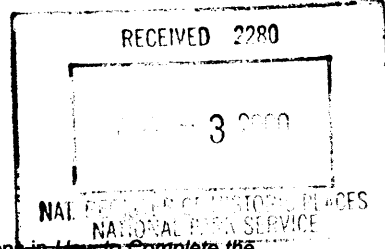


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

446



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and sub-categories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name ASHLAND DOWNTOWN HISTORIC DISTRICT

other names/site number None

2. Location

street & number Roughly bounded by Lithia Way/C St, Church, Lithia Park/Hargadine & Gresham streets not for publication

city or town Ashland vicinity

state Oregon code OR county Jackson code 029 zip code 97520

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

[Signature] March 20, 2000
Signature of certifying official/Title /Deputy SHPO Date
Oregon State Historic Preservation Office
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
See continuation sheet
- determined eligible for the National Register
See continuation sheet.
- determined not eligible for the National Register

[Signature]
Signature of Keeper

5/5/00
Date of Action

removed from the National Register

other (explain): _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

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

- private
- public-local
- public-State
- public-Federal
- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
55 (Amended 12/04)	26	buildings
		sites
		structures
6	1	objects
61	27	Total

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

Number of contributing resources previously listed in the National Register

N/A

11 (see attached list)

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

Commerce/Trade; Specialty Store [multiple]
 Commerce/Trade; Financial Institution, Bank
 Commerce/Trade; Restaurant
 Government: City Hall
 Social; Meeting Hall, Fraternal
 Religion; Religious Facility: Church
 Recreation/Culture; Theater

Commerce/Trade; Specialty Store [multiple]
 Commerce/Trade; Restaurant
 Government: City Hall
 Social; Meeting Hall: Fraternal
 Religion; Religious Facility; Church
 Recreation/Culture; Theater

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

Other; Vernacular
 Late 19th Century Commercial Style
 Modern Movement: Moderne

foundation Brick, Concrete
 walls Brick, , Concrete, Stucco
 Wood:
 roof Asphalt
 other Glass, Stone, Metal;

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Please see attached continuation sheets

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: OWNERS Page: 1

Ashland Downtown Historic District, Ashland, OR

ID#	Historic Name	Owner Name	Owner Address			NR Evaluation
1.0	CITY HALL	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
1.1	CARTER MEM. FOUNTAIN	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
1.2	CHATAUQUA WALK	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
1.3	CHATAUQUA DOME FDTN	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
1.4	LITHIA WATER FOUNTAIN	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
1.5	VETERAN'S FLAG POLE & MARKER	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
1.6	CHAMBER INFO BOOTH	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
2.0	WESTERN OIL & BURNER	MARQUEZ FIDENCIO JR TRS	15 N FIRST ST	ASHLAND	OR 97520	Primary Contributing
3.0	KELSO REALTY BLDG	KELSO RONALD E/JUANITA	220 PATRICK LN	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
4.0	B & G SANDWICH STOP	BAUMGARDNER, GEORGE	PO BOX 492	TALENT	OR 97540	Primary Contributing
5.0	PHONE CENTER BLDG	GARLAND, GERALD	1350 EAST NEVADA	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
6.0	JACKSON CTY SAVINGS & LOAN	JACKSON COUNTY FED S/L	2 E MAIN	MEDFORD	OR 97501	Non-Compatible, Non-Historic, Non-C
7.0	NININGERS'S DRIVE-IN MARKET	GARCIA NANCY BRIGGS	217 S MODOC	MEDFORD	OR 97501	Primary Contributing
8.0	CITY PARKING 1 (C ST)	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Vacant Lot/Parking
9.0	MEIKLE BLOCK	TEITELBAUM ALBERT TRUST	196 WINDEMAR PLACE	ASHLAND	OR 97520	Historic, Non-Contributing in Curre
10.0	WEBBER, GEORGE E. BLDG	THORNTON RICHARD H/ADLE	490 THORTON WAY	ASHLAND	OR 97520	Primary Contributing
11.0	1st SO. OREGON SPIRITUALIST	AINSWORTH SIDNEY E	515 E MAIN ST	ASHLAND	OR 97520	Primary Contributing
12.0	VACANT PARCEL	SANDLER, ALLAN F, TRUST	PO BOX 306	ASHLAND	OR 97520	Vacant: Unimproved
13.0	SUNDLIN BUILDING	BLOOMBAUM MILTON	1510 WOODLAND DR	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
14.0	DODGE, J.P. BLDG	PATTERSON JUDITH A	5910 S W RIVERIDGE L	PORTLAND	OR 97201	Primary Contributing
15.0	GANIARD OPERA HSE [Portion]	THOMPSON BRENT E	P O BOX 201	ASHLAND	OR 97520	Historic, Non-Contributing in Curre
16.0	DODGE, J.P. & SONS FUNERAL H	SCHWEIGER JOHN C	P O BOX 1240	ASHLAND	OR 97520	Primary Contributing
17.0	CULLEN BUILDING	SPRAGUE DAVID/PATRICIA	99 N MAIN ST	ASHLAND	OR 97520	Primary Contributing
18.0	CROCKER, JOSEPHINE BLDG	SCHAAF NED TRUSTEE	175 NEIL CREEK RD	ASHLAND	OR 97520	Primary Contributing
19.0	SABATINO'S RESTAURANT	HOLMAN MARGARET	P O BOX 224	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
20.0	WIETZEL'S [PARKVIEW] DEPT ST	PURDY NORMAN KENNETH	P O BOX 820	ASHLAND	OR 97520	Primary Contributing
21.0	CALLE GUAUNAJUATO N. ENTRY	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Vacant: Park/Recreation
22.0	BANK OF ASHLAND EXTN BLDG	CLOER BARBARA G TRSTE F	1036 PROSPECT	ASHLAND	OR 97520	Primary Contributing
23.0	BANK OF ASHLAND BLDG	CLOER BARBARA G TRSTE F	1036 PROSPECT	ASHLAND	OR 97520	Primary Contributing
24.0	ASHLAND MASONIC BLDG	ASHLAND LODGE #23 AF &	P O BOX 81	ASHLAND	OR 97520	Primary Contributing [NR-Listed]
25.0	ASHLAND IMPROVEMENT CO BLDG	WONG TUNG BALL/SHARON	1147 PARK ST	ASHLAND	OR 97520	Primary Contributing
26.0	MILLS-McCALL BUILDING	FREY MATTHEW R	37 N MAIN ST	ASHLAND	OR 97520	Primary Contributing
27.0	JOHNSON-SIMPSON BLDG	CHADDOCK RONALD E/PAMEL	P O BOX 538	TALENT	OR 97540	Primary Contributing
28.0	JOHNSON, AVERY BLDG (SO. HAL	LEWIS DAVID R	743 MORTON ST	ASHLAND	OR 97520	Primary Contributing
29.0	JOHNSON, AVERY BLDG (NO. HAL	DAW HENRY W/RUTH E	785 WALKER ST	ASHLAND	OR 97520	Primary Contributing
30.0	JUDGE, HENRY BUILDING	ROTH MACMICHALE ROSENKR	6950 OLD 99 SOUTH	ASHLAND	OR 97520	Primary Contributing
31.0	ASHLAND I.O.O.F. BUILDING	HAINES LLOYD M	1257 SISKIYOU BLVD	ASHLAND	OR 97520	Primary Contributing [NR-Listed]
32.0	WERTH, LOUIS BUILDING	HAINES LLOYD M	1257 SISKIYOU #232	ASHLAND	OR 97520	Primary Contributing
33.0	STOCK, H.C. BLDG	MEYER PAUL J/KATHLEEN	1165 N MAIN ST	ASHLAND	OR 97520	Primary Contributing
33.1	SMALL STOREFRONT	MEYER PAUL J/KATHLEEN	1165 N MAIN ST	ASHLAND	OR 97520	Compatible, Non-Historic, Non-Contr
34.0	BLUEBIRD PARK	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Vacant: Park/Recreation
35.0	STAR STEAM LAUNDRY BLDG	HAINES LLOYD M	1257 SISKIYOU BLVD #	ASHLAND	OR 97520	Primary Contributing
36.0	FLATIRON BLDG/CLAYCOMB BLK	CLAYCOMB GORDON E TRSTE	4073 EL BOSQUE DR	PEBBLE BEACH	CA 93953	Primary Contributing
37.0	KNOX BUILDING	MESA ENTERPRISES	633 IOWA ST	ASHLAND	OR 97520	Primary Contributing
38.0	PAULSON, P.W. BILDG	STANDING STONE BREWING	101 OAK ST	ASHLAND	OR 97520	Primary Contributing
38.1	WHITTLE GARAGE BLDG	STANDING STONE BREWING	101 OAK ST	ASHLAND	OR 97520	Primary Contributing [NR-Listed]
39.0	PAULSON-FREEBERG BLDG	CONKLIN JAMES L/VELMA	925 BEESON LN	TALENT	OR 97540	Primary Contributing
40.0	1st NATIONAL BANK OF OREGON	FIRST INTERSTATE BANK/O	BANK PROP DIV T-14	PORTLAND	OR 97208	Non-Compatible, Non-Historic, Non-C
41.0	LITHIA SPRINGS/MARK ANTONY	MARK ANTONY HIST PROP L	4240 CLAYTON RD	ASHLAND	OR 97520	Primary Contributing [NR-Listed]
42.0	JORDAN ELEC/JOHNSON, O. H. B	WILLIAMS CAROLINE A	P O BOX 279	ASHLAND	OR 97520	Primary Contributing
43.0	CITY LOT, REAR ASH FLOWER	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Vacant: Improved Parking
44.0	CITY PARKING 2 (HARGADINE S	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Vacant: Improved Parking
45.0	VARSITY THEATRE	SCHWEIGER JOHN C	P O BOX 1240	ASHLAND	OR 97520	Primary Contributing
46.0	ASHLAND DAILY TIDINGS BLDG	BANKE THEODORE H/LOIS E	150 E MAIN	ASHLAND	OR 97520	Primary Contributing
47.0	McGEE-FORTMILLER BLDG	FORTMILLER C D	P O BOX 280	ASHLAND	OR 97520	Primary Contributing
48.0	MEDICAL ARTS BUILDING	HILL JASON H	302 BEACH ST	ASHLAND	OR 97520	Historic, Non-Contributing in Curre
49.0	CHRISTIAN SCIENCE CHURCH	OREGON SHAKESPEAREAN	15 S PIONEER ST	ASHLAND	OR 97520	Primary Contributing
50.0	SELBY CHEVROLET GARAGE	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing
50.1	KAY-SELBY CHEV SHOWROOM	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
51.0	FIRST NATL BANK BLDG	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Primary Contributing [NR-Listed]
52.0	VAUPEL STORE/ORE HOTL BLDG	OREGON SHAKESPEAREAN	19 S PIONEER	ASHLAND	OR 97520	Primary Contributing [NR-Listed]
53.0	KAT WOK BLDG	SANDLER ALLAN F TRUSTEE	P O BOX 306	ASHLAND	OR 97520	Compatible, Non-Historic, Non-Contr
54.0	MACARONI RISTORANTE BLDG	SANDLER ALLAN FRANK	1260 PROSPECT	ASHLAND	OR 97520	Non-Compatible, Non-Historic, Non-C
55.0	CAMPS, F.L. BLDG	OR SHAKESPEAREAN FEST A	50 E MAIN STREET	ASHLAND	OR 97520	Primary Contributing
56.0	PIONEER BUILDING	SACKS, STEPHEN	38 E MAIN STREET	ASHLAND	OR 97520	Primary Contributing
57.0	MEYER STAIRS	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520	Compatible, Non-Historic, Non-Contr

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: OWNERS Page: 2

Ashland Downtown Historic District, Ashland, OR

ID#	Historic Name	Owner Name	Owner Address		NR Evaluation
58.0	JIM'S RICHFIELD SERVICE	MARS PAUL A JR	P O BOX 5969	PORTLAND	OR 97228 Non-Compatible, Non-Historic, Non-C
59.0	LOMBARD OFFICE BLDG	KORN IRVING L TRUSTEE	465 TAYLOR ST	ASHLAND	OR 97520 Non-Compatible, Non-Historic, Non-C
60.0	SHAW-SANDERSON BLDG	MEYER ALBERT C	112 NUTLEY ST	ASHLAND	OR 97520 Primary Contributing
61.0	SHAW-SANDERSON ANNEX	STEVIED CORPORATION	406 IOWA ST	ASHLAND	OR 97520 Primary Contributing
62.0	ICENHOWER BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Historic, Non-Contributing in Curre
63.0	STEPHENSON-STENNETT BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Historic, Non-Contributing in Curre
64.0	RUNDELL BUILDING	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Primary Contributing
65.0	PETERSON-SWENSON BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Primary Contributing
66.0	SANDERSON, W.C. BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Primary Contributing
67.0	STONER, S.B. BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Primary Contributing
68.0	DRUE-MILLER BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Primary Contributing
69.0	PAULSON-DRUE BLDG	PROVOST DOM S	357 E MAIN ST	ASHLAND	OR 97520 Primary Contributing
70.0	U S NATIONAL BANK BLDG	MITTLEMAN PROPERTIES	111 S W COLUMBIA	PORTLAND	OR 97201 Compatible, Non-Historic, Non-Contr
71.0	TRINITY EPISCOPAL CHURCH	TRINTY PARISH/ASHLAND O	44 NORTH 2ND ST	ASHLAND	OR 97520 Primary Contributing [NR-Listed]
72.0	BEACH-GOOD HOUSE	TRINTY PARISH/ASHLAND O	44 N SECOND ST	ASHLAND	OR 97520 Primary Contributing
72.1	MORGAN REFRIG/BARBER SHOP	TRINTY PARISH/ASHLAND O	44 N SECOND ST	ASHLAND	OR 97520 Compatible, Non-Historic, Non-Contr
73.0	US POST OFFICE [PROVOST BLDG	PROVOST DOM S JR/JOYCE	357 E MAIN ST	ASHLAND	OR 97520 Non-Compatible, Non-Historic, Non-C
74.0	CITY-OWNED ALLEY	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520 Vacant: Alleyway/Travel
75.0	SWEDENBURG BLDG	PURDY NORMAN KENNETH	P O BOX 820	ASHLAND	OR 97520 Primary Contributing
76.0	PETERSON FURN/HERSHEY BLDG	WRIGHT ROBERT W/JUNE E	P O BOX 958	ASHLAND	OR 97520 Primary Contributing
77.0	ASHLAND ELKS LODGE #944	ASHLAND LODGE #944/BPOE	P O BOX 569	ASHLAND	OR 97520 Primary Contributing
77.1	ASHLAND ELKS PARKING LOT	ASHLAND LODGE #944/BPOE	PO BOX 569	ASHLAND	OR 97520 Vacant: Improved Parking
78.0	CRATER NATL BANK BLDG	CRATER NATL BANK OF MED	188 106TH AVE NE SUI	BELLVUE	WA 98004 Non-Compatible, Non-Historic, Non-C
79.0	CITIZEN'S BANKING & TRUST [W	MOUNTAIN PARK DEVEL LLC	4240 CLAYTON ROAD	ASHLAND	OR 97520 Primary Contributing [NR-Listed]
79.1	CITIZEN'S BANKING & TRUST [E	TEITELBAUM ALBERT TRUST	196 WINDEMAR PLACE	ASHLAND	OR 97520 Primary Contributing
80.0	SAVAGE BUILDING	LUIZ SUE ELLEN	P O BOX 3476	ASHLAND	QR 97520 Compatible, Non-Historic, Non-Contr
81.1	ENDERS BUILDING	TEITELBAUM ALBERT TRSTE	196 WINDEMAR PLACE	ASHLAND	OR 90292 Primary Contributing [NR-Listed]
81.2	ENDERS BLDG ANNEX (11 TAX LO	DRESHCER ALLEN G TRSTE	P O BOX 760	ASHLAND	OR 97520 Primary Contributing
81.3	ENDERS BLDG [REAR ALLEY POR]				Primary Contributing
83.0	LITHIA SPRINGS GARAGE	OREGON SHAKESPEAREAN	P O BOX 158	ASHLAND	OR 97520 Primary Contributing
84.0	FIRST BAPTIST CHURCH	ASHLAND HISTORIC PROPER	424 COURTNEY ST	ASHLAND	OR 97520 Primary Contributing [NR-Listed]
85.0	ENDERS, H.G. HSE	ROVIN RICHARD G/JUDITH	150 KUAILIMA DR	KAILUA	HI 96734 Primary Contributing
86.0	ROPER, FORDYCE AND JULIA HSE	RUSSELL MARCIA G	35 S SECOND ST	ASHLAND	OR 97520 Primary Contributing [NR-Listed]
87.0	FRIDEGER, I.R. HOUSE	HARRIS CARL G/GRAY ALBE	1015 MARY JANE AVE	ASHLAND	OR 97520 Primary Contributing
88.0	GOLDSBY-BRYAN HSE	GRANT DAVID M/ALISON D	1135 FERN ST	ASHLAND	OR 97520 Primary Contributing
89.0	GOLDEN-FIELDS BUILDING	GOLDEN-FIELDS PROPERTY	845 OAK ST	ASHLAND	OR 97520 Compatible, Non-Historic, Non-Contr
90.0	MODERN OFFICE BLDG	MAIN ST REALTY GRP INC	7208 PARK TERRACE DR	KEIZER	OR 97303 Non-Compatible, Non-Historic, Non-C
91.0	CITY PARKING 3 (2ND ST)	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520 Vacant: Improved Parking
92.0	OESER FABRICS	MATTHEWS ROBERT/SANDRA	3088 LAZY CR DR	MEDFORD	OR 97504 Non-Compatible, Non-Historic, Non-C
93.0	SHOOK, ISSAC BLDG	SOUTH ANDREW C TRUSTEE	4100 SW TUALATIN AVE	PORTLAND	OR 97201 Primary Contributing
93.1	GENERAL PETROLEUM STATION	SOUTH ANDREW C TRUSTEE	4100 SW TUALATIN AVE	PORTLAND	OR 97201 Primary Contributing
94.0	ASHLAND PUBLIC LIBRARY	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520 Primary Contributing
94.1	MICKELSON CHAPMAN FOUNTAIN	CITY OF ASHLAND	20 EAST MAIN ST	ASHLAND	OR 97520 Primary Contributing

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

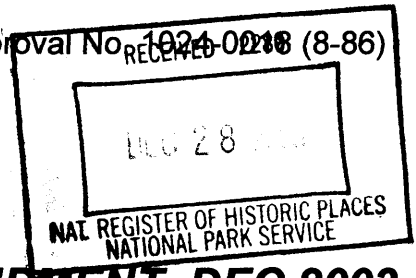
Section Number: 5 Page: 1

Ashland Downtown Historic District, Ashland, OR

**Ashland Downtown Historic District
RESOURCES PREVIOUSLY LISTED ON THE
NATIONAL REGISTER OF HISTORIC PLACES**

ID #	Site Name	Date Listed/NRIS
24.0	ASHLAND MASONIC LODGE BUILDING	06/04/92, 92000663
31.0	ASHLAND IOOF BUILDING	02/17/78, 78002288
79.x	CITIZEN'S BANKING & TRUST CO. BUILDING (multp t/lots)	02/28/85, 85000364
81.x	ENDERS BUILDING (multiple tax lots, see Section 7)	10/23/86, 86002902
84.0	FIRST BAPTIST CHURCH	03/28/79, 79002066
51.0	FIRST NATIONAL BANK BUILDING	02/29/80, 80003319
41.0	MARK ANTONY MOTOR LODGE [LITHIA SPRINGS HOTEL]	03/14/78, 78002289
86.0	ROPER, FORDYCE & JULIA HOUSE	12/02/85, 85003075
71.0	TRINITY EPISCOPAL CHURCH	04/05/84, 84003015
52.0	VAUPEL STORE/OREGON HOTEL BUILDING	02/29/80, 80003319
38.1	WHITTLE GARAGE BUILDING	03/03/97, 97000142

United States Department of the Interior
National Park Service



National Register of Historic Places Continuation Sheet

AMENDMENT, DEC 2003

Section Number: 7 Page: 1A

Ashland Downtown Historic District, Ashland, OR

ID #72 (Survey #252)

Beach-Good House

66 Second Street

1895

391E09BD 3700

Primary Contributing

Following a change in ownership, this house was moved from this site and no longer remains in the Ashland Downtown Historic District. [Please see Ashland Skidmore Academy Historic District, Amendment Sheet Section 7 Page 1A (December 2003)]

Resource ID #72, the Beach-Good House, is deleted from the Ashland Downtown Historic District (NRIS #00000446) and the Section 5 resource count is amended to reflect that change (55 contributing buildings). A corrected and revised form has been submitted to reflect the accurate number of resources as the result of this change.

Deputy Oregon State Historic Preservation Officer

Date: 15 Dec 05

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 1

Ashland Downtown Historic District, Ashland, OR

Since the community of Ashland was settled in the mid-19th century, its economic and civic focus has been firmly centered upon the junction of Ashland Creek and the north-south transportation corridor that began as the "Southern Emigrant Route" or Applegate Trail, then developed into first the Pacific Highway and, finally, U. S. (now Oregon) Highway 99. Beginning from the Plaza area, the city's downtown core slowly expanded eastward, following the roadbed and by WWI had largely acquired its present extent. The brick and concrete buildings of the community, dating from the earliest in 1879 to the end of the historic period in 1955 when the opening of the Lithia Way couplet resulted in downtown's present form, have without interruption continued to serve as Ashland's primary commercial, civic, and cultural heart.

SETTING:

The Ashland Downtown Historic District is located in the Bear Creek portion of the Rogue River Valley, in the southern portion of Jackson County, Oregon, about fifteen miles north of the Oregon-California Border. While appearing to be essentially flat, the District drops more than 50 feet from east to west in altitude. At Gresham, in front of the Ashland Carnegie Library, the elevation is 1,938' while less than four-tenths of a mile (1,925') west at the Plaza the elevation is 1,884 feet.

Roughly in the geographic center of the City of Ashland, downtown is surrounded by early residential neighborhoods and Lithia Park. Lining the majority of the northern boundary along Lithia Way and C Street is the Ashland Railroad Addition Historic District, a 117 acre area separately listed on the National Register of Historic Places in 1999. To the southeast of downtown, along Siskiyou Boulevard, is the Siskiyou-Hargadine District, and to the west is the Skidmore Academy District, both locally designated late 19th and early 20th century residential enclaves that, along with the Railroad District, hold the bulk of Ashland's traditional residential neighborhoods. Lithia Park and the foothills that line Ashland Canyon, leading to 7533 foot high Mount Ashland, form the southwestern boundary of the district, with small residential uses of mixed vintage on the south side of Hargadine.

Surrounded by early residential uses and set against a visual backdrop of Ashland Canyon and the foothills to the south, with views of the rural hillsides across the valley to the north, Ashland's downtown is a dense commercial core, characterized by vertical masonry buildings and traditional architecture, set within a small valley that still maintains an overall rural character.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 2

Ashland Downtown Historic District, Ashland, OR

ARCHITECTURAL STYLES & USES:

COMMERCIAL

With the majority of its resources standing by 1930 and then serially remodeled to meet changes in public taste, the architecture of the Ashland Downtown Historic District represents a harmonious collection of the architecture styles and forms common to small-town Western America during that period of booming growth and expansion, followed by the tight-budgeted remodeling efforts of the Great Depression and pre-WWII era.

Little "high" style work was found in such communities and, as might be expected, little was constructed in Ashland. Beginning in 1879, following a major fire and a shift toward masonry construction, new commercial developments largely followed the vernacular brick design style that is characterized as "Chicago School" or "Commercial Brick-front." Typical elements of the style include vertical orientation (typically defined by the underlying property lines) with tall narrow second floor window openings above a wood and glass storefront. Engaged decorative detailing, including pilasters, corbelling, dentil bands, stringcourse or other intermediate horizontal divisions followed standard construction patterns.

Brick-front organization result from the interaction of the elements on the grid that underscored the front. Display space was convention, whether the entrance was on- or off- center....these stores were narrow and deep, and the windows were a source of light as well as an invitation to inspect the goods. (Gottfried and Jennings, 1988:240-41)

Built in both one and two story examples, typical vernacular "brick fronts" in the District include most pristinely the Henry Judge Building (ID 30.0) and the Avery Johnson Buildings, (ID 28.0 and 29.0). The basic vernacular brick-front styles remained hugely popular for almost 30 years, with the 1880s buildings on the Plaza not being substantially different in design from structures erected on East Main Street as during the first decade of the 20th century. Typical late examples of the brick front include the Meikle Block (Site 9.0) as originally designed, and the group of 1909-period buildings on East Main between Second and Third streets. (Sites 65.0 through 67.0)

As Ashland's population grew and its merchants prospered, more elaborate interpretations of the brick front were erected. Not substantially different in volume or mass, wealth and prosperity found expression in the more elaborate use of materials and decorative elements after the turn of the century. Multi-colored brick detailing such as at the Bank of Ashland Building (Site 22.0) or the Rundell Building (Site 64.0) was one mechanism for demonstrating success while elaborate surface detail and cornice and parapet design was

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 3

Ashland Downtown Historic District, Ashland, OR

another. (See, for example, the original design of the F. L. Camps Building, Site 55.0, as shown at the extreme left of historic photograph 1/121.)

The introduction of new materials in the early 20th century, notably concrete and textured concrete block (also called "Miracle Block") offered new design possibilities to the common brick-front vertically-oriented commercial volume. Ashland's contractors and merchants were quick to adopt the new materials and commercial volumes constructed in downtown from 1910 onward generally favored concrete over the earlier brick. The earliest example, a portion of the NR-Listed "Enders Store (Site 81.x) was reportedly the first use of the material in the city. The larger Elk's Temple (Site 77.0) and finally the nine-story Lithia Springs Hotel (Site 41.0) firmly established concrete as the material of choice. "Miracle Block," almost a transitional material as the standard brick masonry unit evolved toward poured in place concrete, saw limited use in downtown, with the most notable example being the decorative H. C. Stock and Louis Werth buildings. (Sites 32.0 and 33.0).

The stucco-coating of masonry volumes, both as a part of original construction as in the Elks Building or the Ashland Carnegie Library (Site 94.0) and as a way to "modernize" earlier masonry volumes, remained a popular element in downtown's design through the 1950s. The facades of late 19th century brick volumes such as the Ganiard Opera House, the Pioneer Building (Sites 15.0 and 56.0), among others were completely covered with stucco throughout the 20th century, often accompanied by the removal or complete encasement of original detailing. Often this stucco-coating was then itself covered by later, non-historic, materials in the 1960s and 1970s. (See, for example, the Meikle Building, Site (9.0)

Beginning in the 1920s new, higher-style and architect-inspired commercial structures became more common in Ashland.¹ This reached its epitome in 1924-25 with Portland architects Tourtellotte and Hummel's design for the Lithia Springs Hotel (Site 41.0). An eclectic mix of Beaux-Arts and Gothic motifs, the scale and elaborate exterior detail of the Lithia Springs have made it downtown's most enduring visual landmark. Perhaps due to its legendary financial troubles the Lithia Springs did not become a model for any other commercial construction in the area. More modest structures, particular Frank Clark's design for the McGee-Fortmiller's Building brought a subtle Colonial Revival influence to downtown.

¹ Architect or skilled designers had worked in Ashland during the late 19th century (L. S. P. Marsh) and many architect-designed structures were built between 1900 and 1910 by either Frank Chamberlain Clark or W. F. Bowen. While architect-designed, however, such buildings rarely represented a major break in the traditional vernacular "Brick-front" commercial form, but were rather more elaborate and better articulated examples of the style.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 4

Ashland Downtown Historic District, Ashland, OR

During the 1930s and extending into the post-war era, stucco-clad buildings in the Streamlined Art Moderne idiom represented a major new influence in Ashland's downtown. Most notable are the Varsity Theater (Site 45.0), designed by Robert Keeney, of Clark and Keeney, and the Knox Building (Site 37.0), designed by William Laing. Other major Art-Moderne influenced structures include the Weitzel's Department Store (Site 20.0) and the Medical Arts Building (Site 48.0), the latter of which has been substantially remodeled and no longer relates its original design.

With the end of the historic period, the growing influence of International Style and so-called "modern" architecture was increasingly felt in the downtown. New construction, as demonstrated by the U. S. National Bank Building (Site 70.0) could be done in a compatible fashion and successfully integrated into the traditional development pattern. Other examples, most spectacularly the First National Bank of Portland Building (Site 40.0), built following the demolition of the Ashland Hotel, represent dramatic changes to the character of the community.

FRATERNAL, RELIGIOUS AND CIVIC USES.

Downtown, the core of Ashland city government and the focus of its community life, naturally served as the locus for a number of public and civic uses. Fraternal and religious organizations, including the IOOF, Masonic, Elks, and other groups, built large and substantial buildings, that remain visually important in the area.² Generally such buildings were designed within the popular architectural styles of the day, often including retail storefronts or other rental spaces as income producing opportunities on the first floor level. As such, many fraternal buildings demonstrate the same pattern of renovation and remodeling as other "for-profit" developments.

Historically, religious institutions logically located in the downtown core and although several later relocated to large parcels elsewhere in the city, one congregation and several religious structures remain in the downtown district. Trinity Episcopal Church (Site 71.0), established in 1894 remains the only active religious institution with the downtown and its high-Gothic wood-frame chapel is a unique architectural expression in the area. Other church buildings, notably the First Baptist Church, built in the Mission Revival Style, and the Christian Scientist church, a wood-frame Colonial-Revival form, are differentiated from the typical commercial volumes as free-standing buildings with modest landscaped sites that create a more residential character. All the religious structures retain exuberant and complex roof forms or detailing that adds an additional layer to the

² See Sites 31.0, 24.0, 77.0, all fraternal organizations. Sites 49.0, 71.0, and 84.0 were or remain churches in the downtown core area.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 5

Ashland Downtown Historic District, Ashland, OR

downtown character. Today, as a group, the religious buildings in the downtown retain a uniformly high degree of virtually unaltered integrity.

The major civic use in downtown is the Ashland City Hall, (Site #1.0) constructed in the 1890s and now beginning its second century as the offices of the city's elected leaders and administration. At the opposite end of the district the Ashland Carnegie Library (Site 94.0) forms a logical civic-based visual terminus to downtown. Both buildings are simply designed, with the classical forms of the Carnegie creating a more imposing edifice, bolstered by the elevated site.

Public artwork, often donated by community groups or philanthropic individuals, has long been a part of Ashland's downtown. The Carter Memorial Fountain (Site 1.1), the Mickelson-Chapman Fountain (Site 94.1) both are examples of pioneer commemoratives. Local groups have also erected public ceremonial pieces, notably the Veterans Memorial Flagpole (Site 1.5). Although outside the period of significance, artwork located in front of the Kay-Selby Chevrolet Building (Site 50.1) continues that trend. More functional works, from the 19th century Chautauqua Walk (Site 1.2) to the 1970s-era Meyer Memorial Stairs (Site 57.0) also add to the pedestrian amenities of downtown.

INDUSTRIAL AND UTILITARIAN USES:

While the original development of Ashland's downtown was centered on Helman's saw mill and then the flour mill at the head of the Plaza, industrial uses were little represented in downtown by the turn of the century.³ What industrial or utilitarian architecture was constructed was almost entirely related to the development of the automobile and the Pacific Highway as a major character-defining feature in downtown. Structures specifically developed in response to the automobile were originally far more prevalent, with several downtown gas stations remaining Main Street features. Of approximately six documented gas stations located in downtown during the historic period, including three in this block alone, only the General Petroleum Super Service Station (Site 93.1) remains.

Auto-repair and sales facilities are still common in downtown, their generally utilitarian designs being easily adaptable to a number of other uses. The Lithia Springs Garage building (Site 83.0) is perhaps one of the more grand examples of this type while the simple Whittle Garage Building (Site 38.1, NRHP) and the serially altered Claycomb Block (36.0) are more typical of the simple falsefront forms that were used to sell and repair automobiles in downtown during the 1920s to 1940s period.

³ Industrial uses did remain scattered throughout what is now Lithia Park, the Ashland Woolen Mill stood a short distance to the north, in what is now the Skidmore Academy area until it burnt in January 1900. At the terminus of the Lithia Way, where the downtown couplet ends and North Main returns to two-way traffic, the huge Bagley Cannery (later Newbry Cannery) remained in operation into the 1960s-70s.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 6

Ashland Downtown Historic District, Ashland, OR

RESIDENTIAL

Historically, residential uses were far more prevalent in the Ashland downtown core area, with large and imposing wood-frame single family dwellings lining much of East Main Street east of the Plaza area. Most notable of these early homes was the Lindsay Applegate house, which stood until 1909 on the present site of the Ashland Elks Building, the dwelling removed for construction of Lithia Springs Hotel at the SW corner of First and Main, and the H. G. Enders House (Site 85.0) which was moved to its present location in 1920. The last single family residence on East Main Street, the Anderson House, was demolished in the early 1970s for construction of an office building (See Site 90.0)

Only a handful of Ashland's original downtown residential structures remain. Three are large dwellings of two or more stories associated with significant business owners and their families, remnants of the days when merchants lived within walking distance of their stores. Stylistically these structures all fall within either the Victorian style or Craftsman styles.⁴ The smaller Beach-Good House (Site 72.0) and especially the Goldsby-Bryan House (Site 88.0) are simple one-story dwellings in the vernacular tradition, although the Beach-Good House does have certain stylistic elements that add a "Queen Anne" character to its exterior design. All these remaining single-family dwellings in downtown, none of which are currently in residential use, nevertheless provide an important counter-point to the dense commercial development that characterizes the area.⁵

⁴ See Sites 85.0, 86.0 and 87.0.

⁵ The Beach-Good House is presently vacant with an uncertain future. Of the remaining residential structures one is a restaurant with apartments above and the rest are all in bed & breakfast or other accommodation-type use.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 7

Ashland Downtown Historic District, Ashland, OR

CONSTRUCTION:

Information on the individual resources within the Ashland Downtown Historic District follows. Please refer to the district map for location, keyed by "ID Number." These ID or site numbers serve as the framework for the nomination's organization and have been assigned sequentially based upon the Jackson County Assessor's plat map and tax lot identification numbers. Commonly owned resources on a single tax lot with individual development histories are cited a general number heading as xx.1, xx.2 etc. and counted as individual resources under Section 5.

ID# 1.0 *Survey #253⁶*

CITY HALL

1891/1913

20 MAIN ST E

391E09-100

Architect: Schmidt, William J. [Fitch, Frank H., 1913]

Builder: Veghte, Charles H. [Lamb, A. L., 1913]

Other: Vernacular: American Renaissance

Primary Contributing

Built upon land donated by Abel Helman, whose Donation Land Claim contained much of what became the original Town of Ashland, the Ashland City Hall was designed in 1891 by William J. Schmidt and built of brick by contractor Charles H. Veghte. The two story volume was substantially remodeled and a one-story rear addition built in 1913 from plans by F. H. Fitch with A.L. Lamb serving as contractor. (*Tidings*, 21-Aug-1913, 1:1) In 1997-98, a second floor was added to this rear addition, creating a uniform two-story exterior. Architect for that project was Gary Afseth.

The Ashland City Hall remains the primary location of the city's government, as it has for more than 100 years. While remodeled and modernized with new ground floor windows and other modifications, City Hall retains high integrity to its appearance following its 1913 remodel and was included as a contributing element in the Ashland Plaza area, considered eligible by the Oregon SHPO.⁷ The Ashland City Hall retains high integrity and effectively relates its development history during the period of significance.

⁶ The Ashland Downtown area was first surveyed by local historian Kay Atwood in 1991. That work, forming a portion of the Ashland Cultural Resource Inventory, provides the basis for much of the information included in this document. Generally limited to resources more than fifty years old, survey identification numbers, where available, are included here as a cross-reference to that earlier work.

⁷ Following the New Years' Day Flood of 1997, Determination of Eligibility documentation was completed on the Ashland Plaza area which included twenty individual resources plus the area plan itself. See Hamrick letter to Brian Almquist, Ashland City Administrator, 28-Jan-1997.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 8

Ashland Downtown Historic District, Ashland, OR

ID# 1.100, Survey #255

H.B. and H. H. CARTER MEMORIAL FOUNTAIN ["Pioneer Mike"]
0 MAIN ST E

1910
39IE09 100

Mott Joseph L. Iron Works
Primary Contributing

No Style

A square, cast iron, drinking fountain and statue, the Henry B. and Harriet H. Carter Fountain was erected in 1910 as a gift to the city by members of the Carter Family in honor of their parents, founders of the Bank of the Ashland and long-time Ashland business people.

The monument was erected by three brothers and two sisters in memory of their parents...who came to Ashland in spring 1855 from Elkader, Iowa, and spent the rest of their lives here...After considerable correspondence with different firms...the foundation now known as the Carter Memorial Fountain was purchased of the J. L. Mott Iron Works of New York City in 1910... (*Tidings*, 22-Mar-1927, 3:1)

The formal dedication of the fountain was held in June 1911, Ashland Mayor R. P. McNeil serving as the Master of Ceremonies. (*Tidings*, 2-Nov-1982, 3:6-7) In 1969 the fountain was in poor condition, ending when the statue precipitously fell from its pedestal and crashed to the pavement. (*Tidings*, 9-May-1969, 1:2-5) The figure, affectionately known as "Pioneer Mike," was extensively restored with funds raised in a public campaign and the Carter Fountain was formally rededicated in 1982. It remains in excellent condition and retains high integrity and effectively relates its historic period of development. The Carter Memorial Fountain was evaluated as a contributing element in the Ashland Plaza area, considered eligible by the Oregon SHPO. (Hamrick, 1997)

ID# 1.200, Survey #256

CHATAUQUA WALK
Between 42 East Main and 50 East Main
No Style

1898
39IE09 100
Primary Contributing

An approximately 28' wide space between the two adjoining buildings, construction of the 75' long Chautauqua Walk followed publication of the following statement in the *Ashland Semi-Weekly Tidings*, "The lot on Main Street next to the Pioneer Store has been purchased by the Chautauqua Association and is being cleared and made into a suitable entrance to the temple."⁸ The foundation of the Chautauqua Temple provided the basis for the first Elizabethan Theater of the Oregon Shakespeare Festival and today the well-landscaped Chautauqua Walk leads to the OSFA's "Bowmer Theater" and the brick courtyard on Pioneer Street. Embedded bronze letters spell out "Chautauqua Park" at the East Main street entry. The Chautauqua Walk was evaluated as a contributing element in

⁸ *Ashland Semi-Weekly Tidings*, 30-June-1898, 3:4, as quoted in Atwood, 1989.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 9

Ashland Downtown Historic District, Ashland, OR

the Ashland Plaza area, considered eligible by the Oregon SHPO. It retains high integrity to its original design and has significant associations with the development of the Chautauqua festival in Ashland.

ID# 1.300, Survey #257

CHAUTAUQUA DOME FOUNDATION
0 PIONEER ST S
No Style

1916
391E09 100
Primary Contributing

Built in 1916 as an element in the enlargement and expansion of the Chautauqua dome, these large perimeter concrete walls were all that remained after the City assumed control of the decrepit building in 1925 and the landmark structure was demolished. In 1935 Southern Oregon Normal School professor Angus Bowmer used the old dome foundation as the venue for a production of Shakespeare's "Merchant of Venice" as a part of the city's Fourth of July festivities.

We were here because we had noted a peculiar resemblance between the circular roofless walls of this old structure and the seventeenth century sketch of Shakespeare's Globe Theater. (Bowmer, 1975:9)

From these humble beginnings, the Chautauqua foundation evolved into the original theater site of the Oregon Shakespearean Festival and the present Elizabethan stage designed by Richard Hay in 1959. Partially enclosed in 1997, the present structure is also known under the name "Allen Pavilion" after the primary donor.

While surely modified by the construction of the roof, the massive stucco-clad walls of the Chautauqua Dome themselves retain high integrity and provide a tangible reminder of that original use and its role as the *foundation* of the present building.⁹

ID# 1.400, Survey #258

LITHIA WATER FOUNTAIN
0 MAIN ST E
No Style

1927
391E09 100
Primary Contributing

Built as a part of the effort to capitalize on Ashland's surrounding mineral springs, the Lithia Water Fountain was erected on the Plaza in 1927. The Chamber of Commerce and others believed Lithia water should become the focus of a Ashland promotional campaign and proposed the placement of a Lithia water fountain in an easily accessible location. The Parks board, however, was generally opposed, fearing such competition would detract from Lithia Park itself. (*Tidings*, 1-Feb-1927, 1:8) The business community, however, held firm.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 10

Ashland Downtown Historic District, Ashland, OR

A. E. Kinney said that Ashland advertises itself as the Lithia City and then when visitors come here they have a hard time finding Lithia Water. He felt it should be made more available to tourists and the citizens generally...It was voted as the sense of the gathering that Lithia water should be made available either in the Plaza block directly opposite the chamber of commerce or at the entrance to Lithia Park, a few feet away. (*Tidings*, 22-Mar-1927, 1:1)

By Summer 1927 the plan solidified and City Councilman O. T. Bergner, "Chairman of the Special Committee" reported that the various type of fountains were under consideration. "Ashland granite and other types of building materials are being considered." (*Tidings*, 8-Jul-1927, 1:5) While not specifically documented, the Lithia Fountain (also called the "Root Memorial Fountain") was installed by Fall 1927.

Remaining as the only downtown location where Lithia water is available, the fountain was awarded landmark status by the American Water Works Association in 1982. (*Tidings*, 2-Nov-1982, 3:6-7) Built of Ashland granite, the drinking basins have been replaced with modern ceramic fixtures but otherwise the fountain is as erected. Three bronze plaques, two identifying the elements of Lithia water and a third water-dropped shaped plaque identifying the site as a Water Works Landmark, are attached. The Lithia Water Fountain retains high integrity and effectively relates its development history during the period of significance.

ID# 1.500

VETERAN'S MEMORIAL FLAG POLE & MARKER

0 MAIN ST E

No Style

1949

391E09 100

Primary Contributing

From its earliest history, a large 107' tall wooden flag or "Liberty," pole formed an important element in the design of the Ashland Plaza, a feature lost in 1892 as part of an early Plaza re-design. In 1949 a community fund drive, spearheaded by the Ashland post of the American Legion, culminated with the Veteran's Day dedication the present resource, returning a flag pole to the Plaza. Earl Newbry, Oregon's Secretary of State, was joined by Ashland Mayor Tom Williams and John van Kuhlmann, chairman of the flag pole committee at the ceremony.

Ashland is joining the rest of the nation in honoring the dead of two wars today in the 31st anniversary of the end of World War I...the day be highlighted here when a memorial flag pole will be dedicated on Ashland's Plaza...The 80-foot pole has been

⁹ The Chautauqua Walls are mentioned and presumably included in the NRHP listed "Lithia Park" nomination (NRIS #82001505) Listed as a separate feature in the Atwood survey of downtown, they are accordingly separately documented within this district nomination as a primary feature.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 11

Ashland Downtown Historic District, Ashland, OR

erected from funds contributed voluntarily by residents of the community...
(*Tidings*, 11-Nov-1949, 1:7-8)

The base of the pole is a 30" square [+/-] concrete pyramidal base, with the three-part steel flag pole that terminated in a round orb. A bronze plaque on the east face of the concrete base reads

This memorial erected by the people of Ashland in honor of the men and women of this community who have served in the ward of our nation and in loving memory of those who gave their lives defending America's eternal freedoms. Ashland Post No. 14, American Legion. Nov. 11, 1949.

The Veterans Memorial Flag Pole and Marker retains high integrity to its original design and serves as an important visual element in the Plaza island, a focal point of the Downtown.

ID# 1.600

CHAMBER INFORMATON BOOTH
0 MAIN ST E
No Style

1971
391E09 100

Non-Compatible, Non-Historic, Non-Contributing

A wood-framed, hexagonal shaped structure, with brick veneer and a stepped metal roof, the Chamber of Commerce Information Booth is of modern construction and has been remodeled several times since its original installation on the Plaza in 1971. A bronze plaque on the SE reads "Plaza Island Beautification Project, Dedicated 1971. A gift to the community from Richard Reynen.." There is a compatibly designed "Notice Kiosk" located to the north, also on the Plaza Island.

While both the Information Booth and Notice Kiosk are consistent with the traditional public uses of the Plaza Island, neither are compatible in design, use of materials or general character with the historic development pattern of the downtown core.

ID# 2.0 *Survey #260*

WESTERN OIL & BURNER COMPANY BLDG
15 FIRST ST N

1947
391E09BA 10300
Builder: Sleppy, Jerry
Primary Contributing

Early Modern: Early Modern

This small single-story masonry structure was completed in 1947 as the offices of the Western Oil and Burner Company, a longtime Ashland provider of heating oil and fuel.

Construction was started yesterday on a modern office and showroom building for the Western Oil and Burner company on the W. D. Jackson property at First and C

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 12

Ashland Downtown Historic District, Ashland, OR

streets...this new building will be 36 x 18 feet and will be on the alley between First and C streets...(Tidings, 3-Apr-1947, 1:5)

Builder Jerry Sleppy constructed the offices but the designer is unknown. Construction was completed by mid-Summer.

Work has been completed on the Western Oil and Burner building on First Street and the show rooms and office are now open for business...The new pumice brick building features large windows and is plastered in a textile finish, light green and cream colored...Workman responsible for this attractive building [include] Jerry Sleppy, contractor. (Tidings, 28-Jul-1947, 2:1-4)

Western Oil and Burner began in the Rogue Valley in 1928 and opened its first Ashland office in 1936. (Tidings, 28-Jul-1947, 2:1-4) The company remained at this location until 1979, relocating to their present offices on Water Street at that time. During the 1980s a restaurant, "The Immigrant" was located here. In 1997 the present use, also a restaurant, included a small rear addition to the building. (City Permit Files) Somewhat altered and obscured by the present canvas awning and other elements, the cast sills and essentially simple character of the Western Oil and Burner Building remains intact, effectively relating both its postwar construction and the architectural character of downtown Ashland during the latter years of the period of significance.

ID# 3.0

KELSO REALTY BUILDING
33 FIRST ST N
Architect: Ward Joyce
Modern Period: Commercial

1988
391E09BA 10301
Builder: Greene, Don
Non-Compatible, Non-Historic, Non-Contributing

A two story concrete block structure, this building was constructed as the offices of Kelso Realty in 1988. Second floor leased office space is accessed via the stair tower at the NE corner of the volume. Set back to allow for off-street parking, the Kelso Realty Building is generically compatible in volume and materials but its siting is at variance with the traditional development pattern of downtown.

ID# 4.0 Survey #261

B & G SANDWICH SHOP
11 FIRST ST N

Early Modern: Early Modern

1949c
391E09BA 10400
Builder: Bessonette, Marshal O. [attributed]
Primary Contributing

This small single-story concrete structure was probably constructed by noted Medford contractor Marshall Bessonette sometime in late 1948 or early 1949. It is not included in the 1948 City Directory but does appear on the 1949 updated Sanborn Fire Insurance Map of the area when it was in use as a small restaurant. The property was owned by B &

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 13

Ashland Downtown Historic District, Ashland, OR

G Properties, a holding company owned by Marshall O. and Joy Bessonette and Walter A. Graff. (JCD 340:15)¹⁰ Bessonette was a prolific Medford building contractor and developer, noted for his use of cast concrete.¹¹ He and Graff were longtime partners in a variety of ventures. The 1951-52 Medford directory, which then included Ashland listings, documents this address as the site of the “B & G Sandwich Shop,” operated by the building’s owners under the management of N. Lynn Bessonette. This use remained at least through 1957.

B & G sold the building to Clarence Bell. Bell was a prominent real estate agent and remodeled the restaurant building for office use. By 1959 Bell sold the building to William P. Wright, who operated the Bill Wright Real Estate company here for many years. (JCD 472:370-2) In 1964 the building provided three office uses, with both Ashland Sanitary Service and the Erwin Insurance Agency sharing space with Wright. The real estate use remained here through the late 1980s after which several small retail stores occupied the site. In recent years it has housed a series of small coffee shops.

As originally constructed, the B & G Sandwich Shop building was set back from the street, perhaps to allow for outdoor seating. A front extension, undated but perhaps constructed in the late 1950s as part of the office conversion creates the present exterior configuration. Later alterations most notably include the removal of the once imposing roof-pylon and the addition of the present metal mansard-like roof detailing. Still, the stucco and exterior brick elements of the original design remain and the B & G Sandwich Shop retains sufficient integrity to relate its historic character as a postwar resource built during the latter years of the period of significance.

ID# 5.0 *Survey #199*

PHONE CENTER BUILDING

1977

199 MAIN ST E

391E09BA 10500

Architect: Afseth, Jacobs and Schmitz

Builder: Todd Construction [Roseburg]

Modern Period: Highway Commercial/Strip

Non-Compatible, Non-Historic, Non-Contributing

This single-story stucco-clad masonry building was completed in 1977 for use by Pacific Northwest Bell, the area phone provider. Medford architects Afseth, Jacobs and Schmitz were the designers and Todd Construction, of Roseburg constructed the building (Ashland Permit 8326) Subsequent uses included various retail spaces and a gallery space by Dankook University, sister-program to Ashland Southern Oregon University. Present occupants are a specialized retail space and an ice cream parlor. The Phone Center Building is set back from the sidewalk by a landscaped path and seating area

¹⁰ “JCD” is used throughout as an abbreviation for Jackson County Deed records, cited by *Volume:Page*.

¹¹ Bessonette 's career in the Rogue Valley began with early work on what became Camp White. He later was responsible for a number of downtown Medford buildings including the Fluhrer Bakery Building, the Fluhrer Pastry Plant, Acme Hardware, the Medford Plaza Apartments and the “Big Y” Shopping Center.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 14

Ashland Downtown Historic District, Ashland, OR

ID# 6.0

JACKSON COUNTY SAVINGS & LOAN

1969

183 MAIN ST E

391E09BA 10600

Architects: Edson and Patterson

Builder: Rogue Valley Construction

Modern Period: Highway Commercial/Strip

Non-Compatible, Non-Historic, Non-Contributing

A single-story masonry building, Medford architects Edson and Patterson designed this building as the Ashland branch office of Jackson County Federal Savings and Loan. Built of brick with a large standing seam metal roof and sited so as to allow off-street parking and through traffic, the building is not consistent with the historic development pattern of downtown.

ID# 7.0 *Survey #262*

NININGERS DRIVE IN MARKET

1945

180 C STREET

391E09BA 10700

Early Modern: Art Moderne/Streamlined

Builder: Smith, E. O.

Primary Contributing

A large poured concrete structure notable for its cast columns and modest Art Moderne detailing, Nininger's Drive in Market was built by E. O. Smith and opened in May 1945.

The Drive-In Market owned and operated by A. C. Nininger and Gene Hopper ...has been constructed with an eye toward most modern appearance and convenience and all fixture, color scheme, lighting and other agencies of outfitting will be incorporated into the most modern store in southern Oregon... (*Tidings*, 16-May-1945, 1:1)

The market cost an estimated \$10,000. A. C. "Poke" Nininger was the longtime owner of Nininger's Café in Ashland and Gene Hopper was formerly connected with the Medford grocery. (*Tidings*, 16-May-3:3) For whatever reason, they soon either sold or leased the business for by 1948 it was being operated under the name "Hamby's Drive In Market," according to city directories, operated by Walter B. Hamby. This use remained at least through 1964. By 1977 the building housed "The Boar's Head." Later "Jazmin's," a popular restaurant and music venue was located here. Today a Japanese restaurant continues the dining/entertainment use of the building.

Built in the post-war, auto-influenced era of Ashland's downtown development, the Nininger's Drive-In Market Building reflects the design trends of that period. While modified with the change in use, most notably in the in-fill of its original window openings, the building retains sufficient integrity to relate its historic character during the period of significance and remains one of the larger post-war developments in the downtown core to have been constructed during the period of significance

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 15

Ashland Downtown Historic District, Ashland, OR

ID# 8.0

CITY PARKING LOT 1 [C STREET]
0 C STREET
No Style

391E09BA 10800
Vacant: Improved Parking

ID# 9.0

MEIKLE BLOCK
159-171 MAIN ST E

1904/1908
391E09BA 10900
Builder: Payne, R. A.

American L. 19th C: Chicago School

Historic/Non-Contributing in Current Condition

This single story brick volume was constructed in two phases with the first, western portion, of the building constructed in 1904 for Jasper F. Meikle after he bought the property from the Ralphs.

It is reported that Dr. J. F. Meikle, who this week purchased the Ralph Main street frontage, contemplates the erection of a brick block to cover the entire 98 foot width of the lot, which will make a big addition to the new brick buildings now in course of erection in the same section." (*Tidings*, 25-August-1904)

Jas. F. Meikle, whose new brick building on south Main street, containing two store rooms, is approaching completion, has already leased one of the rooms to Mr. Mills of McMinnville, who will probably open a dry goods business... (*Tidings*, 8-Dec-1904, 2:2)

Sanborn Maps of the area show the building in place, with a small rectangular out-building to the rear. The two storefronts were occupied by grocery and a music store. In 1908 the *Tidings* reported that "J. F. Meikle is having plans drawn for a two-store brick to add to his present building on Main Street." (*Tidings*, 21-Jan-1908, 3:2) Six months later, the work was complete.

Contractor R. A. Payne has the new Meikle brick block on Main street about ready to turn over to the owner. (*Tidings*, 11-Jun-1908, 1:3)

Sanborn Maps for 1911 show the buildings of 149-171 East Main Street as containing six separate storefronts occupied by stores, office and a restaurant. One, according to the 1910 Polk Directory, was occupied by the building owner. "Meikle and Payne, Real Estate Agents," list their office 171 East Main Street. In 1928 the Sanborn Maps document the building as containing five storefronts, including a tailor, a jeweler and others. Standard Cleaners moved into 163 East Main in 1937 and undertook substantial alteration, including building a separate "plant" to the rear. (*Tidings*, 3-Sept-1931, 6:6) While undocumented,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 16

Ashland Downtown Historic District, Ashland, OR

it was likely during the late 1920s or 1930s that the exterior was first remodeled, creating a more modern appearance and removing much of the early 20th century brick detailing.

After having owned the property for more than forty years, Mary Meikle (Jasper's widow) sold the building to Wells D. and Anna I. Jackson and Carl and Laura Sears, partners in the Mountain States Music Company which had been located in the building (149 East Main) at least since 1942. (JCD 287:495) By 1948, in addition to the music company and the cleaners, the Meikle Building was occupied by a Western Union office, the Palace Café, and the Southern Oregon News, a weekly newspaper that had moved to Ashland from Jacksonville.

During the 1950s the Meikle Block continued as the home of a series of small uses. The Palace Café, managed by Virgil Jackson, was located in the easternmost storefront according to City Directories. By 1964 the building was occupied by the Ashland Beauty Shop (149), the Elhart Music Shop (159), Mack's News Stand (161), Standard Cleaners (163) and the Palace Café. In 1968 the building was sold to Edd Roundtree, editor of the *Ashland Daily Tidings* and it was apparently in connection with that sale the facades were remodeled to their present design, with the application of a pebble-dash masonry panels over the original bearing masonry. Gary Afseth served as the architect and Merle Howard as the contractor to "remodel face of old Jackson Building" according to the permit. (City of Ashland Permit 1925, July 1968)

While the upper facade of the Meikle Block is presently clad with the non-historic panels from the 1968 project, the storefronts despite some remodeling and door replacement, remain essentially intact with recessed entryways, bulkheads and fixed glazing. Were the facade panels removed, this building could easily again convey its development during the period of significance which at the moment is evident only along the rear, alley-facing, elevation.

ID# 10.0 *Survey #263*

WEBBER GEORGE E. BUILDING

145 MAIN ST E

Early Modern: Art Moderne/Streamlined

1904

391E09BA 11000

Primary Contributing

The George Webber Building was built in 1904, last of a group of three new business blocks built adjoining the Opera House between 1904 and 1905.

Geo. E. Webber, of this city, has bought the east 40 feet of the S. M. Byers property on Main street...Mr. Webber will erect a two-story brick as soon as he can get the material, it is announced. (*Tidings*, 16-Jun-1904, 2:4)¹²

¹² See JCD 50:132.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 17

Ashland Downtown Historic District, Ashland, OR

A month later, reporting on the localized building boom that included both ID #'s 11.0 and 12.0, the paper reported;

Contracts will soon be let for the construction of there new brick business blocks ... adjoining the Opera House...the third [is] by George Webber. The second story on Mr. Webber's block will very likely be owned and constructed by one of the fraternal orders of this city....(*Tidings*, 14-Jul-1904, 3:1)

The second floor was never built and Webber's building was apparently completed by late 1904. In 1907, Sanborn Fire Insurance Maps document the structure as being occupied by a confectionery and cigar stand, Rose Brothers, long a popular Ashland business.

Established six years ago in its present location at 145 E Main, [Rose Bros.] has grown to be the leading one in its line in this city...(*Ashland Record*, Progress Edition, 5-June-1912)

In 1928 the building was occupied by a stationary store. The present use, Harrison's Auto Parts, opened in this building in the mid-1930s and has occupied the building since. In 1953 the rear of the building was expanded with a concrete addition. (*Tidings*, 27-Aug-1953, 1:8)

At some point, probably in the 1930s with the arrival of Harrison's, the original brick facade of the Webber Building was modernized to its present modest Art Moderne stucco appearance. Historic photographs show the building as originally designed with a modest brick facade topped by a dentil band. The present exterior is of minimally Moderne style, retaining a stepped parapet and two engaged pilasters flanking the recessed entryway. The storefront glazing, redesigned with brick bulkheads and fixed metal-sash display windows effectively relates the building's remodeled appearance during the latter half of the period of significance.

ID# 11.0 *Survey #264*

**FIRST SO. OREGON SPIRITUALIST SOCIETY [MINKLER] BLDG
131 MAIN ST E**

**1905 (1931)
391E09BA 11100
Builder: Bamber A. E.
Primary Contributing**

Academic Classicism: American Renaissance

This impressive two story stucco-clad brick structure was completed in 1905, the middle building in the row of three new business blocks built adjoining the Opera House between 1904 and 1905. The largest of the group, the First Southern Oregon Spiritualist building offered a large second floor hall and office space for its owners with retail spaces on the ground level.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 18

Ashland Downtown Historic District, Ashland, OR

The contract for the completion of the brick block of the First Southern Oregon Spiritualist Society on Main Street has been let to A. E. Bamber...the foundation is already completed and the entire cost of the building will be about \$6000. It will be two stories, 40 x 100. The lower floor will be devoted to one large store room and the upper story divided into offices and a hall. (*Tidings*, 13-Oct-1904, 3:1)

Five years after completing this structure, the Spiritualist Society built a new building on East Main Street and 131 East Main Street was leased. The first floor was occupied by David Minkler's notions company, D. L. Minkler and Son. Eventually purchasing the building, the Minkler's embarked upon a renovation project in the early 1930s

Workman have just about completed repairs on the Minkler Building. The tile front, which has proved so popular in remodeling work in business district storefronts, has been effectively used in making the entrance to the two attractive storerooms which will be occupied this spring...(*Tidings*, 9-March-1931, 2:1)

As originally constructed, the First Spiritualist Society building had an elaborate brick exterior with the pilasters of the first floor continued above the parapet to form a series of projects. These original features, as well as much of the 1931 remodeling, were removed and the exterior assumed its present stucco-clad character.

When completed the store fronts will have been modernized and finished in white stucco...The old front ... is now the same when the building was constructed nearly 50 years ago. The steeple effect will be squared off with remodeling construction. (*Tidings*, 16-Jul-1947, 1:7)

Today, the tile front of the first floor presents a typical glazed storefront with large fixed windows and a recessed entryway. Early-appearing twin wooden doors remain on the east side. A third occupied level has been created in the basement, where retail spaces open onto the rear alley (Will Dodge Way). While modified from its original 1905 appearance, the First Spiritualist Society Building retains very high integrity to the 1947 remodel and, as such, remains an important element in Ashland's downtown and effectively relates its history of development.

ID# 12.0

VACANT LOT
No Style

391E09BA 11101
Vacant: Unimproved

In recent years several commercial buildings have been proposed for this long-vacant parcel but it currently remains undeveloped, one of the few dirt parcels in the downtown core area.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 19

Ashland Downtown Historic District, Ashland, OR

ID# 13.0

SUNDIN BUILDING

116 C STREET

Architect: Patterson, Philip C.

Modern Period: Commercial

1979

391E09BA 11200

Builder: Taylor, Bob

Non-Compatible, Non-Historic, Non-Contributing

This two-story masonry structure was constructed in 1979 for developer Judith A. Sundin. The building has an open ground floor corridor, creating a mall-type arrangement between C Street and Will Dodge Way, the alley that bisects this block. Small retail and professional spaces and a coffee shop are the current occupants. While somewhat compatible volumetrically and in its zero setback, the Sundin Building does not contribute to the historic character of the downtown.

ID# 14.0 *Survey #265*

DODGE J.P. BUILDING

125 MAIN ST E

Architect: Clark Frank Chamberlain

Other: Vernacular [Storefront Commercial]

1904

391E09BA 11201

Primary Contributing

Construction of J. P. Dodge's new building on East Main began in 1904, the first of a group of three new business blocks built adjoining the Opera House between 1904 and 1905.

"Forty feet of the S. M. Byers frontage of 120 feet on Main street, adjoining the opera house, has been purchased by J. P. Dodge...[who] contemplates the erection of a brick building on the property at an early date." (*Tidings*, 13-Jun-1904, 3:3)

Construction of the building was largely completed by August at a cost of \$5,500. John Page Dodge arrived in Ashland in 1883 and operated a long successful furniture company in partnership with two sons, Louis and Will.¹³ Active in civic affairs, J. P. Dodge served on the Ashland City Council in 1892-93 and was elected Mayor in 1896. Dodge also is connected to Site #16, used as a funeral home related to the furniture company. John Page Dodge died in 1928. His sons continued the business after his death.

According to historic postcard images, the original exterior of the J. P. Dodge Building was of exposed red brick with a series of corbelled brick arch details lining the multi-part brick parapet. In 1947, as an element of the modernization of this area of East Main street, the Dodge building was stucco-clad, obscuring some of the original detailing.

Complete remodeling of the front of the J. P. Dodge and Sons...[building] is underway. When complete the store fronts will have been modernized and finished in white stucco, according to Robert Dodge. (*Tidings*, 16-Jul-1947, 1:7)

¹³ In the early 1990s the city-owned alley that runs behind the J. P. Dodge Building and the J. P. Dodge and Sons Funeral Home (Site 16.0) was named "Will Dodge Way" in honor of this pioneer Ashland businessman.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 20

Ashland Downtown Historic District, Ashland, OR

Today, the stucco-covered arched details of the simple cornice remain visible and the first floor storefront, below the transom band, substantially reflects the 1947 remodeled appearance of the Dodge Building although first floor elements of the original 1904 design do remain. The J. P. Dodge retains sufficient integrity to relate its development history during the period of significance.

ID# 15.0 *Survey #266*

GANIARD OPERA HSE (portion)

105 MAIN ST E

Other: Vernacular [Storefront Commercial]

1889/1912

391E09BA 11300

Historic/Non-Contributing in Current Condition

The Ganiard Opera House, erected in 1889 by Oscar Ganiard, an important local land owner and member of a pioneer family, was originally a substantial three-story brick building. "The Ganiard Block is an old landmark, being one of the first brick structures in Ashland." (*Tidings*, 8-Aug-1912, 1:3-4) the building had cut sandstone columns at street level, framing both the corner entry and the primary entrance on Main Street, centered under a 2½ story arched stairwell opening that led to large theater and the office spaces of the upper floors. In 1912 the building was seriously damaged in a spectacular fire

Very little was saved from the burning building. The upper floor except for a few books and instruments of Dr. Songer, was a total loss. Harrison Brothers, who operated a moving picture show in the opera house, estimate their loss at \$1200...W. Stephenson, owner of the building...says he will not rebuild, but will sell the property as it stands...(*Tidings*, 8-August-1912, 1:3-4)

Following the fire, the severely damaged building was immediately condemned by the city's Fire and Water Committee. "It is understood the report will recommend that the upper two stories be torn down, they being considered unsafe by the committee. It will be remembered that this block was condemned some time ago but the walls were bolstered up and the building was allowed to be used." (*Tidings*, 8-August-1912, 1:2) By the end of the month, the damaged building was sold to E. E. Estes for \$13,500, who announced a plan to rebuild. "Mr. Estes is today engaged in tearing down the chimneys and other menacing parts of the old structure [in preparation] to the erection on the lot of a modern two-story structure for stores and offices." (*Tidings*, 29-aug-1:1) For unknown reasons, Estes' plans failed to materialize and eventually the remaining first floor elements of the Ganiard Opera House were rebuilt and used for various retail and professional spaces. In the late 1940s the site was occupied by the Greyhound bus terminal and an electric shop and the 1964 Polk City directory lists Western Auto at the corner-facing space. A series of financial institutions were located here from the 1970s through the early 1990s when the building underwent a renovation that opened up the basement area and created a series of small storefronts along the Pioneer Street elevation.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 21

Ashland Downtown Historic District, Ashland, OR

Constituting only a portion of the original 1889 Opera House volume, the present single-story building retains some elements of its pre-1912 exterior, notably the large sandstone engaged columns that flank the primary entry way. However other elements of the exterior and much of the storefront design, with day-lighted basement windows bear little connection to the building's original development and obscure its history.

ID# 16.0 *Survey #267*

DODGE J. P. AND SONS FUNERAL HOME
90 PIONEER ST N

1923
391E09BA 11400

Architect: Clark Frank Chamberlain
Historic Period: California Mission

Primary Contributing

This single-story masonry volume was erected in 1923-24 as the funeral home of J. P. Dodge and Son's, a longtime furniture dealer in the Ashland. (See Site #14.0) The building is an example of the Spanish Colonial style that became popular during that period and its design is attributed to the prolific southern Oregon architect Frank Chamberlain Clark. Construction began in 1923 and the building was opened in early January 1924. "...J. P. Dodge and Sons' new funeral chapel [is] almost finished and will be open for inspection on Saturday..." (*Tidings*, 14-January-1924)

John Page Dodge arrived in Ashland in the late 19th century and in partnership with his sons Louis and Will established the successful furniture company, located just around the corner on East Main Street after 1904. In 1909 Will graduated from the Western College of Embalming and assumed control of the mortuary portion of the business.¹⁴ Likely as a result of the division of the company into more separate furniture and funerary operations, the subject building was erected to the rear of the main store. In 1943 Will Dodge sold the business to the Litwillers although he retained ownership of the building. (*Who's Who*, 1948:155) After Litwiller's relocated the site was long-associated with the Ashland Hardware company and today it is a group of small retail uses facing both Pioneer and Lithia Way.

Retaining high integrity in its stucco exterior, tiled mansard roof, window detail and trim, the J. P. Dodge and Sons Funeral Home is an important architectural feature in downtown and effectively and accurately conveys the associations for which it is significant.

¹⁴ Historically, furniture dealers and manufactures often saw dual duty as undertakers as the result of their role in building or selling coffins. Morticians as a specialized business typically evolved from this arrangement. See, for example, the Weeks Brothers company in Medford, which follows a similar pattern.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 22

Ashland Downtown Historic District, Ashland, OR

ID# 17.0 *Survey #270*

CULLEN BUILDING

99 MAIN ST N

Other: Vernacular [Storefront Concrete]

1946c

391E09BB 5600

Primary Contributing

Although not documented, this small single-story masonry building was probably built in 1946, after Frank J. and Neta M. Cullen purchased the site from George S. Reed. (JCD 269:449) Sanborn Fire Insurance Maps show that an earlier building on this site, extending to the corner, had been replaced or remodeled into the present structure by 1949.¹⁵ In 1948 the building was occupied by the Clayton Motor Company, apparently owned by Clayton Cullen, who lived at 89 North Main. By 1964, when the Cullen's sold the property (JCD 568:416) the building was occupied by Murphy's Complete Upholstery and that use remained at this site for many years. The Cullen Building is now a real estate office.

Simply designed and notable for its clipped corner entrance, the Cullen Building retains sufficient integrity to relate its historic character during the period of significance.

ID# 18.0 *Survey #271*

CROCKER JOSEPHINE BUILDING

89 MAIN ST N

Other: Vernacular [Storefront Brick]

1889

391E09BB 5700

Primary Contributing

An early example of a two-story brick commercial volume, the Josephine Crocker Building opened in early 1889. "Mrs. J. D. Crocker has put up a two-story brick building, the lower story of which is used for a store and the upper story for lodging rooms." (*Tidings*, 7-Jan-1889, 4:7) Construction costs were estimated at \$4,400. Mrs. Crocker was the principal of the Ashland College, a private educational facility. She apparently constructed this property as an investment and leased it to various uses until 1903 when R. P. Neil became the new owner. Sanborn Fire Insurance Maps for October 1890 show the first floor occupied by a harness maker and a sewing machine company with later maps from the same source documenting a variety of small uses on the site. In 1946 North Main Hardware opened in the first floor space.

The father and son owners of the business...live with their families in two apartments above the store. A third apartment is occupied by Mr. and Mrs. Clayton Cullen. The entire building was completely remodeled last spring, with the final touch being added to day with the hanging of a large street sign...(*Tidings*, 20-Sept-1946, 1:5)

¹⁵ The present structure may well be a portion of the earlier building, possibly remodeled as the result of road alignment changes as occurred in other downtown buildings. (See, for example, Site #36.0) This, however, can not be conclusively documented.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 23

Ashland Downtown Historic District, Ashland, OR

As originally constructed, the Crocker Building was of exposed brick exterior with an elaborately detailed cornice. Today, the exposed brick of the east elevation remains, however the front elevation has been stuccoed, probably as a part of the 1945-46 remodeling. The storefront, while also remodeled and rebuilt with aluminum sash, retains general compatibility and does not seriously detract from the overall character of the building. A specific element of note is the painted wall graphic of the east elevation, "Ashland's Noted Second Hand," probably painted in the late 19th or very early 20th century.

Occupied by Brother's Restaurant for more than 20 years, the Josephine Crocker Building retains high integrity and effectively relates its development history during the period of significance.

ID# 19.0

SABATINO'S RESTAURANT BLDG

75 MAIN ST N

Modern Period: Late 20th C Historic Period

1970c

391E09BB 6000

Non-Compatible, Non-Historic, Non-Contributing

Historically this prominent corner site was occupied by a brick building similar to the Josephine Crocker Building, located to the west.

The two-story brick building at the corner of Granite and N Main St is being demolished by the owner, Lloyd Selby...the building known to many Ashlanders as the "old Dennis McCarthy building" was built in the early 1900s by the first Southern Pacific engineer to pull a train into Ashland. (*Tidings*, 17-Aug-1962, 1:5)

This present single story masonry building, designed in a vaguely Pueblo-inspired style with stepped parapet detailing and projecting "vigas" or rafter tails, was apparently constructed sometime in the late 1960s or early 1970s and housed a series of predominately Italian restaurants, most notably "Sabatino's" along with "The Vintage Inn," a popular folk music night club in Ashland during the late 1970s and early 1980s. In the 1990s the building was divided into its present configuration of multiple office and restaurant spaces. Minimally compatible with its zero setback, the overall design and use of materials of the Sabitino's Restaurant Building is incompatible with the historic architecture of the downtown

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 24

Ashland Downtown Historic District, Ashland, OR

ID# 20.0 *Survey #272*

WIETZEL'S [PARKVIEW] DEPT STORE
115 MAIN ST N (5 North Main)
Architect: Perrin, Howard R.
Early Modern: Art Moderne/Streamlined

1947
391E09BB 7600
Builder: Borg, C. E.
Primary Contributing

Built on the site of Emil Peil's blacksmith and implement shop and the 1906 addition that was built in connection with the Bank of Ashland Extension,¹⁶ the Weitzel/Park View Department is a two-story concrete volume that opened in June 1947. Designed in the streamlined Moderne style by noted Klamath Falls architect Howard R. Perrin and built by Ashland contractor C.E. Borg, Weitzel's was considered Ashland's first "modern" department store operation.¹⁷ Perrin, born and educated in Rhode Island, graduated from Brown University and relocated to Klamath Falls in 1922. In Jackson County he designed the "Yardstick" model home and the Crater Lake Ford [Winetrout] Building in Medford, a major addition to Lincoln School in Ashland, and worked on the designs of Camp White. Responsible for a majority of the commercial buildings in downtown Klamath Falls, his most notable projects in that county include the Willard Hotel, the Klamath County Jail and city halls for Doris and Lakeview. (Who's Who, 1942:331)

Corner show windows are finished in rounded plate glass with tranquil green carrara glass trim, making display space unique and modernistic...Eleven of the most modern apartments in Ashland have been constructed in the second floor of Weitzel's Department store...the entrance at 15 Winburn way is attractively finished in glass brick with [a] wide green linoleum covered stairway trimmed in chrome. Rounded corners add a modernistic touch to the hall ways. (*Tidings*, 26-June-1947, 3:1-5)

By 1955 the operation was renamed the "Park View Department Store," and remained in operation under that name through the late 1970. Converted to office and retail use, the streamlined exterior was wrapped in the present Tudor-inspired surface detail and the standing seam metal roof was added. Today two recessed storefronts face the Plaza and an additional two storefronts are located on the south elevation while second floor remains in apartment use. Although remodeled, the Weitzel Department Store Building retains essential integrity to its 1947 design beneath these alterations and so adequately relates its original development during the WWII portion of the period of significance.

¹⁶ See Sites 22.0 and 23.0.

¹⁷ See *Tidings*, 26-June-1947.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 25

Ashland Downtown Historic District, Ashland, OR

ID# 21.0

CALLE GUANAJUATO, NORTH ENTRY
0 MAIN ST N
No Style

391E09BB 7500
Vacant: Park/Recreation

Historically this tax lot was the site of a masonry building but now is a city-owned property that provides access the alley between the row of buildings on the west side of the Plaza and the channel of Ashland Creek. Named "Calle Guanajuato" after Ashland's sister city in Mexico, this corridor serves as both a service access for these Plaza merchants and as public park, with regularly scheduled festivals, crafts fairs and similar uses. Calle Guanajuato terminates at the southern end of the Plaza, joining the bridge over the Creek at the entrance to Lithia Park on Winburn Way, behind the Weitzel Department Store Building. (Site 20.0)

ID# 22.0 Survey #273

BANK OF ASHLAND EXTENSION BLDG [North Half]
11-13 MAIN ST N
Other: Vernacular [Storefront Brick]

1906
391E09BB 7700
Builder: Jordan, Frank
Primary Contributing

Built by contractor Frank Jordan in 1906, the Bank of Ashland Extension is a two-story brick volume with elaborate brick and stone detailing on the second floor facade below a projecting cornice band. The building is the northern half of a joint project of the Bank and Emil Peil, an early businessman who owned the building to the south.

The Bank of Ashland and Emil Peil are to remodel their present two story buildings facing the plaza and build a two story structure to fill in the 48-foot lot between them, making them conform from an architectural point of view....(*Tidings*, 30-Nov-1905)

Peil expanded his implement business into his half of new structure while the Bank of Ashland leased out its portion.. In the land 1940s, in connection with the construction of the Weitzel Department Store, the Peil-owned portion of the 1906 Bank of Ashland Extension building was demolished and the present building, the northern half of the original volume, remained. (see ID #20.0, above).

In 1948 the subject building was occupied by Marshall-Wells Stores, an appliance dealer. The Polk City Directory for 1964 lists this space as Coast-to-Coast Hardware.

The first floor storefront of this northern half of the Bank of Ashland Extension has been periodically remodeled and no longer reflects its initial development period. The upper floor, however, retains substantially integrity to the original design and use of materials and the overall the building retains sufficient integrity to relate its development history during the period of significance.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 26

Ashland Downtown Historic District, Ashland, OR

ID# 23.0 *Survey #274*

BANK OF ASHLAND BUILDING

15 MAIN ST N

Architect: Marsh, L.S.P. [Attributed]

Academic Classicism: Beaux Arts Classicism

1884/1929

391E09BB 7800

Builder: Marsh, L.S.P.

Primary Contributing

This impressively detailed two-story brick volume was built (and probably designed by) contractor L.S.P. Marsh in 1884, for the Bank of Ashland, one of the chief financial institutions in the community during the period. Marsh, who also built the Jacksonville Courthouse, served as general contractor while the brick work was done by the firm of Byers and Guerin and the foundation was by J. H. Whipp., all of whom had also worked with Marsh on the Jacksonville project. The elaborate exterior was befitting of the successful bank.

The new bank building will be the handsomest business house in Ashland. The front of the first story will consist of ironwork and plate glass in large single panes, for the windows and the doors. The upper story will be nicely ornamented also. (*Tidings*, 2-Apr-1884)

The completed building cost an estimated \$6,800. As constructed, the bank was a two-story brick volume with highly detailed window surrounds on the three-part second floor and heavy projecting cornice band and a traditional recessed entryway. Historic photos in the pre-WWI era show the building essentially as built, with a vertically mounted projecting sign over the door. In 1914 the bank became the U. S. National Bank of Ashland and in 1939 the operation was consolidated into First National of Portland and this location was closed. In 1948 the upper floor was in use as an apartment and the store front was vacant according to the city directory. Historic images show the storefront modified with large aluminum-framed glazing by the early 1950s. At some later point this was removed in favor of the present split-faced stone and horizontal wood siding of the present storefront design. A series of leased uses, such as Laurentide Finance Corporation in 1964, have occupied the first floor. Today, as for many years, a children's bookstore is located in the space.

Although the first floor storefront of the Bank of Ashland Building, as currently configured, bears little connection to the building's original design, the upper story retains a high degree of integrity in all aspects, relating the building original character and its association with the prominent Bank of Ashland. The Bank of Ashland Building retains sufficient integrity to relate its historic period of development and the associations for which it is significant.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 27

Ashland Downtown Historic District, Ashland, OR

ID# 24.0 *Survey #275,*

ASHLAND MASONIC LODGE BUILDING

25 MAIN ST N

Architect: Clark, Frank Chamberlain

Historic Period: Colonial

1879/1929

391E09BB 7900

Builder: Marsh, L. S. P. (Stuart, R. I.)

Primary Contributing [NR-Listed]

The lower two stories of this large three-story masonry volume were built following the major fire of March 1879 that destroyed most of the Plaza's buildings. In August 1879 noted contractor L.S.P. Marsh (builder of the Jacksonville Courthouse), was on hand as the cornerstone was laid for the new Lodge building, which historic images reveal as an elegant volume with closely spaced arched windows and storefront openings below a pedimented cornice. In 1909 a rear addition and substantially remodeling was built by R. I. Stuart from designs by Frank Chamberlain Clark.

The second floor plans call for a large main lodge room, 58' x 36', with a commodious banquet room...In addition, more room is provided for anterooms, etc. The expenditure required under the building plan to carried out cost from \$8,000 to \$10,000....(*Tidings*, 11-Nov-1909, 1:4)

In 1913 the two storefronts were modernized, with large plate glass windows below heavy prismatic-glass transom bands as twin recesses flanking a central stairwell door that lead to the upper, lodge-related, use. (*Tidings*, 25-August-1913) In 1929 the lodge was again expanded, with the addition of a third floor over the original volume. Again designed by architect Clark, this remodeling unified the facade and in large measure resulted in the present stucco-clad exterior with rectangular window openings and a modest cornice line. Construction was completed by late 1928.

In 1928 the storefronts were leased to both the Plaza Café and the Ashland branch of the post office, both long-term tenants in the building. The Plaza Café substantially remodeled its portion at the north of the first floor in 1950, installing a large neon sign over the transom band and installing a coursed stone veneer. (*Tidings*, 12-May-1950) The post office moved from its site on south of the first floor in 1954. (See Site ID #73.00) Other changes to the south bay resulted in the present glass block and stone exterior. The Plaza Café space was remodeled by the present jewelry shop in the late 1990s.

The Ashland Masonic Lodge Building represents a series of additions, remodeling and alteration that effectively mirror of the history of that fraternal organization. The building retains high integrity and effectively relates its historic period of development. The Ashland Masonic Lodge Building was individually listed on the National Register of Historic Places in 1992.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 28

Ashland Downtown Historic District, Ashland, OR

ID# 25.0 *Survey #276*

ASHLAND IMPROVEMENT COMPANY BUILDING

27-29 MAIN ST N

Architect: Clark, Frank Chamberlain

Historic Period: Classical [Greek & Roman]

1904

391E09BB 8400

Builder: Veghte, Charles

Primary Contributing

Built by contractor Charles Veghte in 1904 from designs by architect Frank Chamberlain Clark, the Ashland Improvement Company Building is a two story brick building with elaborate surface detailing on the second floor facade and a heavy projecting cornice band. The developer, the Ashland Improvement Company, was headed by successful businessman and civic leader Gwin S. Butler.

There are rumors of a new modern two story brick business block on the Atkinson estate lots on Main street, to be connected with the Masonic and McCall bricks, having a frontage of 40 feet...the new block will cost in the neighborhood of \$10,000. (*Tidings*, 31-March-1904, 3:2)

In June 1904 plans had been finalized by architect Clark and construction was soon underway. "The architecture of the building will be classical and massive, composed of pressed brick." (*Tidings*, 27-June-1904, 3:3) Completed by the year's end, the building was one of the more elaborately detailed commercial structures in the city. Original occupants of the first floor retail spaces were H. L. Whited, a jeweler, and the Patrick and Mitchell men's store. The upper floor was divided into a series of offices, access via a wide stairwell at the south of the storefronts. The building remained in use by small businesses. A drug store was located here in the 1920s and remained for many years. In 1948 the building was occupied by McNair Brothers Drugs. Restaurant uses, beginning at least by 1964, continued into the 1990s and today the ground floor offers two retail spaces with leased space for city offices on the second floor.

While the storefronts of the Ashland Improvement Company Building have been serially altered, the elaborate detailing the second floor exterior remains essentially as it did upon the building's 1904 completion. The Ashland Improvement Company Building successfully relates both its original design and the associations for which it is significant.

ID# 26.0 *Survey #277*

MILLS-McCALL BUILDING [Perrine's]

31-35 MAIN ST N

Architect: Clark, Frank Chamberlain

Academic Classicism: American Renaissance

1904

391E09BB 8500

Builder: Bamber, A. E.

Primary Contributing

Built upon the foundation and first floor structure of the 1878 McCall Building, the oldest standing commercial structure in Ashland, the Mills-McCall Building was completed in 1904 with the addition of a second floor to the earlier volume.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 29

Ashland Downtown Historic District, Ashland, OR

D. R. Mills and Mrs. M. E. McCall contracted with A. E. Bamber, Frank Potter and O. E. Hearst for the building of the second story of the Mills-McCall block....the addition to cost about \$4000. (*Ashland Tidings*, 27-June-1904, 3:3)

The original 1878 McCall Building was erected by John M. McCall, a prominent Ashland businessman and one-time mayor and state legislator. In 1904 Mary McCall, John's widow, joined with Delos Mills, a longtime merchant, and hired architect Clark and contractor Bamber to expand the building with the addition of a second floor. Mills' opened his dry goods store here, eventually succeeded by the firm Drake and Kinney in 1909. In 1908 the newspaper reported that a new projecting balcony was to be built.

A balcony is being build across the front of Beebe & Keeney's big store, which will add materially to the floor space for the display of their large lines of clothing for men and boys. (*Tidings*, 1-Oct-1908, 2:1)

It is not clear if this refers to the exterior balcony or not. In 1921 "Perrine's" another clothing and dry-goods store, opened here, remaining as a Plaza fixture into the early 1980s.

In the 1940s, the signature projecting balcony and other facade detailing of the Mills-McCall Building were removed as part of a modernization program. In the mid-1980s the building facade was substantially renovated to better reflect its original 1904 exterior appearance. While including non-historic materials and not entirely consistent with the original design or detailing, the overall character of the Mills-McCall Building remains sufficient to reflect its original development period.

ID# 27.0 *Survey #278*

JOHNSON-SIMPSON BUILDING

37 MAIN ST N

Architect: Clark, Frank Chamberlain (1928)

Other: Vernacular [Storefront Commercial]

1886/1928

391E09BB 8600

Primary Contributing

This single-story stuccoed brick storefront was built in 1886 and contains the two southernmost bays of the Avery Johnson building. Johnson developed a total of four brick storefronts facing the Plaza at a total cost of \$6,000 and soon leased the spaces out to a variety of small retail uses including a hardware store, a grocery, a billiard parlor and a clothing store. Eddings Hardware, one of the original occupants, was purchased by Thomas Simpson in 1903 and by 1916 Mr. Simpson purchased the adjacent storefront and opened an interior arch to connect them and enlarge his Simpson Hardware business, unifying the two spaces into a single store.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 30

Ashland Downtown Historic District, Ashland, OR

In 1928, celebrating twenty-five years at this location, Simpson Hardware again remodeled the building, including the application of the stucco front, under the direction of architect Frank Chamberlain Clark.

The improvements are completed at a cost of approximately \$4,000, the plans drawn by F. C. Clark, Medford, architect, embodying ideas for convenience and service...A stucco front replaces the old brick front of the building, the two large store rooms, formerly connected with an arch, have been made into one large room. (*Tidings*, 20-Aug-1928)

Simpson's Hardware remained operation at this location until the mid-1960s, a period of more than sixty years. Today the Johnson-Simpson Hardware retains high integrity to its 1928 appearance with the large transom panels framing the twin bays and central recessed entryway. The Johnson-Simpson Hardware Building retains high integrity and effectively relates its development history during the period of significance.

ID# 28.0 *Survey #279*

AVERY JOHNSON BUILDING (SOUTH HALF)
41 MAIN ST N
Other: Vernacular [Storefront Commercial]

1886
391E09BB 8800
Primary Contributing

This single-story stuccoed brick storefront was built in 1886 and is a single-bay portion of the Avery Johnson building. Johnson developed a total of four brick storefronts facing the Plaza at a total cost of \$6,000. (See above, Site 27.0). Upon completion he leased the spaces to a variety of small retail uses and a grocery store and billiard parlor were the original tenants in this half of the building, now identified as ID# 28.0 and 29.0. In the early 1950s the Log Cabin Tavern, previously located on East Main, relocated here and remained into the early 1990s.

About 1915 the exterior of this bay and the one to the north were extensively remodeled and the original brick exterior was covered with stucco, obscuring the original detailing. Various subsequent remodeling to the storefront has also occurred however the basic configuration, with a recessed entry remains. Although somewhat compromised in the storefront, the overall character of the Avery Johnson Building [South Half] remain consistent with the 1915 exterior and as such the building retains sufficient integrity to relate its development history during the period of significance.

ID# 29.0 *Survey #280*

AVERY JOHNSON BUILDING (NORTH HALF)
45 MAIN ST N
Other: Vernacular [Storefront Commercial]

1886
391E09BB 8900
Primary Contributing

This single-story stuccoed brick storefront was built in 1886 and is a single-bay portion of the Avery Johnson building. Johnson developed a total of four brick storefronts facing the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 31

Ashland Downtown Historic District, Ashland, OR

Plaza at a total cost of \$6,000. (See above, Sites 27.0 and 28.0). Upon completion he leased the spaces to a variety of small retail uses and a grocery store and billiard parlor were the original tenants in this half of the building, now identified as ID# 28.0 and 29.0. By 1912 this space was occupied by a sporting goods store and in 1948 the space housed a dry cleaners, a used which remained at least through 1964. In the 1970s one of Ashland's first health food stores occupied this space and more recent tenants have included a yogurt shop and various other uses.

Like the storefront to the south (ID #28.0) the exterior of this portion of the Avery Johnson Building was remodeled in about 1915 and the original brick exterior was covered in stucco. And while more recent renovation has altered the storefront and entry, here the early simple-glass transom band remains, effectively relating the early appearance. The Avery Johnson Building [North Half] retains sufficient integrity to relate its development history during the period of significance.

ID# 30.0 *Survey #281*

HENRY JUDGE BUILDING
47 MAIN ST N

Other: Vernacular [Storefront Brick]

1886
391E09BB 9000
Primary Contributing

This single-story brick building with a small cornice and three-part plain panel decoration above the storefront, was built for Henry Judge, a saddlemaker, in 1886. Judge had first arrived in southern Oregon in the 1850s and was a prominent resident of Jacksonville for many years before eventually relocating in Ashland. He remained in business here until 1890 when the building was sold to Charles Main. A number of uses have occupied the space over the years, including Thompson's Grocery Store in the late 1940s, a use that remained as late as 1977 when the building was occupied by the Lithia Grocery. Tommy's restaurant was a long time occupant in the 1980s and the building remains a restaurant today.

The exterior of the Henry Judge Building retains its brick exterior and decorative cornice detailing. The storefront, while not original, has been rebuilt in a compatible fashion and retains the central recessed entry. A full width transom band remains below the present canvas awnings. One of the oldest commercial volumes in Ashland, the Henry Judge Building retains high integrity and effectively relates its development history during the period of significance.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 32

Ashland Downtown Historic District, Ashland, OR

ID# 31.0 *Survey #282*

ASHLAND I.O.O.F. BUILDING
49 MAIN ST N

1879

391E09BB 9200

Jacob, Fox and Guerin

Primary Contributing [NR-Listed]

American L. 19th C: Commercial [Italianate]

A two-story brick volume with a series of arched windows on the primary elevation, the Ashland I.O.O.F. Building was begun in late 1879, one of the first structures built after the major fire of 4-March-1879. Designed by an unknown architect in an eclectic style with strong Italianate elements, the I.O.O.F. Building was constructed by Jacob, Fox and Guerin. Multiple retail spaces occupy the first floor of the building and while the entire upper floor (originally the lodge hall) is in use as a restaurant. A rear basement level-entry creates additional usable space. In 1979 the IOOF Building was individually listed on the National Register of Historic Places.

ID# 32.0 *Survey #283*

WERTH LOUIS BUILDING
82 MAIN ST N

1909

391E09BB 9700

Primary Contributing

Other: Vernacular [Storefront Concrete]

This one-story concrete block storefront was constructed in 1909 for Ashland butchers Louis Werth and Dennis. Werth had purchased the property in Summer 1908. The Werth Building is the easternmost portion of the matching cast concrete block volume at this site. (See Site 32.0, below)

Louis Werth has purchased from Miss Belle Anderson the business property on Main street near the bridge now occupied by The Novelty repair shop and the Mickelson shoe shop. Mr. Werth is preparing to engage in the butcher business in this city and will occupy the larger of the rooms with a new meat market to be opened next month. (*Tidings*, 16-Jul-1908, 5:3)

Werth, a native of Germany, was born in April 1864 and arrived in Ashland during the 1890s. Married to the Lucinda Ganiard, of a prominent Ashland family, Werth became well known and served on the Ashland City Council along with other civic activities. By early 1909 Werth had acquired a partner and after a fire, determined to build the subject building out of a more permanent material.

Werth and Dennis will erect a new meat market on the site of the one recently destroyed by fire. The building will be of brick or cement. (*Ashland Tidings*, 4-February-1909, 5:3)

Construction was supervised by the owners and was finished by mid-Summer. "...Ornamental concrete work on the front of the Stock and Werth buildings is about complete." (*Ashland Tidings*, 2-August-1909, 5:1). 1911 Sanborn Maps show the Werth

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 33

Ashland Downtown Historic District, Ashland, OR

Building as the site of a restaurant, probably that of Wah Chung, one of the leading members of Ashland's Chinese community at the turn of the century. By 1948 the building was in use as a second hand store. A variety of other uses, including an early pottery store and the present art gallery, have occupied the site, made far more visible following the demolition of the building spanning Ashland Creek to the east for the creation of Bluebird Park.

Visually joined to the matching Stock Building to the west, the Louis Werth Building is notable for its use of cast concrete block and the decorative acanthus-leaf detailing of its cornice line. Serially renovated, the present exterior, with its recessed storefront effectively relates the original construction of the building and retains sufficient integrity to relate its historic character during the period of significance.

ID# 33.0 Survey # 285

STOCK H. C. BUILDING

88 MAIN ST N

Other: Vernacular [Storefront Concrete]

1909

391E09BB 9800

Primary Contributing

Built in tandem with Werth Building and designed as visually matching volume, the H. C. Stock Building was also completed in 1909 and was used by Stock for his undertaking and cabinet-making business.

[H. C. Stock] ...is beginning foundation work on a new undertaking parlor and cabinet shop...adjacent to Louis Werth's property on Main Street....[the building will be] a model of its kind...first class. (*Tidings*, 4-Feb-1909, 5:3)

Estimated at \$2500 and supervised by Stock himself, the building was substantially complete by Summer and Stock opened his business thereafter. Herman C. Stock, like Werth, was born in Germany. Moving to the US in 1861, he came West to San Francisco in 1883 and then to Ashland in 1897. He remained in the undertaking business in Ashland until his death in 1933. Four years later the business became part of Litwiller Mortuary which continued to operate at this location through the late 1950s when they relocated to a new structure on Highway 66. In 1964 the Stock Building was used as veterinarian office and has subsequent been used by a variety of specialized retail stores.

Visually joined to the matching Werth Building to the east, the Herman Stock Building is notable for its use of cast concrete block and the decorative acanthus-leaf detailing of its cornice line. Associated with a long-time business use in Ashland, the Stock Building has been minimally modified and effectively conveys the original construction of the building, retaining sufficient integrity to relate its historic character during the period of significance.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 34

Ashland Downtown Historic District, Ashland, OR

ID# 33.100 *Survey #284*

SMALL STOREFRONT
88 MAIN ST N

1978

391E09BB 9800

Builder: Fansler, Michael

Modern Period: Late 20th C Historic Period

Compatible, Non-Historic, Non-Contributing

This small masonry building was constructed on the western portion of TL 9800 to shelter a stairwell that led to a restaurant use at the bottom level of the steeply sloped lot. Designed by the contractor, Michael Fansler, and the property owner, Mr. Paul Meyer, the small structure was completed in 1978. Later a second, outdoor, stairwell was constructed and this facade was converted to provide an additional storefront, currently a travel agency. Built of coursed "slumpstone" with a small stepped parapet, it is compatible in design and general character with the downtown.

ID# 34.0

BLUEBIRD PARK
0 MAIN ST E

1972

391E09BB 9600

No Style

Vacant: Park/Recreation

Historically this corner location was the site of a two-story brick building, erected partially over the Ashland Creek channel as it exits the downtown area. Last used as "The Plaza Apartments," the building was condemned by the city as unsafe c1970 and the vacant parcel was soon considered an eyesore. In 1972 property owner Walt Young granted permission to a civic group led by James Ragland, Chair of the Ashland Planning Commission, and Lewis Osborne, a former editor for *Sunset Magazine*, "...permission for the planting and tending of a decorative garden on my property at the corner of Water Street..." (Young, letter to Ragland, 10-October-1972)¹⁸ Harry and David agreed to donate some plant materials and *Sunset*, at Osborne's request, provided a design for the small development free of charge. (*Tidings*, undated article Oct 1972)

This "Bluebird Park" project — so named because a "Bluebird" group of young girls has agreed to take care of it later — is a rather small project [but] shows how volunteer projects for the benefit of the community can work. (*Tidings*, 8-Nov-1972, 4:1-2)

The Bluebird Park site was acquired by Jackson County in 1977 and eventually was transferred to the City of Ashland Parks and Recreation Department.

¹⁸ This letter, along with an extensive clipping file on Bluebird Park, is in the collection of the Ashland Parks and Recreation Department.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 35

Ashland Downtown Historic District, Ashland, OR

ID# 35.0 *Survey #286*

STAR STEAM LAUNDRY BUILDING
31 WATER ST

Architect: Bowen, William F.

Academic Classicism: American Renaissance

1911

391E09BB 10000

Primary Contributing

This single-story building with a full daylight basement is constructed of textured concrete block and was built in 1911 as the new plant of the Star Steam Laundry Company. It was designed by noted local architect William Francis Bowen, who in the short period between 1910-1913 designed a number of significant residential and commercial structures in Ashland.¹⁹

Plans have been drawn by W. F. Bowen for a concrete building to be erected by the Ashland Steam Laundry on the site of their present place of business. (*Tidings*, 12-April-1911, 1:2)

Construction was completed by October 1911 and the building remained in laundry use under various owners for more than forty years. In 1948 the "Ashland Laundry" was located here, an operation which continued at least through the early 1950s. By 1964 the building was occupied by an art gallery and later uses have included a restaurant, a crafts cooperative, small specialty retail and a micro-brew pub.

The Star Steam Laundry Building retains its recessed entry on the south and a fine projecting cornice along the facade. While the windows have been replaced and the building has been subject to some modification, the Star Steam Laundry Building retains generally high integrity and effectively relates its historic period of development.

ID# 36.0 *Survey #288*

FLATIRON BUILDING-CLAYCOMB BLOCK
40 MAIN ST E

Other: Vernacular [Storefront Concrete]

1920/1946

391E09BB 10100

Primary Contributing

The exact history of this complex of connected masonry volumes remains somewhat unclear although portions of the building apparently include what was called the "FlatIron Building" opened by Harrison Brothers in 1920 and, potentially, some portion of the "Ford Garage" which pre-dated it. At the opening of the Flat-Iron Building, the local newspaper reported;

...[I]t is a model block...resulting from the widening of North Main street near the plaza...In fact it might well rival the frontage of the fine new Ford Garage, of which it is practically an annex ...One needs to go through the Ford headquarters to get

¹⁹ Bowen's other designs include the Citizen's Bank Building (Site79.x), the Atkinson Memorial Bridge in Lithia Park, and a number of Craftsman and bungalow style homes throughout the city.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 36

Ashland Downtown Historic District, Ashland, OR

some idea of the extent of this big establishment...The structure is of concrete and most substantial... This notable improvement, of which Harrison Brothers are the proprietors, cost \$30,000 and its owners are already considering a proposition to further extend the limits of their new quarters...(Tidings, 23-Dec-1920)

In 1925 H. L. Claycomb opened his Claycomb Motors here after having purchased the Ashland Ford and Fordson dealerships from Harrison Brothers.

H. L. Claycomb, formerly of Walla Walla, will be the new owner of the Ford agency...C. M. Pierce and N .H. Harrison become owners of the Ford Garage Building with its 16,000 square feet of floor space which will be occupied by Mr. Claycomb under a long term lease. (Tidings, 2-Sept-1925, 1:8)

In 1932 H. L. and Isabelle Claycomb began to purchase portions of the block, first from Newson Harrison. (See JCD 191:354) After a series of additional acquisitions Claycomb owned the subject tax lot. (See JCD 208:354 and 266:455) A 1935 photograph of the building shows the primary facade with a graceful arched parapet and a series of storefronts with recessed entries.

In 1946, again as a part of the realignment of Main street and changes to the Plaza, the southern portion of this block was demolished to created the present footprint and new "facades" were constructed in what had originally been the middle of the original volume. Claycomb acquired additional lands from the State of Oregon, as well as Southern Pacific.²⁰

H .L Claycomb has completed a major portion of the remodeling of the Ford Garage and Service Station at Water street. He still has some building to be done between the Ford garage and the George Knox property at E. Main...(Tidings, 9-Sept-1946, 1:4)

Just prior to the reconfiguration of the buildings, Claycomb retired from the auto dealership and the site was leased to Walt DeBoer, who moved his "Lithia Motors" to the Plaza from its earlier site on South First Street. (See Site 83.0.)²¹ Lithia occupied a now demolished building at the western edge of the property, as well as portions of the present "Orchard Mall." Jim Busch Ford leased space from Claycomb between Lithia and the new

²⁰ In 1910 the Southern Pacific had built a small spur line from the main track near Helman Street that roughly followed Water Street and terminated in a "turntable" was located in what is now the parking lot to the west of the Claycomb Block. Historic accounts indicate the intent of the spur was for passenger pick-up at the Plaza. (See *Medford Mail Tribune*, 25-Nov-1910) The 1946 transfer of land to Claycomb likely long postdates SP's actual removal of the turntable.

²¹ Sid DeBoer, personal communication with the Author, Feb 1999. See also *Tidings*, 5-Sep-1946, 2:1.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 37

Ashland Downtown Historic District, Ashland, OR

Knox Building. As near as can be determined the essential configuration of the block as it exists today was largely in place by 1948. (*Tidings*, 25-Jul-1948, 2nd Section 2:1)

Following a major fire which damaged Busch Ford in 1954, Lithia Motors expanded to occupy the bulk of the block. They remained at this location through 1970-71, before moving to Medford where the company continues. Still leasing the building, the DeBoer family sub-contracted with others to develop "Orchard Lane Mall," the collection of small stores that still occupies the western portion of the building. Nimbus, a specialty retail store, has occupied the eastern portion of the building for more than twenty years. Henry Claycomb died in 1959 and his wife Isabelle died in 1973. Once the DeBoer lease expired the property reverted to Claycomb family control, which continues at this writing.²² In the 1990s a free-standing espresso cart and small bike/kayak rental building were constructed in the western parking lot area of the building.

While the exact history of the development of the Flat-Iron Building/Claycomb Block is incredibly complex as the result of its consolidation, incorporation, demolition and partial demolition of several adjacent volumes, the essential character of the building as it exists today retains considerable integrity to the 1946-1948 design that resulted from changes to the Plaza and North Main Street. Stucco clad, with a series of recessed entries, the building retains some subtle historic detailing in the Art Moderne cornice detail and marker of the "Claycomb Block" portion. The multiple storefronts and regular window openings, use of stucco and brick are all consistent with the post-war history of the downtown and as a result the Flat-Iron Building/Claycomb Block, in its present configuration for more than 50 years, retains sufficient integrity to relate its historic character during the latter years of the period of significance.

ID# 37.0 Survey #289

KNOX BUILDING
33 MAIN ST E (plus 75-77 Oak Street)
Architect: Laing, William
Early Modern: Art Moderne/Streamlined

1946
391E09BB 10200

Primary Contributing

This two-story masonry structure was completed in 1946 for George Knox, who operated his Knox Shoe Repair Shop at this prominent corner with leased spaces in the building's storefronts and apartments upstairs. "Modernistic" in style with a rounded streamline corner entry, the Knox Building was designed by Medford architect William Laing.²³

²² See *Tidings*, 23-Oct-1959 and 15-Oct-1973.

²³ Laing, who possibly was an engineer rather than an architect, was responsible for a number of school projects in the Rogue Valley, including the Riverside School in Grants Pass, various commercial buildings in downtown Medford, and the Jackson County "Poor Farm," in Talent, now offices of the Jackson ESD.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 38

Ashland Downtown Historic District, Ashland, OR

It will be a two story with six apartments upstairs. [Knox's] own business will and three other sites will face East Main Street. The fourth business will be on Oak Street, adjoining Whittle Transfer...It will have a 70' frontage on East Main and total cost of the project is estimated at \$40,000. (*Tidings*, 28-August-1946, 1:4)

Considered an integral element of the massive reconstruction and realignment of Highway 99 in the Plaza area that was completed in 1948, the opening of the Knox Building was hailed as a milestone in Ashland's post-WWII development. "It is predicted it will be one of the most attractive street intersections in the state when it is completed this summer." (*Tidings*, 25-July-1948, 2nd Section)

The Knox Building opened in mid-1947. Knox remained in business here only until 1954, when the longtime shoe repair company closed with Knox's retirement. (*Tidings*, 28-Jun-1954, 1:3) In 1964 Grueber's Shoe Repair occupied the corner and other tenants included Fern's Beauty Salon and Don's Barber Shop. Today, four small retail or service uses remain on the ground floor with apartments above, accessed from Oak Street.

The exterior of the Knox Building has been somewhat modified with window replacements and other changes. The storefronts and stepped projecting canopy, however, remain from the 1946 design along with glass blocked opening facing Oak Street, the corner entryway, and other features that relate the original modernistic character of Laing's design. The Knox Building retains sufficient integrity to relate its development history during the period of significance.

ID# 38.0 *Survey #291*

PAULSON P.W. BUILDING

89-93 OAK ST

Other: Vernacular [Storefront Brick]

1905

391E09BB 10300

**Builder: Jordan, Frank
Primary Contributing**

A single-story brick structure with three storefronts facing Oak Street, construction on the P. W. Paulson Building began in 1905.

P W Paulson has let the contract to Frank Jordan for the new brick block on Oak near Main. The new block will be 48 feet by 40 feet and divided into three storerooms. Doubtless it will rent well. (*Tidings*, 13-March-1905)

Paulson sold the property to Edward Estes in 1911, an earlier element in Estes' downtown real estate investments.²⁴ By 1925 the building was owned by Floyd Whittle, who erected a second volume on the vacant portion of the lot to the north. (See ID #38.100). Early tenants of the space include the Siskiyou Electric Light and Power Company, a pioneer

²⁴ In 1912 Estes also purchased the burnt Ganiard Opera House on the corner of Pioneer and Main. See ID #15.0.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 39

Ashland Downtown Historic District, Ashland, OR

utility in the region and Wells Fargo in 1911, Whittle's Transfer Company (1928) and many others. Whittle Transfer (and Oil) remained into the 1950s and by 1964 the Polk City Directory lists Conklin Fuel Company and the Greyhound Bus Depot at this location, the latter of which remained into the 1990s. Today the Paulson Building is leased to three small retail businesses

As originally built the Paulson Building boasted an elaborate brick cornice with corbelling and other details, all removed at some point as is typical of many of the city's early brick commercial buildings. The storefronts too have been altered but generally retain their recessed, central, entryways and essential character. While modified, the P. W. Paulson Building retains sufficient integrity to relate its development history during the period of significance.

ID# 38.100 *Survey #290*

WHITTLE GARAGE BUILDING

101 OAK ST

Other: Vernacular [Storefront Concrete]

1925

391E09BB 10300

Primary Contributing [NR-Listed]

Completed in 1925, the Whittle Garage Building was essentially constructed as a facade and trussed roof between the two earlier masonry buildings that were adjacent to this vacant site. Legally the structure remains a portion of the underlying tax-lot of the P. W. Paulson Building (ID #38.0). The Whittle Garage Building is significant as an intact example of the functional falsefront architectural style associated with the impact of the automobile on Ashland's downtown during the 1920s. The Whittle Transfer Company, as well as the Whittle Oil Company were owned by Floyd Whittle who developed this space and used it for his own businesses' as well as a rental. In 1954, after repairing damage from a fire at Jim Busch Ford, Pioneer Glass and Cabinet relocated here and remained into the early 1990s.

Purchased by the present owners, the Whittle Garage Building was listed on the National Register of Historic Places in 1996 and following a certified rehabilitation program reopened as Standing Stone Brewing Company in 1997.

ID# 39.0 *Survey #292*

PAULSON-FREEBERG BUILDING

107 OAK ST

Other: Vernacular [Storefront Concrete]

1909

391E09BB 10500

Primary Contributing

A single-story cast concrete block structure, the Paulson-Freeberg Building was constructed in 1909 for P. W. Paulson, who had previously developed ID #38.0 just south of this lot. The building was built for the Pacific Telephone and Telegraph company.

[the phone company] has accepted the offer by P. W. Paulson who has let the contract for a cement block structure 26 x 64 feet. The company will lease for at

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 40

Ashland Downtown Historic District, Ashland, OR

least five years. The new building will be on Mr. Paulson's property on Oak, beginning 30 feet north of the line of his present building. (*Tidings*, 5-May-1909, 1:4)

Two years after the building was completed Paulson sold it to William A. Freeberg, a jeweler, who maintained the building as an investment. The phone company occupied the space at least through 1948 and by 1964 the Artisan Press, a longtime Ashland printer, was located here. Later uses include a series of small shops. In the late 1960s a single story concrete block addition was constructed to the rear of the Paulson-Freeberg Building. This L-shaped volume has long been the site of "Puck's Donuts," the "Modern Barber Shop" and Ashland's OLCC liquor store. It is considered a visually separate, non-historic, non-compatible element of the Paulson-Freeberg site.

The Paulson-Freeberg Building, like many commercial structures, has been somewhat modified by new storefront windows and an applied brick veneer. Side elevation windows remain as built and the concrete block exterior of the structure retains very high integrity so that overall the building successfully relates its development history during the period of significance.

ID# 40.0

1st NATL BANK OF OREGON
67 MAIN ST E

Architect: Breeden, William (Attributed)
Modern Period: International

1962
391E09BB 13000

Builder: Graff and Jones

Non-Compatible, Non-Historic, Non-Contributing

The original building on this site was the Ashland Hotel, a late-19th century three-story brick building built in anticipation of Ashland's connection to the main line of the Southern Pacific Railroad. Occupying the full block and visually dominating downtown for more than three-quarters of a century, the Ashland Hotel was razed in June 1961.

Completed in 1962 after the demolition, the First National Bank of Oregon Building (long the site First Interstate Bank and now Wells Fargo Bank following a series of mergers), occupies the south half of the block with parking and drive up windows on the north. The "gala ribbon-cutting ceremony feather Martha Wyatt, the lovely 'Miss Oregon' from Jacksonville," was held on Friday October 12th 1962. (*Tidings*, 11-Oct-1962) Built with a flat roof, set back from the sidewalk and designed in a modern, non-ornamental style with non-historic materials, the First National Bank of Oregon Building is not visually compatible with or complimentary to the historic character of the Ashland downtown.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 41

Ashland Downtown Historic District, Ashland, OR

ID# 41.0 *Survey #293*

LITHIA SPRINGS HOTEL [MARK ANTONY]
212 MAIN ST E
Architect: Tourtellotte & Hummel
Historic Period: Gothic

1925
391E09BC 100
Builder: McNeil & Hoover
Primary Contributing [NR-Listed]

The nine-story bearing masonry Lithia Springs Hotel opened in 1925, one of a group of so-called "Subscription Hotels" designed by the noted Portland firm of Tourtellotte and Hummel. Long the tallest structure between San Francisco and Portland, the Lithia Springs Hotel was expected to provide Ashland with "Class A" accommodations along the newly built Pacific Highway. Beset by a series of financial reverses, compounded by the Great Depression, the hotel was largely unprofitable, unaltered, and little maintained from much of its first forty years. In 1961 a renovation campaign included a contest to rename the building in keeping with Ashland's growing Oregon Shakespearean Festival. The Mark Antony Motor Lodge was individually listed on the National Register of Historic Places in 1977 and a major, if misguided renovation, attempted to rejuvenate the building to its original glory.

Purchased for unpaid taxes in 1998, at this writing the Mark Antony is undergoing a complete certified rehabilitation program that will correct and rectify much of the damage of the 1977-78 effort and the subsequent twenty-plus years of substandard care.

ID# 42.0 *Survey #294*

JORDAN ELECTRIC BUILDING
180 MAIN ST E

1911c/1925
391E09BC 200
Builder: Crally & Winters
Primary Contributing

Other: Vernacular [Storefront Commercial]

In 1911 this site was occupied by an undertaker's building that stood along the small public alley according to Sanborn Fire Insurance Maps. In 1928 what appears to be that same pre-1911 structure was in use as an electrical supply company. In 1925 the local newspaper reported the following:

Contract has been let by O. H. Johnson, jeweler, for the excavation of his fine business lot preparatory to the erection of a modern business house suite to his needs *The lot is situated next to the Jordan Electric shop on East Main...the new building, which will be 20 x 60 feet, is to be completed by May 1. The structure will be of concrete with a glass front and cement floor. (Mail Tribune, 29-Dec-1924, 8:2, emphasis added)*

This comment would seem to indicate that the concrete volume of O. H. Johnson's jewelry shop was built next to the brick volume of Jordan Electric however the Sanborn for 1928 shows only the east portion standing. And the east portion of the present building is of

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 42

Ashland Downtown Historic District, Ashland, OR

stucco-coated brick construction while the western, presumably newer portion, is built of concrete block.

The 1948 City Directory lists the entire, presumably combined, volume as the site of Jordan Electric, a longtime use which continued into the late 1950s or early 1960s. In 1964 the building was again in use as two storefronts, occupied by the Prism Camera Gift Shop and the law offices of John L. Flynn. In more recent years the building has been occupied by the Ashland Flower Shop and the local Christian Scientist Reading Room.

While the social history of this structure is somewhat unclear, the two-bay masonry volume is typical of the early 20th century buildings in Ashland, including the remodeling and modest storefront changes, along East Main Street. While altered, the building retains integrity in volume, materials, general feeling, and character. As such, the Jordan Electric-Johnson Building retains sufficient integrity to relate its historic character during the period of significance.

ID# 43.0

CITY LOT

No Style

391E09BC 201

Vacant: Improved Parking

ID# 44.0

CITY PARKING 2 [HARGADINE]

No Style

391E09BC 300

Vacant [Improved Parking]

This site was acquired by the City of Ashland in 1969 for the development of a large parking lot in connection with a planned expansion of the Oregon Shakespearean Festival Association. The City Council authorized purchase of the three lots for \$45,000 on 1-July-1969. (*Tidings*, 2-July-1969, 3:7-8) The three residences, one believed to have been built in the 1860s, were partially demolished by city crews in preparation for "practice burning" by the Ashland Fire Department in February 1970. (*Tidings*, 16-Feb-1970, 1:6) The large paved parking lot occupies the central portion of the south half of this block, between "Carpenter Hall" on the west and the rear parking lot of the Lithia Springs/Mark Antony Hotel.

ID# 45.0 *Survey #295,*

VARSITY THEATRE

166 MAIN ST E

Architect: Clark & Keeney

Early Modern: Art Moderne/Streamlined

1937

391E09BC 500

Builder: Childers, Elmer

Primary Contributing

A fine example of a small town Art Deco/Art Moderne movie theater, the Varsity was designed by the Medford architectural firm of Clark and Keeney and built by Medford

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 43

Ashland Downtown Historic District, Ashland, OR

contractor Elmer Childers in 1937. The cornerstone for the prominent building was laid in July 1937 and the grand opening was held the following November.

Ashland's new Varsity theater, a \$50,000 structure that will be the outstanding moving picture building in southern Oregon will be opened Thursday evening....Plans are now being laid for one of the most gala events the Lithia City has ever experienced. (*Tidings*, 13-Nov-1937, 1:3)

Developed by Walter Leverette, the construction of the Varsity Theater was hailed by the public as a sign of better times in Ashland, a community still reeling from the effects of the Depression. Leverette, a successful real estate agent and entrepreneur in southern Oregon since 1922, had previously operated the Lithia Theater in Ashland (located at the NE corner of First and East Main, on the site of ID #78.0), as well as other movie theaters from Weed to Grants Pass. Associated with a number of other properties in the area, at the time the Varsity was developed Leverette was also the operator of the Lithia Springs Hotel (Mark Antony) and the Lithia Garage. (See Sites 41.0 and 83.0)

As planned, the Varsity opened 18-November-1937 with a special Eddie Cantor feature headlining the program. The *Tidings* enthused "The new Varsity is one of the largest investments in Ashland in many years, a manifestation of the faith which this builder has shown in southern Oregon..." (*Tidings*, 17-Nov-1937, 1:1)

First subdivided in the early 1970s into three screens, including two on the main level and a small "art" theater in the former balcony, additions to the rear of the building have created two more theaters outside the historic volume. In connection with that work, the main facade and, ultimately, the large neon pylon sign have been restored and returned to a historically appropriate appearance. One of the major visual landmarks in the Ashland downtown since its completion more than 60 years ago, the Varsity Theater continues as the only movie theater in the downtown core and admirably relates its original development during the historic period of significance.

ID# 46.0 Survey #296

ASHLAND DAILY TIDINGS BLDG
154 MAIN ST E

1938
391E09BC 600
Builder: Smith, E. O.
Primary Contributing

Other: Vernacular [Storefront Commercial]

This single-story stucco-clad masonry building was completed in 1938 as the offices and printing plant of the *Ashland Daily Tidings*, owned by the Ashland Printing Company. Built by contractor E. O. Smith, ground-breaking was in September 1937.

The Ashland Printing Co...will start construction of a new newspaper building on East Main street next to Fortmiller's store...the new building...will be one story

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 44

Ashland Downtown Historic District, Ashland, OR

high and to a certain extent harmonize with the front of the new [Varsity] theater on the adjoining lot. (*Tidings*, 30-Sept-1937, 1:1)

The first issue of the *Ashland Tidings* appeared on 17-June-1876 with pioneer settler James M. Sutton serving as editor and publisher. Other early owners included J. M. McCall and O. C. Applegate, son of Lindsay Applegate. By 1879 Leeds and Merritt owned the paper, Fred Wagner soon replacing Merritt and eventually became the sole owner.²⁵ By 1911 Elbert "Bert" Greer became the editor and soon the *Tidings* became the "*Daily Tidings*." Greer, after several failed attempts in politics, turned the operation of the paper over to George M. Green and while retaining ownership under the name Ashland Printing Company, left the area never to return. The Ashland Printing Company owned the paper until December 1950. (Blaine, *Tidings*, 17-Jun-1976, 100th Anniversary Issue, A:2)

Located on the Plaza for more than 30 years, the *Tidings* offices opened in this building February 1938 and remained here until 1973 when the business was relocated to its present plant on Siskiyou Boulevard. The *Tidings* continues in its one-hundred and twenty-third year as one of Oregon's oldest newspapers and Ashland's only daily.

As originally built, the *Tidings* Building facade included a glass-block entryway centered on the facade with twin steel-sash windows and a delicately arched cornice line between the twin pilasters at the corner. While the entry has been modified to accommodate the present office use and a retail space has been opened onto the walkway lining the east elevation, the historic character of the buildings clearly remains. The Ashland Daily *Tidings* Building retains high integrity and effectively relates its development history during the period of significance.

ID# 47.0 Survey #297

McGEE-FORTMILLER BUILDING

142 MAIN ST E

Architect: Clark, Frank Chamberlain

Academic Classicism: American Renaissance

1925

391E09BC 700

Builder: Lamb, A.L.

Primary Contributing

This impressive two story concrete structure with an elaborate brick facade was designed by architect Frank Chamberlain Clark and built by contractor A. L. Lamb as the new J. H. McGee dry goods store. (Site #77.0)

The structure will be modern one story building, built on the city plan...a modern and artistic front will made it the best looking building in town outside of the new hotel...F. C. Clark, of Medford, designed the building." (*Tidings*, 23-May-1925, 1:3)

²⁵ William Leeds left Ashland to assume the position of State Printer, in Salem.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 45

Ashland Downtown Historic District, Ashland, OR

J. H. McGee first arrived in Ashland in 1908 and first worked as a clerk for Beebe & Keeney on the Plaza. By 1912 he had his own firm, located in the Elks Building. (Site #77.0) Construction was completed on the new structure by mid-October and the local paper published a special section to commemorate the opening.

The new building...is a one story reinforced concrete building 50 x 100 feet in size. With front and rear mezzanine floors and with a warehouse on the roof of the rear of the building 20 x 50 feet in size, the structure gives ample space...Four large skylights furnish lights for the store...indirect lighting effects are obtained by the show windows...which are set back into the building with a large island window in the middle...(*Tidings*, 8-Oct-1925, Special Section, 2:1-2)

In 1935 McGee retired from the business and sold the company and later the structure to Mr. and Mrs. C. W. Fortmiller. The Fortmiller's continued the business under the family name but undertook some renovation to the structure.

NEW FRONT FOR FORTMILLER'S: "The entire front of the store will be remodeled and, accordingly, J. H. McGee, owner of the building has let the contract for the changes to Frank Jordan. The new front will be the latest two-door type. The island windows will remain as it now is, but the other windows will be modernized.." (*Southern Oregon Miner*, 10-May-1935, 1:3)

Fortmillers remained a family-owned and operated clothing and dry goods store at this location for more than sixty years. At this writing a lengthy renovation program, upgrading the interior structure for seismic stability is nearing completion. While the facade has been largely rebuilt and modernized with reflective glazing, the McGee-Fortmiller's Building retains sufficient integrity to relate its historic character during the period of significance.

ID# 48.0

MEDICAL ARTS BUILDING
130 MAIN ST E

Architect: Berry, R. A (Oredsen, Vincent, 1961 remodel)
Altered

1937/1946/1961
391E09BC 900

Builder: Smith, F.E.
Historic/Non-Contributing in Current Condition

This modest single story stucco structure was originally developed as a medical office in 1937 and represents an unusual development within the historic period. The structure was built for a group of Ashland doctors including surgeons C. A. Haines and E. G. Everett as well as R. L. Burdic, a dentist. The property owner and developer was significant Ashland businessman Gwin Butler.

[T]he erection of a modern office building between Kay's Chevrolet and Fortmiller's Department store...will fill last business vacancy in the 100 block of East Main. Approximate cost was estimated at \$6000. Floor plans call for 42x34

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 46

Ashland Downtown Historic District, Ashland, OR

foot dimensions. Of tile and concrete construction the new edifice will harmonize with other buildings in the block. It will be of one-story construction, 15 feet in height. Front will be of white stucco with a curved entrance and a marquee similar to the one on the Varsity theater...R. A. Berry, local architect, drew plans for the new enterprise...(*Tidings*, 24-Dec-1937, 1:8)

Construction began in January 1938 with M. C. Lininger excavating the site. F. E. Smith, an Ashland contractor, was in charge of the project. (*Mail Tribune*, 26-Jan-1938) Though not entirely clear, in 1946 the eastern wing of the building was apparently constructed as a real estate office, design to match the original volume.

Bert Miller, local Realtor, ...ready to start construction on a new office to be located between Fortmillers store and the medical building on East Main street...the new building will be of concrete construction with a glass front and two office rooms...(*Tidings*, 19-Dec-1946, 1:5)

In 1961 the building was substantially renovated and modernized for office use by Dr. Aubrey Hill and Dr. Burdic's dental practice. "The building was designed by Ashland architect Vincent Oredsen." (*Tidings*, 16-Aug-1961, 1:2-3) More recent renovations have created the present exterior, initially for a series of small restaurants and today for a Starbucks Coffee outlet with a real estate office in the eastern wing.

The Medical Arts Building is one of the few structures in downtown Ashland originally built with a set-back from the sidewalk. Serially remodeled and retaining little present connection to its original white stucco Art Moderne-inspired design, the Medical Arts Building does not currently reflect its appearance during the period of significance.

ID# 49.0 Survey #298

CHRISTIAN SCIENCE CHURCH [Carpenter Hall]
15 PIONEER ST S
Architect: Clark, Frank Chamberlain
Historic Period: Colonial

1923
391E09BC 1000
Builder: Merritt, W.
Primary Contributing

A fine wood-frame structure with classic styling, work on Ashland's new Christian Scientist Church began in Summer 1923.

The excavating is now complete for the fine new church the Christian Scientists are building on the corner of Pioneer and Hargadine streets. The contractor is Mr. Merritt of Medford. The structure is to be of the modified Tuscan variety of architecture, costing in the neighborhood of \$10,000 and is to be the finest of its kind between Ashland and Portland with the exception of the one at Roseburg. ...(*Medford Mail Tribune*, 3-August-1923, 7:7)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 47

Ashland Downtown Historic District, Ashland, OR

Designed by the prolific Frank Chamberlain Clark, the construction proceeded quickly and the first services were held in late November.

The new Christian Science Church was opened Monday night...[and was] crowded to the limit. The new church is one of Ashland's most beautiful buildings...the interior decoration are in soft grays and cream, which are very pleasing to the eye. Frank C. Clark, of Medford, designed the building." (*Medford Mail Tribune*, 28-Nov-1923)

Roughly L-shaped in plan, the church is notable for its pedimented and colonnaded entry porch, flanked by arch-topped wood sash windows typical of many of Clark's 1920s designs. Exterior siding is of wood shingle and there is a heavy cornice line with eave returns and other classical detailing. The Christian Science Church continued to serve the local congregation into the early 1970s when the site was purchased by the Oregon Shakespearean Festival Association. Renamed "Carpenter Hall" after an early patron, the building provides member services, indoor concert facilities and other uses for the Festival. At this writing the future of Carpenter Hall is uncertain, following announcement of the Festival's intent to raze or relocate the structure in order to erect a fourth theater on the site.

The Christian Science Church Building is significant architecturally and for its association with a prominent architect and builder. Although no longer serving its original function, the church retains very high integrity and effectively relates its historic period of development.

ID# 50.0 *Survey #299*

SELBY CHEVROLET GARAGE

0 PIONEER ST S

Other: Utilitarian

1947

391E09BC 1100

Primary Contributing

This large industrial building, now used by the Oregon Shakespearean Festival Association and locally known as the "Scene Shop," was constructed in 1947 as a two story garage addition to the Selby Chevrolet dealership at the SE corner of East Main Street and Pioneer. (See Site 50.100)

Excavation in preparation for building a new two-story garage was started this week by Selby Motors. The building will be constructed on Pioneer Avenue, adjoining the present Selby Motors building. (*Tidings*, 30-Aug-1946, 1:4)

Construction was delayed, pending approval from the "Oregon District CPA," apparently a postwar materials allocation agency, and the new structure did not open until Summer 1947.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 48

Ashland Downtown Historic District, Ashland, OR

The new addition is a two story concrete room which houses new equipment ...
'We have three times the floor space,' Mr. Selby said, 'and have moved our parts department to the shop, which gives more efficient office space.' (*Tidings*, 30-Jun-1947, 1:5-6)

Selby Chevrolet, owned and managed by Lloyd Selby, was a longtime fixture in downtown Ashland, as discussed below, under ID 50.100. In 1965, after building a new showroom and service center north of town, Selby used this building as part of its used car operation and later it was occupied by a carpet broker. In 1969 the property was purchased by the City of Ashland. and then leased to the Oregon Shakespearean Festival, which used it as storage and shops, which continue at this writing. Essentially unaltered from its historic industrial appearance, the Selby Chevrolet Garage effectively relates its original construction during the period of significance

ID# 50.100 *Survey #299*

**KAY-SELBY CHEVROLET SHOWROOM]
125 MAIN ST E
Modern Period: Commercial**

**c1930s/1971
391E09BC 1100**

Non-Compatible, Non-Historic, Non-Contributing

While not entirely certain, the present structure at this location, owned by the City of Ashland and occupied jointly by the Ashland Chamber of Commerce offices and the "Black Swan Theater" of the Oregon Shakespearean Festival, is a much modified portion of building first occupied by Kay Chevrolet, an early Ashland automobile dealer that first opened in 1917. In 1939 the business was sold to Lloyd Selby.

"Lloyd Selby, recent purchaser of the Chevrolet Garage here, today took over active proprietorship and the name "Selby Chevrolet Company" went into effect. ...[Selby] will carry on the good will established by the late Dan Kay in 22 years of ownership. (*Tidings*, 20-Mar-1969, reprint of an undated 1939 article)

Early views of Kay's Chevrolet Garage show a large gable-roof volume with prominent facade. A historic photograph of the Selby Chevrolet Company shows this masonry building, which covered the entire block, over a caption that states: "...building as it appeared in 1939 was a square building which jutted out to the sidewalk at the corner of E Main and Pioneer." (*Tidings*, 20-Mar-1969) Aerial views of downtown taken in 1961 show the present configuration of the building, with cars parked on the "roof" of the renovated volume. The Selby's purchased the building in 1954 and it is assumed that the present single-story configuration dates from around that period. (JCD 395:117-II8) In 1965 the company relocated its new car sales and service functions north to a site on South Pacific Highway and this building was used for used car sales only.²⁶ In 1969 the Selby's sold the property to the City of Ashland, which soon thereafter made the buildings

²⁶ The 1965 Selby Chevrolet lot is now "Town and Country Chevrolet."

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 49

Ashland Downtown Historic District, Ashland, OR

available to both the Chamber of Commerce and the Shakespeare Festival. In 1971 the Jackson County Assessor noted that the "former Selby Garage and Schnoppert Carpet building is being extensively remodeled." (Assessors Files, 391E09BC-1100)

In 1976 OSFA announced plans to turn a portion of the building into a 138-seat theater for "experimental and seldom-produced plays." Designers Richard Hay and William Bloodgood oversaw the project which opened in 1977. (*Tidings*, 26-Oct-1976, 1:3-5) The intimate Black Swan provided the Festival with a third stage. "The building, fronting on East Main Street, used to be a car service station, with a portico and pumps in front....The feeling of intimacy appears as soon as you walk in..." (*Tidings*, June 1981)

In the small fore-court between the Kay-Selby Building and the right-of-way a small plaza has been developed that continues long tradition of civic artwork and community donation. A marble fountain, designed by Bill Emerson, and a cast bronze sculpture located at the east end of the courtyard, were both community-funded.

While based on an early volume, as currently configured the Kay-Selby Chevrolet Garage bears little resemblance to its historic appearance and is counted as a non-historic, non-compatible resource that is not consistent with the development of downtown during the period of significance.

ID# 51.0 *Survey #300*

**FIRST NATIONAL BANK BUILDING
100 MAIN ST E**

1909-1910

391E09BC 1200

Builder: Wentworth, H.A

Primary Contributing [NR-Listed]

Academic Classicism: American Renaissance

This two-story brick volume was constructed in 1910 by H. A. Wentworth, an Albany contractor, and served as the First National Bank of Ashland with leased professional offices on the second floor. Founded in 1901, the Bank was a long successful and locally influential Ashland institution that played an important role in the city's early economic development. The building remained as a mixture of bank and office use. In 1962 it was purchased by one of Ashland's oldest attorneys.

William M. Briggs and Gerald L. Scannell, Ashland Lawyers, have bought the old First National Bank Building at the corner of Main and Pioneer....Briggs said he was 'reluctant' to leave his present offices in the Pioneer Building at 44 Main St, where he has practiced since 1919, and where his father first commenced practice around 1890. (*Tidings*, 24-Oct-1962, 1:5)

In 1967 Briggs sold the building to the Oregon Shakespearean Festival Association which converted it for use as its administrative headquarters, a use which remains today. Largely

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 50

Ashland Downtown Historic District, Ashland, OR

unaltered from its original design, the First National Bank of Ashland Building was individually listed on the NRHP in 1979.

ID# 52.0 *Survey #301*

VAUPEL STORE/OREGON HOTEL BUILDING

68 MAIN ST E

Architect: Himebaugh, C. M.

Academic Classicism: American Renaissance

1910

391E09BC 1300

Builder: Wentworth, H.A

Primary Contributing [NR-Listed]

This two-story brick structure was built in 1910 for developers Susie Allen and Syd McNair, a real estate agent and a long-time businessman. Allen and McNair developed this portion of Main Street and began selling lots at the turn of the 20th century. In 1909 they contracted with Wentworth to built this structure as an investment and announced the project in the *Tidings*.

The entire upper story of the new Allen-McNair block which will be divided into 18 fine rooms has been leased as an annex to the Oregon Hotel...of the two fine storerooms on the ground floor of the new building, the south one has been leased by C. H. Vaupel, one of our leading dry goods merchants. (*Tidings*, 6-Dec-1909)

The Vaupel Store/Oregon Hotel Building went through a succession of ownerships and was serially remodeled but uniformly remained in storefront/hotel use. Typical was a 1931 project, undertaken during a period when the building was known as the "Bergner Building."

Plans for the improvement call for a central entrance into the large store room, formerly occupied by Issac's Store...The Oregon Hotel is one of the small well patronized businesses of this city, drawing both a considerable commercial and transient trade. Addition of the small, attractive lobby is expected to stimulate this business. (*Tidings*, 9-Mar-1931, 2:1-2)

By the mid-1970s the building was occupied by an antique store and a transient hotel when it was declared unsafe by the City. In 1977 the Oregon Shakespearean Festival purchased the building and remodeled it for office use. Despite some inappropriate storefront alterations, notably the large planters, the Vaupel Store/Oregon Hotel retains its original transom band and other exterior details. In combination with the First National Bank Building, the building was individually listed on the NRHP in 1979.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 51

Ashland Downtown Historic District, Ashland, OR

ID# 53.0 *Survey#302[SITE]*

KAT WOK BUILDING **1997**
62 MAIN ST E **391E09BC 1600**
Architect: Architectural Design Works (David Richardson) **Builder: Bemis Construction (Ed Bemis)**
Modern Period: Late 20th C Historic Period **Compatible, Non-Historic, Non-Contributing**

This two and one half story brick and stucco veneer building was constructed following the essential demolition of the previous single story building at this location. Providing a recessed storefront entry on Main Street, as well as rear access from the OSFA Courtyard area, it is generally compatible in mass, volume, and materials with the historic character of downtown.

ID# 54.0 *Survey #303*

MACARONI RISTORANTE BLDG **1993**
54 MAIN ST E **391E09BC 1700**
Architect: Architectural Design Works (Nickels & Richardson) **Builder: Bemis Construction (Ed Bemis)**
Modern Period: Late 20th C Historic Period **Non-Compatible, Non-Historic, Non-Contributing**

A two and one-half story stucco building with a projecting second floor balcony, the Macaroni Ristorante Building was built in 1993 as a massive remodel/addition to the earlier (post-1928) single story structure that stood on this lot.

While technically a remodel that incorporates the earlier building, the renovated multi-story building is essentially an entirely new structure. Employing materials, elements and architectural styling with little local precedent, the Macaroni Ristorante Building is generally compatible in volume but overall does not support the historic character of downtown.

ID# 55.0 *Survey #304*

CAMPS F. L. BUILDING **1904**
50 MAIN ST E **391E09BC 1800**
Architect: Clark, Frank Chamberlain **Primary Contributing**
Other: Vernacular [Storefront Commercial]

This two-story stucco-clad brick volume was built for early Ashland photographer Frank L. Camps in 1904. Camps, born in Germany, was a longtime business person in Ashland. He hired prolific architect Frank Chamberlain Clark to design the new building.

A handsome two-story brick block will, in the near future, replace the wooden building now occupied by F. L. Camps...the preliminary drawings which Mr. Camps is now having made by Architect F. C. Clark, shows a front elevation the peer of any building now in Ashland and one which will be fully in keeping with the sightly spot where it is located. The block will have a frontage of 46 feet by a depth of 70 feet and the lower floor will be occupied by a store. On the second floor, besides Mr. Camps gallery, there will be four office rooms. (*Tidings*, 14-Dec-1903, 3:1)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 52

Ashland Downtown Historic District, Ashland, OR

Construction began in early 1903 and progress was closely followed in the *Ashland Tidings*.

The excavation for the new Camps brick block on Main street near the Pioneer block required the removal of about 1500 cubic yards of earth, or from 1500 to 2000 wagon loads, and a large part of what is now being moved with a force men and teams will used to improve the grounds in the Chautauqua Park. (*Tidings*, 25-Jan-1904, 3:1)

The Camps Building was completed by Summer 1904 at an estimated total cost of \$5,500. An early painted wall graphic identifying Camps business is still visible on the buildings west-facing elevation, exposed by the opening of the Chautauqua Walk that lines that side of the structure.

Camps eventually ended his photographic career and worked at one of Ashland's early car agencies. Beginning circa 1930s-1940s historic photographs show the Ashland Lumber Company as a longtime use in the building but by 1948 the first floor of the building was occupied by two small retail businesses with five apartments on the second floor. Similar small uses, with seven apartments upstairs, remained in 1964 according to the Polk City Directory. In 1973 Chateaulin Restaurant Francais opened in the western storefront and in the early 1990s the eastern storefront was converted to a related wine and gift shop. The second floor was substantially remodeled in 1997-98 for use as office space by the Oregon Shakespearean Festival.

Originally an exposed brick volume with an unusually large central triangular element at the parapet, the primary elevation of the Camps Building was clad in stucco, probably in the 1930s and various other alterations have somewhat diminished the building's connection to its original design. The essential character of the structure remains and the F. L. Camps Building retains sufficient integrity to relate its development history during the period of significance.

ID# 56.0 Survey #305

PIONEER BUILDING

38-42 MAIN ST E

Other: Vernacular [Storefront Commercial]

1880/1900

391E09BC 1900

Builder: Veghte, Charles H.

Primary Contributing

While not entirely clear, this two-story brick structure apparently contains elements of a smaller volume erected on this site in the 1880s and substantially enlarged to its present configuration by contractor C.H. Veghte in 1900. Period comments noted that "One of the few remaining familiar landmarks of old time Ashland is being removed with the *enlarging and rebuilding of the old Pioneer brick block at the southeast corner of the*

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 53

Ashland Downtown Historic District, Ashland, OR

plaza..”(emphasis added) ²⁷ A projecting marker block above the cornice band reads “1880.”

Used as office space and ground floor retail, the 1911 Sanborn Fire Insurance Map documents the Pioneer Building in use by a hardware store, a use that remained at least through 1928. The second floor provided professional office space. In 1948 the storefronts were occupied by Andrews and Redford Real Estate and the J. A. Langtry Insurance Agency. Upstairs, among a number of offices, the law firm of Briggs and Briggs maintained its offices. William “Billy” Briggs would remain here until 1962 when he relocated to the corner of East Main and Pioneer. (ID #51.00)

William M. Briggs and Gerald L. Scannell, Ashland Lawyers, have bought the old First National Bank Building at the corner of Main and Pioneer....Briggs said he was ‘reluctant’ to leave his present offices in the Pioneer Building at 44 Main St., where he has practiced since 1919, and where his father first commenced practice around 1890. (*Tidings*, 24-Oct-1962, 1:5)

In 1964 the western storefront was occupied by Iverson Printing and Whitland Locke, a photographer, had his studio in the eastern store. Upstairs had been converted to four apartments. The present uses, a restaurant and a retail shop, date from the 1980s. The upper story was recently modernized for office use by the Oregon Shakespearean Festival Association.

Substantially remodeled from its original appearance which was an exposed brick volume with twin projecting bay windows on the second floor, the facade of the Pioneer Building is now much as it looked following a c1940s Moderne-style storefront remodeling, with stucco exterior. Recent renovation has added to the rear of the volume including an elevator installation and seismic upgrade. Despite these and other changes the Pioneer Building retains comparatively high integrity to its mid-20th century appearance and effectively relates the series of changes that have shaped its physical appearance. As such, the Pioneer Building retains sufficient integrity to relate its development history during the period of significance.

ID# 57.0

MEYER STAIRS
0 MAIN ST E
No Style

1968
391E09BC 1901
Compatible, Non-Historic, Non-Contributing

Built following the demolition of the concrete block Chamber of Commerce building that stood at this site, the Meyer Stairs were named after their benefactor and provide access to the Oregon Shakespearean Festival’s theaters from the Plaza area.

²⁷ *Ashland Tidings*, 16-July-1900, 3:1, as quoted in Atwood, 1989.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 54

Ashland Downtown Historic District, Ashland, OR

Taking the place of the chamber building will be a stairway leading from the Plaza to the \$1.8 million Angus Bowmer Theater, now under construction. (*Tidings*, 23-Dec-1968, 1:1-3)

Built of wood and metal the Meyer Stairs are not overly consistent with the historic character of Ashland during the period of significance but, as a recent example of the donation based improvements to the Plaza area are considered generally compatible with the development pattern of downtown.

ID# 58.0

JIM'S RICHFIELD SERVICE
440 MAIN ST E

1964/1999

391E09BD 801

Modern Period: Highway Commercial/Strip

Non-Compatible, Non-Historic, Non-Contributing

This oddly-shaped "island" tax lot was created in the 1940s with the opening of Lithia Way as the second part of the Highway 99 couplet that forms the present transportation plan of the downtown. Photos in the late-1950s show the site in use as a gas station, a rectangular volume sited mid-lot. By 1964 the site was occupied by Jim's Richfield Service and the present building, similar to standard design Atlantic-Richfield stations of the mid-1960s was probably constructed at that time. While modified, portions of that building apparently remain in the present structure, used as a flower shop. The gas station use, redesigned and upgraded in 1998-1999, continues.

ID# 59.0

LOMBARD OFFICE BUILDNG
362 LITHIA WAY

1957c

391E09BD 2300

Modern Period: Highway Commercial/Strip

Non-Compatible, Non-Historic, Non-Contributing

This single-story masonry office complex is built as a set of staggered flat-roofed volumes set back from Lithia Way. The parcel was acquired by the City of Ashland in 1955, possibly through a condemnation proceeding connecting to the opening of the new roadway through downtown. (JCD 417:221) Two years later, in 1957, the parcel was sold to Ben T. and Jesse Lombard. Mr. Lombard, a prominent local attorney, who presumably had this building erected sometime thereafter. (JCD 441:94-95) The city directory for 1956-57 lists Mr. Lombard's office in the Knox Building while the same source for 1958 shows his offices located here.

In 1966 the building was purchased by Gerald Scanell, another area attorney who had maintained an office here as early as 1964. In 1978 the Ashland Community Federal Credit Union purchased the building and operated here. Today the Lombard Building remains a series of small single story office spaces with small landscaped areas in front of most units.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 55

Ashland Downtown Historic District, Ashland, OR

ID# 60.0 Survey # 306²⁸

SHAW-SANDERSON BUILDING
393-399 EAST MAIN
Academic Classicism: American Renaissance

1911
391E09BD 2600
Primary Contributing

The 1911 construction of this large two-story concrete building represented a major addition to the extreme eastern edge of Ashland's traditional downtown, expanding the city's commercial core. The original developer, Dr. H. M. Shaw, sold the building shortly after its completion to W. C. Sanderson, at the time a member of the Ashland City Council. The first floor had three storefronts facing East Main Street occupied by an implement store and a theater. A visually separate two-story volume (ID# 61.00) was constructed facing Third Street as part of the original development.

By 1925 the building was owned by Charles Weimer and known as the Weimer Building. Newspaper accounts document the tenants as being Dix Brothers auto parts and a vacant storefront on Main Street with the upper story in used by the Moose Lodge. As part of a major remodeling, the Dix Brothers space was replaced by the Western Auto Supply company and the annex portion (ID# 61.0) was converted into an auto garage. A. L. Lamb, of Ashland, served as the contractor for the remodeling project.

The entrance next (to the corner) is being changed and a modern store front being installed...A new stairway will also be constructed in the front of the building as the entrance to the Moose Hall above...The entrance heretofore has been on the Third street side of the building. (*Tidings*, 3-Feb-1925, 1:2)

Six years later the building was owned by a trio of prominent Ashland businessmen, Gwin S. Butler, William M. Briggs and J. J. Deakin who re-christened the building the "Commercial Center Building." Another major renovation project was required as the primary tenant changed to one of Ashland's early "self-service grocery" stores, operated by W. M. Herbert, who opened a second branch of his already successful store on the Plaza.

Opening a neighborhood self-service grocery in the old Wimer Building (*sic*), recently remodeled by new owners, W. M. Herbert is the first local grocer to establish a secondary unit to an already established thriving grocery business...the new business is located in a attractive, well-lighted, re-decorated corner store room, 25 x 80 feet with a 25 x 20 stock room at the rear and a full basement which will utilized largely as a store room for fresh fruit. (*Tidings*, 19-February-1931, 3:1-8)

²⁸ The Ashland Cultural Resource Inventory treats both this structure and the adjacent Shaw-Sanderson Annex (Site 61.0) as a single resource.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 56

Ashland Downtown Historic District, Ashland, OR

Butler, Briggs and Deakin also remodeled the second Main Street storefront, which was occupied by C. E. Roberson's Dry Goods. The owners of the Commercial Center Building stated that the purchase and improvement to the building, in the midst of the Great Depression, was made "...because of our firm faith in Ashland realty and that the city has a sound business future." (*Tidings*, 19-February-1931, 3:1-2)

According to the city directory of 1948, Herbert's grocery store remained in the corner with the Steak House Café (which would be a longtime tenant) occupying the other storefront. Other ground floor uses included West Coast Trailways and the Ever Green Bus Company, sharing a space at 397 East Main, and Dial Electric Company, at 399 East Main. Upstairs, at 395 East Main, were six apartments. By 1964 the building retained four apartments upstairs with the Steak House, Ashland Lithia Cab, and Western Union located on the first floor. For many years a large roof-mounted "sky sign" advertising the Steak House was a local landmark at this end of downtown.

As built, the Shaw-Sanderson Building exterior was of a deeply incised concrete block wall treatment below a heavy, deeply articulated, cornice detail. The storefront entries were recessed below as simple transom panel of large rectangular glass panels. The walls and cornice remained essentially unchanged throughout the building's history and the storefront design, serially altered as documented above, was largely returned to the original appearance as an element in a 1988 renovation project. That project incorporated or rebuilt portions of an earlier volume to the west of the original Shaw-Sanderson Building and extended both the incised wall treatment and cornice band to create the present uniform design. The unusual diamond shaped window of this volume reflected the original design, as evident in available historic photographs.²⁹ A daylight basement level, accessible from both Main and Third streets was also created as part of the 1988 project.³⁰ These expansions to the occupied space of the building, while somewhat deviating from the original design, do not seriously detract from the generally high integrity of the Shaw-Sanderson Building nor impact its ability to relate its development history during the period of significance.

²⁹ See SOHS Image #9952 which shows both the Shaw-Sanderson Building and the unaltered adjacent volume. Two arched-top double hung windows were centered on the facade and flanked on either side by a diamond pattern window. It is not clear whether this second floor was demolished and then rebuilt or if it remains from the original period.

³⁰ See City of Ashland Planning Action (PA 88-067) and building permit 044288, dated 4-27-88. Adroit Construction, of Ashland, is listed as the contractor for the renovation project.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 57

Ashland Downtown Historic District, Ashland, OR

ID# 61.0 Survey # 306

SHAW-SANDERSON ANNEX
37 THIRD ST N

1911
391E09BD 2500

Builder: Lamb, A. L. (1925 remodel)
Primary Contributing

Academic Classicism: American Renaissance

This large two-story concrete volume was built in 1911 as an element of the Shaw-Sanderson Building (ID# 60.0) and was first used as a theater according to Sanborn Fire Insurance Maps. In 1925 the building was substantially altered and converted to use as a garage by Ashland contractor A. L. Lamb.

A 50 by 75 foot garage is ... being constructed at the rear of the of [Charles Weimer] building on Third Street where The Ashland Granite Company had been located. An inclined drive leading to the back part of the first floor is being [built] on Third Street. (*Tidings*, 3-Feb-1925, 1:2)

1928 Sanborn Fire Insurance Maps of the area show this building as a thirty-car garage. In 1931 that use remained under the name "Third Street Garage" which apparently had expanded to provide automobile service as well as storage. (*Tidings*, 19-Feb-1931)

It is not clear what occupied the building during the 1940s and 1950s but by 1964 the garage had apparently been returned to occupied space and this address is listed as the shops of Perrine Independent Electrical Contractors and the Ashland Refrigeration Service in the Polk Directory. In the early 1970s the Annex was purchased by Ashland Community Food Co-Op and converted to that organization's member owned natural foods grocery with offices and meeting spaces on the second floor. The "Co-Op" remained a Ashland institution at this site until moving to a new structure in the Railroad District in 1993. Today the building is occupied by a specialty retail use with office spaces above.

Designed to match the adjacent Shaw-Sanderson volume with deeply incised concrete block walls and a heavy cornice, the Annex volume has been somewhat modified with replacement metal sash windows in the second floor arched window openings and the serial remodeling of the storefront. Nevertheless, the building retains sufficient integrity to relate its development history during the period of significance.

ID# 62.0

ICENHOWER BUILDING
389 MAIN ST E
Altered

c1908/1962
391E09BD 2700
Historic/Non-Contributing in Current Condition

The original 2-story brick building on this site was in constructed c1908 and is shown on the 1911 Sanborn Maps of the area. Notable for its projecting bay, little information on the building could located until its 1943 acquisition by George B. and Silvia G. Icenhower.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 58

Ashland Downtown Historic District, Ashland, OR

(JCD 245:464).³¹ The couple's second hand store had apparently been located in this building since the 1920s. "My father had purchased this store in Ashland. Soon the work was more than he could handle. We bought an interest...to try it for just one year — we've been at it ever since!" (*Tidings*, 30-July-1962.) The Icenhowers closed the business in 1962 after more than 40 years of operation. They then sold the building to Dom Provost. (JCD 533:238)

After purchase, Provost removed the deteriorated second floor and substantially renovated the ground floor and basement area to create the present structure. (Provost, personal communication with the Author, 2-Mar-1999) While incorporating some elements of the original building and moderately compatible with the downtown, the present stucco-clad, mansard roofed volume does not effectively relate the building's historic appearance nor remain compatible with the historic development of downtown during the period of significance.

ID# 63.0

STEPHENSON-STENNETT BUILDING
383 MAIN ST E
Altered

1908c
391E09BD 2800
Historic/Non-Contributing in Current Condition

This two-story masonry volume was probably built in 1908 after the subject property was acquired by early Ashland real estate entrepreneur George W. Stephenson.

"The thirty foot frontage on Main Street known as the Blue Front property changed hands Tuesday, the purchaser being G. W. Stephenson and the consideration [is] reported as \$5000. As the buildings are of little value, the price represents the value of the land, or \$166 per front foot." (*Tidings*, 5-Mar-1908, 3:3)

The 1911 Sanborn Fire Insurance Maps of the area document the two-story structure at this site and early historic views show the building as a modest brick volume, recessed slightly behind the facade of the adjacent Rundell Building to the west. In 1917 Stephenson's daughter Emma sold the subject parcel to William and Alma Stennett, long-time Ashland residents. (JCD 113:59) The Stennett's apparently leased the storefront and the 1942 city directory show the site occupied by the Lithia Bakery, a use which remained at least through 1948. In 1962, after nearly fifty years, Alma Stennett sold the building to the present owner. (JCD 534:412)

In 1967 the new owners substantially modernized and renovated the facade, essentially creating the present exterior facade. Al Dorris served as the contractor for the project, which was described in the permit as "add facing to front." While retaining some aspects of the original design, including the upper floor wood-sash windows, as presently

³¹ An early photographic view of the building available in the Ashland Public Library's photo collection.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 59

Ashland Downtown Historic District, Ashland, OR

developed the facade of the Stephenson Building does not sufficiently reflect its appearance during the period of significance.

ID# 64.0 *Survey #307*

RUNDELL BUILDING
357 MAIN ST E (eastern portion)

1909c
391E09BD 2900
Builder: Thompson, Nels
Primary Contributing

Other: Vernacular [Storefront Brick]

This two-story brick structure was completed sometime after the subject property was purchased by Fred H. Rundell in 1909. (JCD 73:19) Completed by June 1910, the local newspaper reported that the new "Rundell Block" was occupied by the Warner Mercantile Company. Sanborn Fire Insurance Maps for 1911 show the building in use as a furniture store. Rundell sold the building in 1912 and a series of transfers ended in 1942 when the building was purchased by the Provosts, who retain ownership and continue to use the building as the carpet sales room of their long-time Ashland furniture store located in this block.

The original design of the Rundell Building was fairly elaborate for an early Ashland commercial volume with mixed red and cream-colored brick facade details, a finely detailed cornice band and large decorative window surrounds on the second floor. Available historic images of the building show the first floor to have been a fairly traditional recessed storefront with a narrow transom band and a retractable canvas awning. This first floor portion of the building is largely non-original, through a series of undocumented remodels that ended with the application of the present Shakespeare-inspired Elizabethan exterior in the late 1960s-early 1970s. Three mock gable roof-projections also remain from that period.

While the Elizabethan elements of the exterior bear little relation to either the building's original design or the Ashland context during the historic period, none are considered irreversible and the largely intact second story remains to effectively demonstrate the original character of the structure. As a result, the Rundell Building retains sufficient integrity to relate its development history during the period of significance.

ID# 65.0 *Survey #308*

PETERSON-SWENSON BUILDING
357 MAIN ST E (western portion)
Other: Vernacular [Storefront Concrete]

1909
391E09BD 3000
Primary Contributing

A two-story concrete and brick structure, the Peterson-Swenson was erected in 1909 as part of a major construction program that saw three buildings rise along this portion of East Main Street.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 60

Ashland Downtown Historic District, Ashland, OR

...Peterson and Swenson join in the series with the third building to the east. This will be 40 x 96 feet, one story high with a deck [mezzanine]...S. A. Potter and Sons will provide the cement blocks. (*Tidings*, 28-June-1909, 1:2)

Peterson and Swenson opened their furniture and hardware store business here and 1911 Sanborn Fire Insurance Maps show a "feed store" here (probably associated with the adjacent use, see below) By 1928 Sanborn Maps show the building was used to sell store fixtures, presumably a part of the Provost family businesses, which have long owned and occupied the building.³² The 1928 Sanborn Insurance Maps also indicate that the College Preparatory and Business School, which started in the adjacent W. C. Sanderson Building as early as 1913, had expanded into the upper story of the Peterson-Swenson Building. Eventually the entire building was joined to the adjacent Rundell Building for use by Provost Furniture, a use that remains.

Historic photographs of the Peterson and Swenson Building document that the original exterior features a deeply recessed central entry with twin wood and glass doors, flanked by low bulkhead fixed display windows.³³ While the storefronts have been altered, with painted brick bulkheads and a reconfigured central entryway, the twin doors remain, still serving as the primary entrance. The original second story windows remain although the large mezzanine level window band is either removed or covered by the present late 1960s-early 1970s Elizabethan-inspired exterior treatment. A projecting central "jetty" and small mansard-like roof obscure the original simple cornice, which presumably remains beneath this cladding.

While somewhat compromised by the applied exterior elements, the basic structure of the Peterson-Swenson Building remains and the building retains sufficient integrity to relate its development history during the period of significance.

ID# 66.0, Survey #309

SANDERSON W.C. BUILDING
349 MAIN ST E

Other: Vernacular [Storefront Concrete]

1909
391E09BD 3100
Builder: Potter, Samuel
Primary Contributing

Comprising the eastern portion of this large two-story concrete and brick structure, the W. C. Sanderson Building was erected in 1909 as part of a major construction program that resulted in three buildings along this portion of East Main Street.

³² The connected construction and shifting uses, coupled with the eventually consolidated ownership, greatly complicated the exact sequence of development for all of Sites Nos. 64.000 to 67.000.

³³ See Skibby and Davis, *Old Ashland*, (1972:unpaged)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 61

Ashland Downtown Historic District, Ashland, OR

...Dennis and Sanderson come next toward the east. Their building is 25 x 85 feet, with two stories. The commercial college may go upstairs... (*Tidings*, 28-June-1909, 1:2)

Dennis and Sanderson operated their "Ashland Feed Store" in this building, Sanderson also owned the Shaw-Sanderson Building at the eastern corner of the same block. (See Sites 60.0 and 61.0) By 1948 Ted's Feed and Seed Store was located here with apartments on the second floor. The ground floor was vacant according to the 1964 Polk Directory and is occupied a specialty retail use, a music store, today.

Visually joined with the adjacent Stoner Building, the original cast concrete construction of the volumes led to their combined mass being known as the "Miracle Block Building" after a common trade name for this type of construction. While altered along with the rest of this series of volumes in the late 1960s-early 1970s to a faux Elizabethan appearance in connection with Ashland's Oregon Shakespearean Festival, the original second floor windows and the original recessed storefront remain. The wooden mansard-like roof feature and the large stucco panels that obscure or replace the transom band are not seen as irreversible alterations and overall the W. C. Sanderson Building continues to retain enough integrity to its original appearance and design to adequately relate its development history.

ID# 67.0 Survey #310

STONER S.B. BUILDING]
345 MAIN ST E

Other: Vernacular [Storefront Concrete]

1904/1909
391E09BD 3200

Builder: Potter, Samuel
Primary Contributing

A two-story concrete and brick structure, the S. B. Stoner Buildings forms the western portion of the volume created by it and the adjacent W. C. Sanderson Building, above. Although not entirely clear, it appears that the initial construction of the Stoner Building began in 1904.

S. B. Stoner is planning for the erection of a new brick business block on the north side of Main street [he] hopes to get it under way this season. (*Tidings*, 31-March-1904, 3:2)

In 1909 Stoner substantially added to and remodeled his building to visually mesh with the adjacent Sanderson Building as an element of the major construction program in this area that resulted in the buildings described above as Sites 65.0 and 66.0.

The first building....is being erected by S. B. Stoner and 40 x 60 with two stories and two storerooms. (*Tidings*, 28-June-1909, 1:2)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 62

Ashland Downtown Historic District, Ashland, OR

The Stoner Building was constructed by Samuel Potter of concrete block and was for a period known as the "Miracle Block Building," after a common trade name for that product. Potter, an influential concrete contractor in Ashland after the turn of the century, building a number of structures from the material, most notably his own Potter Rooming House, on Fourth Street in the Ashland Railroad Addition Historic District.³⁴ 1911 Sanborn Map show the Stoner Building occupied by a second hand store³⁵ and a grocery while the upstairs was occupied by the College Preparatory and Business School. Seventeen years later in 1928 the same source documents the building as occupied by a restaurant and a cigar store/pool hall.

In 1947 the Klondike Club, which had been located here, apparently closed and another longtime Ashland tavern relocated to the Stoner Building, moving from its previous location in the Minkler Building, to the newly remodeled space.³⁶

The New Bohemian Club ... will reopen for business tomorrow morning at 347 East Main street, in an entirely new and remodeled setting. The 1400 square feet of the building has been entirely finished in harmonizing colors....An adjoining room of nearly equal size will be complete in the near future and opened as a separate billiard room, according to O. L. Fox, proprietor...New booths, counters finished in chrome and contrasting black Formica, Celotex ceiling, large back mirrors and glassed in office...are among the features... (*Tidings*, 1-Aug-1947, 1:4-5)

Mr. Fox lived in an apartment and operated the tavern below before selling to Bill and Betty Hampton. (Provost, personal communication with the Author, 2-Mar-1999) By 1964 the western storefront of the Stoner Building was occupied by the "Boh Café," presumably a restaurant use associated with the Bohemian Club in the eastern half of the building. The second floor had been converted to office space, including the Credit Bureau of Ashland. Today the "Beau Club," continues the 50-year plus tradition of tavern use in the eastern storefront and Geppetto's a longtime restaurant successor to the Boh Café has become a local fixture in the building's western half, advertising its location as 345 "Eat" Main Street.

Like the adjacent Sanderson Building, the exterior of the Stoner Building shows the impacts of serially remodeling to the storefront areas and the Elizabethan-inspired wood-shingle mansard roof and stucco covering at the transom level. Non-historic stone veneer

³⁴ Please refer to Ashland Railroad Addition Historic District Site #292.00 for information of the Potter Rooming House, located at 160 Fourth Street.

³⁵ This was apparently the "Cameron and Patty Hardware and Furniture Store." See advertisement in the *Ashland Record*, Progress Edition, 5-June-1912.

³⁶ The "Minkler Building" was an early name for the structure identified as the Southern Oregon Spiritualist Building. See Site ID# 11.000.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 63

Ashland Downtown Historic District, Ashland, OR

and raised window sills are largely at odds with the building's history however the second floor and rear elevation retain substantial integrity. As a part of the combined volume, with the Sanderson Building, and long jointly owned despite the underlying tax lot separation, the Stoner Building retains sufficient integrity to relate its development history during the period of significance.

ID# 68.0 *Survey #311*

DRUE-MILLER BUILDING

343 MAIN ST E

Other: Vernacular [Storefront Concrete]

1928c

391E09BD 3300

Primary Contributing

The exact history of this building is somewhat uncertain but it appears to be identical to the concrete structure that was standing on this lot in 1928 and documented in Sanborn Fire Insurance Maps as a bicycle repair shop.³⁷ The building was owned by first the Drue's and then the Millers, in connection with the building next (Site 69.0) and appears to have been leased retail space. In 1948 the building was occupied by O. R. Edwards Repair Shop, according to city directories. In 1949 the Millers sold the eastern portion of Lot 13, including the subject structure, to Dom and Mildred Provost. The warranty deed for that transaction notes that;

[the Millers] grant unto the grantees [Provosts] for all times hereafter the use of the easterly wall of the building now constructed on the westerly portion of Lot 13, Block O, for the purpose of inserting in said wall the end of beams or girders and the right to use said wall as the westernmost enclosure of *any building* constructed by grantees on the property hereby conveyed...(JCD 319:232, emphasis added).

This provision was apparently in reference to a planned addition or expansion of the existing structure that was never pursued.³⁸ A part of their other holdings in the 300 block, the Provosts continued to rent space in the Drue-Miller Building. In 1955 the site was occupied by Singmaster and Jones Insurance agency, a use which remained here for many years. In 1964 the western half of the building housed the Henry C. Gale real estate office and Lind-Somers Investments. More recently, the combined space has housed a series of record stores.

While presently used as a single retail space, the Drue-Miller Building retains twin doors and a recessed entryway. A huge canvas awning obscures much of the facade but overall

³⁷ In 1911 a building of similar dimension stood here, housing a hay warehouse, but this was apparently replaced by 1928.

³⁸ Dom Provost Jr., the present owner of the building, states that the present building was, to the best of his knowledge, the same as that purchased from the Millers. (personal communication with the Author, 6-March-1999)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 64

Ashland Downtown Historic District, Ashland, OR

the essential character of the structure remains intact, allowing the Drue-Miller to successfully relate its historic character during the period of significance.

ID# 69.0 Survey #312

**PAULSON-DRUE RENTAL BUILDING
341 MAIN ST E**

**1910c
391E09BD 3400
Primary Contributing**

This small single-story concrete building was constructed between 1908 and 1911. P. W. Paulson a local real estate investor, purchased the property from Nellie Boivin. (JCD 65:326)³⁹

P. W. Paulson has purchased the Boivin property on south Main street, 25' frontage for \$1360. The lot has a one-story frame structure occupied by the East Side Pharmacy. Mr. Paulson bought the property as an investment. (*Tidings*, 23-Apr-1908)

Sanborn Maps of the area show the structure in place by 1911, in use as a grocery store. Paulson owned the lot until 1921 when Lottie Paulson, P. W.'s widow, sold to H.C.C. and Ida M. Drue, who also apparently used it for rental purposes. (JCD 130:575) In 1928, according to Sanborn Maps, the building had been divided into two small spaces, with the corner occupied by a tailor and the eastern space housing a cobbler. In 1945 George E. and Sadie Miller purchased the corner from the Drues. (JCD 259:125-6) A short time later they purchased the remainder of Lot 13, consolidating ownership of the parcel. (See JCD 259:58 and 269:493)

George and Sadie Miller operated "Miller's Café" at this corner, opening the business in March 1947. (*Southern Oregon News*, 27-Mar-1947, 1:2) In 1949 they sold the property to Dom Provost, Senior and then relocated the café across the street to a small wooden building between Oeser's gas station and Kaegi's Market.⁴⁰ Provost leased the building to various uses. In the early 1950s the Ashland Color Center was located here, moving in 1955 as a part of the relocation of Ashland's Justice of the Peace. (*Tidings*, 25-Jan-1955, 1:2-5) By 1964 Jackson County Federal Savings and Loan was located here. Later uses have included a number of specialty retail shops.

The Paulson-Drue Building, like much of this block, was somewhat remodeled in the late 1960s with the installation of the prominent shingle-clad Mansard canopy and applied cross-braced panels below the bulkheads. Still, the building retains early-appearing multi-

³⁹ Paulson owned several other properties in downtown. See Sites 38.000 and 39.000.

⁴⁰ See JCD 319:232. Dom Provost Junior reports that the Miller's were in a very small building across the street, next to Site #93.000. (Dom Provost, Jr., personal communication with the Author, 2-Mar-1999)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 65

Ashland Downtown Historic District, Ashland, OR

pane bands above the fixed glass display windows and, beneath the applied surfaces, retains sufficient integrity to relate its historic character during the period of significance.

ID# 70.0

U S NATIONAL BANK OF PORTLAND
30 SECOND ST N
Modern Period: International

1956c
391E09BD 3500
Compatible, Non-Historic, Non-Contributing

A fine brick example of the International Style, the U. S. National Bank of Portland building was constructed in late 1955 or early 1956, after that financial institution purchased the property from Martha May Decker. (JCD 408:414-5) Decker, who had owned the lot since 1940, is listed at this address in 1942 and worked as a seamstress from the home that stood on the site.

No construction information regarding the current building was located for this project, although the well-designed brick and glass structure, set back from Second Street by a small courtyard, utilizes typical modernistic materials in narrow brick, aluminum-framed glass curtain wall glazing and polished granite to great effect. Essentially unaltered since construction, the U. S. National Bank Building was built just outside the historic period of significance and represents an early example of new stylistic forces that would shape Ashland's downtown during the late-1950s and 1960s. As such, while compatible, it is not counted as a contributing resource within the period of significance.

ID# 71.0 Survey #313

TRINITY EPISCOPAL CHURCH
44 SECOND ST N
Architect: Schmidt, W. J.
Eclectic Styles: Gothic

1894
391E09BD 3600
Builder: Schmidt, W. J.
Primary Contributing [NR-Listed]

Construction of the steeply gabled main volume of the Trinity Episcopal Church began in May 1894, with the laying of the Ashland granite cornerstone. Designer and builder W. J. Schmidt completed the work and the first service was held in August. "The work has not been entirely finished by it is very nearly so...W. J. Schmidt...was highly complimented by the Bishop for his skilled work." (*Tidings*, 30-Aug-1894)

Continuing its church use, Trinity Episcopal remains one of Ashland's earliest religious structures and is the only one still used by the denomination which had it built. Additions included the construction of the narthex in 1948 and conversion of the chapel to office space. A sacristy was added and the chapel enlarged in 1958. A new office building was designed by Gary Afseth and added to the site in 1998-1999. The Trinity Episcopal Church was individually listed on the National Register of Historic Places in 1983.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 66

Ashland Downtown Historic District, Ashland, OR

ID# 72.0 Survey #252

BEACH-GOOD HOUSE
66 SECOND ST N

1895

391E09BD 3700

Builder: Beach, Baldwin (attributed)
Primary Contributing

Eclectic Styles: Queen Anne

This fine one-story wood frame house was constructed circa 1895 following Baldwin Beach's purchase of the property from George Engle. Beach, a prominent Ashland contractor likely built the house as an investment or rental property shortly thereafter.⁴¹ Beach sold the house to David and Nettie Good on June 17, 1905. Good, who served as Ashland's police and fire chief while residing here, sold the house in 1911. By 1948 the property was owned by Wilbur and Doris Morgan, who operated the Ashland Refrigeration Service from here, with a shop in the related building to the rear (See ID #72.100)⁴²

Architecturally, the Beach-Good House is an L-shaped volume with a shallow pitched hipped roof in the general Victorian Cottage style. Specific features of note include the modest projecting bay at the SW corner, hooded window trim, eave decorations and the locally rare scored wood foundation skirting. Until recently the house remained one of the last single-family dwellings still in residential use in Ashland's downtown. Upon Mrs. Morgan's death the house was transferred to the adjacent Trinity Episcopal Church and at this writing it is vacant with an uncertain future. Slightly modified by a corner bathroom addition and various rear additions of minimal quality, the Beach-Good House nevertheless retains high integrity and effectively relates its development history during the period of significance.

ID# 72.100

MORGAN REFRIGERATION & BARBER SHOP

340-342 LITHIA WAY

Other: Utilitarian

pre-1964

391E09BD 3700

Compatible, Non-Historic, Non-Contributing

Jointly owned with the Beach-Good House and developed as the shops of the Morgan Appliance Company, this structure includes both a gambrel roofed concrete block volume and a small flat-roofed storefront attached to its north side and fronting on Lithia Way. Both structures are constructed of concrete block and while the gambrel portion was probably once free-standing, the present footprint was clearly established by 1964 when city directories list Ned Mars Real Estate office 342 Lithia Way. Rex and Doris Morgan, who owned Morgan's Refrigeration, lived in the Beach-Good House and presumably used the gambrel volume as part of their business.⁴³ By 1977 Vinton's Barber Shop was located

⁴¹ Beach's home on Hargadine Street is individually listed on the National Register of Historic Places.

⁴² The Morgan's business had been located in Ashland at least since 1942, when City Directories list the business and the couple as residing on North Helman.

⁴³ Morgan's Refrigeration remains in business in Ashland however several attempts to clarify the history of this building with the present owners were unsuccessful.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 67

Ashland Downtown Historic District, Ashland, OR

at 342 and nine years later this use was replaced by Don's Barber Shop, which remains at this writing.

Built after the historic period, the simple design of the Morgan Refrigeration and Barber Shop, is essentially compatible in design with the latter portion of the period of significance.

ID# 73.0

U S POST OFFICE [PROVOST BLDG]
53 SECOND ST N

1954
391E09BD 4000

Builder: Paulstick, Charles [Foreman]

Modern Period: Commercial

Non-Compatible, Non-Historic, Non-Contributing

A single-story volume, this structure was built as the new home of Ashland's United States Post Office in 1954, following the relocation from the Plaza post office location that had served the community for more than half a century. The building was specially built by Dom Provost for post office use.

The new post office will contain approximately 5,000 square feet of interior floor space, with a large, well-lighted, lobby and spacious working quarters for handling the mail. (*Tidings*, 26-Aug-1953, 1:4)

The March 1954 opening of the new facility was greeted with great enthusiasm as a step forward for Ashland.

Now open for business on North Second street is Ashland's new post office, housed for the first time in the history of the city in a building built especially for post office service. Postmaster Parker Hess announces that the office will be open from 8 A.M. to 6 P.M. daily except Saturday when hours will be 8 A.M. to noon. (*Tidings*, 29-March-1952, 1:

The building on Second served as Ashland's post office for twelve years, until the opening of the present facility at North First and Lithia Way in 1966. Converted to office space and known as "The Provost Building," the structure has housed various professional offices, in particular an accounting firm that was located here for many years.

Somewhat modified by both the change in use and an Elizabethan-inspired remodeling program, the U. S. Post Office/Provost Building bears little relationship to its original design at the end of the historic period of significance and is not considered to retain sufficient integrity to that design to be considered either historic or compatible with the traditional character of downtown.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 68

Ashland Downtown Historic District, Ashland, OR

ID# 74.0

CITY-OWNED ALLEY

391E09BD 4100

No Style

Vacant: Alleyway/Travel

This alley, for unknown reason located on its own separate tax lot, is owned by the City of Ashland. It runs between First and Second streets, parallel to East Main, and provides access to the Provost Building as well as the rear entrance to the Elks Building and the basement levels of the other structures facing East Main Street.

ID# 75.0 *Survey #314*

SWEDENBURG BUILDING

1909/1925

283 MAIN ST E

391E09BD 4200

Architect: Clark, Frank Chamberlain

Builder: Hakanson, John

Academic Classicism: American Renaissance

Primary Contributing

Construction of this large two-story volume began in 1908-1909 from designs by prominent Rogue Valley architect Frank Chamberlain Clark. Dr. Francis G. Swedenburg arrived in Ashland in 1907 and helped found the Granite City Hospital, one of the city's early medical institutions. He was an influential member of the community until his death in 1937.⁴⁴ Initially comprising the eastern portion with two storefronts facing East Main Street, construction of the two-story brick Swedenburg Building was estimated at \$10,000. Initial tenants were the East Side Pharmacy (owned by C. J Swedenburg, Francis' brother, and J. J. McNair) at the corner and the Beigel and Fleet Plumbing shop to the west. Dr. Swedenburg and various other professionals maintained offices upstairs.

Prominent among the new buildings is the Swedenburg block now occupied by two business firms, one of which forsakes old familiar surroundings in the 'down town' district to add to the number of commercial enterprises in the rapidly growing east Main street section...Dr. Swedenburg has spared neither time nor expense in making this building a model business block...The [East Side Pharmacy] occupies a commanding position, and is so situated that it is both light and airy, a welcome departure from the average store-room of rectangular proportions...A massive new soda fountain, weighing over 2,000 pounds is one of the chief embellishments and was ordered from a fountain concern of Decatur, Illinois. (*Tidings*, 26-April-1909, 1:1)

In 1925 Dr. Swedenburg announced plans to build a companion volume to the west of the 1909 volume and to remodel the latter to create a single mass.

⁴⁴ Swedenburg's large home at the corner of Mountain and Siskiyou, designed by Clark for an earlier owner, is listed on the National Register as the Chappell-Swedenburg House.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 69

Ashland Downtown Historic District, Ashland, OR

Plans for the new building to be erected by Dr. F. G. Swedenburg and the remodeling of his present building will be completed within a few days...Excavation work for the foundation of the building have already been started...(*Tidings*, 14-Oct-1925, 1:5)

The former western parapet detail of the original 1909 volume remains, visible from the property's rear, and helps clarify the sequential construction. In 1928 the 20th Century Grocery moved into the newer volume and some additional modernization occurred. "With new modern front, this building will add to the attractiveness of that section of Main street." (*Tidings*, 26-Mar-1928, 3:1) Sometime in the late 1930s, certainly by 1942, H. S. Ingle opened another drug store at this location under the name "Ingle's Drugs," a use that would remain here more than two decades.⁴⁵ By 1977 the present corner use, "The Sweet Shop," was located here, still using the original 2,000 pound soda fountain that McNair and Swedenburg imported from Decatur, Illinois in 1909. The remaining storefronts of the Swedenburg Building are leased to specialty retail uses with both apartments and office spaces located upstairs in recent years.

The Swedenburg Building appears much like its original design, including at least portions of the transom band beneath the present corrugated metal cladding. Modifications and modernization to the storefronts, including new glazing and split Roman brick bulkheads are consistent with the general development pattern in downtown. While currently painted a non-historic color, the Swedenburg Building remains significant as one of Ashland's first major structures "outside" the original downtown core area. It retains high integrity and effectively relates its development history during the period of significance.

ID# 76.0 *Survey #315*

PETERSON FURNITURE (HERSHEY BLDG)
281 MAIN ST E
Other: Vernacular [Storefront Commercial]

1907c
391E09BD 4300
Primary Contributing

This two-story masonry building is constructed of brick with stone pilasters lining the front elevation. Although not specifically dated, the building was in use as a furniture store according to the 1907 Sanborn Fire Insurance Map of the area and a painted wall graphic stating "Peterson Furniture" remains visible in the narrow gap between the structure and the Elks Building to the west.⁴⁶

⁴⁵ Ingle, originally from Lakeview, arrived in Ashland after working in drug stores in both Medford, Oregon and Walla Walla, Washington in 1931. He purchased the Lithia Springs Pharmacy, one of the original tenants of the Lithia Springs Hotel (See ID #XXX) from Mrs. Daisy McGarry. (*Tidings*, 3-Apr-1931, 3:1) It is not clear if Ingle purchased the Eastside Pharmacy and merged his businesses under the Ingle name or not.

⁴⁶ This presumably is Frank Peterson, prior his joining forces with Swenson in 1909 and relocating to the east. See Site #65.000.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 70

Ashland Downtown Historic District, Ashland, OR

Historic photographs indicate that by the early 1920s the building was in use as Broadby Brothers' drug store. In 1927 the building was known as the "Hershey Building" and a new pharmacy, Addis Drug Store, moved into the space.

The Addis Drug Store and Confectionery opened its doors this morning in the Hershey building...[the store] is fortunate in having a large airy bright storeroom which has been made very attractive. The ceiling has large beams and a beautiful pattern of linoleum has been laid by the Wick Furniture Company...one of the most attractive features in the store is the large modern soda fountain,made in Ashland by the Jordan Sash and Cabinet Works..." (*Tidings*, 10-Dec-1927, 1:4)

1928 Sanborn Fire Insurance Maps shows two storefronts, with the drug store in the west and an electrical supplies store (appliance) in the east half. 1942 Polk Directories continue to refer to the structure as the Hershey Building although the use is unclear. In 1948 LaMarre's Drug Store was located here. Associated with the Rexall Drug chain, and this use eventually became Ashland Drug, the operation continues at this location today. The second floor is in apartment use, accessed via a stairwell at the extreme eastern end of the first floor.

Early photographs of the Hershey Building show it to have been an exposed brick building with a strongly detailed cornice and two stucco or white brick framed fields on the second floor, equally divided by two pairs of vertical windows. The first floor, with a transom band, appears to have been two recessed storefronts with the previously mentioned stone columns framing the bays. At some undocumented time, but possibly in 1931 when almost fifty business structures were modernized, the exterior of the Hershey Building was substantially remodeled to its present modest Art Deco exterior. At this time the projecting cornice was removed, vertical windows replaced, storefronts modernized and the facade stucco-clad. Later alterations have further altered the storefront, creating the present single central entry way with the second floor stairway access at the extreme east.

The "attractive" fountain built by the Jordan Sash and Cabinet Works remained in the building as a part of the drug store use until the late 1970s. "The fountain, in operation for more than 40 years at the same location....pharmacist Jack Sabin removed the last of the counters and the familiar swivel stools on Wednesday...signaling an end to the drug store soda fountain in Ashland. (*Tidings*, 16-Feb-1978, 1:2-5)

While altered from its original design, the Hershey Building retains high integrity to its c1931 remodeled appearance and effectively relates its development history during the period of significance.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 71

Ashland Downtown Historic District, Ashland, OR

ID# 77.0 Survey #316

ASHLAND ELKS LODGE #944

247-255 MAIN ST E

Architect: Clark, Frank Chamberlain

Academic Classicism: American Renaissance

1910

391E09BD 4400

Primary Contributing

An impressive four story concrete volume, construction of the Ashland Elks Lodge began in 1908 and was completed in 1910. The Elks Building is one of the largest single structures in the Ashland Downtown. In May 1908 the Elks' had moved the Lindsay Applegate home which had stood on this site in preparation for construction. (*Tidings*, 4-May-1908) The initial announcement of the project credits Charles Burgraff, a prominent architect from Albany, Oregon as the designer. (*Tidings*, 2-Mar-1908, 3:3) Before actual construction began, however, design of the project had been given over to Frank Chamberlain Clark. "F. C. Clark, of San Francisco, a former resident of Ashland, arrived in town Friday evening. Mr. Clark is an architect and plans submitted by him for the new Elks' temple here have been accepted." (*Tidings*, 18-Jun-1908, 3:2)

The elevations show about the finest block in Ashland. The dimensions of the building are 75 x 100 feet with three (sic) and a full basement...The first floor will be given over to store rooms for rental. The second floor, as well as the third, will be entirely devoted to lodge purposes... (*Tidings*, 22-June-1908, 1:3)

Construction progress was slow and it was not until 1910 that the building was finally completed. The formal dedication ceremony was held over a three day period in mid-October 1910 and the building was hailed as "...the finest between San Francisco and Portland." (*Tidings*, 17-Oct-1910, 1:3-4)

The Elks leased the ground floor retail spaces to various stores, most notably the local J. C. Penney department store, which was located here for more than five decades. In 1968 a fire damaged the building's lower floors, causing an estimated \$100K of damage. (*Medford Mail Tribune*, 17-Aug-1968)

Still used by the Elks, the first floor retail spaces of the Elks Building have been somewhat altered and modernized to suit a series of specialty retail uses. At present the building offers three retail storefronts, plus the access to the Elks' uses of the upper floors. While modified at street level, the upper three floors of the stucco-clad building retain very high integrity, with the project balconies, wrought-iron railings, integral window surrounds and elegant stepped parapet. A significant visual landmark in the eastern portion of the District, the Elks Building effectively and accurately conveys its appearance during the period of significance and the associations which make it significant within the development of downtown Ashland.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 72

Ashland Downtown Historic District, Ashland, OR

ID# 77.100 *Survey #316*

ASHLAND ELKS PARKING LOT
0 C STREET
No Style

391E09BD 3900
Vacant: Improved Parking

Sanborn Maps of this area in 1928 show the parcel with a wood-frame dwelling and a "auto repair" garage lining First Street. Acquired by the Elks, the site is now an improved parking lot for their lodge facility.

ID# 78.0

CRATER NATIONAL BANK BLDG
243 MAIN ST E
Architect: Keeney, Robert
Modern Period: Commercial

1971
391E09BD 4500
Builder: Salter, Harold
Non-Compatible, Non-Historic, Non-Contributing

This modern masonry structure was complete in 1971 on a site previously associated with the Lithia Theater and a gas station. (Ashland Permit 4030) Built of non-historic materials and set back on the site to allow for drive-through banking, it is not consistent with the traditional character of the downtown.

ID# 79.0 *Survey #317*

CITIZEN'S BANKING AND TRUST CO. BUILDING [WEST]
232 MAIN ST E
Architect: Bowen, William F.
American L. 19th C: Chicago School

1910
391E09BD 4600
Builder: Wentworth, H. T.
Primary Contributing [NR-Listed]

This fine two story buff-colored brick volume with granite detailing was completed in 1910 as the home of Citizen's Banking and Trust Company, a local financial institution founded during this booming period of Ashland's history. The bank retained architect W. F. Bowen to design the building and visually combine it into a single volume with the adjacent structure, already under construction for Clyde Payne. (See ID# 79.100, below). Upon completion, the bank occupied the prominent corner storefront, with a grocery and barber shop on the main floor of the eastern, Payne, portion. The combined second floor, accessed via a shared entry, provided quality spaces for a number of Ashland professionals. Initially successful, Citizen's Bank failed during the depression and the organization's assets were liquidated after it closed its door for good in 1932. Historic photographs document that the locally quarried granite used for the building's base was also used for a delicate light standard that long stood at the intersection of South First and East Main, right outside the bank.

Later uses of the western bank corner include various retail and, for many years, the local office of the California-Pacific Utility Company. The Citizen's Banking and Trust Building, including the separately owned eastern portion, was listed independently on the National Register in 1984. (Reid, 1984)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 73

Ashland Downtown Historic District, Ashland, OR

ID# 79.100 *Survey #317*

CITIZEN'S BANKING AND TRUST CO.BLDG [Payne Block, Eastern portion] 1910
236 MAIN ST E 391E09BD 4800
Architect: Bowen, William F. Builder: Wentworth, H. T.
American L. 19th C: Chicago School Primary Contributing [NR-Listed]

Built in concert with the matching volume to the west, this fine two story buff-colored brick was completed in 1910 and known both as "the Payne Block" and the eastern portion the Citizen's Banking and Trust building. The bank retained architect W. F. Bowen to design the building and visually combine it into a single volume with the adjacent structure, already under construction for Clyde Payne, a local real estate agent. (See ID# 79.0, above). Detailed in a more modest fashion, without any granite work, the original tenants on the first floor were a grocery and barber shop. The combined second floor, accessed via a shared entry with the adjacent bank portion, provided quality spaces for a number of Ashland professionals.

In 1948 the storefront of the eastern portion of the building housed a beauty parlor and the upstairs had been converted to apartment uses. The Citizen's Banking and Trust Building [Payne Building/Eastern portion], along with the separately owned portion to the west, was listed independently on the National Register in 1984. (Reid, 1984)

ID# 80.0 *Survey #318 [SITE]*

SAVAGE BUILDING 1997
20 FIRST ST S 391E09BD 4700
Architect: Shostrom, Dale [Designer] Builder: Shostrom Brothers Ltd.
Modern Period: Late 20th C Historic Period Compatible, Non-Historic, Non-Contributing

This two-story wood-framed, stucco-clad, volume was designed and built by Shostrom Brothers Builders following the demolition of an earlier single-story concrete volume that had stood on this site at least since 1948 when "Yates Electric" was listed at this address in the city directory.⁴⁷

Completed in 1997, the Savage Building offers a first floor retail space with a residential apartment upstairs. Volumetrically the building is compatible with the development pattern of downtown and is a successful infill project that does not detract from the area's historic character.

⁴⁷ No building is shown on this site in the 1928 Sanborn Fire Insurance Map of the area.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 74

Ashland Downtown Historic District, Ashland, OR

ID# 81.100 *Survey #319*

ENDERS BUILDING

264 MAIN ST E

Architect: Clark, Frank Chamberlain

American L. 19th C: Chicago School

1910/1914

391E09BD 4900

Primary Contributing [NR-Listed]

This multi-component one and two story masonry building was erected in two phases, 1910 and 1914 by prominent Ashland businessman Henry Enders, Sr. Two related resources, now separately owned and on different tax lots, are documented as ID numbers, 81.200 and 81.300.

The Enders Building, constructed in 1910, was designed by Rogue Valley Architect Frank C. Clark. The commercial structure has strong association with H. G. Enders, an influential Ashland businessman. The resource is commercially significant as a vital part of Ashland's early 20th century economy. Known as the largest mercantile establishment between Sacramento and Portland, Ender's store drew patrons from a wide geographic area between 1910 and 1928. The Columbia Hotel, located on the second floor, opened in 1910 and is the only surviving hotel from that period. The Enders Building clearly represents the theme of community development in Ashland. (Atwood, *Enders Building*, 1985)

The Enders Building was individually listed on the National Register of Historic Places in 1985. It retains high integrity and effectively relates its historic period of development.

ID# 81.200 *Survey #319*

ENDERS BLDG ANNEX [11 TAX LOTS]

266 MAIN ST E

Architect: Clark, Frank Chamberlain

American L. 19th C: Chicago School

1914

391E09BD 9000x

Primary Contributing [NR-Listed]

This portion of the Enders Building (see 81.100, above) has been subdivided into several individual tax lots under the name "Historic Downtown Ashland Commercial Condominiums." Visually and physically contiguous, the portion of the building was jointly listed on the NRHP and is accordingly counted as a single contributing resource.

ID# 81.300 *Survey #319*

ENDERS BLDG [REAR ALLEY PORTION]

Other: Utilitarian

1914

391E09BD 5100

Primary Contributing [NR-Listed]

This small concrete block structure to the rear of the Enders Building (see 81.100, above) was jointly listed on the NRHP with the remainder of the property and is accordingly counted as a single contributing resource.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 75

Ashland Downtown Historic District, Ashland, OR

ID# 83.0 *Survey #320*

LITHIA SPRINGS GARAGE

30 FIRST ST S

Architect: Lamb, A. L. [Designer]

Other: Industrial

1925

391E09BD 5200

Builder: Lamb, A. L.

Primary Contributing

This large two-story concrete structure was erected in 1925 as one of Ashland's largest auto storage garages. The developers hoped to provide secured and covered parking for the patrons of the new Lithia Springs Hotel, across First Street, but the garage was not actually a part of the hotel development plan.

Work was started yesterday on a two story reinforced concrete building on First Street, on lots 14 and 15 of the Enders Addition, by A. L. Lamb, local contractor. The building is to cost in the neighborhood of \$36,000...It is believe the building is to be used as a garage. The plans...indicate a such a structure...being 100 by 120 feet and containing 24,000 square feet of floor space... The building is to be directly across from the rear of the Lithia Springs Hotel and if, as it is believed, is operated as a garage, will have one of the finest locations in the city. (*Tidings*, 19-Sept-1925, 1:3)

Construction proceeded rapidly and the new garage was largely completed by mid-November 1925.

Ever since the completion of the Lithia Springs hotel, the construction of a new, up-to-date, garage in the vicinity has been agitated...(*Tidings*, 12-Nov-1925)

The new Lithia Springs Garage opened on schedule in mid-December 1925 and was hailed as "...one of the finest of its kind in southern Oregon." The building provided 24,000 square feet of floor space for storage and repair work. "It is strictly modern and fireproof and is steam heated, having one of the best plants to be found in any storage garage in Oregon." (*Tidings*, 1-Dec-1925, 1:5)

By the late 1930s the building was occupied by Leever Motors, a Dodge and Plymouth dealer, when Walter Leverrette, the new owner of the Lithia Springs Hotel, purchased the property with the intent of using it to provide additional parking for the hotel use. (*Tidings*, 30-Jun-1937, 3:1) In the early 1940s the building was occupied by Lithia Motors, a Plymouth-Chrysler dealer owned by Walt DeBoer which relocated in 1946.⁴⁸ In 1947 reports that the "former Lithia Springs Garage Building" was to be remodeled for use by Safeway grocery were printed in the local paper. (*Tidings*, 2-Apr-1947, 1:4) Safeway's plans fell through, however, and by the following year the building was in use as the

⁴⁸ See Site 36.000.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 76

Ashland Downtown Historic District, Ashland, OR

“Ashland Recreation Center” as well as “Ole’s Radiator and Repair Shop,” according to city directories.⁴⁹ The Recreation Center provided bowling, billiards and a fountain according to period advertisements. By 1964 the building housed the Ashland Honda Motorcycle company and the recreation use continued as “Ashland Skateway,” managed by John Grubb. In the 1970s and early 1980s the building was used as a arts school, prior to its purchase by the Oregon Shakespearean Festival Association, which remodeled the building to its current use as that organization’s scene shop.

Although compromised by the construction of a large, exposed, standing seam metal roof during conversion to the present use, the basic industrial character of the Lithia Springs Garage remains in its stucco exterior, multi-paned windows and massive volume. The Lithia Springs Garage retains sufficient integrity to relate its historic character during the period of significance.

ID# 84.0 Survey #321

FIRST BAPTIST CHURCH
241 HARGADINE ST

Architect: Clark, Frank Chamberlain [Attributed]
Historic Period: California Mission

1911
391E09BD 5300
Builder: Sheldon, Miles M.
Primary Contributing [NR-Listed]

Possibly designed by noted southern Oregon architect Frank Chamberlain Clark and built by Miles Sheldon, the two-story stucco-clad First Baptist Church was dedicated in September 1911 and remained in use by the Baptist congregation until 1970, following construction of a new building.

Sold to a private owner, the building was repainted in what according to local legend was intended to be a reddish-brown consistent with adobe and the building’s Spanish-influenced style but instead was a fairly bright pink. Long known as “the old pink church,” the structure fell in serious decay after the bankruptcy of a an owner who intended to use it as a conference facility in conjunction with the Lithia Springs [Mark Antony] Hotel. Vandalized, missing its original stained glass windows, and in very poor condition, the building was individually listed on the National Register in 1978. The present owner acquired the property in 1980 via a bankruptcy sale and after a Certified Rehabilitation program reopened the church as a dinner theater under the name “Oregon Cabaret Theater,” which remains the present use of the building with a related restaurant facility occupying the daylight basement.

⁴⁹ See *Tidings*, 12-April-1947, 1:3 for the report on Safeway’s changed plans.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 77

Ashland Downtown Historic District, Ashland, OR

ID# 85.0 *Survey #322*

ENDERS H.G. HOUSE
31 SECOND ST N
Eclectic Styles: Queen Anne

1896
391E09BD 5500
Primary Contributing

Originally constructed at the SE corner of East Main and Second Street in 1896 for area pioneer Jesse McCall, in 1907 the Henry G. Enders House was purchased by that prominent Ashland businessman, developer of the Enders Block that lines the south side of Main Street between First and Second streets. (See ID's 81.0-82.100) It remained the family home until 1920 when the corner parcel was leased to Signal Oil Company and the house was moved by log and team to its present location.

As originally built, the Enders House boasted a multi-form upper story, matching the Queen Anne style of the lower volume. During the 1920s, following a fire, the building was re-roofed with a simple low-pitched gable roof that substantially detracted from its ability to relate the original design. In 1994, in connection to the conversion to the present bed and breakfast usage, the upper story was rebuilt by North Pacific Construction, re-establishing the exterior character of the 1896 structure. At the same time a new, semi-detached, two-story volume was built to the rear, accessed via Enders Alley that lines the building's northern elevation. (Ashland Planning Action 94-044)

While partially rebuilt, the accurate restoration of the building's original exterior appearance successfully relates its character following the 1920 move to this site. The Henry G. Enders House, associated with a prominent Ashland businessman, retains high integrity and effectively relates its historic period of development.

ID# 86.0 *Survey #323*

ROPER FORDYCE AND JULIA HOUSE
35 SECOND ST S

1886
391E09BD 5600
Builder: Ayers, C. W.
Primary Contributing [NR-Listed]

Eclectic Styles: Stick/Eastlake

The Fordyce and Julia Roper house was built in 1886 and originally stood on East Main street. Sold by the Roper family in 1899, in 1907 the house was renovated for use as a sanitarium, one of Ashland's early medical facilities. Two years later, in 1909, the building burned and was seriously damaged. In 1910 it was moved to its present location and after rebuilding remained in use as the Ashland Sanitarium until 1923. Long a boarding house, the Roper House was individually listed on the National Register of Historic Places in 1985, in conjunction with its restoration and conversion to the present Bed and Breakfast use. Ashland contractor Rod Reid was responsible for the original renovation. An accessory building, designed in compatible fashion, was built on the site by Daryl Boldt, North Pacific Construction, in the early 1990s.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 78

Ashland Downtown Historic District, Ashland, OR

ID# 87.0 *Survey #324*

FRIDEGER I.R. HOUSE
36 SECOND ST N
Arts & Crafts: Craftsman

1910c
391E09BD 5900
Primary Contributing

This large two-story wood-frame dwelling was built prior to 1911, possibly for Edith G. Porter. Perhaps moved to this location, in 1919 the dwelling was purchased by Ike R. Fridegar, proprietor of a longtime Ashland grocery store. Fridegar lived here and retained ownership for over thirty years. By 1948 the structure was apparently in rooming house usage with a single apartment on the ground floor and three additional units above.

Beginning in the 1980s the ground floor was converted to commercial use, housing first a used book store and then later a series of restaurants. Today the Fridegar House remains a restaurant on the first floor with apartment use continuing above. A related garden area is located on the separate lot (TL 5800) to the south.

Though somewhat modified by the change in usage, the I. R. Fridegar House retains high integrity and effectively relates its historic appearance during the period of significance.

ID# 88.0 *Survey #388*

GOLDSBY-BRYAN HOUSE
353 HARGADINE ST
Other: Vernacular

1907c
391E09BD 6000
Primary Contributing

The early history of this small wood-framed house is not clear although Sanborn Fire Insurance Maps show it on this site as early 1907. In 1947 E. A. Stamm purchased the property from W. A. Goldsby, part of an early Jackson County family, but no earlier transfers were located and the property may have subdivided from a larger parcel. (JCD 344:285) Stamm apparently rented the home to Elmer E. and Gabriella Bryan, who were living at this address in 1948 according to city directories. The Bryans purchased the property in 1950. (JCD 344:185) The Bryans remained here for a number of years, eventually establishing a Life Estate on the property. As late as 1977 Mrs. Bryan, by then a widow, continued to reside in the home.

In the mid-1980s the house was converted first to a massage therapist's office and then later to vacation rental use. While somewhat modified, it retains essential integrity and remains a very early example of the simple residential uses that once were prevalent at the periphery of the downtown core.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 79

Ashland Downtown Historic District, Ashland, OR

ID# 89.0

GOLDEN-FIELDS BUILDING
320 MAIN ST E

Architect: White, Jerome

Modern Period: Late 20th C Historic Period

1996

391E09BD 6100

Builder: Golden-Fields Construction (John Fields)

Compatible, Non-Historic, Non-Contributing

The original site of the dwelling documented as ID #85.0, this prominent corner was long the location of a Signal Gas service station, an architecturally interesting building with a large central pylon. Demolished in the 1960s, the site was a vacant, dirt parking lot for two decades before the construction of the present two and a half story commercial building in 1996.

Built of a combination of brick and stucco, the Golden-Fields Building has been recognized has been recognized through the Governor's Livability Award process as an appropriately scaled and historically compatible infill project.

ID# 90.0

MODERN OFFICE BUILDING
344-346 MAIN ST E

Modern Period: Commercial

1973

391E09BD 6100

Builder: Dorris, Al

Non-Compatible, Non-Historic, Non-Contributing

This gable-roofed volume was built following the demolition of the Anderson House, the last wood-framed residential structure to remain on East Main street in the downtown core area. The controversial demolition of that early dwelling, a structure associated with a pioneer southern Oregon family, in part resulted in the formation of the Ashland Historic Commission and a rising awareness of historic preservation in the city.

The subject office building was built in 1973 by Al Dorris, who was granted a building permit in March of that year to "erect-2-story office bldg." (Ashland Building 4789) Early tenants included Capital Financial Services, located here in 1977.

ID# 91.0

CITY PARKING LOT 3 [2ND STREET]
26 SECOND ST S
No Style

391E09BD 6200

Vacant: Improved Parking

ID# 92.0

OESER'S FABRICS/MANNA BAKERY
358 MAIN ST E

Modern Period: Commercial

1969/1986

391E09BD 6300

Builder: Wilkinson

Non-Compatible, Non-Historic, Non-Contributing

For many years this site was the location of Oeser's Service Station. In January 1969 Karl B. Oeser secured Ashland building permit 2032 to "erect masonry building" on the site,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 80

Ashland Downtown Historic District, Ashland, OR

listing "Wilkenson" as the contractor. Upon completion this small single story concrete block volume was used by Oeser's Fabrics, a business which continued under multiple ownerships into the mid-1980s.

In 1986 the building was sold to new owners who expanded the facade to the sidewalk and substantially remodeled the building for use as a bakery. Subsequent restaurant uses and the current specialty retail tenant have not required any additional changes to the stucco-clad structure.

Although somewhat consistent with the traditional development pattern of downtown in its zero setback and general volume, the overall appearance of the Oeser's Fabric building as remodeled is not compatible with the historic character of the downtown.

ID# 93.0 *Survey #325*

SHOOK ISAAC BUILDING/WHITE HOUSE GROCERY

372-374 MAIN ST E

Academic Classicism: American Renaissance

1910

391E09BD 6500

Primary Contributing

This large two-story concrete commercial block was completed in 1910 and developed by Issac N. Shook, an early Jackson County resident who moved to Ashland from the Phoenix, Oregon area in 1887. Shook and his wife Martha Payne Shook maintained extensive real estate investments in Ashland during the early 20th century period and this property was apparently built as an investment. The initial ground floor tenant was the Beaver Implement Company while the second floor was in residential use, operated under the name "Shook Apartments." The 1911 Sanborn Map of Ashland documents the western storefront in use as a "Music Store" and the eastern storefront as vacant. Sometime prior to 1942 the "White House Grocery" located here, operated by Melvin E. Kaegi.⁵⁰ One of the longest-lived businesses in downtown Ashland, and the last grocery store to remain in the downtown core, the grocery use continued at this site well into the 1980s.⁵¹

In the mid-1990s the storefronts were remodeled and renovated to their current appearance and various other changes resulted from changes in use, particularly to the present Laundromat on the west and a bakery on the east. The upstairs has remained uniformly residential as far as can be determined. One major change to the structure was

⁵⁰ It is important to note that the White House Grocery Building earlier referred to the single story brick structure that housed that use at the SW corner of Gresham and East Main street. (See ID #93.100) Although it is likely that the grocery store moved into this building c1931 when the old market was demolished, that has not been conclusively documented.

⁵¹ In 1986 the Polk Directory lists the occupant at the Triple T Market.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 81

Ashland Downtown Historic District, Ashland, OR

the demolition of the original parapet for seismic compliance purposes and its replacement with the present, compatible, design in 1996.⁵²

Although somewhat altered in recent years, the Shook Building remains one of the most intact commercial structures in the downtown Ashland and serves as an important visual at the eastern edge of the District. Retaining substantial integrity to its original design, the Shook Building accurately and effectively relates its design during the historic period of significance.

ID# 93.100 *Survey #325*

GENERAL PETROLEUM SERVICE STATION

376 MAIN ST E

Architect: General Petroleum Company (Los Angeles, Cal.)

Historic Period: Colonial

1931

391E09BD 6500

Builder: Smith, S. L.

Primary Contributing

Jointly owned with the I. N. Shook building to the west, this lot was originally the site of a long-prominent single story brick structure known as the "White House" grocery.⁵³ An elegant volume that fronted on East Main Street and followed the angle of the western side of Gresham Street, the "old White House grocery" was in use as an auto garage according to 1928. The grocery had already been demolished in 1931 when the site was announced as the site of a new General Petroleum Super Service Station. (*Tidings*, 2-Mar-1931, 2:2) Contract award for the new station was delayed until April when S. L. Smith, a local contractor, was put in charge. The design was apparently the work of the General Petroleum corporation itself.

Work was started today on one of the major construction projects which will take place in Ashland this season....when S. L. Smith, who was recently awarded the contract for the new General Petroleum super service station...started workmen to wrecking the old White House grocery building... The new service station will be of the brick colonial type and will embody all the finest type of service station construction. The super unit, including greater service, oil, storage, etc., will be at the rear of the lot. The buildings will be of similar architecture...total investment...will be in the neighborhood of \$25,000..." (*Tidings*, 27-March-1931, 2:1-2)

General Petroleum Company of California operated a regional chain with units from Alaska to Chile. By 1925 the company operated over 1,500 outlets. (Jakle and Sculle, 1994:104)⁵⁴ As gasoline stations became commonplace features of America's cities and towns, large retailers sought to standardize their design both to achieve brand recognition

⁵² See City of Ashland Building permit 9609085, dated 1996. Daniel Otter is listed as the contractor.

⁵³ See SOHS image #9952, taken c1910.

⁵⁴ General Petroleum was associated with SOCONY, eventually evolving into what became Mobil Oil.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 82

Ashland Downtown Historic District, Ashland, OR

and, perhaps more importantly, to lessen opposition to what began as a fairly ugly building form. Turning to residential architecture for models, the "Colonial Revival" style employed by General Petroleum for their new Ashland facility became a fairly common type during the pre-WWII period.⁵⁵

It is not clear at what point the service station use of the building stopped however as late as 1969 owner Dale Kaegi was issued a building permit to "remodel service station rest room, east of 372 E Main." ⁵⁶ By the 1980s the rear "super station" portion of the building was in use as a used furniture store and the pumps had been removed. Today the General Petroleum Service Station Building is a coffee bar.

While compromised as the result of changed usage, the General Petroleum Service Station remains the oldest gas-station related resource within the Ashland downtown core and the only surviving pre-WWII gas station of the three that once occupied this block.⁵⁷ As such, the General Petroleum Service Station is significant as an example of the early design and construction of gas station's in downtown areas and retains sufficient integrity to relate its historic character during the period of significance.

ID# 94.0 *Survey #327*

ASHLAND CARNEGIE LIBRARY

0 MAIN ST E

Architect: Ferris, George A.

Academic Classicism: American Renaissance

1912/1954

391E09BD 6700

Builder: Moyer, A. S. & Van Natta, John

Primary Contributing

Ashland's Carnegie Library was begun in 1911 after the city's Epworth League successfully received funded from the noted philanthropist Andrew Carnegie. Original plans for the product, required for funding from Carnegie, were prepared by local architect Frank Chamberlain Clark however the actual design that was built was prepared by Reno, Nevada-based architect George A. Ferris who was first brought to Ashland to design the city's high school.

The estimated cost of the building was \$16,500. The Carnegie gift amounted to \$15,000....The bid of Moyer and Van Natta for the construction was accepted and

⁵⁵ See Vierya, *Fill 'er Up: An Architectural Historic of America's Gas Stations*. (New York: Collier Books, A Division of Macmillan Publishing Co., Inc.), 1979.

⁵⁶ See City of Ashland Building permit 2196, dated 8-18-1969. Ed Krahel was listed as the contractor.

⁵⁷ 1928 Sanborn Maps document the Signal Gas station that stood at the corner of South Second and East Main and the station in the middle of block, on the site documented as ID #92.000. Other early downtown stations, no gone, include a Chevron station that once occupied the NE corner of First and Main streets. The non-historic gas station at the District's edge, (Site #58.000) is the only surviving station within Downtown although three gas station structures remain just outside the boundary on the North side of Lithia Way. (See Ashland Railroad Addition Historic District, Sites 19.00, 147.00 and 363.00, all built after WWII.)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 83

Ashland Downtown Historic District, Ashland, OR

work was begun March 1, 1912. The library was dedicated September 16, 1912. (Ott, 1938:5)

It is doubtful if a large number of the citizens of Ashland fully realize their good fortune in having so handsome and well-equipped a library as is now the property of this city...The building, which is of brick with an exterior covering of cement plastering, is finished internally with Oregon fir and is handsome in the extreme...."(Tidings, 30, Sept-1912, 1:3-4)

The original Temple-front volume housed all of Ashland's public library services through WWII but with the increased population growth in the late 1940s, discussions of expanding the building began in earnest in 1951. In 1954 the City of Ashland, which then both owned the building and provided the library services, authorized a \$5,000 loan to the Library board to help offset the estimated \$15,000 costs of a much needed expansion.

The addition will be at the back of the present building, extending to the alley that parallels Siskiyou boulevard. Work will be done city crews and will begin as soon as possible. (Tidings. 2-Jun-1954, 1:2-3)

In 1956 additional renovation work resulted in the creation of the "Gresham Room," a public meeting space located in the full-size daylight basement. Operation of the library was transferred to the Jackson County Library System in the 1970s. At this writing on-going discussions of how and if the Carnegie might be expanded or enlarged as so continue as Ashland's public library are underway.

A two story stucco-clad volume, the Carnegie Library is sited diagonally, facing the intersection of Gresham and East Main streets. The long flight of stairs leading to the traditional entry way remain, augmented by a non-original entry on the building's east-facing elevation. While the entry doors have been replaced and other minor features have been removed, the Ashland Carnegie Library retains very high integrity to its original design and effectively relates the historic period of significance and the role that it has played in Ashland's downtown for the past eight decades.

ID# 94.100, Survey #326

MICKELSON-CHAPMAN FOUNTAIN
0 MAIN ST E
No Style

1929
391E09BD 6700
Primary Contributing

Early photographs of the Ashland Public Library show that the original fountain at the SE corner of Gresham and East Main streets was what appears to have been a cast iron bowl. It is not clear when this fountain was removed but the present granite fountain was installed in 1929, a gift to the city from the estate of Aunt "Vicky" Mickelson. Victoria

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 84

Ashland Downtown Historic District, Ashland, OR

Mickelson, "one of Ashland's most beloved pioneer characters" made a very specific bequest.

I direct my executor...to sell all my property...with the proceeds thereof to purchase a suitable lot in the city of Ashland...to properly grade, lay out and beautify the same, and to have erected thereon a neat and substantial stone cold water fountain with appropriate appointments for men and animals to quench their thirst. Only Oregon stone is to be used in fitting up the fountain. A suitable life-sized statue is to be placed at the top [and]...the name of Mickelson-Chapman is to be cut in the corner of said fountain...(*Tidings*, 14-Apr-1928, 1:2)

Originally planned for the entrance to Lithia Park, the Mickelson-Chapman Fountain was finally built in the small triangular "city park" in front of the city's Carnegie Library.⁵⁸ It is not clear who manufactured the fountain or where the carved figure of Italian marble was acquired but the fountain was apparently completed by late 1929.

One of the most beautiful fountains in Ashland is the Mickelson-Chapman Fountain at the city library, a fountain made possible by Mrs. Victoria St. Claire Chapman Mickelson and erected at a cost of \$3826.00. This memorial fountain, with granite base, surmounted by the figure of a pioneer women fashioned from Italian marble, is an artistic piece of work which attracts much attention. Both Lithia water and city water comes from the fountain...(*Tidings*, 30-Jun-1931)

Balancing the presence of several public statues at the Plaza and within Lithia Park, the Mickelson-Chapman Fountain demarcates the eastern end of the Ashland Downtown core. While currently non-functional, the small perimeter dog bowls and the graceful female figure of the work retain high integrity and serve as an important visual element in maintaining the historic character of the downtown area.

SUMMARY:

The one-hundred and nine resources identified within the Ashland Downtown Historic District represented more than one-hundred and twenty years of the city's civic, commercial, and social history, serving as the primary location of Ashland economic, service, and retail uses throughout the period of significance. Built in a variety of styles, from simple utilitarian designs to locally significant interpretations of the various architectural idioms of the past 100 years, when evaluated as a whole the Downtown retains a high degree of integrity in materials, workmanship, setting, feeling, location, and

⁵⁸ This may have been the result of the final value of the Mickelson estate. Originally valued at \$7500, the impacts of the Depression may have reduced the amount substantially, resulting in the decision to place the statue on land already owned by the city.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 85

Ashland Downtown Historic District, Ashland, OR

design to effectively relate its traditional role as the heart of this community. Its buildings and other built resources effectively document the pattern of change and evolution of the business district in the community. The Ashland Downtown Historic District successfully and accurately conveys its historic development and the associations which make it significant under National Register eligibility Criteria "A" and "C."

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

COMMERCE
ARCHITECTURE
COMMUNITY PLANNING

Period of Significance

1879-1949

Significant Dates

n/a

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

Multiple, See Section #7

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

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

Primary Location of Additional Data

- State Historic Preservation Office
Other State agency
Federal agency
Local government
University
Other

Name of repository:

Jackson County Courthouse
Ashland Community Development

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 2

Ashland Downtown Historic District, Ashland, OR

along Bear Creek, and a permanent north-south road looped in front of the flour mill where workers traded wheat for flour. The small town became known as Ashland Mills.

The physical location of the Ashland early commercial district, (the area now known as the Plaza), was determined with the town's founding on Abel Helman's Donation land Claim, No. 40. When severe financial pressures threatened him in 1855, Helman sold several lots to prospective merchants and tradesmen. Helman and Emery built a boarding house to accommodate travelers and constructed simple frame dwellings for their families. By 1855 the small community of Ashland Mills had a post office, hotel, store, cabinet shop, livery, blacksmith shop and several homes in addition to the flour mill and the sawmill.

The earliest surviving map of Ashland, drawn in 1860, indicates a three-block arrangement of lots clustered in front of the flour mill. On these blocks stood the wood frame Ashland Boarding House, a livery, blacksmith shop, and Robert Hargadine's Store and residence. The open area centered between the blocks held a flagpole and hitching post. In 1867, after intense competition with Jacksonville, promoters built the Ashland Woolen Mills on the banks of Ashland Creek near the present intersection of B and Water Streets. The mill operated day and night, six days a week, producing top quality woolen underwear, hosiery, shawls, and blankets. Although the woolen mill, a nursery, and a Methodist college contributed to the town's growth, Ashland's economy remained farm-based for the first thirty years of its existence. Wheat and oats, corn and hogs, sheep, hay, apples peaches and pears made farming profitable and encouraged settlers to stay. (Farnham, 1955: 41.)

Ashland's commercial district expanded gradually around the clearing in front of the flour mill and residential neighborhoods developed nearby on Granite and Church Street, as well as on Main, Pine (Helman) and Oak Streets. Faced with a pressing need for public services, Ashland applied for incorporation and on October 13, 1874 the Oregon State Legislature granted the town a charter. In June 1876, in one of its first issues printed, the *Ashland Tidings* editor wrote:

There is one peculiarity in which Ashland differs from most other towns of its size. It has neither church nor saloon; however, whiskey is sold by the bottle and preaching is done in the schoolhouse; and therefore the people are generally happy. (*Tidings*, 17-June-1876)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 3

Ashland Downtown Historic District, Ashland, OR

Six months later disaster struck the little community. At 4:00 a.m. on March 11, 1879, a fire that began in the blacksmith's shop roared through Ashland's commercial district, destroying all of the structures on the west side of the open area that had become known as the Plaza. Within an hour all the wooden buildings, connected with wooden sidewalks, were gone. Hemphill and Robinson, Mrs. Jones' millinery shop, W. W. Kentnor's wagon shop, Inlow and Farlow, the Fountain Store, the Ashland Post Office, Masonic Hall, the Oddfellow's building collapsed in flames. Heroic efforts saved the Ashland House. As the town reeled from the loss, the local newspaper editor had plenty to say about the devastation and laid the blame squarely on the Town Board and citizens:

With the bitter experience of the past in mind, it is hardly likely that a row of wooden buildings so inviting to the devouring element will again be built in Ashland, but water facilities for fighting fire will be needed nevertheless, and it behooves our citizens to move in the matter as soon as they shall have recovered from the blow which their past negligence has brought upon them. (*Tidings*, 21-Mar-1879, 2:1)

As fire always does, this blaze forever changed the face of Ashland's commercial district. By summer 1879, brick buildings had replaced some of the wooden structures along the west side of the Plaza. Among the first to be completed were the I.O.O.F. Building (31.0) in 1879, and the Masonic Building (24.0) in 1880. During the next decade, additional brick structures filled in the spaces along the block, forming the present configuration of buildings.

By 1880 Ashland counted 842 residents. (U.S. Census Bureau, 1880) Ashland eagerly awaited the Oregon and California Railroad line as it pushed south from Roseburg where construction had halted for a decade. In October 1883, Lindsay Applegate sold 156.75 acres in the northerly environs of town to the railroad company. Surveyors mapped a major addition that would double Ashland's size. The final plat for the Railroad Addition was recorded February 26, 1884. (*Tidings*, 16-Feb-1884; 18-Apr-1884, 3:7-8)

The first passenger train pulled into Ashland on May 4, 1884. Although three years would pass before the tracks from the north and south joined at Ashland, the immediate impact of the rails from the north was dramatic. As the terminus of the line, the town realized an immediate influx of people, money and improvements. Reviewing the city's growth during the year, the

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 4

Ashland Downtown Historic District, Ashland, OR

local newspaper noted that 89 new houses and 33 "other" buildings had been constructed. (*Tidings*, 2-Jan-1885) The rapidly increasing population brought overwhelming needs for law enforcement, water systems, street improvements and fire protection. In 1885, pressures of time, complex decisions and demand for increased governmental representation, led to a new charter and incorporation as a city.

In 1884 and 1886 several brick commercial buildings, new sidewalks and street crossings were completed on the Plaza to accommodate the rapidly growing community. These include the Bank of Ashland Building (Site 23.0) in (1884), the Henry Judge Building (30.0) in 1886, and several structures erected by Avery Johnson in 1886, including the Johnson-Simpson Building (27.0), the Avery Johnson Building (South Half) (28.0) and the Avery Johnson Building (North Half) (29.0). Lots in the new Railroad Addition sold rapidly as individuals and families purchased land for new homes. The railroad transformed Ashland from a small farm center to a busy city. It contributed directly to the development and success of the local orchard and livestock industries. Local manufacturing plants such as the Ashland Woolen Mills, the Ashland Iron Works and the area timber industry all benefited from the availability of rail transport. (Kramer, South Wing, Ashland Depot Hotel, 1990:8:7)

On December 17, 1887 officials drove the Golden Spike that connected the Southern Pacific Railroad's San Francisco - Portland Line at Ashland. The community welcomed the event with ceremony. This important event was observed by music, speeches and the arrival of dignitaries by train from Portland and from San Francisco. The joining of the tracks in Ashland marked the completion of the circle of railroad around the United States. Ashland became the division point and working station for all passenger and freight trains through the area.

Ten new additions to Ashland were platted in 1888 including four newly acquired additional acres in the Railroad Addition. In September, 1888 the local paper stated, "...Every tenable dwelling in town is occupied -- sometimes by two families." Thirty-four new houses were constructed during 1889. (*Tidings*, 25-Nov-1889, 3:4; 3-Jan--1890, 3:3) Entrepreneurs constructed the commodious Ashland Hotel on Main Street to accommodate the increasing number of visitors in town. By 1890 the town's population jumped to 1784 - a 111% gain since 1880. (U.S. Bureau of Census)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 5

Ashland Downtown Historic District, Ashland, OR

In 1890 local government had long outgrown the old town hall. After extensive debates about whether to purchase an existing building or erect a new one, the council put the issue to voters in the spring of 1891. Citizens approved construction of a new city hall on the Plaza and by mid-November, brickwork on the hall was complete. (*Tidings*, 20-Mar--1891, 3:4; 25-Sept.-1891, 3:1, 5; 13-Nov-1891, 3:6)

In 1892 the Southern Oregon Chautauqua Association was formed during a Methodist camp meeting near Central Point. Ashland emerged as the choice for locating the enterprise and in the summer of 1893, workers raised a large, dome-shaped building on a wooded hillside above the Plaza. Here, annual programs played to large crowds. The Ladies Chautauqua Club donated money from dues and dinners in an effort to make the tabernacle grounds and adjacent campground more attractive. Community promoters actively sought tourism, by inviting visitors to experience the cultural benefits of the Chautauqua programs, the beautiful setting, and clear waters available in Ashland. The group planted many of the maple and locust trees that still stand and initiated construction of Chautauqua Walk (Site 1.2) During the spring of 1892 the Plaza was remodeled and the 107 foot flagpole, which had stood for two decades at the town center, was cut up for firewood and its large central platform removed to accommodate increased traffic through the downtown. (*Tidings*, 25-Mar--1892, 3:3)

By the early 1890s, lodging houses, saloons, restaurants, stores and warehouses formed a separate commercial district in the Railroad Addition. Here residents and railroad employees could conveniently purchase goods and services.(Eggers-Gould, 1986, n.p.) Despite growing pressure from the a competing commercial district centered in the railroad neighborhood, Ashland's downtown commercial district continued to be the community's center. Here, the bank, major hotels, several churches, and fraternal organizations served local citizens. In 1891 construction of Trinity Episcopal Church (71.0) on Second Street brought the number of churches near the central commercial district to four.

By the end of 1893, as the nation plunged into a financial depression, Ashland too experienced severe economic difficulties. In early September 1894 the Southern Pacific Railroad greatly reduced its workforce at stations along the line. Four difficult years passed before the local economy gradually began to improve. In November 1897, the newspaper indicated that things might be getting better: "Ashland is enjoying a fair-sized building boom at present, the first in a long time and new dwellings are springing up... the advent of good times." (*Tidings*, 22-Nov-

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 6

Ashland Downtown Historic District, Ashland, OR

1897, 3:2) By October 1898, Ashland had a severe housing shortage despite substantial building activity. Residential and commercial construction continue steadily through the end of 1899. (*Tidings*, 6-Oct-1898, 3:2)

1900-1928 "OUR FACES ARE TURNED TO THE EAST WHERE THE SUN COMES UP."

The new century opened with a disaster when the Ashland Woolen Mill burned in January 1900. Although the mill owners elected not to rebuild, other local industries kept the town's economy vital between 1900 and 1910. Orchardists planted fruit trees on Ashland hillsides, and pears, cherries and peaches were soon shipped all over the nation. The fruit industry, a creamery, local woodworking plants and the Ashland Iron Works, as well as other commercial enterprises thrived. Building developed at a rapid pace. In March 1901 the newspaper stated: "There is still a house famine, heightened by the Southern Pacific ordering additional trainmen to Ashland." By December of that year about seventy-five new dwellings had been constructed in Ashland. (*Tidings*, 8-Feb-1900, 3:2; 30-Jul-1900, 3:1; 25-Mar-1901, 2:3)

After 1900 Ashland's commercial district expanded toward the south along Main Street. Brick and concrete buildings replaced several residences along the route between the Plaza and Second Street. During 1904 at least ten substantial brick or stone commercial buildings were constructed on East Main Street. (O'Harra, 1981, 71) Early in 1908 the local Elk's organization selected a site on the north side of East Main Street between First and Second Streets for the Ashland Elk's Lodge (77.0). The following year, Henry Enders Sr., prominent Ashland merchant, announced plans for a large commercial structure opposite the Elk's Building on East Main Street, (the Enders Building, 81.x). These two important structures solidified expansion of the commercial district along East Main Street. In contrast, the last major development for buildings facing the Plaza included construction of the Mills-McCall Building (26.0), the Ashland Improvement Company Building (25.0) in 1904 and the Bank of Ashland Extension Building (22.0) in 1906. With these new structures, the Plaza and East Main Street to the Chautauqua Walk presented an almost entirely uniform row of masonry volumes.

In the spring of 1908, with its beautiful setting, healthy economy, and steady population growth, Ashland caught the attention of Fred Lockley, writer for the *Pacific Monthly*

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 7

Ashland Downtown Historic District, Ashland, OR

Magazine. Introducing Ashland as “A Home City,” Lockley identified the town as a source for contentment. In writing, he asked:

Are you finding the joy, the peace the contentment that should be yours? Do you want to get away from the turmoil, the clamor, the grime, the heartless competition and the questionable business methods of the big city to a place where being is as important as doing; where living is preferred to merely existing? (*Tidings*, 9-Mar-1908,1:8)

Ashland, Lockley declared, was the answer, “...in a class by itself, a city of such striking individuality that one does not easily forget it.” (*Tidings*, 9-Mar-1908, 1:8)

During the summer of 1909 the flour mill, long an Ashland fixture, was dismantled to make way for the city park. The city purchased the mill site and lands surrounding the “Chautauqua Grove.” for permanent dedication to park uses. In 1910 workers paved the Plaza and East Main Street to accommodate motorized vehicular traffic. Mayor R. N. Snell stated:

The first hard surface street pavement was laid on our streets during the summer of 1909 and Ashland made her first successful effort to get out of the mud...Only the best hard surface pavement is good enough for our beautiful city... Now that the City of Ashland has got started along modern lines, it is hoped that no future council will oil the skids for a backward policy. (Snell, Address to the Council, 1910)

With the successful Chautauqua programs and plans for a fine city park, Ashland, as it had many times in the past, advertised to attract tourists by rail or auto and encouraged others to settle permanently. A correspondent to the *Ashland Tidings* enthusiastically wrote:

There is no spot on the Pacific Coast so well provided by nature as a beauty spot, a home town, school town, health resort and all round playground as “Ashland the Beautiful.”... embowered with fruit and flowers, lined with music of running waters and the air filled with the fragrance so lavishly bestowed on this favored spot. It is not to be wondered at that its people are contented and strangers charmed. (*Tidings*, 4-May-08.)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 8

Ashland Downtown Historic District, Ashland, OR

Ashland was continually interested in beautifying its commercial core. Trees were planted in the Plaza right-of-way and this space, long dominated by a hitching rail and water tub, took on a more formal landscaped character. At the same time a landscaped island with walkways occupied a northern portion of the Plaza. Construction of the Carter Memorial Fountain (Site 1.1) further enhanced the park-like appearance of the Plaza and its role as the visual center of the community grew. In 1910, with a population of 5020, Ashland flourished. (U.S. Bureau of the Census) Ashland's commercial district expanded by years' end to approximately its present proportions, extending on both sides of Main from Church to the Third and Gresham intersection.

Buildings constructed during the post-1900 building boom along East Main Street between Oak and Third Streets included the F. L. Camps Building (55.0) in 1904, the First Southern Oregon Spiritualist Society Building (11.0) in 1904, the Ashland Elks Building, the First National Bank Building (40.0) in 1909-1910, the Isaac Shook Building (93.0) the Citizens Banking and Trust Company, (79.0; 79.1) in 1910, the Enders Building (81.x) and the Shaw-Sanderson Building (60.0) in 1911.

The loss of important buildings to fire nearly always led to construction of replacement structures. The burning of the Ganiard Opera House in 1912 encouraged Mayor R. P. Neil to remark hopefully:

Our city has suffered greater losses by fire in the year 1912 than in the three preceding years, and yet while the losses from this cause are heavy, there will arise in the place of these burned buildings structures of more imposing appearance and of better value, thereby naturally adding to the solidity and future benefit of the city (Mayor R. P. Neil, Address, 1912)

While the Ganiard Opera House was never rebuilt, its first floor was rehabilitated and converted to commercial space. (15.0) There was new construction, however. The new Carnegie Library (94.0), completed in 1912 constituted an important addition to the city's cultural development. On August 11, 1913, the city council approved an ordinance establishing the Ashland Fire Department. The City purchased a new American La France auto fire truck and remodeled City Hall to accommodate the new acquisition. The project extended the building to Main Street and relocated several offices.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 9

Ashland Downtown Historic District, Ashland, OR

In the years before World War I, promoters made determined efforts to change Ashland from an industrial town into a resort spa community. Enterprising developers widely advertised a new motto, *Ashland Grows While Lithia Flows*, to attract visitors to town. A “mineral springs” bond issue that passed resoundingly on June 6, 1914, provided \$175,000 to pipe Lithia water to fountains at the library, railroad depot and city park. The noted landscape architect John McClaren was retained to landscape Chautauqua Grove and its adjacent area – work that initiated the gradual development of Lithia Park.¹

The Western Better Roads Movement began construction of the Pacific Highway over the Siskiyou Mountains in 1913, following the same basic route through Ashland as the Applegate Trail and stage roads. Aware of the importance of ready transportation access, Oregon soon became a national leader in the so-called “Good Roads” movement. Jackson County would become Oregon’s first county to boast of a paved route from border to border. In Ashland, East Main and North Main streets through downtown were incorporated into the Pacific Highway, bringing new business opportunities to the downtown. The formal opening of the highway from Ashland to Central Point was held late in 1914. (O’Harra, 1981:88; 96) With the increased numbers of automobiles in town and on the highway, fueling stations were constructed in several downtown locations and, standard of the era, a tourist bureau was created on the Plaza, where in-coming visitors were required to register before driving out-of-state vehicles in Oregon.

As Europe was engulfed in conflict, in April 1917 Ashland supported the effort when the United States declared war on Germany. Locals citizens contributed strove to support the young men who left Ashland on the troop trains passing through town with donations of funds and supplies. The years following World War I saw new growth in Ashland despite a depressed economy and the failure of several old institutions, including the Natatorium, the Chautauqua,

¹ John McClaren, of California, is primarily famous as the designer and long-time park superintendent of Golden Gate Park in San Francisco. Born in Scotland, he assumed management of Golden Gate in 1882 at the age of forty-one and devoted the remaining 50 years of his life to its development. “McClaren was a man of considerable strength of character who inspired emotions which ranged from hatred to great admiration. Under his guidance, Golden Gate Park came to maturity and remains as a monument to his skill in landscape design and his love of nature.” (<http://civiccenter.ci.sf.ca.us/recpark/location.nsf>)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 10

Ashland Downtown Historic District, Ashland, OR

and the long-held dream for a resort city. Ashland business leaders and proponents of progress pushed for change. The *Ashland Daily Tidings* editor wrote:

The old order of narrowness, bigotry, selfishness, jealousy and suspicion which has so long kept Ashland in the town pump class is now thrown into the junk pile. Our faces are turned to the east, where the sun comes up. (*Tidings*, 29-Nov-1922)

Taking office early in 1923, Mayor Charles S. Loomis spoke to the community:

...There is much in store for Ashland and ...the time is ripe for development. The hotel project, the water and cannery questions, all should have our hearty support. Let us work in conjunction with the various organizations... Let us all pull together with one thought and one aim, for a bigger and better Ashland. (Loomis, Address, 1923)

By the spring of 1925 several improvements to commercial buildings on East Main Street were planned or underway. The *Ashland Daily Tidings* reported:

East Main Street is becoming one of the most attractive parts of the city as far as improvements and changes in buildings are concerned and 1925 will bring many different buildings and store fronts in the section between Main and Pioneer Streets and Main and Third Streets. (*Tidings*, 21-Feb-1925, 1:1,2;)

Chief among the projects Mayor Loomis outlined was construction of the nine-story Lithia Springs Hotel (41.0), primarily funded by a group of Ashland businessmen determined to revive the town. Other important additions and planned changes on the south side of Main Street, including construction of O. H. Johnson's building (42.0), McGee's Department Store (McGee-Fortmiller Building (47.0), a gasoline station, the improvement of a second station. On the north side of Main Street scheduled improvements included overhauling the Weimer Building, and constructing a garage and additional storerooms on that side of the street. (Sites 60.0 and 61.0) "With all of this construction, remodeling and changing," the *Ashland Tidings* reported, "East Main Street will present a busier and prettier appearance later." (*Tidings*, 21-Feb-1925, 1:1,2)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 11

Ashland Downtown Historic District, Ashland, OR

All these projects, however, could not offset the devastating effect of the Southern Pacific Railroad's Natron Cut-off, a straighter and more economic route completed between Weed and Eugene in 1927. This new Main Cascade Line eliminated the steep Siskiyou Mountain grade and re-routed the fast freight and best passenger service away from Ashland. (O'Harra 1981:122) As railroad employees moved away for other jobs, they left vacant houses, a reduced school population, and declining business incomes. One local resident recalled that local opinion held, "Grass will grow in our streets when the railroad goes." (*Table Rock Sentinel*, Mar- 1988:10) The Lithia Springs Hotel, opened with such vision of success in 1925, defaulted by the end of the decade, with many Ashlanders losing their investment.

1929-1949 "SPLENDID SPIRIT"

Ashland's economic conditions worsened with the stock market crash in October 1929. As the decade of the 1930s wore on, the City increasingly granted free electricity and water to destitute citizens. Although the times were difficult for local residents, Mayor J.E. Thornton expressed appreciation to the people of Ashland "...for the splendid spirit" they showed. (O'Harra, 1981, 124) While few residents could afford to build new houses, many completed remodeling projects. The decade became a period of renovation and modernization in Ashland. The commercial district saw extensive remodeling during late 1929 and 1930. The local newspaper described work on a modern "white way" downtown, noting the "remodeling of nearly fifty business fronts, installation of latest lighting devices, advertising backgrounds and interior equipment." (*Tidings*, 23-Feb-1931, 2:1-3) In addition to some new homes and several many residential improvement projects, the city acquired a municipal airport and saw several industrial plants expand their operations. (*Tidings* 23-Feb-1931, 2:1-3)

In late 1930 and early 1931 materials from an Ashland brick and tile factory were used to construct a swimming complex known as Twin Plunges on the former site of the Natatorium. (*Tidings*, 29-Jan-1931, 2:5) The Varsity Theater (45.0) was constructed in 1937 and provided Ashland residents with respite and entertainment in these difficult years. The Southern Pacific Railroad terminated through-passenger service between Portland and Oakland via Ashland but continued to run one train a day to and from Portland, and one to and from San Francisco and Grants Pass. (O'Harra, 1981:130) Ashland's population, which had stood at 4544 in 1930, rose to 7740 in 1940. (U.S. Bureau of Census)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 12

Ashland Downtown Historic District, Ashland, OR

With the onset of World War II, Ashland, like the rest of the country, turned its attention to war. In 1942 construction began north of Medford on the U.S. Army cantonment of Camp White. By September when the project was complete, more than 1300 buildings rose on the 67,130-acre site. Approximately 110,000 soldiers would pass through the camp before the war ended, along with thousands of civilian camp workers, spouses and others the huge project brought to the region. Ashland, as well as other communities tried to accommodate the influx of military personnel as local streets filled with young men on weekend passes. (O'Harra, 1981: 141) The Women's Civic Improvement Clubhouse, just outside the downtown district on Winburn Way, became Ashland's USO for the duration. Recreation opportunities were developed and downtown took on a bustling air not seen since the mid-1920s as new restaurants, lunch counters and bars opened to serve the Camp.

In the midst of wartime planning, a major road project dramatically changed Ashland's physical configuration. In 1942, Main Street, a part of the Pacific Highway, was widened and re-directed. Albert W. Denton, of Vancouver Washington, was hired to re-develop the expanded space. (*Tidings* 17-April-1947 1:1) Engineers created a "floating island" in the middle of the Plaza. (*Tidings*, 1-Apr-1941; 7-Apr-1942; 10-Apr-1942; 4-Sept-1942) Businesses moved out and the row of early buildings on between the Plaza and Highway 99 were demolished to create the present open Plaza configuration. Other buildings, notably the Flatiron Building/Claycomb Block, (36.0) were cut in half to accommodate the highway development and new facades were created. Work continued on the Plaza redevelopment project for several years and it was not entirely completed until after World War II in 1947.

In the post-war years truck freight gradually replaced the railroad as the major means for shipping, and as tourism increased and the economy revived an ever-increasing number of automobiles and trucks traveled through Ashland. The changes to the Plaza opened the downtown to convenient access by automobile both for local citizens and tourists. Physically and visually, the removal of buildings and street widening helped establish the cohesiveness of the Plaza, again supporting its role as the center of the community. The curving lines of the plaza configuration and the solid rows of masonry structures now made it difficult to determine where North Main Street ended and East Main Street began. Clear vistas through the downtown could be had from either end of the commercial district, creating a unified whole.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 13

Ashland Downtown Historic District, Ashland, OR

Post-war building activity gradually boosted the local economy. Describing the progress, Mayor Thornton Wiley stated:

[Ashland's] growth is best reflected in the increase of building permits and of customers for city light and water. Building permits for 1945 were issued in the amount of \$202,500.00 while in 1940 they totaled only \$54,959.00. In 1940 we had 1664 customers for light and water, whereas at the close of 1945 we have 2034 customers. This is largely represented by the construction of new homes. (Mayor Thornton Wiley, Address to Council, 1945)

In 1947, Ashland developers and business interests took steps to participate in the post-war advances and modernization seizing the country. Two important new buildings went up in town, both designed in the Moderne Style and both partially in response to the area's redesign. The Peil Implement Company Building and its extension structure were razed and the new Weitzel/Park View Department Store (20.0) was built on the Plaza's southwest corner near the entrance to Lithia Park. Designed by the prominent Klamath Falls architect Howard R. Perrin, this structure represents the last major building development on the Plaza. In 1946, the Knox Building (37.0) was constructed at the corner of Oak and East Main Street, the most significant architectural response to the street changes of the Plaza's redesign.

...the Plaza improvement project...will be one of the modern examples of traffic control, with several "islands" which will be landscaped. It is predicted that this will be one of the most attractive street intersections in the state when it is completed this summer. (*Tidings*, 25-Jul-1947, 2nd Section)

Interrupted by the War, in 1947, performances of Shakespeare's plays resumed in a summer festival that had begun as a three-day festival on the former Chautauqua site. Supporters constructed an improved stage and stage house in 1948 to house the theater operation. Each season saw an increasing number of tourists visit Ashland, many to attend the Shakespeare performances.

POST-1949 DEVELOPMENT

The demand for lumber in the post World War II years saw an increase in the number of small family-owned sawmills in and near Ashland. By the early 1950s there were more than a dozen mills running three shifts a day. The mills substantially contributed to the economy of Ashland

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 14

Ashland Downtown Historic District, Ashland, OR

until the mid to late 1950s when the attrition rate of family-owned operations soared following the arrival in Jackson County of large, diversified wood products manufacturers (O'Harra, 1981, 147.)

In 1955, a one-way northbound avenue was introduced between Siskiyou Boulevard and Helman Street, creating Lithia Way and widening C Street along its route. Several residences were moved or demolished to make way for the new thoroughfare which, when completed, established the present street grid in the commercial district.

Development and change marked Ashland in the 1960s and 1970s. The town had more people, new schools, businesses and institutions. The Oregon Shakespeare Festival's outdoor Elizabethan theater, constructed in 1959 within the encircling foundation wall of the old Chautauqua Building, brought more residents and visitors to Ashland. The new Ashland Hospital was built in 1961 and the same year, the First National Bank (now Wells Fargo) replaced the old Ashland Hotel.² Rapid growth and accompanying planning requirements consumed civic energy. In 1964 a group of Ashland citizens petitioned the city council to give immediate attention to a long-range plan that would assure Ashland orderly and progressive growth. The town's first zoning ordinance was adopted the same year. Interstate 5 was opened between Ashland's north and south interchanges in 1964. This bypassed Highway 99 as the main north-south route through the downtown area and immediately relieved the heavy traffic on Siskiyou Boulevard and North Main. The increasing success of the Shakespeare Festival prompted a thankfully short-lived interest on the part of some local building owners in renovating building facades in a Tudor theme.³ With the opening of the Angus Bowmer Theater in 1970, and the Black Swan Theater in 1976 (Site 50.1), tourism became a year-round source of income for Ashland. Long vacant or underutilized buildings were rehabilitated, often for tourism-related uses. The Lithia Springs Hotel (re-named the Mark Antony in 1961) was listed on the NRHP in 1978 and renovated. The abandoned First Baptist Church (Site 84.0, known locally as "the Old Pink Church" after an uninspired paint scheme) was rehabilitated and transformed into the Oregon Cabaret Theater.

² See Site #40.0.

³ See, for example, Sites 62.0 through 66.0.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 15

Ashland Downtown Historic District, Ashland, OR

In the mid-1970s increased local interest in historic preservation led to the establishment of the Ashland Historic Commission and local designation of areas of the city as historic districts. In 1989 the City completed an initial inventory of structures within the Ashland Downtown Historic District. Recently, discussions and regulations regarding downtown development standards, and the establishment of criteria to maintain downtown's traditional character, have resulted in regulations to insure appropriate design for new buildings within the downtown district. The Golden-Fields Building (89.0) exemplifies efforts made with these considerations in mind, continuing downtown's long history of respectful commercial construction.

ARCHITECTS, BUILDERS AND DEVELOPERS

Atkinson, E. K.

A native of England, Atkinson came to Ashland in 1874, purchased a one-third share in the Ashland Flour Mill, and entered a partnership with J.M. McCall. In 1879 Atkinson became a partner and business manager of the Ashland Woolen Manufacturing Company, and later participated in organizing of the Bank of Ashland. His widow, Eugenia Atkinson, commissioned and paid for the design and construction of the Atkinson Memorial Bridge, built over Ashland Creek in Lithia Park in 1911-12 to honor her husband's contribution to Ashland.

Bowen, W. F.

Architect William Francis Bowen, a native of Illinois, worked in Ashland from 1910 to 1913. A January 1911 issue of the Ashland *Tidings* notes that Bowen had over twenty-five homes planned in Ashland and the vicinity. Among other buildings, Bowen is credited with the design of the Star Steam Laundry Building (35.0) Citizen's Banking and Trust Company Building, (79.0; 79.1) the Women's Civic Clubhouse (Winburn Community Center), the Atkinson Memorial Bridge, and remodeling plans for City Hall. (1.0)

Butler, Gwin

Born in 1854 in Jackson County, Gwin Butler had a distinguished career in Ashland as a merchant, real estate developer, and philanthropist. He served as mayor of Ashland and as president of the State Bank of Ashland. With Domingo Perozzi, Butler purchased an Italian marble fountain from the 1915 San Francisco World's Fair and installed it in Ashland's Lithia Park. During the 1930s, Butler was responsible for important redevelopment projects including work on the Shaw-Sanderson Building (60.0) in 1931 and the Medical Arts Building (48.0) in 1938.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 16

Ashland Downtown Historic District, Ashland, OR

Carter, E. V.

Ernest Victor Carter established the Bank of Ashland in 1884 with his father, Henry B. Carter. E. V. Carter was an important local entrepreneur and community leader. He entered the Oregon House of Representatives in 1898 and was elected Speaker of the House. In 1909 Carter was elected to the State Senate. Two of his former residences, one constructed in 1886 and one in 1909 remain standing on Siskiyou Boulevard, just beyond the district boundaries.

Carter, H. B.

With his sons, E.V. and F.H. Carter, Henry B. Carter moved to Ashland from Iowa. The three established the Bank of Ashland in 1884 — an institution that constituted the sole banking interest in the community until 1909. Henry Carter platted a large addition to Ashland, owned several orchard tracts, and was very active in local real estate. The Carter Fountain on Ashland's Plaza was erected by Carter's son's E.V. and F.H. Carter in memory of the mother and father.

Clark, Frank Chamberlain

Born in New York in 1872, Clark moved to Ashland to design a building for Southern Oregon Normal School. He maintained an office in Ashland until 1911 when he moved to Medford. A trained architect, Clark designed hundreds of residential, commercial and public buildings throughout Southern Oregon until his death in 1957, forming a lasting partnership with Robert Keeney in 1937. Clark's work in the Ashland Downtown Historic District includes the Ashland Elk's Lodge (77.0), the Ashland Masonic Building (24.0) the Enders Building (81.1), the Enders building annex (81.2) the Christian Science Church (49.0), the J. P. Dodge Building (14.0), the J. P. Dodge and Sons Funeral Home (16.0), the Mills-McCall Building (26.0) Johnson-Simpson Building (27.0), McGee-Fortmiller Building (47.0), F. L. Camps Building (55.0), the Swedenburg Building (75.0) and the Ashland Improvement Company Building (25.0).

Claycomb, H. L.

Born in Illinois in 1886, Herschel L. Claycomb, moved to Ashland from Washington State. He purchased the Harrison Brothers Ford dealership in 1925 and continued that business until his retirement in 1946. A prominent local businessman and civic leader, Claycomb died in October, 1959. The Flatiron Building/Claycomb Block (36.0) remains on North Main Street.

Dodge, J. P.

John Page Dodge moved to Ashland in 1883 and opened a mercantile business. During subsequent years, he and his sons Louis and William Dodge, operated a furniture store (J. P. Dodge Building (14.0), and the J. P. Dodge and Sons Funeral Home (16.0). Dodge served as city councilman in 1892-1893, as mayor from 1896 to 1898 and was one of several local business

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 17

Ashland Downtown Historic District, Ashland, OR

leaders who incorporated the Citizen's Bank and Trust Company. After J. P. Dodge's death in 1928, his sons operated both the furniture and mortuary enterprises. Both Louis and Will Dodge were prominent in Ashland real estate and business activities.

Enders, Henry Sr.

Henry Enders Sr. arrived in Ashland in 1907 and opened a mercantile store. In preparation for expanding his business three years later, he platted the Enders Addition to Ashland, a tract that extended from Hargadine to Main Street and from First to Second Streets. Enders sold the Ashland Elks organization three lots on East Main Street for their large new building and began construction of the Enders Building (81.x) on the south side of East Main Street in 1910. Enders was a longtime supporter of Ashland enterprise and was a major investor and president of the corporation behind the Lithia Springs Hotel.

Jordan, Frank

Frank Jordan came to Ashland shortly after 1900 and worked as a builder for many years. Specializing in brick and concrete work, he constructed the P.W. Paulson Building (39.0) on Oak Street in 1905 and the Bank of Ashland Extension Building (22.0) on North Main Street in 1906. In 1908 he built the Ashland Hose Company No. 2 and in 1909 did the concrete work for the new Granite City Hospital. In 1916 Jordan won the assignment to remodel the jail in Ashland City Hall, and the following year completed the cement wall for the new Ashland Chautauqua structure.

Keeney, Robert J.

Robert Keeney, a native of Hong, Kong, China, worked as an estimator for Big Pines Lumber Company in Medford from 1930 to 1937. He joined Frank Chamberlain Clark's architectural practice as a partner in 1937 and is credited with the design of the Varsity Theater (45.0) that year. Keeney practiced in the Rogue Valley for fifty years and was responsible for many buildings throughout Southern Oregon, including the Josephine County Hospital, the Myron Root Company Building, Stage Coach Orchards, Bear Creek Orchards Plant, Rogue River Orchards, Crystal Springs Package Company and numerous private residences.

Lamb, A. L.

A. L. Lamb worked as a contractor in the early part of the twentieth century and served as a member of the Ashland City Council from 1916 to 1918. He supervised volunteer workers during construction of the expansion of the Chautauqua dome, was responsible for the design and construction of the Women's Civic Clubhouse and for work on remodeling Ashland City Hall (1.0) in 1913, the Lithia Springs Garage (83.0), and the Butler Pioneer Log Building. In 1942,

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 18

Ashland Downtown Historic District, Ashland, OR

Lamb, a resident of Salem, was hired to demolish the commercial storefronts in preparation for widening Highway 99 through Ashland.

Marsh, L. S. P.

A native of Nova Scotia, Marsh arrived in Ashland in 1876 where he opened a planing mill and furniture factory. As a builder, Marsh was responsible for several important structures including the Jackson County Courthouse and the Del Norte County Courthouse. Among buildings in Ashland credited to L. S. P. Marsh are the Ashland Presbyterian Church (now demolished), the Atkinson House, the John McCall House, the B.F. Myer House. In the downtown district, Marsh built, and probably designed, the Bank of Ashland Building (23.0) as well as the original elements of the Ashland Masonic Lodge Building. (24.0).

McCall, John

McCall, a prominent Ashland merchant was an investor in Ashland's flour mill and founder of the Ashland Woolen Mill in 1867. He served as Ashland's first treasurer and as mayor in 1886. In 1876 and 1881, McCall was elected as a representative to the Oregon Legislature. His prominent home, designed and constructed by L. S. P. Marsh stands on Oak Street in Ashland. In 1878 McCall financed the original volume of the Mills-McCall Building on the Plaza, enlarged and renovated in 1904 by his widow Mary and investor Delos Mills. (26.0)

Perrin, Howard R.

Howard R. Perrin moved to Klamath Falls, Oregon in 1922 after graduating from Brown University. Quickly becoming the leading architect in the Klamath Basin, Perrin was responsible the Winema Hotel, Klamath County Jail, Klamath County Library, Klamath County Fire Station and numerous other residences and commercial buildings. He served as chief of operations in 1942 for Army Engineers at Camp White, and as project manager for Vanport Housing 1942-1943. Perrin was also architect for Klamath Marine Barracks Naval Air Station and Lakeview Air Station. In Ashland, Perrin was architect for Weitzel's Department Store (20.0), and was involved in the design and construction of Lincoln School on Beach Street.

Potter, S. A.

Samuel A. Potter moved to Ashland about 1900 to work for the Southern Pacific Railroad as a laborer. He began a concrete contracting business known as Lindsay and Potter, (later as S. A. Potter and Son) and constructed two hollow cement block commercial structures on East Main Street in 1904: the S. B. Stoner Building (67.0) and the W. C. Sanderson Building (66.0).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 19

Ashland Downtown Historic District, Ashland, OR

Additional examples of his work can be found in the Ashland Railroad Historic District, most notably the large two-story Potter Rooming House.⁴

Provost, Domina Sr.

Born in Ashland in 1902, Domina S. Provost purchased his father's hardware store in 1937 and the following year moved the business to 357 East Main Street where a line of furniture was added. During his business career he acquired extensive land holdings in the downtown area. He retired in 1955, turning management of the business over to his son, Dom Provost Jr. who continued his father's long career in Ashland business and real estate. Several historic buildings stand in the block owned by the Provost family, including the Rundell Building (64.0), the Peterson-Swenson Building (65.0), the W. C. Sanderson Building (66.0), and the S. B. Stoner Building (67.0).

Schmidt, W. J.

A resident of Ashland since 1880, Schmidt designed and constructed several distinctive houses and public buildings, including Ashland City Hall (1.0) in 1891, the Trinity Episcopal Church (71.0) in 1895, and the G. M. Grainger House (1890). The John and Charlotte Pelton House exemplifies his work in the Railroad Historic District. Schmidt left Ashland in 1898. In 1901 he supervised construction of the courthouse for Garfield County, Washington.

Stuart, R. I.

Richard Stuart arrived in southern Oregon shortly after the turn of the century and remained one of the region's most prolific builders for much of the next forty years. Specializing in concrete construction, he operated the R. I. Stuart and Sons contracting business until 1941. His son, Miles Stuart opened Tru-Mix concrete Company in 1941 after the termination of the older company, now an element in LTM, still an important construction firm in region. R. I. Stuart built several buildings in downtown Ashland during the historic period, including the addition to the Masonic Building (24.0) and the Ashland Elks Lodge (77.0).

Swedenburg, F. G.

Dr. F. G. Swedenburg, a native of Sweden, moved to Ashland in 1907. He was active in the local medical community and was a founder of Granite City Hospital on Siskiyou Boulevard where he served as chief surgeon. Swedenburg also developed a business block (the Swedenburg Building (75.0), on East Main Street. Swedenburg's brother, C. J. Swedenburg, was a

⁴ See Ashland Railroad Addition Historic District, Site #292.0.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 20

Ashland Downtown Historic District, Ashland, OR

prominent pharmacist who operated the East Side Pharmacy in the Swedenburg Building. Dr. Swedenburg died suddenly in 1937 after a distinguished local medical and business career.

Veghte C. H.

Born in New York in 1852, Charles Veghte came to Ashland in the 1880s. He worked for many years as a carpenter with his father-in-law Baldwin Beach and by 1900 was proprietor of a brick kiln. During his long career as a builder in Ashland Veghte was responsible for several of the city's notable homes and commercial buildings. In the Downtown Historic District Veghte built the Ashland City Hall (1.0), Ashland Improvement Company Building (25.0) and the Pioneer Building (56.0). Examples of Veghte's work in the Railroad Historic District include the National Guard Armory, and the Isaac Shook House. Veghte and his wife sold their Ashland home in 1919 and moved to Santa Monica, California where he died in May, 1921.

Wentworth, H. T.

H. T. Wentworth of Albany, Oregon came to Ashland in 1909 under contract to build the new First National Bank Building (51.0). Expecting a building boom during the next few years, Wentworth stayed in town. He was selected as contractor for the Citizens' Banking and Trust Company Building (79.0;79.1) and the Vaupel Store/Oregon Hotel Building (52.0). Wentworth apparently left Ashland in 1911.

Winburn, Jesse

In February 1920 Jesse Winburn visited Ashland from New York and made immediate plans to settle permanently here. He lived in Ashland for only three years, but during that period gave the city a hospital and a civic club house. Winburn Way, a prominent route through Lithia Park, is named for him.

PERIOD OF SIGNIFICANCE: 1879-1949

The historic period of significance in the Ashland Downtown Historic District begins in 1879 with construction of the Ashland I.O.O.F. Building on the Plaza following a fire that destroyed all the commercial structures on the western boundary of the town's commercial core. Continuing through the booming years of the late 19th century, with the completion of the Oregon and California Railroad line over the Siskiyou, the period encompasses the years when Ashland experienced dramatic growth as the division head for the Southern Pacific Company. The decade between 1900 and 1910 was another of rapid growth in Ashland with the planting of orchards on local hillsides, a successful Chautauqua, and the beginning development of Lithia

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 21

Ashland Downtown Historic District, Ashland, OR

Park, the arrival of the automobile, and construction of the Pacific Highway. The 1920s brought development of the Lithia Springs Hotel and further improvements to the highway route through town. During the 1930s, despite the difficulties of the Depression decade, several commercial buildings in Ashland were remodeled and Twin Plunges and the Varsity Theater were constructed. In 1942, with an increasing number of automobiles traveling through Ashland, major highway development began with the razing of portions of buildings on the north side of the Plaza to accommodate widening and redirection of the Pacific Highway. The work continued through World War II and reached completion in 1947. Post-war construction continued through 1949, as the pent up growth of the war years resulted in a burst of new commercial development, closing out the period of significance.

RESOURCE QUANTIFICATION:

As an aide to understanding the general architectural, visual and economic composition of the Ashland Downtown Historic District, the resources within the boundary area have been analyzed and quantified based upon several key characteristics. In addition to the detailed analysis by evaluation or "rank" as per the guidelines of NR Bulletin 16, District resources are quantified by *Year of Construction* to help illustrate the general building trends and pattern within the area.

ANALYSIS BY EVALUATION/RANKING:	QUANTITY	% TOTAL
Total Built Resources	100	100%
Contributing Resources, Total:	73	73%
Primary Contributing (incls. 6 objects)	62	62%
Previously NR-Listed	11	11%
Non-Contributing, Total:	27	27%
Historic/Non-Contributing in Current Condition	5	5%
Non-Compatible/Non-Contributing	15	15%
Compatible/Non-Historic/ Non-Contributing (incls. 1 object)	7	7%
Vacant [Sites], Total	9	9%

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 22

Ashland Downtown Historic District, Ashland, OR

ANALYSIS BY DATE OF CONSTRUCTION [ALL BUILT RESOURCES]

<1890	10	10%
1891-1899	4	4%
1900-1909	23	23%
1910-1919	17	17%
1920-1929	11	11%
1930-1939	5	5%
1940-1949	9	9%
1950-1959	3	3%
1960-1969	6	6%
1970-1979	7	7%
1980-1989	1	1%
1990-	4	4%

SUMMARY:

Since Ashland's founding in 1852, the Ashland Downtown Historic District has served as the city's primary commercial district and as the community's physical and economic core. Focused initially upon the area known as the "Plaza," after 1900 the downtown district gradually expanded east along Main Street to Third Street, with most major structures completed by 1929. With only a few exceptions, Ashland's downtown buildings have frequently been remodeled as the city's merchants have continued to thrive.

Today, 120 years since construction of its earliest standing structure, the Ashland Downtown Historic District retains a strong visual connection to its past and accurately reflects both its history and the associations that make it significant. Fully 70% of the district's standing structures date from the period of significance and retain sufficient integrity to effectively relate their development. The Ashland Downtown Historic District is nominated under National Register Criteria "A" and "C" for the area's association with the development of Ashland, Oregon between 1879 and 1949, a period in which the district's architectural character was firmly established and the town's linear commercial development reached its present boundaries.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 9 Page: 1

Ashland Downtown Historic District, Ashland, OR

BIBLIOGRAPHY:

Ashland Tidings, Miscellaneous issues as cited in text.

Atwood, Kay. *Ashland Oregon Cultural Resources Inventory, The Railroad Addition*, Ashland Planning Department, 1988-1989.

Ashland Oregon Cultural Resources Inventory, The Commercial District, Ashland Planning Department, 1988-1989.

Jackson County Conversations, Ashland, Oregon: Kay Atwood, 1975.

Enders Building, National Register Nomination Form, 1985

Bowmer, Angus L. *As I remember, Adam*. Ashland, Oregon: The Oregon Shakespearean Festival, 1975.

Childers, Lida and Lacy, Ruby. *1910 Census: Jackson County, Oregon*. Jackson County, 1989.

Clark, Rosalind. *Architecture Oregon Style*. Portland: Professional Book Center, 1983.

Egger-Gould, Leslie. "The Railroad's Impact on Ashland's Economy: An Introduction," n.p., 1986.

Farnham, Wallace D. "Religion as an Influence in Life and Thought: Jackson County, Oregon 1860-1880", Ph.D. Dissertation, University of Oregon, 1955.

Hannon, Nan. "Ashland's Other Architect: William F. Bowen." *Table Rock Sentinel*, May 1988.

Helman, Abel. "Diary and Expense Account," University of Oregon, Special Collections.

Gottfried and Jennings. *American Vernacular Design: 1870-1940*. Ames: Iowa State University Press, 1988.

Jackle, John A. and Sculle, Keith A. *The Gas Station in America*. Baltimore, Maryland: The Johns Hopkins Press, 1994.

Jackson County Deed Records, cited in text as "JCD, volume:page."

Kramer, George. *Camp White: City in the Agate Desert*. White City: Camp White 50th Anniversary Committee, 1992.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 9 Page: 2

Ashland Downtown Historic District, Ashland, OR

South Wing, Ashland Depot Hotel, Nomination to the National Register of Historic Places, 1990.

Kramer, George, with Atwood, Kay. *Ashland Railroad Addition Historic District*, Nomination to the National Register of Historic Places, 1998.

Lawrence, Mark E. "Buck Rock Tunnel and the Oregon and California Railroad Over the Siskiyou Summit." *Siskiyou Sites and Sagas*, Vol. 1, No., 1., 1973.

Latter Day Saints. *Directory of Residents and Businesses of the City of Ashland*. Ashland: Ashland Branch of the Northern California Mission of the Church of Jesus Christ of Latter Day Saints, 1948.

Loomis, Charles S. *Address to the City*, 1923.

Neil, R. P. *Address to the City*, 1912.

O'Harra, Marjorie. *Ashland: The First 130 Years*, Jacksonville, Oregon: Southern Oregon Historical Society, 1981.

Ott, Katherine. *History of the Ashland Public Library*, 1938. (privately printed)

Polk, R. L. *Polk's Jackson, Josephine and Douglas County Directory 1910*. Portland, Oregon: R. L. Polk & Company, 1910.

Polk's Medford and Ashland City Directory 1942-42. Seattle, Washington: R. L. Polk & Company, 1943.

Polk's Medford and Ashland City Directory 1955. Seattle, Washington: R. L. Polk & Company, 1955.

Polk's Ashland City Directory 1964. Monterey Park, California, 1964.

Reid, Rod. *Citizen's Banking and Trust Company Building*, Nomination to the National Register, 1984.

Snell, R. N. Snell, *Address to the City* 1910.

Waldron, Sue. "Growing Up in Ashland's Railroad District," *Table Rock Sentinel*, March 1988.

Walling, A.(lbert) G. *History of Southern Oregon*. Portland: A.G. Walling, 1884.

Wiley, Thornton S. *Address to the City*, 1945

Ashland Downtown Historic District
Name of Property

Jackson County, Oregon
County and State

10. Geographical Data

Acreage of Property 32.15 acres [+/-]

UTM References

(Place additional UTM references on a continuation sheet)

1 [110] [5121411210] [46171171015]

Zone Easting Northing

2 [110] [5121411210] [46171171015]

3 [110] [5123141810] [46171111315]

Zone Easting Northing

4 [110] [51213141810] [46171171015]

See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title George Kramer, M.S.

organization Historic Preservation Consultant date 1-August-1999

street & number 386 North Laurel telephone (541)-482-9504

city or town Ashland state Oregon zip code 97520-1154

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name Multiple owners, see attachment

street & number N/A telephone N/A

city or town N/A state N/A zip code N/A

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 10 Page: 1 Ashland Downtown Historic District, Ashland, OR

VERBAL BOUNDARY DESCRIPTION:

The majority of the nominated area is of land platted in the Original Town of Ashland but also includes portions of Blocks "O," "P," and "U" of the Railroad Addition, the Enders Addition, and Lots 1-4 of Pracht's Addition to Ashland, all filed with the Jackson County during the mid-to-late 19th and early 20th centuries. Overall, the Ashland Downtown District is a generally rectangular area broadly described as all those properties within the area bounded by Hargadine, Lithia Way, Church and Gresham streets. More specifically the district is defined as follows.

Beginning on the northwest from a point on the centerline of Church street and continuing in a southeasterly direction along the rear property line of those tax lots facing the south side of North Main Street, the district boundary crosses Granite Street at the rear line of Tax Lot 391E9BB-600 and continues to the north bank of Ashland Creek. Following Ashland Creek to the south, the district continues to the Winburn Way/Ashland Creek bridge and then heads eastward along the centerline of Winburn Way, skirting the entrance to Lithia Park, encompasses the Meyer Stairs, and heads thorough the compound of the Oregon Shakespearean Festival Association theater grouping (*including* the Chautauqua Walls/Allen Pavilion), follows the centerline of South Pioneer Street southward to its intersection with the centerline of Hargadine Street and then easterly to its intersection at Gresham Street/ Turning south, the boundary follows the south to the center of the alleyway behind the Ashland Carnegie Library (391E9BD-6700), following that alley to the eastern boundary of that tax lot and heads NE, across Siskiyou Boulevard to the centerpoint of the intersection of East Main Street, Siskiyou and Lithia Way. The district boundary then continues northward along the centerline of Lithia Way to the centerline of the un-named turning alley north of 391E9BB-9800, then SW across North Main Street to Church Street and continuing along its centerline to the point of beginning.

While bordering Lithia Park, independently listed on the NRHP and an intrinsic element in Ashland's history, the Ashland Downtown District *does not* include the park proper however several district resources are within tax lot 391E9-100, the common reference for many city owned properties within the area.¹

BOUNDARY JUSTIFICATION:

The nominated area includes the entire portion of Ashland traditionally referred to as "Downtown" or the "Central Business District" as it developed between the founding and original mapping of the community in the 1850s and grew over the next century to the present configuration, following the redesign of the Plaza area in the 1940s. The District includes all of the commercial and public uses of the traditional downtown prior to the 1955 opening of the Lithia Way couplet.

¹ All such resources are documented under Site #1.x, including City Hall, the Chautauqua Walk and the foundation of the original Chautauqua dome.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 1

Ashland Downtown Historic District, Ashland, OR

1. Historic View: "Street Scene, Ashland"
Looking: W, to the Plaza, from E Main
Photographer: Unknown
Date of Photograph: c1905
Negative: Terry Skibby Collection
2. Historic View: "Ashland in the '20s"
Looking: E, up E Main from the Plaza
Photographer: Unknown
Date of Photograph: c1920s
Negative: Terry Skibby Collection
3. Historic View: East Main Street
Looking: W, from Second Street
Photographer: Unknown
Date of Photograph: c1920 (pre-1924)
Negative: Terry Skibby Collection
4. Historic View: "Main Street, Ashland"
Looking: W, from Third/Gresham
Photographer: Unknown
Date of Photograph: c1932
Negative: Terry Skibby Collection
5. Historic View: The Plaza
Looking: NW, from Lithia Park entry
Photographer: Unknown
Date of Photograph: c1935
Negative: Terry Skibby Collection
6. Historic View: East Main Street
Looking: W, from Second Street
Photographer: Unknown
Date of Photograph: c1936 (pre-1936)
Negative: George Kramer Collection
7. Historic View: The Plaza, post-widening
Looking: W, from Oak Street
Photographer: Unknown
Date of Photograph: c1949
Negative: Terry Skibby Collection

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 2

Ashland Downtown Historic District, Ashland, OR

-
- | | |
|---|--|
| <p>8. Historic View: The Plaza, post--widening
Looking: E, up East Main Street
Photographer: Unknown
Date of Photograph: c1949
Negative: Terry Skibby Collection</p> <p>9. Current View: Ashland Plaza
Looking: NW, from "Meyer Stairs"
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> <p>10. Current View: North Main, from Helman
Street intersection
Looking: East, toward Plaza
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> <p>11. Current View: East Main Street
Looking: West, from Gresham/Siskiyou
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> <p>12. Current View: S. Second & E. Main sts.
Looking: South, from East Main
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> <p>13. Current View: East Main Street
Looking: West, from Second
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> <p>14. Current View: So. First & E. Main sts
Looking: South
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> | <p>15. Current View: East Main Street
Looking: West, from Pioneer
Photographer: George Kramer
Date of Photograph: Winter 1999
Negative: Collection of the Photographer</p> <p><i><u>ALL</u> PHOTOS OF INDIVIDUAL RESOURCES SHARE THE
FOLLOWING INFORMATION:
Photographer: George Kramer
Date of Photograph: Winter 1998-1999
Negative: Collection of the Photographer</i></p> <p>16. Current: CITY HALL, #1.0
Looking: SE, from Plaza Island</p> <p>17. Current: CARTER MEMORIAL FTN, #1.1
Looking: NW, from Lithia Water Fountain</p> <p>18. Current: CHATAUQUA WALK, #1.2
Looking: S, from East Main Street</p> <p>19. Current: CHATAUQUA DOME FOUNDATION, #1.3
Looking: S, from Pioneer Street</p> <p>20. Current: LITHIA WATER FOUNTAIN, #1.4
Looking: SW, from Oak Street</p> <p>21. Current: VETERAN'S FLAG POLE & MARKER, #1.5
Looking: N, from City Hall</p> <p>22. Current: CHAMBER INFO BOOTH, #1.6
Looking: NW, Carter Fountain</p> <p>23. Current: WESTERN OIL & BURNER BLDG., #2.0
Looking: NW, across 1st Street</p> <p>24. Current: KELSO REALTY BLDG, #3.0
Looking: NW, across 1st Street</p> <p>25. Current: B & G SANDWICH SHOP, #4.0
Looking: NW, across 1st Street</p> <p>26. Current: PHONE CENTER BLDG, #5.0
Looking: N, from E Main & 1st streets</p> <p>27. Current: JACKSON CTY SAVINGS & LOAN, #6.0
Looking: N, from East Main Street</p> <p>28. Current: NININGER'S DRIVE-IN MARKET, #7.0
Looking: S, from B Street</p> <p>29. Current: MEIKLE BLOCK, #9.0
Looking: NE, from East Main Street</p> |
|---|--|

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 3

Ashland Downtown Historic District, Ashland, OR

- | | | | |
|-----|---|-----|--|
| 30. | Current: WEBBER, GEORGE E. BLDG, #10.0
Looking: N from East Main Street | 51. | Current: JUDGE, HENRY BLDG, #30.0
Looking: W, from Plaza |
| 31. | Current: 1 st SO. OREGON SPIRITUAL ASSOC, #11.0
Looking: N, from East Main Street | 52. | Current: ASHLAND IOOF BLDG, #31.0
Looking: W, from Plaza |
| 32. | Current: SUNDLIN BLDG, #13.0
Looking: SW, from Oak Street | 53. | Current: WERTH, LOUIS BLDG, #32.0
Looking: N, from North Main Street |
| 33. | Current: DODGE, J. P. BLDG, #14.0
Looking: N, from East Main Street | 54. | Current: STOCK, H. C. BLDG, #33.0
Looking: N, from North Main Street |
| 34. | Current: GANIARD OPERA HSE [PORTION], #15.0
Looking: SE, from Pioneer and East Main streets | 55. | Current: SMALL STOREFRONT, #33.1
Looking: N, from North Main Street |
| 35. | Current: DODGE, J.P. & SONS FUNERAL, #16.0
Looking: NE, from Pioneer Street | 56. | Current: BLUEBIRD PARK, #34
Looking: N, from North Main Street |
| 36. | Current: CULLEN BLDG, #17.0
Looking: SE, from North Main and Church streets | 57. | Current: STAR STEAM LAUNDRY BLDG, #35.0
Looking: N, from Water Street |
| 37. | Current: CROCKER, JOSEPHINE BLDG, #18.0
Looking: SE, from North Main Streets | 58. | Current: FLATIRON/CLAYCOMB, #36.0
Looking: NE, from North Main Street |
| 38. | Current: Detail, CROCKER, JOSEPHINE BLDG, #18.
Looking: W, from North Main Street | 59. | Current: FLATIRON/CLAYCOMB, #36.0
Looking: NE, from North Main Street |
| 39. | Current: SABATINO'S RESTAURANT, #19.0
Looking: SW, from North Main & Granite streets | 60. | Current: KNOX BLDG, #37.0
Looking: NW, from North Main & Oak streets |
| 40. | Current: WIETZEL'S [PARKVIEW]DEPT, #20.0
Looking: NW, from Litha Park entry | 61. | Current: KNOX BLDG [OAK ST PORT], #36.0
Looking: W, from Oak Street |
| 41. | Current: CALLE GUANAJUATO, N. ENTRY, #21.0
Looking: SW, from North Main & Plaza | 62. | Current: PAULSON, P. W. BLDG, #38.0
Looking: NW, from Oak Street |
| 42. | Current: GUANAJAUTO WAY, #21.0
Looking: S, across Ashland Creek | 63. | Current: WHITTLE GARAGE BLDG, #39.1
Looking: NW from Oak Street |
| 43. | Current: BANK OF ASHLAND EXT BLDG, #22.00
Looking: W, from Plaza | 64. | Current: PAULSON-FREEBURG BLDG #39.0
Looking: W, from Oak Street |
| 44. | Current: BANK OF ASHLAND BLDG, #23.0
Looking: W, from Plaza | 65. | Current: 1 st INTERSTATE BANK OF ORE., #40.0
Looking: NW, from East Main & Pioneer streets |
| 45. | Current: ASHLAND MASONIC BLDGT, #24.0
Looking: W, from Plaza | 66. | Current: LITHIA SPRINGS [MARK ANTONY], #41.0
Looking: SW, from East Main & 1 st streets |
| 46. | Current: ASHLAND IMPROV CO BLDG, #25.0
Looking: W, from Plaza | 67. | Current: JORDAN ELECTRIC/JOHNSON, O.H. #42.0
Looking: SW, from East Main Street |
| 47. | Current: MILLS-McCALL BLDG, #26.0
Looking: W, from Plaza | 68. | Current: VARSITY THEATER, #45.0
Looking: SE, from East Main Street |
| 48. | Current: JOHNSON-SIMPSON BLDG, #27.0
Looking: W, from Plaza | 69. | Current: ASHLAND DAILY TIDINGS BLDG, #46.0
Looking: S, from East Main Street |
| 49. | Current: JOHNSON, AVERY BLDG [S½], #28.0
Looking: W, from Plaza | 70. | Current: McGEE-FORTMILLERS BLDG, #47.0
Looking: SW, from B Street |
| 50. | Current: JOHNSON, AVERY BLDG [N½], #29.0
Looking: W, from Plaza | 71. | Current: MEDICAL ARTS BLDG, #48.0
Looking: SW, from East Main Street |

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 4

Ashland Downtown Historic District, Ashland, OR

- | | | | |
|-----|---|------|--|
| 72. | Current: CHRISTIAN SCIENCE CHURCH, #49.0
Looking: SW, from A Street | 92. | Current: DRUE-MILLER BLDG, #68.0
Looking: N, from East Main Street |
| 73. | Current: SELBY CHEVROLET GARAGE, #50.0
Looking: NW, from Second Street | 93. | Current: PAULSON-DRUE BLDG, #69.0
Looking: NE, from East Main & Second streets |
| 74. | Current: KAY-SELBY CHEVY SHOWROOM, #50.1
Looking: S, from East Main Street | 94. | Current: U S NATIONAL BANK, #70.0
Looking: E, from Second Street |
| 75. | Current: FIRST NATIONAL BANK BLDG, #51.0
Looking: SW, from Pioneer & East Main streets | 95. | Current: TRINTIY EPISCOPAL CHURCH, #71.0
Looking: E, from Second Street |
| 76. | Current: VAUPEL STORE/ORE HOTEL BLDG, #52.0
Looking: S, from East Main Street | 96. | Current: BEACH-MORGAN HOUSE, #72.0
Looking: E, from Second Street |
| 77. | Current: KAT WOK BUILDING, #53.0
Looking: S, from East Main Street | 97. | Current: MORGAN REFRIDG/BARBER SHOP, #72.1
Looking: W. from Lithia Way |
| 78. | Current: MACARONI RISTORANTE BLDG, #54.0
Looking: S, from East Main Street | 98. | Current: US POST OFFICE/PROVOST BLDG, #73.0
Looking: NW, from alley of Second Street |
| 79. | Current: CAMPS, F. L. BLDG, #55.0
Looking: S, from East Main Street | 99. | Current: SWENDENBURG BLDG, #75.0
Looking: NW, from East Main & Second streets |
| 80. | Current: Detail, CAMPS, F. L. BLDG, #55.00
Looking: SE, from East Main Street | 100. | Current: PETERSON FURN/HERSHEY BLDG, #76.0
Looking: N, from East Main Street |
| 81. | Current: PIONEER BUILDING, #56.0
Looking: S, from East Main Street | 101. | Current: Detail, PETERSON FURN/HERSHEY, #76.0
Looking: N, from East Main Street |
| 82. | Current: MEYER STAIRS, #57.0
Looking: E, from Plaza/Lithia Park entry | 102. | Current: ASHLAND ELKS LODGE 944, #77.0
Looking: N, from East Main Street |
| 83. | Current: JIM'S RICHFIELD STATION, #58.0
Looking: W, from Siskiyou/Lithia Way/East Main sts. | 103. | Current: CRATER NATL BANK BLDG, #78.0
Looking: NE, from East Main & 1 st streets |
| 84. | Current: LOMBARD OFFICE BLDG, #59.0
Looking: S, from Lithia Way | 104. | Current: CITIZEN'S BANKING & TRUST, #79.x
Looking: SE, from East Main & 1 st streets |
| 85. | Current: SHAW-SANDERSON BLDG, #60.0
Looking: NE, from East Main & Gresham | 105. | Current: SAVAGE BUILDING, #80.0
Looking: NW, from B Street |
| 86. | Current: SHAW-SANDERSON ANNEX, #61.0
Looking: W, from Second Street | 106. | Current: ENDERS BUILDING [E PORT], #81.1
Looking: SW, from NE, from B Street |
| 87. | Current: ICENHOWER BLDG, #62.0
Looking: N, from East Main Street | 107. | Current: ENDERS BUILDING [CTR], #81.2
Looking: NE, from B Street |
| 88. | Current: STEPHENSON-STENNET BLDG, #63.0
Looking: N, from East Main Street | 108. | Current: LITHIA SPRINGS GARAGE, #83.0
Looking: SW, from A and Fourth streets |
| 89. | Current: RUNDELL BUILDING, #64.0
Looking: N, from East Main Street | 109. | Current: FIRST BAPTIST CHURCH, #84.0
Looking: S, from A Street |
| 90. | Current: PETERSON-SWENSON BLDG, #65.0
Looking: N, from East Main Street | 110. | Current: ENDERS, H.G HOUSE, #85.0
Looking: W, from Fourth Street |
| 91. | Current: SANDERSON, W.C. BLDG, [RT] #66.0
and STONER, S. B. BLDG, #67.0
Looking: N, from East Main Street | 111. | Current: ROPER, FORDYCE & JULIA HSE, #86.0
Looking: SW, from A Street |
| | | 112. | Current: FRODEGER. I. R. HOUSE, #87.0
Looking: S, from A Street |

United States Department of the Interior
National Park Service

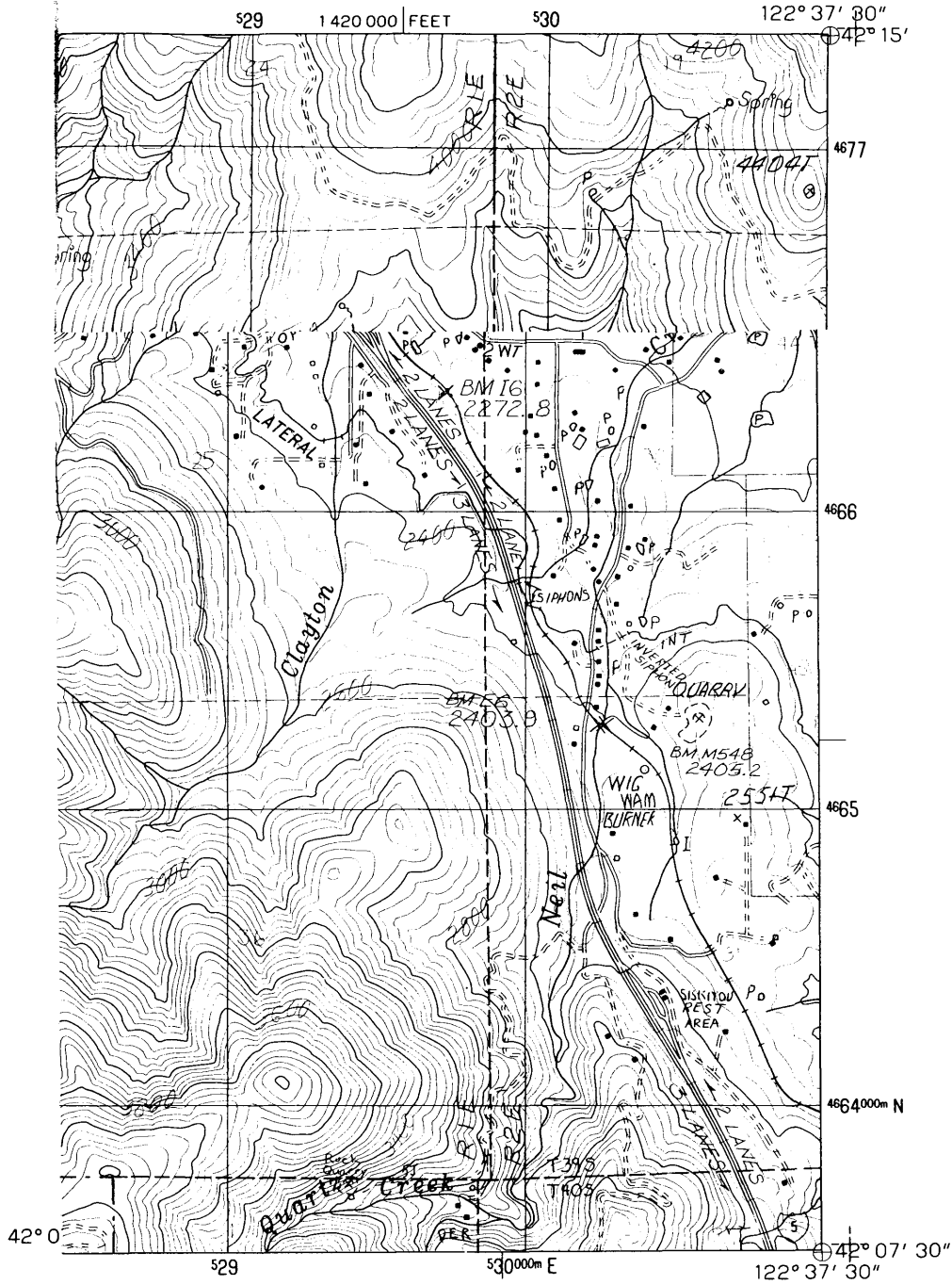
National Register of Historic Places Continuation Sheet

Section Number: PHOTOS Page: 5

Ashland Downtown Historic District, Ashland, OR

- 113. Current: GOLDSBY-BRYAN HSE, #88.0
Looking: SW, from A Street
- 114. Current: GOLDEN-FIELDS BLDG, #89.0
Looking: SE, from East Main & Second streets
- 115. Current: MODERN OFFICE BLDG, #90.0
Looking: SW, from East Main Street
- 116. Current: OESER FABRICS, #92.0
Looking: SW, from East Main Street
- 117. Current: SHOOK, ISSAC BLDG, #93.0
Looking: SW, from East Main Street
- 118. Current: GENERAL PETROLEUM STATION, #93.1
Looking: S, from East Main Street
- 119. Current: ASHLAND CARNEGIE LIBRARY, #94.0
Looking: SE, from East Main & Gresham streets
- 120. Current: ASHLAND CARNEGIE LIBRARY, #94.0
Looking: S, from East Main Street
- 121. Current: MICKELSON-CHAPMAN FTN, #94.1
Looking: SW, from East Main Street

**ASHLAND QUADRANGLE
OREGON—JACKSON CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)**



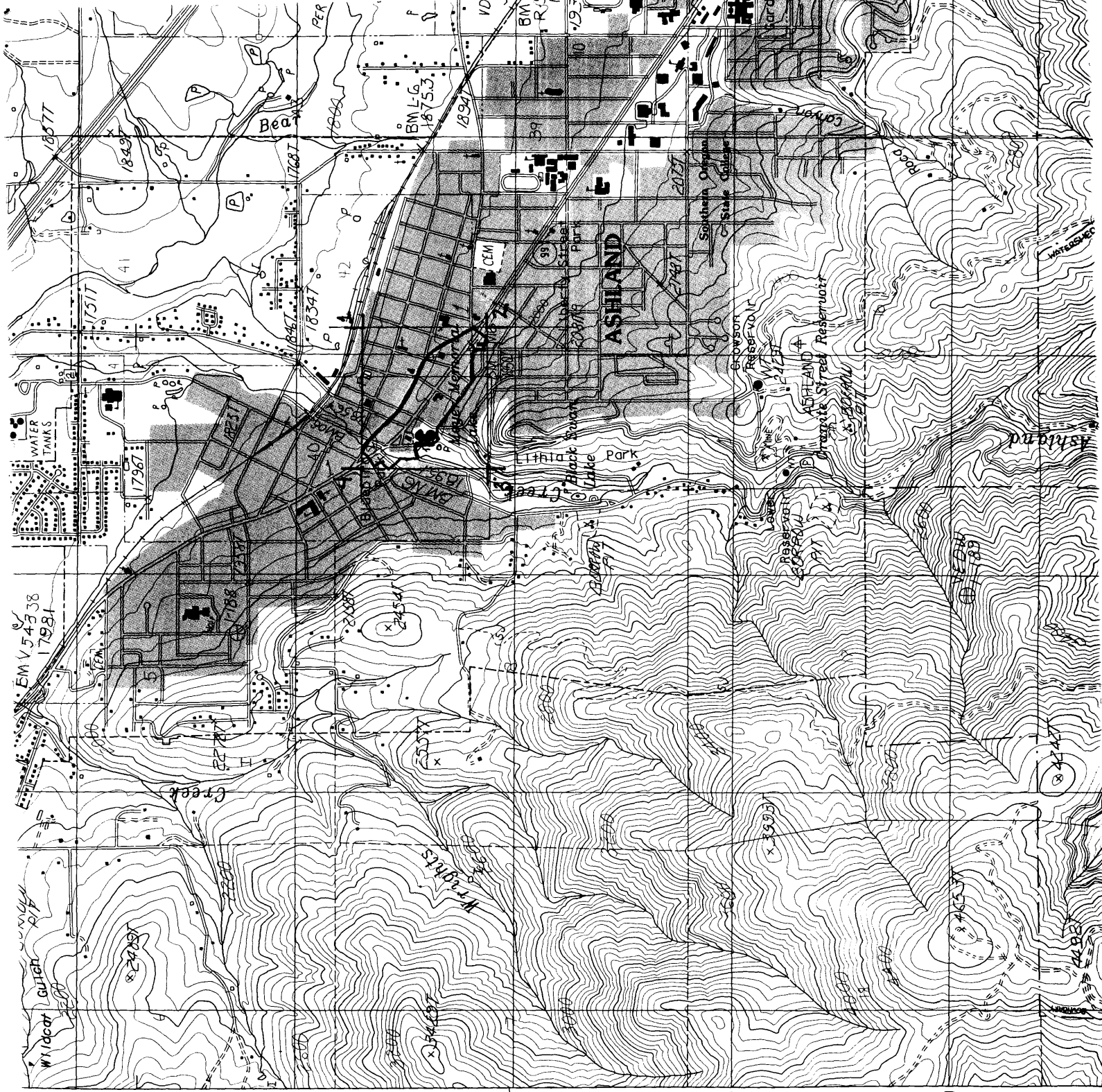
ROAD LEGEND

- Improved Road.....
 - Unimproved Road.....
 - Trail.....
- Interstate Route
 U.S. Route
 State Route

**ASHLAND, OREG.
PROVISIONAL EDITION 1983**

42122-B6-TF-024





ASHLAND DOWNTOWN
 HISTORIC DISTRICT
 ASHLAND JACKSON CO., OR
 UTM REFERENCES
 1. 10/524120/4671705
 2. 10/524120/4671135
 3. 10/523480/4671135
 4. 10/523480/4671705