



## 7. DESCRIPTION

Condition:        excellent    good    fair    deteriorated    ruins    unexposed  
Circle one:        unaltered                    altered  
Circle one:        original site            moved    date \_\_\_\_\_

Describe the present and original (if known) physical appearance  
attach photo

Located at the northwest corner of Broadway and Twelfth Avenue, the Willard Building measures 50 by 120 feet, with its long side fronting Broadway. The corner row building abuts an alley on its western end and a parking lot along its northern wall. The Broadway facade is divided by six bays of equal size. The Twelfth Avenue facade has a large central bay flanked by minor bays to either side. The northern bay contains a building entry and stair hall. The street facades are characterized by a columnar ground story, with transom lights indicative of the mezzanine level. A planar second story wall is punctuated by an ordered window rhythm of three openings per ground floor bay.

Perimeter walls are constructed of concrete, in conjunction with a post and beam structural interior system. The street facades are faced in brick laid up in running bond. Elements of detail, such as the projecting cornice, parapet coping, sills and keystones are constructed in cream colored, terra cotta tile. The building is characterized by the Georgian Revival influence, in its detailing and in the proportioning of elements. (see continuation sheet)

Verbal boundary description:

Lot #8, Block 81,  
Longview Addtn. #2  
150' X 120'

Acreage: Less than One Acre

## 8. SIGNIFICANCE

Specific dates

1924

Builder/Architect

a. Level of significance: local  
History

The Willard Building was financed by H. B. Willard and wife Ruth Willard on an improved lot sold by the Longview Company, a division of the Long-Bell Lumber Company. Courthouse records indicate the sale of the lot described to H.B. Willard, January 15, 1924, for \$10,000. On January 18, 1924, a loan against the property was filed in the Willard name, to build a commercial building within three months. Deed restrictions placed directly on the plat required the construction of a two to eight story building, filling the corner lot entirely, with a seventeen foot six inch ground story height.

The 1926 Longview City Directory shows the La Graff Apartments and Lunchroom in the Willard Building. Courthouse records indicate that John Graff leased the building, constructing apartments within the mezzanine level of the building. In 1932, Nurse Helen Lawrence opened the Longview General Hospital with twenty beds, on the top floor of the (see continuation sheet)

b. Evaluation of Significance

The Willard Building bears architectural significance to the city of Longview as the only intact example of the Georgian Revival influence in the city's Business District. The building is related to the planning of the city by its adherence to plat restrictions affecting building type, structure, size and first story height. It was historically important to the city as the home of the Longview General Hospital, one of the first two such facilities opened during settlement. The building is representative of many of Longview's commercial structures, which were built during the rapid growth of the early settlement period.

SURVEY-INVENTORY FORM

CONTINUATION SHEET

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1. NAME                                      The Willard Building

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7. DESCRIPTION - continued

However, the ratio of wall to opening is much greater in the ground floor bays and second story windows, than traditional Georgian proportioning systems.

Second story openings are jack arched, with tile keystones and moulded tile sills. The windows are wood, double-hung sash. Ground story bays are trimmed by a slightly projecting, stylized architrave constructed of terra cotta tile. The mezzanine windows are wood casement arranged in a transomed bank. The transom beam, set within the columns, features a small projecting wood cornice, which carries a bank of wood panels under the windows. The shop entries below the transom are inset within the larger columnar bays. The kick-plates, originally recessed in alignment with the retail and transom windows, have been altered. A veneer of Roman stretchers has been laid up several courses higher than the original kick-plate height and is flush with the column surface. The shop entries retain their original wood doors and soffits, except at the building corner, which has lost its shop door, but has retained the fluted corner column. Another notable alteration is the stucco finish of the brick parapet. To the rear of the building, the second floor light court has been filled in and finished similar to the concrete wall below. The alley side has received a second floor bridge to the neighboring Korten's music store.

The architectural detailing of the ground story interiors appears to have been removed. The interiors of the mezzanine apartments are spatially intact, with some simple wood trim and cabinets. The second story interior partition walls have all been removed.

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8. SIGNIFICANCE

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a. History - continued

building. The hospital was Longview's second, opened in competition with the controversial Columbia Clinic. The Columbia Clinic occupied the city's first medical facility, the Longview Memorial Hospital. In 1935, the Longview General Hospital moved into the vacant Longview, Portland and Northern Passenger Train Station, at the end of the Broadway axis. The train station was demolished in the 1960's and a modern facility was constructed on the northern edge of the site.

The building currently has retail shops in the six ground floor bays, with apartments in the mezzanine. The third floor is used as a warehouse for the neighboring Korten' Music Store. Despite alterations, the building's definitive architectural features remain intact and it is recognizable in the integrity of its overall appearance.