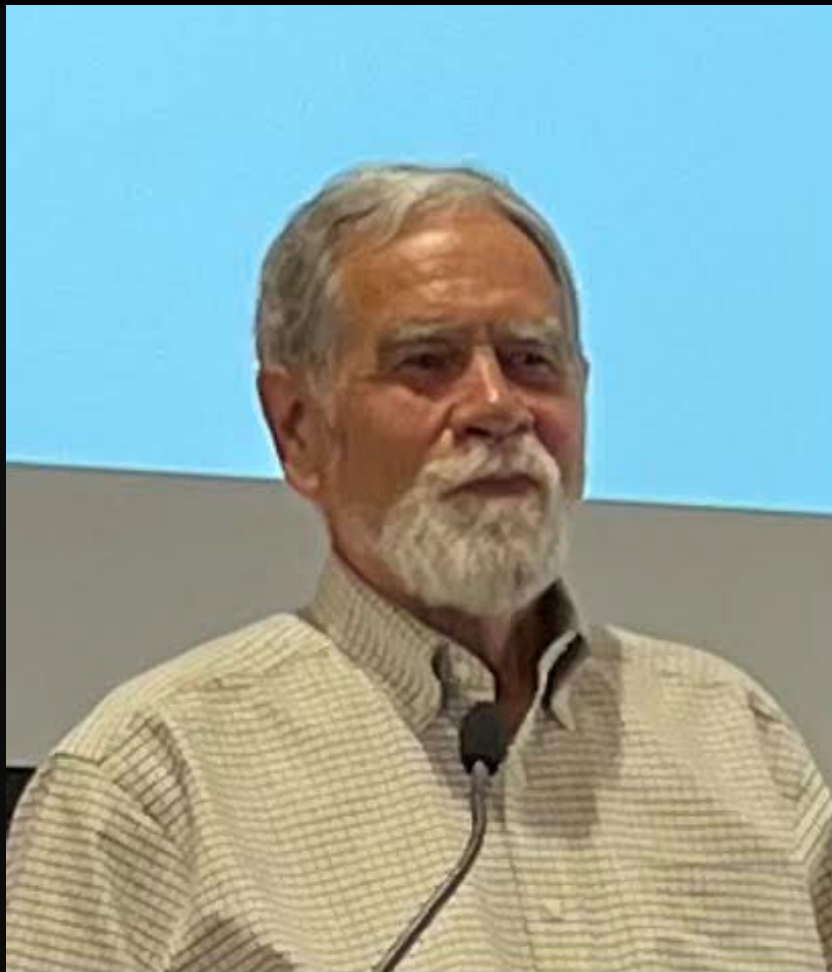




MAKING HISTORY
IN ADA COUNTY



John Bertram

The Ada County Board of County Commissioners is pleased to present its Making History Award to John Bertram for his contributions in preserving Ada County's history for future generations.

This year's Making History Award recipient is John Bertram. Ada County is recognizing John for his advocacy and planning work preserving historic structures in Ada County and Idaho.

Early Life

John was born in Berkeley California. His father was an Economics professor and the family moved around when John was growing up. John attended the University of Washington and majored in Urban Planning.

Interest in Preservation

John's interest in historic preservation occurred during his time at the University of Washington through his professor Victor Steinbrueck's efforts to save the Pike Place Marketplace in Seattle.

John Comes to Boise

John came to Boise through the Vista program. VISTA is a national service program designed to alleviate poverty. The VISTA acronym stands for (Volunteers in Service to America). Volunteers served in communities throughout the United States.

John and another VISTA volunteer worked in the River Street neighborhood. The neighborhood at that time had no playground. They were influential in creating a neighborhood park on Grand Street; organizing paint up projects; and did a survey of the neighborhood. After his one (1) year of service with VISTA he went back to the University of Washington to finish his degree.

After graduating from college, John came back to Boise to work for the federally funded River Street Design Center. During this time he became acquainted with Erma Hayman. The River Street Neighborhood at that time was rundown. Rental houses were falling apart due to a lack of maintenance and there were gambling houses in the neighborhood.



Erma Hayman House

Making a Difference

John was instrumental in saving the Egyptian Theatre. In 1972 when Robert Redford premiered *Jeremiah Johnson* at the Egyptian Theatre he and Alan Minskoff created a one page preservation handout and their girlfriends in long dresses, passed them out to everyone. It garnered support and made an impact on saving the structure.



Egyptian Theater

Visionary

John has a special talent of seeing the potential in a building or site. In 1974, he made an offer to Winston Moore to buy a building on 8th Street, which later became the 8th Street Marketplace. Winston didn't sell the building to John, but John was able to convince him of the building's potential. Winston hired John to develop the plans for the 8th Street Marketplace.

This experience led John to create his own firm Planmakers Planning & Urban Design in 1977, which John operated until 2018. Through his firm John has been a part of over 100 planning, design, and preservation projects.

In addition, he has the ability to engage with the public on the importance of preservation. An article in the *Idaho Statesman* in 1991 highlighted the interest the Star Community had on preserving their historic resources after attending John's presentation on the history of Star.

Memorable Projects

Some of John's memorable projects include the following:

- River Street Neighborhood Plan
- Eighth Street Marketplace
- North Bank Project
- Old Boise Concept Plan
- Bicycle-Pedestrian Design Manual for Ada County
- Hoff Building Art Deco Project
- C.W. Moore Park
- Boise Historic District Design Guidelines
- North End Plan: North End Neighborhood Resident Recommendations
- Boise Gateway Plan: An Analysis and Improvement Program for Boise's Entrances
- Visitor Information Signing: A Study of Informational Needs of Idaho's Travelers
- Mom and Pop Stores: A Vanishing Community Resource Exhibit
- Idaho City Historic District Plan and Design Guide
- Rupert Thorne Park and Idaho City Boardwalk
- Stibnite Historic District National Register Nomination
- A Proposal for the Malheur County Japanese American Cultural Center
- Capitol Boulevard Plan & Action Program
- Capitol Boulevard Memorial Bridge National Register Nomination
- A Study and Action Plan for Idaho's Commemoration of the Sesquicentennial: 1993 and Beyond
- Star Historic District Feasibility Study
- A History of the Star Fire District
- Oregon Trail Kiosk Project
- Ustick Area Master Plan
- Future Use & Operating Policies for the Boise Depot
- Idaho Black History Museum Development Plan
- A Feasibility Study for the Creation of a Hispanic Cultural Center
- Building 4 "Surgeon's Quarters" Rehabilitation



Capitol Boulevard Bridge



Ustick

Accomplished Preservationist & Planner

John is an accomplished preservationist and planner who has devoted his career to historic preservation planning and advocacy. He has been involved in over 100 plans or projects stretching from Baker City, Oregon to Elko, Nevada and many places in between during his over 40 year career.

The Board of Ada County Commissioners and the Historic Preservation Council appreciates that John saw a need for his talents in our community and devoted over a 40 year career to the preservation of historic and cultural treasures in Ada County.



C.W. Moore Park

ADA COUNTY MAKING HISTORY AWARD

The Ada County Making History Award honors people whose activities today are creating our future history. Ada County is pleased to present its Making History Award to John Bertram as an advocate, preservationist, and historic preservation planner for creating plans and advocating for the preservation of historic structures throughout the region.