ADAPTIVE REUSE CASE STUDY

presented to

City of Oregon City, Historic Downtown Oregon City,
Metro, and the Busch Family

CIVILIS Consultants
Rethinking Urban Places

CIVILIS CONSULTANTS
1310 NW Naito Pkwy, #303
Portland, OR 97209
503.867.8465
michele@michelereeves.com

emerick architects p.c.

208 SW FIRST AVENUE SUITE 320 PORTLAND OREGON 97204
P 503.235.9400 F 503.235.9310 WWW.EMERICK-ARCHITECTS.COM

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DISCLAIMER

This case study is conceptual in nature and is intended for discussion purposes only. The authors are offering a good faith opinion on an approach to redeveloping the subject property, but they make no guarantees on existing conditions, building code requirements, and market dynamics, which may vary significantly from what is shown. Estimates of value contained in the case study are rough approximations and should be treated as such.

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EXECUTIVE SUMMARY

Downtown Oregon City is uniquely positioned to become the town center for the Interstate 205 corridor. It has the charm, the building stock, and the location to be a vibrant and active regional hub.

Presently, the downtown has a strong office leasing market due to the proximity of the county courthouse. It has a retail scene that is improving, but would still be considered emerging/transition in nature.

What downtown Oregon City is lacking is a true 18-hour district feel because there are no residents that call downtown home. A common strategy to combat this shortage of apartment space is to undertake the adaptive reuse of upper floors in existing multistory structures and convert them into living space.

This case study was undertaken to study just that—evaluate the potential for introducing residential use to the Busch Furniture buildings.

The conclusions of the case study are several fold:

- Low rents in all real estate markets in downtown Oregon City currently make it difficult to undertake a site-wide renovation with several residential change-of-use projects for the Busch Family holdings.
- A phased approach to redevelopment will need to occur. The first step will be to create a stronger sense of place by restoring the facade of the original Henry Weinhard building and intensifying the retail use on the ground floor.
- Residential units could still be brought online, starting with the rear of the building, but they should be phased in slowly. And, the design will need to be heavily value engineered so the spaces can be completed as affordably as possible.

BUSCH FURNITURE BUILDINGS OVERVIEW

Busch Furniture Building 1

The Busch Family half block consists of four buildings and a parking lot. These holdings lie between Main St and Railroad Ave and 8th St and a pedestrian alley.

The oldest of the four buildings is a two-story brick structure, shown to the left. It was built in 1895 by Henry Weinhard, the prominent Portland businessman and brewer. According to the Historic Resource Survey Form (these forms are contained in Appendix A), it is believed that Weinhard constructed this as a business investment that housed a saloon in the rear of the building distribute and sell his beer. The remaining portions of this two-story bricker were leased to outside tenants, including a grocery store, a courier, and Bellomy and Busch, which was a furniture store.

Frank Busch eventually ran solo with the furniture operation, and soon moved the store down the street to his own building.

In 1913, the Hogg Bothers opened a hardware and dry goods store in this edifice and bought the half block holdings from the Weinhard estate in the early 20s. They remained in the buildings until the 1970s, when they sold to Thomas Busch, Frank's grandson.

Busch Furniture Buildings 2 and 3

The second and third improvements on the site are the structures shown above right. They are both one-story buildings, located side by side, and at first glance, appear to be a single structure. These were erected sometime between 1913 and 1925, according to the Historic Resource Survey Form.

Busch Furniture Building 4

The fourth building in the family holdings is the warehouse that is pictured to the left. Again, according to the survey forms, this improvement was most likely constructed in 1922 by the Hogg Brothers, after they purchased the entire half block site, in order to expand their business to include the sale of appliances.

Photographs of the Subject Property

Mezzanine Furniture Showroom in Building 1

Mezzanine Furniture Showroom in Building 1

Restaurant in Building 3

Atrium of 2nd Floor Office Space in Building 1

Entry to Busch Furniture Store in Building 3

Interior of Building 4

BUILDING AND CODE REVIEW

When evaluating whether to pursue the adaptive reuse of an existing structure, an owner or investor should review all building systems and features, and also consider possible building code upgrades that will be triggered as a result of redevelopment.

Busch Furniture Building Review

The first order of business was to get a sense of the layout of the buildings controlled by the Busch Family on the half block they control and consider how they might successfully articulate together. Please see the site plan below for a schematic of the four buildings. This is how they are numbered throughout the case study. When researching the building locations relative to the lot lines, Emerick Architects found a possible conflict. It appears that the rear portions of Buildings 1—3 extend past the rear lot lines shown on the plat map.

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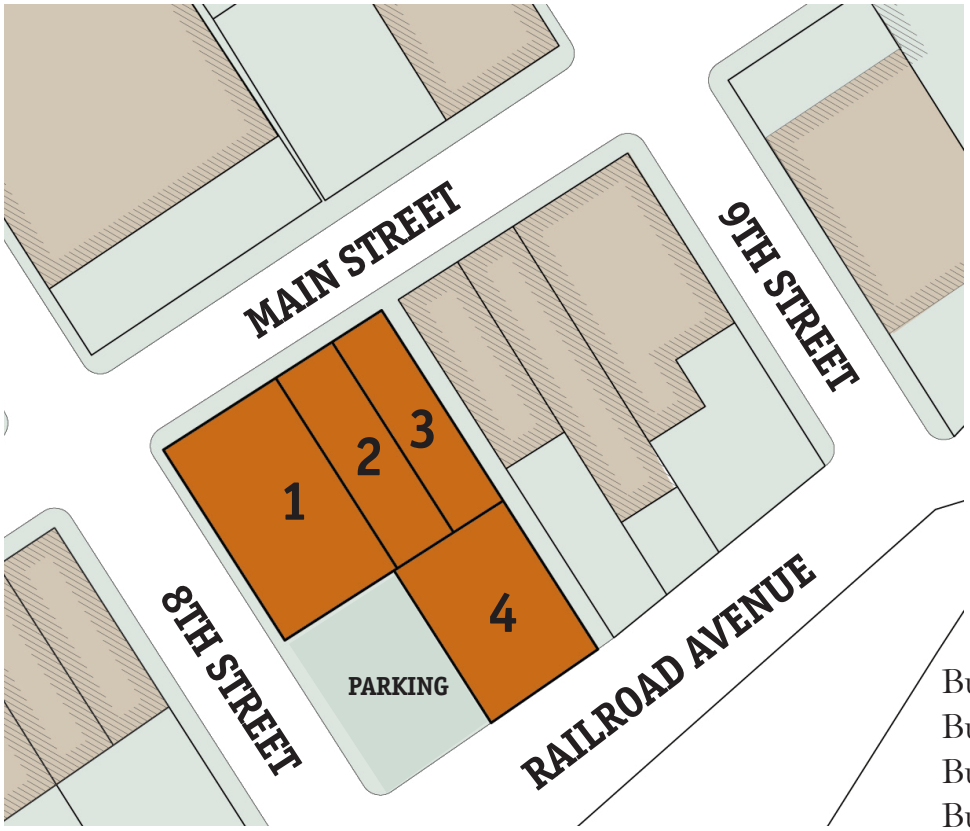
Busch Block Site Plan



Building 1: 7,820 SF/Floor
Building 2: 3,910 SF
Building 3: 3,150 SF
Building 4: 7,820 SF/Floor

A redevelopment strategy requires piecing together a building program, and to do that effectively, a thorough review of the property is in order. That review should include at least the following areas:

- Construction Method
- Structural Review
- Mechanical Review
- Electrical Review
- Elevator Review
- Building Envelope Review
- Existing Utilities/Services Review
- Restrictive Covenants
- Zoning/Occupancy
- Historic Designation

Construction Method

All four buildings are considered to be a Type III B building, which has a 1-hour fire-rated exterior and a nonrated interior. This type is assigned to buildings with a masonry/concrete exterior and wood frame interior.

Building 1. This building is an unreinforced masonry structure that was constructed circa 1895. The floor and roof are supported by wood framing. The existing interior mezzanines in this building are suspended by rods from the heavy timber roof trusses, which likely replaced the original roof structure for that purpose.

Buildings 2 & 3. The exact construction method for these buildings is not entirely clear, but they are most likely either brick or cast in place concrete with a wood framed floor and ceiling. They were most likely built between 1913 and 1925.

Building 4. This warehouse has a cast in place concrete exterior with a wood floor and roof structure. It was most likely constructed circa 1922.

Structural Review

There is no evidence that the building has had any upgrades to improve its performance in the case of a seismic event. Taller buildings and unreinforced masonry structures, such as the Weinhard building, are the most difficult and costly to retrofit.

Mechanical Review

Given the scale of the project proposed in the case study, all new mechanical systems will be assumed.

Electrical Review

Given the scale of the project proposed in the case study, electrical system upgrades and metering will be needed.

Elevator Review

There are no existing elevators in the buildings.

Building Envelope Review

Building 1. There is considerable deferred maintenance on the exterior brick work of this structure. Additionally, the storefronts have been altered significantly from their original design and no longer contain entries from the street. Further exterior renovation will include restoring the missing cornice and repairing original painted brick. The original transom windows appear to be intact. Additionally, roof insulation replacement may be required.

Building 2 & 3. These one story structures are in fairly decent condition. In the short term, the focus for these will be improving the exterior along Main St for the existing tenants (with the furniture store downsizing to occupy all of building 2, with mezzanine).

Building 4. The exterior of this showroom/warehouse is utilitarian in nature. Concrete exterior walls should be sealed and wood doors and steel sash windows may need to be replaced to improve energy performance. Additionally, roof and insulation replacement may be required.

Existing Utilities/Services Review

The buildings are served by water and appear to have sewer connections, however, both should be reviewed to determine whether the existing systems could handle any changes in load that might occur as a result of the adaptive reuse proposed in this case study. There is natural gas service to the site.

Restrictive Covenants

No review of this was conducted and no restrictive covenants were revealed by the Busch Family.

Zoning/Occupancy

The buildings have established occupancy—furniture showroom, office, retail, and restaurant uses. The zoning here is Mixed Use Downtown, which is consistent with the intended change of use of the building.

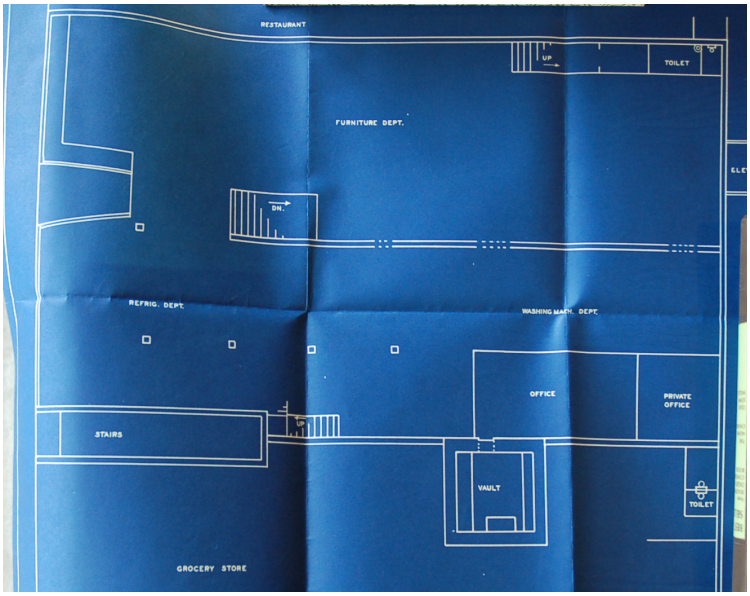
Historic Designation

According to the Historic Resource Survey Form for the buildings, they are currently considered ineligible as a contributing resource to a historic district. But, because much of the original character and charm is still intact, and their history and chain of ownership and use is very well documented, it is possible to restore them and become eligible in the future. The most sensitive areas for preservation of these buildings have to do with restoring the original facade, maintaining common areas, and retaining original circulation, especially grand staircases.

Busch Furniture Existing Building Schematics

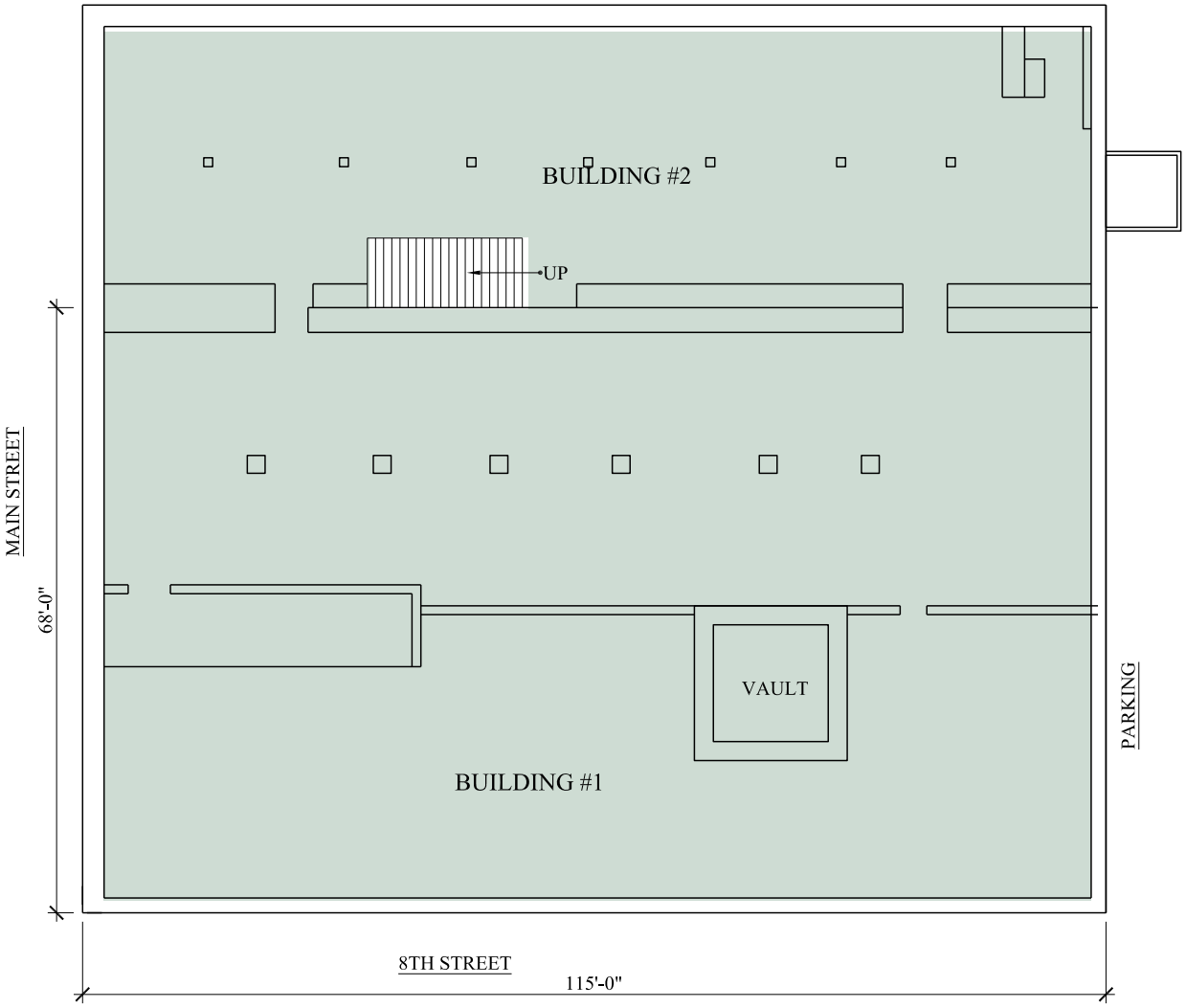
There were no existing or historical drawing sets available for any of the buildings on the Busch Furniture half block. There were a few sketches from appraisal reports completed during the years when the Hogg Brothers occupied the building, and some of those were utilized to create a general idea of the underlying existing building layout.

One of the elements not shown in these existing drawings, which focus on the floorplate, is that both Building 1 and Building 2 have a significant network of mezzanine spaces on all above-ground spaces. On most floors, this additional space has a very low ceiling and is sized at more than 75 percent of the floorplate.



Building Sketch from Hogg Brother's Era of Ownership

Existing Basement, Buildings 1 and 2



Existing Basement Plan

scale: 1/16″ = 1′-0″ 1 storage

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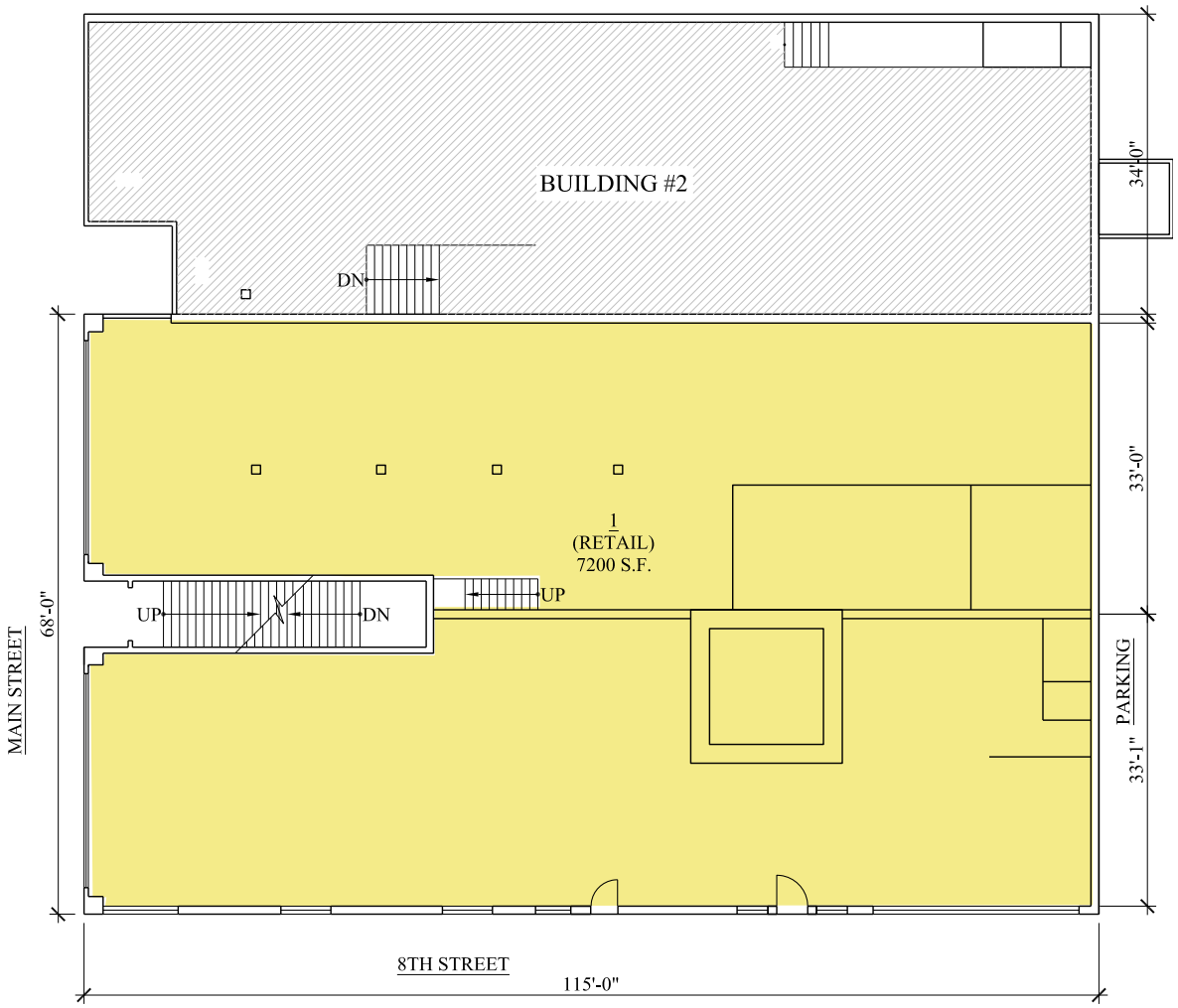
Existing First Floor, Buildings 1 and 2



Existing 1st Floor Plan

scale: 1/16″ = 1′-0″ 1 retail

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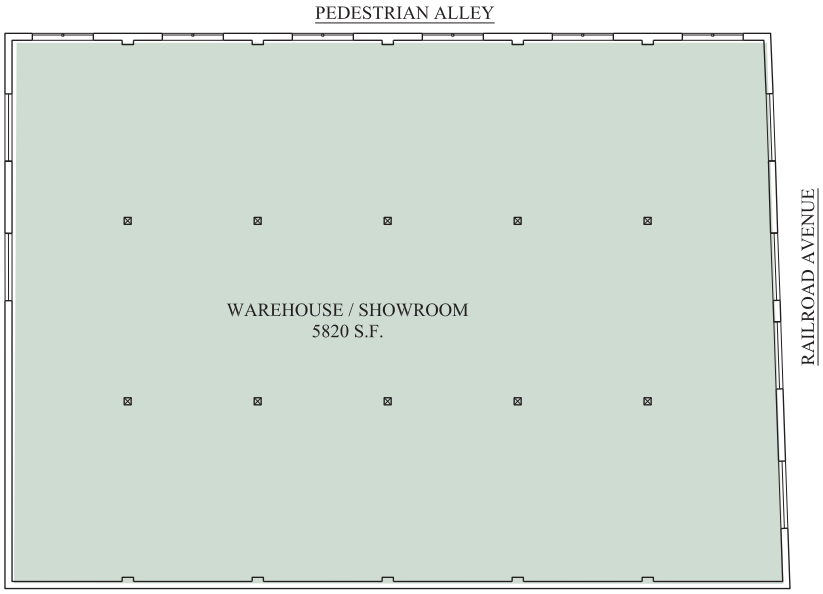
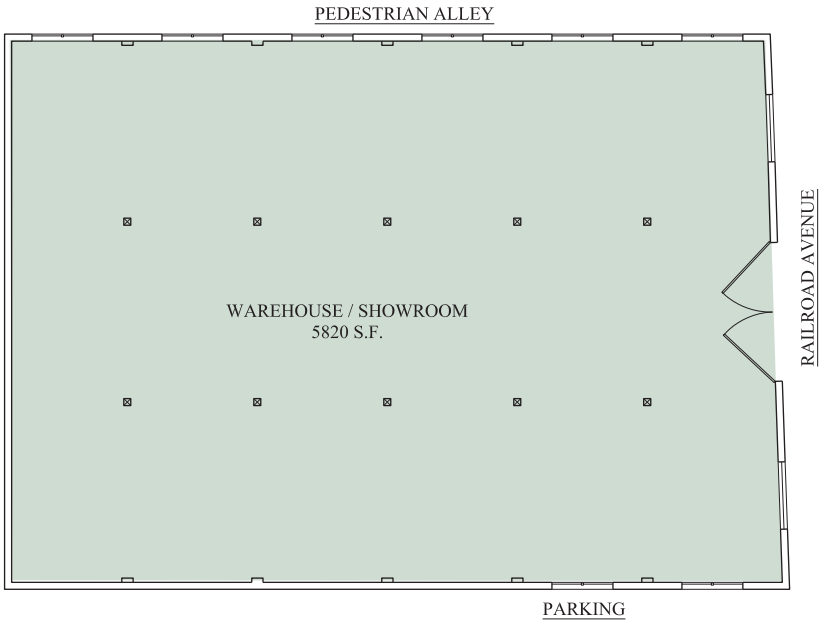
Both Floors, Building 4



Existing 2nd Floor

scale: 1/16″ = 1′-0″ 1 warehouse



Existing 1st Floor

scale: 1/16″ = 1′-0″ 1 warehouse

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Busch Furniture Buildings Code Review

Conducting a thorough code review informs an intelligent and cost-effective approach to building programming, which will minimize costs as adaptive reuse plans move forward. The following code areas are the ones that most often trigger expensive building upgrades in adaptive reuse projects:

- Seismic Safety
- Americans with Disabilities Act (ADA) Compliance
- Fire/Life Safety
- Energy Code

When renovating historic structures, maintaining compliance with ADA and Seismic code is typically the biggest challenge and these codes are usually the most expensive to implement as well.

A first pass review of code requirements in Oregon City as they might apply to the residential adaptive reuse of the Busch Furniture Buildings Oregon City yielded the following:

Seismic Safety

Every municipality has their own triggers for seismic upgrades, but there are standards at the state level that set minimum requirements. Change of use often triggers seismic upgrades, as does increasing the intensity of the occupancy rating. Every commercial space has an occupancy rating to reflect the underlying use, and if you increase the intensity of that occupancy, then seismic improvement is usually required. (For instance, changing a building from office use to church use would require seismic upgrades.)

In the case of the Busch Furniture Buildings, the proposed changes would be looked at on a building-by-building basis.

Building 1. The proposed renovation plan calls for shedding a lot of floor area and occupancy load because there will be a lot of mezzanine removal, so it is possible that the residential use change on the second floor would not trigger seismic upgrade requirements.

Building 2 and 3. There is no change in use or occupancy proposed.

Building 4. This structure is being changed from a showroom and warehouse use to residential and commercial, which likely would trigger a seismic upgrade requirement.

Americans with Disabilities Act Compliance

Twenty-five percent of the project budget is required to be dedicated to improving ADA accessibility unless full code compliance is first reached. An elevator would most likely be required to serve the residential units on the second floor of Building 1.

Fire/Life Safety

Adding a residential use to the existing structures would trigger a requirement for sprinklers throughout the entire building; however, the residential portion does not need to meet commercial requirements. Additionally, each sleeping room needs to have a direct means of egress to the exterior, which will require bedrooms to be located on exterior walls. On floors with multiple units, two means of stair egress are generally required.

Energy Code

The residential units will need to meet current energy code, with the exception of historic elements, such as windows.

REDEVELOPMENT APPROACH

For the purposes of this case study, the redevelopment of the Busch Family half block will include the following assumptions:

1. Building 1 will have a change of use to residential on the second floor and all ground- floor commercial space will be for lease.
2. Building 4 will be turned into live/work units that can fluctuate as needed into office, retail, and residential spaces.
3. Busch Furniture will downsize and occupy all of Building 2, where the mezzanine will remain in place.

The goals of the case study are as follows:

1. Determine the feasibility of bringing residents to downtown Oregon City through the adaptive reuse of existing multi-story structures.
2. Create a building program that would increase the economic contribution of the spaces and bring activity to Main Street.
3. Suggest approaches for improving the exterior of the buildings.

Building Program

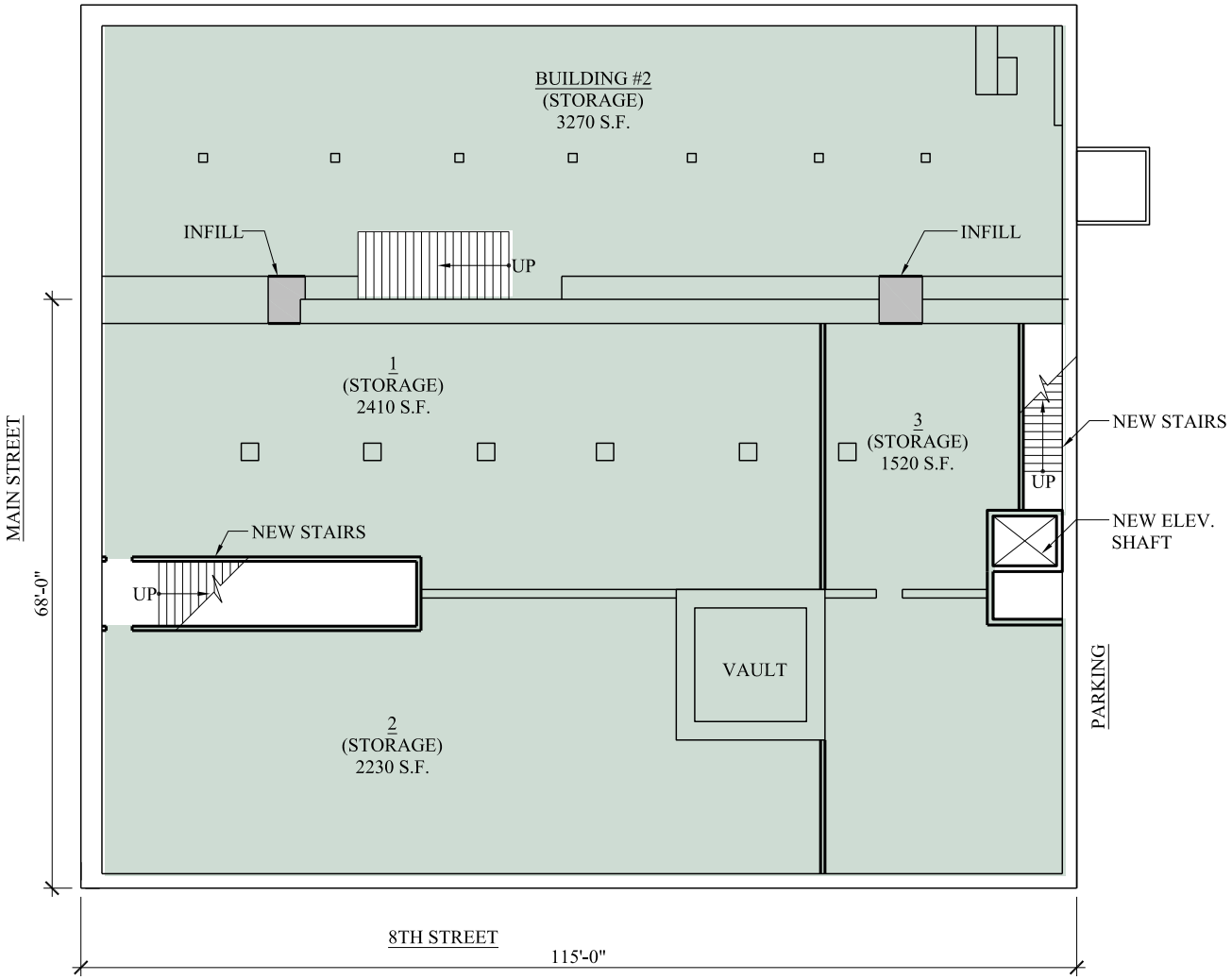
There were several factors to balance in considering how to program the interior of Buildings 1 and 4: economic return, maintaining the ability to be listed on historic register, and code compliance.

The program for each building is broken down in the following pages, floor-by-floor.

Building 1

This is the signature building on the block. The basement of this building has very low ceilings and is not necessarily leasable space, but would be a bonus to tenants above. The first and second floors will be gutted of all mezzanine space and existing demising walls. The first floor will have the storefronts restored and be divided into three retail spaces and an office space. The second floor will be divided into apartment spaces.

Building 1, Proposed Basement Plan. Presently, all of the basement space is open between the buildings. The goal with the redevelopment would be to separate the basement spaces and make them accessible to the leased spaces above and the residential units.



Proposed Basement Plan

scale: 1/16″ = 1′-0″ 3 storage

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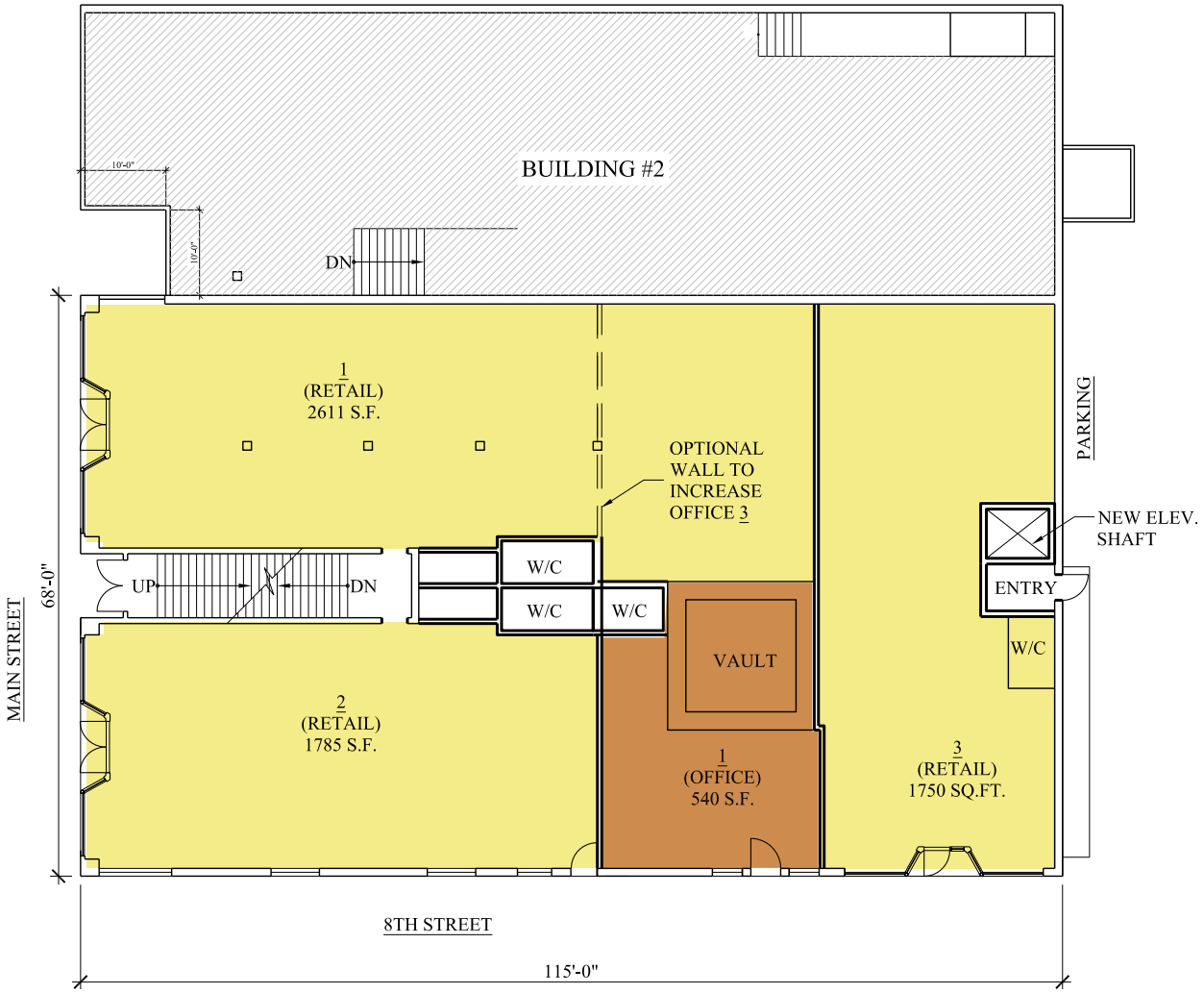
Building 1, Proposed First Floor Plan. In the case of the ground floor, the aim was to first, restore the storefronts, and second, demise the interior space to maximize the historically accurate renovation of the exterior. To accomplish this, four spaces were created on the ground floor. Two of the space sizes are somewhat larger than the ideal of 1,000 SF to 1,500 SF, so the rent achieved may be a little lower per square foot for these areas.



Proposed 1st Floor Plan

scale: 1/16" = 1'-0" 3 retail, 1 office

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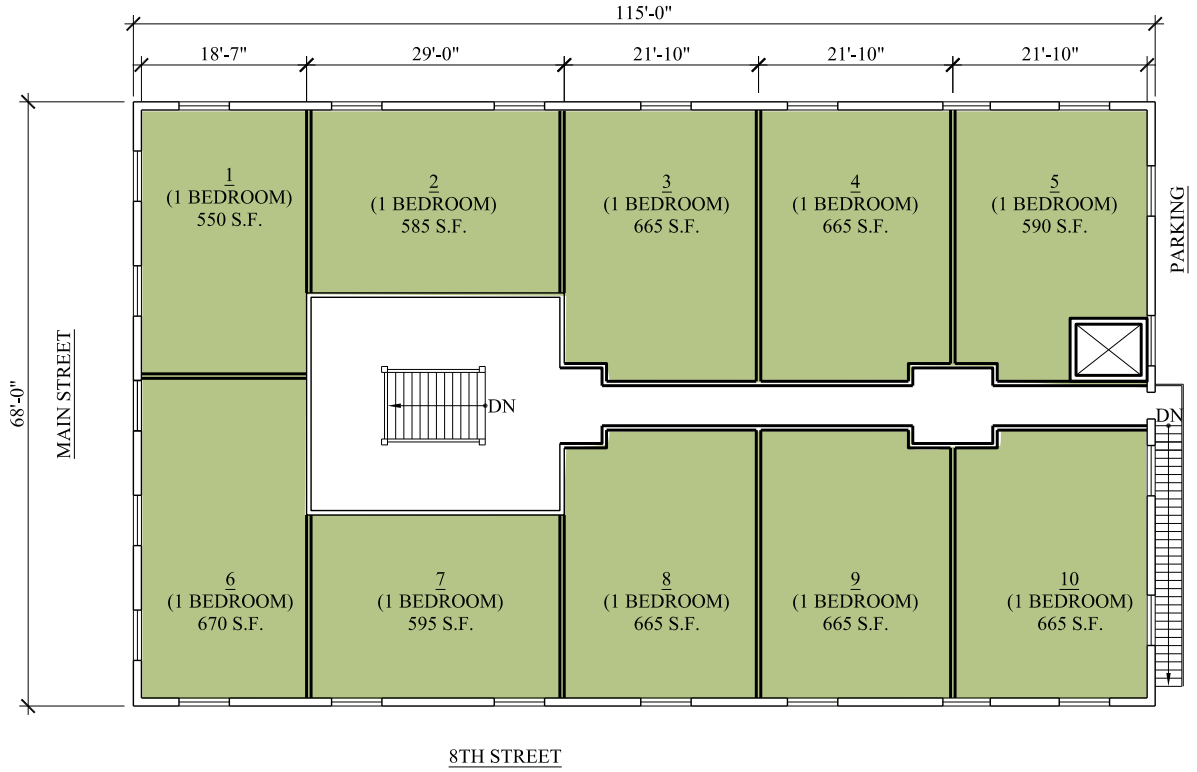
Building 1, Proposed Second Floor Plan. The second floor was divided into smaller studio and one-bedroom apartment sizes to maximize per square foot revenue return. An elevator and egress stair are shown below, added toward the rear of the building to service the second floor residential units.



Option A 2nd Floor Plan

scale: 1/16″ = 1′-0″ 10 residential units

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Building 4

This warehouse, with exposure to streets and pedestrian alleys on three sides, is ripe for a blended live/work concept that will allow for a variety of uses that can easily be absorbed now, and change with the district in the future as it continues to thrive and grow. Several different scenarios exist for demising this building, which are shown in the pages to follow. Below is an exterior rendering of how the building could appear after renovation, making these spaces attractive to office users, retail shops, and residential tenants.

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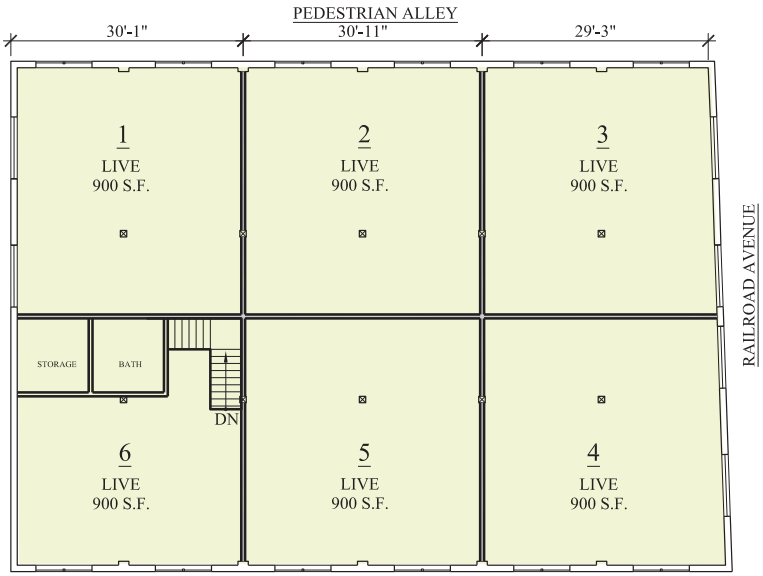
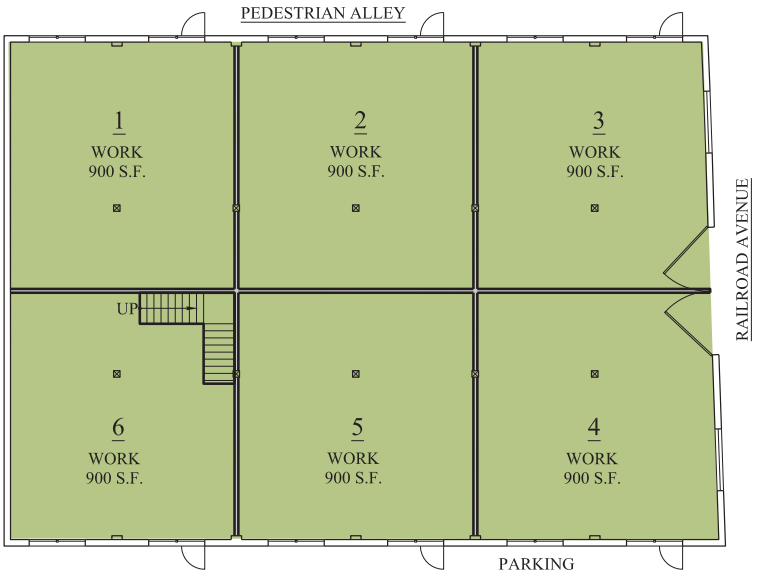
Building 4, Option A Floorplans. This first option creates six square-shaped large live/work units.



Option A 2nd Floor

scale: 1/16" = 1'-0" 6 live/work units



Option A 1st Floor

scale: 1/16" = 1'-0" 6 live/work units

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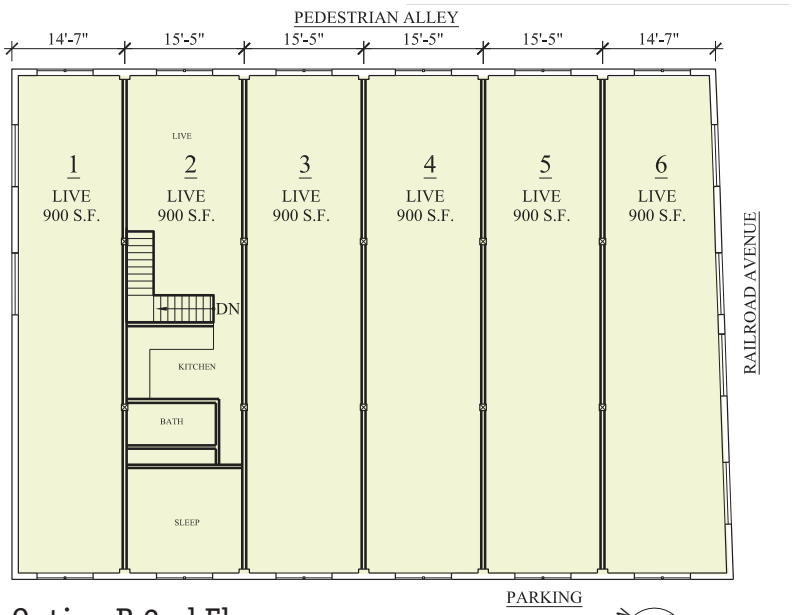
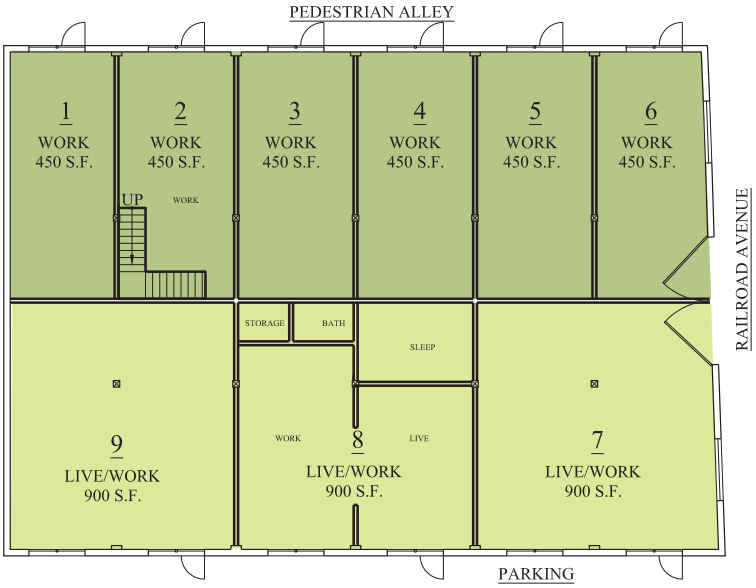
Building 4, Option B Floorplans. This option creates nine live/work units of different sizes and shapes and live to work ratios.



Option B 2nd Floor

scale: 1/16" = 1'-0" 9 live/work units

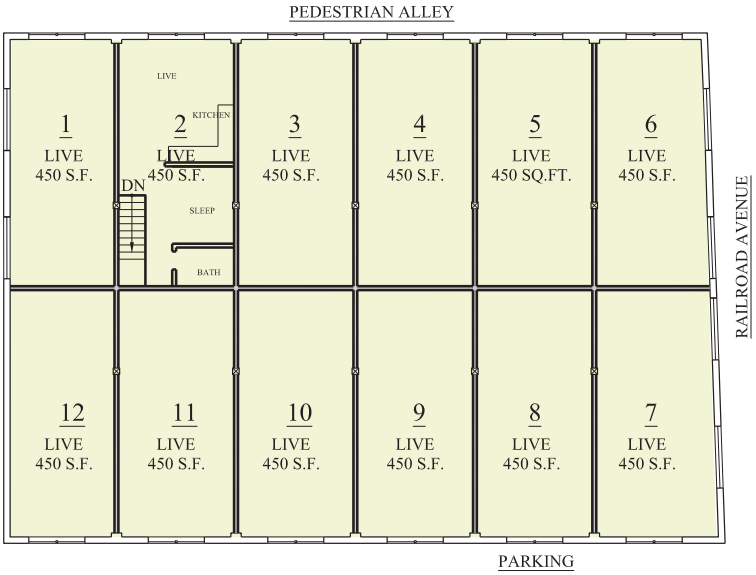


Option B 1st Floor

scale: 1/16" = 1'-0" 9 live/work units

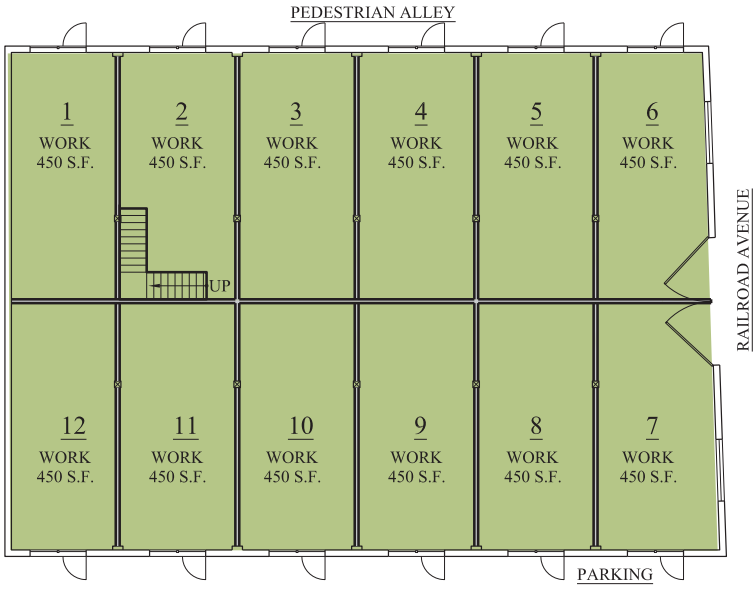
This information is conceptual in nature and is intended for discussion purposes only. Actual existing conditions and building code requirements may vary significantly from what is shown.

Building 4, Option C Floorplans. More intensive activation of the space with smaller live/work units.



Option C 2nd Floor

scale: 1/16" = 1'-0" 12 live/work units



Option C 1st Floor

scale: 1/16" = 1'-0" 12 live/work units

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Building Program in 3D, Building 1

Existing Building #1 Busch Block

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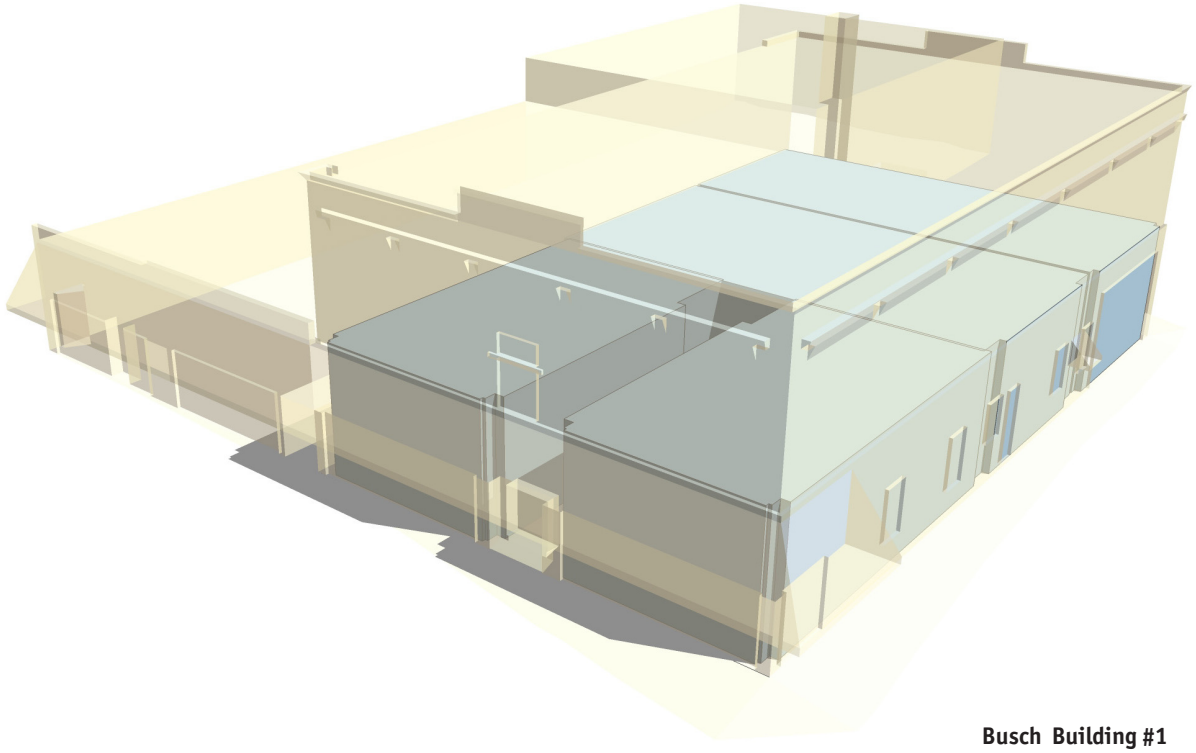
"As Henry Weinhard's beers dominate the Northwest, with growing sales in China, Japan, Russia and the Philippines, Henry makes a grand civic gesture to inaugurate Portland's latest landmark: he offers to pump free beer through fire hoses from his brewery into the city's new Skidmore Fountain. Fearing drunken horses and children, and damage to its fire hoses, the city declines."

— *1887, from www.henryweinhards.com*



Busch Building #1
Main Floor

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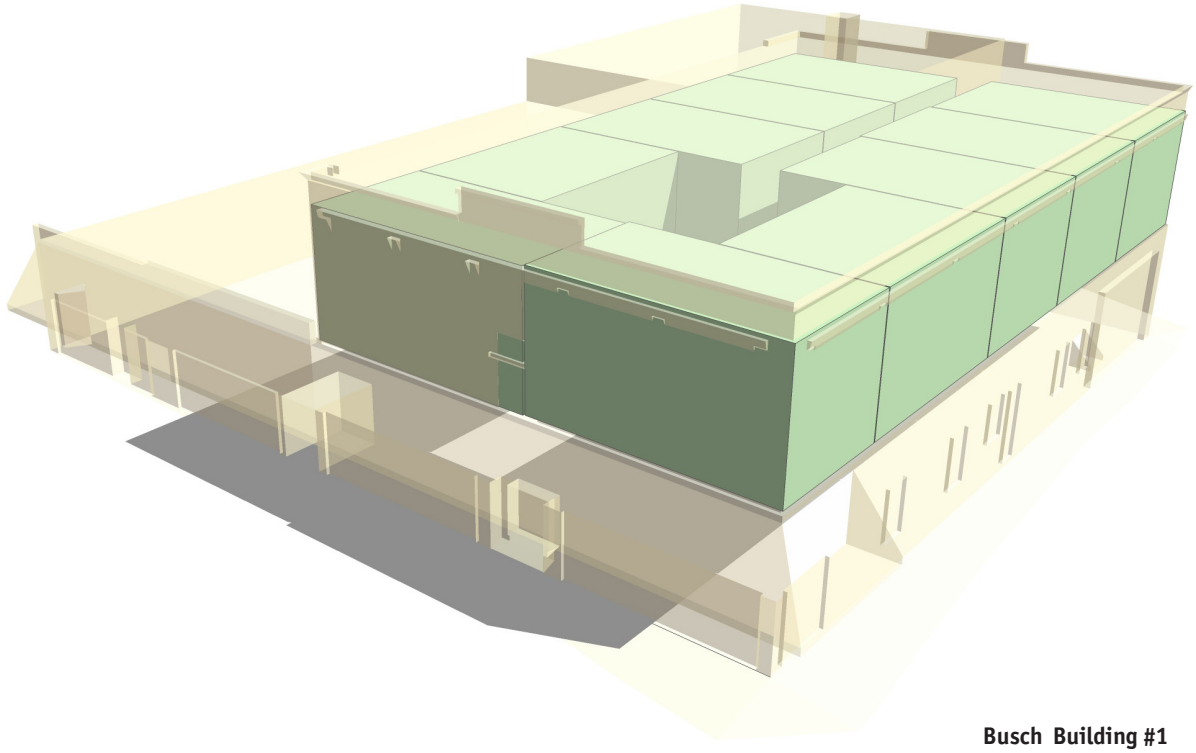
"German-born, 26-year-old Henry Weinhard arrives at Fort Vancouver, Washington Territory, copper brewing kettle in hand, and begins brewing at John Meunch's Vancouver Brewery, outside the famous trading post's walls. After a brief departure to partner with another brewer, Henry returns and soon purchases the Vancouver Brewery from Meunch."

— *1856, from www.henryweinhards.com*



Busch Building #1
Option A

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"Henry moves again, to 12th and Burnside on Portland's fringe, where he begins the long development of what soon became the Northwest's finest brewery, which set standards for purity and refrigeration. Built-in stables house delivery wagons and draft horses."

— *1863, from www.henryweinhards.com*

Facade Improvement

The case study approach to facade improvement is to make the buildings more attractive, and therefore more leasable, while preserving the buildings' ability to be listed on the National Register of Historic Places.

Repair parapet trim/flashing.

Restore missing cornice work

Repair + repaint wood windows as necessary.

Strip paint and restore original brick finish. Alternately, paint to match original brick color, then tuck point brick.

Clean all unpainted brick.

Remove awning from entire Main Street facade, including Buildings #2 and #3, and restore original transom glazing.

Remove (e) storefront and restore to original design, refer to historic photos.

Uncover original Weinhard entry portal and restore as per historic photo.

Building #1 Busch Block

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Restore original brick or paint to match original brick colors and tuck point.

Restore storefronts to match original glazing and wood window base.

Historic Photo - Building #1 Busch Block

Example

New "Main Street" appropriate signage over storefront

Add subtle lighting on storefront piers and columns to give welcoming ambient night lighting.

Relocate or replace signage to give businesses stronger presence on Main Street.

Repaint storefront

Remove awning and restore original transom glazing under cover.

Building #3 Busch Block

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MARKET OVERVIEW

Residential

Currently, there are no residential apartments on Main Street in downtown Oregon City.

In speaking with various multifamily apartment experts in the region, the residential apartment market in Oregon City was generally characterized as being low quality, wood frame walk-ups constructed in the 60s, 70s and 80s. There is very little historic apartment infrastructure for rent in the city, with the exception of a few on the bluff, above downtown Oregon City. As such, it is difficult to value this premium product because there aren't any comparables.

According to the spring 2011 Metro Multifamily Housing Association (MMHA), vacancy rates in the metro area are "coming in at a healthy 3.8 percent." MMHA went on to report that although rents have increased 4.4 percent, operating expenses are outpacing these gains, increasing about 7.3 percent year-over-year.

MMHA STATISTICS FOR OREGON CITY/GLADSTONE

- **Average rent/SF is $.87 (studios through to three-bedroom apartments)**
- **Average market vacancy rate is 2.3%**
- **Average number of days vacant is 25**
- **Incentives offered to tenants are at 0%**
- **Clackamas County apartment operating expenses: $4.39/SF to $5.18/SF**

Developing a market price for residential units for the purposes of this case study when there is nothing similar in the market is a challenge.

It is heartening to consider the North Main Village project in downtown Milwaukie, Oregon, where the residential product, both for lease and for sale, performed well. Although this was a new construction project, the introduction of the affordable housing rental product to Main Street was extremely successful and the location was considered to be a key part of its appeal according to Thomas Kemper, the developer.

Brian Wannamaker, who owns and renovates historic apartment and mixed-use structures in emerging districts in Portland estimates he gets a 25 percent premium above his standard rental rates for his apartments in restored historic buildings.

Given the limited number of units being brought online, their unique nature, the fact that there is literally nothing like them in Oregon City, for the purposes of this case study, a blended average of $1.25 per square foot for apartment rent will be used. An operating expense estimate of $5.18 dollars per square foot will be used in the proforma analysis that follows.

Rent:	**$1.25/SF/Month**
Operating Expenses:	**$5.18/SF/Year**

Commercial

In reviewing leasing documentation and talking to Oregon City landlords and real estate professionals, the average price per square foot for 1,000 to 1,500 SF retail and office spaces is roughly $12/SF/Year. For both types of spaces, tenants expect a warm shell delivery (access to bathrooms, primed sheetrock, HVAC, and a basic electrical distribution).

For spaces with fully renovated storefronts and high-quality interior shells, it may be possible to achieve a NNN lease for the ground-floor retail tenants. (In a NNN lease, tenants pay their prorated share of property taxes, property insurance, and property maintenance.) For office tenants, a gross lease will be assumed (tenant plays utilities, phone and data, but no NNN expenses).

Retail Rent:	**$12.00/SF/Year**
Retail Operating Expenses:	**$ 0.00/SF/Year**
Office Rent:	**$12.00/SF/Year**
Office Operating Expenses:	**50% of Revenue**

Live/Work

This flexible concept is most useful in areas that are undergoing change, because they appeal to all three market segments: retail, residential, and office. This flexibility makes the spaces more leasable in difficult markets, or in areas where there is still weak retail demand, because we are opening it up to the widest possible pool of potential tenants. The form of these spaces allows a building to grow and change with a district. When markets are less mature, these blended-use spaces are attractive to full-on residential lessees and small businesses. As the markets become more mature, office and retail users are drawn to the spaces.

As you can see from the various options available for Building 4, these products are configurable in a wide variety of ways. The most efficient and profitable manner for tenanting this building would be to build out one of the live/work upstairs-downstairs spaces with the

450 SF floorplate, and then use that as a showroom and let tenants choose their ideal size by combining units as they would like, with the 450 SF as the building block.

Live/Work Rent:	**$1.00/SF/Year**
Live/Work Operating Expenses:	**50% of Revenue**

DEVELOPMENT FEASIBILITY

Once a building program and improvement approach have been developed, it is time to look at the economic feasibility of undertaking these large scale renovations.

First, an approximate value for the building, post renovation, will be generated using an income approach.

Second, a rough estimate for the cost of implementing the building program will be reviewed.

Third, current lending standards will be applied to the project to determine whether it is financially feasible. It will be assumed that the Busch Furniture buildings is owned outright with zero debt load.

Approximate Value After Renovation

To calculate the value of the building upon it being renovated and fully leased, the total square footage for each lease type shall be calculated, the revenue generated by each unit will be estimated, and the operating expenses for the fully tenanted building will need to be approximated. From this data, an income approach to value can be constructed.

Total Leasable Square Footage

The total square footage for each of the different types of uses is shown below: live/work spaces, first floor office space, ground floor retail, and upper floor residential spaces. All together, there is roughly 30,501 SF of leasable space under this redevelopment plan.

Busch Furniture Leasable SF		
Unit Description	**Leasable SF**	**% of Leasable**
Building 1 Retail	6,146	20%
Building 1 Office	540	2%
Building 1 Residential	6,315	21%
Building 2 and 3 Retail	6,700	22%
Building 4 Live/Work	10,800	35%
Leasable Building SF	**30,501**	**100%**

Projected Income

The income generated by the various types of uses throughout the building is projected below. Total gross revenues for the building came out to roughly $345,000 per year.

Busch Furniture Income						
Tenant & Unit Description	**SF**	**Lease Type**		**Rate**		**Annual Rent**
Building 1 Spaces						
Retail 1	2,611	NNN	$	12.00	$	31,332.00
Retail 2	1,785	NNN	$	12.00	$	21,420.00
Retail 3	1,750	NNN	$	12.00	$	21,000.00
Office 1	540	Gross	$	12.00	$	6,480.00
Apartment 1	550	Gross	$	1.25	$	8,250.00
Apartment 2	585	Gross	$	1.25	$	8,775.00
Apartment 3	665	Gross	$	1.25	$	9,975.00
Apartment 4	665	Gross	$	1.25	$	9,975.00
Apartment 5	590	Gross	$	1.25	$	8,850.00
Apartment 6	670	Gross	$	1.25	$	10,050.00
Apartment 7	595	Gross	$	1.25	$	8,925.00
Apartment 8	665	Gross	$	1.25	$	9,975.00
Apartment 9	665	Gross	$	1.25	$	9,975.00
Apartment 10	665	Gross	$	1.25	$	9,975.00
					$	**174,957.00**
Building 2 & 3 Spaces						
Retail	6,700	NNN	$	6.00	$	40,200.00
					$	**40,200.00**
Building 4 Spaces						
24 Live/Work Units	10,800	Gross	$	1.00	$	129,600.00
					$	**129,600.00**
		SUBTOTAL			**$**	**344,757.00**
Additional Income			$	0.00	$	0.00
		TOTAL			**$**	**344,757.00**

Approximate Operating Expense

Busch Furniture Operating Expenses			
Space Type	**Op. Exp. Formula**	**Annual Operating Expenses**	
Live/Work Operating Expenses	50% of Revenue	$	64,800.00
First Floor Office Operating Expenses	50% of Revenue	$	3,240.00
Second Floor Apartment Op. Exp.	$5.18 per unit square foot	$	32,711.70
First Floor Retail Operating Expenses	None, NNN assumption	$	0.00
	Total Operating Expenses	**$**	**100,751.70**

Income Approach to Value

With these estimates of revenue and expenses, it is possible to take a first-pass look at the potential value of the building after it is renovated and fully leased. This value for the building is formed using an income approach. In this method, the gross revenue is debited by the amount of the annual operating and maintenance expenses and by a factor to account for vacancies and deferred maintenance. The resulting income is called Net Operating Income, and that is divided by a capitalization rate. In this case, 9 percent was selected as being typical in this market for a fully leased and renovated building. As shown in the calculations below, the resulting building value is roughly $2,215,000, after renovation and assuming it is fully leased.

VALUE: INCOME APPROACH

Effective Gross Annual Income		
Annual Rental Income	$	344,757.00
Miscellaneous Building Income	$	0.00
Effective Gross Income	**$**	**344,757.00**
Operating Expenses and Maintenance		
Operating Expenses and Maintenance	$	100,751.70
Vacancy Factor 8%	$	27,580.56
Deferred Maintenance 5%	$	17,237.85
Total OE+M	**$**	**145,570.11**
Annual Net Operating Income (NOI)	**$**	**199,186.89**
Value at 9.0% Cap Rate	***$***	***2,213,187.67***

Estimated Cost to Renovate

Bremik Construction issued a first pass estimate for the hard costs that would be incurred to complete everything on the building program wish list. Please see the figures below for a summary. The complete estimate is contained in Appendix B.

Building 1

Project: Busch Furniture Building 1

BREMIK CONSTRUCTION

Estimate Type ***conceptual estimate***

Date of Documents ***July 6, 2011***

Date of Submission ***July 8, 2011***

Item	*Quantity*	*unit*	*unit price*		*Total*
Element # 1---------- Façade Renovation	***7,500***	***sf***	***$35.79***	***$***	***268,400***
Element # 2--------- Voluntary Seismic Upgrades	***23,460***	***sf***	***$17.89***	***$***	***419,777***
Element # 3---------- Shell and Core Upgrades	***23,460***	***sf***	***$73.96***	***$***	***1,735,079***
Element # 4---------- Basement Storage	***7,820***	***sf***	***$14.31***	***$***	***111,941***
Element # 5 ---------- First Floor Tenant Shells	***7,820***	***sf***	***$20.28***	***$***	***158,582***
Element # 6 ---------- Second Floor Residential Apartments	***7,820***	***sf***	***$81.12***	***$***	***634,330***
Construction Hard Cost Total				***$***	***3,328,109***
Cost per Building Gross Square Footage				***$***	***141.86***

This estimate is conceptual in nature and should not be considered as an offer.

Building 2 and 3

Project: Busch Furniture Buildings 2 & 3

BREMIK CONSTRUCTION

Estimate Type ***conceptual estimate***

Date of Documents ***July 6, 2011***

Date of Submission ***July 8, 2011***

Item	*Quantity*	*unit*	*unit price*		*Total*
Element # 1---------- Façade Renovation	***7,060***	***sf***	***$31.70***	***$***	***223,780***
Construction Hard Cost Total				***$***	***223,780***
Cost per Building Gross Square Footage				***$***	***33.40***

Building 4

Project: Busch Furniture Building 4

BREMIK CONSTRUCTION

Estimate Type ***conceptual estimate***

Date of Documents: ***July 6, 2011***

Date of Submission? ***July 8, 2011***

Item	*Quantity*	*unit*	*unit price*		*Total*
Element # 1---------- Façade Renovation	***6,400***	***sf***	***$55.14***	***$***	***352,877***
Element # 2--------- Voluntary Seismic Upgrades	***11,960***	***sf***	***$17.15***	***$***	***205,159***
Element # 3---------- Shell and Core Upgrades	***11,960***	***sf***	***$56.36***	***$***	***674,093***
Element # 4---------- Buildout One Unit Only with Shell	***900***	***sf***	***$69.84***	***$***	***62,856***
Construction Hard Cost Total				***$***	***1,294,985***
Cost per Building Gross Square Footage				***$***	***108.28***
Element # 5 ---------- Buildout Remaining 11 individually	***9,900***	***sf***	***$88.61***	***$***	***877,192***

This estimate is conceptual in nature and should not be considered as an offer.

Lending Parameters and Economics

The current lending climate for investment real estate that requires significant renovation is not favorable. For properties that are primarily commercial in nature, general lending parameters, as of the date of this case study, are as follows: an approximate interest rate of 6 percent, a 25-year amortization, and a 10-year maturity, meaning the note would be due in 10 years, and at that point the developer would have to refinance the loan.

For a project with a large amount of commercial space, the banks would want to see 75 percent of it preleased with solid letters of intent. However, with a project that includes significant amounts of residential in a market where the vacancy rates are well below 8 percent, the lender may be less stringent about preleasing a smaller amount of ground-floor commercial space.

In general, for speculative development, the loan-to-value ratio (LTV) will be below 70 percent. This means that the bank will require a minimum of 30 percent equity in the project by the property owners, and quite possibly more. Leaving up to 70 percent of the future value available as the construction budget.

Site Specific Analysis

In the case of the Busch Furniture buildings, 70 percent of the $2,215,000 projected building value is $1,550,500, which is the upper limit of what would be available for the renovation of these historic structures. Obviously, this is much less than the $5.7 million dollar budget needed to complete the building program, as planned.

In order to be able to support a valuation in excess of $5.7 million dollars, revenue from the building would need to be significantly higher than what is achievable right now.

If Oregon City wants to be able to support residential and/or higher rent office adaptive reuse, then improving the district's buildings and ground floor activity are key. This would suggest that taking a phased approach to the building program is the correct direction for the current property owners.

Because Building 1 is the key structure on the site, restoring its outward appearance and generating more income producing revenue from the ground floor is critical. As a first phase, completing the following is recommended: facade program for Building 1, 2, and 3, and implementation of the first floor program for these structures as well.

Rejuvenating the exterior of the building and then tenanting it with active ground floor users will a) increase the value of the building and the other improvements on the site; b) immediately make the upper floors more leasable; and c) create an environment where it will make more sense to adaptively reuse the upper floors of Building 1 and all of Building 4 in the future.

If the Busch Family were tackle this project with the recommended phased approach, then the tasks from the estimates would be more in the ballpark of roughly $650,000 in hard costs.

Based on case study assumptions, if the Busch Family were to proceed with a phased program, they would generate a monthly NOI of roughly $8,500 from the new spaces, as shown in the calculations below right.

Phased Development		**NOI**
Income from Building 1 Ground Floor	$	80,232.00
Income from Buildings 2 and 3	$	40,200.00
Subtotal	**$**	**120,432.00**
Operating Expenses	$	3,240.00
13% Vacancy Factor/Deferred Maint.	$	15,656.16
Subtotal	**$**	**18,896.16**
Annual Net Operating Income (NOI)	**$**	**101,535.84**
(Monthly NOI)	$	8,461.32

Monthly payments for borrowing $650,000 at 6 percent interest amortized over 25 years are $4,200.

This results in a debt service coverage ratio of approximately 2, meaning this part of the property generates 100 percent

more income than is needed to cover all of its bills, including debt. Typically, a bank would want to see a debt service ratio that is higher than about 1.20 or 1.25, so these numbers look good, assuming outright ownership of the properties.

A cushion is important on this project because the building does have significant deferred maintenance, so once work begins, prices could rise if problems are encountered. In any case, if the Busch Family would like to do more work, or if they find themselves facing unexpected expenses, there are tools that can help.

The first tools are the storefront improvement programs that are available through the city of Oregon City. The second tool is what arises out of being listed on the National Register for Historic Places.

Storefront Improvement Program

The Oregon City Urban Renewal Commission for the current year has budgeted up to $100,000 for facade improvements. This program consists of matching grants that are capped out at $40,000. In other words, if an owner's application is approved, then an $80,000 exterior improvement plan would be shared evenly between the City of Oregon City and the property owner, with each contributing $40,000 to the final product. Architecture fees can also be reimbursed as a part of this program. An application for the program is attached as Appendix C to this report.

Oregon City's Urban Renewal Commission also has budgeted this year for an adaptive reuse program to pay for internal improvements to older buildings that are seeking a change of use. Keep an eye out for details about this program as they become available.

National Register for Historic Places

Federal Benefits

A tax credit of 20 percent of the development cost of a project is available to property owners. (Development costs apply to most hard costs and roughly 80 percent of the soft costs of the project.) These credits are beneficial if a developer has a fair amount of taxable income. For larger projects (over $5 million) it is possible to find investors who will partner on the project over a number of years to take advantage of the tax credits in exchange for cash up front, which is used to fund the redevelopment. But, these deals are complex and carry high legal fees and are not applicable to the scope of work that will be completed on the subject property. Also, this benefit is intended for income producing properties.

State Benefits

There is a ten-year freeze on property taxes based on the pre-development property value. This benefit will help keep operating expenses low, positively impacting NOI and profitability.

Development Feasibility Conclusions

Low rents in downtown Oregon City currently make it difficult to undertake a site-wide renovation with a residential change of use for the Busch Family half block. To support such a project, downtown needs to continue to upgrade its brand and its ground floor uses so that it becomes a town center for all of the I-205 corridor.

To contribute to downtown's streetscape, and subsequently increase the site's building values, while simultaneously improving the future development potential for Building 4, the Busch Family should implement the elements of the building program that involve improving the facade of Buildings 1, 2 and 3. Additionally, the Family should begin fully restoring the interior of Building 1, the signature structure on the site. This means removing the mezzanine from the first floor and pursuing a building program that will bring active ground floor users.

The financial parameters for this phased approach are appealing enough that they merit a closer look in terms of feasibility. A storefront facade grant application should be submitted by the Lodge to obtain more detailed architectural drawings and cost estimates, which should be shopped to the lending community.

APPENDIX A
HISTORIC SURVEY FORMS

OREGON INVENTORY OF HISTORIC PROPERTIES

HISTORIC RESOURCE SURVEY FORM

County CLACKAMAS

Note: For properties 35 years old and newer, starred (*) sections are the only required fields.

*Street Address: **802-812 MAIN STREET**			*City: Oregon City	
USGS Quad Name: Oregon City			UTM or GPS Latitude:	Longitude:
Township: 2S	Range: 2E	Section: 31	Block/Lot: 23/3-6	Tax Lot #: 22E31AB04000

*Date of Construction: 1895	Historic Name: Weinhard Building	Historic Use or Function: Saloon/furniture store
Group or Ensemble Name: N/A	*Current Name or Use: Busch Furniture/Rudd's Jewelers	Associated Archaeological Site: Unknown

Style(s): Streetcar Commercial	Plan Type/Shape: Irregular	
Foundation Material: Concrete	Structural Framing: Brick/Clay Tile/Concrete	Number of Stories: 2
Roof Type/Material: Gabled & flat/rolled	Window Type/Material: Fixed metal display (1st); wood casements (2nd)	
Exterior Surface Materials - Primary Brick	Secondary: T-1-11	Decorative: Stone or terra cotta (?)
Exterior Alterations or Additions/ Approximate Date(s):	First floor storefronts altered; secondary brick cornice removed; series of brick "castellations" along roofline removed; side (south) entrance remodeled; rear addition; one-story north addition	

Integrity: Fair

Condition: Good

Local Ranking:

Preliminary National Register Findings ☐ National Register Listed

Potentially Eligible: ☐ Individually (and/or) ☐ As a contributing resource in a district

Not Eligible: ☒ In current state ☐ Irretrievable loss of integrity ☐ Not historic

Description of Physical and/or Landscape Features:

The Weinhard Building sits on the northeast corner of Main and 8th, facing west. Its main portion is two-story, rectangular; there is a two-story poured concrete addition (warehouse space) on the rear (east) of the building and a one-story, hollow clay tile addition on the north side of the building. One of the most striking features is the decorative brick work above the second floor windows in which a series of houndstooth courses are symmetrically interrupted by pilasters with decorative consoles below each pilaster. The building's date of construction is inscribed on the central, upwardly project parapet on the front façade. Second floor windows are double casements topped by a fixed transom. The main entrance to the upper floor has decorative square pilasters in which are mounted panels with beer keg barrels and a floral motif which may represent hops. The top of the pilasters are now obscured by a rigid canopy that spans the entire front of the building and wraps around the south corner.

Statement of Significance: (use additional sheets if necessary)

This building is significant in its relation to Henry Weinhard, a prominent Portland businessman who established a highly successful brewery business. It is also significant in its association with both the Busch family and the Hogg Brothers, both of whom had long-standing furniture businesses at this site. Although this building was constructed on the site of the Oregon City Brewery, it was likely constructed as a business building which included an outlet where Weinhard's beers could be sold and distributed from a saloon located in the rear portion of the building accessed by the south entrance. In 1899 the front portion of the building was occupied by the Bellomy and Busch firm; Frank Busch bought out his partner in 1900 and the store became known as "Frank Busch: The Home Furnisher." The 1911 Sanborn maps shows a saloon at the rear portion of the building and the Oregon City Courier and the J.E. Seeley grocery store in the Main Street storefronts. In 1913, Otto and Fred Hogg opened their hardware and dry goods store in the building under the name of Hogg Bros., later expanding to appliances and furniture. The Hoggs purchased the building from the Weinhard estate in 1920 and continued to own and operate their furniture store in the building until 1970, when they sold the building and business to Thomas Busch, Frank's grandson. The Busch Furniture store continues to operate in the building. The second floor provided office space for various professionals and organizations over the years. According to the 1983 survey, the one-story addition on the north side of the building may have been constructed around the time that the Hogg Brothers opened their business in1913. The 1925 Sanborn maps indicate that the south half of the addition was used by the Hogg Brothers, while the north half housed a restaurant. An article in a 1926 newspaper reported that the Paramount Restaurant was opening at this address (812) on October 30, 1926. The warehouse addition was constructed in c.1922 shortly after the Hogg Brothers bought the building and expanded the business to include appliances. The building is currently considered ineligible as a contributing resource in a historic district, but because a fair degree of the building is intact, restoration efforts could restore sufficient integrity to consider the building eligible as a contributing resource.

Researcher/Organization: Michelle L. Dennis			Date Recorded: May 2000	
Survey Form Page 1	Photo Roll #: 2	Frame #(s): 5	Local Designation #:	SHPO #:

OREGON INVENTORY OF HISTORIC PROPERTIES

HISTORIC RESOURCE SURVEY FORM

County CLACKAMAS

Note: For properties 35 years old and newer, starred (*) sections are the only required fields.

*Street Address: **802-812 MAIN STREET**	*City: Oregon City

Architect and/or Builder: Unknown	Owner Type: [X] Private [ ] Local [ ] State [ ] Federal [ ] Mixed
Addition or Subdivision Nam Oregon City Original Plat	
Area(s) of Significance: Commerce	Owner Name: Thomas E. Busch Address: 804 Main St.
Property Category: [X] Building [ ] Structure [ ] Site [ ] Object [ ] District	City, State, Zip: Oregon City, OR 97045 Phone:

Documentation

Research Sources:		
[ ] Abstract of Title	[ ] Building Permits	Local Library (specify Oregon City Public Library
[X] Sanborn Maps	[ ] Tax Records	University Library (specif UO/OSU
[ ] Obituary Index	[X] SHPO Files	Historical Society (specify Clackamas Co. Historical Society
[X] City Directories	[ ] State Archives	Other (specify):
[ ] Census Records	[ ] State Library	
[X] Biographical Encyclopedias	[X] Local Histories	
[X] Newspapers	[ ] Personal Interviews	
	[X] Historic Photographs	

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Oregon City Library files.

Sanborn Fire Insurance Company maps, 1892, 1911, 1925.

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Webber, Bert and Margie. Oregon City (By Way of the Barlow Road) At the End of the National Historic Oregon Trail. Medford, OR: Webb Research Group, 1993.

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Researcher/Organization: Michelle L. Dennis			Date Recorded: May 2000	
Survey Form Page 3	Photo Roll #: 1	Frame #(s): 14	Local Designation #:	SHPO #:

OREGON INVENTORY OF HISTORIC PROPERTIES

HISTORIC RESOURCE SURVEY FORM

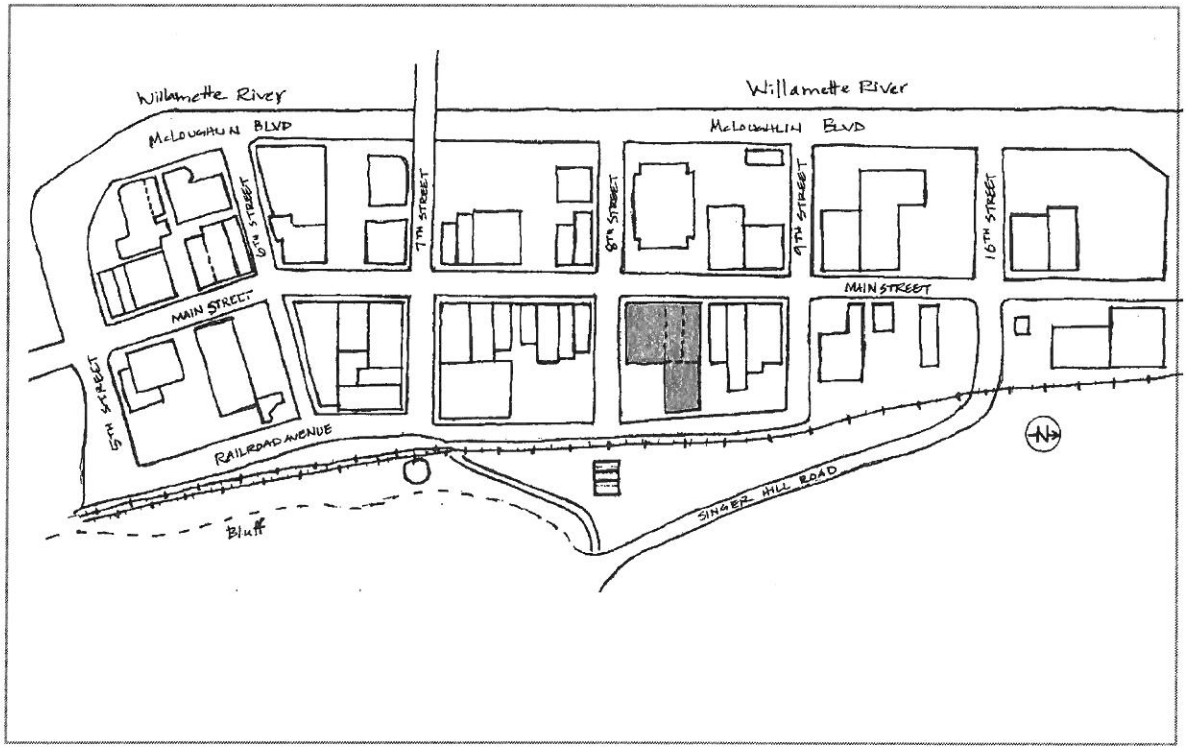
County CLACKAMAS

Note: For properties 35 years old and newer, starred (*) sections are the only required fields.

*Street Address: **802-812 MAIN STREET**	*City: Oregon City

Photo:

Map:



Researcher/Organization:	Michelle L. Dennis			Date Recorded:	May 2000
Survey Form Page 2	Photo Roll #: 12	Frame #(s): 14-6	Local Designation #:		SHPO #:

CITY OF OREGON CITY

ARCHITECTURAL AND HISTORICAL INVENTORY

DOWNTOWN OREGON CITY

COMMON/HISTORICAL NAME: Weinhard Building

ADDRESS: 802 Main Street

LOT, BLOCK, TAX LOT: Part of Lot 4, Lot 5, Block 23, Oregon City

ORIGINAL OWNER: Henry Weinhard **TENANT/USE:** Furniture/hardware/beer hall

PRESENT OWNER/ADDRESS: Thomas Busch

DATE BUILT: 1895 **CONDITION:** **TENANT/USE:** Furniture Store

STYLE: Brick Post & Beam Utilitarian with Romanesque Detailing

FEATURES:

This substantial brick structure's facade is intact above the storefront level. One of its most striking features is the decorative brick work in the area below the cornice, with a series of houndstooth brick courses symmetrically interrupted by brick pilasters with decorative stone or terra cotta consoles below each pilaster. The building's date, 1895, is inscribed in the centralized parapet on the west facade. Second floor large, casement windows have transoms above and stone sills: a brick corbel course runs below the second floor windows. The southeast corner of the building, apparently always intended as a distinct space within the building, has rusticated stone pilasters framing the now much altered entry, with decorative stone capitals or a frieze above the pilasters: the area in between has had plate glass installed, and is now boarded up: what appear to be original cast iron columns are spaced in the bay between the pilasters. The storefront level on the south is now inappropriately tiled. The storefront level on the main (west) facade is now plate glass and vertical board siding. The original entry to the building is basically intact, with classicizing pilasters with square capitals and a flat arch spanning the pilasters over the door, and with decorative square pilasters which frame the entrance, in which are mounted stone or terra cotta panels with beer keg barrels and a floral motif which may represent hops. "HW" and a number on each keg refers to Henry Weinhard. Originally, the pilasters framed the front door, with the hops motif spanning the entry--now obscured by the canopy. The east, or rear of the building, has segmental arched windows with brick rowlocks above and brick sills. There is a brick chimney stack at the rear as well, and light monitors in the roof.

BIOGRAPHY:

See attached.

SIGNIFICANCE:

The building is significant for its relationship to Henry Weinhard, a prominent Portland businessman; for its relationship to the brewing industry (both as a site and a structure); for its architecture, especially the brick detailing and the main entry lintel and surround; for its association with Frank Busch, a very prominent Oregon City businessman, and for its association with the Hogg Brothers, long a landmark business on Main Street. Rating: Primary.

BIBLIOGRAPHY:

See attached.

RESEARCHER: Pat Erigero/Debora McLaughlin **DATE:** 1983

WEINHARD BUILDING
802 MAIN STREET, DOWNTOWN OREGON CITY

BIOGRAPHY:

In 1894 Henry Weinhard, who had built up a successful brewery business in Portland, purchased an odd collection of wood framed buildings on this lot, and the one behind it, which served as the Oregon City Brewery, from Jacob Mader. Mader had built the brewery in 1880, on the east end of Lot 4: he stored the beer in a one-story building on the corner of 8th and Main Streets, and also ran a small ice business ("natural ice" from Albright's lake-later Engelbrecht's lake). The ice was stored in sawdust, and was sold only to his beer customers.

Weinhard leveled the structure on the corner of 8th and Main, and built this building in 1895. Sometime between 1895 and 1900 the brewery at the rear of Lot 4 was dismantled, and several sheds were placed facing 8th Street.

The impetus for Weinhard investing in a substantial business structure in Oregon City is a matter of educated speculation, since the Weinhard Brewery in Portland has no records of the investment or ownership of the structure. Weinhard was born in Germany in 1830, and sailed for the United States in 1852. He arrived in Portland in 1857, and started a brewery--having been trained as a brewer in Germany, and later working in a brewery in Ohio--with George Bottler in C and Front Streets in Portland. That business failed and he retreated to Vancouver, Washington for several years. In 1862 he purchased a brewery from Henry Saxton on 1st Street near Davis Street in Portland, and successfully launched the City Brewery, later changing the name to Weinhard's, and ultimately purchasing several blocks in the area of 11th, 12th, 13th, Couch, Burnside and Davis Streets in Portland: parts of the brewery still stand today. By 1890 Weinhard had erected a number of buildings in Portland as investments, including the Grand Central Hotel on 3rd and Flanders. It seems likely that he was looking for a marketing outlet for his beer in the Oregon City area, and the Oregon City Brewery either came on the market or was bought up by Weinhard at a favorable price to Mader. Since Weinhard, at this time, had a history of erecting non-brewery structures, this building was likely erected as a business building in which, incidentally, Weinhard's various brands of beer could be sold and distributed.

The Weinhard's Beer Hall was located in the southeast corner of the building between 1896 and 1913. The manager and representative of the brewery in Oregon City was Christian Hartmann ("one of, if not the best known men in Oregon City"). Hartmann, born in Grisson, Switzerland, arrived in America in 1890. In 1891 he joined his brother (name unknown) in the work and management of the Oregon City Brewery, and, upon its demise, became Weinhard's representative. Hartmann was a volunteer firefighter, and was elected chief of the Oregon City department three times, and served as treasurer of the Fountain Hose. The brewery distributed barrels of beer to its agents: in the early teens the brands included Rheingold, Columbia, Standard and Kaiserbluhme, and the bottled beers were Columbia and Export. The rear sheds during the first decade of the century stabled the brewery teams.

Tenants in the main part of the building in 1899 were the firm of Bellomy and Busch, which was a general store and also sold furniture. The firm had begun in 1892, and probably moved into the building soon after its completion. Frank Busch, who arrived in Oregon in 1883 from Germany, bought out his partner, B.S. Bellomy, in 1900, and the store became known as "Frank Busch: The House Furnisher". At the turn of the century, Frank also served as an Oregon City council member, known for his conservative politics. Ultimately Busch became a relatively wealthy and important man in Oregon City, owning and developing property in the downtown area and on the second level. Among his properties by the early 1920s were a three-story warehouse and several residences on Main Street between 11th and 12th; fourteen houses on the second level in the Dutch Camp area; Busch Hall on Main Street; Busch dock, on the Willamette River; Busch factory; a large retail store entitled Frank Busch and Sons, and the Busch apartments on Main Street. Busch was an original incorporator of the Willamette Valley Southern Railroad, and belonged to a number of fraternal and religious organizations. It must be noted that Busch did not own the building (although the family purchased it much later, in 1970): it belonged to the Weinhard family until 1920. By 1910, Busch had moved into a different structure.

By 1911, the Oregon City Courier had its offices in the south end of the building, and J.E. Seeley's grocery store (The People's Store) was in the north end of the structure. The saloon run by Weinhard's continued in the back southeast corner, facing 8th Street.

In 1913 the Hogg Brothers, Fred and Otto, opened their hardware and dry goods store in the building, later expanding into appliance sales and eventually furniture sales. The Hoggs purchased the building from the Weinhard Estate in 1920, and continued to own the building and operate their furniture store until 1970, when the business and building were sold to Thomas Busch.

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Unrecorded interview with Tom Hogg, by Pat Erigero, 5/24/83; by Debora McLaughlin, 1982.
Unrecorded interview with John Busch, by Debora McLaughlin, 1982.

Furniture store celebrates its centennial

By JOHN GUERNSEY
of The Oregonian staff

OREGON CITY — When Frank Busch got his furniture store going 100 years ago, thirsty customers had but to step next door to enjoy a beer along with their furniture shopping. Henry Weinhard operated a brewery right next door on Main Street.

And things haven't changed that much in a hundred years. If today's customers at Tom Busch Home Furnishings get a bit thirsty, they can step right next door and wet their whistles at McAnulty and Barry's Tavern.

"I don't recall where my grandfather located his first store after moving to Oregon City from Germany in 1884, but one of his very early stores was on Main Street where the Little Panda Restaurant now operates. When he started in 1885, he manufactured the furniture he sold. He moved into the building where the store is now located in the late 1800s or very early 1900s," Tom Busch said.

"I believe there's just one — maybe two — furniture stores in Oregon which have been family-operated for longer than we have."

When Busch's grandfather hung up his tools and sales pads, the store was operated for a good number of years by his three sons, Frank Jr., John and Ed. Tom Busch Sr., took over the operation in 1960. He is now semiretired, and the century-old furniture store is being operated by his two sons, Tom Jr. and Jim.

"And the store will still be operated by the family a hundred years from now," said Tom Busch Jr., better known as "Butch." "The fifth generation of operators, my 11-year-old son Andy, already works here on Saturdays, sweeping up and dusting. We've all learned the business from the bottom up and done business on the handshake and personal touch basis — maybe that's why it has lasted so long."

Although the business is now back in the 1895 building that was one of its very early homes, it wasn't always so secure. The business bounced around a lot before reaching the century mark.

"Grandpa had to move the business out of this building because the natural springs beneath it were great for making Henry Weinhard's beer, but they also flooded the basement of granddad's furniture store," Tom Busch said. He moved down on Main Street where the Speck Chicken is now located and built a large furniture manufacturing plant. By that time the founding Busch was selling furniture, carpets, bedding, crockery, stoves, tinware and notions.

The founding Busch also sold solid hardwood, four-piece bedroom sets for $99. Today the four-piece sets cost between $600 and $1,000. In 1897 his price for six chairs was $54. Busch did a lot of business with a handshake and no signed contracts, but he also charged 10 percent interest to those who hadn't paid their bills in full by the first of the month.

"The business is lucky to have lived 100 years because Grandpa's furniture factory was totally destroyed by fire about the time of the Depression," Tom Busch said. "He had no insurance on anything — a lot of people didn't have insurance in those days. But the business crawled back from that disaster and was relocated at 11th and Main. It was there for 30-some years, and in 1970 we moved back to where we had been earlier and where we are now."

What is the secret to operating a successful business for 100 years in a world where most businesses don't last nearly that long?

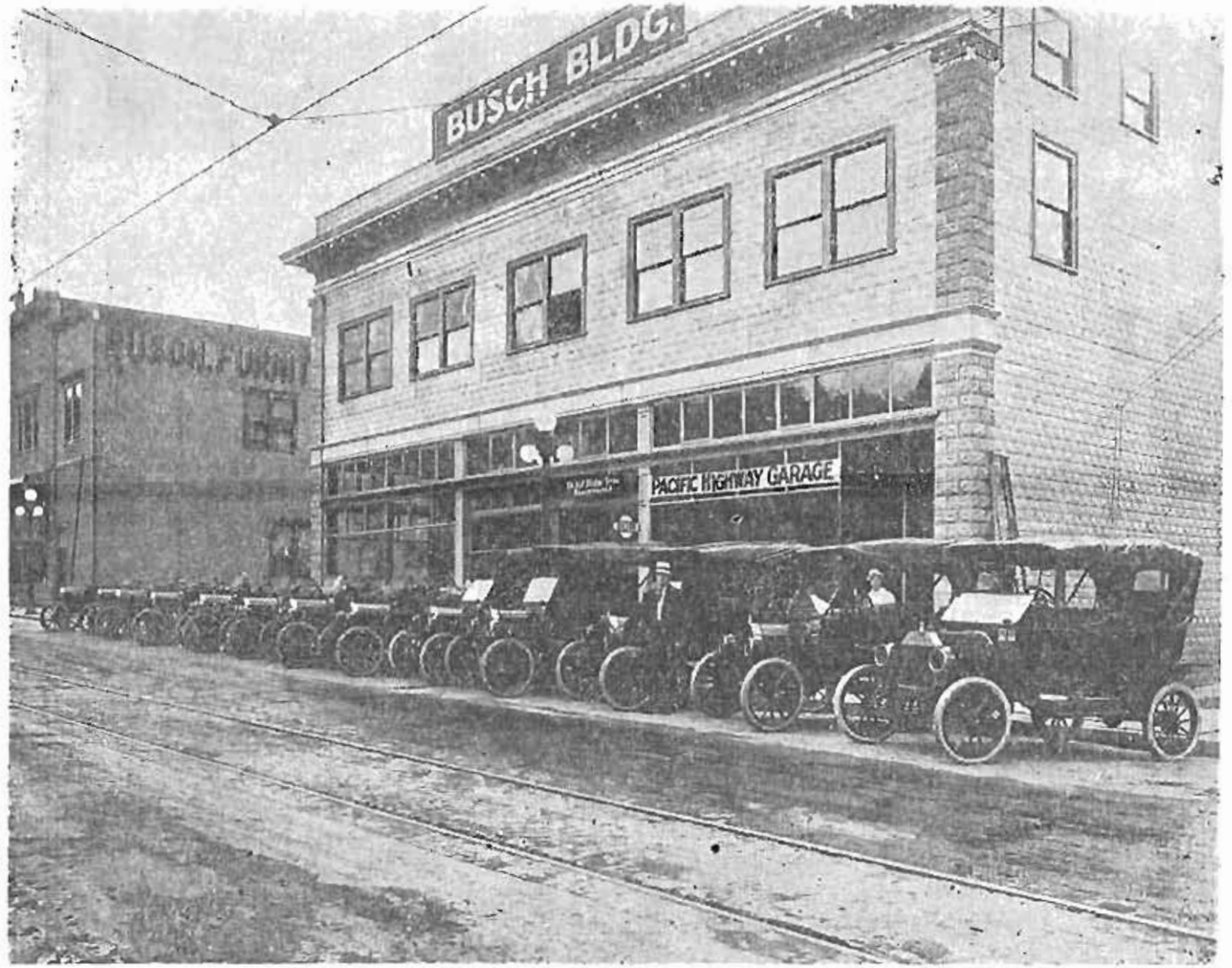
"We do it the way we've always done it," said Tom Busch Jr. "We care about our customers, we're on a first-name basis with them, and we treat them with the personal touch. We're serving fourth generations of some families, and we still have some longtime customers who come in and do business with a handshake contract."

The spring water that originally lured the late Henry Weinhard still comes up into the basement of the 36,000-square-foot Busch furniture store, but today's operators take care of the problem with sump pumps.

BUSIER DAYS — This photo, taken in 1900, shows the Busch store and Main Street when it was the heart of Oregon City, streetcars ran downtown and foot traffic was plentiful.

The Oregonian/BOB ELLIS

CELEBRATING — Ready for another 100 years of business are (from left) Tom Busch Jr., Tom Busch Sr. and Jim Busch, operators of Tom Busch Home Furnishings in Oregon City. The business has been family-operated since it was started in 1885 by Frank Busch Sr.



AN EARLY OREGON CITY automobile agency, the first business to occupy the Busch building, is pictured with its stock of pre-world war I Fords and Studebakers—more apparently than now fill the salesrooms of Oregon City dealers handling both makes. Standing in the center, resting his hand on one of the shiny headlights of a car, is M. E. Park, now of Hazelia, who managed the agency for W. H. Huntley, owner.

WEINHARD BUILDING
802 Main Street
and attached structures (812 Main and rear addition)

Pat Engman

NOTE: I CONSIDER THIS RESEARCH INCOMPLETE

SIGNIFICANCE:

In 1894 Henry Weinhard, who had built up a successful brewery business in Portland, purchased an odd collection of wood framed buildings on this lot, and the one behind it, which served as the Oregon City Brewery, from Jacob Mader. Mader had built the brewery in 1880, on the east end of lot 4: he stored the beer in a one-story building on the corner of 8th and Main Streets, and also ran a small ice business ("natural ice" from Albright's lake (later Engelbrecht's lake). The ice was stored in sawdust, and was sold only to his beer customers.

Weinhard leveled the structure on the corner of 8th and Main, and built this building in 1895. Sometime between 1895 and 1900 the brewery at the rear of lot 4 was dismantled, and several sheds were placed facing 8th Street, which ~~sold auto supplies in which autos were repaired.~~

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Pat Erigero

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Morning Enterprise Anniversary Edition, 1913, p. 52
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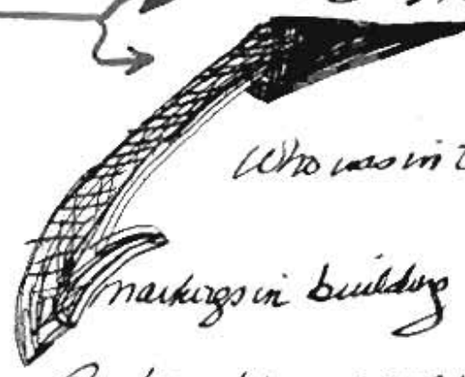
Hogg, Tom, unrecorded interview by Pat Erigero 5/24/83; by Debora McLaughlin 1982 n.d.
Busch, Johm, unrecorded interview by Debora McLaughlin , 1982 n.d.
CCHS Photos

SIGNIFICANCE: The building is signficant for its relationship to Henry Weinhard, a prominent Portland businessman; for its relationship to the brewing industry (both as a site and a structure); for its architecture, especially the brick detailing and the main entry lintel and surround; for its association with Frank Busch, a very prominent Oregon City businessman, and for its association with the Hogg Brothers, long a landmark business on Main Street.
Rating: Primary

Hogg, Tom 656-9386

Hogg Has another

1913 Hogg Bros



Hogg
Originally, on corner
Main & 8th, on corner
later, bought
Weinhard
saloons (?)

Who was in there before?

markings in building

Parking lot on corner - warehouse
which Tom removed

Warehouse bldg - Hoggs
used adjacent
along RR

Ca 1970
71

Mae Amulty &
Tom Barry Pool Hall
Son in law

Barrys rented fr. Hogg
Bros

Hogg Bros - Fred Hogg & Otto Hogg
b. d. '34
his dad
b. Iowa
came in later

Hardware
Dry Goods
Building Materials
Nails

& Carl & Oscar
around

In later years around 1920s - w other bros
appliances
Oldest Maytag
dealer w. of Mississippi
then furniture

Otto Carl Oscar in
army

Finally closed 1970
Properly owned by Fred Hogg Jr.

Busch relocated on Main Street

COMMENTS FOR BUSCH FURNITURE CERTIFICATE OF APPRECIATION

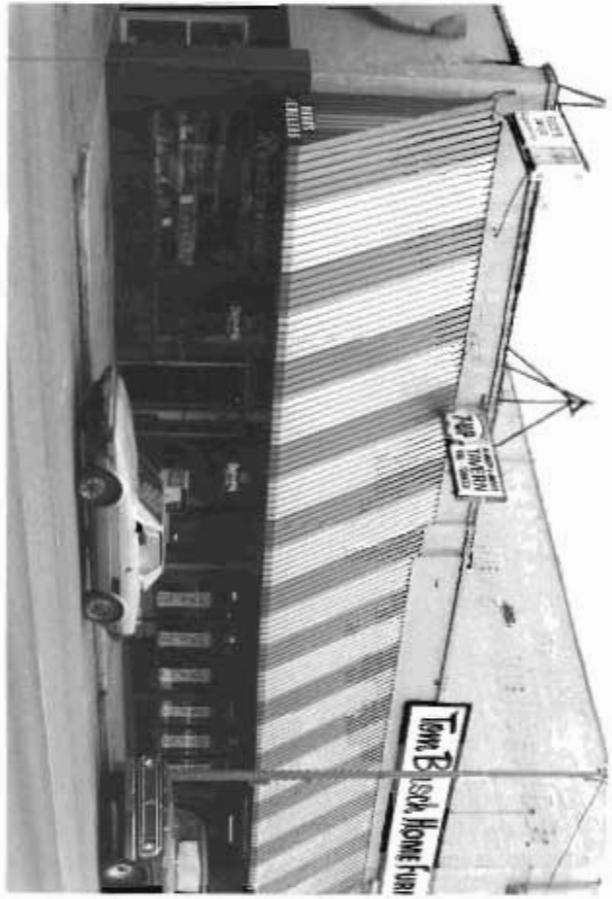
FRANK BUSCH MOVED TO OREGON CITY FROM GERMANY IN 1884 AND FOUNDED A FURNITURE BUSINESS ON MAIN STREET WHERE THE LITTLE PANDA RESTAURANT NOW OPERATES. WHEN HE STARTED IN 1885, HE MANUFACTURED THE FURNITURE HE SOLD. HE MOVED INTO THE BUILDING WHERE THE STORE IS NOW LOCATED AT 804 MAIN STREET IN THE LATE 1800S OR VERY EARLY 1900S.

WHEN FRANK BUSCH RETIRED, THE STORE WAS OPERATED FOR A GOOD NUMBER OF YEARS BY HIS THREE SONS, FRANK JR., JOHN AND ED. TOM BUSCH, SR. TOOK OVER THE OPERATION IN 1960. HE IS NOW SEMIRETIRED, AND THE CENTURY-OLD FURNITURE STORE IS BEING OPERATED BY HIS TWO SONS, TOM JR. AND JIM.

OREGON CITY IS PROUD TO INCLUDE THE 100-YEAR BUSCH FURNITURE STORE IN ITS BUSINESS COMMUNITY, AND AT THIS TIME WOULD LIKE TO RECOGNIZE THOMAS E. BUSCH, SR. AND FAMILY FOR THEIR CONTRIBUTIONS TO OREGON CITY IN THE PAST CENTURY. WE WISH THEM ANOTHER CENTURY OF BUSINESS AND GOODWILL IN DOWNTOWN OREGON CITY.

(PRESENT CERTIFICATE)

Tom Busch Home Furnishings


Tom Busch Home Furn

APPENDIX B
COST ESTIMATES

BREMIK
CONSTRUCTION

Project: **Busch #1 - Weinhard's Building**

Estimate Type **conceptual estmate**

Date of Documents **July 6, 2011**

Date of Submission **July 8, 2011**

Item	Comments	Quantity	unit	unit price		extension		Total
Element # 1---------- Façade Renovation		**7,500**	**sf**	**$35.79**			**$**	**268,400**
					$	-		
General improvements as noted		7,500	sf	$30.00	$	225,000		
					$	-		
	SubTotal				$	225,000		
	General Conditions %	7	%			$15,750		
	Overhead & Mark-up %	5	%			$12,038		
	Liability Insurance %	1.25	%			$3,160		
	Builder's Risk %	0.25	%			$640		
	Subcontractor Bond %	0.25	%			$563		
	Performance Bond %	0	%			$0		
	Estimating Contingency %	5	%			$11,250		
	Inflation %	0	%			$0		
	TOTAL				$	268,400		
Element # 2--------- Voluntary Seismic Upgrades		**23,460**	**sf**	**$17.89**			**$**	**419,777**
					$	-		
roof diaphram, parapets, floor/wall connections		23,460	sf	$15.00	$	351,900		
					$	-		
	SubTotal				$	351,900		
	General Conditions %	7	%			$24,633		
	Overhead & Mark-up %	5	%			$18,827		
	Liability Insurance %	1.25	%			$4,942		
	Builder's Risk %	0.25	%			$1,001		
	Subcontractor Bond %	0.25	%			$880		
	Performance Bond %	0	%			$0		
	Estimating Contingency %	5	%			$17,595		
	Inflation %	0	%			$0		

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	TOTAL				$	419,777	
Element # 3---------- Shell and Core Upgrades		**23,460**	**sf**	**$73.96**			**$ 1,735,079**
					$	-	
General Upgrade		23,460	sf	$62.00	$	1,454,520	
					$	-	
	SubTotal				$	1,454,520	
	General Conditions %	7	%			$101,816	
	Overhead & Mark-up %	5	%			$77,817	
	Liability Insurance %	1.25	%			$20,427	
	Builder's Risk %	0.25	%			$4,136	
	Subcontractor Bond %	0.25	%			$3,636	
	Performance Bond %	0	%			$0	
	Estimating Contingency %	5	%			$72,726	
	Inflation %	0	%			$0	
	TOTAL				$	1,735,079	
Element # 4---------- Basement Storage		**7,820**	**sf**	**$14.31**			**$ 111,941**
					$	-	
General Tenant Improvements		7,820	sf	$12.00	$	93,840	
					$	-	
	SubTotal				$	93,840	
	General Conditions %	7	%			$6,569	
	Overhead & Mark-up %	5	%			$5,020	
	Liability Insurance %	1.25	%			$1,318	
	Builder's Risk %	0.25	%			$267	
	Subcontractor Bond %	0.25	%			$235	
	Performance Bond %	0	%			$0	
	Estimating Contingency %	5	%			$4,692	
	Inflation %	0	%			$0	
	TOTAL				$	111,941	
Element # 5 ---------- First Floor Tenant Shells		**7,820**	**sf**	**$20.28**			**$ 158,582**
					$	-	
General Tenant Improvements		7,820	sf	$17.00	$	132,940	
Slab on Metal Deck			sf	$4.25	$	-	
GypCrete Topping			sf	$0.85	$	-	
General Concrete Equipment & Tool			sf	$0.95	$	-	
Structure-- Level 1	Steel		sf	$23.00	$	-	
Structure-- Level 2	Steel		sf	$23.00	$	-	
Structure-- Level 3	Steel		sf	$23.00	$	-	
Structure-- Level 4	Steel		sf	$23.00	$	-	

Structure-- Level 5	*Steel*		*sf*	*$23.00*	*$*	*-*	
					$	*-*	
	SubTotal				*$*	*132,940*	
	General Conditions %	*7*	*%*			*$9,306*	
	Overhead & Mark-up %	*5*	*%*			*$7,112*	
	Liability Insurance %	*1.25*	*%*			*$1,867*	
	Builder's Risk %	*0.25*	*%*			*$378*	
	Subcontractor Bond %	*0.25*	*%*			*$332*	
	Performance Bond %	*0*	*%*			*$0*	
	Estimating Contingency %	*5*	*%*			*$6,647*	
	Inflation %	*0*	*%*			*$0*	
	TOTAL				*$*	*158,582*	
Element # 6 ---------- Second Floor Residential Apartments		***7,820***	***sf***	***$81.12***			***$ 634,330***
					$	*-*	
Market Rate Tenant Improvements		*7,820*	*sf*	*$68.00*	*$*	*531,760*	
					$	*-*	
	SubTotal				*$*	*531,760*	
	General Conditions %	*7*	*%*			*$37,223*	
	Overhead & Mark-up %	*5*	*%*			*$28,449*	
	Liability Insurance %	*1.25*	*%*			*$7,468*	
	Builder's Risk %	*0.25*	*%*			*$1,512*	
	Subcontractor Bond %	*0.25*	*%*			*$1,329*	
	Performance Bond %	*0*	*%*			*$0*	
	Estimating Contingency %	*5*	*%*			*$26,588*	
	Inflation %	*0*	*%*			*$0*	
	TOTAL				*$*	*634,330*	

Construction Hard Cost Total	***$ 3,328,109***
Cost per Building Gross Square Footage	***$ 141.86***

Master Project Exclusions

- *Building Permits & Plan Check Fees*
- *Testing & Special Inspections*
- *System Development Charges*
- *Hazardous Material Abatement*
- *Rock Excavation*
- *Unforeseen Site Conditions*
- *Overhead Power Line Relocation*
- *Builders risk insurance deductible by others.*
- *Construction Taxes (SB 1036)*

- *Plan and specification printing costs*
- *Costs for LEED certification and commissioning*
- *OCIP/CCIP wrap insurance premiums and deductibles*

This estimate is conceptual in nature and should not be considered as an offer.

BREMIK
CONSTRUCTION

Project: **Busch #4 - Warehouse Lofts**

Estimate Type **conceptual estmate**

Date of Documents **July 6, 2011**

Date of Submission **July 8, 2011**

Item	Comments	Quantity	unit	unit price		extension		Total
Element # 1---------- Façade Renovation		**6,400**	**sf**	**$55.14**			**$**	**352,877**
					$	-		
General improvements as noted		6,400	sf	$45.00	$	288,000		
					$	-		
	SubTotal				$	288,000		
	General Conditions %	9	%			$25,920		
	Overhead & Mark-up %	6	%			$18,835		
	Liability Insurance %	1.25	%			$4,159		
	Builder's Risk %	0.25	%			$842		
	Subcontractor Bond %	0.25	%			$720		
	Performance Bond %	0	%			$0		
	Estimating Contingency %	5	%			$14,400		
	Inflation %	0	%			$0		
	TOTAL				$	352,877		
Element # 2--------- Voluntary Seismic Upgrades		**11,960**	**sf**	**$17.15**			**$**	**205,159**
					$	-		
roof diaphram, parapets, floor/wall connections, SB's		11,960	sf	$14.00	$	167,440		
					$	-		
	SubTotal				$	167,440		
	General Conditions %	9	%			$15,070		
	Overhead & Mark-up %	6	%			$10,951		
	Liability Insurance %	1.25	%			$2,418		
	Builder's Risk %	0.25	%			$490		
	Subcontractor Bond %	0.25	%			$419		
	Performance Bond %	0	%			$0		
	Estimating Contingency %	5	%			$8,372		
	Inflation %	0	%			$0		
	TOTAL				$	205,159		

Element # 3---------- Shell and Core Upgrades		**11,960 sf**	**$56.36**			**$ 674,093**
				$	-	
General Upgrade		11,960 sf	$46.00	$	550,160	
				$	-	
	SubTotal			$	550,160	
	General Conditions %	9 %			$49,514	
	Overhead & Mark-up %	6 %			$35,980	
	Liability Insurance %	1.25 %			$7,946	
	Builder's Risk %	0.25 %			$1,609	
	Subcontractor Bond %	0.25 %			$1,375	
	Performance Bond %	0 %			$0	
	Estimating Contingency %	5 %			$27,508	
	Inflation %	0 %			$0	
	TOTAL			$	674,093	

Element # 4---------- Buildout One Unit Only with Shell		**900 sf**	**$69.84**			**$ 62,856**
				$	-	
General Tenant Improvements		900 sf	$57.00	$	51,300	
				$	-	
	SubTotal			$	51,300	
	General Conditions %	9 %			$4,617	
	Overhead & Mark-up %	6 %			$3,355	
	Liability Insurance %	1.25 %			$741	
	Builder's Risk %	0.25 %			$150	
	Subcontractor Bond %	0.25 %			$128	
	Performance Bond %	0 %			$0	
	Estimating Contingency %	5 %			$2,565	
	Inflation %	0 %			$0	
	TOTAL			$	62,856	

Construction Hard Cost Total	**$ 1,294,985**
Cost per Building Gross Square Footage	**$ 108.28**

Element # 5 ---------- Buildout Remaining 11 individually		9,900	sf	$88.61		$	877,192
					$	-	
General Tenant Improvements		9,900	sf	$68.00	$	673,200	
Slab on Metal Deck			sf	$4.25	$	-	
GypCrete Topping			sf	$0.85	$	-	
General Concrete Equipment & Tool			sf	$0.95	$	-	
Structure-- Level 1	Steel		sf	$23.00	$	-	
Structure-- Level 2	Steel		sf	$23.00	$	-	
Structure-- Level 3	Steel		sf	$23.00	$	-	
Structure-- Level 4	Steel		sf	$23.00	$	-	
Structure-- Level 5	Steel		sf	$23.00	$	-	
					$	-	
	SubTotal				$	673,200	
	General Conditions %	12	%			$80,784	
	Overhead & Mark-up %	10	%			$75,398	
	Liability Insurance %	1.25	%			$10,367	
	Builder's Risk %	0.25	%			$2,099	
	Subcontractor Bond %	0.25	%			$1,683	
	Performance Bond %	0	%			$0	
	Estimating Contingency %	5	%			$33,660	
	Inflation %	0	%			$0	
	TOTAL				$	877,192	
	Approximate Cost/Each				$	79,745	

Master Project Exclusions

- *Building Permits & Plan Check Fees*
- *Testing & Special Inspections*
- *System Development Charges*
- *Hazardous Material Abatement*
- *Rock Excavation*
- *Unforeseen Site Conditions*
- *Overhead Power Line Relocation*
- *Builders risk insurance deductible by others.*
- *Construction Taxes (SB 1036)*
- *Plan and specification printing costs*
- *Costs for LEED certification and commissioning*
- *OCIP/CCIP wrap insurance premiums and deductibles*

This estimate is conceptual in nature and should not be considered as an offer.

APPENDIX C
STOREFRONT IMPROVEMENT APPLICATION

URBAN RENEWAL COMMISSION STOREFRONT IMPROVEMENT PROGRAM APPLICATION FORM

City of Oregon City
625 Center Street
P.O. Box 3040
Oregon City, Oregon 97045
Phone 503.657.0891
Fax 503.657.7892
www.orcity.org

APPLICANT INFORMATION

APPLICANT NAME:	E-MAIL:
BUSINESS NAME (if applicable):	
OWNER'S MAILING ADDRESS:	PHONE:
CITY, STATE, ZIP:	FAX:
CO-APPLICANT NAME (if applicable):	E-MAIL:
CO-APPLICANT'S MAILING ADDRESS:	PHONE:
CITY, STATE, ZIP:	FAX:

SITE INFORMATION

SITE ADDRESS:	BUILDING TAX LOT & MAP NUMBER (if known):
CITY, STATE, ZIP:	OWNER OCCUPIED OR LEASED?
CURRENT USE OF BUILDING:	
Is the building on the local historic register or within historic overlay district? ☐ YES ☐ NO If yes, has the building plan been reviewed and approved by the Historic Review Committee? ☐ YES ☐ NO	

GRANT INFORMATION

BRIEF DESCRIPTION OF PROPOSED PROJECT:

GRANT REQUEST AMOUNT:	
SOURCE OF MATCHING FUNDS (i.e., savings account, line of credit, etc.):	
ANTICIPATED START DATE OF CONSTRUCTION:	ANTICIPATED FINISH DATE OF CONSTRUCTION:

DESIGN

APPLICANT'S ARCHITECT:	E-MAIL:
MAILING ADDRESS:	PHONE:
CITY, STATE, ZIP:	FAX:
ARCHITECT CERTIFICATION NUMBER (applicant's architect fees are eligible for grant if architect is Oregon certified):	

The applicant understands that the proposed improvements must be evaluated and approved by the Oregon City Urban Renewal Commission. Certain changes or modifications may be required by the Urban Renewal Commission prior to final approval.

The applicant understands that a match/grant information sign must be posted 30 days prior to, during, and 30 days after the improvement's construction phase.

CERTIFICATION OF APPLICANT

The applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a 50-50 matching grant and is true and complete to the best of the applicant's knowledge and belief.

If the applicant is not the owner of the property to be rehabilitated, or if the applicant is an organization rather than an individual, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property. Evidence of this authority is attached.

APPLICANT'S SIGNATURE:	CO-APPLICANT'S SIGNATURE (if applicable)
DATE:	DATE: