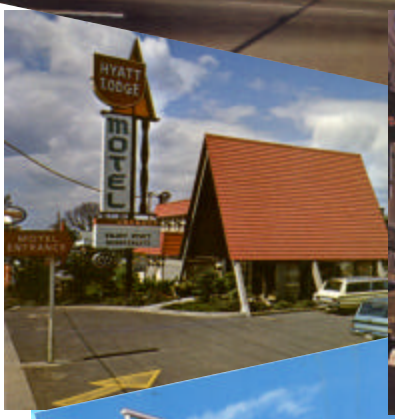
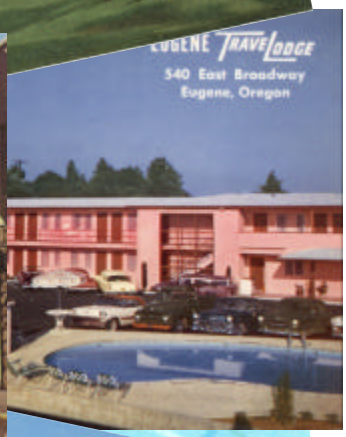
Eugene Modernism
1935-65





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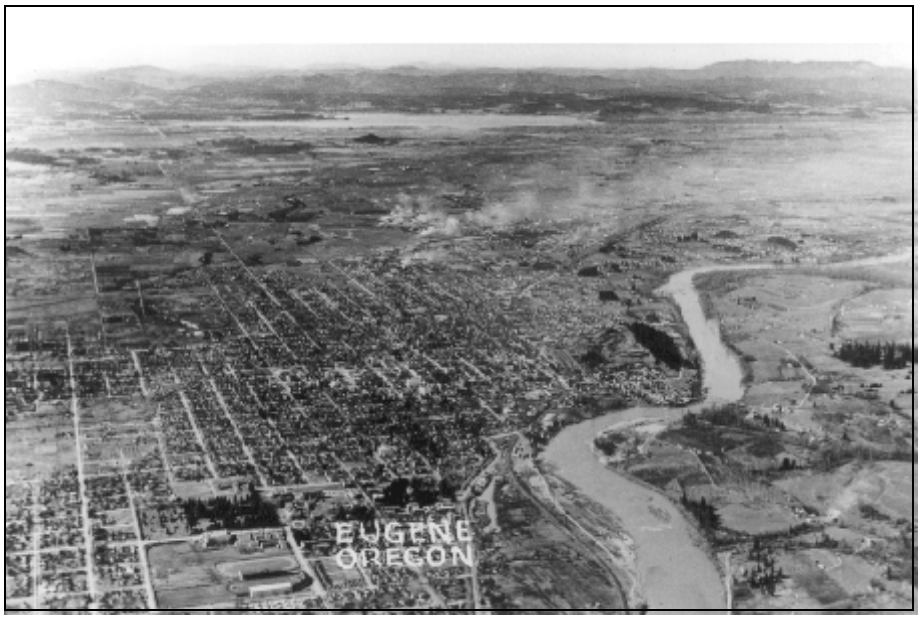
Front Cover: All images are postcards of Eugene created between 1935 and 1965. At the center is Willamette Street looking south from Broadway, c.1965. Clockwise from upper right is: Lawrence Hall on the University of Oregon campus, c.1940; Eugene Travelodge, c.1955; Park Blocks looking northeast towards the Lane County Courthouse, c.1958; Broadway Motel, c.1960; Hyatt Lodge Motel, c.1965; and Patterson Towers, c.1965.

Acknowledgments

ACKNOWLEDGMENTS

The *Eugene Modernism 1935-1965* context statement was researched and prepared by Sally Wright and David Pinyerd of Historic Preservation Northwest, a local historic preservation consulting firm, in conjunction with the City of Eugene Planning and Development Department staff. The Context presents an overview of Eugene's history during the Modern Period and is intended to provide a broad understanding of the community's growth and development. The document also identifies the type and likely location of the resources associated with this period of history.



Aerial view of Eugene looking west, c.1945. Photo courtesy of Lane County Historical Museum (GN236).

Thanks go to the staff and volunteers at the Lane County Historic Museum, especially to Ed Stelfox, who assisted in the search of the museum photograph collection and newspaper clipping files and who provided requested images. Thanks also go to Ken Guzowski, Eugene's Historic Preservation Planner, for his contributions to this project. Thank you Dorothy Gilmore and Don Lutes for assistance and believing in the project. In addition, thank you to the Eugene Historic Review Board for its support of this project and for their contributions to the development of the goals and objectives stated herein.

Preface

PREFACE

The *Eugene Modernism 1935-1965* context statement is the culmination of a 14 month collaboration between Historic Preservation Northwest, the staff of the Eugene Planning and Development Department, and members of the public.

Since history is a process, this context statement must be seen as a " work in progress," periodically reviewed, corrected, and made current. It is a product that we hope will help us all to appreciate and evaluate Eugene's record of the modern era.

Eugene Historic Review Board
(as of April 2003)

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Introduction

INTRODUCTION

A historic context statement is a document used for strategic planning of a community's historic resources. It describes the broad patterns of historic growth and development of the community and helps to ascertain the historical themes, events, and associated individuals that have played an important role in that development. A context statement also helps to identify historic resource types, such as structures, sites, objects, and districts, that represent these patterns of development. It also helps determine the potential distribution of these resources. Just as importantly, the document provides guidance for evaluating and protecting significant historic resources. It is intended to be a dynamic document, evolving over time as community needs and desires change.

The " Eugene Area Historic Context Statement" was completed in 1996 by historic preservation consultants Elizabeth Carter and Michelle Dennis. It included an overview of the history of Eugene and its associated historic resources from the city's settlement through 1945. This date was chosen to correspond to the 50-year criterion established by the National Park Service for eligibility for inclusion in the National Register of Historic Places.

Eugene Modernism 1935-1965 is a context statement prepared in 2002 by Sally Wright and David Pinyerd of Historic Preservation Northwest, a local historic preservation consulting firm. This document intentionally overlaps the time period covered in the original context, so as to expand on the information regarding Eugene's history from 1935 to 1945. The Modern Context also includes resources that have not yet reached the 50-year benchmark. This provides a " time cushion" or the opportunity for additional research and evaluation on the more

Ron's Drive-In at 2105 West 7th Avenue, 1956. Demolished. Photo by Wiltshire's courtesy of Lane County Historical Museum (GN1307).

contemporary resources without the need to update the entire document. This longevity will make the context statement a more valuable planning tool. The time period covered by the document is the latter portion of the Motor Age (1914-1940) as well as the majority of the War and Post-War Era (1941-1967), as defined by the Oregon State Historic Preservation Office.

The National Park Service developed context-based planning as a means of organizing activities for preserving historic resources. Such planning is based on the following four principles:

1. Significant historic properties are unique and irreplaceable.
2. Preservation must often go forward without complete information.
3. History belongs to everyone.
4. Planning can be applied at any scale.

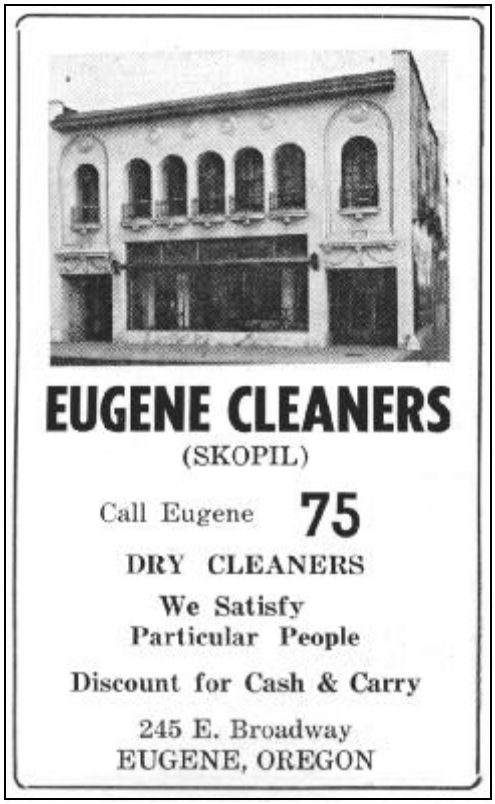
This project was financed in part with Federal funds from the National Park Service, a division of the U.S. Department of the Interior, and was administered by the Oregon State Historic Preservation Office. All work was completed in accordance with the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation.

Historic Context Definitions

Determining what is to be studied is an important first step in understanding a historic context, and helps keep the research focused. The three elements used to determine the parameters of a historic context are theme, time, and place.

Theme

The theme of the context statement identifies what is to be studied. This can vary in scale from an entire community to a significant historic trend, such as the college fraternal movement, or to a single resource type, such as schools. This context is a geographically based study, as it covers the development of the Eugene community. Significant activities, events and people are discussed within the context sub-themes, which includes Transportation and Communication, Government, Residential Development, Commercial Development, Industry and Manufacturing, Education, and Religion and Funerary, among others.



Advertisement for Skopil Cleaners, 1945.

Time

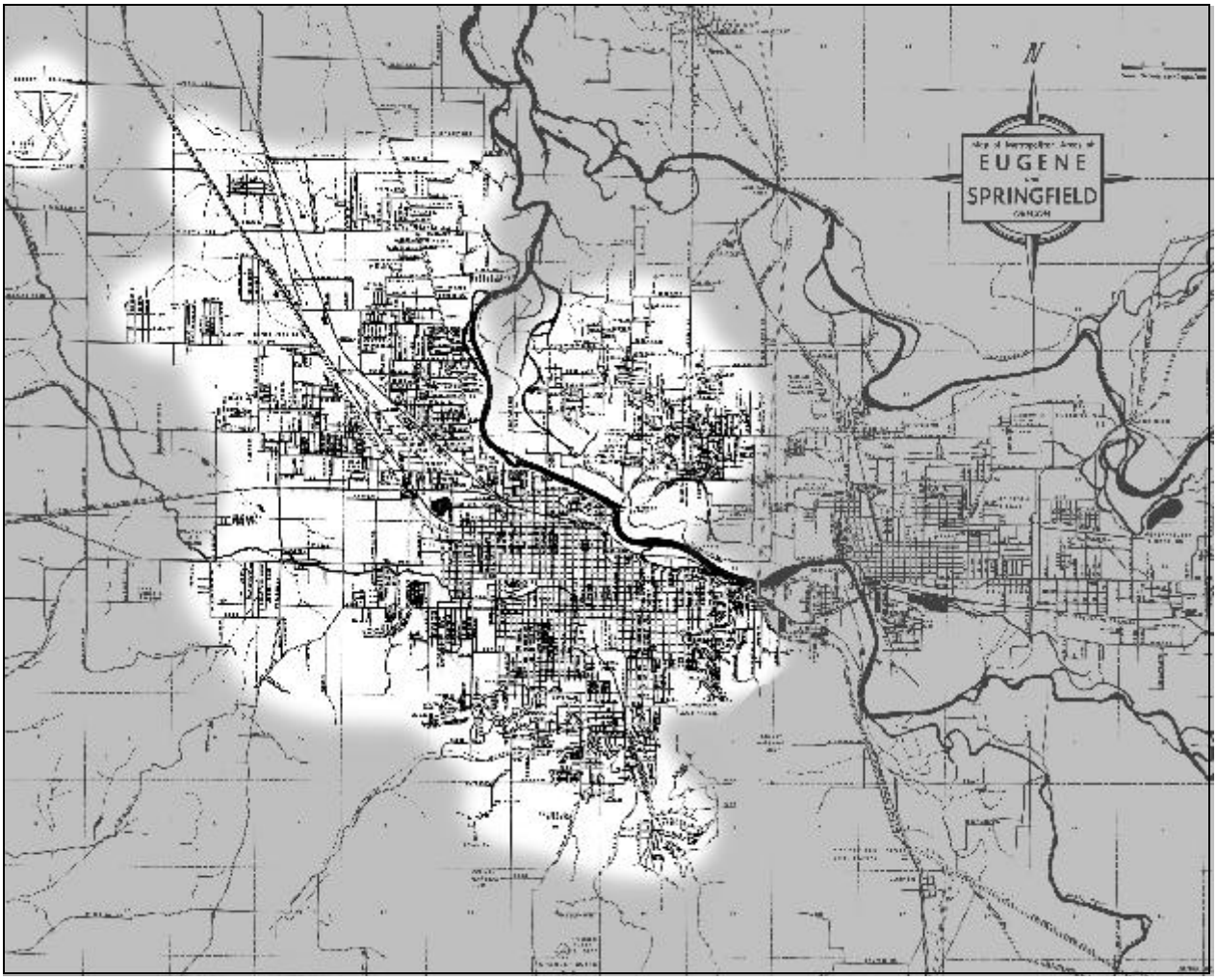
The time boundary of a historic context establishes the dates that bracket the period of study. The original historic context statement covered the period from prior to the Euro-American settlement of the Willamette Valley to the end of the war era, or 1945. This date also corresponds with the 50-year benchmark established by the National Park Service for the inclusion of resources in the National Register of Historic Places.

This updated document covers the Modern Period, defined herein as 1935 to 1965, which was a time of tremendous growth for the city of Eugene. The closing date was intended to " extend the life" of the document beyond the 50-year criterion. Historic context statements are subject to periodic review and revision, and should be reviewed before pertinent resources reach the benchmark date.

Place

The place or spatial boundary of a context statement describes its geographic limits. Determining a reasonable area of study keeps the research manageable, yet the boundary should not be chosen arbitrarily. The boundaries of this study encompass land within the Eugene city limits by 1965. It also includes large expanses of adjacent properties that had not yet been annexed, yet were receiving city services. This includes land to the northwest in the Bethel-Danebo and River Road neighborhoods, as well as the Goodpasture Island area directly north of downtown. A map on the following page shows the area that was examined.

Eugene is located in the Southern Willamette Valley at around 430 feet above sea level. It is characterized by a generally flat alluvial plain, with the exceptions of the South Hills area, Hendrick's Park, and Skinner and Spencer Buttes. The Willamette River runs in a northwesterly direction through Eugene and bisects the community. The other major waterway, Amazon Creek, runs in a northwest to west direction from the South Hills area to the Fern Ridge Reservoir, several miles west of the study area. The three principal soils are poorly drained along the river and flood plains and moderately well drained in the foothills. The majority of the region has the third type, a rich alluvial soil, which makes it well suited to farming. Relatively mild temperatures, ranging from an average of thirty degrees in the winter and eighty degrees in the summer, characterize the climate in Eugene. Precipitation averages 42 inches per year, primarily in the form of rainfall, and occurs generally in the winter months of November to March.



The highlighted area is the basic boundary of the study area, roughly matching the Eugene city limits in 1965, and extends from Coburg to the north, I-5 to the east, Spencer Butte to the south, and the Eugene Airport to the west.

Transportation

TRANSPORTATION AND COMMUNICATION

Many advances in transportation and communication occurred during the Modern Period. Although a new airport was constructed, the automobile continued to be the dominant form of transportation. This led to the creation of the Highway Act and Interstate Freeway System. Local broadcast radio and television stations were established to serve the Eugene market.

Roads and Automobile Services

By the mid-1930s, the automobile was the primary means of passenger travel. Related businesses and resources " were quite commonplace, with filling and service stations, garages, tire dealers and [car] dealerships located throughout Eugene." [1] Less noticeable than the numerous gas stations were the motor courts and auto camps. These were developed to accommodate long-distance road travel, an increasingly popular recreational activity, and were the precursors to motels. The early motor courts tended to be located along Route 1, which included River Road and Highway 99. By 1935, four such camps had been established, including the Cabin City Auto Camp, near Railroad Boulevard, and the Green Gables Tourist Court.

As Eugene entered the Modern Period, Blair Boulevard was still a major transportation route. In fact, Pacific Highway, or Highway 99, followed Blair Boulevard and River Road towards Junction City and points north. Its importance was diminishing by 1936, however, when the Highway was relocated due to seasonal flooding of the original roadway. Traffic shifted to 6th Avenue and Prairie Road, which ran to the west of the

Fred Day's Richfield Service Station at 311 East 11th Avenue, c.1940. Photo courtesy of Lane County Historical Museum (GN1279).

Southern Pacific rail lines. In order to accommodate increasing traffic, in 1941 the Highway Department converted 6th Avenue into a one-way street to the west and created a couplet with 7th Avenue, which ran to the east.

Within a few years of shifting highway traffic onto 6th Avenue, a number of automobile related developments began to appear. By the early 1940s, West 6th Avenue was home to four motor courts, including Lloyd's Auto Court and Kennedy's Court, as well as a number of gas stations and service garages. Following the creation of the 6th and 7th Avenue couplet, car related services also began to increase on West 7th Avenue.

At the beginning of the Modern Period, the city was still in the process of paving its roads. There were 68 miles of roads in Eugene, with 15 of those still dirt or gravel. In fact, it wasn't until the early 1950s that most residential streets were blacktopped. And, although Eugene had 77 miles of paved roads by 1953, annexations to the city caused a gain of 80 more miles of dirt and gravel streets.

Looking north on Coburg Road just north of the Ferry Street Bridge after a December 1945 flood. Photo courtesy of Lane County Historical Museum (GN5736).

" One of the larger physical changes to the city in the postwar years was the widening of Franklin Boulevard as part of the state's transformation of Highway 99 between Eugene and Goshen into a modern four-lane superhighway." [2] Related to this project was the realignment of dangerous right-angle turns where Highway 99 passed through downtown and where too many log trucks had spilled their loads on too many cars.

When Highway 99/Franklin Boulevard was widened in the mid-1940s, the Southern Pacific railroad tracks relocated from the center of Franklin Boulevard to its north side, closer to the river. In 1946, the Highway Department put the lower Millrace underground in a 30-inch pipe for Highway 99 and Ferry Street Bridge extension work. The intent of the project was to help relieve the local traffic problem, as was

Standard Station at 211 East Broadway, c.1940. Demolished. Photo by Charles Baker courtesy of Lane County Historical Museum (GN371).

another proposal in 1945: City Manager Deane Seeger implemented downtown's system of alternating, one-way streets, with Eugene being " the first city in Oregon to try such a thing." [3]

As automobiles became more affordable and paved highways made traveling easier, additional motorists took to the roads. Car related services became more specialized and numerous, as indicated by the business classified listings in the 1946 Eugene Pacific Telephone and Telegraph Company directory. Instead of general categories of automobile accessories, repairs and dealerships, listings focused on particulars like carburetors, fenders, radiators, electrical service, painting, and upholsterers.

A postcard for the Manor Motel at 599 East Broadway, c.1945.

At this time, automobile courts and motels also proliferated, with over 20 doing business in the Eugene area in 1946. The courts relocated from the outskirts of town and opened establishments around the town core. They included the Rose Auto Court at 969 Franklin Boulevard, Court Loma at 857 Lincoln, and the Radabaugh Courtel at 571 West 6th Avenue. Motels offered a third lodging option, with accommodations that overlapped both the motor courts and the hotels. Travelers could enjoy the convenience of parking their automobile directly outside their door, while still enjoying such amenities as hot showers, steam heat, and radios.

In the early-mid 1950s, a number of street-widening projects occurred to accommodate the increase in auto traffic. Both 18th and 24th Avenues were widened to provide better east-west travel routes. To the south, the city extended 30th Avenue, which became a major road out of town. In addition to street-widening projects, the city also laid roads in its newly annexed lands to the south.

The city expanded the system of alternating one-way streets downtown during this period. Some of these streets were designed to accommodate the new 1951 Ferry Street Bridge. The steel 1913 structure was replaced with a new, $447,855, four-lane, forty-eight-foot wide span. At the time of its construction, the Ferry Street Bridge was the only major bridge in the downtown area. Shortly thereafter, Eugene introduced its " amble scramble" system at the intersection of Broadway and Willamette to facilitate pedestrian traffic and crossing. It caused automobile traffic to be stopped simultaneously in all directions, freeing pedestrians to cross diagonally through the intersection. The amble scramble system

Both Ferry Street Bridges existed for a time in 1950. Photo courtesy of Lane County Historical Museum (GN589).

allowed walkers to reach kitty-corner destinations on a single traffic light.

Joe Romania auto showroom at 2020 Franklin.

Also in the mid-1950s, there was an increasing tendency for automobile dealerships and showrooms to be architect-designed. In 1954, Dunham Motors constructed its Oldsmobile-Cadillac dealership at 1280 Oak Street. The rockets adorning the building provided the sensation of speed and exploration. In 1959, the architectural firm of Balzhiser, Seder & Rhodes designed the Joe Romania Display Pavilion. Gale M. Roberts constructed the building at 2020 Franklin Boulevard. The Pavilion's " curved form suggests the dynamism of the auto in motion and serves to focus attention on the product it contains." [4]

In 1956, construction began on the portion of Interstate 5 that included Eugene. The Interstate Freeway system established by the 1944 Highway Act was a separate entity from the highway system. The Act created a road network connecting principal metropolitan areas, major cities and industrial centers across the United States in the event of a breach in national security. The freeway system had the additional benefit of providing improvements to primary and secondary roads to support and interact with the new highways. " The success of the freeway is limited access; there are not intersections except where the freeway crosses or joins another significant public road." [5]

" The Interstate freeway system was one aspect of postwar technological explosion that had a very significant impact on Eugene's and the region's development. Its construction heralded the accelerated growth of Oregon cities and the accompanying changes in land use and attitude toward our natural environment." [6]

Local construction of Interstate 5 was completed in 1961. The freeway ran primarily through agricultural lands and created a clear demarcation between the communities of Eugene and Springfield. Interstate 105 was built at the same time to connect the Interstate to downtown. The location of the interstate away from the city center encouraged development of such traveler-related services as gas stations, motels and restaurants.

A postcard for the Eugene Travelodge, c.1960.

As a result, in the late 1950s and early 1960s, numerous motels appeared on the local landscape. Unlike the motor courts, motels were generally two stories tall and offered the most modern services, such as outdoor swimming pools. Examples include

the 1958 Travelodge on East Broadway and the 1961 New Oregon Motel at 1655 Franklin. Due to a local housing shortage being experienced by University of Oregon students, some new facilities even offered group dormitory rooms. The 1958 Timbers Motel, at 10th Avenue and Pearl Street, created a dormitory in its basement. It was designed by William Burnett and incorporated native materials, including a wood frame and stone exterior. The 1960 Motel Continental, at 390 East Broadway, was the largest in Eugene at the time of construction. Its $750,000 price tag included radios, televisions, heat and air conditioning, soundproofing, tile tubs, and aluminum lined drapes. The motel facilities included a meeting room, group dormitory room, and a heated swimming pool.

A postcard for the Timbers Motel, c.1970.

Between 1950 and 1960, the population of Eugene grew by 40% and its land mass doubled in size to 14.5 square miles. The prosperity felt after World War II enabled more residents to own automobiles and cars soon rivaled the number of households. " Left over from the days of fewer cars was the expectation that there should always be roads to drive on and a parking space in front of where you wanted to be, and that anywhere you wanted to go should be within easy parking distance from where you had parked." [7]

The proliferation of automobiles and roadways contributed to the breakdown in the historic pattern of having a close connection between work and home. Railroad workers lived near the rail yards, professors lived near the University of Oregon, and many shopkeepers lived above their place of business. Such proximity was no longer necessary and often not desirable.

In 1960, voters rejected a levy for the construction of the Spencer Butte Expressway through Amazon Park, which would have linked downtown to East 30th Avenue. Although residents accepted a scaled-down version the following year, the project sparked an initiative petition. It proposed a charter amendment that prohibited the city from building a " limited access roadway" without a public vote.

Construction of the Delta Highway prior to the Jefferson Street Bridge, 1964. Photo by Harry Gross courtesy of Lane County Historical Museum (GN252).

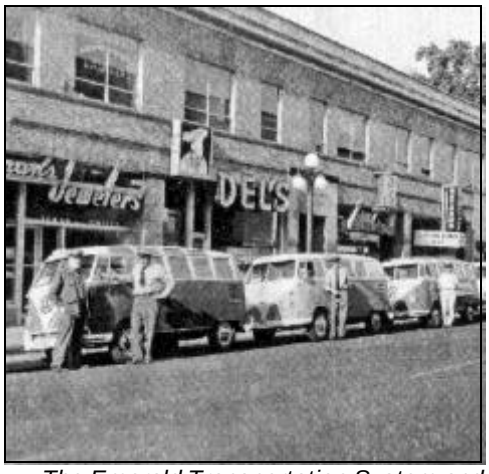
In 1962, Beltline Highway connected Interstate 5 to the

Bethel-Danebo neighborhoods and onto West 11th Avenue just past Echo Hollow Road. That same year, construction began on Delta Highway on the agricultural lands of Goodpasture Island. The highway was to provide a connection between Beltline Highway and Interstate 105 to its south. Delta Highway was also intended to connect to Eugene's second bridge across the Willamette River. However, the Washington-Jefferson Bridge, as it would be called, was not completed until 1967. The Delta Ponds were formed on the island at the time the highway was constructed. They are the remnant gravel pits dug by Eugene Sand and Gravel for the aggregate used during construction.

During this time, construction continued on the peripheral road systems with overpasses, embankments, and surfacing of Delta Highway, Beltline, and various outlying county roads. Federal timber receipts paid Lane County, not the City of Eugene, to build roads serving the suburban areas. These roads included Willakenzie, Santa Clara, Oakway, Royal and Barger.

Bus Service

Eugene's only local motorized bus system at the beginning of the Modern Era survived both the Depression and World War II. Oregon Motor Stages, which assumed operations in 1929, " hobbled through the Great Depression and was looking for a buyer when it was saved by the economics of the Second WW. Full buses kept the company in the chips until after the war when, with the resurgent availability of gasoline and personal automobiles, passenger numbers plummeted." [8]



The Emerald Transportation System and their fleet of Volkswagens in the 1960s.

In 1947, bus operations were purchased by City Bus Lines, which maintained the system for almost a decade. After the following owner drove the company into bankruptcy in less than two years, the bus drivers kept the system " limping along," often by using their personal vehicles. In 1958, they formed the Emerald Transportation System (ETS), a driver-owned cooperative, to take over operations. By the end of the following year, ETS had purchased a " distinctive fleet" of 20 Volkswagen microbuses for its use. These vehicles served the residents of Eugene for much of the 1960s.

Greyhound Bus Depot, 987 Pearl Street, 1965. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE476).

At the start of the Modern Period, the Pacific Greyhound Bus Lines office was

located in the Oregon Hotel, at 541 Willamette Street, near the railroad stations. In 1940, Greyhound constructed its own bus depot, complete with cafeteria, at 987 Pearl Street. The building featured curved exterior walls, large expanses of windows, and brick detailing. About this time, Trailways Bus Company also began serving the Eugene community. Their office was north of the Greyhound Depot, in the lobby of the Chiaramonte Apartments at 957 Pearl Street.

Airports

The Eugene Airpark was located at Chambers Street, near West 19th Avenue, in what was considered the outskirts of town in 1935. The airport encompassed 640 acres and had minimum runway facilities and navigational aids. In 1938, United Airlines considered making Eugene a regular stop on its west coast commercial route; however, it first requested that the city purchase additional land for development and upgrade the runway conditions.

Although a second hangar was constructed at the Eugene Airpark in 1939, increased air traffic strained the site and facilities. Mahlon Sweet, the chairman of the Eugene Chamber of Commerce aviation committee, convinced city officials that Eugene needed a larger and more modern airport. Later that year, the city purchased 900 acres of land in the northwest quadrant of town for a new airfield.

Construction of the new airport began in 1940, with the United Airlines terminal completed the following year. Mahlon Sweet Field was reputedly the first publicly owned airport on the West Coast. Its dedication took place on May 11, 1943, just ten days after its first United Airline flight. Typical airfreight shipments from Eugene included holly to Chicago, Douglas fir plywood to St. Louis, and frozen fish to Minneapolis.[9] In 1947, Eugene welcomed its second air travel carrier, West Coast Airlines. Four years later, the airport hosted 4,000 flights and 30,000 passengers.

Mahlon Sweet Airfield, c.1945. Photo courtesy of Lane County Historical Museum (GN4643).

As Eugene's proximity to the Pacific Coast made it an important location for troops sent to this part of the country, the U.S. Army commandeered the old Eugene Airpark during the war. In the early 1940s, the Eugene Vocational School also used the airfield for its National Defense Training Program, which included courses in aviation sheet metal and

aviation mechanics. The school thrived following World War II, as thousands of veterans returned to the workforce.

Following the war, the Eugene Airpark continued to serve private airplane owners and small commercial ventures. However, in 1954, voters passed a ballot measure declaring the airport a hazard, especially due to the noise and traffic it generated. Two years later, the Eugene Airpark on Chambers was closed. The Eugene School District purchased some of the property for the construction of Jefferson Junior High, completed in 1957.

Mahlon Sweet Airfield, c.1965. Photo courtesy of Lane County Museum (GN4652).

Over the years, improvements made at Mahlon Sweet Field included extending the runway to 5,500 feet in length and installing high intensity runway lights for better visual reference from the air. However, due to advances in airplane and airport technology and to the large volume of passengers, the facilities were already becoming obsolete. The city decided to construct a new air terminal and air traffic control tower. The dedication of the $583,000 facility, which featured automatic door openers and automatic baggage belts, was held in September 1964. The week-long event included a visit by the Blue Angels and a stopover by Barry Goldwater during his presidential campaign.

Newspapers

In 1935, Eugene published three newspapers, two of which were subscription based. One was the *Eugene Register-Guard*, with offices at 1041 Willamette Street. The other was the *Eugene Morning News*, which operated from 79 W. 8th Avenue. The third newspaper was the *Daily Emerald*, printed by the University of Oregon and distributed without charge throughout the community. " In October 1942, the *Eugene Register-Guard* purchased the circulation of the *Morning News*, and Eugene became a one-newspaper town." [10] For the remainder of the Modern Period, the *Register-Guard* was the sole subscription newspaper in town.

Radio Stations

When KORE radio went on the air in 1928, it was the first commercial broadcasting station in Eugene. In 1937, KORE, which had operated out of the Eugene Hotel since its inception, moved to new facilities at 2598 Willamette Street. In 1948, the station was purchased by the Lane Broadcasting Company, which later moved it to 1245 Charnelton Street.

It wasn't until the mid-1940s that a second local radio broadcaster was established: KUGN, at 1600 Coburg Road. Within a few years, two other stations joined the Eugene market: KASH, on Day Island Road, and KERG, which was owned by the *Register-Guard*, at East 13th Avenue and Willamette Street. These four stations served the local area until the late 1950s. By 1960, KERG was operating from the Coburg Road studio, as KUGN had ceased broadcasting in Eugene. In its place, KVRM, at 200 Monroe Street, was the fourth local station.

Within a few years, the number of radio stations based in Eugene more than doubled, for a total of ten. Two of these broadcasters were located downtown: KATR, at 130 East 13th Avenue, and a revamped KUGN, at 222 East Broadway. The other stations were located on the outskirts of town, such as KWFS at 4800 Franklin Boulevard and KMBC at 2895 Hilyard Street.

Telephone and Telegraph Companies

The Pacific Telephone & Telegraph Company was part of the Bell System network and was known locally as Pacific Northwest Bell. The Company had a monopoly on the local telephone service throughout the Modern Period. Their office, located at 112 East 10th Avenue, was substantially enlarged in both 1944 and 1958 to accommodate the growing number of customers.

Pacific Northwest Bell, 112 East 10th, 1964. Demolished. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE2223).

In 1935, local residents could send telegrams through their choice of two companies. The first was Postal Telegraph Cable, located at 21 East 8th Avenue. The other was the Western Union Company at 2 East Broadway. By the 1940s, use of telegrams had decreased due to advances made by the telephone company and the U.S. Postal Service. As a result, Western Union was the sole provider of telegraphic services in Eugene in 1946. Within a few years, their offices moved to 870 Pearl Street, where they continued to do business throughout the 1960s.

Television

By the mid-1950s, KVAL, an NBC affiliate, provided televised broadcasting to the Eugene community. The station was located at 548 Blanton Street. Around 1961, a group including Carolyn Chambers petitioned the Federal Communications Commission

(FCC) for the establishment of a local station. The petition was submitted on behalf of Liberty Communications, the precursor to Chambers Communication. In 1962, KEZI began its televised broadcast. The station, an affiliate of ABC, was located at 2225 Coburg Road. The following year, KVAL moved to 1245 Charnelton Street.

Summary

After the passage of the highway and interstate freeway acts, thousands of miles of roadways were paved. This was followed by the establishment of automobile related services, such as gas stations and motels, which dominated the interchanges of major routes. During the Modern Period, a handful of local radio stations and the first broadcast television stations were established in Eugene.

Transportation Endnotes

1. City of Eugene, Planning & Development Department, *Eugene Area Historic Context Statement (*April 1996), 85.

2. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 145.

3. Ibid., 144.

4. Southwestern Oregon Chapter, AIA, *Style & Vernacular: A Guide to the Architecture of Lane County, Oregon* (Portland, OR: Western Imprints, Oregon Historical Society Press, 1983), 62.

5. Kenneth Guzowski, *Modern Context Outline (1935-65).* Located in the City of Eugene Planning Department files, 8.

6. Ibid.

7. Holt, 87.

8. Ibid., 114.

9. Guzowski, *Modern Context Outline,* 10.

10. Dorothy Velasco, *Lane County: An Illustrated History of the Emerald Empire* (Northridge, CA: Windsor Publications, Inc., 1985), 124.

GOVERNMENT

The Depression and War Era in Eugene, as in most of the country, was a period of slow growth and little new construction. This changed quite dramatically after World War II when the population of Eugene exploded. The city responded with public improvement programs and the development of a downtown civic center complex.

Depression and World War II

During the dark days of the Great Depression and World War II, public projects and public works developments essentially came to a standstill. William C. Clubb, the city engineer since 1927, sustained city services with a minimum of expenditures throughout these periods. " Clubb's ability to maintain public works services through the lean years paid off following World War II, when the city was able to quickly respond to a huge post-war construction boom." [1]

CCC camp on the north side of Skinner Butte, c.1933. Photo courtesy of the Lane County Historian.

In 1933, President Franklin D. Roosevelt established the Civilian Conservation Corp (CCC), a New Deal make-work program. " The immediate benefits of the CCC and other Depression-era programs and work projects to the Pacific Northwest were employment for individual residents, ...financial relief for families, ...and economic stimulae for communities through purchase of supplies and materials." [2] The LCC established a regional camp in Eugene on the north side of Skinner Butte in the current Skinner Butte Park. The district oversaw 21 camps throughout Lane County and beyond. Locally, the CCC was responsible for the construction of the 1938 Civic Stadium on Willamette Street and the basalt walls and picnic areas in Skinner Butte Park. Regionally, they fought forest fires and floods, built roads, trails and campgrounds, and planted trees to check soil erosion.

The only public or government building constructed during the Depression was the downtown post office, built just north of the older facility. Designed by Gilbert Underwood, the post office was constructed in 1938 in the Art Deco Style. Some of the smaller public works projects that were completed included the 1940 Skinner's Butte Communication Repeater, which housed radio transmitters serving the emergency network.

Downtown post office (Underwood, 1938) at 532 Willamette Street.

In 1941, the city purchased a new street sweeper and initiated a savings plan for the construction of its first sewage treatment plant. Two years later, it purchased land by the fairgrounds from Lane County for the development of its first public pool. By 1945, the city constructed a parks maintenance facility at 255 Lincoln Street and a facility management complex, complete with offices, carpenter and trade shops, and parts storage at 210 Cheshire Street.

The Eugene Water and Electric Board (EWEB), a municipally owned utility, continued to grow during the Modern Period. " Throughout the Great Depression of the 1930s the board was able to maintain and increase its sales of electricity and water." [3] A number of the utility's policies, such as reducing electric and water rates during hard times and extending service to consumers outside of the Eugene city limits, encouraged this growth. In addition, in an attempt to increase consumption, EWEB rented ranges and water heaters to customers, who then paid for the appliances in monthly installments as part of their regular utility bill. Beginning in 1933, promotional electric ranges were donated to schools in Eugene for use in home economics classes.

In 1939, EWEB completed the College Hill Reservoir, which had a capacity of approximately 15-million gallons. The project was accomplished with the assistance of a grant from the Public Works Administration, which covered 45% of its cost. The following year, the utility authorized the City of Eugene's Playground Commission to use the cover of the new reservoir as a playground. About this time, EWEB entered the wholesale water business and agreed to provide water to districts outside of the city limits, such as

Excavating for the College Hill Reservoir, 1938. Photo courtesy of EWEB.

South Willamette, Bethel, and River Road. In 1940, the EWEB board purchased power from the recently established Bonneville Power Administration (BPA) and constructed an additional steam generating facility, completed the following year.

Post-World War II

Following World War II, the size and population of Eugene exploded. An estimated 1,500 soldiers returned from the battlefields, thousands more moved to the area to obtain an education at the University of Oregon under the G.I. Bill, while others came to work in the thriving logging industry. Between 1940 and 1950, the population of Eugene rose from 20,828 to 35,879, an increase of 72%. The number of square miles within the city limits grew by 30%, from 5.5 to 7.2, due to annexations on the southwest side of town. In order to accommodate this mass of newcomers, the city had to change the manner in which it was doing business.

In May 1944, voters approved an amendment that fundamentally altered the city's charter. In place of the mayor and city council being responsible for the daily affairs of Eugene, a city manager form of government was adopted. Having a paid professional in charge of day-to-day functions was intended to improve efficiency and remove political partisanship. In 1945, under Mayor Earl McNutt, Deane Seeger was hired as Eugene's first City Manager. His first projects included planning a new city swimming pool, overseeing park and airport improvements, and obtaining funds to build the Amazon Canal. Seeger also implemented the system of alternating one-way streets in downtown Eugene.

Another change occurred in 1945 with the arrival of modern planning. Eugene, Springfield, and Lane County formed a joint planning board, the Central Lane County Planning Council (CLCPC), precursor to today's Lane Council of Governments. The role of the Council was to oversee broad scale studies and to promote sound development on a regional scale. The CLCPC hired Howard Buford, a former planner with the National Park Service, to oversee the staffing of the commission.

Looking northeast at the Millrace with the Willamette River at the top, c.1948. Photo courtesy of Lane County Historical Museum (GN252).

In 1948, Eugene's first zoning ordinance was adopted. The following year, Lane County was the first county in Oregon to create its own planning commission. The commission's first act was the

adoption of a zoning ordinance that applied to the fringe areas and along highways, which prohibited businesses within 800 feet of a school. The " fringe areas" referred to then-outlying neighborhoods, such as Friendly, River Road, Bethel, and Bailey Hill, that were growing rapidly following World War II. From 1930-60, and especially between 1945-55, the urban-rural sector grew faster than that within the city. By 1950 alone, fringe residents comprised one-quarter of the Eugene Water and Electric Board's (EWEB) water customers.

In 1949, Mayor Edwin Johnson and City Manager Oren King launched a 10-year program to create a network of cross-town arterial streets and oversaw the laying of sewer lines. They also supervised the paving of miles of residential streets, which as of the late 1940s had not yet been blacktopped. The City also initiated a project created by public demand, the restoration of the millrace, but the endeavor had to be abandoned. It was discovered that an outflow pipe, laid underground in 1946 for the extension of Highway 99 and the Ferry Street Bridge, wasn't wide enough to return the water flow to its original rate. " The grand old millrace – once known as Eugene's Crater Lake – had been reduced to little more than a murky, slow-moving storm sewer." [4]

As a result of the post-war population boom in Eugene, the number of EWEB customers increased greatly from 1940 to 1950. Water customers increased by 48% while the number of electric customers nearly doubled, as the utility provided services to more and more households located outside of the city limits.[5] Despite the construction of the 1949 Hayden Bridge Filtration Plant, it became apparent to EWEB that additional capacity would have to be added. In 1950, the board authorized the construction of the College Crest and Fairmount reservoirs and negotiated with the BPA for more electrical energy. That same year, the utility built a combination office and warehouse and a shop building on the Woolen Mill property along the river that it had purchased a few years prior.

By 1951, Eugene merchants were discussing the idea of a downtown pedestrian mall and the need for off-street parking. Ironically, voters, who still expected to park conveniently while they shopped, voted down a bond measure to construct parking garages by a 6 to 1 margin. In 1957, 80% of the merchants on Willamette Street opposed the idea of temporarily closing the street for a trial mall. Just two years later, however, downtown merchants agreed to a trial three-week pedestrian mall, created by closing Broadway to vehicular traffic.

In 1954, the city council twice held contentious annexation votes for the Bethel area, located to the northwest. After the first vote failed, the neighborhood attempted to incorporate into its own city. In response, the council redrew the proposed boundary to omit those sections opposed to annexation, while still capturing the industrial development it desired. The second vote passed. By 1958, other land annexed by the City included parcels on either side of the Ferry Street Bridge, along the Willamette River; tracts running south from East 30th between University and Hilyard, which fan out south of 40th to include the Edgewood neighborhood; and properties bound roughly by West 24th, Friendly, West 35th, and City View. By 1960, Eugene had grown to 14½ square miles, or twice its size in 1950. Its population increased by over 15,000 to reach 50,977, a 42% increase from 1950 to 1960.

By the mid-1950s, the city was facing two major decisions related to the long-range development of its downtown. They were the location of a new county courthouse and the appropriate type and scale of development for the city's riverfront. According to architect John Stafford, these were not two decisions to be considered separately, but a single, larger issue to be resolved simultaneously. As a result, in 1954, the Architect's Collaborative[6] produced a long-term proposal for civic center development. Stafford was a member of the Collaborative, a collection of architects, designers, and landscape architects, who as a group advised the city on the courthouse project. Their plan was designed to create a " cultural center" in downtown and included a redesign of the surrounding blocks. Although not followed in its entirety, the proposal did lead to the construction of a downtown civic center complex.

Postcard of the Park Blocks with the Lane County Courthouse in the background, c.1960.

In 1957, the Architect's Collaborative plan initiated a redesign vision of the Park Blocks. " During the mid-1950s, Eugenians began to consider the area, which formerly contained a bandstand, horseshoe pits, and lawn areas, a detriment to the genteel character desired downtown." [7] Landscape architect Lloyd Bond recreated the park according to contemporary urban concepts. The design, which stressed form, texture and indestructibility, replaced lawns and flowers with concrete surfacing and fountains. Not long after, two alleyways became pedestrian walkways: one connected Willamette Street and West Park, just north of Broadway, and the second lined South Park to Broadway, just west of Oak Street. Further changes to the park blocks occurred in 1960, when a double-deck parking garage was constructed at East 8th Avenue and Oak Street. Known as a " butterfly lot," it was designed by Wilmsen and Endicott.

The Urban Renewal Agency (URA) of Eugene was created in 1957, according to Resolutions #572 and #573. In November of 1958, the URA, which consisted of the Mayor and the City Council, proposed an urban renewal scheme for the civic center, known as the Mulligan-Skinner Urban Renewal Project. The plan envisioned the civic center expanding from the Ferry Street Bridge to Oak Street, from East 6th to East 8th, then a mixed residential-commercial neighborhood. In 1960, voters rejected the Mulligan-Skinner plan by a 3 to 2 margin.

In 1958, the Eugene Public Library was constructed at 100 West 13th Avenue. Designed by the architectural firm of Hamlin and Martin and built by the Gale M. Roberts Co., the library represented " a fine composition of elements, boldly opposing horizontal and vertical masses, in careful balance." [8] The following year, Wilmsen & Endicott teamed with the

same contractor in the design and construction of the Lane County Courthouse. Built at a cost of $2.15 million, at 125 East 8th Avenue and occupying the same site as its predecessor, it was the first major building in the planned civic center complex. The four-story courthouse contained over 123,000 square feet and was flanked by the landscaped park blocks and the butterfly-parking garage. These sites served to link the government buildings to the adjacent commercial districts.

At the 1959 dedication of the new courthouse, someone holds a photo of the old courthouse it replaced. Photo courtesy of Lane County Historical Museum (GN1496).

Central Lane Planning Committee (CLPC) planner Howard Buford produced the region's first comprehensive metropolitan plan, the 1959 Development Plan. The plan divided the city into neighborhoods based on roadways and topography, with each having its own school, park, and name. Its main purpose was to relate growth trends with the public infrastructure that would be needed to serve that growth. The plan was reviewed by three commissions, which included a sole woman, Betty Niven. In the next few years, she was instrumental in changing local planning from an exercise in infrastructure placement to the creation of community goals and polices that would guide growth, not react to it. Also in 1959, Hugh McKinley started his 14½-year term as city manager. During his tenure, Eugene underwent tremendous physical changes, increasing in size from 10 to 28 square miles. McKinley continued the city's cross-town street program, laid more sewers, built fire stations, purchased land for parks, and made airport improvements.

In the early 1960s, new residential development was concentrated primarily in two areas recently annexed to the City of Eugene: the Willakenzie neighborhood to the north and the Edgewood neighborhood to the south. These areas were served by the 1963 Sheldon High School and the 1962 Spencer Butte Junior High, respectively. In 1963, discussion resurfaced regarding the annexation of 6,800 acres in the Bethel-Danebo neighborhood, in part as a solution to the area's sewage disposal problems.

EWEB responded to this growth by planning for the development of its water system and, in 1960, construction of the 1-million gallon City View reservoir was complete. By this time, the Hayden Bridge Filtration Plant was already at its capacity, but instead of

expanding the facility, a new water treatment method was utilized. " The Pit-Con process permitted filtration at rates from two to five times faster than was typically possible with normal rapid-sand filters. This process...would yield a capacity at the plant of an additional 27-million gallons of water per day." [9] In addition to these other systems, in 1963 a hydroelectric generation facility, Carmen-Smith, was completed on the upper McKenzie River.

In 1964, the new Eugene City Hall opened at 777 Pearl Street on the civic center site selected during planning of the Mulligan-Skinner project. The Gale M. Roberts Company constructed the building, which had almost 75,000 square feet of enclosed space. The city hall's innovative design was the result of a competition, won by the architectural firm of Stafford, Morin and Longwood. City offices, as well as police and fire departments, were all lifted on an open plaza above ground level parking with a round council meeting room crowning the center. In 1965, the Civic Center won a national citation for excellence in community architecture from the Southwest Oregon Chapter of the American Institute of Architects. " The day has passed when a single building, no matter how fine it is, can be admired by itself. More important are groupings, and urban surroundings...." [10]

Also in 1964, the city charter was amended to authorize the city to construct a pedestrian mall, following the approval of voters. However, the issue was tied to a bond measure to finance off-street parking for downtown merchants, which was defeated by voters. In 1965, civic leaders from Fresno and Sacramento, both of which had outdoor malls, visited Eugene to make recommendations. As a result, the city council appointed the six-member Eugene Development Agency to further study the development of a pedestrian mall.

In 1965, Eugene, Springfield and Lane County each formed its own separate planning departments. Some of the immediate accomplishments of the county included the installation of a new 360-computer complex, the first of its kind in state or local government, and the purchase of Votomatic election devices, which counted ballots electronically.[11]

Summary

During the Modern Period, a population boom in Eugene resulted in the annexation of record amounts of land, a massive road paving project, and construction of the first sewage treatment plant. The City of Eugene switched to a city manager form of government, established a joint planning board to oversee regional development, and adopted its first zoning ordinance. A new post office, public library, city hall, and county courthouse were all constructed during this time.

Government Endnotes

1. City of Eugene, Planning & Development Department, *Eugene Area Historic Context Statement (*April 1996), 91.

2. Elizabeth Gail Throop, *Utterly Visionary and Chimerical: A Federal Response to the Depression. An Examination of Civilian Conservation Corps Construction on National Forest Systems Lands in the Pacific Northwest* (Unpublished, Portland State University, Portland, OR, 1979), 25.

3. Norman F. Stone, *Bountiful McKenzie: The Story of the Eugene Water & Electric Board* (Eugene, OR: Parkstone, 1986), 56.

4. Ibid., 146.

5. Stone, 75.

6. Members of the Architect's Collaborative were architects Thomas Balzhiser, Ralph Beardsworth, Paul Bogen, Eiler Brown, William Burnett, Charles Endicott, Norris Gaddis, Philip Gilmore, Fred Hannaford, Wallace Hayden, Frank Hitchcock, James Hosey, King Martin, Alan Seder, John Stafford, H.H. Waechter and Robert Wilmsen. Lloyd Bond is the landscape architect; James Longwood, Robert MacFarland, Gabe Martin, and Kenneth Morin are designers.

7. Holt, 91.

8. Southwestern Oregon Chapter, AIA, *Style & Vernacular: A Guide to the Architecture of Lane County, Oregon* (Portland, OR: Western Imprints, Oregon Historical Society Press, 1983), 38.

9. Stone, 109.

10. *Eugene Register-Guard,* August 9, 1965.

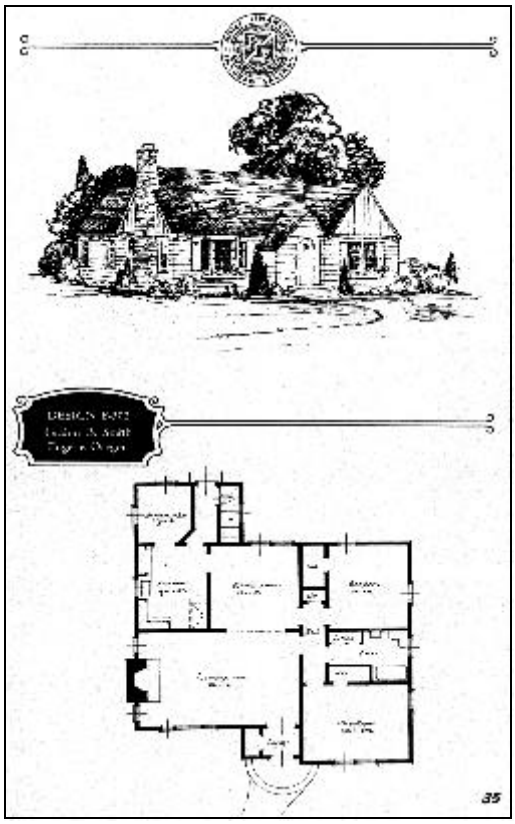
11. Holt, 52.

Residential

RESIDENTIAL DEVELOPMENT

From the mid-1850s to about 1945, residential neighborhoods developed in additions and subdivisions platted as individual tax lots by landowners and then sold to individuals and their families to build upon. Plats with uniform tax lot sizes resulted in some consistency within neighborhoods. However, most houses constructed during this time were built by individuals for their families, some with the assistance of architects and builders. As a result, builders created a wide variety of house sizes and architectural styles in most neighborhoods.

Following World War II, changes occurred in Eugene's residential development patterns. A strong economy led to a building boom with 60 new additions to the city platted between 1946 and 1950. Many of these new additions were owned by developers, who built tracts of standardized, economical houses. These subdivisions ranged widely in size, from a cluster of a half-dozen houses to a neighborhood with over 200 units. It was no longer necessary for individuals to construct a residence on bare land as they could purchase ready-to-move-in houses located in developer-built suburban neighborhoods in Eugene.



House plan by Grahm Smith of Eugene, 1937.

The Depression and World War II

During the Depression, residential development in Eugene, like the rest of the nation, came to a virtual standstill. Although a number of individuals and companies, such as Hyland Homes, constructed houses, there were no new plats or subdivisions filed in 1935 and 1936. In the late 1930s, construction resumed at a brisk pace and was concentrated in the established sections of town, such as the South University neighborhood.

This period of development was brief, however, as the United States prepared to enter World War II. In April 1942, a National " Stop Order" was issued for building construction, as materials were to be conserved for the war effort. This order limited the investment in commercial, industrial and recreation structures to less than $5,000, in farm buildings to less than $1,000, and in residential construction to $500. This order contributed to the slowdown of the building industry during the war years.

Post-World War II

The mass influx of new residents immediately following the war resulted in a local housing shortage, as builders could not keep up with the demand. Most of the new construction took place in established neighborhoods and in recently annexed land to the south of town. For example, the majority of houses in the Friendly Street area of South Eugene were built between 1945 and 1965. (See Appendix A: Neighborhood Residential Construction Date Comparison.)

Aerial of Gilbert Addition in West Eugene, 1946. Photo courtesy of Lane County Historical Museum (GN240).

Eugene's first subdivision since 1940, Englewood's Addition, was platted in 1945 just west of the fairgrounds. The following year, the Gilbert Addition was the first plat filed outside of the metropolitan area after World War II. This growth reflected the sense of prosperity and forward-looking attitude that had returned to Eugene. However, it did little to ease the housing crunch in the short term.

" Trailer-vets" were a common sight after WWII. Photo from the 1949 Oregana.

As a result, veterans placed tiny trailers on the outskirts of town and constructed houses without attention to building codes. Between 1930 and 1960, and especially from 1945-55, population in fringe areas grew much faster than inside the city. The fringe referred to such

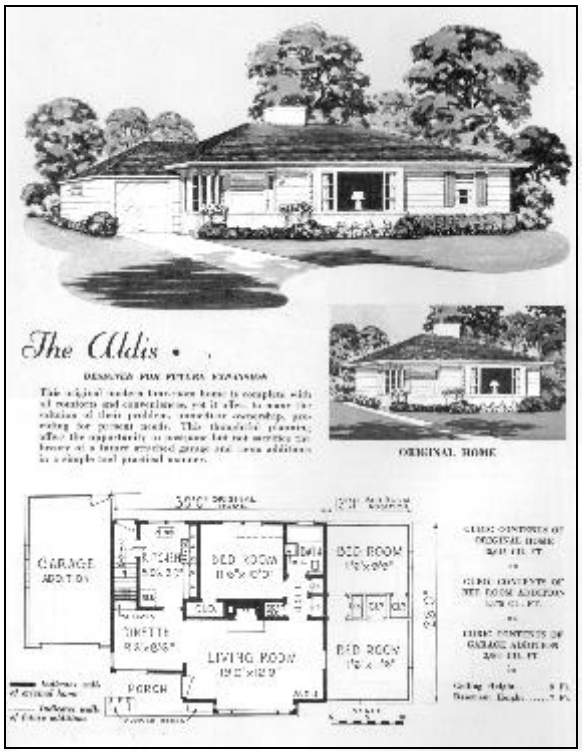
outlying neighborhoods as Friendly, Glenwood, Bailey Hill, Bethel, and River Road. Another result of the housing shortage was a request by Chamber of Commerce president H.J. Fox to Eugene residents to take veterans into their homes. Although hundreds of families responded, many veterans were still without housing.

In order to accommodate additional families, a number of large, older homes were converted into multiple units. Apartments also became a more common residential type after World War II, in part because of their ability to house multiple families on a single lot. Apartments constructed during this period generally consist of single-story row houses or courtyard units and two-story buildings with a common, interior entrance. Examples include the Lincoln Court Apartments at 1048 Lincoln Street and the Petersen Apartments at 361 West Broadway.

In 1947, following federal legislation enabling conversion of surplus housing units, former defense worker housing was relocated to Eugene. These units were adapted for the University of Oregon as the Amazon Married Student Complex. From 1947 to 1951, World War II veterans received priority placement for this housing. The 14-acre complex near Patterson and East 22nd Avenue included 30 one-story and 16 two-story wood frame buildings on concrete pier foundations. Many retained their original cedar shingle siding and wood casement windows. A distinguishing characteristic of the complex was the large amount of common open space between the buildings and the creation of semi-private courtyards.

According to labeling on the 1942 blueprint drawings for Washington Defense Housing Project No. 45175, " …the buildings were known as Row Houses-Type A. The single story buildings contained four family dwellings each, and the two-story building contained eight. The drawings…are signed by Portland architect Pietro Belluschi, principal of the firm of A.E. Doyle and Associate."

World War II introduced mass production to the housing industry, such as plan standardization, production line techniques, and an assembly line approach to construction. Instead of using a lone group of workers from start to finish, this approach utilized specialized crews, such as framers, plumbers, and electricians, who moved from house to house completing a single task. This allowed developers to build tracts of standardized, economical houses, most of which weren't sold until after completion.



" The Aldis - Designed for Future Expansion." Drawing from the National Plan Service, 1946.

Property owners desiring a new home were no longer required to purchase bare land and arrange for their own construction.

Cocklin residence at 2410 Mission Drive, 1951. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE283).

In the same vein were house plan books, which had been produced for decades by such companies as Sears and Aladdin. Construction of the chosen plan was done on-site, on bare land already owned by the buyer. The company would ship all the necessary materials, from pre-cut lumber and glass panes to nuts and bolts, directly to the construction site. Most companies offered a variety of floor plans and a range of options, such as garages and basements. Some houses were designed specifically for future additions, such as a bedroom wing.

In 1948, local zoning code changes resulted in the construction of new apartment buildings in the West and South University neighborhoods. Demand for high-density construction to accommodate the growing number of war veterans and college students put redevelopment pressure on Eugene's historic residential resources. A number of houses were demolished so that apartments could be constructed in their place. These buildings typically had a rectangular, two-story massing, with individual units accessed from exterior hallways, much like motels. Examples include the apartment buildings at 962 and 1010 East 18th Avenue and the Campus Apartments at 775 East 15th Avenue.

1950s

In 1950, the advent of high-rise apartment building began with the opening of the Eugene Manor. The six-story, 72-unit building was constructed at 1050 Ferry Street for the cost of $600,000. The design of Earl W. Morrison and Don Byers, architects, included two high-speed Otis elevators, a roof garden, and wiring for television. Another design of Byers was completed that same year, the eleven-story Lane Towers, which was laid out in a cross-plan. The building, located at 1601 Olive Street, included 122 apartments, all with outside windows. It was designed to resist earthquake shock and cost nearly $1.2 million.

New Apartment Building To Be Erected in Eugene

This modern 11-story structure, the Lane Tower apartments, is to be built soon at 16th and Olive streets in Eugene. The $1,150,000 building is designed to resist earthquake shock.

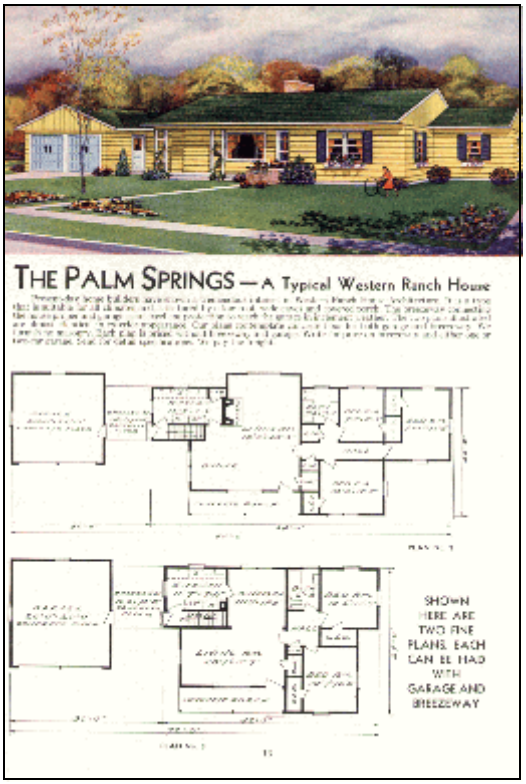
Announcement in The Oregonian for the Lane Towers, June 4, 1950.

The 1950s also saw an increase in architect-designed homes after a long period of builder-controlled subdivisions. One example is the 1951 Duncan House at 3288 Bryceler Park. Designed by Pietro Belluschi, it " is one of the earliest Eugene houses designed specifically with passive solar capabilities in mind." [1] An

architect was also utilized for the 1955 Seder House at 2385 McLean Boulevard. The residence was designed by Grant Seder and constructed by Vik Construction Company to be compatible with its surrounding woods. Although these examples are from newer neighborhoods, these architecture-designed homes were also built as infill construction in the older neighborhoods.

Seder House (Seder, 1955) at 2385 McLean Boulevard.

" Only after dams on the upper Willamette tributaries were constructed in the late 1940s and the 1950s, did urban development finally begin spreading from Eugene into the Willakenzie area." [2] Residential development in Santa Clara and River Road was largely rural in nature until after World War II, and consisted principally of small individual farms. However, by 1960, residential subdivisions had replaced many filbert and walnut groves in these neighborhoods.



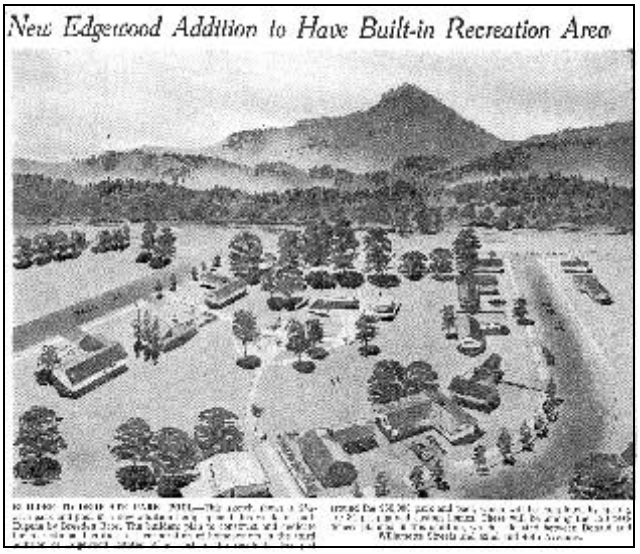
" The Palm Springs - A Typical Western Ranch House." Drawing from the Aladdin Readi-Cut Homes catalog, 1952.

1960s

In the early 1960s, new residential development was concentrated primarily in two areas recently annexed to the City of Eugene. First was the Willakenzie neighborhood to the north, encompassing both sides of Coburg Road to just past Willakenzie Road. According to a city study, 88% of the residences in this area were constructed after 1950 in a typical subdivision arrangement. The second was the Edgewood neighborhood, which runs south from East 40th Avenue along the Willamette and Donald Street corridors. The south hills area massively subdivided and developed, with 69% of the houses built since 1950.[3]

In September 1960, Breeden Brothers construction firm announced that it was trying a new approach to development at its Edgewood Estates subdivision in the south hills. Its Third Addition would consist of 34 pre-planned custom homes, which ranged in price from $13,000-$20,000. These residences would be grouped around a $50,000 park and swimming pool. A home in the subdivision, at 4200 Donald Street, was featured as the *Better Homes and Gardens* " Idea Home" for 1960. The three-bedroom house was designed for maximum living in minimum space.

In 1963, discussion began regarding the annexation of the Bethel-Danebo neighborhood, in part to solve the area's sewage disposal problems. The action in question would add nearly 6,800 acres of land and 10,500 residents to the city and would cost almost $6 million for the installation and connection of sewers. Little residential construction had yet occurred in this part of Eugene because of sewage issues. As a result of the annexation, 75% of the housing in the Bethel neighborhood was built after 1950.[4]



Rendering of the third addition to the Edgewood Development from the Register-Guard, September 5, 1960.

The Patterson Towers apartment, Eugene's tallest building at the time, was constructed in 1964. The 12-story concrete and steel structure contained 91 apartment units plus a penthouse and a basement parking lot. Also in 1964, the city announced plans to remove Skinner Butte Housing to make room for park improvements. For the past 30 years, the residences had been a part of Eugene's riverfront landscape. The units had been leased by the University of Oregon for married student housing since the early 1950s.

Postcard of the Patterson Towers, c.1965.

Summary

Over one-third of Eugene's current housing stock was constructed during the Modern Period. Not only did the number of units increase drastically between 1935 and 1965, so did the variety of multi-unit residential types. Instead of just boarding houses, options included courtyard apartments, row-house units, and high-rise buildings. Following their annexations to the city, residential development was concentrated in the Willakenzie, Bethel and Edgewood neighborhoods.

Residential Endnotes

1. Southwestern Oregon Chapter, AIA, *Style & Vernacular: A Guide to the Architecture of Lane County, Oregon* (Portland, OR: Western Imprints, Oregon Historical Society Press, 1983), 81.

2. Michelle L. Dennis, National Register of Historic Places Multiple Property Listing: *Residential Architecture in Eugene, Oregon, 1850 to 1950,* E24.

3. City of Eugene, *Eugene Area Neighborhood Analysis,* 1995.

4. Ibid.

Commercial

COMMERCIAL DEVELOPMENT

> " In terms of commercial buildings downtown, not much occurred in the two decades prior to the 1950s. The depression and materials shortages following World War II kept development from occurring. Surveys in the early 1960s showed that more than two-thirds of downtown's buildings had been constructed prior to 1930." [1]

1930s and 1940s

At the beginning of the Modern Period, Eugene boasted six department stores, sixty restaurants, and five movie theaters. Most of these businesses were housed in two-and-three story buildings that were located in the downtown core. The buildings were owned by local businesspeople and did not conform to a single architectural style.

The lack of capital during the Depression and World War II combined with the 1942 National " Stop Order," which limited the investment in a new commercial building to $5,000, resulted in little construction in Eugene for almost a decade. In 1944, nearly the same number of department stores, restaurants, and movie theaters were operating in Eugene.

Remodeling of the first floor of the Schaefer Building by Pacific First Federal Savings in 1945. The building at 1001 Willamette Street has since been restored. Photo courtesy of Lane County Historical Museum (GN1162).

By 1945, there was evidence of renewed commercial development. Pacific First Federal Bank began its remodeling of the Schaefer Building, which included a modernization of the first floor

exterior. In 1947, the owners of Kennell-Ellis Photographers began construction of a new studio building at Willamette Street and 13th Avenue. It was designed by Robert Wilmsen in the Art Moderne style, and featured smooth, flowing lines.

Kennell-Ellis Studio (Wilmsen, 1947) at 1280 Willamette Street. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE2247).

After World War II, new technologies enabled architects to experiment with innovative designs. Modern buildings tended to have clean, simple lines, a minimum of decoration, lots of glass, a flat or angled roofline, and materials such as Formica, aluminum, stainless steel, or terrazzo. Signage often used neon and plastics with unique typefaces. Restaurants were generally bright and shiny, and often machine-like in their expression of metal and function. The buildings typically featured large expanses of windows and electric neon signs and were surrounded by parking.

1950s and 1960s

A system of dams and reservoirs constructed at the headwaters of the Willamette River in the 1940s-1960s eliminated the perception of flooding as a property hazard. These structures allowed the population to expand into the Ferry Street Bridge area (now Willakenzie), River Road and Santa Clara. Prior to this time, these areas were largely agricultural with a smattering of services and industry.

In the 1950s, " downtown was the regional center of activity, not only for retail businesses but also for civic and cultural events. All the essential services and features associated with a center existed in downtown in Eugene during that era." [2] Downtown boasted national chain stores, including JC Penney and Sears, as well as local department stores, such as Russell's. It offered hardware stores, feed and seeds, and building supply outlets. Groceries could also be obtained at one of two Safeways downtown, at 1320 Willamette Street and 219 W. Broadway, or at a number of specialty shops, such as the Rose Bud Bakery and Newman's fish store. Services ranging from legal advice to car repairs and from medical providers to tailors were all concentrated in the traditional downtown core.

As a result of post-war prosperity, a shift was occurring in the public's expectations about how and where they shopped. People running multiple errands wanted parking spaces in front of their first stop and all other destinations within easy walking distance. As expected, in 1951 residents voted down a bond measure to construct parking garages.

During the 1950s, there was an explosion of new commercial and office buildings in both the downtown and outlying areas. Small-scale commercial development, which earlier would have been located in individual buildings, was increasingly being sited in commercial strips or strip malls. These resources would occupy up to a quarter of the block and were divided into a handful of retail bays, each having its own storefront. The buildings were generally single story masonry construction with flat roofs and metal-framed windows. An example is the Brenner Block, located at the southwest corner of 8th Avenue and Charnelton Street. Office buildings tended to be smaller in scale and sited on one or two lots. These resources were generally two-story, rectangular in plan, and built of wood or masonry, or more commonly, a combination of the two. The Security Building, at 260 East 11th Avenue, is an example of this type of development.

Security Building at 260 East 11th Avenue, c.1960. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE209).

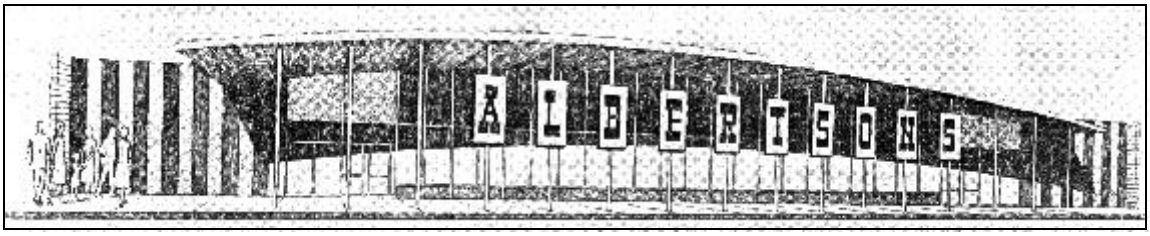
Some of the new construction occurring in the 1950s involved the removal of an older building for either the new structure or to create off-street parking. Such was the case with the 1953-54 Bon Marche department store, which the *Register-Guard* heralded as the most modern operation of its kind in Oregon. The store occupied three floors on a quarter block site and was completely air conditioned. It was designed by John Graham, a Seattle architect, and cost nearly $1 million to construct. In order for the Bon Marche to provide its customers with off street parking, the historic Wilkins House and a number of adjacent commercial buildings, such as the Eugene Laundry, were demolished.

In the mid- and late-1950s, a number of the downtown department store buildings were either expanding or being remodeled into different businesses. By 1956, the W.T. Grant Company had replaced its front windows and installed a new exterior finish on the second floor, covering the upper level windows. The following year, JC Penney enlarged its store and remodeled its storefront with enameled steel, glass and marble. In 1959, Russell's Department Store at 64 East Broadway was remodeled for its conversion into The Broadway. These stores, as well as Montgomery Wards

W.T. Grant Building at 135 West Broadway Avenue, 1957. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE2287).

at 1059 Willamette Street and Sears at 183 West 10th Avenue, helped lead the way to downtown's new look. As another means of modernization, talk of creating a downtown pedestrian mall re-surfaced. In 1959, merchants agreed to a trial three-week mall, created by closing Broadway to vehicular traffic.

Commercial development to the south and northwest of the traditional core provided an impetus for modernization of downtown. Specialty stores were constructed in these neighborhoods to serve growing populations. An example was Chapman Brother's Stationery, which opened in 1962 at East 18th Avenue and Pearl Street. The business had outgrown its downtown facility and opted to relocate to the south. The major grocery chains were also leaving the downtown area in favor of outlying neighborhoods. Although Safeway had stores at 1320 Willamette Street and 219 West Broadway, in 1957 it constructed a new store at East 18th Avenue and Pearl Street. A few years later, Albertson's opened a modern facility at West 18th Avenue and Chambers Street.



Rendering for the new Albertsons entry at 18th and Chambers Street, c.1959. From the Register-Guard.

Restaurants constructed during this time fell into two general categories. The first was the sit-down restaurant, such as the Tower Broiler at 165 West 11th Avenue. These were single-story buildings with flat roofs, constructed of wood or masonry, with large plate glass windows. They typically sat in the center of a large lot surrounded by parking spaces. The second type of restaurant was the fast food establishment, a resource type also related to the proliferation of the automobile. These eateries, such as Hamburger Heaven, were smaller in scale but of similar construction as the restaurants. In addition to restaurants, many bars and taverns offered meals, including the Branding Iron restaurant at 570 East Broadway. These establishments tended to be single-story structures and featured wood siding and flat roofs. Unlike the traditional eateries, these buildings lacked window openings.

Branding Iron Restaurant at 570 East Broadway, 1967. Photo by Alfred Lomax courtesy of Lane County Historical Museum (GN363).

Bank branches also expanded into outlying neighborhoods in the late 1950s and early 1960s. In 1956, First National Bank opened a branch at Willakenzie and Coburg Roads. The intersection was developing into a secondary commercial area. In 1961, US National Bank constructed a branch office at East 17th and Oak. It was designed by the

architectural firm of Wilmsen, Endicott and Unthank and constructed by the Gale M. Roberts Co. The bank branches used large amounts of glass, wood, and stone, indicative of the popular building materials of the time. The personal scale and informal nature of these branches made them increasingly popular.

Many of these same banking institutions were replacing their main downtown offices with new buildings. In 1961, US National Bank again used the architectural firm of Wilmsen, Endicott and Unthank to design its facility. Constructed at Willamette and 8th Avenue, the bank featured pre-cast concrete panels with decorative surfacing. It was the only downtown bank to provide free, underground parking. The following year, Equitable Savings and Loan relocated its main branch at the northeast corner of Broadway and Willamette Streets. The four-story building featured a glass curtain wall, which was hidden from view on the upper floors by a decorative grill attached to a projecting steel framework. The grill work has since been removed.

Former US Bank (Wilmsen, 1961) at 811 Willamette Street.

In the late 1950s and early 1960s, a number of shopping centers were planned for " suburbs" of Eugene. Land at the edge of town was still relatively inexpensive to purchase and develop. Also, commercial business owners understood the benefit in developing shopping near new residential neighborhoods to the south and northwest. These centers would be conveniently located and would offer large expanses of parking.

The Gilbert Center was constructed at Highway 99 and Fairfield Street in 1957, and the Four Corners shopping center was completed in 1960. The following year, plans were announced for the Crest Village center at 29th Avenue and Willamette Street and in 1964 designs were prepared for the Edgewood Center, at East 40th and Donald. These shopping centers generally consisted of a grocery store and one or two large single-story buildings, divided into a handful of storefronts. The exception was the Edgewood Center, which featured a two-story building, divided into fourteen retail and professional units. The shopping center buildings were generally wood or masonry construction, with flat roofs and plate glass windows.

Retail shopping at the Big Y located at the intersection of 6th Avenue and Hwy 99.

Following the completion of Interstate 5 through Eugene in 1961, commercial and automobile-related development began to occur at the interchanges. As the freeways initially served recreational travelers, such development generally consisted of restaurants, motels and gas stations. The restaurants at these junctions became favored places for club meetings, due to their accessibility for outlying members and the availability of parking.

" With access provided by new road infrastructure, the enclosed shopping mall became the preferred solution to the problem of accommodating both cars and shopping across the nation. The standard practice was to find a location near a limited access highway, build a large, air-conditioned building with major department stores at the ends of a connecting mall lined with smaller stores, and surround it with acres of free parking." [3] Eugene was no exception to this practice, as in 1964 a proposal was made to construct an enclosed shopping mall across the river from downtown. As this proposal became a reality, downtown business owners, who were already facing competition from small commercial centers, began to fear its potential effects. As a result, in December 1965, the Eugene Development Commission was established to promote urban renewal and to study the potential of a downtown pedestrian mall, an idea that carried over from the late 1950s.

Summary

At the beginning of the Modern Period, most businesses were housed in two-and-three story buildings located in the downtown core. The buildings were owned by local businesspeople and did not conform to a single architectural style. By the 1960s, however, the " sprawl" mentality had a firm grasp on commercial architecture. This is evidenced by single-story buildings, spread out on the landscape, and surrounded by parking lots.

Commercial Endnotes

1. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 91.

2. Ibid., 86.

3. Ibid., 89.

Industry

INDUSTRY AND MANUFACTURING

At the start of the Modern Period, lumber was just beginning to replace agriculture as the number one industry in Eugene. The sand and gravel industry was starting to concentrate on a few large quarrying operations due to technological advances. The oil and gasoline industry was already established, and consisted of local companies with facilities focused around the railroad near Blair Boulevard and Van Buren Street.

Timber and Lumber

> " From 1937 to 1987, Oregon was the leading timber-producing state in the nation and Eugene the industry's hub. The city was known as the 'timber capital of the world'...." [1]

By 1935, nearly a dozen lumber companies operated in Eugene, with both retail and wholesale operations. Longstanding firms included Booth-Kelly Lumber, Giustina Brothers, Lane County Lumber, and Twin Oaks Lumber. Demand for products increased after the Depression as new construction projects boomed.

Giustina Lumber Company log pond at West 2nd and Garfield in 1942. Photo courtesy of Lane County Historical Museum (GN636).

In 1938, the Giustina Brothers established Giustina Lumber Company on the western edge of Eugene. The following year, the company constructed a new office, in the Colonial Revival style, and a warehouse at 1991 West 2nd. The venture included log ponds, which were later replaced by storage

sheds and wigwam burners. This area of Eugene was soon populated by other lumber companies due to the availability of large tracts of land for lumber operations and their proximity to rail lines. As a result, the former agricultural land west of town began to be dotted with railroad spur lines and log ponds.

" In 1940, nine new large mills and twelve new small mills were started in Lane County in hopes of meeting the growing demand for lumber products both regionally and nationwide." [2] By 1945, both Yellow Fir Lumber and Thurston Lumber were operating at 3rd and Garfield, while others were operating closer to W 6th and Hwy 99, the main thoroughfare through town.

Giustina Lumber Company offices at 1899 West 2nd Avenue, c. 1945. Photo by Nolph Salon courtesy of Lane County Historical Museum (GN1247)

By 1941, lumber had replaced agriculture as the major industry in Lane County. Wartime demand resulted in a total of 78 mills operating in the Eugene-Springfield area. For a brief period during WWII, shipbuilding topped timber as Oregon's leading industry, employing 120,000 workers. Even so, production of lumber and plywood reached record levels as the industry stretched to meet the needs of national defense. By the end of the war, there were over 120 mills in the area, helping to employ the more than 160,000 workers that had come to Oregon for jobs during the war.[3]

The war economy peaked in January 1945. With the war's end, came massive layoffs in the defense industries and the return of more than 1,516 solders to Lane County. Housing was at a premium, and orders for lumber and plywood could not be filled fast enough. The demand for new homes for returning WWII veterans created a building boom after the war. " The nationwide housing shortage kept more than two hundred sawmills operating in Lane County. It was common to see wigwam burners along Highway 99 smoking twenty-four hours a day to incinerate the sawdust shavings and bark." [4]

The industry expanded with the introduction of a wide variety of plywoods and particle boards. According to the 1945 city directory, there were over 20 lumber manufacturers in Eugene (with an equal number immediately outside of the city limits), along with over 20 lumber retailers and wholesalers. They included Midgley's Planing Mill and others catering to the burgeoning building trade. Building supply stores were directed at individual homeowners, not just developers, as were the six hardware stores in town. McDaniel Lumber Company advertised " A complete stock of Builders' Materials; Modernization, Building Materials" while the ad for Long-Bell Lumber included " millwork, wall board, insulation, hardware, paint, ladders."

In order to share in the prosperity being experienced by the lumber industry, nearly 80 percent of its workers joined the International Woodworkers of America (IWA) union. The

IWA " negotiated the first strong settlements in 1946 and set national trends for labor agreements after World War II." [5] Further evidence of the union's strength came in 1954, when more than 6,000 workers in Lane County joined a regional walkout. Agreement to a 7.5-cent per hour raise came three months later, and only after the involvement of the governors of Oregon and Washington and a negotiating team.

By 1948, as logging continued at record levels, concerns arose in the industry that a glut of lumber in the market would lower prices. Roads and trucks had expanded the areas that the mills could service, enabling companies to cut trees in previously remote sites. " The industry grew until 1951 when 179 sawmills were operating in Lane County, representing over 60 percent of its economy. Many of these were small concerns, often family owned." [6] The peak year for Oregon timber harvest on private lands was 1952. Related businesses, such as lumber retailers and building materials stores, also boomed during this time, and Eugene boasted 39 lumber manufacturers, with most new businesses locating near Cross Street, where the two railroad lines split after merging through downtown.

Ron's Drive-in at the Big Y at 7th Avenue and Hwy 99 with wigwam burner and wood stacks in background, 1956. Photo courtesy of Lane County Historical Museum (GN1307).

The last privately-owned virgin stand of timber was cut in 1955, heralding the gradual decline of the timber industry. Sawmills, built to handle old-growth giants, needed a new supply when the private old growth stands ran out. As the National Forests had the only such stands remaining, pressure increased to open greater tracts of public lands to supplement the private stands. Fierce competition for forest stands led to a loss of jobs and plant consolidation, especially into automated facilities closer to populated areas. Family businesses generally lacked the financial capital to meet these growing economic pressures. Nils Hult, the owner of a local mill operation, stated at the 1958 Willamette Valley Logging Conference, " The question has always been how much of our limited capital can we put into timber and land, and how much into plant investment." Those companies that chose to purchase private timber stands were less dependent on forest contracts for survival. Others, unable to make such an investment, saw their businesses decline.

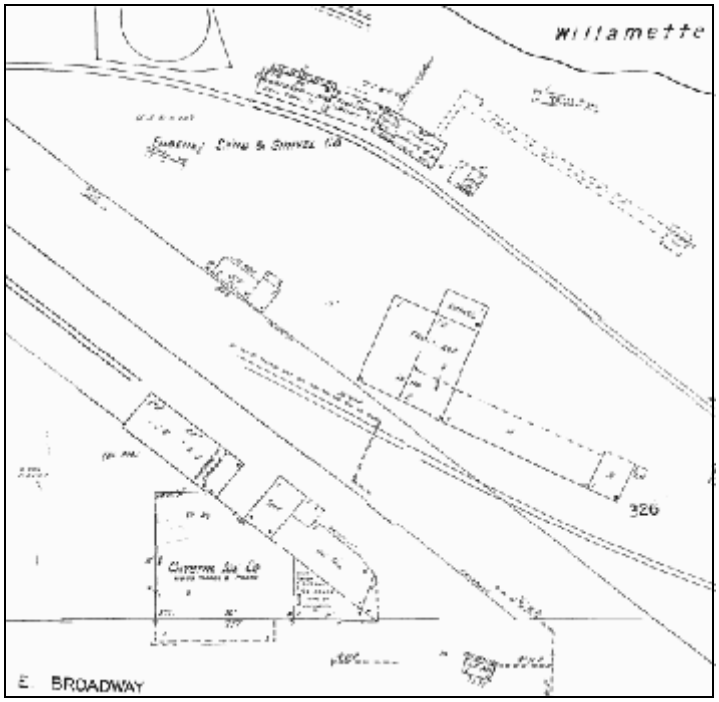
In the early 1960s, U.S. Congress passed several laws that redefined the role of the U.S. Forest Service. Land management was now to include outdoor recreation and watershed management, along with protection of fish and wildlife, with less of a focus on logging. In addition, new safety and environmental regulations required costly changes in logging practices and mill equipment. The Wilderness Act of 1964 set 9.1 million acres beyond

the reach of " the saw blade" and initiated the battle between the timber industry and environmentalists over the use of National Forests. As a result, within a few years, only 69 sawmills remained in operation In Lane County, with 13 located in Eugene.

Despite the reduction in the number of mills, production remained high enough to keep 37 lumber manufacturers in business in 1965. Of these, ten were located downtown, another seven on the outskirts of downtown, and the remaining twenty along the railroad lines to the west.

Sand and Gravel Extraction

At the beginning of the modern period, the sand and gravel mining industry comprised a number of small quarries. Most operated along abandoned channels of the Willamette River and on flood plain terraces, such as Willamette Sand and Gravel's location at the east end of 8th Avenue at the river's edge. The introduction of new technology in the early 1930s permitted much larger operations than ever before, and the industry began to be concentrated into a few large quarrying operations.



Eugene Sand and Gravel's operation at the east end of 8th Avenue at the Willamette River's edge, 1962. From Sanborn Fire Insurance Company map.

" One such large quarry was operated in the 1930s on both sides of the Willamette River in what is now the eastern half of Alton Baker Park and the riverfront lands of the University of Oregon." [7] After the quarry closed in the late 1940s, it became a regional landfill. Other large operations included Intercity Sand and Gravel, located on Highway 99 near Maxwell Road, and Lane Gravel Company, on Hillcrest Avenue near the Willamette River.

In the late 1930s, T.C. Wildish arrived in Eugene, obtained a dump truck, and began hauling sand and gravel. During the war years, his company also performed excavation and underground utility work. In 1945, the Wildish Company bought its first plant site at 5001 Franklin Boulevard. " This was the beginning of the acquisition of sand and gravel land along the Coast and Middle forks of the Willamette River, which eventually led to the ownership of more than 1,000 acres in the Mt. Pisgah area." [8] In 1947, Wildish built its own gravel crushing plant and four years later acquired a small asphalt plant.

Although basalt was removed from the base of Skinner Butte for use in local parks and landscaping projects, the primary demand for mineral resources resulted from the growth of the city and the subsequent paving of new roads, highways, and streets in subdivisions. Between 1940 and 1960, Eugene grew in size from 5½ to 14½ square miles, and its number of streets increased proportionally. It wasn't until 1960 that the last of the streets in town were paved. Another key event in the growth and longevity of the local sand and gravel companies was the important construction innovation of ready-mixed concrete, which was followed by the development of pre-cast and pre-stressed concrete beams and wall slabs. By 1951, Lane Gravel Company's advertisements were updated to reflect the importance of these innovations, changing from " sand-gravel-crushed rock" to " sand-gravel-ready mix concrete."

During the 1950s, remnants of a riparian forest were cleared from the old river channel on Goodpasture Island, which was subject to frequent flooding. This allowed for gravel extraction by Eugene Sand & Gravel, which left behind a series of shallow ponds, now known as the Delta Ponds. During this time, five other local companies were in operation, including Inter-City Sand & Gravel, at 3698 Franklin Boulevard.

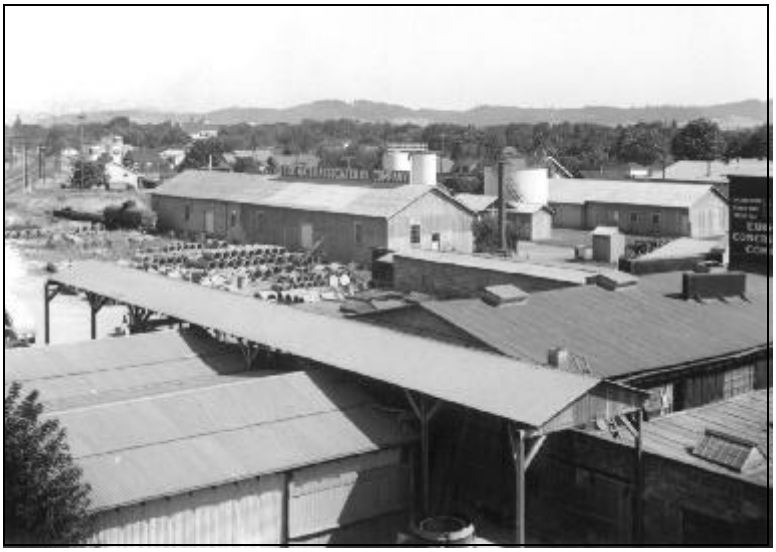
Construction of Delta Highway in 1964. Gravel pits are in the upper right corner. Photo by Harry Gross courtesy of Lane County Historical Museum (GN252).

In the 1960s, further extraction occurred on Goodpasture Island for the construction of the Delta Highway and later, for the construction of Valley River Center. This helped support the growing industry, which by 1965 included nine sand and gravel companies and two cement producers. The new companies tended to locate in the industrial areas along Franklin Boulevard and Highway 99.

Oil and Gasoline Distribution

Since the 1920s, " Eugene served as the oil distribution center for the upper Willamette Valley." [9] In the mid-1930s, there were ten oil and gas distributors, whose facilities were located primarily along the railroad near Blair Boulevard and Van Buren Street. The industry was a mix of local companies, such as the Gilmore Company and Van's

Distributing, and national chains, such as Shell Oil and Standard Oil, which were just beginning to appear. Within a few years, the Tide Water Associated Oil Company, located at 1151 West 2nd Avenue, joined these businesses. Throughout the 1940s, the number of companies remained fairly consistent.



Tide Water Associated Oil Company at 1151 West 2nd Avenue in 1942. Photo courtesy of Lane County Historical Museum (GN1250).

A population boom combined with increasing dependence on the automobile spurred the growth of the oil and gasoline industry after World War II. Other important factors included the 1944 Highway Act, which resulted in thousands of miles of paved highways, and the increasing affordability of the automobile. In Eugene, the number of automobile sales listings, including both new and used vehicles, doubled between 1945 and 1955, when it reached 27. The number of service stations also grew two-fold during that period, increasing from 59 to over 100. Although the majority of these facilities were still downtown, it was increasingly common for new construction to be on the periphery of the traditional core. Multiple stations began to appear on Franklin Boulevard and River Road. The trend of " clustered" services stations continued into the 1950s. For example, gas could be purchased at 98 East 11th Avenue, 109 West 11th, and 195 West 11th. Another grouping included General Petroleum at 804 Olive, Crawford's Service Station at 303 West 8th, and Kilborn's at 310 West 8th.

By the mid-1950s, the number of oil and gas distributors increased to thirteen, where it remained until the early 1960s. At that time, the industry still consisted of a combination of small local companies, including Fletcher Oil, and large national chains, such as Union Oil, whose facilities continued to be located along the rail lines at the end of Blair Boulevard. According to the 1966 Sanborn Insurance Map, Richfield Oil, Texas Oil and Standard Oil of California abutted one another on the north side of West 1st, just west of Blair Boulevard. Typical facilities included freestanding oil tanks, gas tanks protruding from the top of storage facilities, oil warehouses, and offices.

Following the completion of Interstate 5 through Eugene in 1961, the number of automobile-related businesses jumped. By 1964, the number of gas stations had reached 134, as facilities fanned out across Eugene. New construction continued to take place outside of the downtown core, in part because larger lots were necessary to facilitate more gas pumps and service bays. Older service stations were generally converted into car lots, such as those at 98 East 11th and 109 West 11th Avenue. Other facilities were demolished for the construction of commercial buildings and/or associated surface parking lots, such as the parking lot located at 924 Pearl Street.

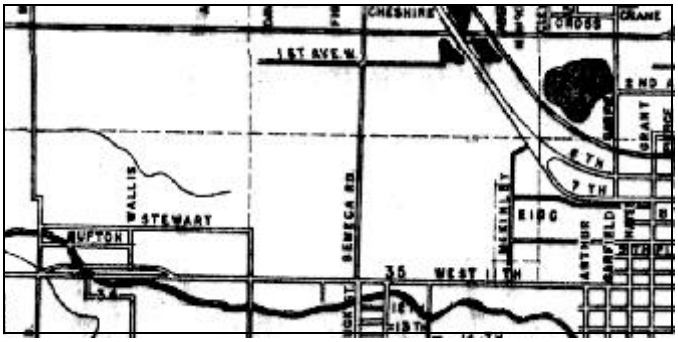
Industrial Parks and Industrial Corridors

The term " Industrial Park" was coined to describe a grouping of light commercial and industrial buildings. It resulted from land developers assembling compatible businesses in a single location, so as to share the costs of utilities, streets, fire protection, and other general overhead associated with new development. An Industrial Corridor refers to a roadway with a high concentration of industrial-related businesses, individually owned and operated. An example would be the 1300 and 1400 blocks of West 1st Avenue, which is lined with oil and gas facilities.

Franklin Boulevard connects Eugene and Springfield on the south side of the Willamette River. By the early 1950s, the section of Franklin lying east of the University of Oregon was beginning its transformation into an Industrial Corridor. The Coca-Cola Bottling Company operated from 2000 Franklin Boulevard, before constructing its 24,000 square foot plant at 1545 Franklin. The 1959 facility was designed by John L. Reynolds and constructed by Eldon Shields. Early neighbors of Coca-Cola included the Portable Irrigation Company, the Eastside Cleaners, George Myrmo's machine shop, and Auto and Aero Sales.

During the completion of Interstate 5, from 1956 to 1961, industrial development increased on Franklin Boulevard. Construction began to the east of the proposed freeway in Glenwood. A variety of automobile-related businesses opened, including sales lots, auto body repair and paint shops, and retread tire shops. They were joined by Production Welding, Midway Machine and Supply, the Automatic Heat Company, Universal Equipment, and Robinson's Signs. By the early 1960s, a number of trailer sales and mobile home parks were also established on Franklin Boulevard.

In 1956, a group of local citizens acting as the Eugene Industrial Development Corp. (EIDC), displayed plans in the *Register-Guard* for the area's first industrial park. The park was envisioned to house support services, such as warehouses and truck terminals, for businesses intending to develop land in areas surrounding the proposed civic project. The park was located in 400 acres at the western city limit set aside for such development. The Eugene Industrial Tracts would initially cover 23 acres of EIDC's proposed 80-acre site. The property extended west from approximately Arthur Street, and was bound on the south by West 10th Avenue and on the northeast by West 7th Avenue and Highway 99. At the time, none of the major roadways, such as West 7th Avenue, Broadway or McKinley had been extended into the tract; Highway 99 to the north and West 11th to the south were the only paved roads near the park. Therefore, one of the EIDC's first jobs was to extend its street system.



A 1965 map of the industrial park area prior to paved roads. The industrial park area was roughly bounded by Arthur Street, Highway 99, 7th Avenue and 10th Avenue.

By 1962, only a handful of streets in the Eugene Industrial Tracts had been paved, including Seneca, West 7th Place, and West Broadway. Tenants of

the park included food related companies, such as Eugene Freezing and Storage, the American Can Company, and Pioneer Foods. In addition to a handful of electronics firms, other early occupants were Cascade Steel Fabricators, Gardner Radiator and Welding, and Whitney's Tire Service.

Summary

During the Modern Period, Eugene developed into the hub of the state's timber industry. It also served as the oil distribution center for the southern Willamette Valley and boasted one of the region's first industrial parks. Sand and gravel companies thrived along the banks of the Willamette River. The completion of Interstate 5 facilitated the industrial development of the east end of Franklin Boulevard.

Industry Endnotes

1. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 123.

2. City of Eugene, Planning & Development Department, *Eugene Area Historic Context Statement (*April 1996), 107.

3. Michelle L. Dennis, National Register of Historic Places Multiple Property Listing: *Residential Architecture in Eugene, Oregon, 1850 to 1950,* E11.

4. Holt, 124.

5. Ibid., 208.

6. Southwestern Oregon Chapter, AIA, *Style & Vernacular: A Guide to the Architecture of Lane County, Oregon* (Portland, OR: Western Imprints, Oregon Historical Society Press, 1983), 131.

7. Henry W. Lawrence and Ann P. Bettman, *The Green Guide: Eugene's Natural Landscapes* (Eugene, OR: A.P. Bettman, 1982), 37.

8. Dorothy Velasco, *Lane County: An Illustrated History of the Emerald Empire* (Northridge, CA: Windsor Publications, Inc., 1985), 146.

9. *Eugene Area Historic Context Statement,* 88.

AGRICULTURE

" The years of the Great Depression took their toll on agriculture in Eugene, as people struggled for survival in an economy that no longer supported high levels of production." [1] The efforts of farmers, however, led to the eventual diversification of products and crops. The number and variety of fresh foods available to the community increased during the Modern Period.

Farming and Dairying

Agriculture became quite diversified during the Modern Period. " Grain crops had been replaced by legumes, flax had become a major crop, and grass seed had grown from its infancy to over 5,000 acres in production. Flax became very important to the war effort…and the industry was largely based in the Willamette Valley." [2] Flax was vital to the war effort for its linen threads were used in the construction of parachutes, fire hoses, and leather shoes and boots.

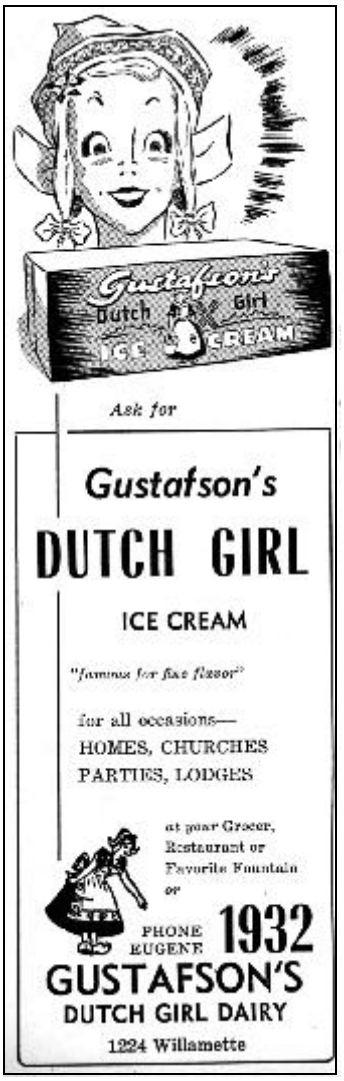
Agriculture and horticulture were concentrated in the Willakenzie and River Road/Santa Clara areas. Between 1930 and 1940 alone, the number of acres of irrigated fields increased from 1,400 to over 5,000 acres. The importance of agriculture was reflected in the establishment of three additional granges by the early 1940s. The Four Oaks Grange, in the Bailey Hill area, the Irving Grange and the Santa Clara Grange organized to serve the social and political needs of the farmers.

In the late 1940s, a number of grain elevators were constructed in Eugene. The Willis Small Feed Company constructed a three-story warehouse at 260 East 5th Avenue, which included a six-story elevator. In 1948, the Pacific Cooperative Poultry Producers erected a feed warehouse and mill at 315 Madison Street, just south of the Southern Pacific Railroad lines. The building included a prominent nine-story grain elevator, and it quickly became a local visual landmark.

Dairying and creameries continued to develop as a major industry. Contributing to this trend was the large number of Danish dairy farmers who immigrated to the Danebo area. Wick's Barn (now the Petersen Barn), constructed in the neighborhood in the early 1930s,

continued to be an important center of production. In 1939, the six Gustafson brothers, who owned an ice cream shop in Cottage Grove, purchased the local Dutch Girl Dairy, a small home-delivery milk company. " They sold the milk route, bought a five-gallon freezer for making ice cream, and converted the enterprise, at 1224 Willamette Street, into a restaurant-dairy store." [3] After just two years, an ice cream plant was constructed behind the restaurant for wholesale production. In 1955, the company moved to West 8th and Grant Streets. By 1945, most of the 23 dairies and creameries were located on the outskirts of town, such as the Echo Springs Dairy in Bethel. However, four were still operated in downtown Eugene, including the Eugene Farmer's Creamery at 568 Olive Street.

During the 1950s, the number of dairies began to decrease, due to both consolidation and increased competition from supermarkets. The Echo Springs Dairy, established in 1920, merged with the Springfield Dairy in 1951 and with Chula Vista Dairy in 1958, yet still operated from its farmland on Echo Hollow Road. The Medo-Land Creamery, established in the early 1930s, remained in its building at 675 Charnelton Street. The company added cold storage and warehouse space, until it occupied nearly a full city block. Gustafson's Dutch Girl Dairy and Eugene Farmer's Creamery also maintained their downtown facilities throughout the Modern Period.



Dutch Girl Dairy advertisement in 1945.

Meat Packing and Fish Selling

In 1934, Eugene boasted four wholesale meatpacking companies, three of which were located downtown. Two of these were the Blue Bird Packing Company, at 629 Oak Street, and the Eugene Packing Company, at 675 Willamette Street. Twenty-one meat retailers were also concentrated in the city's core. The westernmost businesses were Baldwin's Market at 775 Monroe Street and Kimball's Meats at 385 Blair Avenue.

In the early 1940s, the Modern Sausage Company opened a single-story factory at 577 Pearl Street and became the fifth purveyor of local wholesale meats. Prior to this, a residence had been located on the site, a frequent occurrence as the downtown area expanded. By 1945, the number of meat retailers declined by half, at the same time that the geographic area covered by their markets expanded. This is evidenced by Steen's Meats at 1597 West 11th Avenue and the move of Long's Meats and Groceries to 1591 Willamette Street in 1947.

By 1951, the Nebergall Meat Company, established before the Modern Period, was operating at 629 Oak Street, in the space formerly occupied by the Blue Bird Packing

Company. In addition, the Irish McBroom Packing Company opened at 300 Coburg Road, north of the Ferry Street Bridge. The company specialized in custom curing and the manufacture of Shamrock Brand Fine Sausage Product.

In the early 1960s, although the number of wholesale meat packers remained constant at five, four of the businesses had changed ownership. The Eugene Packing Company was the only holdover from before the Modern Period and was still operating from its Willamette Street facility. Meat packing facilities tended to be taken over by similar businesses. For example, in 1962, a meat factory was still located at 629 Oak Street, but was operated by the Meat Service Company, not the Blue Bird Meat Company. Both this facility and the Custom Meat Company building at 577 Pearl continued their meat production functions throughout the Modern Period.

Eugene Packing Company advertisement in 1945.

Unlike the meat packing industry, Newman's Fish Company had little competition. By 1934, John and Ralph Newman, among others, operated the business from 39 East Broadway. Over the years, they also had space at the Public Market on West Broadway and a storefront in Oakridge. In 1961-62, Newman's Fish Company moved to a new retail store with office space at 1545 Willamette Street.

Feed and Seed

During the Modern Period, the timber industry was not alone in its expansion along the rail lines northwest of town. In the mid-1930s, the majority of Eugene's thirteen feed and seed companies were located downtown along the Oregon Electric Railroad lines. They included the Willis Small Feed Company at 105 East 5th Avenue, Pacific Feed & Supply at 131 East 5th Avenue, and Standard Feed Company at 472 Pearl Street. These three businesses were also listed in city directories as " flour dealers." At the time, Eugene had two flour mills in operation: the Sperry Flour Company at 436 Charnelton, and Eugene Mill & Elevator at 300 East 5th Avenue. These businesses closed in the 1940s and 1950s, respectively.

By 1945, the number of local feed and seed companies had decreased to eleven, with nine still located downtown directly north of the rail lines. The other two companies were located beyond the traditional core where large tracts of industrial land along the rail lines were available. Oregon Seed & Feed Company opened a warehouse at 1709 West 6th Avenue and the Bucklin Feed Store was established at 2687 Roosevelt Blvd.

In the following decade, the number of feed and seed businesses located in Eugene again decreased to a total of nine. Although the smaller companies either closed or were consolidated into larger ones, the industry was still growing. An article in a January 1959 *Register-Guard* read, " Another new industry was welcomed to Eugene Thursday by representatives of the city and the Chamber of Commerce at the formal opening of the new Albers Milling Company animal feed mill, 2130 Cross St." The modern facilities featured an electronic control panel to regulate feed mixtures.

Albers Mill as shown in the Register-Guard, 1959.

By the early 1960s, over three-quarters of the area's feed and seed businesses were located in outlying areas, such as Junction City and Harrisburg. Increasing urbanization of Eugene and improvements in roads and highways contributed to this flight.

By 1964, only seven feed and seed companies remained, including Albers and Gray's, the precursor to Gray's Garden Shop. The businesses were still concentrated in two locations: near 5th Avenue downtown and in the Roosevelt Boulevard area. Some companies, like Bucklin's, maintained offices downtown and storage facilities along the railroad routes.

Fruit, Vegetable and Nut Processing

Fruit, vegetable, and nut production continued to be a strong sector of the agricultural industry during the Modern Period. The Producer's Public Market was still operating its indoor market at Charnelton and Broadway Streets, and the Baker and Collier families were still tending their orchards. Following a downturn in the market due to the Depression, the World War II period saw increased demand for food production. Growers, such as Chase Gardens, responded to the market by temporarily shifting their focus from filbert, walnut and cut flower production to vegetable production.

The Eugene Fruit Growers Association (later Agripac) doubled its 1930 output by the mid-1940s.[4] This growth in production led to the construction of additional produce warehouses, cold storage units, and canned goods warehouses at the Association's plant at West 8th and Ferry Street. It also spurred the growth of related businesses, such as nut and fruit drying and vegetable canning and freezing. The Medo-Land Creamery expanded with a side operation that distributed frozen vegetables. The Brunner Dryer and Miller Dehydrator, commercial fruit and nut dryers operating in the River Road area, also diversified. In 1946, Fred Brunner " started processing and freezing tamales, which he sold to grocery stores. His company, Chet's, was one of the first in the frozen food industry." [5] The company expanded its line to include frozen meat pies, fruit pies, and TV dinners.

> " The post war economy focused on reconstruction and new housing across the nation and Eugene entered a period of phenomenal growth and residential expansion. Subsequent expansion of commercial and industrial centers occurred along the primary transportation routes, which further diminished the agricultural and pastoral landscape. It was during this period that livestock grazing and fruit and nut orchards were greatly abandoned. Agricultural land was converted to residential subdivisions with a great variety of exotic nursery stock utilized in planting schemes." [6]

Land conversion had a greater impact on the small farmers, who were more likely to submit to development pressures. This is evidenced in the closure of the collective Fruit Producers Market in 1959. Larger fruit and nut interests, such as the Pacific Fruits and Produce Company, were able to withstand the pressure. Established in the early 1930s, the company operated from 5th and Willamette Streets for nearly a decade before moving to 222 West 4th Avenue. In 1955, Pacific Fruits and Produce constructed a two-story office and fruit and produce warehouse at 310 Madison Street, just south of the South Pacific Railroad lines. In 1961, the American Can Company opened a plant at 645 Seneca Street, with an annual production capacity of 100 million cans.

In the late 1950s and 1960s, the success of associated businesses varied. Canning remained strong, with Cox Canning operating from 1330 West 2nd Avenue. By 1963, Miller Dehydrator had moved to 256 Bethel Street and was the sole dehydrator still in operation. Frozen food distribution was concentrated in two companies, Chet's and Eugene Frozen Foods and Storage, at 310 Seneca Street.

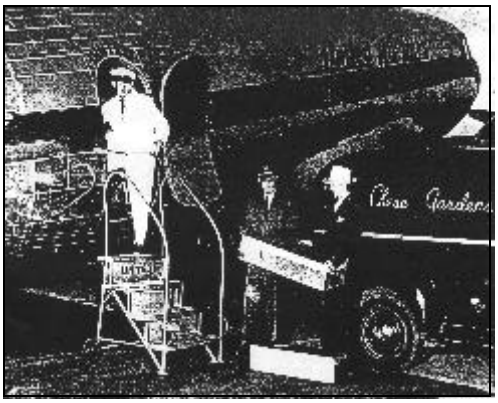
Nurseries and Florists

During the first half of the Modern Period, the green house, nursery, and bulb industry doubled its production. In 1944, Eugene's business directory listed 16 florists and greenhouses in the area. A number of retail florists, such as Lindley's Flower Shop and Grace & Viola's, operated out of the Public Market Building at 172 West Broadway. And it was during this period that Chase Gardens experienced immense growth and diversification.

In the mid-to-late 1930s, Chase Gardens concentrated on planting filbert and walnut orchards and building greenhouses, in which vegetables and flowers, primarily orchids and gardenias, were grown. " By World War II, carnations, snapdragons, roses, gardenias and daffodils were the 'bread and butter' of the Chase Gardens business, and in the early 1940's they were the world's largest producer of gardenias." [7]

During the war, production temporarily concentrated on food, mostly cucumbers and tomatoes. In 1946, Clarence Chase traveled to Venezuela to collect over 40,000 orchid plants, which were used for subsequent crops and hybridization experiments. Following this trip, nine additional greenhouses were constructed, and by 1949, over 10½ acres were covered with steel-framed greenhouses.

Within a few years, Chase Gardens was shipping flowers all over the country. " Annual shipments included 3 million roses, 2 million gardenias, 500,000 carnations, 5000,000 stephanotis, and 150,000 orchids." [8] By the early 1960s, public taste had shifted to roses and Chase Gardens responded in kind. It did this again a few years later when houseplants became popular.



Chase Gardens loading flower shipment on an airplane. Photo from Chase Gardens: The Development of a Horticulture Landscape.

Summary

The agricultural industry diversified and grew during the Modern Period providing opportunities for local entrepreneurs. Examples include Gustafson's Dutch Girl Dairy and Newman's Fish Market, which survived by concentrating their efforts on narrow markets. Other businesses, such as Chase Gardens, adjusted their production based on fluctuations in the market, such as the popularity of certain flowers.

Agriculture Endnotes

1. City of Eugene, Planning & Development Department, *Eugene Area Historic Context Statement (*April 1996), 88-89.

2. Ibid., 105.

3. Dorothy Velasco, *Lane County: An Illustrated History of the Emerald Empire* (Northridge, CA: Windsor Publications, Inc., 1985), 158.

4. *Eugene Area Historic Context Statement*, 105.

5. Velasco, 122.

6. Kenneth Guzowski, *Eugene's Landscape History* (Unpublished), 5.

7. Jeff Bond and Eran Schlesinger, *Chase Gardens: The Development of a Horticultural Landscape* (Unpublished, University of Oregon, 1991), 9.

8. Ibid., 10.

Education

EDUCATION

In 1935, there were fifteen elementary schools, two junior highs, and three high schools in the greater Eugene area. This number remained constant for the next decade as the Great Depression and World War II halted any new construction of educational facilities. However, from the late 1940s throughout the 1960s, there was a surge of public school building in Eugene. This was in response to the dramatic increase in population Eugene experienced and a shift in the location of school-aged children.

Depression Era

In the mid-1930s, despite the lack of funding brought on by the Depression, Eugene schools upgraded and innovated their instruction. " Visual aids are coming to have a place of increased recognition in education." [1] Classrooms were equipped with projectors and slides to complement radio broadcast systems. Mental health and guidance counseling and the establishment of permanent student records were also important issues. In 1936, a new report card system was introduced by which students were graded according to their individual capabilities. This was considered a radical change from the traditional letter or percentage grading methods that had always been used in Eugene schools.

Also in 1936, the State Banking Department chartered the Eugene-Lane Teachers Credit Union. Within a year, the organization had 64 members and over $1,800 in assets. This success occurred in spite of teachers being paid 90 percent of the going wages, which varied according to experience.[2]

In 1937, as turf installation at the University of Oregon's Hayward Field made the field unusable, Eugene High and University High teams faced the possibility of canceling all home games. As the district was experiencing financial difficulties, the community rallied behind a property tax to purchase a 17-acre tract on South Willamette between 20th and 22nd Streets. Construction of the field and grandstand was a cooperative project among School District No. 4, the Chamber of Commerce, and the Works Progress Administration (WPA). The Eugene High School student body donated funds to purchase and install lights at the new Civic Stadium for evening games.

Discussion about the establishment of a local vocational college began in the early 1930s, as the Depression had caused " more than 2500 young people to roam the city, unskilled and uneducated." [3] However, due to a lack of funding, the Eugene Vocational School (EVS) did not open its doors until 1938. It originated as a cooperative effort between the state and Eugene's School District No. 4 to provide a tuition-free education and job skills to those put out of work by the Depression. The EVS, which initially operated in the former Geary School building at 751 West 4th Avenue, offered courses in agriculture, creative design, salesmanship, metal trades, and automotive repair.

World War II

In 1940, in response to the war efforts, the National Defense Training Program was initiated at EVS, with courses in aviation sheet metal and aviation mechanics taught at the Eugene Airpark at Chambers and 19th Street. Enrollment increased from 40 youths to 1,819 the following year, and graduates were employed by Lockheed Aircraft, Boeing and Vega-Lockheed. The school thrived following World War II, as thousands of veterans returned to the workforce, and it continued to operate for 27 years.

The Eugene Vocational School trained men for jobs in World War II. From A System of Uncommon Schools, p.66.

Students from other public schools supported the war effort through a variety of service activities, such as the collection of clothing and the preparation of Christmas packages for hospitals and orphanages. When the lack of labor to complete agricultural harvests became a problem, teachers and students took to the fields. A study conducted by the County Agricultural Agent in 1944 shows that school children earned nearly $200,000 by weeding and harvesting crops. These students then used over $28,000 of their earnings to purchase U.S. stamps and bonds.

In 1941, the Eugene School District No. 4 experienced an 11 percent enrollment increase, " one of the largest annual increases ever to hit the Eugene schools. No new schools had been built since Whiteaker and Edison opened in 1926, and crowding was becoming more of a problem each year." [4] Overcrowding was apparent at most facilities, but especially at Dunn School, which held classes in its front hall, and Magladry School, which provided primary instruction in two shifts. It wasn't until 1943 that voters approved a special district levy of $100,000 per year for five years to establish a fund for the future construction of a new high school.

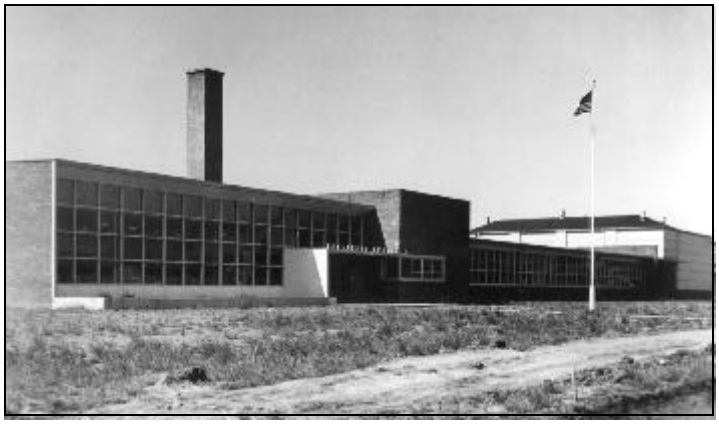
In 1945, the superintendent of schools recommended consolidating some of the smaller districts in Lane County with Eugene's District No. 4. Although the smaller schools hated to lose their autonomy and independence by merging, the only alternative was to remain

under-funded. In addition, in 1945, " the *Compulsory Attendance Law* was raised from 16 to 18 years, increasing the financial burden on smaller districts." [5] Eight school districts agreed to consolidate with Eugene, creating the 4-J School District. Based in part on assurances that a new junior high school would be built, those districts that assented were Spencer Butte, Santa Clara, College Crest, River Road, Willagillespie, Fox Hollow, Coburg, and Oak Hill. (Of the nearby schools, only Bethel opted to remain independent.) The following year, Kelly Junior High opened on Howard Avenue in northwest Eugene.

Eugene's school district experienced rapid growth following World War II. " The growth was brought about by consolidation, migration from other cities and states, and the baby boom resulting from postponement of marriages and families caused by the war." [6] Increased enrollment led to acquisition of more sites, construction of new buildings, and hiring additional teachers. School sites were generally selected years in advance, due to state standards requiring parcels to be of approximately 10, 15, and 30 acres for elementary, junior and high schools, respectively. " It was a common practice for a school to build in an open, underdeveloped area with a residential area springing up shortly after." [7]

Although most schools were architecturally designed and several won national awards, the buildings often evoked criticism. Complaints ran from the sprawling single-story design, which was cheaper to construct because of low land costs, to the open breezeways that provided little relief from blustery weather to the flat roofs that had a tendency to leak. However, one feature appreciated even by critics was that the schools were designed to easily accommodate additions, as warranted by increased enrollment.

In 1948, the topic of consolidation rose again, as residents of the Bethel, Irving and Danebo school districts voted to merge, rather than join Eugene. " By October of that year, Bethel district voters approved a $650,000 bond measure to build additions onto elementary schools and to begin construction of Willamette High School, which opened in 1949." [8] This new facility enabled the Bethel School District to serve students from grades one through twelve.



Roosevelt Jr. High (1949) near completion of construction. Photo courtesy of Lane County Historical Museum (GH2241).

The Eugene School District had another busy year in 1949. Roosevelt Junior High School was constructed at 680 East 24th Avenue, and four additional elementary schools were built. As was common in the district, the new grade schools were named after presidents, such as Adams; after local families, as with Howard; and after local vistas or geographic areas, as with Westmoreland.

1950s and 1960s

"'In the 1950s, with nearly 14,000 students, construction became a way of life,' according to Herman Lawson, school district administrator. 'Buildings were going up right and left and older buildings, like Edison and Dunn, had additions built. In a year or two the additions were full and we'd be out building again.'"[9] The 1950s saw the addition of six elementary schools, two junior highs, and one high school, as well as new facilities for a handful of other schools. (See Appendix B for school construction during the Modern Period.) Most of this development occurred to the north, northwest, and south, which were the areas of town experiencing the greatest growth. This included the neighborhood near West 18th Avenue and Chambers Street, where the school district purchased a large tract of land for the Jefferson Middle School following the closure of the Eugene Airpark in 1954.

In 1953, Eugene High School was relocated to its current site on East 19th Avenue. Designed by architect Graham B. Smith, the school was a merger of Eugene High with the University High School. In 1957, a second high school was constructed in the northwest section of town. Debate arose regarding a name for the new facility, as residents wanted the school to be identified with the city of Eugene. After dismissing suggestions such as River Road and Santa Clara, it was determined that the new school would be called North Eugene High School. Consequently, Eugene High School was renamed South Eugene High.

St. Mary's Junior High (1958) at 707 West 18th. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE2326).

Burgeoning enrollment wasn't affecting just the public schools. In 1940, St. Mary's Catholic School constructed a $24,000 addition to its facilities. Just seven years later, the old church building was replaced with a new $50,000 educational building. In 1948, St. Francis Catholic High School, at West 11th and Lincoln, had over 700 students enrolled. The following year the diocese approved plans for a new building on six acres of land at West 18th and Jefferson. However, when the school was finished in 1950, it was only large enough to accommodate those students already waiting to enroll. By 1956, the lack of space in Catholic schools was so severe that the Confraternity of Christine Doctrine (CCD) program was established. The CCD was a series of religious courses offered to students attending public schools. The program served 600 students at 18 public schools during its peak. In 1958, St. Mary's Junior High was established on the existing school grounds at West 18th and Jefferson. By directing middle-grade students into the new facility, overcrowding at the elementary and high schools was eased.

The lack of opportunities for children with special educational needs was also being addressed. Lisl Waechter, who had worked with severely mentally disabled children in her

native Germany, was surprised to find the only public money allocated to the mentally disabled in the United States was spent on institutions. Waechter decided to start a nursery school for mentally challenged children and held her first meeting with parents in October 1952. The school, which started with five children, eventually became the Pearl Buck Center.

Some of the parents formed the Lane County Association for Retarded Children, which in 1954 became a United Way agency. In 1958, the group, which had been operating out of the Unitarian Church at West 11th and Ferry since its inception, moved to the old Skipworth juvenile facility on Marcola Road. Waechter led the organization on a construction campaign and " with a great deal of community support, Pearl Buck Center opened in its own building in 1959." [10] Waechter's husband, architect Hans Waechter, designed the Center at 5100 West Amazon Drive. The facility supports a life-span program for the handicapped.

Pearl Buck Center children with founder, Lisl Waechter, at center right.

In addition to the construction of new schools in the late 1950s, the Eugene public school district also focused on innovations in its curriculum. In 1960, the Eugene Project was born, based on President Dwight D. Eisenhower's encouragement to bring new energy and imagination into the schools following the launch of Russia's Sputnik in 1957. The Project introduced such concepts as the open classroom, team teaching, and the use of television as an educational tool. These innovations received national attention and resulted in an invitation to send teachers to Stanford University for a two-year training course. They returned with the Social Living Program, which combined themes in classes such as history, geography and language arts so students would experience more comprehensive learning.

> " Increasing enrollment and construction of new schools continued throughout the 1960s and provided another area for innovation. Two problems faced the district as it entered into innovative programs. First, how should the school district design new buildings to facilitate new programs? Second, how could the district redesign and refurbish its older buildings to carry out the objectives of the Eugene Project?" [11]

It was decided that teachers and principals would develop specifications for the buildings, which architects would use as guidelines for design. Accommodations made for the new curriculum included rooms for both large and small group instruction, sliding walls and connecting doors for team teaching, laboratory facilities, media centers, and additional workspace for teachers. In addition, some schools would not have kitchen facilities, but instead would be part of a centralized lunch program. Other schools would double up on

sites or have a joint school-park site, so as to avoid duplication of playground equipment, restrooms and land.

Sheldon High School on Cal Young Boulevard (Lutes and Amundson, 1963).

An example of joint school grounds is the 1962 Spencer Butte Junior High, at 500 East 43rd Avenue. Playing fields separate it from the 1962 Edgewood Elementary School at 577 East 46th Avenue. The combination of school and park grounds is illustrated by the 1963 Sheldon High School and the Sheldon Community Center on Cal Young Boulevard. Sheldon was Eugene's third high school and was designed by architects Don Lutes and John Amundson to accommodate 1400 students. By 1965, five elementary schools and four junior highs also had new campuses built according to the recommendation of the Eugene Project. They included two junior highs constructed in 1965 and designed by the firm of Wilmsen, Endicott & Unthank: John F. Kennedy Junior High and James Monroe Junior High.

In 1960, a new facility was built for the Eugene Vocational School at 200 North Monroe Street. In the following years, however, young adults were looking for a more well-rounded education in combination with practical skills. Therefore, with support from the legislature and the 4J school district, Eugene Vocational School was transformed into Lane Community College in 1965. The school district would henceforth concentrate on the elementary to high school levels, while the new college would focus on ways to serve older students.

Summary

During the Modern Period, the number of public schools in the Eugene area increased in response to surges in population. Most noticeably, the count of junior high schools quadrupled from two to eight and the number of elementary schools increased to twenty.

These new facilities followed two common trends of the time. They were constructed farther away from the traditional core, where necessary expanses of land were available and where families were concentrated in new residential subdivisions. It was also more common for schools to be designed by architects based on the latest educational trends and philosophies.

Education Endnotes

1. Herman Lawson, *A System of Uncommon Schools: The History of Eugene School District 4J, 1854-1985* (Eugene, OR: School District 4J, 1985), 46.

2. Ibid., 49.

3. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 275.

4. Lawson, 70.

5. Ibid., 80.

6. Ibid., 79.

7. Ibid., 83.

8. Holt, 276.

9. Ibid., 276-77.

10. Ibid., 191.

11. Lawson, 116.

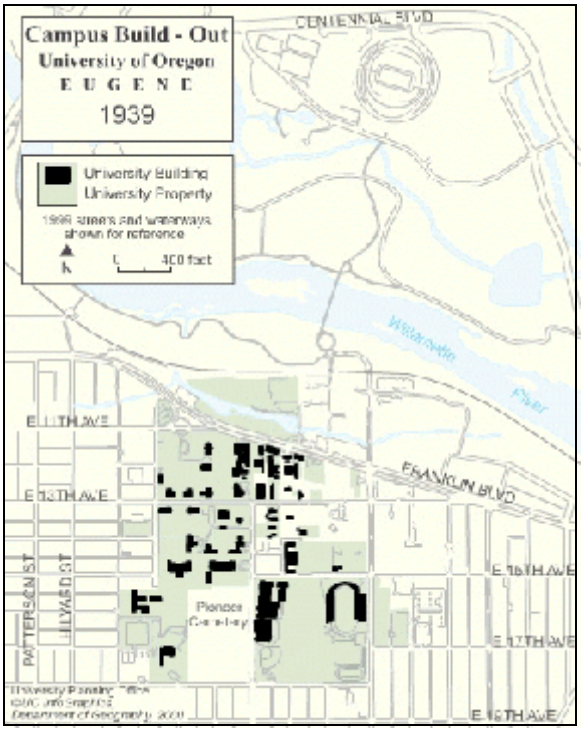
Higher Education

HIGHER EDUCATION

Following World War II, enrollment in institutions of higher education soared, as returning soldiers took advantage of the G.I. Bill. In the 1950s, the growing prestige of the University of Oregon attracted quality faculty and students to the community. In fact, it has been said that " Eugene owes much of its growth since the late 1950s to the impressive expansion of the University of Oregon." [1]

University of Oregon

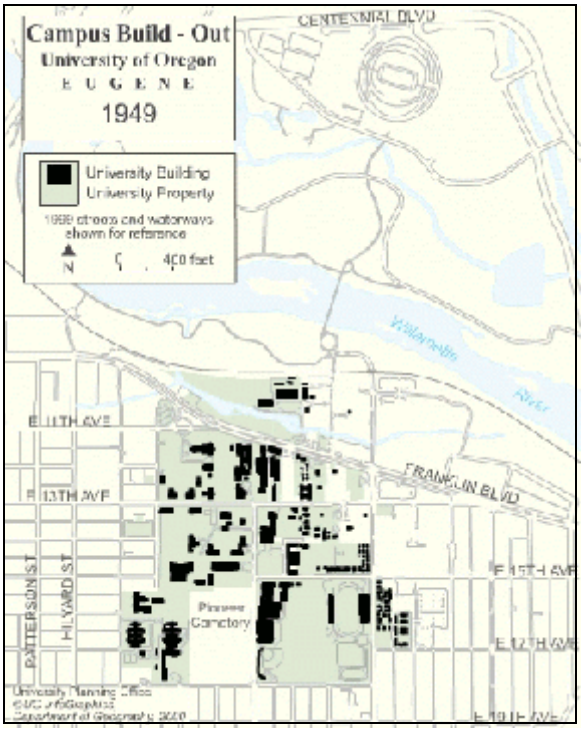
During the Depression, construction at the University of Oregon (UO) continued at a steady pace, generally under the auspices of architect Ellis F. Lawrence, who was hired in 1914 as the campus planner and architect. He established the School of Architecture & Allied Arts and served as its Dean until his death in 1946. Lawrence designs from this period include the 1935 Esslinger Hall, 1937 University of Oregon (later Knight) Library, and 1939 Chapman Hall. (See Appendix C: University of Oregon New Construction 1935-1965 for all new campus construction dating to the Modern Period.)



University of Oregon campus in 1939. Graphic from the UO website.

In the early 1940s, the University of Oregon was preparing for the anticipated onslaught of new students following the end of World War II and the creation of the G.I. Bill. The two greatest obstacles that UO faced were the lack of facilities and qualified facility to accommodate these students. As it generally took years to construct new dormitories and classrooms, in 1945 the Chamber of Commerce stepped in to help alleviate the University's housing shortage. The Chamber

requested that Eugene residents provide accommodations in their homes for veterans attending school. Although hundred of locals responded, many students, especially those with a spouse and children, were still without housing. As a result, the University turned away hundreds of married veterans that year.

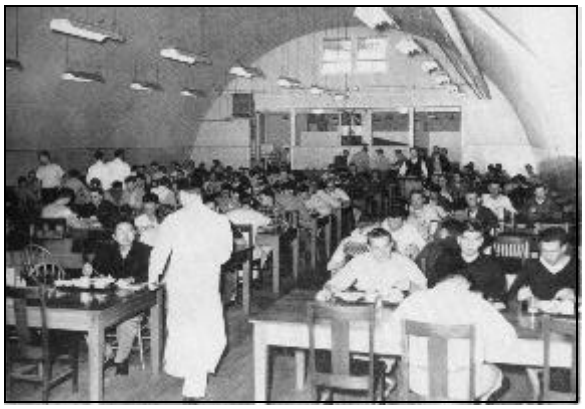


University of Oregon campus in 1949. Graphic from the UO website.

From 1944 to 1946, enrollment increased from 2,245 to 6,467, while the number of faculty increased by 32%. In response to this growth, UO president Harry K. Newburn acquired temporary housing for married students and established day-care facilities in proximity to these units. Temporary buildings were constructed at 13th and Emerald for administrative purposes, such as the registrar, business office, and the counseling center. " Former military Quonset huts were also brought to campus and used as classrooms and a cafeteria for newly created dormitories, which were also former military buildings." [2]

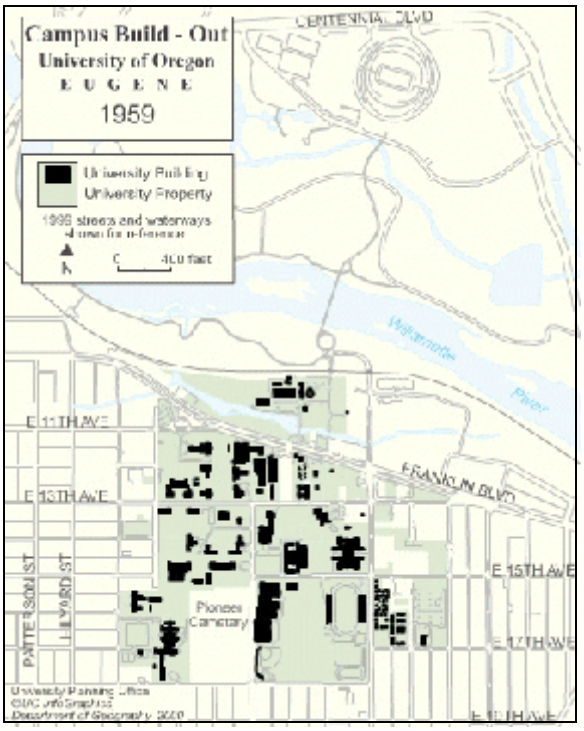
In 1946, voters agreed to use unspent and unbudgeted tax money accumulated during World War II for campus construction. The results included Carson Hall (the first new women's dormitory since 1921), Robinson Theater, the first addition to the library, and several building remodels. That same year, the School of Music experienced a dramatic expansion, resulting in one of the finest facilities on the West Coast. Their extraordinarily acoustic recital hall was the only true music venue in the area at the time.

Also in 1946, the student body and University alumni became determined to build a student union. As no state funds could be used for its construction, the bulk of the funds came from a building fee that students assessed themselves. This was augmented by a fund-raising drive initiated by the Alumni Association. The campaign lasted four years and resulted in the opening of the Erb Memorial Union in 1950. The Portland architectural firm of Lawrence, Tucker & Wallman designed the building, and H. Abbott Lawrence, son of campus architect Ellis Lawrence, acted as principal on the project.


Quonset dining hall on the UO campus in 1949. Photo from the 1949 Oregana, p.219.

In the early 1950s, under the guidance of president O. Meredith Wilson, the University of Oregon fully developed its graduate school

and its science programs. This included the establishment of various institutes of sciences, such as Theoretical Chemistry and Molecular Biology, which focused on interdisciplinary research and teaching. During the 1950s, new campus construction was limited to additional dormitories, including the1953 Earl Complex and the 1958 Walton Complex. However, the renovation of existing buildings occurred at a rapid pace, and included the expansion of Mac Court in 1955, the addition of Leighton Pool to Esslinger Hall in 1958, and the remodeling of/additions to Allen Hall, Deady Hall, Johnson Hall and the Knight Library, among others.



University of Oregon campus in 1959. Graphic from the UO website.

In the early 1960s, student housing continued to be a priority and two additional dormitories were built, the Hamilton Complex and the Bean Complex. Under President Arthur Flemming, the University put an emphasis on gifts to its Development Fund, which had been created to serve as its private fundraising arm. Private giving increased dramatically, especially with the drive for funds for the construction of a new football stadium. Flemming, who had worked for the federal government before turning to education, also knew of programs that would direct aid to university campuses. The construction of the new humanities building in 1962, Prince Lucien Campbell Hall, was completed with almost all federal funds. Such monies were also responsible for the second addition to the Knight Library and the construction of the student Health and Counseling Center in 1965.

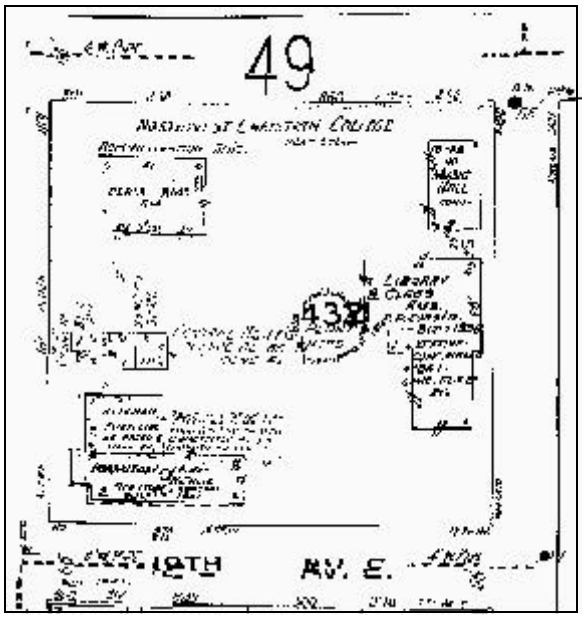
Lane Community College

The roots of Lane Community College (LCC) lie in the Eugene Vocational School (EVS), which was established in 1938. By the 1960s, modern educational goals reached beyond basic job training provided by the EVS. As such, in 1965 the school transformed into Lane Community College, which focused on serving the young adults in the community. The school district would henceforth concentrate on elementary to high school levels. LCC operated at 200 Monroe Street for three years before moving to its new facility on East 30th Avenue.

Northwest Christian College

Like Lane Community College, the Northwest Christian College (NWCC) has its roots in another institution. In 1934, NWCC assumed the academic functions and financial

responsibility of the Eugene Bible College (EBC), which it continued to operate at 810 East 11th Avenue Upon its merger in 1944 with Spokane University, NWCC became the primary facility in the Pacific Northwest for the training of ministers for the Christian Church.



1962 Sanborn Map of NWCC Campus just prior to the construction of a second dormitory in the southeast corner in 1963.

Enrollment at NWCC increased following World War II, leading to cramped conditions on campus. This spurred the College to begin purchasing property in its vicinity and planning for new construction. In 1951, the school constructed its first dormitory at 835 12th Avenue. Five years later, a building containing the library and additional classrooms was erected on Kincaid Street.

NWCC also increased its role in the community and expanded its course offerings beyond religion-based classes. In the early 1960s, it was accredited by the Northwest Association of Secondary and Higher Education Schools and became one of the few accredited religious institutions of higher education in Oregon. This opened the doors for additional programs and students, necessitating the construction of a second dormitory in 1963.

Summary

Opportunities for higher education in Eugene increased during the Modern Period, particularly with the establishment of Lane Community College. Dramatic growth at the University of Oregon led to the creation of additional areas of study and departments, and the accreditation of Northwest Christian College allowed it to increase programs.

Higher Education Endnotes

1. Larry Kings, et al., *Uniquely Oregon* (Dubuque, Iowa: Kendall/Hunt, 1992), 53.

2. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 293.

CULTURAL GROUPS

> " In the mid 1930's, Eugene, Oregon, with a population of 29,092, was basically a white city with a few oriental residents. The population was quite bigoted and the Ku Klux Klan was still organized though not active." [1]

African-Americans

The racial make-up of the local population changed in 1937. Leo and Pearl Washington arrived from Texarkana, Arkansas, and " became the first African-American family to establish permanent residency in Eugene." [2] The couple was employed by the Russell family, of Russell's (department) Store, with Leo as a part time butler and gardener and Pearl as a housekeeper. By 1945, the Washingtons were living on East 6th Avenue, and Leo was operating the Washington Shoe Shine Shop at 610 Willamette Street, in the Hampton Building. During the war years, the couple took in African-American boarders who were employed by the Southern Pacific Railroad, where Mr. Washington worked as a baggage handler in the passenger depot. Black entertainers also stayed in their home, as the local hotels would not accept them.[3]

In 1942, Sam and Mattie Reynolds arrived in Eugene with four of their twelve children. The couple had a hard time finding housing, as no one wanted to rent to an African-American family, much less one with four children. Sam Reynolds obtained work with William Spicer, who owned a construction company. Spicer was able to secure a house for the Reynolds family on property owned by Lane County on the north bank of the Willamette River. It was near the Ferry Street Bridge, the only bridge connecting Eugene to the businesses and small towns to the north and the west. In 1943, Sam Reynolds purchased a sawmill on Loraine Highway with Tom Taylor and moved his family into a small house located on the property. Sam would remain in the lumber industry for many years, while Mattie worked as a salad cook at the University of Oregon.

" In 1943, several other African American families moved into the settlement near the bridge. It continued to expand until as many as fifty persons resided in the sub-standard tent village." [4] However, it wasn't until after World War II that significant numbers of African-

Americans began relocating to Eugene. During the war, many defense plants and shipbuilding yards were located in Portland, which brought a large influx of workers, both black and white, from the Midwest and South. Thousands were housed at Vanport until it was obliterated by a flood in 1948. Workers dispersed throughout the state, including Eugene, where most worked in construction, the timber industry or for the railroad.

These newcomers had the same problems finding housing as their predecessors, based in part on restrictions being placed in deed transfers. These often stated that no person, other than those of the Caucasian Race, shall own, use, lease or occupy any portion of the premise, with exceptions being made for domestic servants. Consequently, most new arrivals took up residence in the bridge area, dubbed " Tent City." This was because most 'houses' consisted of a wood framework built on a wood floor with a tent pitched over the top for a roof. By 1948, there were eleven tents and three real houses in the settlement.

Not all Eugenians held the sentiments reflected in the deed restrictions. In 1948, when Leo and Pearl Washington moved to East 2nd Avenue, neighbors circulated a petition to encourage their departure. William and Minda Gilham lived directly behind the couple and refused to sign. Instead, they talked to other residents and ultimately convinced them to drop the petition.

In the late 1940s, Eugene and Lane County were making plans to replace the narrow and deteriorated Ferry Street Bridge. As the new design included off-ramps on the land occupied by Tent City, residents were served with eviction notices. To the surprise of some, this action created an uproar in the community. Groups, such as League of Women Voters, churches, and businesses assisted in the relocation of these families.

Of those forced to move, five families were relocated to the south side of the river, east of the bridge near High Street. Some moved into Glenwood, which was inhabited by low-income whites, where African-Americans were accepted, but essentially ignored. Many other families were placed in poorly built homes in an isolated section of West 11th Avenue near Bailey Hill. These homes had no modern conveniences, no flush toilets, not even a well for water. However, despite the lack of amenities, there was a strong sense of community. Incongruously, despite the good intentions of those involved, there was no thought to integrating the African-Americans into established neighborhoods.

The increasing presence of African-Americans in the community led to the establishment of new religious congregations. The Christian Methodist Episcopal St. Mark's Church was established in 1948 as a branch of the First Christian Church. It was founded by Pearl Washington, Mattie Reynolds and Annie Mims, with services initially held in the Washington home. The following year, the congregation purchased property at 3995 West 12th Avenue and services were held in a house that sat on the lot. In the early 1960s, the congregation constructed a church building at 4100 West 12th Avenue.

Although the section of West 11th Avenue where black families were relocated was beyond the city limits, by 1952 the deplorable housing conditions caused a stir in the city. The area had apparently been barred from the installation of water and sewer lines and septic

tanks. A state panel called the records of racial discrimination in Eugene and Salem among the worst in Oregon. As a result, a local civil rights organization, the Lane County Fellowship for Civic Unity, was established. Its first president was H.V. Johnson, a prominent local lawyer and former minister. The Fellowship focused on better housing and employment opportunities for African-Americans.

Despite the 1948 ruling by the U.S. Supreme Court against discrimination in housing, the local middle-class did not readily accept blacks as neighbors. Inadequate housing continued to be the number one complaint during the 1950s and 1960s. In 1960, there were four complaints filed against local restaurants for refusing to serve minorities. Local beauty parlors simply stated that they did not know how to cut " that type of hair." [5] As a result, in the early 1960s, a black barber and beautician from Portland came to Eugene every Friday to cut, press, and shampoo the hair of the black community.

Some key events in 1963 had a direct impact on local discrimination. First, University of Oregon professors and students organized the Eugene chapter of the Congress on Racial Equality (CORE). One of their earliest studies focused on police harassment, which they defined as the " systematic, patterned policy bias in using their authority to follow, stop and interrogate Negroes." Second was the appointment of Oakley Glenn, a Native-American, to Captain of the Eugene Police Department and as chairman of the Lane County Fellowship for Civic Unity. This group was asked by the City Council to prepare a report on current race relations. As a result, the Human Rights Commission was established in 1964, and blacks began to be employed by the City, Pacific Northwest Bell, and downtown markets and department stores.

In 1964, the city announced that it would build a low-income housing project at East 2nd and High Street, in the area in which families from Tent City had been relocated. With the assistance of Civic Unity and the Civil Rights Commission, the city also planned a program " to aid black residents in obtaining good housing in any area of the city in which they chose to live." [6] This time, no two families were moved to the same neighborhood. It was the first step in integrating the Eugene community.

Danes

The Danish community that resided primarily in the Danebo (Danish borough) area west of town continued to grow during the Modern Period. This neighborhood was, for the most part, agricultural, with land described as " swamp-like" . " There was nothing to do but spend endless days draining the acreage and making a start at dairying." [7] The emphasis was on poultry raising, particularly White Leghorns, and dairy farming. The Eugene Farmers Creamery, a cooperative founded by resident farmers, was evidence of their success. Wick's Barn, now the Petersen Barn, was constructed in the early 1930s for dairying pursuits.

Danebo residents continued to speak the Danish language and celebrate their native heritage and customs. Not until 1940 was service at the Bethesda Lutheran Church

presented completely in English. The following year, the Bethesda congregation erected a new brick church building adjacent to their existing house of worship. In 1945, six acres of church land were set aside to create Church Park, a memorial to those who had served in World War II. Without a town hall or civic building, the community's identity and focus centered on the church. Over the years, it offered such activities as bible study, children's ministries, women's circles, friendship groups, and exercise classes.

By the early 1950s, growth in both the neighborhood and congregation made it evident that larger and better facilities were required for social gatherings. Thus, Danebo residents and the Bethesda congregation began a building campaign, which resulted in the construction of a large parish hall, with stage, lounge, kitchen and seventeen classrooms in 1952-53. Ten years later, a new entrance to the church and a covered walkway to the parish hall were added. The Church continued to serve the community at large, reaching out to those not part of its congregation.

Asians

During the Modern Period, only small numbers of other minority groups resided in Eugene. Asian Americans in the area tended to teach at the University of Oregon or own small businesses, such as restaurants. In 1954, Ada Lee arrived to attend Northwest Christian College, and in the late 1950s, Tony Lum became the first Asian in a UO fraternity. Filipino women, who had married American soldiers, arrived in small numbers after the war.

Hispanics

" The Great Depression and a lack of jobs slowed, but did not entirely halt, the flow of Hispanics coming to Oregon. Even as unemployment soared and relief lines grew, Anglos avoided hard 'stoop' labor farm jobs." [8] Hispanic workers from Mexico were hired out of need, and Oregon became a principal user of interstate migratory laborers. They arrived each spring to harvest strawberries, peaches, walnuts and apples, among other edibles. The railroad companies also hired large number of Hispanics to maintain the tracks.

During World War II, Oregon farms produced unprecedented amounts of food for both national consumption and for distribution abroad. This led to a critical shortage of workers. " Between 1942 and 1947, the federal government recruited an estimated 15,136 Mexican men to alleviate the farm-labor shortage." [9] Laborers were employed under an international contract, which included provisions for a guaranteed minimum wage, health care, and housing. Although this contract labor was phased out after the war, there still existed a need for farm laborers, as Americans were hesitant to return to agricultural positions. This was an unprecedented opportunity for Hispanics. Workers were no longer confined to harvesting and picking, but had the chance to drive tractors and combines. Positions also became available in warehouses and food processing.

As a result, Hispanics began to settle permanently in Oregon after the war. They clustered along agricultural corridors, such as the Willamette Valley and Lane County, where jobs were plentiful. Oregon was an attractive destination due to the lush vegetation, lack of a sales tax, and better working conditions than those found in Texas. The Hispanic populations tended to be close knit and predominantly Catholic. Local retailers recognized the purchasing power of this group and stocked the groceries and household items they desired. Movie houses showed Spanish films. While integrating themselves into the larger community, Hispanics also maintained a strong sense of identity and continued to celebrate the traditions of their homeland.

By the 1950s, Eugene's hundred-plus Hispanic residents were mostly from Mexico and were drawn to the University of Oregon or jobs in the " thriving industries of the day, including lumber mills and railroads." [10] As many did not speak English and the group did not have its own congregation, a priest from Salem or Portland came to Eugene once a month to hold a Spanish-language mass. It was not until 1965 that Club LatinoAmericano was established. This informal social-civic group provided Hispanics with an opportunity to both maintain their culture and introduce it to the broader community.

Summary

During the Modern Period, the local population truly began to diversify culturally. The African-Americans and Danes living in Eugene in the 1930s increased in numbers and prominence, and ultimately became integrated into the local society at large. However, not until the mid-to-late 1950s did the Asian and Hispanic populations begin to grow and become a noticeable presence in the community.

Cultural Endnotes

1. Oakley V. Glenn, Untitled history of minorities in Eugene and the establishment of the local Advisory Commission on Human Rights, c.1985, 1.

2. City of Eugene, Planning & Development Department, *Eugene Area Historic Context Statement (*April 1996), 96.

3. Glenn, 1.

4. *Eugene Area Historic Context Statement*, 103.

5. Glenn, 11.

6. Ibid., 24.

7. *Lane County Historian*, Vol 47, 5.

8. Erasmo Gamboa and Carolyn Buan, eds., *Nosotros: the Hispanic People of Oregon*

(Portland, OR: Oregon Council for the Humanities, 1995), 12.

9. Gamboa, 41.

10. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 232.

Recreation

RECREATION AND SOCIETY

At the beginning of the Modern Period, the variety of public amusements and recreation opportunities available to the Eugene community was relatively small. However, the number of social and service organizations in which residents could participate was immense, due to the proliferation of these groups during the Depression. The number and variety of all such offerings increased dramatically after World War II.

Amusements and Recreation

In 1935, local residents could enjoy outdoor activities, such as hiking, hunting, fishing, and bicycle riding. Other options included the racetrack at the Lane County Fairgrounds or the indoor pool and gymnasium at the YMCA. Six theaters operated, such as the McDonald and the Very Little Theater, and all were located in the downtown core. Golf was available at three courses: the Eugene Country Club, Oakway, and Laurelwood, and a practice range at 16th and Willamette Streets. In 1937, residents could recreate at the New Deal Bowl at 962 Willamette Street, or at the newly opened Eugene Recreation Center. The center, at 1025 Willamette Street, also offered billiard tables in a non-alcoholic environment.

That same year, Eugene hosted the " Trail to Rail" pageant, which was initiated in 1926 to celebrate the completion of rail lines over the Cascades to Eastern Oregon. Festivities at the Lane County fairgrounds included a parade, herds of livestock, covered wagons, skits and songs, and a dance. The Trail to Rail pageants were also held in 1934, 1937, 1941, 1947 and, the last, in 1950. Two trends contributed to the demise

Aerial from the west with fairgrounds in the foreground, 1927. Photo courtesy of Lane County Historical Museum (CE78).

of the festival. By 1950, the rural traditions it celebrated were declining as an influence on the city's economy and character. In addition, Eugene had become too large to operate such a communal event in which most citizens either participated or attended.

In 1937, the installation of new turf at UO's Hayward Field meant local high schools could no longer use the field. Faced with the potential cancellation of all home games, high school and community supporters developed a plan to construct a new stadium. Local voters approved a property tax to pay off all debts on a 17-acre city-owned tract on Willamette Street between 20th and 22nd. The city then deeded the parcel to the Eugene School District. The following year, the Civilian Conservation Corp assisted with the completion of the field and grandstand at Civic Stadium. The Eugene High School student body provided funds to purchase and install lights for night games.

In 1937, when Spencer Butte was threatened with logging, citizens approved a ballot measure to use $6,000 worth of bonds to purchase the land, which became a city park the following year. In 1937 and 1938, voters approved the expenditure of $500,000 to acquire an additional 280 acres for the enlargement of Spencer Butte Park.

In 1941, the Eugene Ice Arena opened at 1850 West 6th Avenue. Its construction was " just like a giant refrigerator," with miles of coils cooled by compression underneath the floor. The ice was smoothed flat by a tractor, a scaled down Model A Ford with an ice shaver tied to its blade. Geary Worth and George Korn, big supporters of local children and sports, promoted the development of a professional use for the rink. The following year, a figure skating club was established, which became a member of the U.S. Figure Skating Association. The group was able to put on shows with funds advanced by the Eugene Shriners for costumes and sets. By 1944, the figure skating club had 43 members, some of whom later joined the Ice Capades and Ice Follies. A few years later, an ice hockey club, the Eugene Redwings, was established. In 1948 and 1949, the team played to sell-out crowds of 700. In 1949, due to structural problems aggravated by condensation and moisture, the city condemned the building for use as an ice rink.

Advertisement for U-Bowl in 1946.

In the 1940s, the same six theaters and three golf courses that were in operation at the beginning of the Modern Period still served the community. However, the number and variety of local amusements continued to expand. By 1945, a second bowling alley had opened, the U-Bowl at 29 West 11th Avenue, and roller-skating was available at the Paramount Roller Rink at 25 West 7th Avenue. Horseback riding and stables were

available at both the Lane County Fairgrounds and the Fairbanks Stable on the Pacific Highway.

In 1944, the Eugene Parks and Recreation Department created a citizen advisory committee. This group recommended that the city be more aggressive in acquiring and developing parklands. It also felt an emphasis should be placed on creating neighborhood parks suitable for recreational programs and activities. Another citizens group, the Century Progress Fund, held fundraising drives that resulted in the purchase of 80 acres for Amazon Park in 1946. These groups established nine new neighborhood parks by the end of the 1940s. (See Appendix D: Eugene Park Development 1935-65.)

In 1946, Lane County donated land at the fairground site to the City of Eugene for the establishment of its first public pool. Two years later, the Jefferson Memorial Pool opened at West 16th Avenue and Jefferson Street. Also in 1946, the city began development of Amazon Park, a nearly 80-acre site running from 20th to 29th Avenues, along Hilyard Street. The master plan for the park included playing fields, an outdoor amphitheater, and a public pool, which would open in 1958.

In the late 1940s, George E. Owen, a lumberman and former city councilor, donated two acres of land near his home for a park. After discovering that the acreage was insufficient for a baseball diamond, Owen struck a deal with the Eugene Rose Society, which wanted to establish a local municipal garden. Owen provided the land and the Society donated the first 750 rose bushes. The Owen Rose Garden, dedicated in 1951, also included a 100-year old Black Tartarian Cherry Tree, said to be one of the largest in the United States.

The Very Little Theater (VLT), which was established in the late 1920s, put on productions in a variety of venues. However, in 1950, the group was finally able to purchase its own space. It paid $3,000 to the City of Eugene for a building at East 23rd Avenue and Hilyard, which was converted into a 200-seat playhouse. In the early 1950s, a seventh theater was established in Eugene, with the opening of the Firs Theater at 1950 River Road. Eugene also boasted two drive-in movie theaters: the Eugene Drive-In at 2860 Willamette Street and the North End Drive-In at 3720 Dove Lane.

In 1953, the precursor to Kidsports was established as a framework for junior athletics. It was based on good sportsmanship and participation for all. The organization hoped to avoid the competition of Little League, and thus not be a training ground for high school athletes. Kidsports, which initially served only boys, started with ninety children and ten basketball courts. Over time, its offerings included baseball and football, which had been dropped from the junior high schools. Organized sports and athletics were also available at the YMCA. Their new facility, which included room for outdoor tennis courts, opened in 1956 at East 20th Avenue and Patterson Street.

In the 1950s, Laurelwood Golf Course was at the peak of its popularity. The private 18-hole golf course, a former dairy farm, was developed in 1931 near Agate and East 30th Avenue. The country club was " an important focus of Eugene's elite." [1] In 1958, Laurelwood had 500 members and was host to such major tournaments as the Oregon

Open. In 1959, due to problems with the site's irrigation, the course was reduced to nine holes. Land at the end of Emerald and Baker Streets was sold for residential development.

Central Lane YMCA at 2055 Patterson Street, 1965. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE167).

In the 1950s and 1960s, local hotels and restaurants were the main venues for live music performances. Although the Eugene Hotel was probably the most popular location, it could only accommodate small audiences. Larger shows were held at the University of Oregon's McArthur Court, which could hold up to 8,000 patrons. However, being a gymnasium, the acoustics were often criticized by performers and audience members. As a result, in the mid-1950s, thought was first given to the construction of an auditorium downtown that would be suitable for cultural events.

In 1960, it was announced that the late Celeste Campbell had left $50,000 to the City of Eugene to purchase land along the Willamette River for the expansion of Skinner Butte Park. However, the six-acre parcel west of the Ferry Street Bridge that the city desired had a price tag of $120,000. Maurie Jacobs, Alton Baker Jr. and Ehrman Guistina each donated $5,000 and convinced seven other local businessmen to do the same. The site was purchased following negotiations and additional donations.[2]

In 1962, these same businessmen, along with Edward Pape Jr. and Tyrgve Vik, formed the Riverfront Park Development, Inc. The company purchased the remaining parcels of land along the south bank of the river between Skinner Butte Park and the Owen Rose Garden and held ownership until the city was able to purchase it at cost. Two years later, for an investment of $72,000, the City took ownership of the property and expanded the park. The local Peace Corps donated labor to this project, which included the development of picnic areas and installation of playground equipment.[3]

By the early 1960s, an increasing number of recreational facilities were located south of 20th Avenue and in the Bethel-Danebo/River Road neighborhoods, areas where much of the residential development in the second half of the 1950s had occurred. Another Eugene golf course, the Eugene Country Club, was converted into a private course. Serving the needs of public golfers were Green Acres at 1375 Irving Road and a miniature course at 2840 Willamette Street. Just down the road, U-Bowl expanded its operations with a new facility at 2486 Willamette Street. Two other bowling lanes had been established on Highway 99 to the northwest of town, Fairfield Lanes and Empire Bowl.

During this time, additional facilities were also constructed at the Lane County Fairgrounds. Some buildings, such as the Cow Palace and the museum building, underwent major expansions. Wheeler Pavilion was designed for horticultural exhibits and was distinguished by its circular shape. In 1964, the Agriculture Extension offices moved into a new building located on the fairgrounds property.

Social Clubs and Service Organizations

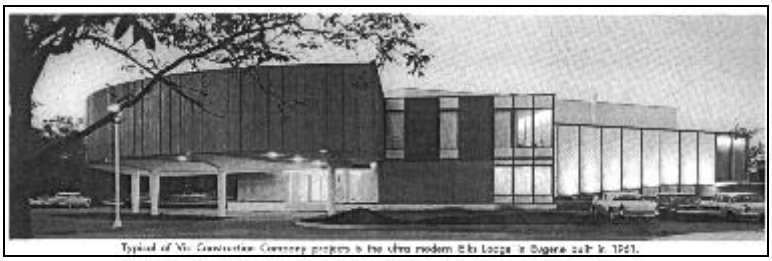
During the Depression, membership in service clubs and organizations peaked. By 1934, Eugene boasted over 60 clubs and organizations, in addition to the Greek system that had been established at the University of Oregon. These clubs were typically broken down into several categories. Service clubs included the Kiwanis and Rotary Club, " fraternal organizations" consisted of the Modern Woodmen of America and the I.O.O.F. Spencer Butte, and " youth organizations" included the 4-H Club and the Boy and Girl Scouts. The Eugene Business & Professional Women's Club was one of the few " professional groups." The Eugene Zonta International, a group of business-women who hoped to encourage high ethical standards and to improve the professional status of women, joined it in 1936.

Social service organization appeared following World War II and the associated population boom. National organizations started local branches, such as the Salvation Army and the American Red Cross. Most notable was the Lane County Community Chest, precursor to United Way, established to coordinate local agency fund-raising efforts. It distributed monies to groups such as the YMCA and the Salvation Army, as well as to a variety of war-relief organizations. By the mid-1940s, sport and recreation organizations were established, including the Eugene Gun Club and the Eugene Figure Skating Club. Most of these groups operated out of rented facilities or held meetings in public spaces. Exceptions were some of the social service agencies and fraternal organizations. One example is the Knights of Pythias, which in 1939 constructed a new hall at 1230 Lawrence Street.

By 1955, over 150 organizations were operating in Eugene. The new groups tended to have a narrower focus than the general-service groups and fraternal organizations that dominated in the 1930s. The three categories with the biggest growth in the late 1940s and early 1950s exemplify this transition. New professional clubs included the Eugene-Lane County Association of Insurance Agents, the Eugene Realty Board, the Lane County Bankers Association, and the Lane County District Dental Society. Specialty groups started during the late 40s-early 50s period were the Eugene Civic Music Association, the Eugene Garden Club, the Westside Motorcycle Club and the Shakespeare Club. Social service organizations included the religious-oriented St. Vincent de Paul's and Catholic Charities, as well as Lane County Tuberculosis and Health Association and the National Foundation for Infantile Paralysis.

The Knights of Pythias Lodge at 1230 Lawrence Street.

Over 200 clubs and organizations operated in Eugene in the early 1960s. Some of this increase was attributable to service clubs, whose growth in membership led to the creation of multiple chapters, such as the Lions and Kiwanis. However, the establishment of new groups was pivotal to this growth. Between 1955 and 1962, the number of business and professional organizations increased from 13 to 34, and included such specialties as the Auto & Truck Dealers Association, the Broiler Growers Association, the Southwest Chapter of the American Institute of Architects, and the Life Underwriters. The number of hobby clubs exploded with such groups as the Astronomy League, the Coin Club, a folk dancers group, and the Weaver's Guild. Of these organizations, the ones most likely to own their own facilities were the health agencies and the service clubs. They included the 1961 Elks Club (demolished) located on Country Club Road, and the c.1964 IOOF Hall at 1233 Charnelton Street.



Elks Lodge (1961) as shown in the Register-Guard. Demolished.

The IOOF Lodge at 1233 Charnelton Street.

Medicine

At the beginning of the modern period, nearly 40 physicians and surgeons practiced in Eugene. According to city directories, nearly a quarter of these doctors were associated with the Eugene Hospital and Clinic. Most of the other doctors had private practices with individual offices. Approximately one-third of these sole practitioners were based in the Tiffany Building at 787 Willamette Street, while the remaining two-thirds were located in the Miner Building at 140 East Broadway. The 35+ dentist offices in town were also concentrated in these two medical-oriented buildings.

In 1935, two hospitals, each with 60 beds, served the Eugene community. First was the Eugene Hospital and Clinic (EH&C), located at 1162 Willamette Street. Established in 1922 by six local physicians, it was the area's first hospital. It was also one of the first medical groups to experiment in pre-paid health care delivery. The EH&C made an agreement with the Booth-Kelly Lumber Company to cover the medical bills of their employees and families for a set monthly amount per worker. The group later signed up Southern Pacific Railroad and the State Industrial Accident Commission for similar policies. These plans, which provided a stable and consistent source of monthly revenue, allowed the EH&C to survive the Depression.

The second hospital serving the community in 1935 was the Pacific Christian Hospital (1924) at 751 East 12th Avenue. During the Depression, the 60-bed facility had a number of owners and experienced a handful of near bankruptcies. In 1936, the Sisters of St. Joseph of Newark acquired the facility, which they subsequently converted into Sacred Heart Hospital (SHH).

Sacred Heart Hospital in 1942. Original hospital to left. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE2123).

Between 1940 and 1950, the population of Eugene increased by over 15,000 residents. In response to the growing medical needs of the war and post-war community, by 1945, two private hospitals had been established. These were the Rhoads-Lambert Hospital at 675 West Broadway, and the Walker Clinic at 399 East 10th Avenue. Both facilities advertised themselves as having modern equipment and quiet home-like surroundings.

The number of physicians and dentists increased during this boom time. The " specialist" also appeared, as doctors advertised their area of concentration, such as eye-ear-nose-and-throat, gynecology, or laboratory diagnosis. Of the doctors practicing in 1945, 27, or 60% of the total, had offices in the Miner Building, while just one continued at the Tiffany Building. Of the remaining physicians, most were still based downtown, although two were located outside of the traditional core, at 259 Monroe Street and 1239 East 22nd Avenue. Over one-third of the 44 dentists were also concentrated in the Miner Building. The other 28 still had offices located close to the core, such as 1209 Pearl Street, 871 Willamette Street, and 258 East Broadway.

In the 1950s, it was still common for doctors and dentists to have a private practice and an individual office in a medical building downtown. Increasingly, however, groups of medical practitioners banded together to open small clinics, often on the fringes of the core. For example, in 1951, the Medical Dental Clinic was established at 1085 Washington, and in 1955, the Eugene Hearing & Speech Center opened. It was the largest accredited hearing and speech center west of the Mississippi. Hospital accommodations were also on the rise, as both the Eugene Hospital and Clinic and Sacred Heart Hospital increased their number of beds. Valley Lane Hospital, a 15-bed osteopathic unit, opened on West Broadway near the Rhoads Hospital and Clinic.

Beginning in 1960, Sacred Heart Hospital established itself as the most comprehensive medical center between Portland and San Francisco. Due to the great breadth and depth of its services, which included cardiac surgery, trauma care, oncology and neonatal intensive care, the hospital was able to attract quality specialists.[4] In 1962, Sacred Heart began planning a large addition to the hospital, which resulted in over 360 beds. As part

of this expansion, East 12th Avenue was closed between Alder and Hilyard Streets. Two years later, the hospital constructed a dormitory for nurses on East 11th Avenue. In 1965, the same year the addition to Sacred Heart was finished, the Eugene Hospital and Clinic constructed a new 84,000 square-foot facility on its Willamette Street property.

In the 1960s, it became more common for Eugene's 124+ dentists and doctors to share small practices and to cluster their services in one location. This released them from some of the time and expense of running individual offices and allowed patients to see a variety of specialists in a single visit. It was also more common for these practices to be located in neighborhood-based medical complexes or professional buildings outside of the downtown core. These outlying locations were generally more convenient for patients and allowed for off-street parking. Examples of such " medical parks" are the Westmoreland Medical-Dental Clinic at 1650 Chambers Street, the Medical Arts Building at 399 East 10th Avenue, the South Willamette Professional Building at 2440 Willamette, and the River Road Medical Group at 890 River Road.

Professional Building at 74 East 18th Avenue in 1958. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE158).

Summary

By the end of the Modern Period, culture and society had undergone dramatic changes. The number and variety of amusements and recreational opportunities available included Civic Stadium, outdoor swimming pools, ice skating rinks, and multiple movie theaters. Residents could join any number of service organizations and social clubs, which had become more focused in scope throughout the years. Options in medicine also increased dramatically as general practitioners evolved into specialists.

Recreation Endnotes

1. Chris Mulder, *Laurelwood Golf Course, Eugene, Oregon*. Unpublished report, University of Oregon, 1986, 2.

2. Kathleen Holt and Cheri Brooks, eds., *Eugene 1945-2000: Decisions that Made a Community* (Eugene, OR: Xlibris Corporation, 2000), 394.

3. *Eugene Register-Guard*, July 14, 1963.

4. Holt, 328.

Religion

RELIGION AND FUNERARY

During the Modern Period, the number and diversity of churches in the community increased dramatically. This was primarily the result of two factors. First, Eugene's population boom created a need for additional sanctuaries to accommodate the sheer number of worshippers. Secondly, immigrants arrived from an even broader variety of locations and backgrounds than in the past, bringing their faiths with them.

Religious Organizations

In 1934, Eugene supported 22 houses of worship and the number was growing. In that year, the local Jewish community organized the Congregation Beth Israel of Eugene. Services were initially held in the home of Hyman Rubenstein, at 231 West 8th Avenue, which was remodeled in 1935 for religious services. In 1953, the congregation constructed its first official synagogue, the Temple Beth Israel at 2550 Portland Street. Architect H.H. Waechter designed the main spaces of the building " around an interior courtyard which provides light and view while maintaining privacy." [1]

Temple Beth Israel (Waechter, 1953) at 2550 Portland Street.

St. Mary's Episcopal Church constructed its third church in 1938 at East 13th Avenue and Pearl Street. The building was designed by Portland architects, Sutton, Whitney and Aandahl, and built by local contractor, Arnt Ree. The altar and stained glass windows from the previous church were used, while the wrought iron decorative symbols at the front entry were designed for the new sanctuary. According to the November 18, 1938 *Register-Guard*, the construction project included rectory office space, a gathering room, and a cooking space equipped with the best in modern kitchens.

In the early to mid-1940s, the number, variety, and location of churches changed dramatically. As congregations outgrew their churches, they chose either to construct a larger facility elsewhere or to divide into smaller, separate groups. New churches tended to be located outside the traditional core area, such as the Church of God at 1739 West 8th Avenue and the Westside Church of Christ on Chambers.

The variety of religions also increased, as immigrants began to arrive from many countries and parts of the United States. As a result, by 1945, 47 parishes were identified in the city directories, a 40% increase over 1934. They included, among others, the First Baptist, Unitarian, Christ Church Unity, Central Presbyterian, First Christian, First Congregation and Episcopalian churches.

Local congregations felt the effect of increased population. St. Mary's Catholic parish experienced growing pains during the 1940s boom, at both its church and school. In 1947, the old church was demolished for the construction of a $50,000 educational building. Two years later, a memorial chapel valued at $40,000 was built. By 1951, the Church of the Nazarene had outgrown its building on Madison Street. The following year, the congregation constructed a larger building just north of its present facility at 730 West 8th Avenue, and the parish was renamed the First Church of the Nazarene. Due to growth in the congregation and the increasing tendency of members to reside in the City's northwest quadrant, a second parish was established in the late 1950s, the Fairfield Church of the Nazarene. Eugene's Foursquare Churches also expanded, with their third parish, the Faith Center, opening in 1952.

First Church of the Nazarene at 812 Madison Street in 1953. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE186).

The increasing presence of African Americans in the community added to the diversity of the new religious congregations. The Christian Methodist Episcopal St. Mark's Church began in 1948 as a branch of the First Christian Church. In the early 1960s, the congregation constructed its first bona fide church building at 4100 West 12th Avenue. In 1950, Reverend Ervin Wilson established the second African American congregation. The Church of God was founded in Glenwood, but moved the following year into Eugene's industrial area at 1756 West 2nd Avenue.

It was increasingly common for larger congregations to have their houses of worship designed by architects. For example, the Friendly Street Church of God (1951) at West

23rd Avenue and Friendly was designed by architect John Stafford. The facility also included classroom and social areas.

Friendly Street Church (Stafford, 1951) at 23rd and Friendly.

Trends established with the population boom of the mid-1940s continued during the 1950s. By 1960, Eugene boasted such diverse congregations as the Seventh Day Adventist, Christian Scientists, Congregational, Latter Day Saints, and 20 " other" congregations. New churches continued to be constructed farther and farther from the town's traditional core. Supporting this migration was the lack of suitable land near downtown and the increasing concentration of residential development outside the core. By the early 1960s, three additional congregations included " Bethel" in their name, another two used " River Road," while the identifiers " Irving" and " Danebo" were each included once.

In the late 1950s, congregations continued to split into multiple parishes. As a result, by 1965 Eugene had an additional nine Baptist Churches, four Churches of Christ, and five Catholic churches. The latter included St. Mark's on Echo Hollow, St. Paul's on Satre Street, and St. Peter's Church on Maxwell Road. By 1962, 92 houses of worship served the community, nearly double the number in 1945.

Central Lutheran (Belluschi, 1948) at 18th and Potter.

The tendency of congregations to construct architecturally designed churches continued through the Modern Period. In 1948, Pietro Belluschi designed the Central Lutheran Church at the corner of Potter Street and East 18th Avenue, though the cornerstone was not laid until 1954. Belluschi was the predominant architect in Oregon from 1930 to 1950 and was a leader in developing the Northwest Regional style of architecture. Stewart & Richardson created the plan for the 1961 Westminster Presbyterian Church at 777 Coburg Road. Its inclusion of an enclosed exterior courtyard and barn-like forms and materials was reminiscent of Belluschi's work. Architects John Stafford, Kenneth Morin and James Longwood designed the Peace Presbyterian Church at 3060 River Road. This round house of worship was responsible for the firm winning an award from the Southwest Oregon Chapter of the American Institute of Architects (AIA) in 1962.

Funerary

In 1935, three funeral homes served the Eugene community: the Branstetter-Simon Chapel (now Musgrove's Chapel) at 1152 Olive Street, the Poole-Gray-Bartholomew Chapel at 1100 Charnelton Street, and the Marion Veatch Funeral Home at 1009 Pearl Street. All three companies were still in business in 1945, although some changes were evident. The partnership between Poole, Gray and Bartholomew dissolved. Bartholomew started his own funeral home in Springfield and Arthur Larsen purchased the Poole mortuary, renaming it the Poole-Larsen Funeral Home. At the time, the crematorium on its premises was the only one in Lane County and was routinely used by other funeral homes.[2]

Veatch Funeral Home advertisement from 1934.

By the mid-1950s, two of these three funeral homes had undergone additional changes in ownership and/or management. Veatch's Funeral Home had been transformed into Veatch-Hollingworth-England Funeral Home, and was owned by Murnard and Florence England. The Simon Chapel operated under the auspices of the Simon-Lounsbury Mortuary and the proprietorship of Harold Lounsbury. At the end of the Modern Period, all three funeral homes were still in business and were operating, surprisingly, from their original 1935 locations.

At the beginning of the Modern Period, several historic burial grounds were still in operation, including the Masonic and Pioneer Cemeteries. Charles Wiper founded Eugene's first lawn cemetery, Rest Haven Memorial Park at 3986 Willamette Street. He attended a cemetery conference in Massachusetts in the late 1920s and returned enamored with the idea of a memorial park where families would stroll and picnic. Development of Wiper's park began in 1929, and its first burial occurred in 1933.

Like traditional cemeteries, Rest Haven was located on a hilltop, a deeply rooted symbol in the Judeo-Christian heritage. Hilltops are also ideal locations as they have little agriculture value and are not susceptible to flooding. Another traditional feature was its layout, akin to a city, where " streets" are walkways, " blocks" are groupings of plots or family burial sites, and " lots" are the individual plots.

View of Rest Haven Cemetery with its modern flat headstones.

However, as a lawn cemetery, the roadways and paths are curvilinear, instead of the rigid grid pattern of the past. The most notable feature of this modern burial ground was the lack of headstones protruding from the ground. Headstones lie flat on the ground, which both reinforced the image of grassy, rolling parkland and simplified the maintenance of the site.

It wasn't until the late 1950s that additional burial grounds were established in Eugene. West Lawn Memorial Cemetery, located on Danebo Avenue, north of West 11th Avenue, was developed according to lawn cemetery conventions. This was also true of Lane Memorial Gardens, which was opened in the early 1960s at 5300 West 11th Avenue. Both cemeteries were sited amidst the vast agricultural lands in west Eugene.

Summary

The location and development of religious buildings followed the common trends of the Modern Period. Beginning in the mid-1940s, construction occurred at sites further and further away from the traditional core. This was a combination of the availability of large parcels of land and proximity to new residential neighborhoods. It also became increasingly common for larger congregations to have their houses of worship designed by an architect, with building plans more reflective of the popular styles.

Religion Endnotes

1. Southwestern Oregon Chapter, AIA, (Portland, OR: Western Imprints, Oregon Historical Society Press, 1983), 78.

2. Dorothy Velasco, *Lane County: An Illustrated History of the Emerald Empire* (Northridge, CA: Windsor Publications, Inc., 1985), 138.

People

SIGNIFICANT PEOPLE

Following is a brief list of influential people that were identified during the research phase of this study. Future research should include comprehensive analysis to expand this list.

Armitage, Frank
- Eugene Postmaster 1936-1939.

Baker, Alton
- Purchased Eugene's Register, precursor to the Register-Guard, in 1927. Was editor and publisher until 1961.
- First campaign chair of Lane County Community Chest (precursor to United Way) in 1942.
- Alton Baker Park named in honor of him.

Baker, Alton Jr.
- Became Eugene Register-Guard editor and publisher in 1961.
- Contributed $5,000 in 1960 towards the purchase of land along the Willamette River for the establishment of Skinner Butte Park.

Bergman, Carl
- Eugene Chief of Police 1932-1938.

Brunner, Fred
- Founder of Chet's Famous Food, precursor to Chef Francisco, one of the first in the frozen food industry.
- Owner of Brunner's Fruit Dehydrator.

Buford, Howard
- Eugene-Springfield-Lane County planning commission staff person from 1945 to 1973. Prior to this position, was planner for the National Park Service.
- Collaborated with the Central Lane Planning Commission (CLPC) on Eugene's 1959 Development Plan.
- Promoted creation of Mt. Pisgah in early 1960s.
- Created vision for Alton Baker Park.
- Buford Recreation Area named for him.

Chambers, Frank
- Prominent local banker.
- Chambers Street named for him.
- Donated 4.3 acres to established Kiwanis Park in 1932.

Cone, Edwin
- Mayor of Eugene 1958-1969.
- Cone Lumber Company founded by grandfather, Joseph Cone.

Chase, Frank B.
- Founder of Chase Gardens.

Cuthbert, Fred
- UO Landscape Architecture Department faculty.
- 1936-38 suggested downtown " mall" as cutting edge solution to commercial decay.
- Cuthbert Amphitheater in Alton Baker Park named for him.

Erdmann, L. L.
- Director of Eugene Vocational School from 1938-1949.
- Assistant Superintendent for business, Eugene School District 4.

Giustina, Ehrman
- Co-founder of Giustina Lumber Company in 1938.
- Contributed $5,000 in 1960 towards the purchase of land along the Willamette River for the establishment of Skinner Butte Park.

Gustafson brothers
- Established the Dutch Girl Dairy in early 1940s at 1224 Willamette Street.

Jacobs, Maurie
- Contributed $5,000 in 1960 towards the purchase of land along the Willamette River for the establishment of Skinner Butte Park.
- Maurie Jacobs Park named for him.

Johnson, Edwin V.
- Eugene Mayor 1949-1953.

Korn, George
- Big supporter of 1941 Eugene Ice Arena. Promoted the development of a professional use for the rink, resulting in the formation of local figure skating club.

Large, Elisha
- Eugene Mayor 1931-1941.

Lawrence, Ellis F.

- Hired as the University of Oregon campus planner and architect in 1914.
- Established UO School of Architecture & Allied Arts. Served as dean of the School until his death in 1946.
- UO campus designs include the 1935-37 (Knight) Library, 1936 Esslinger Hall, and 1939 Chapman Hall.
- University of Oregon's Lawrence Hall named for him.

Larsen, Arthur

- Served embalming and funeral directing apprenticeships under Charles Pool in 1931.
- In 1944, purchased Poole Funeral Home and renamed Poole-Larsen.

Lawson, Herman

- Teacher, principal, and administrator of Eugene School district from 1948-1983.

McKinley, Hugh

- Eugene City Manager 1959-1973.

McNutt, Earl

- Eugene mayor 1945-1949.
- " Construction magnate."

Morse, Wayne

- Dean of University of Oregon School of Law in the 1930s.
- State Senator 1944-1968.

Myrmo, George

- Local blacksmith who also began building logging trailers in 1937. Renamed company Myrmo & Sons in 1938 and began small parts company.

Niven, Betty

- Moved to Eugene in 1947, with UO math professor husband, Ivan Niven.
- Eugene Planning Commission member 1959-1973.
- Creator and leader of the first citizen Community Goals Conference, 1966-1967.
- Instrumental in the creation of the state's housing agency, now the Oregon Housing and Community Services Department.
- Wrote the first national standard for manufactured housing.

Owen, George

- Local lumberman and philanthropist.
- Former city councilor.
- 1951 donated 2 acres along Willamette River, which became Owens Rose Garden.

Poole, Charles
- Founder of Poole Funeral Home in 1927.
- Was major innovator in funeral home service. Had only crematorium in Lane County until the mid-1950s.

Rubenstein, Hyman
- Services for Congregation Beth Israel initially held in his home at 1231 West 8th.

Schwartz, C.A.
- Lane County Sheriff 1938.

Seeger, Deane
- Eugene's first City Manager, 1945-1949, who oversaw planning of the Jefferson Memorial Pool.

Sweet, Mahlon
- In 1909, came to Eugene from birthplace of Western Spring, IL.
- Graduated from UO in 1913.
- Sold Studebakers for Sweet-Drain Auto Co.
- Helped organize the first round-the-world flight by Capt. Lowell Smith.
- Was named " Patron Saint of Aviation."
- Eugene Airfield named for him.

Tugman, William
- Editor of the Register-Guard in 1940s.
- Co-Founder of Very Little Theater.
- Tugman Park named for him.

Washington, Leo and Pearl
- First African-American family to establish permanent residence in Eugene.

Wildish, Thomas
- Arrived from North Dakota in mid-1930s.
- By 1941, the Wildish Company was hauling sand and gravel all over Oregon. In 1945, bought first plant site at 5001 Franklin Boulevard.
- Purchased more than 1,000 acres in Mt. Pisgah area.

Worth, Geary
- Big supporter of 1941 Eugene Ice Arena. Promoted the development of a professional use for the rink, resulting in the formation of local figure skating club.

Zellner, George
- Arrived from Washington in 1941, and started Zellner Lumber Corporation.
- In 1960, developed the Four Corners Shopping Center.
- With 1,000 head, he was the largest breeder of European continental cattle on the Pacific Coast in the early 1960s.

Identification

IDENTIFICATION OF MODERN RESOURCES

This section helps to determine the types of historic and cultural resources that are likely to be found within the Historic Context study area. These resources were identified during the preparation of this document and through various surveys already completed by the City of Eugene. A " resource type" is a broad group of related historic buildings, structures and/or objects based on thematic association. The themes are based on the categories discussed in the Historic Overview section, which includes Agriculture, Industry, Residential, Commercial and Government. The description of resources is based on their historic function, as well as any physical or architectural elements that are indicative of the resource type.

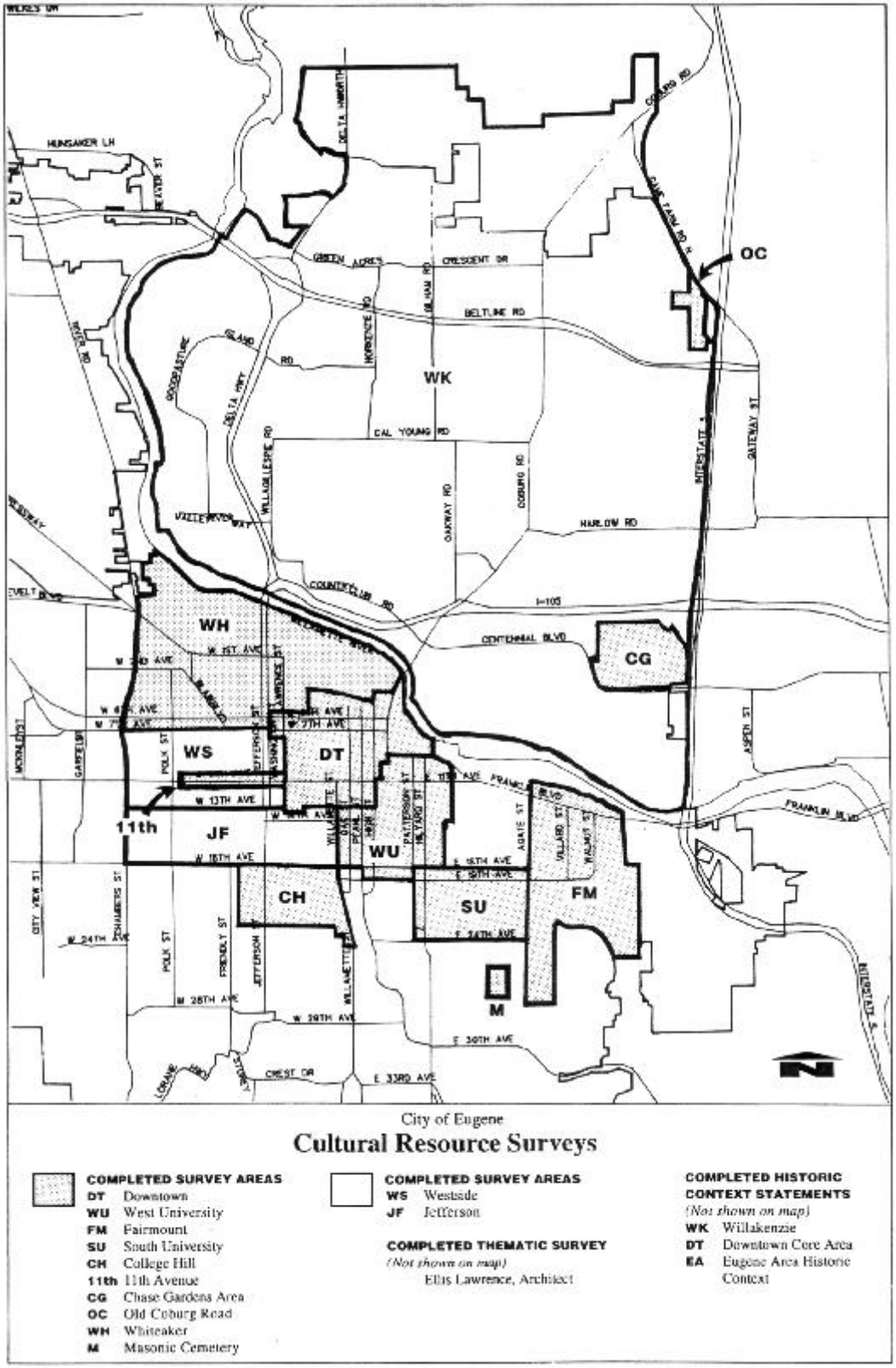
Previous Identification and Designation of Resources

Historic and cultural resources from the following areas, which have been surveyed since 1980, are already included in the City's inventory:

- Fairmount Neighborhood Survey, 1985-87
- South University Neighborhood Survey, 1985-87 and 2000
- West University Neighborhood Survey, 1986-87
- 11th Avenue Survey, 1987
- Ellis Lawrence Thematic Survey, 1989
- Eugene Downtown Survey, 1991
- Chase Gardens/Coburg Road Survey, 1991-92
- Downtown Western Edge Survey, 1992
- Masonic Cemetery Survey, 1994-95
- Whiteaker Neighborhood Survey, 1993-96
- Westside Neighborhood Survey, 1996-97
- Jefferson Street Neighborhood Survey, 1997-98

A few Historic Context Statements have also been completed, including the Willakenzie Area (1989), The Downtown Core Area (1991), and the City of Eugene (1996). They span the city's initial development through the mid-1940s. A number of individual buildings, including ones on the University of Oregon campus, have been listed in the National Register of Historic Places. In addition, Eugene boasts two historic districts: the Blair

Boulevard Historic Commercial Area and the residential East Skinner Butte Historic District. The Amazon Family Housing Historic District is no longer extant.



Distribution of Resources

The distribution of historic resources is the result of a combination of factors, such as population growth, transportation routes, geography, and type of land use. During the Modern Period, Eugene's population increased nearly three-fold and its geographic area quadrupled. Most of this growth was accommodated southwest and west of the City core and in the Willakenzie area. The farms, large parcels, and open spaces that once characterized these areas were, for the most part, converted into housing subdivisions. Churches, schools, and a variety of commercial and strip mall development followed to serve the new residents.

Transportation routes drew new businesses, and industrial interests continued to locate along the two railroad lines to the northwest. The shift of Highway 99 to the West 6th and 7th Avenue corridors led to commercial strip and light industrial development along its edge. The construction and placement of Interstate 5 also affected the distribution of historic resources.

A geospacial trend that has continued in Eugene is that " the distribution of resources around the downtown core area is graphically like a donut, with the center nearly empty of historic resources and a fairly dense ring of historic resources lying just outside." [1] Over the years, the center of this donut has increased in size, as the downtown area itself has grown. Older commercial structures in the core and residential buildings in the ring have been replaced with new construction.

Postcard looking south down Willamette Street from Broadway, c.1965.

Types of Resources

Relatively few resources in Eugene date to the early part of the Modern Period, spanning 1935-65, as little construction occurred in the Depression years. During World War II, development was largely focused on the war effort and the timber industry. In the late 1940s and in the 1950s, construction boomed as the population of Eugene doubled, reaching nearly 51,000. The pace of new home construction could barely keep up with the demand for housing. The influx of new residents initiated the development of commercial and industrial activities. It also spurred the construction of new schools, churches, and city parks.

A wide variety of resource types are associated with the Modern Period. Unfortunately, some types in the core area were largely eliminated during the construction of the civic center and the redevelopment of downtown. For instance, three of the four sausage factories operating in 1965 were replaced with surface parking lots serving commercial and government interests. Residential subdivision replaced agricultural lands to the north and northwest. Other resource types, such as churches and schools, remain in abundance

and are fairly intact, but are threatened by shrinking congregations, school closures, and seismic issues.

Industrial

Industrial resources from the Modern Period continued to be utilitarian in nature, due to the large number of storage facilities, warehouses, and manufacturing plants. While early examples continued to be of wood construction, the use of masonry, concrete, and metal construction increased dramatically after World War II. Warehouses and storage facilities tended to lack window openings and were one to two stories in height. Resources used for industry and manufacturing were generally single-story buildings and included multiple windows to sufficiently light the work performed. Examples include the Hammer Lumber storage facility at 399 Garfield Street and the Pewter Company manufacturing plant at 252 Taylor Street.

Spear & Jackson Building (c.1940) at 581 Garfield Street.

The exception to industry's predisposition towards utilitarian structures was the main office. Office and administrative services were constructed in a style and with materials more reflective of the time. Examples include the 1939 Colonial Revival office of Giustina Lumber Company at 1971 West 2nd Avenue, and the contemporary c.1960 design of the Cuddeback Lumber office at 1762 West 2nd Avenue.

Cuddeback Lumber office (c.1960) at 1762 West 2nd Avenue.

A number of resource types from the Modern Period are specific to a particular industrial activity. Sites used by the oil and gas industry were characterized by round metal tanks used to store petroleum products. Associated warehouses tended to be of metal or masonry construction and included loading docks. Properties used by the timber industry included log ponds, wigwam burners, and a number of specialty buildings. The planing mill generally had a saw tooth roof form, an open wall, and cylindrical pipes that transferred sawdust. The sawmill tended to be rectangular and elongated, with few windows and a variety of roof forms. Drying kilns were typically brick or masonry structures. An example is the gambrel-roof drying kilns, owned by Cuddeback Lumber at 385 Garfield Street.

Industrial and manufacturing resources were generally located along the major transportation routes. Lumber and oil companies were concentrated in the neighborhoods

south of 3rd Avenue, where the original Highway 99 was located, and to the northwest along the rail lines. Sand and gravel mining occurred along the bank of the Willamette River and on Goodpasture Island. The primary industrial corridors developed along Franklin Boulevard, south Blair Boulevard, and along Highway 99 to the northwest of Chambers Street.

Cuddeback drying kilns (c.1960) at 385 Garfield Street.

Agricultural

Agricultural resources from this period were of utilitarian design. As with the industrial sector, early construction methods favored wood, with concrete and metal buildings becoming popular after World War II. Related warehouses and storage facilities tended to lack window openings and to be one-and-one-half to two stories in height. Exceptions were the grain elevators, which contained multiple stories. The most prominent was the nine-story elevator constructed by the Pacific Cooperative Poultry Producers at 315 Madison Street.

The fruit, vegetable, and nut industry constructed cold storage units, canning facilities and warehouses. Examples of all these resources exist at the Eugene Fruit Grower's Association (Agripac) site at 8th and Ferry, though it is currently undergoing demolition for a new Federal Courthouse. Commercial dryers and dehydrators tended to be elongated buildings with large ventilation systems on their roofs, such as the Miller Dehydrator and Brunner Dryer constructed in the River Road area.

Lane County Feed and Seed (c.1935 addition) at 532 Olive Street.

The early production of dairy products generally took place in a facility that also included a retail outlet. Buildings were two-story, rectangular masonry structures with a fair number of windows. A good example is the Eugene Farmers Creamery building at 568 Olive Street. Over time, outbuildings, such as cold storage and warehouses, were constructed on site. A large number of early dairy-related resources were located in the downtown area, but no longer remain due to redevelopment activities. The nursery and florist industry was responsible for the construction of numerous greenhouses and warehouses, such as those formerly located at Chase Gardens. Due in part to the expansion of the urban core, few, if any, of these resources still exist.

Farming, dairying and the production of foods occurred on the outskirts of town where large tracts of land were available for cultivation of orchards and livestock. A number of

these pursuits were concentrated in the River Road/Santa Clara and Willakenzie areas. The processing and distribution of agricultural products were concentrated along the major transportation routes. Early activities were located in the Blair neighborhood, with its proximity to the rail lines and the original Highway 99. Production moved to the northwest following the relocation of Highway 99 and due to the availability of large parcels of land. These facilities included the Bucklin Feed Store at 2687 Roosevelt Blvd and the Alber's Milling Company at 2130 Cross Street.

Governmental

Government buildings constructed during the Modern Period were heavily influenced by the popular styles and methods of construction of the time. New Deal-related resources, such as the 1938 U.S. Post Office at 532 Willamette Street, used Art Deco and Art Moderne influenced designs. Government buildings constructed after World War II reflected other modernistic influences. Examples include the Lane County Courthouse, the Eugene City Hall, and the state office at 157 East 7th Avenue. Other government resources from this period include the redesign of the park blocks and the construction of the parking garage at East 8th and Oak Street. These governmental resources were intentionally constructed in proximity to one another to create a focused downtown civic center.

U.S. Post Office (1938) at 532 Willamette Street.

Eugene City Hall (1964) at 777 Pearl Street.

Transportation and Communication

Transportation and communication resources expanded during the Modern Period. The large number of transportation contributions were due to the increased popularity and proliferation of the automobile and to improvements in highway and freeway travel. These resources were located along the major roadways for ease of access and high visibility to passing motorists.

In 1936, Highway 99 was relocated to follow West 6th Avenue west to Prairie Road, and in 1941, the east/west couplet of East 6th and 7th Avenues was created. Following these changes, automobile-related development, such as service stations and motor courts, appeared along what were once primarily residential streets. This includes the Downtown Motel and the service station at 303 and 361 West 7th Avenue, respectively. Early gas

stations often had awnings or canopies extending from the building over the gas pumps. The motels were single story buildings, with L and U-shaped plans.

Postcard of the El Prado Motel (now the Red Carpet Motel) at 1055 West 6th Avenue.

By the early 1940s, automobile related services became more specialized and abundant, as evidenced by the large number of shops focusing on carburetors, fenders, painting and upholstery. These shops were single story and utilitarian in nature. Most buildings included space for an office and a number of service bays, and some were located in converted service stations.

Early automobile dealerships were, for the most part, located in converted gas stations downtown, with a small office and cars arranged around the lot. By the late 1940s and early 1950s, however, dealerships abandoned these utilitarian structures in favor of new buildings with crisp, modern looks that often reflected a feeling of movement or dynamism. Examples include Dunham Motors at 1280 Oak Street and the Joe Romania Display Pavilion at 2020 Franklin Boulevard.

In 1961, Interstate 5 and Interstate 105, which connected I-5 to the center of Eugene, were completed. Shortly thereafter, automobile related development began to appear at the interchanges to serve travelers. Motels constructed in the late 1950s and early 1960s were rectangular or L-shaped, two stories tall with exterior hallways, and had outdoor swimming pools. They include the 1958 Travelodge on East Broadway and the New Oregon Motel at 1655 Franklin.

Other transportation related resources included the construction of the 1940 Greyhound bus depot at 987 Pearl Street and a new airport in the northwest section of Eugene. In 1941, a new single-story terminal and runways were completed at Mahlon Sweet Field. However, by 1964, a new terminal and air traffic control tower replaced the obsolete facility. Related storage and maintenance facilities were also built during the Modern Period.

Greyhound Bus Depot at 987 Pearl Street, c.1965. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE476).

Communications related resources from this time were limited to radio stations and transmission towers. The stations were generally small, single-story buildings, constructed of masonry and featuring few windows. Stations were constructed on Coburg Road, on South Willamette, and on Franklin Boulevard.

Commercial

A wide range of commercial resources date to the Modern Period, including department stores, specialty shops, supermarkets, restaurants, and banks. Most date from 1945 and later, as little commercial construction occurred during the Depression and World War II. From 1935 to 1945, most commercial activities were still located in the downtown core. Over time, however, commercial development followed the residential construction spreading to the south, north, and northwest.

Department stores constructed during the Modern period were located downtown and tended to be retail chains. They were multi-storied and generally of masonry construction with storefront windows on the first floor. Examples include the Bon Marche at 195 West Broadway, and the Sears building at 197 West 10th Avenue. Smaller store and retail shops in the downtown area, which earlier would have been located in individual buildings, were increasingly being sited in commercial " strips." The buildings were generally single-story masonry construction with flat roofs and metal-framed windows. One example is the grouping of retail units located at 157-187 East Broadway.

Restaurants constructed during the Modern Period fall into two general categories: the sit-down restaurant and the fast food establishments, such as Hamburger Heaven at 1224 Willamette Street. Buildings were single-story with flat roofs and large plate glass windows, were constructed of wood or masonry, and sat adjacent to parking lots.

Hamburger Heaven at 1224 Willamette Street, 1957. Drive-in next door. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE279).

Banks began to establish branches in the outlying neighborhoods. These single-story buildings were generally rectangular in plan and included large expanses of windows and natural materials, such as stone. These branches, such as those of US Bank at 1717 West 7th Avenue and Oak and East 17th Avenue, tended to be architecturally designed using the latest styles and materials.

Residential

After the war, most new construction occurred in the south, north, and northwest parts of the city. The primary factor in this growth was the rise of the subdivision and developer constructed houses. This led to the standardization of the newer neighborhoods, as the majority of residences were no longer being constructed by an individual owner in the size

and style of his/her own choice. However, in the older neighborhoods, such as South University, owners were constructing houses in the latest styles, increasingly with the assistance of an architect.

Multi-family building (c.1940) at 1326 Charnelton Street.

Housing styles throughout Eugene varied widely. They ranged from two-story Colonial Revivals and Arts and Crafts in the older neighborhoods to single-story World War II Era Cottages and Ranch Houses in the post-war subdivisions with two-story Contemporaries and Northwest Regionals in the South Hills. (A description of the predominant housing styles and characteristics can be found in the next section.) Construction types ranged from wood to masonry and incorporated many natural materials. One of the few consistencies was the tendency for houses to become more simplified and " modern" over time.

Apartment building (c.1965) at 1648 Patterson Street.

Multi-family units became more popular after the war, especially in neighborhoods near downtown and the University of Oregon. Early versions were generally two-story, rectangular buildings with interior hallways, such as those located at 1326 Charnelton Street and 1067 East 19th Avenue. Other small, multi-unit buildings were the single story courtyard apartments with L or U-shaped plans, such as 1381 Lawrence, and the rectangular strip-style units, such as 1162 Charnelton. These complexes were of wood construction, with masonry decorative features and hipped or gable roofs.

The development of apartment complexes also occurred towards the end of the Modern Period. These were two-story buildings with exterior stairways, such as 1648 Patterson Street and 1350 Charnelton Street. Construction was wood or masonry, or a combination of the two. They typically featured flat roofs and aluminum sliding windows.

Lane Towers (1951) at 1601 Olive Street.

The 1950s also saw the advent of the high-rise apartment in Eugene. These buildings ranged in height from six to twelve stories, were generally constructed of concrete, and

featured banks of windows. Most high-rise apartments were designed by architects in the latest styles. Patterson Apartments (1000 Patterson Street) and Lane Towers (1601 Olive Street) are fine examples of the modern high rise in Eugene.

Educational

Spencer Butte Junior High (1962) at 500 East 43rd Avenue.

A large number of public schools were built during the Modern Period, all following World War II. The buildings were single-story masonry construction, with wings extending from a central core of offices, cafeterias, auditoriums and/or gymnasiums. As dictated by modern practice, windows dominated a single wall to provide natural light and ventilation. Most of the new development occurred to the north, northwest, and south, which were the areas of town experiencing the greatest growth. Such schools include River Road Elementary School at 2685 River Road, Jefferson Junior High at 1650 West 22nd Avenue, and Spencer Butte Junior High at 500 East 43rd Avenue. In the 1960s, schools and park grounds were combined, to avoid a duplication of land and playground equipment. An early example is the 1963 Sheldon High School and Sheldon Community Center on Cal Young Boulevard.

Higher Education

Allen Hall on the University of Oregon campus (1954).

During the Modern Period, expansion at Northwest Christian College led to the construction of a women's dorm and a building containing both the library and classroom space. These buildings were two-story brick construction, simple in design with little adornment.

In contrast, the construction that occurred at the University of Oregon tended to be architecturally designed and included a high level of detail. At least 17 buildings are from the Modern Period, and include a mix of dormitories, classrooms, and the student health and counseling center. In addition, a handful of the University's sorority and fraternity houses were also built. They were two-to-four story buildings of masonry construction and reflective of the popular architectural styles.

Religion and Funerary

At the beginning of the Modern Period, most churches were located near the downtown core. These houses of worship were rectangular buildings, with a gable roof and stained glass windows along each side. Main entrances, which were often marked with a bell tower or steeple, were typically opposite the altar, which sometimes included a multi-sided apse. Decorative ornamentation was typically Gothic-influenced and articulated in the shape of the doors and/or windows. An example is the 1938 St. Mary's Episcopal Church at 1330 Pearl Street.

St. Mary's Episcopal (1938) at 1330 Pearl Street.

By the late 1940s, most new church construction was taking place outside of the traditional core. This was due both to the lack of suitable land and the increasing concentration of worshippers living in the northwest and south sections. In the 1950s, houses of worship were increasingly being designed by architects and taking on a more modern look that both minimized ornamentation and altered the strict rectangular floor plan. Examples include the 1951 Friendly Street Church of God and the 1961 Westminster Presbyterian Church, which both included barn-like forms.

Peace Presbyterian (1962) at 3060 River Road.

Eugene's first lawn cemetery opened in 1930, but did not fully develop until the Modern Period. Rest Haven Cemetery and Mausoleum, at 3986 Willamette Street, featured curved paths and roadways and headstones that lay flat on the ground. At the time it was established, the cemetery was located to the south of town, where large tracts of undeveloped land were still available. Other lawn cemeteries from this period were also sited on the outskirts of the city.

For an unknown reason, mortuaries gravitated towards the most modern styles. For example, the tile and metal Musgrove Chapel (c.1960) is in the International Style. Throughout the State, houses that have evolved into mortuaries usually had an update to their facade during the Modern Period.

Health Care

Sacred Heart Nurses Dorm (1954) at 650 East 11th Avenue.

At the beginning of the Modern Period, most individual physicians and dentists ran private practices from offices in the Miner Building. By the 1950s, small groups of practitioners were opening medical clinics, often on the fringes of the downtown core. By the 1960s, it was more common for these practices to be located in larger neighborhood-based medical complexes or professional buildings. This includes the River Road Medical Group at 890 River Road, and the South Willamette Professional Building at 2440 Willamette. Both the clinics and medical complexes consisted of single-story buildings of wood or masonry construction with flat or gable roofs. They typically had a large number of windows, including some opaque or patterned, to allow light and ventilation into individual examining rooms.

Two private hospitals and one osteopathic unit established during this period were constructed to resemble residences. The Eugene Hospital and Clinic constructed a new facility at Willamette and West 12th Avenue in 1965, the same year Sacred Heart Hospital completed an addition. A dormitory for nurses at Sacred Heart was also constructed during the Modern Period. These multi-storied buildings were constructed with masonry and concrete and featured flat roofs and banks of windows. All hospital facilities continued to be located in the downtown area during this time.

Recreation and Society

Cow Palace at the Fairgrounds (c.1960).

As commercial development spread beyond the traditional core, recreational pursuits were no longer considered the best use of valuable land. Therefore, recreational facilities were built and/or relocated beyond the core where sufficient tracts of relatively inexpensive land were still available. A large number and variety of resources related to Recreation and Society were constructed during this period. They included parks, such as the Owen Rose Gardens and Amazon Park, and the Civic Stadium on Willamette Street. Additions to the fairgrounds included the Wheeler Pavilion and the Cow Palace, both of which were single-story, concrete buildings.

Facilities for athletic pursuits included Amazon Pool, Green Acres golf course at 1375 Irving Road, and the YMCA building at 2055 Patterson. The YMCA was constructed of glass and metal panels and included a partial second floor. The three bowling alleys constructed were U-Bowl at 2486 Willamette and Fairfield Lanes and Empire Bowl, both on Highway 99. These tended to be large, minimal, rectangular buildings of masonry constructions and flat roofs. The location of these facilities, to the south and northwest of town, is indicative of where high concentrations of potential customers were also located.

Central Lane YMCA at 2055 Patterson Street, 1965. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE167).

During the Modern Period, a number of fraternal organizations constructed or relocated their meeting halls beyond the downtown core. These buildings were usually two-stories tall and featured prominent entrances and few windows. Construction was masonry with a flat roof or wood with a hipped roof. Examples include the Knights of Columbus Hall at 1144 Charnelton Street and International Order of Odd Fellows building at 1233 Charnelton Street.

Knights of Columbus Hall (c.1965) at 1144 Charnelton Street.

Prevalent Building Styles 1935-65

Architectural styles during the Modern Period are gradually being defined and delimited by architects and historians, but there are still many gray areas, unclear designations, and changing significance. A few of the styles have become codified. Art Deco, Art Moderne, and the International Style have clearly determined boundaries and descriptions, though even within these groups new, often regional or functional, subvariants exist. Thus, we have Tropical Deco in Miami's South Beach and Miesien International, based on Mies van der Rohe's ideas.

Some terminology, such as Googie, a word as quirky as the architecture it describes, has rapidly become a staple of art historical literature, while others, such as Dingbat, are still esoteric and may or may not enter common usage.

Finding designations for residential architecture is extremely difficult. Perhaps the history is too recent or the architecture too generic; suffice it to say, the stylistic labels are still amorphous and undefined. There are the modern equivalents of the vernacular farmhouse, such as the Minimal Traditional, the Minimal Tract, and the Ranch. Then there are their high style counterparts, many of which are grouped under the generic and maddening

heading of Contemporary. Hopefully, time will firm up the stylistic categories of the Modern Period and weave them into our architectural history.

Art Deco (1915-1940)

Art Deco spread to the world from an international fair, the *Exposition des Arts Decoratifs et Industriels Modernes*, held in Paris in 1925. Exhibits favored curvilinear forms and geometric patterns inspired by cubism and the machine age. The Art Deco style was applied to a wide range of products, from jewelry to household appliances and architecture. In the United States, the 1922 Chicago Times Tribune architectural competition, and especially Eliel Saarinen's second prize winning entry, heralded the beginning of the Art Deco influence.

Primarily a style of decoration rather than an architectural concept, Art Deco was populist and mass produced. There are few single-family residential examples in the United States; most are commercial, industrial, and civic. These structures have sharp angles and an emphasis on the vertical plane. The style looks forward to an imminent future of rockets, as well as back to the exotic past of ancient Sumeria, Egypt, China, and Mexico. The style generally has no traditional Western architectural influences, such as classical columns and pediments. The wide range of forms and influences incorporated into Art Deco resulted in a number of alternate names or sub-groupings, including: Zigzag Modern, Aztec Modern, Depression Modern, Jazz Modern, Cinema Style, Hollywood Style, Big City Deco, Tropical Deco, and Industrial Deco.

Firestone Tires at 185 East 11th Avenue.

Many elements labeled as Art Deco appear to contradict themselves. For example, both symmetry and asymmetry can be considered Art Deco, though, in either case, the massing of buildings is consistently bold and pronounced. Edges are sharp and crisp, especially where the roofline meets the sky, though rounded corners are not uncommon. Rooflines are stepped or flat and often feature towers and other vertical projections. Windows are large with metal sash. Structural frames are generally steel or concrete covered with decorative exterior surfaces,

Former Oldsmobile Dealership at 1290 Oak Street.

which may be sculptural or consist of glass, tile, or brick. These surface decorations are often polychromatic, though, in another contradiction, smooth white surfaces also abound. The key to Art Deco is its ornamentation, generally applied in low relief. Favored motifs are geometric and include chevrons, zigzags, sunbursts, horizontal and vertical banding, as well as stylized figure sculpture, often reminiscent of machines.[2]

Art Moderne (1920-1950)

Art Moderne does the same as Art Deco in its glorification of the machine age with motifs that resemble the cogs of industry. However, with Art Moderne the emphasis is on planes, trains, automobiles, and luxury liners. While Art Deco often reaches to the sky, Art Moderne zooms horizontally. The absence of references to traditional architecture, smooth exterior surfaces, and continuous window openings bear some similarities to the International Style; however, Art Moderne is more picturesque and less harsh. Other names or sub-groupings of Art Moderne include Streamline Moderne and PWA (Public Works Administration) Moderne.

Kennell-Ellis Studio (Wilmsen, 1946) at 1280 Willamette Street.

Exterior wall surfaces are smooth, often stuccoed, and may have rounded corners. The massing of the structure and placement of openings are generally asymmetrical. Roofs are flat and often have a coping running along the roof line. Horizontality is emphasized with sculptural banding or grooving, window orientation, continuous ribbon windows, cantilevered awnings, and balustrades. Windows may continue around corners. Some openings may be curved or filled with glass block, while others may be round and resemble portholes.

U.S. Post Office (1939) at 532 Willamette Street. Its style is often labeled Half Modern, PWA Moderne or Transitional, though arguably it could be called Art Deco.

Glass block, glass brick, or hollow glass tiles were manufactured as early as 1886. These early models were individually manufactured by being blown into a mold. They exhibited some problems with stability and condensation. Manufacturing and design technology improved, and in 1935 Owens-Illinois introduced *Insulux*, the first widely used hollow glass block. Soon thereafter, Pittsburgh-Corning came up with the *PC Block*, made from heat resistant *Pyrex*. These modern blocks were mass produced in pressed glass and were sealed, thereby reducing

problems with condensation. Offered in 6-, 8-, and 12-inch squares, some with patterns, glass block experienced a huge initial surge of popularity. By the 1970s, however, demand had dropped so significantly that U.S. production almost ceased. Today glass block is still manufactured by Pittsburgh-Corning as well as by several overseas manufacturers.[3]

International Style (1935-1965)

Lane County Courthouse (1959) 125 East 8th Avenue.

The term " International Style" was first applied to modern architecture in 1932, after an exhibition and book, *The International Style: Architecture Since 1922,* produced by the Museum of Modern Art in New York and written by Henry Russell Hitchcock and Philip Johnson. Initially centered in Europe, the International movement spread to the United States as prominent architects such as Walter Gropius and Mies van der Rohe, fled the turmoil of Nazi Germany. While claiming a design approach similar to the Classical and structural parallels to the Gothic, the modern architects broke with traditional forms in favor of ornament-free machines for living. Modern methods and materials made it possible to create buildings that relied on a bare minimum of structural support, turning interior and exterior walls into mere curtains. The names of sub-styles are often related to particular architects, such as Miesian for Meis van der Rohe.

Musgrove Chapel (c.1960) at 1152 Olive Street.

Building volumes are laid out geometrically, with intersecting planes and an asymmetrical but balanced composition. Flat roofs contribute to an overall cubic impression. The design approach emphasizes functionality, with all extraneous ornamentation stripped off to create honest expression of materials. Wall surfaces are smooth, occasionally appearing to be formed only of glass. Windows are set flush with the wall surface in continuous ribbons, which may flow around corners. The large expanses of glass, rather than solid wall, express a structural boldness which is further emphasized with cantilevered levels, balconies, and roof planes.[4]

Even before the arrival of the European modern architects, their influence was felt in the United States, albeit tempered by uniquely American traditions. Designs that fall into this

category are often called Half Modern or Transitional, and tend to date between 1915 and 1940. This variant combines some of the Arts and Crafts aesthetic with machine age sensibilities. Buildings retain classical forms and massing but are simplified to become more geometric and abstract. Historical elements, such as columns, may still be employed, albeit in limited quantities and stripped of detail.

Formal plans and geometric masses are arranged in classical and balanced spatial compositions. Roofs tend to be flat or stepped, further emphasizing the geometry of the buildings. The construction methods are modern, steel frame or concrete, and faced with brick, stucco, or marble in natural colors. Windows are rectangular, arranged to emphasize building form, and have metal or masonry frames and muntins. Applied ornamentation is reduced to a bare minimum and abstracted from its traditional forms.[5]

Northwest Regional Style (1935-1950s)

The Northwest Regional Style developed in the mid-1930s when Oregon-based architects such as John Yeon and Pietro Belluschi began to adapt the precepts of the International Style to suit the regional climate, materials and landscape of the Northwest. This stylistic evolution called for the use of gabled roofs, rather than flat roofs, and exteriors of unpainted wood, rather than smooth concrete or stucco. Forms remained uncluttered with no historic references, and floor plans remained open.

Central Lutheran Church (Belluschi, 1948) at 1825 Potter Street.

Roofs become a significant aspect of the design as they evolved from flat box tops to gabled or hipped forms. They are generally low pitched, broad, and have a significant, sheltering overhang. Roof slopes are often asymmetrical or broken, paralleling asymmetrical, open floor plans. Wood dominates the structure and skin of the buildings. Wood exposed on the exterior surfaces, for example roof shingles and exterior siding, is left unfinished and unpainted. Windows are large and appear in various shapes. Structures are integrated into their environments and have non-academic and ahistorical forms and details.[6]

House (1956) at 55 West 39th Avenue.

Minimal Traditional (late 1930s-1940s)

In response to the Great Depression of the 1930s, houses became less elaborate, but still favored traditional forms and influences. Minimal Traditional houses are simplified, less expensive versions of the eclectic period revival houses of the 1910s and 1920s. For example, houses may exhibit Tudor type roofs with a reduced pitch or feature some simplified classical or colonial detailing. The type remained popular in the period immediately following World War II, when resources were still limited and rapid construction was of the essence.

J.W. McCracken House at 259 West 23rd Avenue, 1946. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE2253).

Buildings generally have one or one-and-a-half stories, with low to medium roof pitches and minimal eaves. When structures are side gabled they often feature a smaller front facing gable. Porches are reduced and often limited to a covering over the front door. The main construction type employed is wood frame, with a range of siding types which may be used in combination, including various types of horizontal boards, wood shingles, and even brick or stone cladding. The main decorative element on the exterior may be a brick chimney with wide, sloping shoulders. Windows are wood and double hung. Earlier Minimal Traditional houses tend to have multi-pane upper sashes, while post-war models tend to have simplified two-over-two (with horizontal muntins) or fixed windows.[7]

World War II Era Cottage (late 1930s-1950)

During World War II there was a shortage of materials and housing. After the war, with the peacetime economy just beginning to start up, materials were still in short supply with demand for housing exacerbated by returning GI's and their new families. As a response to this situation, new houses were built rapidly and with little ornamentation, often in large subdivisions. These houses were also small, corresponding to the small size of young families, but designed with future additions in mind.

House (1948) at 135 Myoak Drive.

The World War II Era Cottage resembles the Minimal Traditional house. However, it is even more modest and looks forward to the

popularity of the Ranch Style during the affluent 1950s. Government incentive plans offered through the Federal Housing Administration (FHA) encouraged investors and developers to build plentifully, rapidly, inexpensively, and, as a result, stylistically conservatively. Numerous houses were built simultaneously, in tracts, resulting in an alternate name for the type, Minimal Tract. Though modest in style and name, this form of residence is nevertheless revolutionary. It marks the first time that popular residential architecture truly turned away from precedent and looked exclusively toward the future. Because of their simplicity and low cost, the Minimal Tract homes also made the dream of home ownership possible for an unprecedented number of people.

World War II Era Cottages typically have only one story covered by a hipped or gabled roof with minimal eave overhangs. The overall shape is square or rectangular, though a few boast more complex footprints that foreshadow the Suburban Ranch of the 1940s-1960s. Porches are generally absent, though a small covering or hood may be found over the front door. The exteriors of these wood frame buildings are sheathed with horizontal wood siding, wood shingles, or asbestos ceramic shingles. Toward the late 1940s, brick and stone became common as decorative accents, particularly in the form of water tables.

Ranch Style (mid-1940s-1960s)

With the rise of the car culture, it became possible to live further away from the centers of commerce and drive to work, schools, and stores. Houses no longer needed to crowd close to downtown or near streetcar networks to connect people and services. Large lots on inexpensive land on the outskirts of the city became popular locations for rambling houses, leading to the phenomenon of suburban sprawl.

House (1953) at 2832 Tomahawk Drive.

For the first time it became possible to own one's house and have an allotment of land to go with it, fulfilling the Jeffersonian ideal of the gentleman farmer on a small scale. Because of the ubiquity of the car, garages became a prominent attachment to the house, and clearly visible from the street front. Houses began to have a greater emphasis on privacy and on the nuclear family. Where the focus of outdoor life had once been the front porch, a place where residents and neighbors could gather informally, the focus shifted to the backyard with its deck and barbecue pit, a place where outsiders required an invitation.

The form of the Ranch House was loosely based on the rambling Spanish Ranchos of early Colonial California. There are also several variants of Ranch, including Suburban Ranch, Tract Ranch, Storybook Ranch, California Monterey, and Split-Level.

The classic Ranch house has one level that hugs the ground. Its roof has a low pitch and appears in both gabled and hipped forms. Wide roof overhangs occasionally act as porches and are supported by decorative iron or wood posts. The overall form is asymmetrical and includes a prominent integrated garage which projects to the front or side of the house. Sometimes the garage is connected to the house via a breezeway, further accentuating the sprawl of the house.

House (1953) at 1830 Friendly Street.

The interior features an open floor plan including a connection to the garage and, occasionally, the innovation of the family room. Windows have wood or metal sashes, especially aluminum, and are often grouped to create a glass wall. Often a sliding glass door leads from the living room to the back yard. The street-facing front of the house is designed for show. When a front porch is present, it functions as circulation space and not for gathering. The outdoor life of the house is focused toward the rear of the house, with patios, courtyards, gardens, and lawn. The frame of a Ranch in Oregon is almost universally of wood, though occasionally brick can be found. Exteriors are sheathed with horizontal wood siding, wood shingles, brick, stone, or a combination of these materials. The house itself lacks decoration, though applied shutters, porch-roof supports, a false birdhouse in the gable, and other detailing can be found. These are often loosely based on colonial precedents.

House (1960) at 555 East 43rd Avenue.

The Suburban Ranch variant is usually one room deep and shaped like a splayed " U" or " L" and designed with a conscious attempt to integrate nature with the living space through large patios, landscaping, or general placement.

Tract Ranches are adapted for smaller lots, colder climates, and rapid construction. As with the traditional Ranch, the single-story with a low-pitched profile is dominant. The shape is generally rectangular and contains two bedrooms.[8]

A U-shaped house (1960) with a center courtyard entry at 4200 Donald Street.

Split-Level (1955- early 1970s)

The Split-Level form takes the single level of the Ranch and moves it into multiple horizontal planes. Traditionally, the Split-Level has the living areas a half-story above the entry and the garage and family room a half-story below the entry. The resulting house has more square footage than the one-story Ranch, a response to increasing wealth, the growth of families, and a sloped lot.

Split-Level Ranch (1966) at 5265 Donald Street.

Roofs remain low-pitched and have overhanging eaves. Half-story wings and sunken garages are added to form more complex spatial arrangements. The interiors are divided into clear zones, with quiet living and sleeping areas, and livelier living and service zones. Though clearly modern in shape, Split-Levels often have traditional decorative detailing.[9]

Brutalism (1950-1965)

Brutalism, or the New Brutalism, has been described as an attack against the frivolity seen in post-war Modernist and International Style buildings. The word has its origins in the French term for rough concrete, *beton brut*. The later works of Le Corbusier, particularly his Maisons Jaoul (1951-54) in Neuilly, France, and the works of Peter and Alison Smithson, such as the Hunstanton School (1954) in Norfolk, England, are credited with early expressions and formalization of the style. The term New Brutalism, was popularized by architectural critic Reyner Banham, who described it as having three main qualities: a) a formal legibility of plan, b) clear exhibition of structure, and c) valuation of materials for their inherent qualities " as found." [10]

The primary material of Brutalism is exposed concrete, often left roughly finished or even deliberately distressed by methods such as bush hammering. The buildings themselves are often blocky and massive, emphasizing the sculptural qualities of concrete. Structural elements and service systems are often left exposed to convey an honesty and directness in materials and design.[11]

The University Inn (1966) at 1000 Patterson Street.

Good examples of post-1965 Brutalism in Eugene are the University Inn (1966) at 1000 Patterson Street and the Campbell, Yost &

Partners addition to Lawrence Hall (1970) on the University of Oregon campus. A lesser example of the tenets of Brutalism is the former Sacred Heart Nurses Dorm (Marian Hall) at 650 East 11th Avenue built in 1964 and designed by Wilmsen, Endicott & Unthank.

Contemporary (1950s-1970s)

Of all styles, the Contemporary is most in need of redefinition. Like the term " modern," contemporary connotes something that is recent, created as late as yesterday or as early as ten years ago. Applied to the architecture of the 1950s through the 1970s, Contemporary refers to architect-designed, high-style fusions of International and Ranch, with touches of Googie for entertainment. Many of these houses owe a stylistic debt to the Northwest Regional Style.

Contemporary houses may have flat or low-pitched gabled roofs. Flat roofs reflect the influence of the International Style, occasionally referred to as American International. Exposed structural members, such as beams or posts, support wide roof overhangs. Many of these one-story dwellings employ a variety of exterior surfacing materials, such as wood, brick, and stone, which are often used in conjunction with each other. Contrasting wall textures and materials are often joined by windows of unusual shape and placement. As with most modern styles, no traditional detailing is used to frame windows or otherwise embellish the exterior.[12]

House (1954) at 2424 Madrona.

Googie (1950s - early 1960s)

The term " Googie Architecture" was first used in 1952 and takes its name from Googie's Coffee Shop (1949) designed by John Lautner, in Los Angeles. The style developed in Southern California in the 1950s and early 1960s and spread rapidly throughout the nation. It was primarily used in commercial settings and was intended to suit the needs of automobile culture, dreams of the space age, and a fascination with the primitive. Some have described the style as the product of a mind-meld between the Flintstones and the Jetsons. Other names for Googie-type forms

Volvo/Jeep Dealership (c.1960) at 2300 West 6th Avenue.

include: Populuxe, Doo-Wop, Coffee Shop Modern, Jet Age, Space Age, Chinese Modern, and Tiki.

Wheeler Pavilion (c.1960) at the Fairgrounds.

Abstracted organic forms are key elements of Googie. Shapes and motifs frequently used include boomerangs, kidneys, amoebae, starbursts, atomic models, and flying saucers. These express themselves in graphics and applied decorations as well as structurally in buildings with upswept roofs or dome-forms. Sweeping forms and large sheet glass windows stress a denial of gravity. A multiplicity of structural looking elements, for example, exposed steel beams, occasionally perforated and resembling rocket gantries, are used decoratively as well as structurally. Googie benefits from the plastic and sculptural possibilities presented by newer building materials, such as sheet glass, glass blocks, asbestos, plywood and plastic.[13]

The strongest example of Googie in Eugene is the Joe Romania Display Pavilion (Balzhiser, Seder & Rhodes, 1959) at 2020 Franklin Boulevard. All other examples of Googie that were found during this survey are diluted in style and retain only their original abstract form and none of their decoration. Googie enjoyed a short life and little of it remains. It can still be found in current and former automobile dealerships. Restaurants and grocery stores adopted the style early on but were quick to reject and demolish it. Deb's Restaurant at 1290 West 7th Avenue is one of the few restaurants to still retain its minimal Googie form.

Dingbat (1950-70)

Architecturally, " Dingbat" refers to an apartment block balanced on a ground floor of beams or poles, not unlike Le Corbusier's concept of pilotis supporting a superstructure. The application of the word to this particular building form was apparently coined by UCLA professor Francis Ventre and popularized by Reyner Banham. Introduced to Southern California in the 1950s and 1960s, the design maximizes living space relative to the available land by placing parking space on the open ground floor.

Apartment building (c.1955) at 1810 Harris Street with dingbat elements.

Dingbats are simple and rectangular, ranging from two- to four-stories in height. The form and materials of Dingbats are singularly

uniform. Their distinction lies in gaudy applied decorations and fanciful naming conventions. Banham, in *Los Angeles: The Architecture of four Ecologies,* finds façade surface décor in styles ranging from " Tacoburger Aztec to Wavy-line Moderne, from Cape Cod to unsupported Jaoul vaults, from Gourmet Mansardic to Polynesian Gabled and even — in extremity — Moderne." Names, whispering of promise and pleasure, are prominently displayed in dynamic cursive applied lettering and include the exotic, Hari Lanai; the coastal, The Seagull; or the collegiate, The Graduate.[14]

The Talisman Apartments (c.1970) at 888 East 18th Avenue.

Only one dingbat apartment (1810 Harris Street) was found in Eugene that could be dated to the Modern Period. However, with Eugene's proliferation of apartments, there are bound to be more hidden on alleys built prior to 1965. Good examples of post-1965 Dingbats are the Talisman Apartments (c.1970) at 888 East 18th Avenue and its neighbor the Camelot (c.1970) at 800 East 18th Avenue.

Post-Modern (1960s - 2000)

At the core of Post-Modernism is a rejection of the International Style. Leading theorists and practitioners, such as Robert Venturi, Michael Graves, Charles Moore, and Robert A.M. Stern, have revived and reintroduced traditional historical styles and detailing into current architecture. The degree of reference to the past ranges from the ironic, such as Moore's Piazza d'Italia in New Orleans, to the reverential, as can be found in Stern's work for the University of Virginia. Stern has suggested five divisions among post-modernists: Ironic, Latent, Fundamentalist/ Essentialist, Canonic, and Modern Traditionalist.

Charles Moore's Willamette Hall (1985) on the University of Oregon campus.

Arches, columns, domes, and pediments reappear in buildings. They may be literal and correct, abstracted, or exaggerated. Materials used run the full gamut, from poured concrete and steel to traditional brick and stone.[15] The best example found in Eugene of Post-Modernism is Charles Moore's Willamette Hall (1985) on the University of Oregon campus.

Isolated Styles

Some modern building types fall into no stylistic grouping. They are so idiosyncratic that they constitute styles in their own right.

Geodesic Domes are assembled from light-weight but rigid plastic, metal, or wood frames composed of triangular or polygonal elements, and covered with a tightly stretched skin or rigid panels. Credit for the development of these objects, which can be any form from partial to nearly full spherical, is given to R. Buckminster Fuller.

An example (c.1995) of a Geodesic Dome at 1488 East 43rd Avenue.

Born in 1895, Fuller was concerned with design that was both efficient in its use of resources and labor and affordable. Fuller took LeCorbusier's dictum of a house as a machine for living to new heights with his Dymaxion (Dynamic Maximum Ion) House. In 1949, Fuller began building prototypes of Geodesic Domes. The dome Fuller constructed for the Montreal World's Fair of 1967 and his frequent lectures at universities, including the University of Oregon, resulted in great public enthusiasm for Geodesic Domes. In the 1970s and 1980s, several companies offered plan books and kits for domes, advertising them as " Beautiful, Efficient, Affordable." However, in subsequent years some of the difficulties inherent in domes, including the odd shapes of rooms and a tendency to leak, have resulted in limited application to residential architecture.[16]

The **Quonset Hut** consists of arched steel ribs anchored to a concrete slab and covered with corrugated metal. During World War II these semi-cylindrical, prefabricated structures were used in a wide range of military applications, from troop housing to hangars. The name derives from their base of development, at Quonset Naval Base in Rhode Island.[17] The form remained popular immediately after the war, with some sold off as military surplus and converted to residences and places of business. Though still in use, especially for industrial purposes, residential examples are becoming increasingly rare.[18]

Quonset Hut dining hall on the University of Oregon Campus, 1949.

Trailers and caravans have existed as long as there has been something to pull them, be it horse or automobile. However, it was not until Wally Byam introduced the Airstream

Trailer Company's Clipper in 1936 that trailers became standardized, mass-produced, and iconic. Very much part of the Streamline Moderne aesthetic of the era, Airstreams were meant to move, allowing people to experience one of Byam's maxims: " Adventure is where you find it, any place, every place, except at home in the rocking chair." [19] In 1941, aluminum was classified as a critical war material, effectively halting production on all civilian travel trailers. The post war boom revitalized the industry in several ways. Not only were raw materials once again available, but designers were also able to incorporate technological advances learned during wartime production. During housing shortages, trailers, with their operable windows, pressurized water, electric lights, insulation, venting systems and other amenities, became ideal temporary residences. Universities, including the University of Oregon, sprouted veritable trailer farms for veterans and their young families attending college on the GI Bill. With this the trailer's function changed from an expression of wanderlust to a sedentary starter home.[20]

Veteran trailer housing after WWII on the University of Oregon campus, 1949.

The **Mobile Home** is an expansion of the trailer concept in that it is generally larger, intended to be parked for extended periods of time, and has more conventional architectural features. The floor plan of a mobile home is generally linear, making it possible to place the structure on narrow lots. Because they are factory built and often include furnishings, these houses represent the cheapest and simplest way to achieve home ownership.

Manufactured Homes are a larger version of the Mobile Home. Factory built, these structures are transported to the site in one to three segments. They must be moved by large trucks, with warning vehicles ahead because of their width, and once deposited, are intended to remain permanent.

The **A-Frame** omits exterior walls in favor of a continuous roof that reaches to the foundation. The roof is generally steep and supported by a rigid framework in the shape of an " A." The primary building material is wood. Windows are generally limited to the end walls, which may be entirely glazed. Decks at one or both ends of the house are also not uncommon. Inside spaces tend to be open to the underside of the roof, with bedrooms generally located directly under the roof, sometimes on interior balconies. The absence of a roof-wall junction makes these structures relatively easy

Seder House (Seder, 1953) at 2385 McLean is a very early example of an A-Frame.

to build, but results in awkwardly slanted interior walls. Though the term " A-Frame" did not come into common use until 1960-1965[21], the form of the structure is centuries old, with especially striking precedents found in Medieval Timber houses. In the second half of the 20th Century, A-Frames found new adherents. Though relatively few full-time residential houses were built in the style, it was popular for vacation and second houses.[22]

Log Houses are a return to the kit-built houses of the early twentieth century. In appearance they resemble drastically enlarged versions of Lincoln Log toy cabins.

Future Directions

The difficulty with something called " Architectural Styles during the Modern Period" is that, theoretically, the modern is now. In architectural history, however, the Modern Period, and Modernism, is seen as a specific movement, isolated from whatever came afterwards. Because of this, we now have the illogical terms " Late Modernism," " Post-Modernism," and " Neo-Modernism."

Currently, the dominant trend in residential architecture appears to be the " Neo-Eclectic," [23] which is stylistically, though not structurally, as far from modern as anyone can get. In the accelerating struggle to find new and clever names for building styles, it is only a matter of time before " McMansion" becomes the name of record on someone's list.

Identification Endnotes

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3. Thomas C. Jester, ed., *Twentieth-Century Building Materials: History and Conservation* (New York: The McGraw-Hill, 1995), 194-97.

4. Clark, 209-12; Virginia and Lee McAlester, *A Field Guide to American Houses* (New York, NY: Alfred A. Knopf, 1988), 469.

5. Clark, 202.

6. Ibid., 215.

7. *Eugene Area Historic Context Statement*, 180.

8. McAlester, 479.

9. Ibid., 481.

10. Reyner Banham, *A Critic Writes: Essays by Reyner Banham* (Berkeley: University of California Press, 1996), 11.

11. Banham.

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13. Googie, " Googie Architecture Online," from http://www.spaceagecity.com/ googie/index.htm, accessed 9/16/2002.

14. Garrison Frost, " Dingbat Living," from http://www.theaesthetic.com/NewFiles/ online11_dingbats.html, accessed 9/16/2002.

15. Leland M. Roth, *A Concise History of American Architecture* (New York: Harper & Row, 1979).

16. H. Ward Jandl, *Yesterday's Houses of Tomorrow: Innovative American Homes 1850 to 1950* (Washington DC: Preservation Press, 1991), 205.

17. *Random House Webster's College Dictionary* (New York: Random House, 1999), 1084.

18. McAlester, 497; Cyril M. Harris, ed., *Dictionary of Architecture and Construction, Third Edition* (New York: McGraw-Hill, 2000), 738.

19. Bryan Burkhart and David Hunt, *Airstream: The History of the Land Yacht* (San Francisco: Chronicle Books, 2000).

20. Jandl, 21.

21. *Random House Dictionary*, 23.

22. McAlester, 497; Harris, 14.

23. " Neo-Eclectic" is the jumbling of architectural styles in a non-coherent manner.

Evaluation

EVALUATION OF RESOURCES

Evaluation is the process of determining the significance of a resource, and is based on architectural, historical, and/or cultural merit. Once the integrity and significance has been established, the resource is ranked according to its eligibility for listing in the National Register of Historic Places. The evaluation criteria used are those set forth by the Oregon State Historic Preservation Office and the National Park Service.

Significance

The National Register criteria require that a historic resource be at least 50 years of age and possess significance in at least one of the following areas to be considered potentially eligible for listing on the National Register:

1. **Event/Pattern of History**: The resource is associated with an event and/or pattern of events or historic trend that has made a significant contribution to the history of the community, the region, the state, or the nation; or
2. **Person(s)**: The person(s) associated with the resource is (are) individually significant and made demonstrated contributions to the history of the community, the region, the state, or the nation; and the resource is associated with the person(s)'s productive life, reflecting the time period in which he or she achieved significance; or
3. **Design/Construction**: The resource embodies distinctive characteristics of a type, period, or method of construction; and/or the resource represents the work of a master; and/or the resource possesses high artistic value; or it represents a significant and distinguishable entity whose components may lack individual distinction; or
4. **Information Potential**: The resource has either yielded information or is likely to yield information that is important to history or prehistory.

Exceptions to the over-50 rule are made for those resources that are especially strong in one or more of the first three categories. For example, Timberline Lodge was listed on the National Register prior to its 50th birthday. This is particularly relevant for Eugene's

Modern Period resources that have not reached 50 years of age, but are strong in one or more criteria.

Integrity and Condition

Integrity is the authenticity of a resource's historic identity. It refers to the intactness of historic form and original construction materials. As such, integrity is integral to the resource's ability to convey its significance. Alterations, either historic or contemporary, should be examined for compatibility. Condition of a historic resource should not be confused with integrity. Condition is generally defined as " state of repair." A resource can be in poor condition, but retain a high degree of historic integrity.

There must be identifiable evidence in all or some of the following aspects of integrity for a historic resource to be considered eligible for the National Register. Some aspects are more important than others in conveying significance, and these should be determined on an individual basis.

The seven aspects of integrity are:

Location: Is the resource in its original location or has it been moved?
Design: Is the original design intact?
Setting: Has the character of the setting stayed the same or changed over time?
Materials: What portion of the original materials is retained?
Workmanship: Does the resource show craftsmanship of the period?
Feeling: Does the resource evoke an aesthetic or historic sense of the past?
Association: Is this the site of an historic event or activity, or is the site associated with an important person historically?

Ranking

After significance and integrity are assessed, resources are ranked according to their historic contribution either individually or as part of a potential district. This survey utilized the rankings designed by the Oregon State Historic Preservation Office (SHPO) in 2000 for future survey work throughout the state. Resources are evaluated on an individual basis and are determined to be either Potentially Eligible for listing (either on their own or in a district) or Not Eligible for listing. A resource will be ranked Not Eligible if it lacks distinction, is substantially altered, or has not yet reached 50 years of age.

Resources being considered for inclusion in a district are evaluated according to the period of historic significance and are given one of these rankings:

1. **Historic/Contributing** for resources constructed during the historic period that retain and exhibit sufficient integrity to convey a sense of history.

2. **Historic/Non-Contributing** resources were constructed during the historic period but that have undergone such alterations that they no longer retain sufficient integrity to convey a sense of history.
3. **Non-Historic/Non-Contributing** resources were constructed outside the period of significance.

Historic resources may shift from one ranking category to another over time. A Historic/Contributing property may be severely altered, resulting in a non-contributing status. Conversely, a Historic/Non-Contributing resource may be restored, with its newfound integrity and condition warranting a Contributing status. Also, as time passes, additional resources will reach 50 years of age and begin to contribute to the community's history. For all these reasons, it is important that historic resource inventories be updated over time.

Strategies

TREATMENT STRATEGIES

Historic Preservation Purpose Statement

By preserving elements of our past, both natural and man-made, we foster a sense of who we are and where we have been. The city's historic preservation program helps guide responsible growth and change while fostering a pride of community. History is a process. If we lose touch with our past, we lose a vision of the future built on the irreplaceable heritage of our local traditions.

Strategies for Eugene's Historic Preservation Program

Introduction

The purpose of this section is to identify recommended long-term strategies that will enhance our understanding about local history and help property owners to preserve significant historic resources. The list of strategies was created based on a review of information obtained during preparation of this historic context statement on Modern Architecture in Eugene, Oregon 1935-1965. Local historic survey work and previous historic context statements prepared for the Willakenzie Area, Eugene's Downtown Core Area, and the City of Eugene were evaluated to arrive at these conclusions. The Historic Review Board participated in strategic planning sessions in 2002 to identify trends and issues with the local preservation program. The board's findings were integral to establishing the strategies and priority rankings.

The strategies are suggested ideas for future preservation work by the City of Eugene and other partners in historic preservation. Implementation of the recommended strategies by the City of Eugene will be based on a variety of factors, such as available funding and yearly priorities established by Eugene's Historic Review Board, the Planning Commission, and the City Council. Over the years, new strategies will emerge and some of the recommended actions in this report will be altered or completed.

This section describes key opportunity areas for conducting further historic preservation work and lists related recommended strategies. The key topical areas include:

- Education and Public Involvement
- Support for Historic Preservation Program Activities
- Preservation Incentives
- Preservation Planning
- Regulations Affecting Historic Preservation
- Cultural Resource Surveys
- Historic Designation

List of Recommended Strategies and Priority Ranking

Specific strategies related to the identification and protection of modern era resources (1935-1965) are **highlighted** in gray shading.

Education and Public Involvement

1. Educate the public, City staff, and City officials about the historic preservation program focusing on key issues, e.g., the importance of historic preservation, the advantages of preservation/rehabilitation over new construction, and the benefits of historic designation. (High Priority)
2. Encourage cooperation and collaboration among local agencies to effectively educate the public about historic preservation issues of common concern. (Medium Priority)
3. Implement and promote Eugene's Heritage Plaque Education Program. (High Priority)
4. Develop ideas to coordinate and support Historic Preservation Week. Create opportunities for historic preservation-related entities to work together. (High Priority)
5. Develop Advisory Design Guidelines for Modern era commercial architecture and urban landscape resources, including view corridors and view sheds. (Medium Priority)
6. Strive to educate the public and property owners on the significance of Modern era resources. (Medium Priority)
7. Recognize potential new partners within the history and preservation coalitions that can advocate for responsible preservation of Modern era resources. (Medium Priority)
8. Develop a history and civics program that allows students and teachers to research school and local history that might result in landmark designations or in exhibits and displays available to the public. (Low Priority)
9. Recognize local craftsman, architects and designers through an awards program sponsored by the Historic Review Board. (Low Priority)

Support for Historic Preservation Program Activities

10. Continue to seek grant assistance from a variety of local, state, and federal programs. Explore a broader array of funding opportunities to defer staff costs and accomplish priority goals. (High Priority)

11. Continue to collaborate with the historic preservation program, architecture, planning, and related fields at the University of Oregon to develop local preservation initiatives and projects. (High Priority)
12. Collaborate with other city programs (such as the Neighborhood Program and the Development Division), other public and nonprofit agencies, private businesses, MUSE, and individuals to accomplish historic preservation objectives and to obtain support. (Medium Priority)
13. Develop a list of specific tasks, now undertaken by staff, that HRB members could feasibly perform. (Medium Priority)
14. Advocate for the responsible public management of important, publicly owned Modern buildings. (Medium Priority)

Preservation Incentives

15. Provide an incentives program with effective public information. (Medium Priority)
16. Support state and federal legislation that will provide incentives for property owners and strengthen broad historic preservation goals and objectives, like the Home Ownership Assistance Act or increased funding for the federal Historic Preservation Fund. (High Priority)
17. Promote the effectiveness of the City's historic preservation loan program for appropriate restoration, rehabilitation, or preservation work and encourage property owners to use it. (Low Priority)

Preservation Planning

18. Explore options to integrate the historic preservation program with sustainable development and open space preservation/natural resource program initiatives and grants. (Low Priority)
19. Revise the Historic Preservation Element in the Metro Plan to eliminate outdated findings and policies. (High Priority)
20. Resolve jurisdictional responsibility for historic preservation in the urban transition area. (High Priority)
21. Continue to work with other City departments to identify and protect significant historic resources in the City's ownership. (Low Priority)
22. Strive to integrate proactive mechanisms that will encourage preservation through incentives, public education, or regulation during preparation of special area studies and development projects. (Low Priority)
23. Work with nodal development projects to ensure that historic resources are evaluated and integrated into future development plans. (High Priority)
24. Encourage a positive working relationship with the Oregon SHPO, and develop a timely response mechanism on local issues. (High Priority)
25. Review the Modern Context Statement periodically to incorporate new information, maintain accuracy of historic research, and update the list and priorities of implementation strategies. (Low Priority)
26. Monitor public funding that threatens Modern era resources. (Low Priority)

Regulations Affecting Historic Preservation

27. Support changes to local zoning and land use regulations that encourage historic preservation, such as zoning overlays for significant concentrations of historic resources. (Medium Priority)
28. Explore ways to make better use of H Historic zones, building and zoning code variances, and SDC calculations to encourage preservation. (High Priority)
29. Evaluate Goal 5 to determine how state and local historic preservation programs can be strengthened. (Low Priority)
30. Monitor the historic preservation component of the Land Use Code to ensure that it is effective in its regulatory authority. (High Priority)
31. Discourage the demolition of Modern era resources to create surface parking lots. (Low Priority)

Cultural Resource Surveys

Survey Work

32. Conduct surveys of historic resources, including schools, churches and landscapes, in neighborhoods or areas where previous surveys are out-of-date; where historic resources are concentrated; or where resources are presently impacted by urban growth, redevelopment, or conflicting uses. Refer to map and list. (High Priority)
33. Work proactively with the University of Oregon's Historic Preservation Program to advance local surveys, including surveys of modern resources. (High Priority)
34. Revise the current survey ranking criteria to correspond to the criteria established by the Oregon SHPO in Spring 2001. (Medium Priority)

Thematic Surveys and Historic Research

35. Establish a methodical survey and evaluation process to identify and landmark Modern era resources, including significant residential subdivisions, before they are threatened with redevelopment or demolition. (Medium Priority)
36. Encourage thematic surveys and research, particularly analyses of resources that reflect our area's history and that appear to be threatened, e.g., Modern-era architecture (1935-1965), schools, churches, the timber industry, etc. Utilize oral histories to facilitate research for local surveys. (High Priority)

Historic Designation

37. Promote designations of historic resources as City Landmarks or in the National Register of Historic Places. (High Priority)
38. Establish a priority list of potential landmarks and develop a plan to encourage their designation. (Medium Priority)
39. Promote the nomination of local residential stock under the Multiple Property Submission for Residential Properties in Eugene, Oregon, which is a listing in the National Register. (High Priority)

40. Prior to commencing work on a National Register Historic District, complete an evaluation of federal and state laws relating to property owner consent. (Low Priority)
41. Develop guidelines to evaluate the historic significance of Modern era buildings. High Priority)

Education and Public Involvement

Background

The City of Eugene regularly supports a number of programs, projects, and events designed to encourage public involvement and education in historic preservation activities. Coordination of National Historic Preservation Week has been lacking a sponsor organization, so local events have been individually motivated. The open house tours in East Skinner Butte Historic District and events at Shelton-McMurphey-Johnson House are now yearly venues. The City should evaluate how it can best promote coordination of local historic preservation week activities, considering the limitations on City staff.

The City could partner with other agencies to promote periodic workshops on appropriate rehabilitation of historic buildings or landscapes. The City needs to address the merits of historic designation by explaining the purpose of listing properties as local landmarks or in the National Register. Public informational workshops could be scheduled during historic preservation week events, or include an educational booth at the Eugene Celebration. The local schools have a teacher in-service day that could be used to promote historic preservation education for students.

The City continues to experience steady growth, and many Eugene residents have lived in the area for less than five years. Due to changes in population, there is a continuous need to promote public education and involvement. There are a large variety of architectural styles and types of historic resources extant in Eugene, making it problematic for property owners to understand and learn about appropriate protection and rehabilitation measures. Historic resources that survive in the downtown core are limited, so the public sometimes feels that there is little to preserve in Eugene. However, some neighborhoods contain a large quantity of historically significant residential architecture. Subdivisions constructed after World War II are numerous in Eugene, and will require continued evaluation for significance and protection in the future.

The Oregon Heritage Commission awarded the City of Eugene a grant to complete preliminary work on a heritage plaque education program and walking tour in the downtown core. Following completion of the promotional literature and the first plaque at the train depot, the City should work to educate downtown property owners about the plaque program.

There are opportunities for coordination between various groups that deal with local history initiatives and historic preservation. Organizations that address preservation in the region include the Oregon State Historic Preservation Office, Historic Preservation League of Oregon, Oregon Historical Society, Lane County Historical Society, selected

neighborhood groups, the University of Oregon's Historic Preservation Program, the Associated Students of Historic Preservation, the Shelton-McMurphey-Johnson House Associates, the Pioneer Cemetery Association, and the Eugene Masonic Cemetery Association. The City should strive to host a yearly event that will include all of these organizations.

In August 1999, the Historic Review Board completed its goal of creating Advisory Design Guidelines for Historic Residential Properties. This publication has proved to be a good educational tool for owners of historic houses constructed prior to 1950. The evaluation of modern resources in Eugene indicates a trend to extensively remodel or replace modern era commercial buildings in light of changing trends in retail and office design. Creation of advisory design guidelines for historic commercial architecture and landscapes might help to educate property owners on options for reuse or development.

Recommended Strategies

1. Educate the public, City staff, and City officials about the historic preservation program focusing on key issues, e.g., the importance of historic preservation, the advantages of preservation/rehabilitation over new construction, and the benefits of historic designation. (High Priority)

The historic preservation web page is an increasingly effective tool for providing information to the public. A quarterly newsletter on the web, and mailed to interested parties, could encourage citizen involvement in local preservation activities, education programs, events and help to highlight preservation accomplishments. Periodic articles in the Register Guard on preservation topics will increase the public's understanding of local activities.

2. Encourage cooperation and collaboration among local agencies to effectively educate the public about historic preservation issues of common concern. (Medium Priority)

Lane County does not operate a historic preservation program, so inquiries within the county often come to City of Eugene staff. The City of Eugene owns a variety of historic resources, including parks, that are worthy of designation and protection. Staff must continue to work with other departments and agencies to encourage preservation over replacement.

3. Implement and promote Eugene's Heritage Plaque Education Program. (High Priority)

An educational plaque program in the downtown core area will inform visitors about the history of Eugene, and serve to enhance the public experience while downtown. An effective methodology needs to be developed to make the plaque tour comprehensive by including all types of resources and elements of local history.

4. Develop ideas to coordinate and support Historic Preservation Week. Create opportunities for historic preservation-related entities to work together. (High Priority)

The city of Eugene staff had to give up coordination of Historic Preservation Week because of financial limitations. Subsequently, the Associated Students for Historic Preservation took charge of the planning, but in recent years students have been too busy to take the lead. Planning for National Historic Preservation Week requires the supervision of one individual or agency. This event remains the best opportunity in Eugene to promote the merits of historic preservation.

5. Develop Advisory Design Guidelines for Modern era commercial architecture and urban landscape resources, including view corridors and view sheds. (Medium Priority)

Following the lead of the Skinner Butte Master Plan, the protection of view corridors and view sheds is of increasing concern to the community. Identifying significant landscapes and views will facilitate discussions on protection and enhancement.

6. Strive to educate the public and property owners on the significance of Modern era resources. (Medium Priority)
7. Recognize potential new partners within the history and preservation coalitions that can advocate for responsible preservation of Modern era resources. (Medium Priority)

Advisory guidelines for Modern era resources will aid the City in educating the public on rehabilitation methodology for this generation of resources. Including the Modern Era Context Statement on the historic preservation program's web page will be a first step to educating the public on modernism. Updating the links in the preservation web page to allow participation by all preservation partners is advised. In the future a brochure could be developed on modern era resources including schools, churches and commercial buildings.

8. Develop a history and civics program that allows students and teachers to research school and local history that might result in landmark designations or in exhibits and displays available to the public. (Low Priority)

In an effort to expand an understanding of the local historic preservation program educators should be included in the effort. By encouraging local history projects students can expose their families to the merits of historic preservation.

9. Recognize local craftsman, architects and designers through an awards program sponsored by the Historic Review Board. (Low Priority)

The Southwestern Chapter of the American Institute of Architects has a local award program for outstanding buildings. The Historic Review Board could dovetail on the SWO/AIA initiative by recognizing outstanding historic preservation projects and crafts people. A separate project would include developing a list of craftspeople, architects and design professionals who are skilled in historic preservation projects.

Support for Historic Preservation Program Activities

Background

The City of Eugene provides funding to administer a local historic preservation program through the Planning and Development Department budget. In addition, other departments engage in historic preservation work through activities such as planning and design for historic parks, rehabilitating of city-owned historic buildings, coordinating cultural events that help educate community members about local history and the roles of various ethnic groups, and conducting research on the history of specific local government services.

The City of Eugene maintains close ties with the University of Oregon's Historic Preservation Program. Strong faculty and student participation is evident in a number of ways, such as participation in local survey work, National Register nominations, and individual student research projects. With the retirement of Don Peting, Director of the Historic Preservation Program, we anticipate the need to acquaint ourselves with the new director and changes that appear to be ahead for the program. City staff no longer serves as adjunct faculty in the program.

The City of Eugene has successfully obtained federal grants through the Oregon State Historic Preservation Office to fund historic survey work, planning, National Register nominations, and education activities. The City has also received special grants to help restore the Shelton-McMurphey-Johnson House, the Eugene Train Depot and the Masonic Cemetery. The City helps to facilitate community support of the ongoing preservation and restoration of the Masonic, Pioneer and Mulkey cemeteries.

It is increasingly difficult for the City of Eugene to adequately fund a local historic preservation program that addresses the multitude of issues, projects, and service needs of community members. Support for local historic preservation program activities would be greatly enhanced with increased funding. Collaboration with local historic agencies and our educational institutions is a partnership that has a proven successful track record for advancing historic preservation projects, goals, and initiatives.

Recommended Strategies

10. Continue to seek grant assistance from a variety of local, state, and federal programs. Explore a broader array of funding opportunities to defer staff costs and accomplish priority goals. (High Priority)

Outside grants provide funds for special projects and educational outreach, which are essential to the advancement of the local historic preservation program. Planning staff should collectively evaluate their grant needs on a yearly basis so that applications can be made in a timely manner.

11. Continue to collaborate with the historic preservation program, architecture, planning, and related fields at the University of Oregon to develop local preservation initiatives and projects. (High Priority)

Collaboration with historic preservation students remains a positive relationship for leveraging limited funds while providing professional opportunities for students.

12. Collaborate with other city programs (such as the Neighborhood Program and the Development Division), other public and nonprofit agencies, private businesses, MUSE, and individuals to accomplish historic preservation objectives and to obtain support. (Medium Priority)

Other City of Eugene programs and agencies work with historic properties and issues. By seeking collaborative opportunities we are able to facilitate projects that often may not be accomplished because of staff and limited finances in the Planning Division. More outreach and coordination with nonprofits, businesses and MUSE could help the City to increase the program's visibility in the community.

13. Develop a list of specific tasks, now undertaken by staff, that HRB members could feasibly perform. (Medium Priority)

Historic Review Board members have expressed a willingness to assist staff with technical work that will facilitate education and outreach in the community.

14. Advocate for the responsible public management of important, publicly owned Modern buildings. (Medium Priority)

Following completion of the Modern Context Statement, copies of the finished document should be forwarded to key staff and representatives to advise them of the significance of the resources they manage. Consider developing an information sheet that encourages these public stewards to seek landmark designation.

Preservation Incentives

Background

Incentives for property owners to preserve historic resources are inadequate. In addition, there are forces that negatively influence appropriate restoration or rehabilitation because of changes in building codes, zoning, and fire codes. Opportunities exist to increase the types of incentives that are provided to property owners of historic resources. Consider working with the City's Community Development Division to create a Certified Development Block Grant (CDBG) program directed at preservation projects. A collaboration with the Springfield Historic Commission might develop a list of skilled preservation craft persons and consultants who are available in our community.

The Historic Preservation League of Oregon (HPLO) offers an easement program that is a significant tax abatement for properties listed in the National Register. The Oregon Special Assessment program is the only Statewide program that provides a financial

incentive to owners of properties listed on the National Register of Historic Places. The program now allows a second fifteen-year property tax freeze for income producing properties. The Oregon SHPO is endorsing a federal tax credit program for owners of historic houses similar to the 20 percent tax credit for historic income producing properties.

The City administers a variety of loan programs using both federal and local general funds. When federal funds are used for a construction project, staff review the proposal to determine if there are adverse impacts to historic resources. This review is a requirement of Section 106 of the National Historic Preservation Act (1966). The review includes an assessment of whether the proposed development project is appropriate given the historic significance, integrity, and condition of the historic resource in cooperation with Oregon SHPO compliance staff, who are always the lead agency.

The City of Eugene maintains the historic preservation loan fund and lends up to $20,000 as a match to projects that meet historic preservation criteria for selection. Funds are lent at 6 percent interest, and the project must be visible to the public. Successful projects have included exterior painting, new roofs, wood repair, replication of missing historic features, and landscape improvements. The Neighborhood Grants Program has funded historic preservation projects in the past and should be promoted along with other incentive programs offered by the City.

Recommended Strategies

15. Provide an incentives program with effective public information. (Medium Priority)
16. Support state and federal legislation that will provide incentives for property owners and strengthen broad historic preservation goals and objectives, like the Home Ownership Assistance Act or increased funding for the federal Historic Preservation Fund. (High Priority)
17. Promote the effectiveness of the City's historic preservation loan program for appropriate restoration, rehabilitation, or preservation work and encourage property owners to use it. (Low Priority)

Updating and reprinting of the " Historic Preservation - A Wise Investment" brochure is a good way to promote historic preservation incentives. It should be included on the web site. Consider whether System Development Charge (SDC) waivers might be an effective incentive for historic properties.

Preservation Planning

Background

The *Eugene-Springfield Metropolitan Area General Plan* (Metro Plan) provides the overall vision for community growth and development. It addresses the size of the community, its population, the form and density of development, areas for future expansion, how services will be provided for a growing population, design of the urban street system,

protection of natural and historic environments, the pattern of parks and open spaces, and numerous other urban development factors. The vision for the metropolitan area is expressed as goals and policies in the Metro Plan and companion documents like the metropolitan transportation plan (TransPlan) and neighborhood refinement plans.

Through extensive public involvement, the Eugene-Springfield community has chosen an overall form of compact urban growth within the physical boundaries provided by the McKenzie and Willamette rivers and the south hills ridge lines. Growth is managed by having new development occur in a sequential pattern as the full range of urban services are provided by the two cities.

In addition to establishing compact urban growth as the urban form model, the Metro Plan also contains the Urban Growth Boundary (UGB). The UGB is designed to concentrate urban growth within a defined geographic area. Land outside the cities of Eugene and Springfield inside the UGB is called the urban transition area.

The Metro Plan vision contains the concept of planning for intense urban development on suitable land and encourages the protection of historic resources. The term " historic resource" generally applies to structures, objects or sites that are more than fifty years old. Resources less than fifty years old may also be considered " historic" based on other factors related to historic significance. Eugene applies guidelines provided by the State Historic Preservation Office and Statewide Goal 5 to help determine the identification and significance of historic resources.

Section III-I-1, Historic Preservation Element of the Metro Plan, states that historic structures can enrich our lives by offering architectural diversity to the visual environment and provide tangible links to the future. The goal of the element is to preserve and restore reminders of our origin and historic development as links between past, present, and future generations. Two objectives instruct us to expand public awareness of our origins, and encourage preservation of significant resources in our community. Eight policies are used in formulating land use decisions. Three of the policies pertaining to archeological resources are out of date and should be amended to reflect current trends and need.

In some cases, the vision in the Metro Plan to encourage increased densities, especially near downtown and other major employment centers, may conflict with efforts to preserve historic resources. The residential neighborhoods surrounding downtown, for example, contain a large supply of older housing stock. As these areas experience redevelopment, infill construction will make it difficult to preserve or mitigate impacts on historic resources. In addition, some of these neighborhoods, such as Whiteaker, have both a concentration of historic resources and a substantial amount of low-cost housing. These situations illustrate the challenge of achieving policies aimed at increasing residential density, encouraging historic preservation, and providing affordable housing options.

Economic development policies encourage redevelopment of industrial sites that are no longer viable employment centers. As redevelopment occurs in older industrial areas of the community, a significant loss in historic timber related resources could occur. Economic policies support intensification of areas planned and zoned for commercial development.

Some of these areas have existing older, single family houses unsuitable for commercial use. In these cases, commercial zoning threatens the retention of historic residential structures.

Recommended Strategies

18. Explore options to integrate the historic preservation program with sustainable development and open space preservation/natural resource program initiatives and grants. (Low Priority)

Increasingly, the success of individual City programs is based on creative partnerships to maximize limited resources. Historic preservation is integrally involved in sustainable development. The parks and open space program of the City manages numerous historically significant parks. The odds of successful grant funding are increased when effective partnerships exist.

19. Revise the Historic Preservation Element in the Metro Plan to eliminate outdated findings and policies. (High Priority)
20. Resolve jurisdictional responsibility for historic preservation in the urban transition area. (High Priority)

This issue will not be resolved until Lane County chooses to adopt Chapter 9 of the Land Use Code. No date is established for such action.

21. Continue to work with other City departments to identify and protect significant historic resources in the City's ownership. (Low Priority)
22. Strive to integrate proactive mechanisms that will encourage preservation through incentives, public education, or regulation during preparation of special area studies and development projects. (Low Priority)
23. Work with nodal development projects to ensure that historic resources are evaluated and integrated into future development plans. (High Priority)

The City expects nodal development zoning overlays to be an ongoing part of community planning work. The Historic Review Board has asked to be kept informed of all nodal development proposals, and the Planning Commission representative on the board should continue to be the key liaison for periodic updates.

24. Encourage a positive working relationship with the Oregon SHPO, and develop a timely response mechanism on local issues. (High Priority)
25. Review the Modern Context Statement periodically to incorporate new information, maintain accuracy of historic research, and update the list and priorities of implementation strategies. (Low Priority)
26. Monitor public funding that threatens Modern era resources. (Low Priority)

Maintaining up to date context statements should be addressed about every five years. Following completion of the Modern Context Statement the board and staff need to

determine if further research will be necessary to identify and protect significant modern resources.

Regulations Affecting Historic Preservation

Background

Regulatory agencies, such as the Department of Environmental Quality or Environmental Protection Agency, and federal legislation, such as the Clean Air Act and the American's with Disabilities Act (ADA), can create conflicts with historic resource preservation. For example, reuse of historic residential properties to nonresidential use often requires noncompatible changes to the structure to meet updated building codes and ADA requirements. Mandates about the treatment and disposal of lead paint directly affect the cost of rehabilitation projects.

Regulatory measures are adopted by the City of Eugene based on federal and state mandates and the vision contained in the Metro Plan. These regulations can either create incentives for preservation or deter appropriate rehabilitation and conservation of historic resources.

Recommended Strategies

27. Support changes to local zoning and land use regulations that encourage historic preservation, such as zoning overlays for significant concentrations of historic resources. (Medium Priority)
28. Explore ways to make better use of H Historic zones, building and zoning code variances, and SDC calculations to encourage preservation. (High Priority)
29. Evaluate Goal 5 to determine how state and local historic preservation programs can be strengthened. (Low Priority)

On August 30, 1996, Goal 5 was amended making it optional to survey historic resources in Oregon. Subsequent legislation made local designations subject to owner consent, greatly limiting a municipality's ability to prescribe protective measures for historic resources. There is currently no initiative within the state to make legislative changes to Goal 5, or the Oregon Revised Statutes regarding owner consent.

30. Monitor the historic preservation component of the Land Use Code to ensure that it is effective in its regulatory authority. (High Priority)
31. Discourage the demolition of Modern era resources to create surface parking lots. (Low Priority)

Cultural Resource Surveys

Background

Cultural resource surveys are a valuable tool to identify and evaluate historic resources. Since the mid-1980s, in cooperation with the Oregon State Historic Preservation Office and the University of Oregon Historic Preservation Program, the City has conducted an ongoing survey of cultural resources within the city limits. This partnership has led to the completion of cultural resource inventories for the following neighborhoods, shown below:

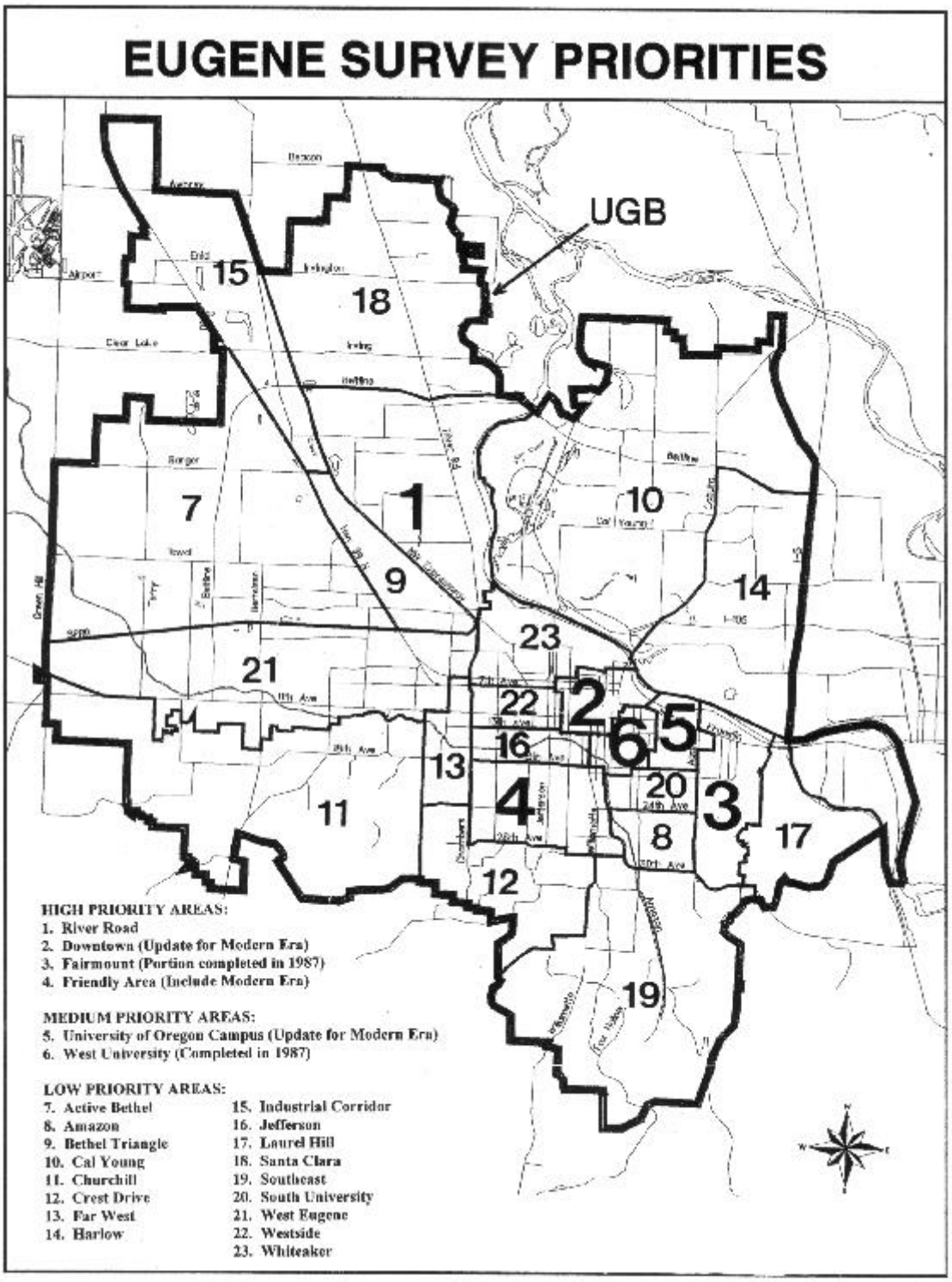
- College Hill Neighborhood (1985-1987) (Needs update to include modern resources.)
- Fairmount Neighborhood (1985-1987 portion) (Needs update to include modern resources.)
- South University Neighborhood (1985-1987, 1999)
- West University Neighborhood (1986-1987) (Needs update to include modern resources.)
- Eugene Downtown (1989-1992) (Needs update to include modern resources.)
- Chase Gardens/Old Coburg Road (1991-1992)
- Whiteaker Neighborhood (1993-1995)
- Jefferson Neighborhood (1996-97)
- Westside Neighborhood (1997-98)

These surveys have inventoried more than 4,000 historic properties, and resulted in protection of over three hundred historic resources, including two historic districts listed on the National Register of Historic Places. (Please see the cultural resource survey map on following page.)

Large areas within the Eugene Urban Growth Boundary remain unsurveyed. The Eugene Area Historic Context Statement helps indicate the potential types and number of historic resources, including agricultural land and open space, being impacted by growth. One of these is the River Road area located northwest of the core area of Eugene. First settled in the 1850s, River Road was initially established as a distinct agrarian community. It contains numerous historic resources, including barns. Now within Eugene's Urban Growth boundary, this area has experienced extensive growth and development in recent years. The subdividing of large tracts of land and infill construction are recent and ongoing patterns of development. The Historic Review Board has identified the River Road Area as a high priority for future survey work.

The architecturally rich Fairmount and College Hill neighborhoods contain a number of buildings that have reached the fifty-year threshold since the completion of initial surveys in 1987. In addition, the evaluation process used to rank properties for historic significance has been revised since the surveys were conducted. The Historic Review Board has identified these two neighborhoods as medium priorities for future survey work.

In addition to the neighborhood surveys, the City also undertakes thematic surveys. Thematic surveys are conducted to address resources that are not necessarily within a particular neighborhood area, but are related by a common theme such as building type (like modern era commercial or residential buildings) or architect. An example is the 1989 survey of resources by architect Ellis Lawrence, who designed much of the University of Oregon campus as well as other buildings around Eugene.



Copies of completed neighborhood Cultural Resource Inventories are available at the Architecture & Allied Arts Library, University of Oregon, or from the City of Eugene, Planning Division, 99 West 10th Avenue, Eugene, OR, 97401. In the future, we anticipate having a full set of cultural resource surveys at the City of Eugene Public Library.

Recommended Strategies

Survey Work

32. Conduct surveys of historic resources, including schools, churches and landscapes, in neighborhoods or areas where previous surveys are out-of-date; where historic resources are concentrated; or where resources are presently impacted by urban growth, redevelopment, or conflicting uses. Refer to map and list. (High Priority)
33. Work proactively with the University of Oregon's Historic Preservation Program to advance local surveys, including surveys of modern resources. (High Priority)

City of Eugene staff no longer teaches the historic survey course at the University of Oregon, so staff is unable to guarantee regular updates of the local surveys. Through collaboration with the Historic Preservation Program the city can let the University know that we have survey projects available locally for students to learn from. We could consider seeking funding for cultural resource surveys in partnership with the University to accomplish future surveys.

34. Revise the current survey ranking criteria to correspond to the criteria established by the Oregon SHPO in Spring 2001. (Medium Priority)

Thematic Surveys and Historic Research

35. Establish a methodical survey and evaluation process to identify and landmark Modern era resources, including significant residential subdivisions, before they are threatened with redevelopment or demolition. (Medium Priority)
36. Encourage thematic surveys and research, particularly analyses of resources that reflect our area's history and that appear to be threatened, e.g., Modern-era architecture (1935-1965), schools, churches, the timber industry, etc. Utilize oral histories to facilitate research for local surveys. (High Priority)

Historic Designation

Background

The City of Eugene maintains a local landmark program, with applications evaluated by the Historic Review Board according to criteria established in section 9.8165 of the Eugene Code. In recent years more property owners have expressed an interest in the local

program, mostly for honorific reasons. City landmarks and properties listed in the National Register of Historic Places are able to utilize the Historic zoning and Historic Preservation Loan Program.

The creation of historic districts as local landmarks is problematic because of Oregon's owner consent laws, which allows a property to opt out of regulation. For this reason the City has chosen to endorse historic districts through listing in the National Register. When evaluating the creation of a historic district, it is advisable to implement an educational campaign in the first year to determine potential support. During the first year, the boundaries of the potential district are evaluated and proposed. Notarized letters of consent and objection should be obtained well in advance of the research and writing phase, the critical part of forming a historic district. Concurrent with obtaining owner consent it is essential to educate property owners on historic regulations including alteration review, moving and demolition, and incentives.

Recommended Strategies

37. Promote designations of historic resources as City Landmarks or in the National Register of Historic Places. (High Priority)

Grant funds are limited for funding research leading to a National Register nomination or a local landmark designation, so individual applications are generally financed independently. The City should pursue grant funding from the Oregon SHPO for supporting expenses of completing local nominations for unusually significant properties or historic districts. The historic preservation web page is a logical medium to promote nominations.

38. Establish a priority list of potential landmarks and develop a plan to encourage their designation. (Medium Priority)
39. Promote the nomination of local residential stock under the *Multiple Property Submission for Residential Properties in Eugene, Oregon*, which is a listing in the National Register. (High Priority)

City staff can encourage historic preservation students to pursue local nominations as a way to complete their mandatory National Register nominations. The city can sponsor a workshop on how to complete historic research or a National Register nomination. Such an event could be part of preservation week activities in partnership with the preservation program and the Historic Preservation League of Oregon.

40. Prior to commencing work on a National Register Historic District, complete an evaluation of federal and state laws relating to property owner consent. (Low Priority)

By understanding state and federal laws prior to a historic district initiative staff can inform the public about the legal requirements of historic district regulation. This is advisable in light of the legal complications that occurred with the South University Historic District.

41. Develop guidelines to evaluate the historic significance of Modern era buildings. (High Priority)

Prior to commencing any work with modern era resources it is important to understand the construction methodology, materials, and design elements of the era's resources to establish architectural significance.

Integration

INTEGRATION AND FUTURE

Goals and Priorities

The Historic Context Statement creates a framework for identifying, evaluating and protecting historic resources within Eugene's urban growth boundary. Although historic significance is a key criterion in directing future research and activities, other local considerations may also be important. By establishing goals and strategies, context based planning attempts to balance the importance of historic properties against these other factors.

The first step in this process was the identification of local considerations that may affect historic preservation efforts in the community. This includes both local conditions and parties that may influence the development or outcome of preservation activities. The second step involved the establishment of goals and objectives, and a discussion of possible strategies for accomplishing them. The final step in the process involved setting priorities for future historic preservation activities. However, these priorities will evolve over time, based on the changing needs and goals of the Historic Review Board and the community. As such, this section of the Historic Context Statement should be revisited and revised periodically to respond to changes in local conditions and considerations.

Identifying Considerations

These considerations include the people and conditions most likely to have an impact on local historic preservation activities, whether favorably or unfavorably. There will always be specific threats and opportunities directing preservation efforts, but an awareness of the general constraints and prospects that exist in a community will help guide these efforts most effectively.

The first step in determining these considerations is the identification of stakeholders. These are people or groups who are in a position to influence the outcome of local preservation activities or whose interests will be affected by the process. This includes, but is not limited to, Eugene residents, property owners, business owners, staff and

officials of the City of Eugene and the Eugene Parks and Recreation Department, the Eugene Planning Commission, the Lane County Planning Commission, the Eugene Historic Review Board, the board of the Shelton-McMurphy-Johnson House, the East Skinner Butte Historic District organization, the Blair Boulevard Historic Commercial Area organization, the Lane County Historical Society, the Oregon Historical Society, the Historic Preservation League of Oregon and the State Historic Preservation Office. Additional stakeholders include the University of Oregon, Northwest Christian College, Lane Community College, the Eugene 4J School District, the Eugene Chamber of Commerce, the Lane Transit District, the *Register-Guard*, and the Eugene Board of Realtors.

The next step in determining other considerations is the identification of threats to local preservation efforts. Threats may be direct or indirect, such as the impending demolition of a significant resource versus public apathy or indifference. Specific threats include downtown redevelopment pressures; the potential for demolition associated with the development of the federal courthouse site; fear and resistance based on lack of education and information; lack of guidelines regarding community involvement. Indirect threats include the lack of funding for preservation activities; lack of support from key city officials; and the requirement of owner consent for the designation and protection of a significant historic resource.

Identifying opportunities for preservation is the final step in determining considerations. Like threats, these can be both specific and general in nature. Specific opportunities include the local presence of the Lane County Historical Museum and the University of Oregon's Historic Preservation Program; the potential for rehabilitation in connection with the opening of Broadway Street and the federal courthouse development; and the rehabilitation of the Shelton-McMurphy-Johnson House. Indirect opportunities include participation in Historic Preservation Week activities, increasing public education, and survey and inventory.

As local public support can be either the greatest threat or the greatest opportunity for historic preservation efforts, citizen participation is key. The community should not only be informed of preservation activities, but also be involved in the process. This will help to build support and create alliances, a necessary component in reaching the goals identified herein.

Strategies

Using a strategic planning approach will help meet the objectives and realize the goals identified by the Historic Review Board. As a means to this end, the Oregon State Historic Preservation Office (SHPO) has identified the following strategies:

Networking: Encourage attendance by interested persons, members of city staff, or other preservation-minded individuals at a historic preservation conference or workshop. SHPO

and the National Trust for Historic Preservation offer several opportunities annually to exchange ideas and learn about preservation-related problems and solutions.

Partnerships: Develop working relationships between property owners, business organizations, City officials, and/or others to work together on specific preservation activities. This might involve the identification and nomination of historic resources to the National Register or the planning of Historic Preservation Week activities. Logical partners include the Springfield Historic Commission, the Lane County Historical Museum, organizations representing the local historic districts, neighborhood groups, and the University of Oregon Historic Preservation Program.

Piggybacking: Work with other organizations to disseminate information about historic preservation activities through the organizations' newsletters. Likely groups include the Lane County Historical Society, the Shelton-McMurphy-Johnson House Associates, and Eugene's Masonic Cemetery Association.

Volunteers/Interns: Solicit volunteers and interns from local historic groups, service organizations, public schools, the University of Oregon Departments and Programs of Historic Preservation, Art History, History, Folklore, and Anthropology, and Lane Community College for special preservation-related projects and activities. Volunteer and interns can help conduct surveys, perform research, and prepare National Register nominations. Walking tours, interpretative displays, and oral histories may also be developed with their assistance.

Grants: Make use of grant funding for preservation-related projects when possible. Use appropriate city staff, volunteer, and Historic Review Board member time to match grants from SHPO and other organizations and foundations.

Repackaging: Use the Historic Overview section of this document to create a web site or publication for use as a community educational tool or fund-raising effort.

Coalitions: Combine efforts with those working on other efforts involving historic resources. Examples include natural resource managers trying to preserve historic rural landscapes threatened by development or downtown development groups who might capitalize on the presence of historic commercial resources.

Leveraging: Use money or resources to help insure a favorable result from preservation efforts by others.

Mentoring: Connect new historic homeowners with those that have already restored or rehabilitated their own historic homes.

Modeling: Register key historic resources on the National Register or local landmarks register. Rehabilitate or restore the buildings to demonstrate how the process can benefit others in the community.

As different approaches may work better in certain situations or under particular circumstances, the City of Eugene is encouraged to evaluate ways to combine these strategies. Due to time and fiscal constraints, such strategies may be crucial to accomplishing the identified goals and objectives.

Integration

The activities of other agencies and organizations have an impact on historic resources. Therefore, it is important to consider their long-term plans for particular sites and landscapes. In addition, other groups may have already conducted research or prepared contexts which support local preservation efforts. As such, it is important to determine how this context can be integrated with other local preservation planning efforts.

Connection with Other Plans

The City of Eugene has developed several neighborhood analysis and refinement plans that may interface with historic resources. These include the South Hills Study (1972), the Bethel-Danebo Neighborhood Analysis (1976), the West University Refinement Plan (1980), and the Eugene Area Neighborhood Analysis (1995). In addition, the City co-developed the comprehensive Eugene-Springfield Metro Plan, in accordance with statewide land-use planning Goal 5. This goal encourages planning for historic and cultural resources using the National Park Service's context-based model, upon which this document is modeled.

State law requires state agencies and political subdivisions, such as counties and fire districts, to develop programs to preserve significant historic properties that they own or for which they are responsible. These documents may be internal and should be requested when the possibility of such a plan exists.

Specific resources, such as the Ferry Street Bridge, may be included in transportation plans developed by the Oregon Department of Transportation (ODOT). This agency is also responsible for the maintenance and improvement of Highway 99, which runs through Eugene and is lined with numerous historic resources.

In addition, plans are being prepared for the redevelopment of part of the former Agripac property into a federal courthouse site. The Government Service Administration (GSA) will have collected information on the historic resources located on this property and made a preliminary decision on the fate of those resources.

Connection with Other Historic Contexts

The City of Eugene has developed historic context statements on three areas to date: the Willakenzie Area (1989), the Downtown Core Area (1991), and the City of Eugene (1996),

which spans the city's initial development through the mid-1940s. Two other historic contexts overlap geographically and thematically with this document. These are the 1986 *Cultural and Historic Landscapes of Lane County* and the 1989 *Oregon's Agricultural Development: A Historic Context 1811-1940*. In addition, a Multiple Property Submission, *Residential Architecture in Eugene from 1850 to 1950* was written.

The historic context on agriculture development is the only pertinent thematic context to date. However, it is possible that other topics, such as the timber industry or dairying in Lane County, will be developed in future contexts. As such, copies of such documents should be reviewed for references to Eugene resources.

Related Future Studies

This historic context statement has identified key events, activities, and resources that have contributed to the development of Eugene during the Modern Period. However, by its own definition, it is a general overview and not comprehensive in nature. Therefore, during its preparation certain historic themes emerged as requiring more intensive study.

For example, additional research is recommended regarding the history of Eugene's Asian and Latino communities and the development of early residential subdivisions. Further study would also determine the impact of the University of Oregon's School of Architecture on local design, especially residential architecture constructed after World War II. Studies on particular architects or architectural firms would also be warranted, such as on Clare Hamlin, who designed nine local public schools as well as partnering on the plans for the 1959 Eugene Public Library and the 1959 Lane County Courthouse.

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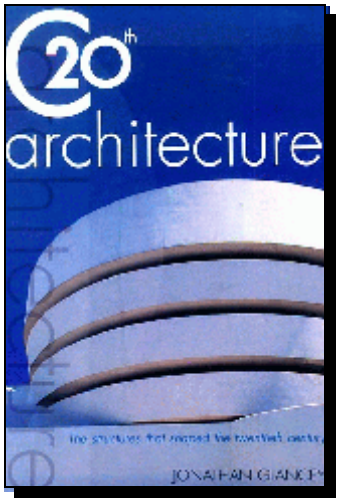

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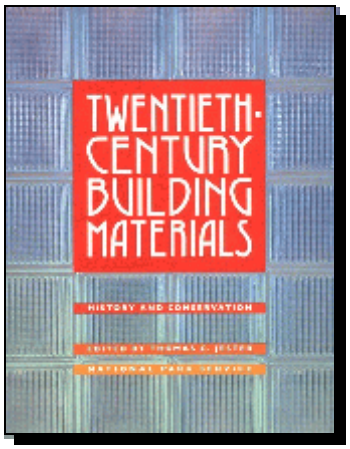

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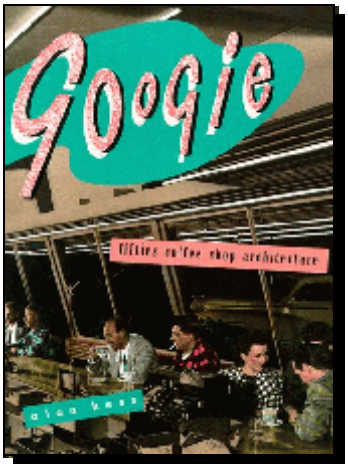

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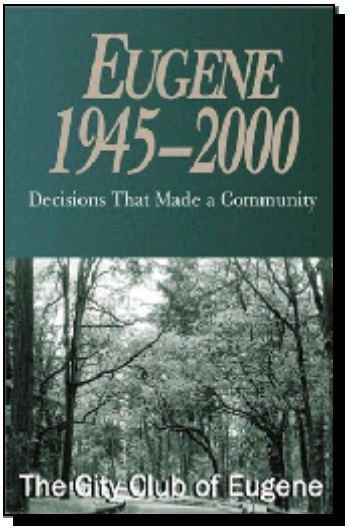

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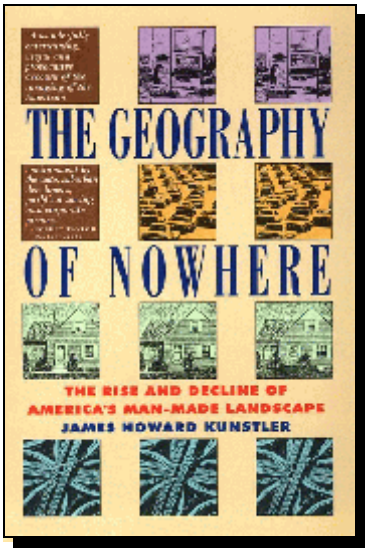

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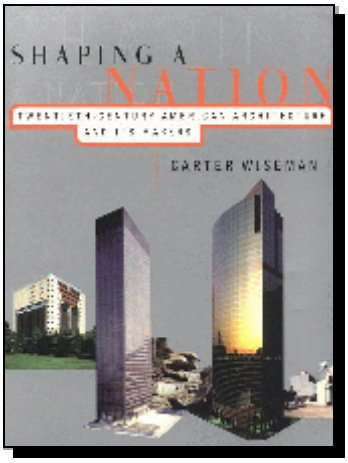

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Appendices

APPENDIX A

Appendix A shows statistics for housing construction during the Modern Period. A comparison is made between Eugene neighborhoods and when the houses in the neighborhoods were built. Columns compare the number of houses built between 1940 and 1959 to number of houses built prior to 1939.

APPENDIX B

This appendix contains a list of schools built during the Modern Period, 1935-65.

APPENDIX C

This appendix is a list of buildings built on the University of Oregon campus during the Modern Period, 1935-65.

APPENDIX D

Appendix D shows the public parks that were developed during the Modern Period, 1935-65.

APPENDIX E

Appendix E presents a time line of historic events that affected Oregon and the United States during the Modern Period, 1935-65.

APPENDIX F

This appendix contains the cursory historic buildings survey performed as a part of this project. The purpose was to get a general idea of the resources in Eugene built during the Modern Period (1935-65). It is by no means a complete survey, though the downtown core was thoroughly surveyed for all buildings built during the period.

The resource list is sorted by original use, so that the apartments come first and the zoos come last. Within the original use, the resources are sorted by construction date. In this appendix, for houses, the construction date is the year in which construction was completed. For all other building types, the construction date is typically the year ground was broken for construction.

Information provided for each resource is address, name, original use, construction date, and a photo taken during the months of August and September.

Appendix A: Neighborhood Residential Construction Date Comparison*

Neighborhood	Total # units	Constructed Pre-1939		Constructed 1940-59	
		# built pre-1939	% built pre-1939	# built 1940-59	% built 1940-59
Amazon	789	113	14%	542	68%
Bethel-Danebo	6,547	143	2	1,537	23
Bethel Triangle	731	126	17	311	42
Cal Young	6,677	101	1	1,119	16
Campus	134	21	15	8	5
Church Hill	4,841	69	1	678	14
Crest	2,185	173	7	457	20
Downtown	875	410	46	212	24
Fairmount	1,240	395	31	484	39
Far West	1,667	160	9	482	28
Friendly	3,121	469	15	1,334	42
Harlow	3,004	63	2	774	25
Industrial Triangle	145	29	20	73	50
Jefferson	1,326	774	50	597	38
Laurel Hill	477	37	7	172	36
River Road	4,128	386	9	1,892	45
Santa Clara	4,780	193	4	705	14
South University	1,905	391	20	751	39
South Eugene	5,375	129	2	1,218	22
West University	2,692	750	27	775	28
Westside	2,221	774	34	597	26
Whitaker	2,470	598	24	621	25
TOTAL	59,330	6,304	11%	15,339	26%

* Figures from the 1995 Eugene Area Neighborhood Analysis.

Appendix B: Eugene Schools Constructed 1935-65

Junior High and High Schools

1946	Colin Kelly Jr. High	Park Avenue & Howard Avenue
1949	Roosevelt Jr. High	680 East 24th Avenue
1953	Cal Young Jr. High	875 Gilham Road
1953	South Eugene High	400 East 19th Avenue
1957	North Eugene High	200 Silver Lane
1957	Jefferson Jr. High	1650 West 22nd Avenue
1962	Spencer Butte Jr. High	500 East 43rd Avenue
1963	Madison Jr. High	875 Wilkes Drive
1963	Sheldon High	2455 Willakenzie Road
1965	Kennedy Jr. High	2200 Bailey Hill Road
1965	Monroe Jr. High	2800 Bailey Lane

Elementary Schools

1949	Adams Elementary	1050 West 22nd Avenue
1949	Harris Elementary	1150 East 29th Avenue
1949	Howard Elementary	700 Howard Avenue
1949	Westmoreland Elementary	2285 West 18th Avenue
1950	Condon Elementary (old Roosevelt Jr. High)	1787 Agate Street
1950	Washington Elementary	3515 Harlow Road
1953	Glenwood Elementary	4150 East 19th Avenue
1953	Lincoln Elementary (old Wilson Jr. High)	650 West 12th Avenue
1954	Laurel Hill Elementary	2621 August Street
1955	Willard Elementary	2855 Lincoln Street
1956	River Road Elementary	2685 River Road
1957	Ida Patterson Elementary	1510 West 15th Avenue
1958	Twin Oaks Elementary	5380 Bailey Hill Road
1959	Ellis Parker Elementary	3875 Kincaid St.
1960	Meadow Lark Elementary	1500 Queens Way
1961	Silver Lea Elementary	250 Silver Lane
1962	Edgewood Elementary	577 East 46th Avenue
1964	Spring Creek Elementary	560 Irvington Drive
1964	Crest Drive Elementary	1155 Crest Drive

Appendix C: University of Oregon Buildings Constructed 1935-65

Date	Building	Architects
1935	Esslinger Hall	Lawrence, Holford & Allyn
1936	Volcanology	Lawrence, Tucker & Wallmann
1937	Knight Library	Lawrence, Holford & Allyn
1939	Chapman Hall	Lawrence, Holford & Allyn
1948	Carson Hall	Lawrence, Holford & Allyn
1949	Pacific Hall	Lawrence, Tucker & Wallmann
1949	Robinson Theater	Annand & Kennedy
1949	Central Power Station	J. Donald Kroeker & Associates
1950	Erb Memorial Union	Lawrence, Tucker & Wallmann
1953	Earl Complex	Church, Newberry, Roehr
1954	Allen Hall	Church, Newberry, Roehr
1958	Walton Complex	Church, Newberry, Roehr, Schuette
1959	Hamilton Hall West	Church, Newberry, Roehr
1960	Columbia Hall	Lawrence, Tucker & Wallmann
1960	Onyx Bridge/Environ. Health	Lawrence, Tucker & Wallmann
1961	Hamilton Complex	Church, Newberry, Roehr, Schuette
1962	Bean Complex	Wilmsen, Endicott & Unthank
1962	Prince Lucien Campbell Hall	Stanton, Boles, Maguire & Church
1964	Marian Hall	Wilmsen, Endicott & Unthank
1965	Health & Counseling Center	Balzhiser, Seder & Rhodes

Appendix D: Eugene Parks Developed 1935-65

Date	Park Name	Acreage	Location
1938	Spencer Butte Park	305.00	South on Willamette
1940	Washington Park	5.55	19th-21st on Washington
1944	Country Lane Park	0.67	2975 Country Lane
1944	University Park	2.81	East 23rd and University
1945	Fairmount Park	0.68	East 15th and Fairmount
1946	Bloomberg Park	20.80	West end of Bloomberg
1946	Amazon Park	79.50	20th-29th on Hilyard
1947	Grant Park	0.72	10th and Grant
1948	Jefferson Memorial Pool	5.00	West 16th and Jefferson
1948	Willis Park	0.39	37th and Glen Oak
1948	Glen Oak Park	0.28	36th and Glen Oak
1949	Berkeley Park	2.44	3629 West 14th
1949	Franklin Park	4.72	Franklin and Judkins Pt.
1951	Gateway Park	1.25	South of Ferry Street Bridge
1951	Owen Rose Gardens	4.89	North Jefferson at Willamette River
1952	Milton Park	0.60	University and Potter
1952	Garfield Park	3.90	West 16th and Garfield
1953	Friendly Park	1.20	West 27th and Monroe
1955	Amazon Park dedication	12.80	East and West Amazon Drive
1954	Tugman Park	16.67	36th-38th on Hilyard
1954	Monroe Park	3.64	West 10th and Monroe
1954	Westmoreland Park	46.85	West 18th-24th on Polk
1956	Edgewood	2.20	Donald and West 43th
1958	Amazon Pool	NA	Hilyard and West 27th
1958	Washburne	4.68	Agate and West 20th
1963	Sheldon	11.60	Cal Young at Sheldon High

Appendix E: Time Line of U.S. and Oregon Historic Events 1935-65

1935 - Work Projects Administration (WPA) formed to not only provide employment to about 8 million workers during the Great Depression, but to also perform projects that benefitted society.

1935 - The Social Security Act passed to provide unemployment compensation and old-age insurance based on money paid into a fund by the worker and the employer.

1935 - Oregon State Capitol, built in 1876, is destroyed by fire. New capitol completed in 1938.

1935 - Mutiny on the Bounty wins the Academy Award for best film.

1936 - Nan Wood Honeyman elected, Oregon's first woman representative in Congress.

1936 - The Hoover Dam completed as one of the first public works projects designed to create employment for people who were without work as a result of the Great Depression. Work on the Hoover Dam began in 1930 and lasted six years.

1936 - Germany invades Austria on March 7, 1936.

1936 - Frank Lloyd Wright' s Falling Water designed for Edgar Kaufmann at Bear Run, Pennsylvania. Continually voted one of the greatest buildings of the 20th century.

1936 - The first Wienermobile unveiled by the Oscar Mayer Company.

1936 - Bandon virtually destroyed by fire.

1937 - Franklin Roosevelt is sworn in as President for a second term on January 20, 1937, along with Henry Wallace as Vice President.

1937 - Bonneville Dam completed, providing Oregon with a great source of hydroelectric power.

1937 - Timberline Lodge dedicated by President Roosevelt on September 28, 1937.

1937 - Pablo Picasso's Guernica painted for the Spanish government building at the Paris World's Fair of 1937 as a protest against the actions of Franco.

1937 - Skiers no longer have to climb hills to enjoy their sport when the chair lift was invented. Engineers from the Union Pacific Railroad build a chair lift for the Dollar Mountain resort in Sun Valley, Idaho.

1937 - Kraft creates the Macaroni & Cheese dinner.

1938 - A team of researchers working under Wallace H. Carothers at DuPont invent a plastic that can be drawn into strong, silk-like fibers. Nylon will soon become popular as a fabric for hosiery as well as industrial applications such as cordage.

1938 - New Capitol at Salem is dedicated by Governor Charles Martin.

1938 - Twenty-year-old Billy Graham performs his first sermon.

1938 - Luther Kressman finds America's oldest sandals in a cave at Fort Rock.

1939 - John Atanasoff and Clifford Berry of Iowa State College complete the prototype of the first digital computer. It can store data and perform addition and subtractions using binary code.

1939 - New York holds a World's Fair the same year that San Francisco hosts the Golden Gate International Exposition.

1939 - Gone with the Wind wins the Academy Award for best film, along with seven other Oscars.

1939 - Prior to September 1939, Germany had invaded the Rhineland, Austria, and Czechoslovakia. On September 1, Hitler invaded Poland. Two days later, France and England declared war on Germany. Beginning on September 17, the Soviet Union invaded Poland from the east. By the end of September, World War II was well under way in Europe.

1939 - Pius XII becomes Pope, succeeding Pius XI.

1939 - The University of Oregon's " Tall Firs" basketball team won America' s first college championship.

1939 - William Gruber of Portland invents View-Master.

1940 - A 10-pound sack of sugar costs 52 cents; potato chips are 15 cents a bag.

1940 - 79% of Oregon homes have a radio and 39% have a refrigerator.

1940 - 30% of Oregon homes do not have a flush toilet.

1940 - Wood heats 73% of Oregon homes.

1940 - Oregon's per capita income is $608 in 1940, rising to $1,601 by 1949.

1940 - The median school years completed by Oregon males is 8.7; for females it is 9.7.

1940 - Glenn Miller and his orchestra recorded the big-band classic, Tuxedo Junction, on February 5, 1940.

1940 - In the summer of 1940, Congress passed legislation requiring that all males between 21 and 35 register for military service, the first peacetime draft in the U.S. The law required one year of military service from every person registered.

1940 - Karl K. Pabst of the Bantam Carriage Company produced a four-wheel drive vehicle that became famous as the jeep, based on its military designation, G.P. or general purpose.

1940 - The British evacuate over 300,000 soldiers from Dunkirk, France back across the English Channel on June 4, 1940. On June 22, France surrenders to Germany.

1940 - Rebecca wins the Academy Award for best film.

1940 - The Grapes of Wrath by John Steinbeck wins the Pulitzer Prize for Fiction.

1941 - Franklin Roosevelt is sworn in as President for a third term on January 20, 1941, along with Henry Wallace as Vice President.

1941 - Shipbuilding boom starts at Portland.

1941 - President Franklin D. Roosevelt signs executive order banning discrimination in employment by government defense contractors.

1941 - Cheerios floats onto the market as Cherrioats.

1941 - Germany invades the Soviet Union on June 22, 1941.

1941 - Japanese forces attack the United States naval base at Pearl Harbor on December 7, 1941. The U.S. declares war on Japan the next day. Germany and Italy declare war on the U.S. on December 11th.

1942 - On June 21, 1942, a Japanese submarine shelled Fort Stevens at the mouth of the Columbia River.

1942 - A team working under Italian refugee Enrico Fermi at the University of Chicago produces the first controlled, self-sustaining nuclear chain reaction.

1942 - First women are called to jury duty in a federal court in Oregon.

1942 - Congress of Racial Equality (CORE) is organized in Chicago, Illinois.

1942 - Duct tape (the WWII military version) was first created and manufactured by the Johnson and Johnson Permacel Division. Known as duck tape during the war because of its water-repellant properties, the heating and air-conditioning industry renamed it duct tape after the war.

1943 - Oregon's shipyards employ 150,000 workers in 1943, as compared to 232 in 1939.

1943 - Casablanca wins the Academy Award for best film.

1944 - Allied forces invade Normandy on D-Day, June 6, 1944.

1944 - Allied troops liberate Paris on August 25, 1944.

1944 - Pietro Belluschi designs the Equitable Savings and Loan Association Building for Portland (1944-48), one of the first International Style office buildings in the U.S.

1944 - A German surprise attack on December 16, 1944, begins the Battle of the Bulge.

1945 - Franklin Roosevelt is sworn in as President for a fourth term on January 20, 1945, along with Harry Truman as Vice President.

1945 - President Franklin Roosevelt dies on April 12, 1945, and Harry Truman is sworn in as the 33rd President of the United States.

1945 - On May 5, 1945, a Japanese balloon bomb killed six people near Bly in the only WWII casualties on the continental U.S.

1945 - Germany unconditionally surrenders on May 7, 1945.

1945 - The design of the Glass House is begun by Philip Johnson. Derivative of Mies's Farnsworth House of the same year, it broke the rigid International grid and inserted human comfort.

1945 - The United Nations is established on June 26, 1945.

1945 - A team led by J.R. Oppenheimer, Arthur H. Compton, Enrico Fermi and Léo Szilard detonates the first atomic bomb at the Los Alamos Lab near Santa Fe, New Mexico.

1945 - On September 2, 1945, Japan formerly surrenders after atomic bombing in August. 147,633 Oregonians served in WWII and 4,694 die.

1946 - Rural School Bill passed in Oregon. Equalization measure encourages consolidation and raises standards of rural schools.

1946 - President Harry S. Truman establishes President's Committee on Civil Rights, which declares racial discrimination to be a national problem.

1946 - Howard Vollum co-founds Tektronix, sparking Oregon's electronics industry.

1946 - Nazi war criminals receive sentencing at the Nuremberg trials on October 1, 1946.

1946 - Charles Eames exhibits his molded plywood chairs at the Museum of Modern Art which led to the popular Eames Chair.

1946 - The Bikini was officially invented by engineer Louis Reard in Paris, and named after the Pacific Atolls where two atomic bombs were tested.

1946 - Winston Churchill proclaims " an iron curtain has swept across the continent (Europe)," on October 17, 1946, beginning what was to become known as the Cold War.

1946 - U.S. Supreme Court bans segregation in interstate bus travel.

1947 - Governor Earl Snell, Secretary of State Robert S. Farrell Jr., and President of the Senate Marshall E. Cornett killed in private plane crash.

1947 - The Soviets' aggression and their support of Communist parties in countries ruled democratically caused President Truman to form the Truman Doctrine. The policy of the doctrine was to support free people and governments as they resisted takeover by any group or nation that wanted to take away people's freedoms.

1947 - All the King' s Men by Robert Penn Warren wins the Pulitzer Prize for Fiction.

1947 - Dr. Edwin H. Land introduces the Polaroid Land camera that can produce a developed photographic image in sixty seconds.

1947 - CORE and the Fellowship of Reconciliation (FOR) sponsor the first Freedom Ride.

1947 - Young Bedouin shepherds, searching for a stray goat in the Judean Desert, entered a long-untouched cave and found jars filled with ancient scrolls, the Dead Sea Scrolls.

1947 - Freedom Riders travel through the South to test Supreme Court decision banning segregation in interstate bus travel.

1947 - Levittown, New York, the first of three Levittowns, begun by developer William Levitt. By 1951, 17,500 small homes had been built using mass production techniques.

1947 - Reynolds Wrap is introduced to the American postwar public and is first sold door to door.

1947 - Jackie Robinson breaks baseball's color barrier when he is hired to play for the Brooklyn Dodgers, becoming the first black to play major league sports in half a century.

1947 - The Taft-Hartley labor act was passed to reduce the power of labor unions, which many people felt had become too powerful during the days of Roosevelt's New Deal.

1948 - The United States secretary of state, George C. Marshall, proposed a massive rebuilding plan for Europe that would be paid for by United States aid. He believed the Marshall Plan would slow the spread of Communism and build a growing marketplace for United States exports.

1948 - The Memorial Day Flood completely destroys Vanport, a suburban Portland city of 17,500 built to house wartime workers.

1948 - Supreme Court rules that federal and state courts cannot enforce laws which bar persons from owning property based on race.

1948 - Declaration of the Independence for the State of Israel on May 14, 1948, leading to a year-long Arab conflict.

1948 - The Ed Sullivan Show first airs on June 20, 1948. The show was broadcast Sunday nights for over two decades.

1948 - George de Mestral, a Swiss engineer, returned from a walk and found some cockleburs clinging to his jacket. When de Mestral examined them, he recognized the potential for a practical new fastener. It took eight

years to perfect the invention, which consists of two strips of nylon fabric, one with hooks, the other with loops. He named it Velcro.

1948 - President Truman orders the integration of all units of the U.S. armed forces.

1948 - Leo Fender launched the guitar that built rock and roll when he debuted his Broadcaster solid-bodied electric guitar.

1948 - Mies van der Rohe begins the Lakeshore Drive Apartments in Chicago, creating the prototype for big city apartment blocks over the next 30 years.

1948 - The Chicago Tribune announces to the world that " Dewey Defeats Truman" in a landmark publishing gaff on November 2, 1948.

1949 - Harry Truman is sworn in as President for a second term on January 20, 1949, along with Alben Barkley.

1949 - On April 4, 1949, the North Atlantic Treaty Organization is formed. Worried over the Soviet Union' s aggression in Eastern Europe and its attempts to prevent the economic recovery of Western Europe, nine Western European nations joined with the United States, Canada, and Iceland to form NATO.

1949 - The Howdy Doody Show hits the air.

1949 - Fair Employment Practices Commission, first in a series of State Civil Rights Legislation.

1949 - First woman mayor in Portland, Dorothy McCullough Lee.

1949 - Oreo cookies are introduced.

1950 - The Korean War officially starts as North Korea invades South Korea on June 25, 1950.

1950 - Population of Oregon reaches 1,521,341 – 98.4% white.

1950 - 1.85% of all babies born in 1950 were to unmarried mothers. By 1959, the rate increased to 3.32%.

1950 - 18.4% of Oregon homes do not have a flush toilet.

1950 - Frozen peas sell for 19 cents per 10-ounce package; low-fat milk costs 15 cents a quart.

1950 - The workforce is 74% male and 26% female.

1950 - Per capita income is $1,675 in 1950, and grows to $2,251 by 1959.

1950 - Unemployment rate is 7.1% in 1950, but drops to 5.0% by 1959.

1950 - The U.S. begins importing Volkswagen Beetles. Soon they will be the first car to outsell Ford's Model T.

1950 - The fourth and final Tillamook Burn is extinguished.

1950 - National Council of Churches founded. It is the leading organization in the movement for ecumenical cooperation among 36 communions and denominations of Christians in the United States.

1950 - Jackson Pollock's Lavender Mist unveiled. Pollock was one of the leaders in the movement towards both abstraction and expressionism.

1951 - The 22nd Amendment is added to the Constitution on February 26, 1951. It limited the president to two terms or to a maximum of ten years in office.

1951 - The Eckert and Mauchly Computer Co. of Philadelphia sells the first commercial computer, the UNIVAC 1, to the U.S. Census Bureau.

1951- Oregon imposes the first statewide laws to control air pollution.

1951 - Skidmore, Owings & Merrill's Lever House is the embodiment of the International Style in its elegant crispness of rectilinear form.

1952 - Constitutional amendment approved assuring equal representation in State Legislature.

1952 - Oral contraceptive developed.

1952 - Portland is the last big city to get its own television station when KPTV goes on the air, September 20, 1952.

1952 - Mr. Potato Head was born in 1952, at the Pawtucket, RI-based toy company, Hasbro, and began making history at an early age as the very first toy to be advertised on television. The original Mr. Potato Head contained only parts, such as eyes, ears, noses and mouths – the user provided the potato.

1952 - Oregon's birth rate hits all-time high of 25 per 1,000 people in 1952; today it is under 14 per 1,000.

1952 - On November 1, 1952, the United States detonates the first thermonuclear device, the hydrogen bomb.

1953 - Dwight Eisenhower is sworn in as the 34th President of the United States on January 20, 1953.

1953 - A truce agreement was finally signed on July 27, 1953, between North and South Korea.

1953 - Dr. John H. Gibbon performs the first successful open heart surgery in which the blood is artificially circulated and oxygenated by a heart-lung machine.

1953 - Dr. Jonas Salk's polio vaccine proven effective March 27, 1953.

1953 - The Old Man and the Sea by Ernest Hemingway wins the Pulitzer Prize for Fiction.

1953 - Julius and Ethel Rosenberg are executed for conspiring to deliver U.S. atomic bomb secrets to the Soviet Union.

1953 - Francis Crick and James Watson discover the structure of DNA.

1953 - Chrysler begins production of the Corvette in June 1953.

1954 - On the Waterfront wins the Academy Award for best film.

1954 - The U.S. Supreme Court declared on May 17, 1954, that segregated schools violates the 14th Amendment. This over turns the doctrine of " separate but equal" facilities by acknowledging that " separate educational facilities are inherently unequal."

1954 - McNary Dam on Columbia River dedicated by U.S. President Dwight D. Eisenhower.

1954 - Klamath and Grand Ronde Native American reservations dissolved.

1954 - Maurice and Richard McDonald develop a restaurant in San Bernadino, California, that uses an assembly-line format to prepare food in volume. Ray Kroc expands upon the idea to create the McDonalds chain.

1954 - Burger King founded by James McLamore and David Edgerton in Miami.

1954 - Congressional committee holds anti-Communist hearings in Portland.

1954 - Construction begins on I-5 and I-84.

1954 - The first commercial microwave oven, the Raytheon Radarange, was introduced. Rated at 1600 watts, it was so large and expensive that it was practical only for restaurant and institutional use. Not until 1967 was a home version produced.

1955 - The Nautilus, the first nuclear submarine, revolutionizes naval warfare.

1955 - Zenith engineer Eugene Polley invented the " Flashmatic," the first wireless TV remote. The Flashmatic operated by means of four photo cells, one in each corner of the TV cabinet around the screen.

1955 - The first theme park, as opposed to an amusement park, Disneyland, opened in 1955 in Anaheim, California.

1955 - Le Corbusier designs Notre Dame du Haut at Ronchamp, France. Photo by Donald Corner and Jenny Young.

1955 - The Mickey Mouse Club TV series premieres on October 3, 1955.

1955 - Successful boycott of municipal bus lines, in Montgomery, Alabama, led by Martin Luther King Jr., overturns local ordinance requiring blacks to sit in the back of buses. Similar gains are made in other Southern cities.

1956 - Heartbreak Hotel is Elvis Presley's first #1 hit on the pop and country charts in January 1956.

1956 - Israel takes the Sinai Peninsula from Egypt.

1957 - Tang is introduced to the public.

1957 - Dwight Eisenhower is sworn in as President for a second term on January 21, 1957, along with Richard Nixon.

1957 - President Dwight D. Eisenhower sends federal troops to enforce the right of nine black students to enroll at Central High School in Little Rock, Arkansas, in the first use of federal troops to protect black civil rights in the South since shortly after the Civil War.

1957 - Design begun by Jorn Utzon for the Sydney Opera House. The building was not completed until 1973.

1957 - The Bridge on the River Kwai wins the Academy Award for best film.

1957 - The Dalles Dam floods Celilo Falls.

1957 - Congress passes a civil rights law creating the U.S. Commission on Civil Rights and a civil division in the Department of Justice.

1957 - Richard Knerr and Arthur " Spud" Melin, found the Wham-O Company and introduce the Hula Hoop to America, and in 1958, the Frisbee.

1957 - The Southern Christian Leadership Conference (SCLC) is established with Martin Luther King, Jr. as its first president.

1958 - Three months after the Soviet Union began the Space Age by launching Sputnik, the U.S. responds by sending the Explorer I satellite into orbit. Explorer I's mission is to detect radiation; it discovers one of the Van Allen radiation belts.

1958 - First successful open-heart surgery in Portland is performed by Dr. Albert Starr.

1958 - Bob Heft, a 17-year-old high school junior, designed the 50 star American flag. He received a B- for the effort, but was offered a better grade the next year if he petitioned Congress to accept it.

1959 - Alaska is the 49th state admitted to the Union on January 3, 1959.

1959 - Buddy Holly, Ritchie Valens, and J.P. Richardson all die in a plane crash on February 3, 1959.

1959 - John XXIII becomes Pope, succeeding Pius XII.

1959 - Oregon celebrates its 100th year anniversary.

1959 - Ruth Handler introduces the first Barbie doll.

1959 - Truck full of explosives blows up in Roseburg, wiping out several city blocks and killing 13 people.

1959 - Hawaii admitted as the 50th state on August 21, 1959.

1959 - Frank Lloyd Wright' s Guggenheim Museum fought the restrictions of the Miesian form and reached out towards expressionism in architecture.

1959 - Bonanza premiered on Saturday night in the fall of 1959.

1959 - Marina City in Chicago is begun by Bertram Goldberg. Affectionately known as the " corn cobs," the towers and their accompanying shops asserted the idea that an urban living can be as good as a suburban living.

1960 - Maurine Neuberger, Oregon's first woman elected to U.S. Senate, the third in the history of the U.S.

1960 - Population of Oregon reaches 1,768,687 – 97.9% white, 1% African American, 0.5% Native American, 0.3% Japanese American, 0.2% Chinese American. Population of Eugene is 50,977.

1960 - 69.3% of Oregonians own their own home, the highest in Oregon history.

1960 - 5.7% of Oregonians still have no flush toilet, and 17.3% have no telephone access.

1960 - Gold Medal flour sells 10 pounds for 89 cents and T-bone steaks are 98 cents per pound.

1960 - Lloyd Center opens in Portland to become the world's largest shopping center.

1960 - Pierre Koenig designs Case Study House No. 22 (Stahl House) in Los Angeles. Photo by Julius Shulman.

1960 - As a teenager named Cassius Clay, Muhammad Ali won the gold medal in the light heavyweight division at the 1960 Olympic Games.

1960 - Working at Hughes Research Laboratories, physicist Theodore H. Maiman creates the first laser.

1960 - Black students from North Carolina Agricultural and Technical College start sit-in movement in Greensboro, North Carolina. Sit-ins at segregated public restaurants and lunch counters soon spread throughout South.

1961 - Unemployment hits a decade high 6.4%.

1961 - John Kennedy is sworn in as the 35th President of the United States on January 20, 1961, along with Lyndon Johnson as Vice President.

1961 - To Kill a Mockingbird by Harper Lee wins the Pulitzer Prize for Fiction.

1961 - I-5 completed between Salem and Portland.

1961 - Freedom Riders deliberately violate " white only" rules at drinking fountains, lunch counters, rest rooms and waiting rooms in bus and train stations in the South.

1961 - The 23rd Amendment is added to the Constitution on March 29, 1961, granting the residents of Washington, DC, the right to vote in presidential elections.

1961 - An American backed Cuban invasion force landed at Bahia de Cochinos (Bay of Pigs) on April 17, 1961, in a failed coup attempt.

1961 - Black students are admitted to the University of Georgia in accordance with federal court orders.

1962 - Lawrence of Arabia wins the Academy Award for best film.

1962 - Andy Warhol' s Marilyn Monroe Diptych established him as one of the leaders of the Pop Art movement.

1962 - The TWA Terminal by Eero Saarinen at Kennedy Airport in New York was one of the highlights of the expressionist movement in architecture.

1962 - Robert Venturi designs his mother's house, incorporating ideas more whimsical than the architectural purists would care to see.

1962 - James Meredith, a black student, enrolls at the University of Mississippi under protection of federal troops.

1962 - The Columbus Day storm causes extensive damage on October 12, 1962, and kills 48.

1962 - World' s Fair held in Seattle, introducing the Space Needle to the world.

1962 - President Kennedy orders an end to discrimination in public housing built with federal funds.

1962 - LEGO introduces Legos to the United States, a Danish invention from 1949.

1962 - The Internet is first conceived. Under the leadership of the Department of Defense's Advanced Research Project Agency (ARPA), it grows from a paper architecture into a small network (ARPANET) intended to promote the sharing of super-computers amongst researchers in the United States.

1962 - LeeRoy Sanford McGahuey is last person executed in Oregon's gas chamber.

1962 - Vatican Council II begins. The Council promulgated 16 Conciliar Documents and 256 Post Counciliar Documents; one of these documents permitted the Sacrifice of the Holy Mass to be said in the vernacular language.

1962 - American spy planes spot Soviet missile bases on Cuba on October 14, 1962. After a tense standoff, the Soviet Union pulls its missiles out of Cuba on October 22, 1962.

1963 - American/Vietnamese forces stage a coup in Vietnam on November 1, 1963.

1963 - Paul VI becomes Pope, succeeding John XXIII.

1963 - Lyndon Johnson is sworn in as the 36th President of the United States on November 22, 1963.

1963 - The Beach Boys hit the top 10 with Surfin' U.S.A.

1963 - Four black children are killed in Birmingham, Alabama, when segregationists bomb a Baptist Church.

1963 - Kallman, McKinnell and Knowles usher in the Brutalist style with their Boston City Hall from 1963 to 1968. Photo by Howard Davis.

1963 - The Beatles release their first album, Please Please Please Me, in March 1963.

1963 - The Venerable Elizabeth Ann Seaton, the Foundress of the Sisters of Charity, becomes the first native born American citizen to ever be solemnly Beatified.

1963 - Peaceful March on Washington attended by 250,000 people from around the country culminates in Martin Luther King, Jr. famous " I have a Dream" speech.

1963 - President Kennedy sends federal troops to enforce right of black students to enroll at the University of Alabama.

1964 - The 24th Amendment is added to the Constitution on January 30, 1964. The antipoll-tax amendment provided that citizens could not be denied the right to vote in presidential or congressional elections because of failure to pay a tax.

1964 - New York World's Fair with the theme, "Man in a Shrinking Globe in an Expanding Universe."

1964 - Segregation is abolished in the United States on July 2, 1964 with the signing of the Civil Rights Act.

1964 - Rehabilitation of Ghirardelli Square in San Francisco by Lawrence Halprin marked the beginning of thoughts on redevelopment rather than replacement of the urban environment.

1964 - Roy Orbison's Oh, Pretty Woman hits #1 on both sides of the Atlantic.

1964 - IBM rolls out the OS/360, the first mass-produced computer operating system. Using the OS/360, all computers in the IBM 360 family could run any software program. Already IBM is a giant in the computer industry, controlling 70% of the market worldwide.

1964 - Palestine Liberation Organization formed on May 28, 1964.

1964 - Vietnamese forces attack the American Destroyer, the U.S.S. Maddox, on August 4, 1964, marking the beginning of a military presence in Vietnam.

1964 - Oregon Senator Wayne Morse is one of two U.S. senators to oppose the Gulf of Tonkin resolution.

1965 - Lyndon Johnson is sworn in as President for a second term, along with Hubert Humphrey as Vice President, on January 20, 1965.

1965 - Digital Equipment introduces the PDP-8, the world's first computer to use integrated circuit technology. Because of its relatively small size and its low $18,000 price tag, Digital sells several hundred units.

1965 - The Pillsbury Doughboy is introduced to the public.

1965 - Riots erupt in Watts, a ghetto neighborhood of Los Angeles, California.

1965 - The Rolling Stones' Satisfaction hits #1 on both sides of the Atlantic.

1965 - The 25th Amendment is passed by Congress on July 6, 1965. The 25th amendment, added in 1967, established procedures for the appointment of a vice-president if that office should fall vacant and for the vice-president to become acting president if the president should prove unable to perform his duties.

1965 - The Sea Ranch community begins north of San Francisco, led by Charles Moore and Lawrence Halprin. Photo by Donald Corner and Jenny Young.

1965 - The Sound of Music wins the Academy Award for best film.

1965 - The Beatles play Memorial Coliseum in Portland on August 22, 1965.

Appendix F: Eugene Resources 1935-65 (by original use)

1326 Charnelton
Apartment c. 1940 07170034.JPG

1067 E 19th
Apartment c. 1950 09060003.JPG

1040 Ferry (Eugene Manor)
Apartment 1950 11040003.JPG

1601 Olive (Lane Tow ers)
Apartment 1951 07170042.JPG

1381 Law rence
Apartment c. 1955 07170032.JPG

1810 Harris
Apartment c. 1955 09060006.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

1005 W 7th
Apartment c. 1960 07170018.JPG

1162 Charnelton
Apartment c. 1960 07170041.JPG

1000 Patterson (Patterson Apartments)
Apartment 1964 09160002.JPG

1350 Charnelton
Apartment c. 1965 07170033.JPG

1648 Patterson
Apartment c. 1965 09160005.JPG

888 E 18th (The Talisman)
Apartment c. 1970 09170001.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

800 E 18th (Camelot)
Apartment c. 1970 09170004.JPG

185 E 11th (Firestone)
Automotive c. 1935 11040004.JPG

1320 Willamette (Goodyear)
Automotive c. 1935 11040006.JPG

1290 Oak (Former Oldsmobile dealership)
Automotive c. 1935 11040008.JPG

543 Blair
Automotive c. 1940 07240021.JPG

164 W 7th (Goodyear)
Automotive c. 1960 07010011.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

166 W 6th
Automotive c. 1960 07010026.jpg

1810 W 7th (Daew oo Motors)
Automotive c. 1960 07170012.JPG

2300 W 6th (Volvo/Jeep)
Automotive c. 1960 08090028.JPG

2020 Franklin (Joe Romania Show room)
Automotive c. 1960 08090034.JPG

23 W 6th (Former auto parts supply)
Automotive 1962 07010030.jpg

811 Willamette (Former U.S. Bank)
Bank 1960 07010025.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

1324 W 7th (Wells Fargo Bank)
Bank c. 1960 07170024.JPG

1690 Oak (U.S. Bank)
Bank 1961 07170043.JPG

1 E Broadw ay (Former Equitable Savings)
Bank 1962 07010024.jpg

95 E Broadw ay (Wells Fargo)
Bank 1965 07010001.jpg

1717 W 7th (U.S. Bank)
Bank c. 1965 07170010.JPG

95 W 18th (Former First Interstate Bank)
Bank c. 1965 11040010.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

UO Esslinger (UO)
Education 1935 09060029.JPG

UO Library (UO)
Education 1937 09120029.JPG

UO Dad's Gates (UO)
Education 1940 09060012.JPG

UO Carson Hall (UO)
Education 1948 09060025.JPG

2285 W 18th (Westmoreland Elementary)
Education 1949 08090015.JPG

UO Music School (UO)
Education 1949 09060007.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

UO Robinson Theater (UO)
Education 1949 09060011.JPG

UO Pacific Hall (UO)
Education 1949 09060019.JPG

UO Erb Memorial Union (UO)
Education 1949 09060020.JPG

680 E 24th (Roosevelt Middle School)
Education 1949 09120024.JPG

NWCC Burke Hall (NWCC)
Education 1951 09120026.JPG

400 E 19th (South Eugene High School)
Education 1953 09160007.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

UO Allen Hall (UO)
Education 1954 09060015.JPG

UO Stafford Hall (UO)
Education 1954 09060028.JPG

2855 Lincoln (Willard Elementary)
Education 1955 08090008.JPG

UO Law rence 1956 Additi (UO)
Education 1956 09060014.JPG

NWCC Library (NWCC)
Education 1956 09120028.JPG

1650 W 22nd (Jefferson Middle School)
Education 1957 08090012.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

UO Smith Hall (UO)
Education 1957 09060027.JPG

UO Columbia Hall (UO)
Education 1960 09060021.JPG

UO Onyx Bridge (UO)
Education 1960 09060022.JPG

UO Hamilton Hall (UO)
Education 1961 09060026.JPG

500 E 43rd (Spencer Butte Junior High)
Education 1962 08090004.JPG

2455 Willakenzie (Sheldon High School)
Education 1963 08090022.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

NWCC Griffith Hall (NWCC)
Education 1963 09120027.JPG

560 Irvington (Spring Creek Elementary)
Education 1964 08090025.JPG

UO Student Health Center (UO)
Education 1965 09120030.JPG

532 Olive (Former Lane Co. Feed & Seed)
Food processing c. 1935 07010027.jpg

Agripac (Warehouse)
Food processing 1956 07170016.JPG

845 E Park (Bakery addition)
Food processing c. 1960 07010003.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

260 W 6th (Former Bob's Big Boy)
Food processing c. 1960 07170028.JPG

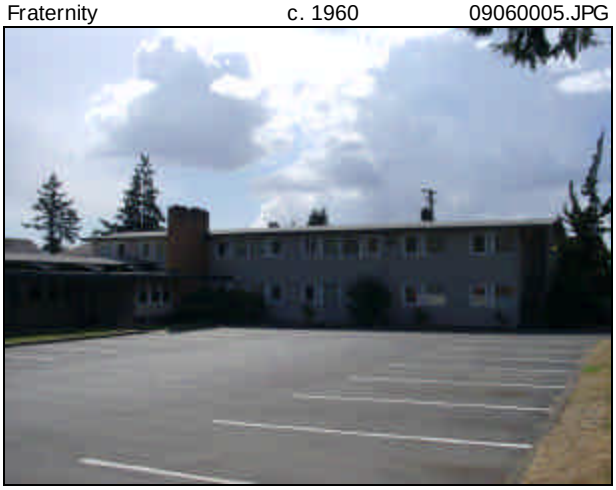
1584 W 1st (Butcher)
Food processing c. 1960 07240008.JPG

1230 Law rence (Knights of Pythias)
Fraternal c. 1960 07170030.JPG

1233 Charnelton (Odd Fellow s Building)
Fraternal c. 1960 07170040.JPG

1144 Charnelton (Knights of Columbus)
Fraternal c. 1965 07170038.JPG

1830 Potter heran Church housing - former frat)
Fraternity c. 1960 09060005.JPG



Appendix F: Eugene Resources 1935-65 (by original use)

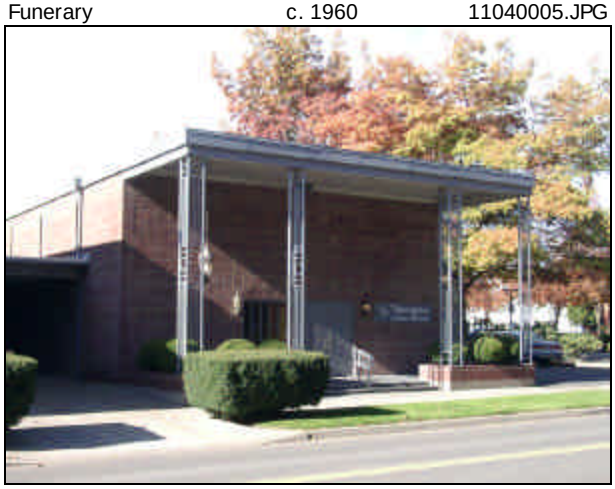
1472 Kincaid (Former Delta Sigma Pi Fraternity)
Fraternity c. 1960 09060008.JPG

1440 E 19th (Sigma Chi)
Fraternity 1964 09120036.JPG

Rest Haven Cemetery
Funerary c. 1935 08090001.JPG

Rest Haven Mausoleum
Funerary c. 1955 08090002.JPG

1152 Olive (Musgrove Chapel)
Funerary c. 1960 11040005.JPG



532 Willamette (Post Office)
Government 1939 07010029.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

125 E 8th (Lane County Courthouse)
Government 1959 07010009.jpg

100 W 13th (Library)
Government 1959 07170035.JPG

50 W 5th (Post Office Annex)
Government c. 1960 07010028.jpg

157 E 7th (State of Oregon offices)
Government 1961 07010035.jpg

777 Pearl (City Hall)
Government 1964 07010036.jpg

650 E 11th (Sacred Heart Nurses Dorm)
Health 1954 09160001.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

Sacred Heart Hospital
Health 1962 09120025.JPG

595 Crest Drive (Wayne Morse Ranch)
House 1936 09120001.JPG

135 Myoak
House 1948 08090027.JPG

175 Myoak
House 1950 08090026.JPG

321 E 34th
House 1950 08090046.JPG

3555 Glen Oak
House 1950 09120006.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

125 E 34th
House 1951 08090045.JPG

3288 Bryceler (Duncan House)
House 1951 09120019.JPG

2490 Lincoln
House 1952 08090009.JPG

2809 Tomahaw k
House 1952 08090042.JPG

2832 Tomahaw k
House 1953 08090043.JPG

190 E 37th
House 1953 09120014.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

2385 McLean (Seder House)
House 1953 09120018.JPG

1830 Friendly
House 1953 11040011.JPG

2815 High
House 1954 08090044.JPG

3550 Glen Oak
House 1954 09120008.JPG

3625 Glen Oak
House 1954 09120011.JPG

2424 Madrona
House 1954 09120035.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

421 E 34th
House 1955 08090047.JPG

475 E 34th
House 1955 08090048.JPG

3715 Donald (Ballinger House)
House 1955 09120012.JPG

3650 Glen Oak
House 1955 09120015.JPG

220 E 37th
House 1955 09120016.JPG

845 E 32nd
House 1955 11040001.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

55 W 39th
House 1956 06190002.JPG

3515 Donald
House 1956 08090051.JPG

3520 Donald
House 1956 08090052.JPG

3565 Glen Oak
House 1956 09120004.JPG

545 E 33rd
House 1957 08090049.JPG

2275 Columbia
House 1957 09120032.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

2833 Morgan
House 1958 08090038.JPG

3560 Glen Oak
House 1958 09120005.JPG

2837 Morgan
House 1959 08090039.JPG

3545 Glen Oak
House 1959 09120007.JPG

298 Ridgew ood (Fogelson House)
House c. 1959 09120021.JPG

4190 Donald
House 1960 06300003.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

4250 Donald
House 1960 06300004.JPG

555 E 43rd
House 1960 08090005.JPG

4200 Donald
House 1960 08090007.JPG

2220 Fillmore
House 1960 08090013.JPG

2863 Lydick Way
House c. 1960 08090037.JPG

620 E 34th
House 1960 08090050.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

3610? Glen Oak
House c. 1960 09120010.JPG

4801 Donald
House 1963 06300005.JPG

190 E 38th
House 1963 09120013.JPG

4915 Donald
House 1965 06300006.JPG

2635 Cresta de Ruta (Trombley House)
House 1965 09120033.JPG

527 E 18th
House c. 1965 09160006.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

581 Garfield (Spear & Jackson Bldg.)
Industrial c. 1940 07170008.JPG

188 Blair
Industrial c. 1940 07240010.JPG

201 Blair (Industrial reuse)
Industrial c. 1940 07240011.JPG

101 Blair (Union 76 oil)
Industrial c. 1950 07240009.JPG

888 Garfield
Industrial c. 1960 08090033.JPG

1971 W 2nd (Giustina Lumber Offices)
Lumber 1939 07170001.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

1762 W 2nd (Cuddeback Offices)
Lumber c. 1960 07170002.JPG

1971 W 2nd (Lumber sheds)
Lumber c. 1960 07170003.JPG

Lumber sheds
Lumber c. 1960 07170004.JPG

Lumber sheds and RR
Lumber c. 1960 07170005.JPG

385 Garfield (Cuddeback drying kilns)
Lumber c. 1960 07170006.JPG

399 Garfield (Hammer Lumber)
Lumber c. 1960 07170007.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

305 Taylor
Manufacturing c. 1940 07240017.JPG

230 Polk
Manufacturing c. 1950 07240013.JPG

210 Taylor (Pingleton)
Manufacturing c. 1955 07240014.JPG

252 Taylor (Pew ter Company)
Manufacturing c. 1965 07240015.JPG

1510 W 2nd
Manufacturing c. 1965 07240019.JPG

1051 W 6th
Motel c. 1950 07170019.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

1403 W 6th (Trailer Court and Motel)
Motel c. 1950 07170023.JPG

750 W 7th
Motel c. 1950 07170027.JPG

1410 W 6th (Welcome Inn)
Motel c. 1960 07170020.JPG

1857 Franklin (Franklin Inn)
Motel 1960 09120031.JPG

110 W 6th (Pacific Continental Mortgage)
Office c. 1950 07010031.jpg

1363 Oak (Insurance Building)
Office 1956 11040009.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

390 W 12th
Office c. 1960 07170029.JPG

2120 7th (McCracken)
Office c. 1960 08090032.JPG

1410 Orchard (Joe Romania Offices)
Office c. 1960 08090035.JPG

944 W 5th
Office c. 1965 07240024.JPG

750 Oak (Parking structure)
Parking 1959 07010008.jpg

Park Canopy (Park Blocks shelter)
Recreation 1959 07010004.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

Park Fountain (Park Blocks fountain)
Recreation 1959 07010005.jpg

199 W 8th (Platinum Friday)
Recreation c. 1960 07010012.jpg

126 W Broadw ay (Jazz Club)
Recreation c. 1960 07010018.jpg

Fairgrounds - Wheeler
Recreation c. 1960 08090016.JPG

Fairgrounds - LCHM
Recreation c. 1960 08090017.JPG

Fairgrounds - Cow Palac
Recreation c. 1960 08090018.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

2055 Patterson (YMCA)
Recreation 1965 09160008.JPG

1330 Pearl (St. Mary's Episcopal)
Religion 1938 08090020.JPG

1825 Potter (Lutheran Church)
Religion 1948 09060004.JPG

1498 W 2nd (Church classroom)
Religion c. 1950 07240018.JPG

23rd & Friendly (Friendly Street Church)
Religion 1951 08090011.JPG

2550 Portland (Temple Beth Israel)
Religion 1953 09120023.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

1390 Pearl (Church of Christ Scientist)
Religion c. 1955 08090019.JPG

3060 River Road (Peace Presbyterian)
Religion 1962 06300002.JPG

447 E 40th (Unitarian Church)
Religion 1963 08090003.JPG

Latter Day Saints
Religion c. 1965 08090024.JPG

165 W 11th (Doc's Pad)
Restaurant c. 1950 07010022.jpg

1290 W 7th (Deb's)
Restaurant c. 1955 08090036.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

800 Olive (Former Pit Barbeque)
Restaurant c. 1960 07010015.jpg

Big Y - Timber Topper
Restaurant c. 1960 08090030.JPG

1689 17th (Brail's)
Restaurant c. 1965 07170044.JPG

1301 Pearl (Former Farrell's)
Restaurant c. 1965 08090021.JPG

510 Oak (Willamette Stationers)
Retail c. 1940 07010032.jpg

197 W 10th (Former Sears)
Retail 1946 07010020.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

1601 W 2nd (Mr. Appliance)
Retail c. 1950 07240007.JPG

171 W 8th
Retail c. 1955 07010013.jpg

151 W 8th (Brenner's Furniture)
Retail c. 1955 07010014.jpg

195 W Broadw ay (Former Bon Marche/Symantec)
Retail 1956 07010019.jpg

157 E Broadw ay (Shops w ith Zenon)
Retail c. 1960 07010002.jpg

150 W Broadw ay (Window s Bookstore)
Retail c. 1960 07010017.jpg

Appendix F: Eugene Resources 1935-65 (by original use)

1055 Charnelton (Good News)
Retail c. 1960 07010021.jpg

1333 W 7th (Craft World)
Retail c. 1960 07170025.JPG

1267 W 7th (Phone Power)
Retail c. 1960 07170026.JPG

347 W 13th (Berg's Ski Shop additions)
Retail c. 1960 07170031.JPG

Big Y
Retail c. 1960 08090029.JPG

2750 Roosevelt (Furniture store)
Retail c. 1960 08090031.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

98 W 7th (M. Jacobs Furniture)
Retail c. 1965 07010010.jpg

555 High (St. Vincent de Paul)
Retail c. 1965 07010034.jpg

140 E 5th (Utopia Salon)
Service c. 1940 07010033.jpg

295 Polk (Colombe's)
Service c. 1940 07240012.JPG

1280 Willamette (Kennell-Ellis Studio)
Service 1946 11040007.JPG

1850 W 6th (Axamark & Laundry)
Service c. 1950 07170011.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

663 Taylor (Eugene Canvas)
Service c. 1950 07170021.JPG

175 Almaden (Kalen Electric)
Service c. 1950 07240005.JPG

165 Almaden (Sieman's)
Service c. 1950 07240006.JPG

806 Olive (Shoe repair)
Service c. 1960 07010016.jpg

1070 Olive (Cleaners)
Service c. 1960 07010023.jpg

1101 Charnelton (Barbershop)
Service c. 1960 07170037.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

544 Blair (Fuller Printing)
Service c. 1960 07240022.JPG

530 Blair (Police Station)
Service c. 1960 07240023.JPG

EWEB steam plant (Addition to 1931 pow er plant)
Utilities 1949 07170017.JPG

179 Taylor
Warehouse c. 1950 07240003.JPG

1504 W 2nd (Kalen Electric)
Warehouse c. 1965 07240020.JPG

1590 W 7th (Sleep Source)
Wholesale c. 1950 07170014.JPG

Appendix F: Eugene Resources 1935-65 (by original use)

1585 W 7th (Carpet Co.)
Wholesale c. 1950 07170015.JPG

1620 W 7th (Factory Fabrics)
Wholesale c. 1960 07170013.JPG

1321 W 2nd (Keenan Supply)
Wholesale c. 1965 07240001.JPG

1501 W 2nd (C.K. Industrial)
Wholesale c. 1965 07240004.JPG