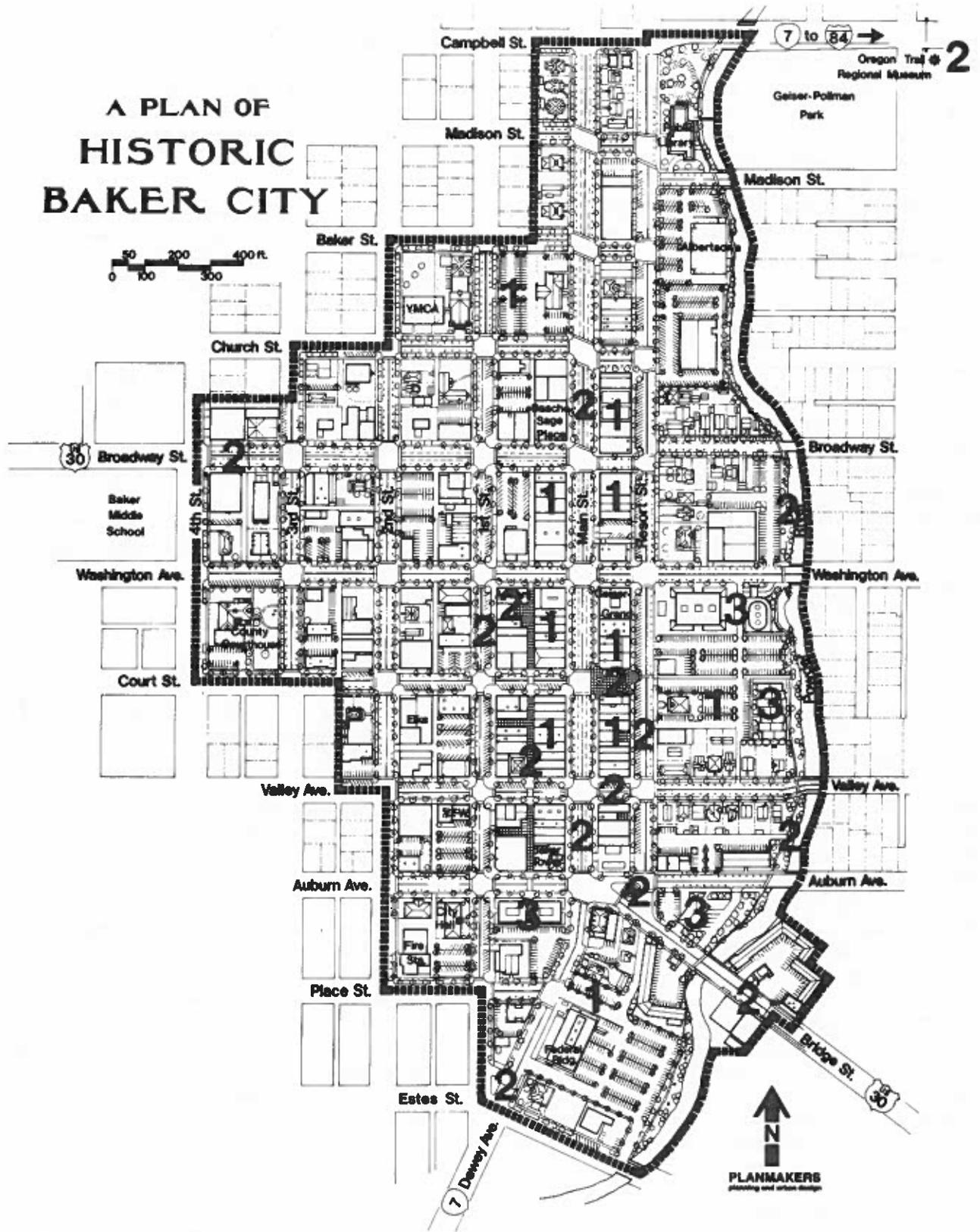


Figure 52. Phasing of Improvements

City funding to accomplish these tasks can be received through community development allocations and funds from the annual city capital improvement fund. The city's capital improvement program and budget would involve scheduling physical improvements for the downtown over a period of time with consideration for priorities and the financial capabilities of the community. Other federal and state funds may be available, depending on project eligibility and the reshaping of public programs.

PRIVATE FUNDS FOR PARKING AND STREETScape IMPROVEMENTS

The benefits of revitalizing the downtown are sufficiently attractive to the business sector to justify committing private capital for improvements that will increase sales and business. It is recommended that the private land owners within the study area form an assessment district or local improvement district as a method of extending streetscape and parking improvements over a period of years. Under such a district, the city government can assess individual property owners for specific public improvements which will improve the downtown business climate.

OTHER FUNDING SOURCES

The city, Downtown Development Corporation, and project manager should immediately seek new funding sources to implement the plan. Potential sources include Oregon Community Development Block Grants, federal funds, foundations, wealthy individuals, and local fundraising events. One potential is to get local financial institutions to establish an Economic Action Fund which would set up special deposit accounts and allow a portion of the money to be made available for low-interest rehabilitation. Such a pool of private as well as public dollars could be leveraged to create low-interest loan programs.

PHASING OF IMPROVEMENT PROGRAM

A coordinated strategy for revitalization is required. Initially, small

tasks should be accomplished in order to give the downtown confidence. An incremental self-help approach will be more beneficial and longer lasting than relying on big projects to revitalize the city center. Strong participation by the private sector will sharpen their entrepreneurial skills and allow the self-reliance needed for long-term success.

The plan of downtown improvements has been divided into three phases for implementation. It is recognized that all of the improvements would be exceedingly difficult to accomplish and finance in a short period of time. Phase I emphasizes building rehabilitation and organization. Phase II recommends a number of physical improvements that are highly visible and will serve as catalysts for downtown commercial success. Table 6 identifies actions necessary to implement the plan along with responsible agencies and interests. Phase III represents new development projects.

IMPLEMENTATION PROCESS

A Plan of Historic Baker City serves as a blueprint for action and requires an on-going evolution of support, city approval, funding and dedication to bring the plan to fruition.

The plan should be aired to numerous public and private groups for acceptance and support. After a full review and public discussion, the plan should be adopted by the Baker Planning and Zoning Commission and the city of Baker. The plan should then be utilized as a working document for developing policies, determining design details, setting priorities, and guiding development. The plan would serve to encourage and guide property owners, merchants, the Downtown Development Corporation, city officials, planning commissioners, and staff.

The proposed plan should not be considered a fixed document. Rather, it should be assessed every three years so that changes can be considered in response to apparent successes or failures of elements of the plan.

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NOTES