

United States Department of the Interior  
National Park Service

36996

# National Register of Historic Places Registration Form

Submitted by  
Carrie Richter

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

## 1. Name of Property

historic name Art De Muro

other names/site number Mr. Art, Mr. Chair, Sir

## 2. Location

street & number 5 NW Naito Parkway

☐ not for publication

city or town Portland

☐ vicinity

state Oregon

code \_\_\_\_\_

county Multnomah

code \_\_\_\_\_

zip code 97209

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination    request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets    does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

   national X statewide    local

T. J.  
Signature of certifying official/Title

9-26-2011  
Date

Lowly BDS Staffer  
Local Government

In my opinion, the property X meets    does not meet the National Register criteria.

Carrie Richter  
Signature of commenting official

9-26-2011  
Date

Chairman Carrie Richter  
Title

Portland Historic Landmarks Commission  
State or Federal agency/bureau or Tribal Government

## 4. National Park Service Certification

I hereby certify that this property is:

X entered in the National Register

   determined eligible for the National Register

   determined not eligible for the National Register

   removed from the National Register

   other (explain:)

\_\_\_\_\_  
Signature of the Keeper

\_\_\_\_\_  
Date of Action

## 5. Classification

Art De Muro  
Name of Property

Multnomah, OR  
County and State

**Ownership of Property**  
(Check as many boxes as apply.)

☒ private  
☐ public - Local  
☐ public - State  
☐ public - Federal

**Category of Property**  
(Check only one box.)

☐ building(s)  
☐ district  
☐ site  
☐ structure  
☒ object

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

Contributing	Noncontributing
	buildings
	district
	site
	structure
1	object
	<b>Total</b>

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

Entrepreneur

Wiseguy

Gadfly

**Current Functions**

(Enter categories from instructions.)

HLC Chair

Historic Property Redevelopment

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

Midcentury Italian- American Classical Revival

**Materials**

(Enter categories from instructions.)

foundation:

walls:

roof:

other:

Art De Muro  
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### Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

#### Summary Paragraph

Carried out in an Italian-American, mid-century variant of the Classical Revival style in 1950, to a design by his parents, the subject property, Art De Muro, is eligible for listing in the National Register of Historic Places under both Criterion A, for association with the historic preservation movement in Portland, Oregon; and Criterion B, for association with the other disreputable individuals who make up the Portland Historic Landmarks Commission (PHLC), which he has chaired for four years. Chairman De Muro has, apparently from an early age, exhibited the rare combination of good humor, frankness, and classiness that the preparers believe make him eligible for listing. For example, he is widely reported to have persuaded his own mother to dress him in a conservative business suit (with a tasteful tie) from a very early age. However, because this cannot be proven definitively, Criterion Consideration G, for properties achieving significance less than fifty years ago, is also invoked. He is known conclusively to have gotten away with publically criticizing Mother Teresa's taste in clothing in 2007, even though the poor woman had been dead for ten years at the time and was already a candidate for sainthood. His ten year incumbency on the Portland Historic Landmark Commission is the longest in its 25 year history. Opinions about Mr. De Muro vary -- some detractors call Mr. De Muro obstinate and/or power-crazed, while his fans often refer to him as fair and tough-minded -- but all agree that he delivers difficult news with rare style, living up to the literal meaning of his name, The Art of The Wall.

### Narrative Description

The preparers contend that the subject property displays all seven forms of integrity required for determining eligibility:

- Location – Let's face it, the man gets around. He's likely to pop up with a project almost anywhere in town. But what the heck, if you can list a submarine or a locomotive, why not a dynamo.
- Design – There are no original blueprints extant, but his mother has been known to say how proud she is of him.
- Setting – It's Portlandia, what can I say? He fits in here.
- Materials – As far as we can tell it's all original material.
- Workmanship – Well put together in a compact manner.
- Feeling – Generally under control although he can be testy if you don't bring enough to the table.
- Association – He's Italian so we don't ask that question.

Art De Muro  
Name of Property

Multnomah, OR  
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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☒ B Property is associated with the lives of persons significant in our past.
- ☐ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

### Areas of Significance

(Enter categories from instructions.)

Portland Historic Landmarks Commission

### Period of Significance

2001-2012

### Significant Dates

June 20, 1950

### Significant Person?

(Complete only if Criterion B is marked above.)

Yes, of course.

### Cultural Affiliation

### Architect/Builder

Mr. and Mrs De Muro

### Criteria Considerations

(Mark "X" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☒ G less than 50 years old or achieving significance within the past 50 years.

### Period of Significance Justification

2001 – 2011 Service on the Portland Historic Landmarks Commission

Art De Muro  
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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance and applicable criteria.)

Art DeMuro became a staple of the Historic Preservation Community soon after moving to Portland from Phoenix to pursue his passion for historic preservation. He started Venerable Properties in 1991 shortly after moving to Portland and in the process he built a full-service organization of cradle-to-grave real estate services. He is current chair of the Portland Historic Landmarks Commission and is an Executive Committee Member At Large of the Board of Visitors for the University of Oregon, School of Architecture and Allied Arts, a member of Society for College and University Planning and a member of the Historic Preservation League of Oregon Advisory Board.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

In 1991, Art DeMuro combined his extensive real estate background with his passion for historic preservation to form Venerable properties - a commercial real estate firm specializing in the preservation and adaptive reuse of historic commercial properties. The company is recognized as one of Portland's top ten commercial developers and the most successful redeveloper of historic commercial properties as confirmed with numerous awards.

Art and his Venerable Properties main man Craig Kelly, are well-known for historic preservation interests but the firm also handles new development, brokerage services, property management and preservation consulting. The company's staying power is attributed to the firm's long-term retention of a superior, dedicated staff and the nurturing of long-term business relationships. During the past 20 years, Venerable Properties has grown from one to 10 staff members, six of whom have been with the firm for over 10 years. The staff's longevity is due to the firm's philosophy of providing opportunities for growth, creativity and open communication. This stability and continuity in relationships has enabled the company to operate swiftly and predictably in a field that is rife with challenge and risk.

Venerable Properties places high importance on giving back to the community and is rated as one of the top 15 small business corporate philanthropists in Portland. For many years, Venerable donated time and money annually to employee-selected organizations focusing on historic preservation and non-profit groups who work to improve livability in Oregon. In 2008, Venerable pioneered with the University of Oregon to establish the McMath Awards, which annually honors Metro-area historic preservationists. at UO All proceeds benefit the University of Oregon's Historic Preservation Program, and in 2012 Art made a personal donation of \$2.8 million to help guarantee the continued excellence of the program.

Art is an activist in the preservation community expounding the benefits of building rehabilitation and sustainable preservation. He uses such forums as local publications editorials, speaking appearances, participation in preservation organizations at all jurisdictional levels, and just plain jawboning. Venerable Properties staff is encouraged to participate in teaching and lecturing in the University's Historic Preservation Program in the Architecture and Allied Arts (AAA) Department. Art is a member of the AAA's Board of Visitors as well as the National Trust of Historic Preservation, Bosco Milligan Foundation (BMF) and Historic Preservation League of Oregon (HPLO). Venerable offers substantial financial support to HPLO and BMF through gifts of money and office space to BMF and HPLO.

In addition, Art is completing the longest tenure ever on the Portland Historic Landmarks Commission of ten years and has been chairman for the last three years. He was appointed by city officials to numerous advisory committees focused on preservation and planning. In 2003 and 2004, he rallied the community through presentations and speeches to neighborhood groups and business organizations to ensure the City Council's passage of the Historic Resources Code Amendment (HRCA). Adopted in 2004, the HRCA is a package of zoning and building code amendments to strengthen the city's historic preservation programs and regulations including restrictions against demolishing historic buildings.

Dedicated to improving Oregon's livability, over the last 20 years Venerable's redevelopment projects have created hundreds of new jobs in all corners of Portland including the following neighborhoods: Northwest District, Pearl District, Japantown/Chinatown, Skidmore/Old Town, West End, Buckman, Central Eastside, Irvington, King, Sellwood/Moreland and the Burnside Retail core in Gresham. Catalytic redevelopments have even extended all the way to the Oregon Coast to include development projects in Astoria.

Historic preservation is a cornerstone of sustainability. Older buildings were designed with sustainable features such as natural lighting and ventilation, durable materials, timeless design and thoughtful site orientation and were built for

Art De Muro  
Name of Property

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durability, not disposability. Venerable has demonstrated over and over again that with quality upgrades, these buildings can continue to be both economically and structurally viable for generations to come. Venerable's philosophy is to employ green building strategies without major intrusions into historic fabric, and to turn a reasonable profit in the process. They repair rather than replace, which leads to the reduction of construction waste, and have shown through the White Stag Block's successful LEED Gold certification that it is a myth that the Secretary's Standards for the Rehabilitation of Historic Property conflict with green building guidelines.

## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Minutes of the proceedings of the Portland Historic Landmarks Commission, 2001 through 2011.

### Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)  
☐ previously listed in the National Register  
☐ previously determined eligible by the National Register  
☐ designated a National Historic Landmark  
☐ recorded by Historic American Buildings Survey # \_\_\_\_\_  
☐ recorded by Historic American Engineering Record # \_\_\_\_\_  
☐ recorded by Historic American Landscape Survey # \_\_\_\_\_

### Primary location of additional data:

☐ State Historic Preservation Office  
☐ Other State agency  
☐ Federal agency  
☐ Local government  
☐ University  
☐ Other  
Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): #1 in our books

## 10. Geographical Data

**Acreage of Property** A large presence, but well under one acre  
(Do not include previously listed resource acreage.)

**Verbal Boundary Description** (Describe the boundaries of the property.) Boundless

**Boundary Justification** (Explain why the boundaries were selected.)

## 11. Form Prepared By

name/title Dave Skilton and Jessica Engeman  
organization Portland Historic Landmarks Commission date \_\_\_\_\_  
street & number 1900 SW 4<sup>th</sup> Avenue, Suite 5000 telephone \_\_\_\_\_  
city or town Portland state OR zip code 97201  
e-mail \_\_\_\_\_

## Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map (7.5 or 15 minute series) indicating the property's location

**Photographs:**

Art De Muro  
Name of Property

Multnomah, OR  
County and State

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property:

City or Vicinity:

County:

State:

Photographer: unknown

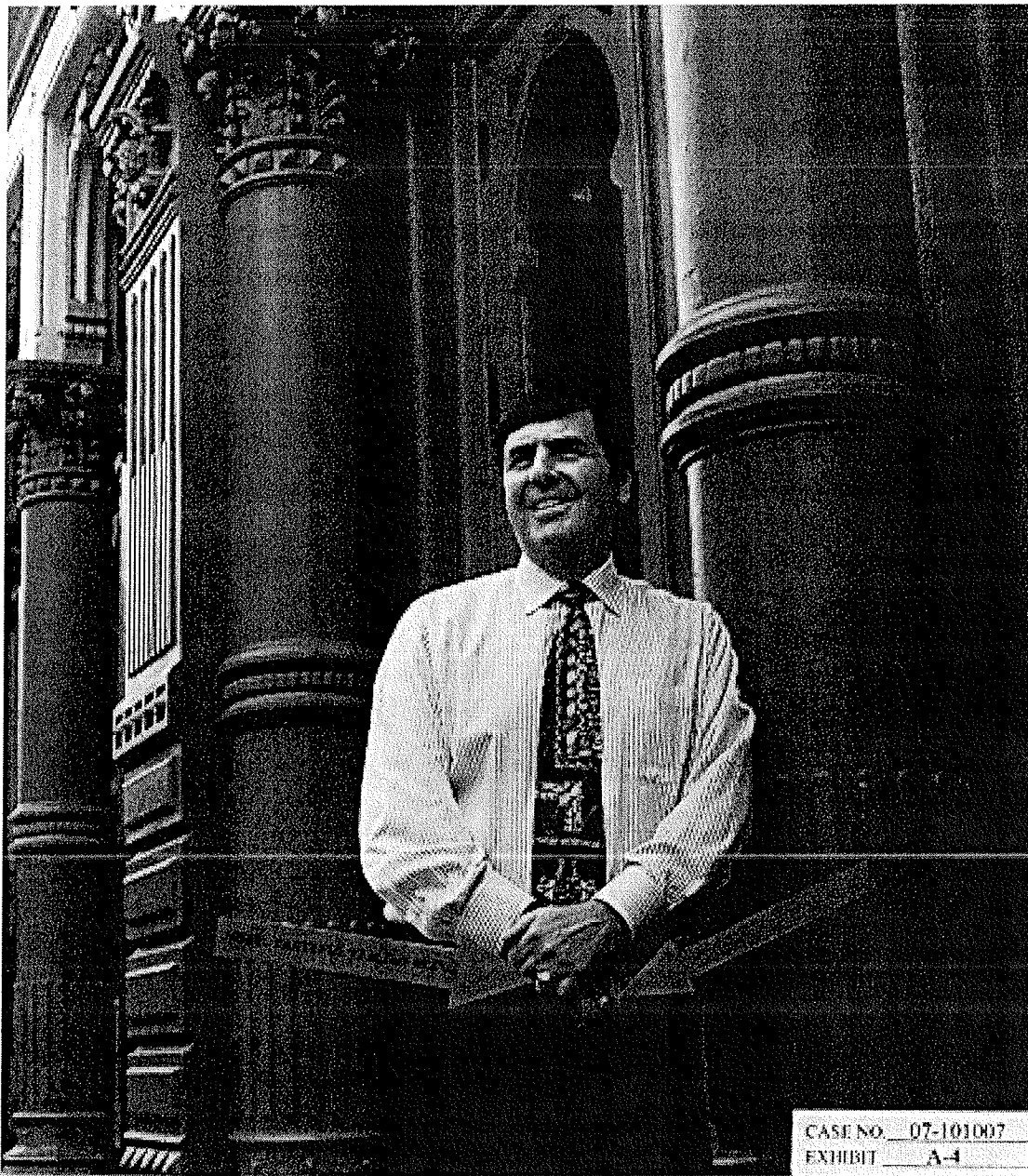
Date Photographed: circa 2009

Description of Photograph(s) and number: Il Capo della Famiglia Venerable

1 of 5.

Art De Muro  
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CASE NO. 07-101007  
EXHIBIT A-4

Art De Muro  
Name of Property

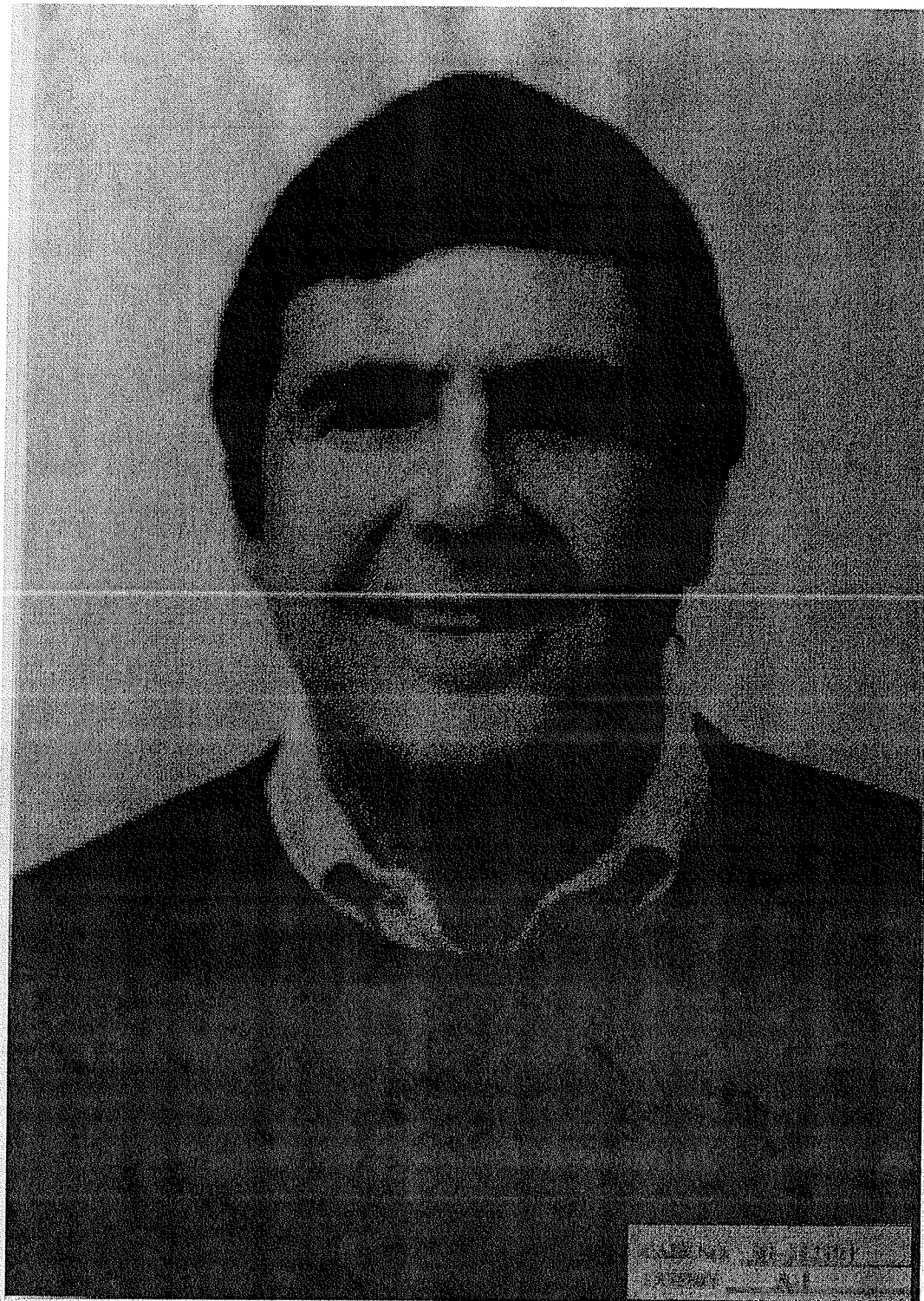
Multnomah, OR  
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Photographer: PPB

Date Photographed: circa 2001

Description of Photograph(s) and number: Police Mug Shot (?)

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Art De Muro  
Name of Property

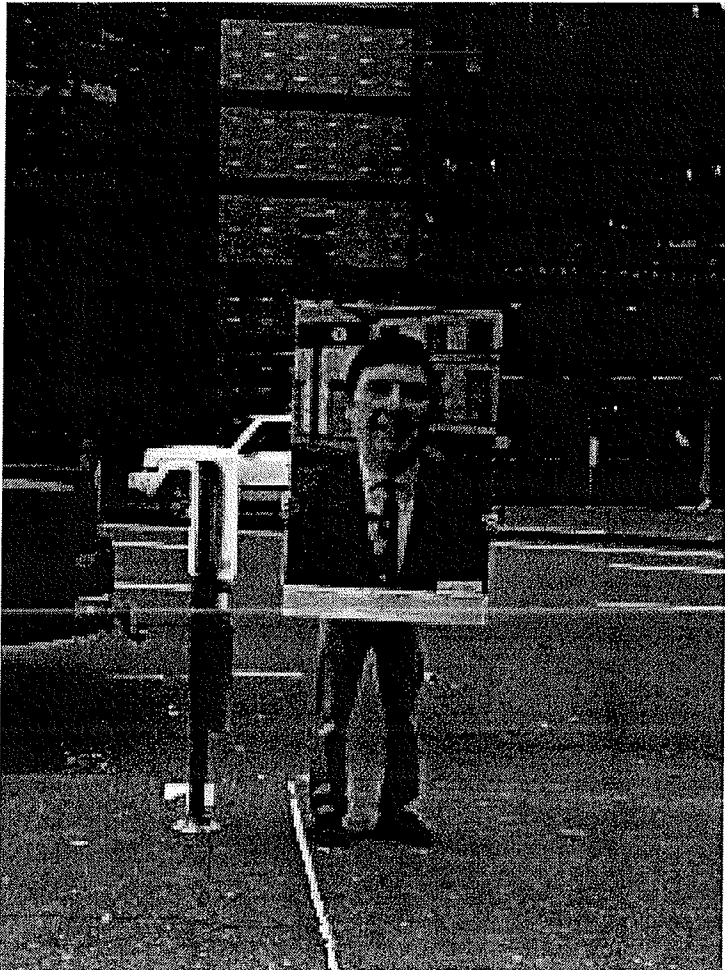
Multnomah, OR  
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**Photographer: Random Cell Phone User**

**Date Photographed: October 2012**

**Description of Photograph(s) and number: First and Only Meeting of the Art for Mayor Fan Club**

**3 of 5**



Art De Muro  
Name of Property

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Photographer: Somebody Who Loved Him

Date Photographed: Unknown

Description of Photograph(s) and number: Art De Muro, Historic Landmarks Commish

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Art De Muro  
Name of Property

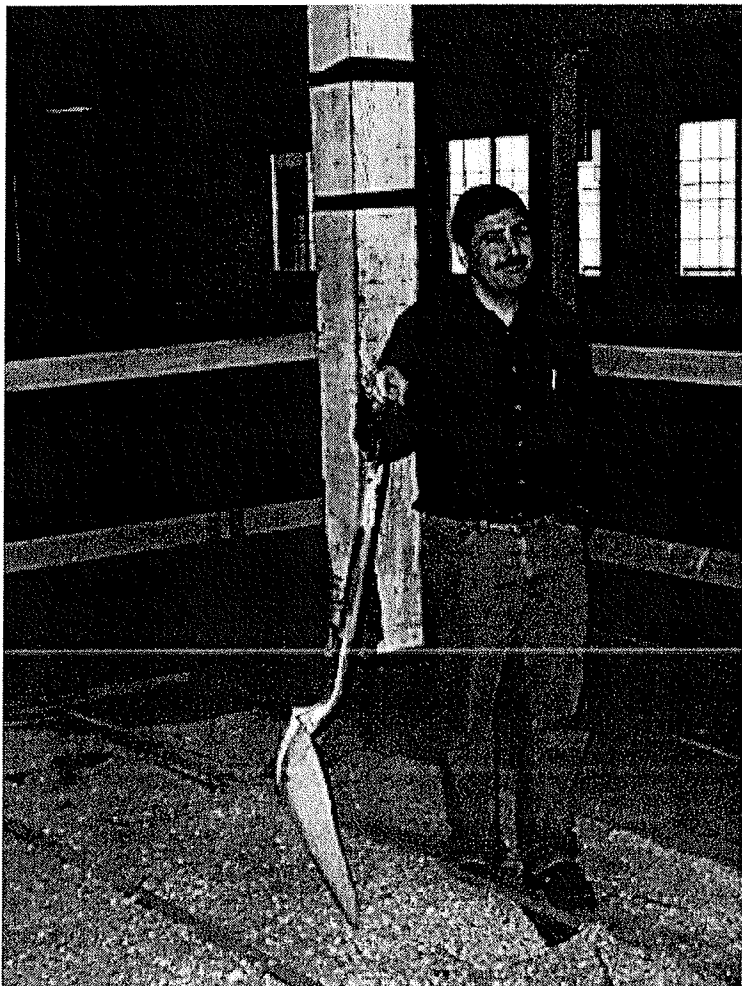
Multnomah, OR  
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Photographer: Jessica Engeman (?)

Date Photographed: Unknown

Description of Photograph(s) and number: Somebody has to clean up the mess!

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Property Owner: (Complete this item at the request of the SHPO or FPO.)

name The Hearts of the City of Portland Oregon

street & number

telephone

city or town

state

zip code

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Portland, Oregon

## FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Denise Klein		2. Telephone No. 503-823-7338	3. Bureau/Office/Dept. BDS, 299/5000
4a. To be filed (hearing date):  1/23/13, 9:30 TC	4b. Calendar (Check One)  Regular    Consent    4/5ths <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst:  1/15/13
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

### 1) Legislation Title:

Adopt Resolution honoring the life and public service of Art DeMuro to the City of Portland (Resolution)

### 2) Purpose of the Proposed Legislation:

For the Portland City Council to formally recognizes and acknowledges the exemplary and lasting work of Art DeMuro as a member of the Portland Historic Landmarks Commission, and citizen of our community.

### 3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?

- |  |                                    |                                    |                                |
|--|------------------------------------|------------------------------------|--------------------------------|
| <input checked="" type="checkbox"/> City-wide/Regional | <input type="checkbox"/> Northeast | <input type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast             | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest | <input type="checkbox"/> East  |
| <input type="checkbox"/> Central City                  |                                    |                                    |                                |

## FINANCIAL IMPACT

### 4) Revenue: Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source.

Neither. The resolution is non-binding.

### 5) Expense: What are the costs to the City as a result of this legislation? What is the source of funding for the expense? (Please include costs in the current fiscal year as well as costs in future years. If the action is related to a grant or contract please include the local contribution or match required. If there is a project estimate, please identify the **level of confidence**.)

Neither. The resolution is non-binding.

### 6) Staffing Requirements:

- Will any positions be created, eliminated or re-classified in the current year as a result of this legislation? (If new positions are created please include whether they will

*be part-time, full-time, limited term, or permanent positions. If the position is limited term please indicate the end of the term.)*

No.

- **Will positions be created or eliminated in future years as a result of this legislation?**

No.

*(Complete the following section only if an amendment to the budget is proposed.)*

**7) Change in Appropriations** *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)*

There are no amendments to the budget with this item.

<b>Fund</b>	<b>Fund Center</b>	<b>Commitment Item</b>	<b>Functional Area</b>	<b>Funded Program</b>	<b>Grant</b>	<b>Sponsored Program</b>	<b>Amount</b>

**[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]**

**PUBLIC INVOLVEMENT**

**8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:**

- ☐ **YES:** Please proceed to Question #9.  
☒ **NO:** Please, explain why below; and proceed to Question #10.

**9) If "YES," please answer the following questions:**

- a) What impacts are anticipated in the community from this proposed Council item?**
  
- b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?**
  
- c) How did public involvement shape the outcome of this Council item?**
  
- d) Who designed and implemented the public involvement related to this Council item?**
  
- e) Primary contact for more information on this public involvement process (name, title, phone, email):**

**10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.**

Yes. The resolution asks that the Mayor and City Council of Portland, Oregon formally request the Portland Historic Landmarks Commission to submit, for its consideration, suggestions for an award or other lasting memorial in the name of Art DeMuro.



Paul L. Scarlett, Director, Bureau of Development Services

APPROPRIATION UNIT HEAD (Typed name and signature)