

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



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

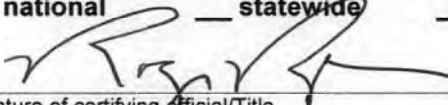
1. Name of Property

historic name Lew Williams Chevrolet Dealership
other names/site number Joe Romania Chevrolet Dealership; Coca-Cola Bottling Plant

2. Location

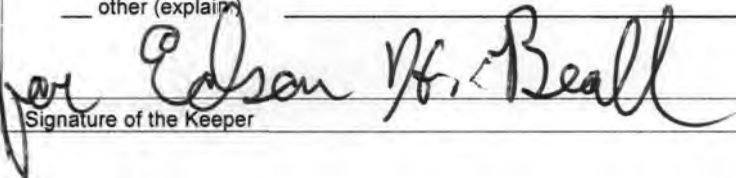
street & number 2020 Franklin Boulevard not for publication
city or town Eugene vicinity
state Oregon code OR county Lane code 039 zip code 97403

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
 national statewide X local
 4.13.11
Signature of certifying official/Title _____ Date _____
Oregon SHPO
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.
Signature of commenting official _____ Date _____
Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:
 entered in the National Register determined eligible for the National Register
 determined not eligible for the National Register removed from the National Register
 other (explain) _____
 6.1.11
Signature of the Keeper _____ Date of Action _____

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

5. Classification

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

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only one box.)

- building(s)
- district
- site
- structure
- object

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

Contributing	Noncontributing	
1		buildings
		district
		site
		structure
		object
1	0	Total

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

INDUSTRY: manufacturing facility

Current Functions
(Enter categories from instructions.)

EDUCATION: education related

OTHER

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT

Materials
(Enter categories from instructions.)

foundation: CONCRETE

walls: GLASS

STUCCO

roof: OTHER

other: _____

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

Narrative Description

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

Summary Paragraph

The Lew Williams Chevrolet Dealership in Eugene, Lane County, Oregon is located on the south side of Franklin Boulevard between Orchard and Walnut streets. The dealership has served as an icon of modern design in the Eugene area since 1960 when the display pavilion was built as an attachment to the front of a 1949 Coca-Cola bottling plant and the dealership opened for business. The bottling plant was repurposed for use as automotive repair as part of the Lew Williams Chevrolet Dealership beginning in the late 1950s. The dealership's most defining feature is the modernistic display pavilion that was influenced by the International Style. The display pavilion consists of a one-story oval structure with floor-to-ceiling windows on the north, east, and west facades. It has a flying roof, locally known as a "potato chip" style roof. The bottling plant section of the structure was used as the dealership's service bays. The building also has five attached additions constructed during the dealership's use. The building complex faces Franklin Boulevard and is centered on a parcel that encompasses an entire city block.

Narrative Description

Setting and Landscape Features

The north elevation of the dealership faces Franklin Boulevard (State Highway 99), a major thoroughfare with a planted divided median. This thoroughfare is populated with gas stations, supermarkets, restaurants, motels, and other businesses. The dealership's southern boundary is defined by East 15th Avenue, which is contiguous to the edge of the residential portion of the Fairmount Neighborhood. The generally level site makes its buildings visible from all angles. Walnut and Orchard Streets run parallel on the east and west sides of the parcel. The west side of the lot is slightly longer, reflecting the angle of Franklin Boulevard. The north facade of the display pavilion overlooks the dealership's new and used vehicle parking lot and Franklin Boulevard. The area surrounding the complex of buildings was set aside for automobile parking, including employee parking and cars needing repair work, and was integral to the daily operations of the dealership.

The expansive parking lot is minimally landscaped. Small evergreen shrubbery and a few ornamental trees surround the dealership's display pavilion. Walnut Street and East 15th Avenue have mature trees growing in the planting strips. Orchard Street has some small trees along the boundary of the parking lot. Franklin Boulevard is treeless and without a setback between the sidewalk and the street. Four wedge-shaped planters, of various sizes, are spaced along the parking lot abutting the Franklin Street sidewalk. The parking lot is paved with asphalt.

On the dealership's northwest corner, the parking lot has two raised concrete pads. The larger of the two pads is west of the display pavilion and was originally the floor of the used car salesroom, and illustrates a Chevrolet logo embedded in the concrete.¹ The smaller pad was used to display a single automobile, is wedge shaped, and is located on the far northwest corner of the property. The parking area is lit with double, triple, and quadruple trapezoidal light fixtures supported by steel poles. These lights are variously spaced around the northern half of the parking lot and were used to illuminate the car lot after dark.

Orchard Street has a single driveway entrance, centered on the face of the service center. There is no entrance to the parking lot from Franklin Boulevard. Walnut Street has two driveway entrances and East 15th has one driveway entrance. Vehicle access to the site is currently prevented by the placement of concrete barriers at these driveways.

¹ The 1959 architectural plans and historic photographs illustrate that the dealership grounds originally featured a pair of modern era, glass-walled sales structures; the larger new car display pavilion had a smaller, "satellite" structure built directly to the west, and accessed by a flat-roofed walkway, to serve the needs of used cars sales. The structure contained six office spaces that looked out on the car lot. The used car sales building is believed to have been demolished in the 1980s.

Lew Williams Chevrolet Dealership

Name of Property

Lane Co., Oregon

County and State

Physical Description

Display Pavilion

The Lew Williams Chevrolet Dealership display pavilion was designed in 1959 by the local architectural firm of Balzhiser, Seder, & Rhodes. Gale M. Roberts Construction Company supervised the pavilion's construction in 1960.² One-story in height, the display pavilion is elliptically shaped supporting an oval "potato chip-shaped" roof with seven-foot eave overhangs. The footprint of the showroom is approximately 122' x 50'. Each end of the roof flares slightly upward giving the building a futuristic, aerodynamic look.

The roof form was originally conceived as a tension structure suspended from a perimeter compression ring. This method proved to be too costly and instead the roof was constructed with more conventional methods.³ The outer ring of the roof appears to be steel channeling and the roof's surface is clad in wood sheathing with a composite covering.⁴

The dealership's display pavilion is enclosed by floor-to-ceiling windows that cover two-thirds of the outside walls. These windows cover the north, east, and west facades. The windows are framed in aluminum and each window is approximately five feet wide. The lower row of windowpanes maintains a consistent height while the upper row of windowpanes varies with the curvilinear nature of the roofline. Currently, to protect the building from vandalism, the lower row of windows is covered with plywood panels that are attached to the windows' aluminum frames. The pavilion's roof is supported by eighteen concrete, oval-shaped, interior columns measuring approximately 10' 0" x 1' 3" with an outside diameter of 3' 6".

The display pavilion sits on a large concrete plinth measuring 140' in length, approximately 50' in width and 0' 9" thick. This plinth extends beyond the oval-shaped display pavilion creating a platform for showcasing automobiles at the northeast and northwest corners of the pavilion. The plinth also raises the base of the northwest corner of the pavilion about three feet above street level. The northeast corner of the plinth is lower to the ground because of a slight slope in the parking lot. The elevation of the display pavilion on this rectangular plinth adds to the aerodynamic insistence of the building.

Double doors with aluminum frames and glass panels allow ingress/egress at the pavilion's east and west ends while a pair of double doors on the primary (north) facade encourages pedestrian access from the parking lot adjacent to Franklin Boulevard. Flights of cast-concrete steps facilitate passage from the level of the parking lot to the top of the plinth. The steps on the east and west ends of the building are a generous 16' wide and 1' 5" deep, while the north (front) steps are 20' wide and 1' 5" deep. The steps originally featured simple, bent handrails (currently in storage) fabricated from round metal tubing. Each flight of steps had a handrail positioned in the center of each stairway. In addition to the pedestrian doors, the pavilion features a pair of over-sized, double doors on the southeast and southwest corners. When open, these doors create approximately a 9' opening, for moving new automobiles in and out of the display pavilion.

The display pavilion has a flat-roofed, utilitarian access structure connecting the pavilion to the north face of the dealership's service center. The connector building is approximately ten feet in height and runs nearly the full length of the service area (see site plan). The west elevation of this structure has a windowless garage door, which is partially obscured by shrubbery. Current floor plans of the site indicate that this area was used for offices.

Display Pavilion Interior

The interior of the display pavilion is illuminated with large round lights spotting the ceiling throughout, adding to its very modern ambiance. The ceiling features about two dozen circular light wells whose plastic covers sit nearly flush to the surface of the ceiling. The interior of the display pavilion features a large expanse of terrazzo floor. Each section is separated from the next with thin strips of metal that are flush with the surrounding floor material. The largest of these flooring sections measures 25' by almost 16' 5". At the roof's lowest point (the structure's center) the pavilion ceiling is about 11' 3" tall.

The display pavilion has an open floor plan, which allowed the dealership's newest automobile models to be displayed in front of the floor-to-ceiling glass paneled windows on the north, east, and west facades. There are large round structural support beams around the perimeter of the pavilion on the north, east, south and west sides to support the building's roof structure. The southern wall of the pavilion is clad in board-and-batten siding. There are three entrance doorways on the

² Eugene Modern. <www.eugenemodern.org> Accessed January 10, 2008.

³ Seder, Grant. Personal Interview. January 15, 2008.

⁴ Style and Vernacular. A Guide to Architecture of Lane County. Southwest Chapter AIA. Western Imprints, 1983.

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

north, east, and west facades. Offices project from the west side of the south wall. These enclosures have large glass windows set between the framing members of the walls. The enclosures are approximately 10' in height and project into the showroom floor approximately 15'. Between two of the offices is a passageway that leads to the restrooms and eventually into the interior of the service center, south of the display pavilion.

Service Center

The service center, south of the display pavilion, is the largest and oldest building on the property. It was built in 1949 as the Coca-Cola Bottling plant. The building is a 20'-high, one-story, stucco-clad structure. The perimeter of the roof is flat and surrounds a center section comprised of bow-string trusses running east to west. The bow-string trusses are set back approximately 10' from the edge of the building and are formed with laminated wood. Protruding from the center of the northern bow-string truss is a clerestory. The clerestory is raised approximately 5' from the surface of the roof and runs two-thirds of the length of the building. The clerestory has a flat roof. The building's northern facade is covered with windows that have been painted or replaced with vents. There are no other windows on the north elevation of the service area. The west elevation has five, slightly recessed, thirty-paned fixed windows. A small awning covers three of the windows on the northern end of the west elevation.

The building has eight garage doors, all of which are rolling overhead doors. These doors were likely added when the Coca-Cola Bottling Plant was converted to an automobile dealership, but some openings may have been historic to the bottling plant. The first of these garage doors, on the north end of the west elevation, is metal and has four, rectangular windows in a bank on the lower portion of the door. It is unlikely that this door is original to the structure since most of the other garage doors on this section are wooden. Twenty feet north from the south edge on the western elevation is another garage door. It is a wood door divided into forty-two panels, with thirty windowpanes in the top five rows and wooden panels in the lower three rows. The south elevation of this structure has two attached additions (discussed separately below) with a doorway between the additions. The east elevation of this section of the building has six garage doors. The three closest to the southeast corner of the building are multi-paned units, each divided into forty-eight panels by intersecting stiles and rails. The three closest to the northeast corner are the same height, but they are broken into thirty-six segmented panels. The top four rows of each of the wooden garage doors have windowpanes and the bottom rows have wood panels. Many of the windowpanes have been painted to obscure visual access.

Service Center Interior

The interior of the service center has very high ceilings with two bow-string trusses supporting the roof. The highest point of each of the trusses runs east to west, which allows for illumination by a window on both the east and west sides of the roof. The northern roof is wider and taller than the southern roof. The service center's ceilings are clad in wood board (possibly tongue-and-groove), which creates the base layer for the wood-truss system. Crossbeams are attached to the buildings large arches. These crossbeams are supported by a structural system that crisscrosses the building at the base of the roofline. Along the north facade there is a large clearstory window that brings light into the front of the service center's interior. The walls have exposed structural framing and the floor is a poured concrete slab.

The interior of the service center has been divided into smaller areas. The dividing walls appear to have been added when the bottling plant was converted to the service center to accommodate various aspects of the automobile repair business. Historic plans indicate that a number of offices were constructed in the area just south of the display pavilion. South, beyond the display pavilion and offices, is a large open room. The existing block wall at the south side of the room was dismantled above 15', most likely to provide more natural light to the interior. Further to the south there are a number of smaller bays, sectioned off for various purposes such as paint spraying and various repair functions. In this southern section of the building there is a mezzanine walkway through the center of the building running north to south. There is a raised exterior doorway on the south facade that leads to this walkway.

The following additions are non-historic:

Paint Shop

The paint shop addition lies directly to the south of the service center building and was constructed between 1964 and 1966.⁵ The addition surrounds a building that was previously used for paint spraying. The paint-spraying area still stands as an interior room to the new addition. This addition is shorter than either the service center or the body shop directly to

⁵ The plans for the building were drawn up in 1964 and the addition appears on the 1966 Sanborn Fire Insurance map.

Lew Williams Chevrolet Dealership

Lane Co., Oregon

Name of Property

County and State

the south of it. The building extends slightly more than half the east/west distance of the service center's southern facade. The building has a flat roof and the walls are clad in stucco. This section's west facade has an entryway and a multi-paned garage door divided into twenty-four panels. This door is newer than many of the other garage doors. It has aluminum rails and stiles. The southwest corner of this addition is obscured by the management office addition. The south facade of the paint shop is obscured by the body-shop addition and a small storage addition. The east elevation of the paint shop has two garage doors, both metal with sixteen windowpanes.

Collision Repair Center Office

The collision-repair center office, according to the University of Oregon records, was constructed in 1984. It extends 28' from the existing building and is 18' wide. This addition has large eave overhangs on both the north and south elevations and small eave overhangs on the west and east elevations. The roof is flat and the walls are clad in vertical metal siding. The north and south elevations both have recessed entryways and aluminum fixed-pane picture windows on either side of the door. The west elevation has a large fixed-pane aluminum window.

The Body Shop

The addition farthest south appears to have been connected to the south facade of the paint shop after 1966. This building added a body shop to the dealership that is rectangular in shape, extending lengthwise to the south. The building has a flat roof and the walls are clad in stucco. Both the east and west elevations of the body shop have five garage doors. The south end of the east elevation has a metal garage door that is smaller than the other four doors on this facade. The four wooden garage doors to the north of the metal door are multi-paned units, divided into forty-eight panels. The top four rows of panels are windowpanes and the bottom two rows are wood panels. The west elevation has the same configuration of garage doors, but these doors are all metal and the windowpanes and panels are laid out differently. The southernmost door is smaller in width than the other four with twelve windowpanes grouped in the center section of the door. The other four garage doors to the north of this door are of the exact same style and construction, but these doors are twice as wide allowing for a twenty-four-pane arrangement. Just above the garage doors here is a slight overhang. This overhang creates a protruding band around the top of the building. On the south facade there is a raised entryway and a sliding door that lead to a platform with stairs that face east.

Paint Shop Storage

The small addition attached to the south end of the paint shop was added after 1966. The structure has a flat roof and is clad in stucco siding. It is shorter than the paint shop. There are no windows or external entryways.

Shed Storage

The addition on the southeast corner of the bottling plant was added in 1968. It is a one-story square addition that is connected to the south facade of the service center. It has a shed roof and the walls are clad in metal siding running from the floor to the roof. The east elevation has two large wooden doors that appear to open upward or push inward.

ALTERATIONS AND ADDITIONS

The following is a list known alterations and additions made to the Lew Williams Chevrolet Dealership:

- 1959: Dealership Display Pavilion addition designed; Coca-Cola bottling plant remodeled; Service Center created; Paint Shop addition added
- 1960: Display Pavilion and Used Car Pavilion constructed
- 1964: Addition of the Body Shop
- 1964-1966: Addition of Paint Shop enclosure
- Post-1966: Dealership Used Car Pavilion is demolished
- 1968: Addition of Shed Storage
- 1984: Addition of Management Office
- Post-2005: Wooden panels attached to Display Pavilion windows

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

8. Statement of Significance

Applicable National Register Criteria

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

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

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

TRANSPORTATION

Period of Significance

1960

Significant Dates

1960, display pavilion built; dealership opened

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Balhiser, Seder, & Rhodes, architects

Gale M. Roberts Co., builder

Criteria Considerations

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

Property is:

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

Period of Significance (justification)

The period of significance begins and ends in 1960, the year the Lew Williams Chevrolet Dealership's display pavilion was constructed and the dealership opened at its new location.

Criteria Considerations (explanation, if necessary)

N/A

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

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

The Lew Williams Chevrolet Dealership is eligible for listing in the National Register of Historic Places under Criterion A for its important association with the changing transportation infrastructure in Eugene after World War II and also under Criterion C as a significant local example of post-World War II modern era commercial architecture. The dealership's display pavilion embodies the futuristic aspect of Modern-era commercial architecture that was influenced by the design principles of the International Style, and is distinctive for its oval shape, centrally located on a rectangle-shaped plinth, its glass walls and the ultramodern, aerodynamic nature of its roofline. The placement of the dealership and modern display pavilion along Franklin Boulevard (Highway 99) was strategic in an era of expanding transportation infrastructure and commercial development in Eugene. The period of significance dates from the year of the dealership's display pavilion's construction and the dealership's opening in 1960.

Within its period of significance, the Lew Williams Chevrolet Dealership appears to meet all of the recognized aspects of historic integrity: location, design, setting, materials, workmanship, feeling, and association. Although feeling and association have been somewhat compromised since the dealership's closure, these aspects combine to create a strong bond between the design of the display pavilion and the changing dynamics of the automobile industry by 1960. The Lew Williams Chevrolet Dealership is an exceptional local example of well-designed Modernist architecture, with International Style influences, constructed during the middle of the twentieth century.

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

The Lew Williams Chevrolet Dealership is significant for its association with the changing transportation infrastructure and automotive patterns and as an outstanding example of post-World War II modern era commercial architecture in the design of its prominent display pavilion in Eugene. Beginning in the late 1940s, Eugene became part of a growing network of metropolitan cities on the west coast to be connected by an expanding national highway system. During this time, Franklin Boulevard was widened to allow for the relocation of Pacific Highway 99, thereby making Franklin Boulevard the main thoroughfare through Eugene prior to completion of Interstate 5 in 1961. This developing infrastructure directly influenced dealership owner Lew Williams to relocate his dealership out of Eugene's city center to Franklin Boulevard to better serve a growing number of the area's prospective car buyers.

In 1959, the local architecture firm of Balzhiser, Seder, and Rhodes, with Grant Seder as lead architect, conceptualized the architectural detailing of the new dealership's display pavilion along Franklin Boulevard as a one-story, elliptical building with floor-to-ceiling windows and a "potato chip" style roof.⁶ One of the first dealerships built out of Eugene's city center, the new Lew Williams Chevrolet Dealership display pavilion attached to the front of a former Coca-Cola bottling plant served to attract customers driving along Franklin Boulevard with its modern, futuristic, and aerodynamic design. The proximity of the dealership to Franklin Boulevard influenced the design of the pavilion to a degree, as Seder proposed the shape of the building should reflect the dealership's spatial relationship to the street. Retaining a high degree of historic integrity, the Lew Williams Chevrolet Dealership was born out of the design aesthetics of its time, development of new building technologies and materials, and new transportation infrastructure and automotive patterns in Eugene.

Developmental history/additional historic context information (if appropriate)

Transportation Infrastructure in Eugene

Franklin Boulevard has been used for transportation since the settlement period of Eugene and Springfield. As early as 1906, Eugene's trolley line ran along Franklin Boulevard, facilitating public transportation between these two cities. The first automobile had arrived in the Eugene-Springfield in 1907 and by 1913 the Oregon Legislature designated an official state route from Portland to the California border, known as the Pacific Highway (Highway 99). The Pacific Highway north-south route eventually allowed auto travel through the three states from Canada to Mexico. The Pacific Highway passed through Eugene (from north to south) along River Road and Blair Boulevard, then south along present day Franklin Boulevard past the University of Oregon and into Springfield.

The Interstate Freeway system, established by the 1944 Highway Act, was a separate entity from the freeway system. The Act created a road network connecting principal metropolitan areas, major cities and industrial centers across the United

⁶ Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," Register-Guard, August 12, 1960. p. 14B.

Lew Williams Chevrolet Dealership

Lane Co., Oregon

Name of Property

County and State

States in the event of a breach in national security. The 1944 Highway Act allowed the 78th Congress to appropriate \$500,000,000 to the states, the first allocation beginning on July 1, 1945. Not intended strictly for highway construction, these appropriations were also used to assist states in building and improving secondary roads, feeder roads, and express highway routes through cities.

During World War II, highway construction was limited to projects approved by the Army or the Navy and the War Production Board as being essential to the war effort. It was generally recognized, even before the United States entered the war, that highway construction was failing to keep pace with the economic growth of both the nation and the state of Oregon. Since the Pacific Highway was one of the primary routes through Eugene, its improvement and beautification was a logical step in further accommodating increased and streamlined auto travel and encouraging tourism.

The Landscape Department of the Oregon Department of Transportation (ODOT) was established as a separate unit of administration of ODOT in September 1948. The function of the Landscape Department included assisting with traffic safety improvements, improving the appearance of the state's highways, and erosion control. Landscaping contracts for Franklin Boulevard are dated 1949, and the work was listed as completed in the 1951-52 Biennial Report. Undated Oregon Department of Transportation drawings of indicate that the median, which decreases in width as one travels west toward the city center, was planted with lawn, shrubbery, a variety of oak trees, (particularly pyramidal English oaks) along its length, and with Douglas firs at the eastern end near Judkins Point. The wide, six-lane route separated by a broad median planted with grass and trees created a welcoming entrance into Eugene from the east. Today, Franklin Boulevard continues to effectively function as a gateway boulevard to Eugene for those coming off Interstate 5 and for those traveling between Springfield and Eugene.⁷

The Interstate Freeway system was one aspect of the post-war technological explosion that had a very significant impact on Eugene's and the region's development. Its construction heralded the accelerated growth of Oregon cities and the accompanying changes in land use and attitude towards our natural environment. Construction on the Eugene section of Interstate 5 was well underway by 1956 and would allow Eugene to become part of a growing network of metropolitan cities on the West Coast to be connected by an expanding national highway system.⁸ The Eugene section of Interstate 5 was completed in 1961. The freeway ran primarily through agricultural lands and created a clear demarcation between the communities of Eugene and Springfield. Interstate 105 was built at the same time to connect Interstate 5 to downtown. The location of the interstate away from the city center encouraged development of such traveler-related services as gas stations, motels, and restaurants."

Eugene was putting forth a major effort and capital outlay to pave its existing road infrastructure, and it would take Eugene until almost 1950 to pave the majority of its residential streets. By 1953 Eugene had over 75 miles of paved roads within its city limits and more to come as the city annexed new areas.⁹ One of the biggest changes to Eugene's landscape in the 1940s was the redesign of Franklin Boulevard. Franklin Boulevard was widened to allow for the relocation of Pacific Highway 99. During this transition, the existing Southern Pacific railroad tracks were moved northward towards the Willamette River and the Mill Race, to alleviate train and automobile congestion on this widely used thoroughfare.¹⁰

These two changes encompass a major portion of the development that was happening to Eugene's transportation infrastructure at this time. Both of these changes inevitably helped to create the landscape that is visible today. The expansion of Oregon's transportation infrastructure also gave the Oregon Department of Transportation the perfect opportunity to develop new slogans to promote its work during this period. These slogans included: 1957—"Building Oregon Thru Better Highways," the unintentionally funny 1958 slogan—"Oregon Freeways...Symbol of 2nd Century Progress," and in 1961 simply—"Freeways are Easier."¹¹

At the same time, the automobile was becoming an integral part of Eugene's culture, and the connection of Eugene to this expanding network of roadways would only accelerate its popularity. To better serve this growth and to place the dealership in a prime position to serve the cities of both Eugene and Springfield, Lew Williams decided to move his

⁷ Liz Carter, Oregon Inventory of Historic Properties Historic Resource Survey Form for the LTD Bus Rapid Transit Project, November 2000 including research in the Oregon Highway Commission Biennial Report of 1945-46, and ODOT drawings and records of the Landscape Department.

⁸ Eugene Modernism: 1935-65. City of Eugene, Eugene Planning Division. June 2003, Section 2.4.

⁹ Eugene Modernism: 1935-65. City of Eugene, Eugene Planning Division. June 2003. Section 2.1.

¹⁰ Ibid.

¹¹ Oregon Department of Transportation. "History Center." Oregon State Government. <http://www.oregon.gov/ODOT/CS/BSS/historycenter.shtml>. (accessed February 8, 2008). *2nd Century Progress is in reference to Oregon moving into its 2nd Century of Statehood.

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

Chevrolet dealership from its downtown location to Eugene's eastern edge. At the time, the construction of this new dealership was one of the most expensive retail expansions in Lane County history, costing almost one million dollars.¹²

Automobile Trends

Auto-related architecture of the 1950s derived many of its influences from the radical changes that were occurring in American automobile design during the twentieth century. Mid-century automobiles often reflected the growing futuristic obsession of the American public. Popular cars in the late 1950s and early 1960s were becoming much more aerodynamic than their pre-war counterparts. Cars were also beginning to reflect the advancements made in current technology and "images of planes, jets, and eventually rockets found their way into automobile's" design.¹³ The 1959 Chevrolet Impala 2-Door Hardtop, with its covered rear wheels, sleek profile, and projecting V-shaped rear fins was exactly the type of car the Lew Williams Chevrolet Dealership's display pavilion would be showcasing.

Modern Movement Architecture

By the late 1920s, American architects and clients were increasingly persuaded that European modernism was both visually progressive and structurally sound. After World War II, American interests were characterized by a confident, enthusiastic desire to "get on with the business of progress".

At the end of the Second World War, America found itself in an undisputed position as the world's political, military and economic leader. U.S. industry was operating at full capacity, and the substantial amount of materials needed for the rebuilding of Europe and Japan would provide plenty of fuel to stoke its great engine. In conjunction with reconstruction, there was the pent-up desire to modernize America's own infrastructure, in great disrepair after many neglectful years. The results of this ambitious building program are impressive, as it has been estimated that 80% of everything ever built in America has been built since the end of the Second World War.¹⁴

Post-war America was experiencing significant and substantial change, and Modernist architects found themselves located right at the architectural core. It was a time of great optimism and a new Modernist aesthetic, confident in spirit and clean in appearance, was thought to provide the appropriate expression for the period. The International Modernist movement came into its own by being at the right place, at the right time. It was a period in which the need for new buildings, the desire for a new identity, and the availability of new resources all neatly intersected.

Pragmatic utilitarianism became the driving force of some commercial design throughout the United States. Commercial architecture became an increasingly important form of public relations, with a new building providing an image for a company. By the mid-1950s, a profound shift was occurring in the design of American commercial architecture. The post-World War II era brought a redirection in basic attributes of design and new attitudes toward the structure of communities. The beginnings of these changes can be traced back over several decades, yet it was during the mid-twentieth century that they first exercised a decisive impact on the landscape. These changes affected the physical organization of commercial development as well as the design of commercial architecture. The model that was advanced divided land into large segments defined by major arterials and penetrated by limited-access routes. In this design, buildings could be freestanding and surrounded by generous amounts of open space.

Widespread use of the automobile was an essential prerequisite for these changes, as was the availability of large parcels of land. A new set of design concerns entered the architectural mainstream that was derived from European modernism. What became known as the Modern movement, particularly the International Style, rejected the use of historical references and embraced new concepts of form and space, with space, or volume, as the primary consideration. Buildings were to be three-dimensional objects differentiating indoor and outdoor space while permitting a sense of continuity or "spatial flow" between the two.

The most obvious change in outside spatial order was the use of a large parking lot at the front and, increasingly, around three or all four sides of a building. Off-street parking had begun to assume visual prominence as early as the 1920s but was the rage by the 1950s.

Modernist architects were primed to play an integral part in America's development, so the International Style rose quickly to the forefront. The International style is based on modern structural principles and materials. Concrete, glass, and steel

¹² Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," Register-Guard, August 12, 1960. p. 14B.

¹³ Alan Hess, *Google: Fifties Coffee Shop Architecture*. (San Francisco: Chronicle Books, 1985), 56.

¹⁴ James Howard Kunstler, *The Geography of Nowhere*, (New York: Simon & Schuster, 1993), 76.

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

were the most commonly used materials. Window design utilized thin, metal mullions and smooth, spandrel panels, separating large, single-pane windows. Ribbon windows were a hallmark of the style, as were corner windows. Bands of glass became an important design feature. These strips of windows helped create a horizontal feeling, another important aspect of the style, even in high-rise buildings. The rejection of nonessential decoration was perhaps the major element that distinguished the International style.

Architects in America, influenced by the Bauhaus masters working in their midst, steadily refined Modernist buildings and principles throughout the 1940s. By the 1950s, they were the clear leaders in the development of the movement. Of all the masters of the International Modernist movement, it was Mies van der Rohe who most completely defined its aesthetics in America. Walter Gropius tended to play a more political role for the movement, and Le Corbusier was a bit too eclectic to generate any sort of standardized look. Mies, with his position as head of the Illinois Institute of Architecture (IIT.) program and a full slate of commissions, had all the means necessary to make tangible the Modernist principles and broadcast them throughout America.

Mies was a strong proponent of functionalist architecture, basing his work on the development of very specific types and principles. Mies believed the most crucial role that must be accommodated in architecture was that of modern industrialization: "If we succeed in carrying out this industrialization, the social, economic, technical, and also artistic problems will be readily solved."¹⁵ For Mies, this accommodation translated into buildings based on a strict structural logic and the absolute clarity of pure geometric forms. He incorporated the open plan, made possible by the skeletal structural system, visibly expressed through the use of the glass curtain wall.

Transparency was the key to the Miesian aesthetic, generating new and dynamic visual effects. Mies discovered an interest in the "play of reflections and not the effect of light and shadow as in ordinary buildings."¹⁶ During the daylight hours, a structure made completely of glass would offer reflections of its surrounding physical environment, including adjacent buildings and the sky. At night, it would reverse this relationship and act as a lantern, beaming interior light outwards while welcoming unobstructed views inside; his Farnsworth House is emblematic of this concept.

The development of reinforced concrete and refinement of steel construction were major breakthroughs, permitting new structural possibilities that profoundly changed the basic engineering of buildings. The traditional load-bearing wall as a predominant structural system was replaced with comparatively efficient concrete or steel posts and beams.

The new structural system of the International Style was based upon an efficient frame engineered to carry the building's weight while using a secondary system to enclose the indoor space, much like a skin stretched over a skeleton. A distinctly new system of enclosure, the curtain wall, was developed to protect the structure and interior spaces from the outside weather. This system is not self-supporting and relies on the structural frame to support it, while allowing it to be relatively light in weight. Other desired characteristics included a relatively inexpensive manufacturing cost and ease of assembly.¹⁷

Both of these conditions were satisfied through the use of aluminum panels and plate glass, and these two materials became the preferred enclosure components in the curtain wall system. Aluminum as a building material came into its own after World War II, especially since post-war production was at all time high levels, forcing low prices. It proved to be the perfect skin material, was easy to manufacture, light and simple to erect, corrosion resistant, and thin in cross-section.¹⁸

The automobile had become the primary means of passenger travel and roadside architecture was becoming commonplace along large thoroughfares and roadways during the modern period.¹⁹ The American roadside landscape reflected the development central to our needs as a society.²⁰ The roads, as they were created, invited new development to accompany the rise in visibility created by the increasing personal use of automobiles. The increasing use of automobiles, coupled with their higher rate of speed, created the need for bigger, more eye-catching buildings. The architectural intent behind the creation of such stylistic buildings was to be conspicuous and grandiose. To achieve this, architects had to challenge themselves by creating more audacious looking buildings than had previously been conceived.

¹⁵ "Mies van der Rohe, "Industrialized Building," 1923, in Conrads, 74.

¹⁶ Mies van der Rohe, "Two Glass Skyscrapers," in Philip Johnson, Mies van der Rohe (New York, 1947), 182.

¹⁷ Paul M. Falsetto, International Modernism and the Perception of Historic Significance, A Thesis, October 2000, 14

¹⁸ Bruce S. Kaskel, "The Metal and Glass Curtain Wall," *Cultural Resource Management*, vol. 18, no. 8 (1995): 24.

¹⁹ Eugene Modernism: 1935-65. City of Eugene, Eugene Planning Division. June 2003, Section, 2.1.

²⁰ Karl Raitz, "American Roads, Roadside America" *Geographical Review*, Vol. 88, No. 3. (Jul., 1998), pp. 364.

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

Under these influences, Grant Seder utilized the aesthetics of his era, and the changing technology that developed new materials, to create a stunning architectural statement influenced by the International Style with his design of the display pavilion for the Lew Williams Chevrolet Dealership.

History of the Lew Williams Chevrolet Dealership

The Coca-Cola bottling plant that would eventually become part of the Lew Williams Chevrolet Dealership was built in 1949. The Coca-Cola Company of America began in 1886 and by 1900 had become one of America's most popular fountain drinks. Just a few years later, by 1909, almost 400 franchised bottling plants were in operation throughout the nation.²¹ Coca-Cola began business operations on the Eugene site as early as 1947 according to building permit records. The plant processed Coke syrup and bottled Coca-Cola until the sale to Lew Williams, when it moved to the northeast area of Eugene on Highway 99. Before the construction of the bottling plant, there were a number of houses on the site and an alley that bisected the full block from north to south.

On October 11, 1957, Lew Williams purchased his original dealership located on the corner of 11th Street and Olive Street in downtown Eugene. Williams reported that the dealership's business at this location had more than doubled between 1957 and 1960.²² With a steady increase in business, Williams decided to move the dealership to a more suitable location. In 1958, Williams took out an option to buy the site of the Coca-Cola bottling plant.

This site was larger than Williams' city-center dealership location and was positioned next to the newly widened Highway 99 (Franklin Boulevard). After waiting for the Coca-Cola Corporation to purchase a new site and erect a new building, Williams began the process of expanding upon the existing bottling plant by converting the bottling plant into the dealership's service areas and office spaces. Williams hired the services of Balzhiser, Seder, and Rhodes, a Eugene architecture firm, to develop the plans for the dealership's new display pavilion and site improvements. Grant Seder, the chief architect for the dealership design thought the shape of the building needed to reflect the dealership's spatial relationship to Franklin Boulevard. After several iterations, Williams approved the final design of the building.

Grant Seder attended the University of Illinois in 1942 and 1943, before joining the military during World War II. During the war he completed a single academic year at Harvard, before returning to the University of Illinois to finish a degree in architecture. After graduation Seder worked in Chicago for a year before relocating to Eugene, Oregon. Seder worked for Wilmesen and Endicott for one year before partnering with Tom Balzhiser. They took in Richard Rhodes to form the partnership Balzhiser, Seder, and Rhodes. This partnership lasted until 1967. Seder then created a partnership with DeNorval Unthank, Jr. and Otto Poticha, creating Unthank Seder Poticha Architects, a partnership that lasted from 1968 to 1986. Seder left the partnership in 1986 to join the U.S. State Department for projects that took him to Hong Kong and later to Saudi Arabia. In 1990, he returned to Eugene and resumed a private practice focusing on Oregon coast residential architecture. In 2006, Grant Seder retired. He continues to reside in Eugene.²³

Grant Seder designed and assisted in the design of numerous buildings in the Eugene area including the Lane County Public Service Building and the Unitarian Universalist Church, where he was a member. While partnered with Balzhiser and Rhodes he helped to design the American School in Rio De Janeiro, Brazil. Seder was awarded first place for a residential design of a beach house by the American Institute of Architects, Southwest Oregon Chapter, in 1997.²⁴

Seder believed that the period after World War II was a time of "innovative architecture" in Eugene. During this period he felt that architects were not as "restrained by tradition."²⁵ Seder used the "potato-chip styled" roof, with its lowest point in the central section of the pavilion, as a tool to force the eye to the interior of the space and the product that resided within.²⁶ He believed that the "elliptical floor plan could maintain the east-west axis and still not give a cold shoulder to Franklin Boulevard."²⁷

²¹ BOLA Architecture + Planning, "Coca-Cola Bottling Plant/Qwest Maintenance Facility," Landmark Nomination Report, May 30, 2008.

²² Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," *Register Guard*, August 12, 1960. p. 14B.

²³ Seder, Grant. Personal Interview. July 27, 2010.

²⁴ American Institute of Architects, Southwest Oregon Chapter, http://www.aiaswo.org/awards_archive.html (Accessed July 27, 2010).

²⁵ Alan Pittman, "Butt Ugly: Emerald City Awash in Awful Architecture," *Eugene Weekly*, http://www2.eugeneweekly.com/2001/12_13_01/coverstory.html. (Accessed July 27, 2010).

²⁶ Grant Seder. Personal Interview. January 15, 2008.

²⁷ Andrew Fisher, "Showroom History" <http://eugenemodern.org/Romania>. (Accessed July 27, 2010).

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

The Lew Williams Chevrolet Dealership was one of the largest retail expansions in Eugene's history.²⁸ The dealership's grand opening was held the weekend of August 12th in 1960.²⁹ The August 11, 1960, *Register Guard* full-page ad announcing the opening of the Lew Williams Chevrolet Dealership expanded on the notion of the fully modern aspect of the design.

Tomorrow the Pacific Northwest's finest, most **Modern** automotive facilities open their doors to the public in a 3 day celebration of gifts, entertainment, and exceptional new and used car values. Contemporary design with the area's future in mind. Beautiful but functional is the way most describe it. From "The Glass Show Case Salesroom"... you get a panoramic view of North Eugene-Springfield and the Coburg hills, an inspiring sight that blends with the sparkling fresh look of the glass enclosed display area. You'll agree, it's a wonder to behold from within or without.

The new dealership was one of the first in Eugene to have been built outside of the downtown area. Sheppard Motors (1960) was also built outside of the downtown area, also on Highway 99, but on the opposite edge of town. The Lew Williams Dealership's massive increase in size to a four-and-a-half-acre lot was a direct response to the boom in Eugene and Springfield's population after the Second World War. The Lew Williams Chevrolet Dealership became a prime resource for serving the growing number of the area's prospective car buyers. To account for its new location, Lew Williams, as part of his marketing plan, offered a "radio equipped courtesy car" to carry patrons from the dealership to downtown. This was an attempt to make waiting for a tune-up less inconvenient. Lew Williams owned the dealership until 1969, when Joseph Romania, the dealership's General Manager, purchased the property. He renamed the dealership the Joe Romania Chevrolet Dealership. The Romania Family owned the property until 2005³⁰, when the University of Oregon purchased it.³¹

Comparative Analysis

While there were many buildings built in Lane County during the Modern Period very few have been formally surveyed, and fewer still have been listed in the National Register. Only a limited number of these buildings embody the influences of the International Style of architecture. In addition, the Lew Williams Chevrolet Dealership's display pavilion is the only building in Eugene, with a "potato-chip styled" roof.

According to the Oregon State Historic Preservation Office Historic Sites Database, a search for properties in Lane County with search functions including a mix of "Original Use/Function" ("Transportation: General" and/or "Commercial"), and/or "Property Name Like" ("auto," "dealer," and/or "showroom"), with construction dates between 1930 and 1965 reveals the following properties other than the Lew Williams Chevrolet Dealership:

Cottage Grove Auto Supply	711 Main St., Cottage Grove	c 1935	Non-contributing
Stanwood Nash-Rambler Car Dealership	50 E. 11 th Avenue, Eugene	c 1931	Eligible Contributing
Crescent Auto Sales	1795 W. 11 th Avenue, Eugene	c 1960	Non-contributing
Brown Jug Service Station	Hwy 99 E, Junction City	c 1950	Eligible Contributing
Norm's Auto Repair	112 W. Main St., Springfield	c 1940	Non-contributing
Toyota Lithia Automobile Sales	863 Main St., Springfield	c 1960	Not Eligible/Out of Period
Springfield Motors Buick Dealership	702 N. A, Springfield	c 1953	Eligible Significant

Inclusion of buildings constructed prior to the end of World War II (1945) shows only that auto-related buildings have been identified, but stylistically none of these are a reasonable comparison to the Lew Williams Dealership. Of the above list, only Crescent Auto Sales, the Brown Jug Service Station and the Springfield Motors Dealership are comparable in age. Of these three, only the Springfield Motors Dealership was constructed as an auto sales facility, in the Streamline Moderne style. Crescent Auto Sales and the Brown Jug Service Station were both constructed as gas/service stations.

A search for "International" style buildings constructed between 1930 and 1965 in Lane County reveals a list of 14

²⁸ Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," *Register Guard*, August 12, 1960. p. 14B.

²⁹ Andrew Fisher, "Showroom History" <http://eugenemodern.org/Romania>. (Accessed July 27, 2010).

³⁰ Major arson occurred on March 30, 2001, when Stanislas Gregory Meyerhoff (Trey Arrow) destroyed 35 SUVs at the Joe Romania Dealership as part of conspiracy involving twenty acts of arson, spanning five years and five Western states, committed by self-proclaimed members of the Animal Liberation Front (ALF) and the Earth Liberation Front (ELF). The ten defendants acted in an underground cell they called "The Family."

Lew Williams Chevrolet Dealership

Name of Property

Lane Co., Oregon

County and State

buildings, of which none but the Lew Williams Dealership are auto-related. Further, many of these appear to be loosely affiliated with the International Style, exhibiting other earlier or later stylistic influences.

Conclusion

The Lew Williams Chevrolet Dealership is significant under Criterion A for its association with Eugene's changing transportation infrastructure in the post-World War II era as the first automobile dealership to move out of the city's downtown core because of business rewards anticipated by major improvements to Franklin Boulevard and the completion of Interstate 5. The dealership is also significant under Criterion C for its representation of the distinctive characteristics of the Modern Movement as influenced by the International Style in its display pavilion. With its gentle curves and aerodynamic roofline, the Lew Williams Chevrolet Dealership's display pavilion is the best surviving example of commercial architecture designed during the Modern Movement and influenced by the International Style in Eugene.

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Name of Property

Lane Co., Oregon
County and State

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Previous documentation on file (NPS):

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

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: City of Eugene

Historic Resources Survey Number (if assigned): N/A

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

10. Geographical Data

Acreage of Property approx. 4.5 acres
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 10N 495102 4876575
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

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

The Lew Williams Chevrolet Dealership is located at 2020 Franklin Boulevard in Eugene, Lane Co., Oregon on Tax Lot 2800, Map # 17-03-33-32 of the N.W. ¼ S.W. ¼ Section 33, T.17S. R.3 W of the Willamette Meridian. The tax lot is equivalent to the nominated boundary and includes one building, the Lew Williams Chevrolet Dealership.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the building complex that has historically been the Lew Williams Chevrolet Dealership and that maintains historic integrity.

11. Form Prepared By

name/title Adrienne Donovan-Body, with assistance from Andrew Fisher
organization _____ date June 2010; rev. Nov. 2010
street & number 5521 NE Davis Street telephone (503) 201-3592
city or town Portland state Oregon zip code 97213
e-mail adrienne.donovanboyd@me.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

Photographs:

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

Name of Property: Lew Williams Chevrolet Dealership
City or Vicinity: Eugene
County: Lane **State:** Oregon
Photographer: Andrew Fisher, unless otherwise noted
Date Photographed: July 25, 2010, unless otherwise noted

Description of Photograph(s) and number:

- 1 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0001.tif)
Looking southeast at the north and west facades
- 2 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0002.tif)
Looking east at the west facade and the foundation for the old signing pod building
- 3 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0003.tif)
Looking southwest at the north and east facades of the display pavilion
- 4 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0004.tif)
Looking northeast at the west facade of the service center
- 5 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0005.tif)
Looking northeast at the west facade of the service center and the south facade of the collision repair center office
- 6 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0006.tif)
Looking southwest at the east facade of the service center and shed storage addition
- 7 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0007.tif)
Looking west at the east facade of the shed storage addition and the body shop addition
- 8 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0008.tif)
Looking northwest at the east facade of the service shop with barrel roof showing
- 9 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0009.tif)
Detail of the display pavilions roof overhang
- 10 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0010.tif)
Detail of the signing pod's concrete foundation and landscaping
- 11 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0011.tif)
Detail of a typical flood light
- 12 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0012.tif)
Looking northwest at the body shop addition's east and south facades
- 13 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0013.tif)
Detail of the front entrance stairway to the display pavilion

Lew Williams Chevrolet Dealership
Name of Property

Lane Co., Oregon
County and State

- 14 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0014.tif)
Looking west into the interior of the display pavilion
- 15 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0015.tif)
Looking east at the interior offices of the display pavilion
- 16 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0016.tif)
Looking north in the north east corner of the service center
Photographer, University of Oregon, c. 2005
- 17 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0017.tif)
Looking east at the wood trussed barrel roof
Photographer, University of Oregon, c. 2005
- 18 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0018.tif)
Looking northwest at the clearstory windows
Photographer, University of Oregon, c. 2005
- 19 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0019.tif)
Detail of the wood trussed barrel roof and structural framing
Photographer, University of Oregon, c. 2005
- 20 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0020.tif)
Looking southeast at the north and west façades of the display pavilion (night shot) Photo
courtesy of TBG Architects & Planners/inc (successor of Balzhiser, Seder, and Rhodes), c.
1960
- 21 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0021.tif)
Looking east at the south façade of the signing pod and the west façade of the display
pavilion Photo courtesy of TBG Architects & Planners/inc (successor of Balzhiser, Seder,
and Rhodes), c. 1960
- 22 of 22. (OR_LaneCounty_LewWilliamsChevroletDealership_0022.tif)
Looking southeast at the north and west façades of the display pavilion (day shot) Photo
courtesy of TBG Architects & Planners/inc (successor of Balzhiser, Seder, and Rhodes), c.
1960

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

name State of Oregon, University of Oregon, Campus Planning & Real Estate, Attn: Christine Thompson
street & number 1276 University of Oregon telephone (541) 346-5562
city or town Eugene state OR zip code 97403

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lew Williams Chevrolet Dealership

Name of Property

Lane Co., Oregon

County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 1

List of Figures

1. Tax lot map # 17-03-33-32, showing boundaries for the Lew Williams Chevrolet Dealership, tax lot 2800, 1 page.
2. Site Plan of the Lew Williams Chevrolet Dealership, 1 page.
3. Design concept of the Lew Williams Chevrolet Dealership from *Pacific Architect and Builder*, Seattle, WA, December 1959, 1 page.
4. Original plan of the Lew Williams Chevrolet Dealership, Balzhiser, Seder, & Rhodes, November 23, 1959, 1 page.
5. Historic plan of the Lew Williams Chevrolet Dealership used car office (originally sat west of the display pavilion).
6. Historic photo of opening of dealership that appeared in the *Register-Guard* (Eugene, Or.).

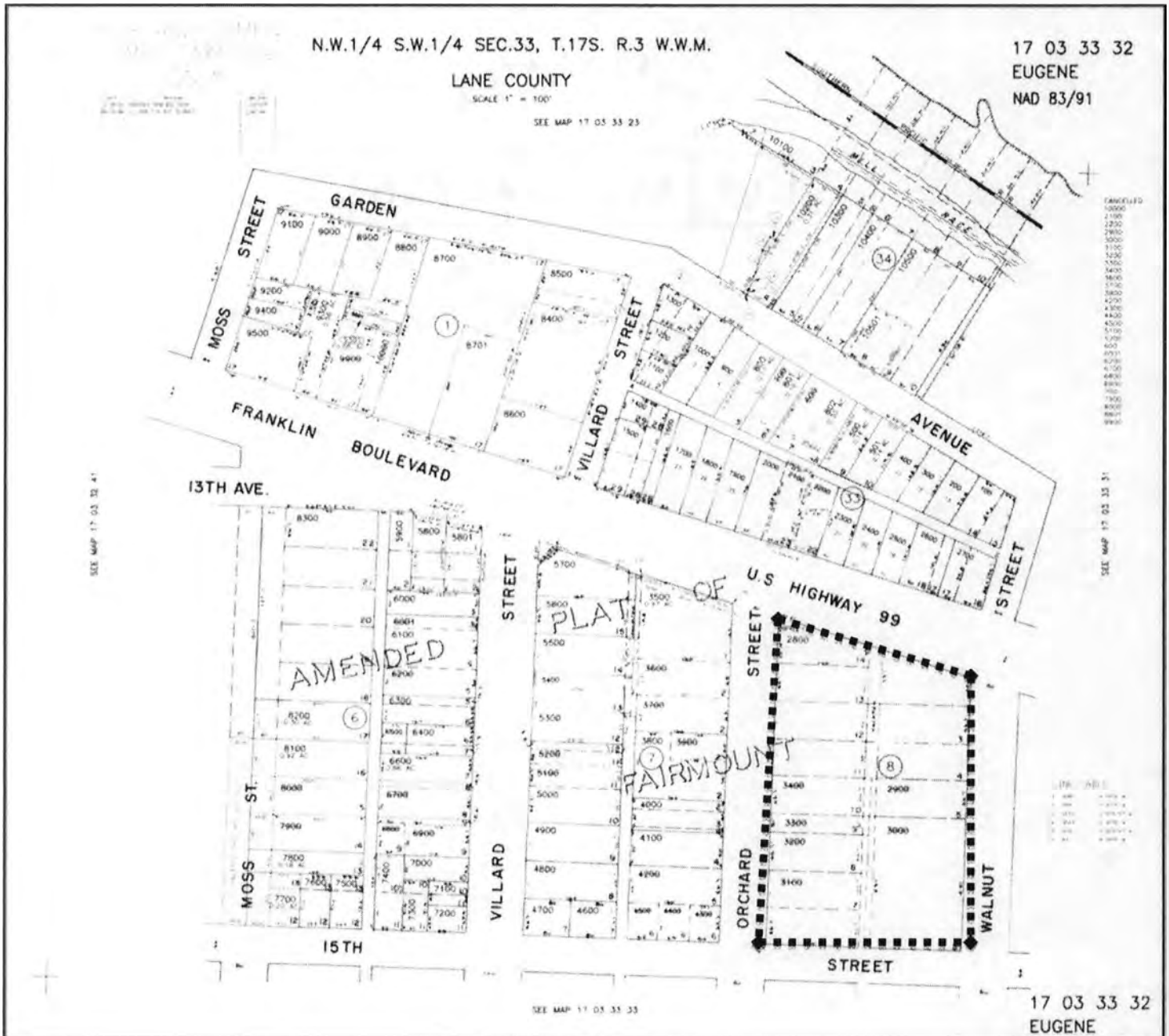
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lew Williams Chevrolet Dealership
Name of Property
Lane Co., Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Additional Documentation Page 2

Figure 1. Tax lot map # 17-03-33-32, showing boundaries for the Lew Williams Chevrolet Dealership, tax lot 2800.



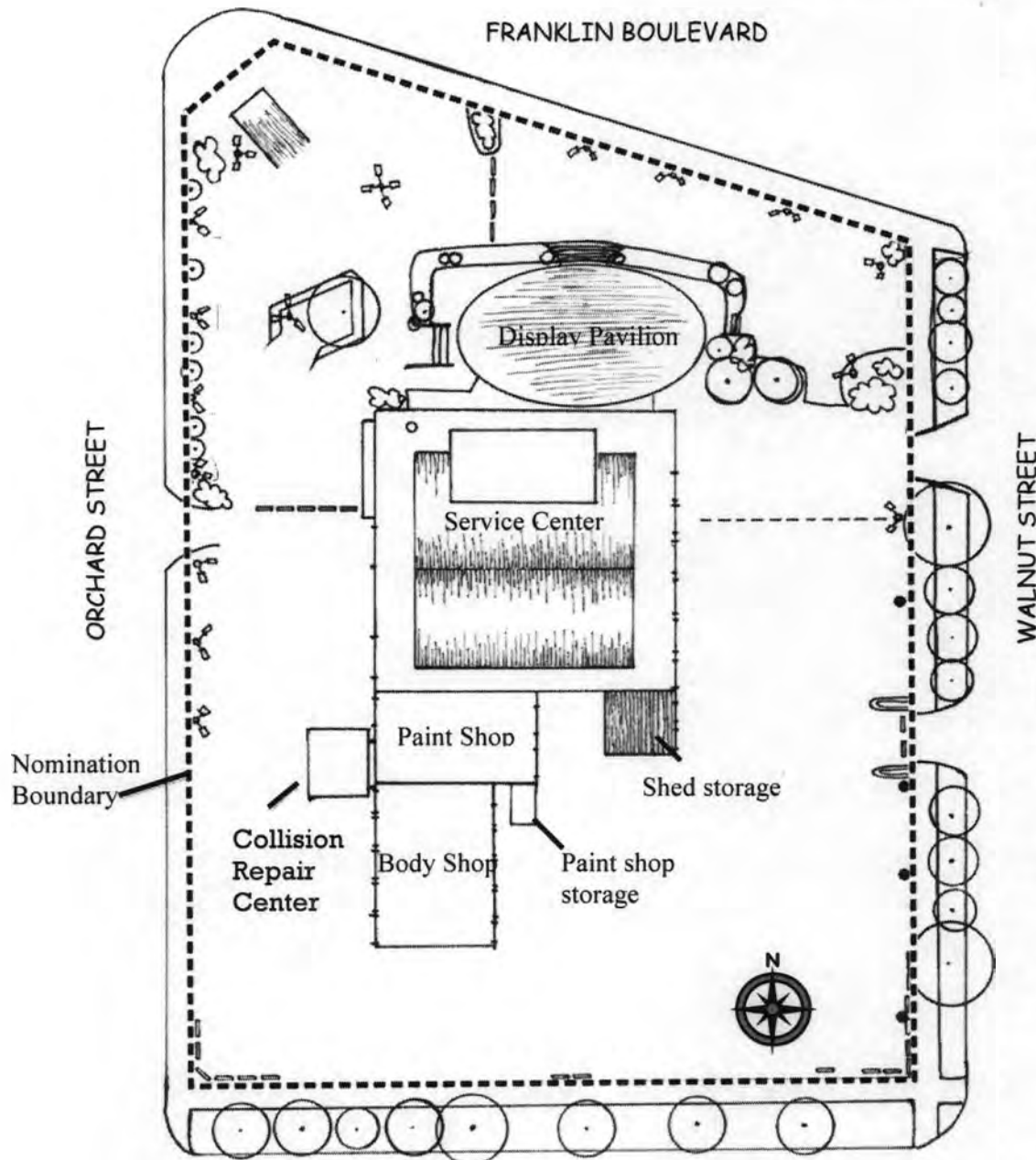
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Low Williams Chevrolet Dealership
Name of Property
Lane Co., Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Additional Documentation Page 3

Figure 2. Site Plan of the Low Williams Chevrolet Dealership.



2020 FRANKLIN BLVD
EUGENE, OR 97403
SCALE: NONE

EAST 15th AVE

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lew Williams Chevrolet Dealership

Name of Property

Lane Co., Oregon

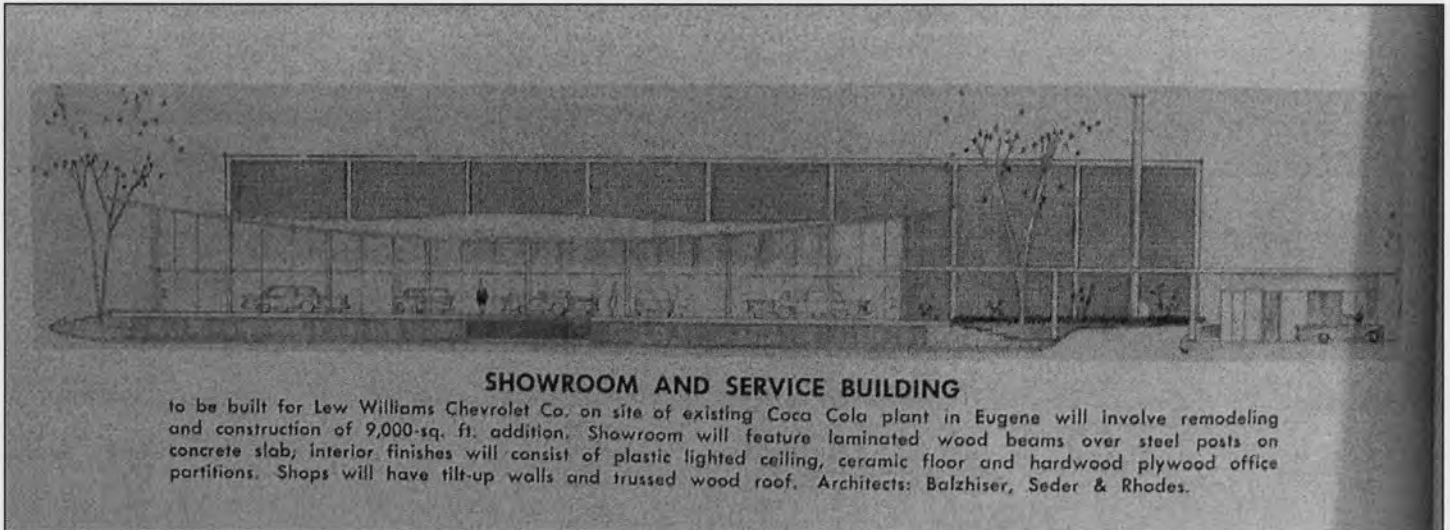
County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 4

Figure 3. Design concept as printed in the December, 1959 issue of *Pacific Architect and Builder*, Seattle, Washington.



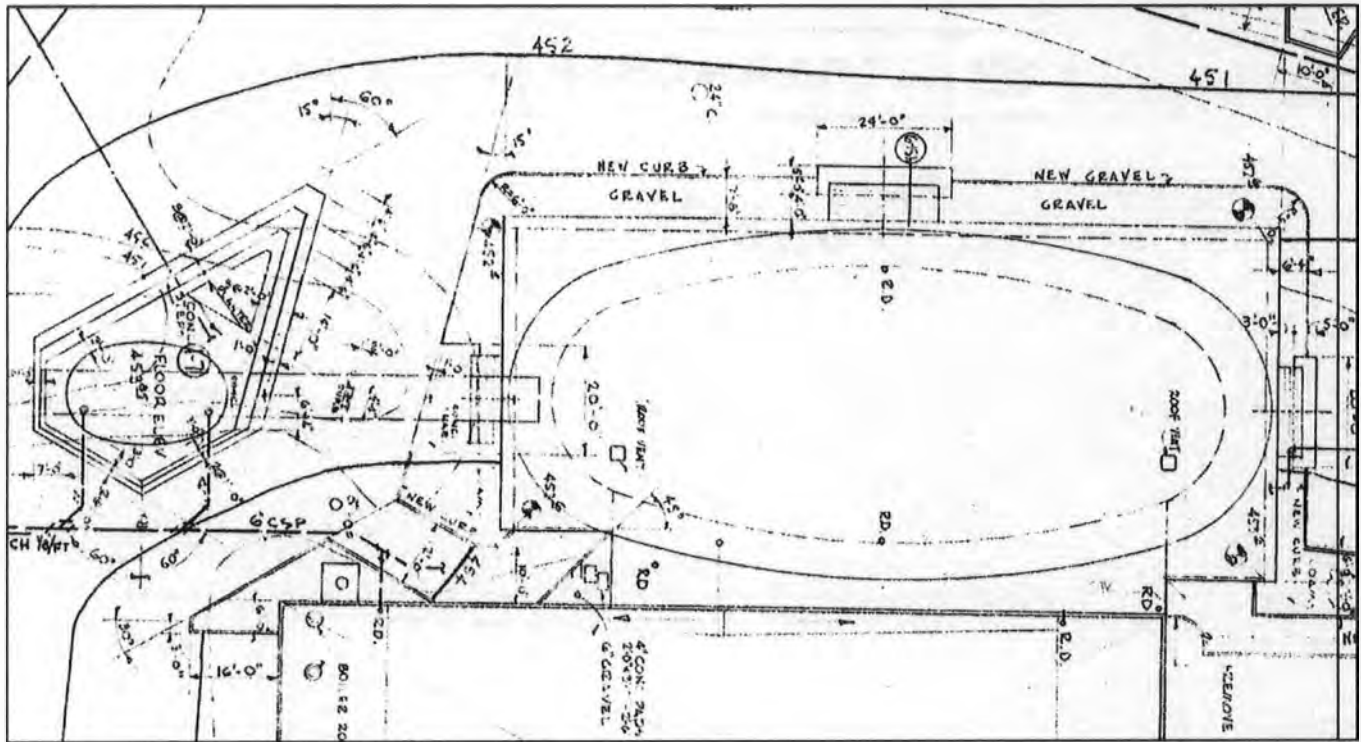
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Low Williams Chevrolet Dealership
Name of Property
Lane Co., Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Additional Documentation Page 5

Figure 4. Historic Plan for the Low Williams Chevrolet Dealership (Balzhiser, Seder, and Rhodes, November 23, 1959).



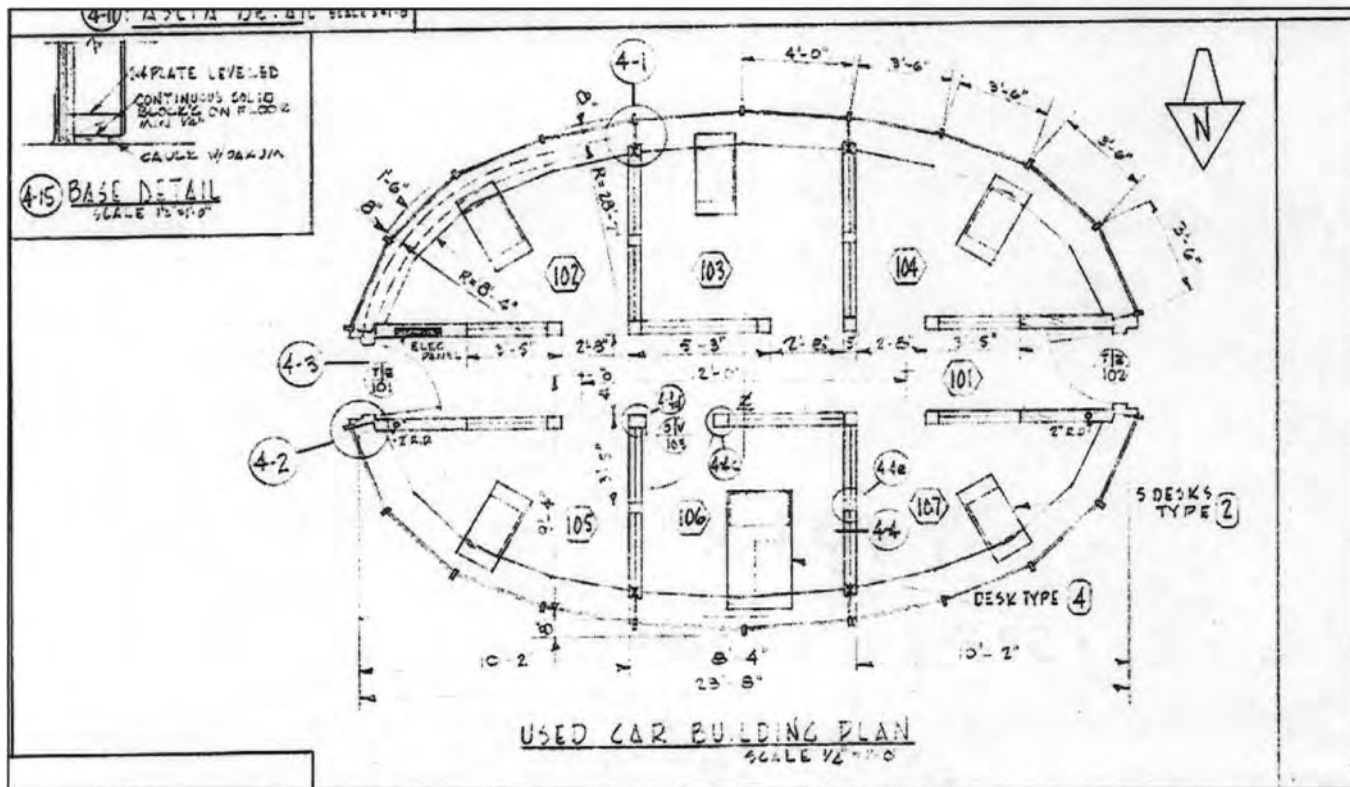
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lew Williams Chevrolet Dealership
Name of Property
Lane Co., Oregon
County and State
N/A
Name of multiple listing (if applicable)

Section number Additional Documentation Page 6

Figure 5. Historic plan of the used car office that once sat west of the display pavilion.



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lew Williams Chevrolet Dealership

Name of Property

Lane Co., Oregon

County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 7

Figure 6. Historic photo of opening of dealership that appeared in the *Register-Guard* (Eugene, Or.).



"...executives of the agency stand in front of the company's big sign at it's new headquarters. From left are Wendell Kaufman, sales manager, Lew Williams, owner, and Joe Romania, general manager. Ribbon cutting ceremonies, officially opening the new building were held Friday."

Courtesy the Register-Guard, Eugene, Oregon. Reprinted with permission.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Williams, Lew, Chevrolet Dealership

MULTIPLE NAME:

STATE & COUNTY: OREGON, Lane

DATE RECEIVED: 4/21/11 DATE OF PENDING LIST: 5/11/11
DATE OF 16TH DAY: 5/26/11 DATE OF 45TH DAY: 6/06/11
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11000329

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 6.1.11 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in
The National Register
of
Historic Places**

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



OR LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP

001

040 2872-26529-1 OR LaneCounty Lew Williams.sms.000
3995 070 N N N N NN 2053.3/100.0



OREGON, LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP

002

007 2872-26529-1 OR Lane County-Lew Williams-000
3995 070 N N N N N N N N 2053.37 100.0



OREGON, LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP

003

028 2872-26529-1 OR LaneCounty.Lew Williams.000
3995 070 N N N N N N N N N N 2053.3/100.0



OR, LANE COUNTY


LEW WILLIAMS

CHEVROLET DEALERSHIP

004

057 2872-26529-1 OR LaneCounty Lew Williams.000
3995 070 N N N N NN Z053.3/ 100.0



Facilities Services 

OR LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP

005

055 2872-26529-1 OR Lane County - Lew Williams - 000
3995 070 N N N N NN 2053.3/100.0



SERVICE

PULL FORWARD
DOOR AUTOMATICALLY
NO SPEED



OR-LANE COUNTY

LEW WILLIAMS

007

045 2872-26529-1 OR LaneCounty Lew Williams 000
3995 070 N N N N N N N N N N N N 2053.3/ 100.0



The Warehouse Co. Ltd.

The Warehouse Co. Ltd.

ALL WORKS FOR CONTRACTORS

OR - LANE COUNTY

LEW WILLIAMS

CHEVROLET DEALERSHIP

800

047 2872-26529-1 OR LaneCounty Lew Williams.000
3995 070 N N N N N N N N N N 2003.3 / 100.0



OR LANE COUNTY
Lew WILLIAMS
CHEVROLET Dealership

009

019 2872-26529-1 OR LaneCounty-Lew WILLIAMS-000
3995 070 N N N N N NN 2053.3/100.0





Oregon-LANE county
Lew WILLIAMS
CHEVROLET DEALERSHIP

011

008 2872-26529-1 OR Lane County Lew WILLIAMS_000
3995 070 N N N N N N N N N N 2053.37 100.0



OR-LANE County

LEW WILLIAMS
CHEVROLET DEALERSHIP
012

005 2872-26529-1 OR-LaneCounty-Lew Williams_000
3995 070 N N N N NH 2053.3/100.0





OR - LANG COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP
014

021 2872-26529-1 OR LangCounty Lew Williams 000
3995 070 N N N N NN 2053.3/100.0




OR-LANE COUNTY

LEW WILLIAMS
CHEVROLET DEALERSHIP

015

034 2872-26529-1 OR-LaneCounty-Lew Williams_000
3995 070 N N N N NN 205.3.3/100.0

The image shows the interior of a building, possibly a warehouse or a store. The walls are white, and there is a large window on the right side. A sign on the wall reads "STARTS HERE OREGON BASEBALL STARTS NOW". A shopping cart is visible in the foreground, and there are some boxes and a stool on the left. The ceiling is white and appears to be damaged or peeling in some areas. A dark door is visible in the background.

STARTS HERE
OREGON
BASEBALL
STARTS NOW

OR-LANE COUNTY
Lew Williams Chevrolet
DEALERSHIP

010

061 2872-26529-1 OR-LaneCounty-Lew Williams-It
3995 070 N N N N NN 2045.3/ 100.0



OR-LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP
017

064 2872-26529-1 OR-LaneCounty-Lew Williams, Inc.
3995 070 N N N N N N N N 2045.3/100.0



OR-LANE COUNTY
LEW WILLIAMS
CHEVORLET DEALERSHIP

018

067 2872-26529-1 OR LaneCounty Lew Williams, Inc
3995 070 N N N N NN 2045, 3/ 100, 9





OR-LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALERSHIP

020

004 2872-26529-1 night shot 300x600
3995 070 N N N N --- 2226.4/100.0



OR - LANE COUNTY

LEW WILLIAMS

CHEVROLET

DEALERSHIP

021

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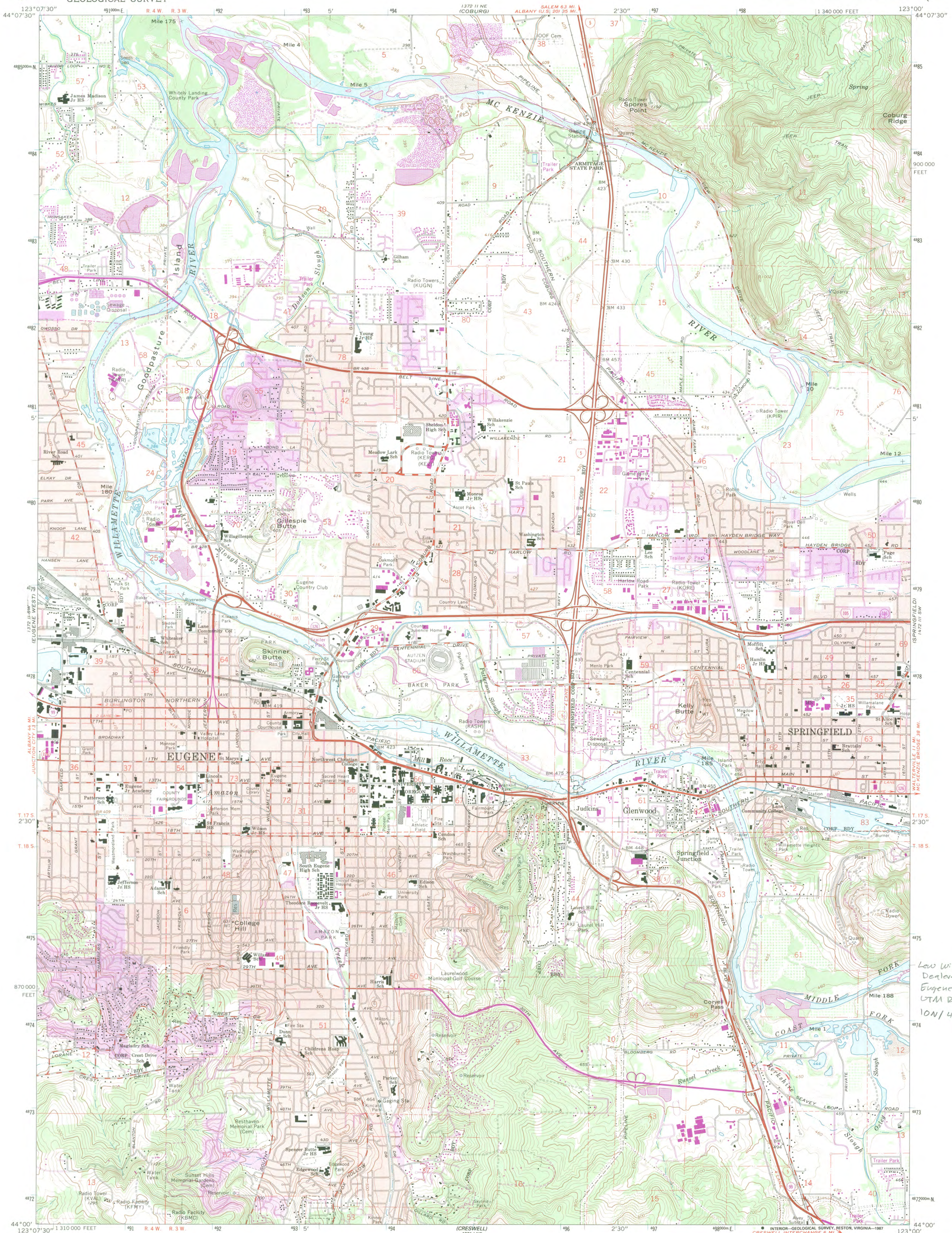


OR-LANE COUNTY
LEW WILLIAMS
CHEVROLET DEALENSHIP

022

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RECEIVED 2280
APR 21 2011
NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE



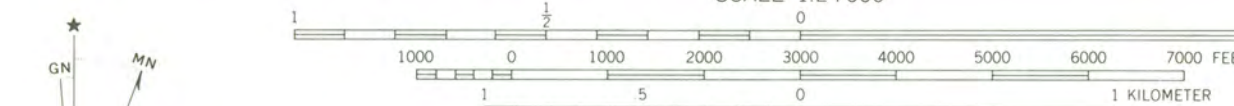
Mapped, edited, and published by the Geological Survey

Control by USGS, NOS/NOAA, and State of Oregon
Topography by photogrammetric methods from aerial
photographs taken 1965. Field checked 1967

Polyconic projection. 1927 North American datum
10,000-foot grid based on Oregon coordinate system,
south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 10, shown in blue

To place on the predicted North American Datum 1983,
move the projection lines 22 meters north and
95 meters east as shown by dashed corner ticks

Red tint indicates areas in which only landmark buildings are shown
Purple tint indicates extension of urban areas



CONTOUR INTERVAL 20 FEET
DOTTED LINES REPRESENT 5-FOOT CONTOURS
NATIONAL GEODETIC VERTICAL DATUM OF 1929

ROAD CLASSIFICATION
Heavy-duty — Light-duty
Medium-duty — Unimproved dirt
Interstate Route — U.S. Route — State Route



EUGENE EAST, OREG.
44123-A1-TF-024

Revisions shown in purple compiled from aerial
photographs taken 1982 and other sources
This information not field checked. Map edited 1986

1987
PHOTOREVISED 1986
DMA 1372 II SE-SERIES V892



**Planning & Development
Planning**

City of Eugene
99 West 10th Avenue
Eugene, Oregon 97401
(541) 682-5377
(541) 682-5572 FAX
www.eugene-or.gov

October 1, 2010

Cara Kaser
Oregon State Historic Preservation Office
725 Summer Street, N.E., Suite C
Salem, OR 97301

Dear Cara,

It is my pleasure to forward the Eugene Historic Review Board's recommendation of support for listing of the Lew Williams Chevrolet Dealership at 2020 Franklin Boulevard, on the National Register of Historic Places. On September 23, 2010, the board held a public meeting to consider the proposed nomination prepared by Adrienne Donovan-Boyd.

Public comments were received by several individuals at the meeting including Christine Thompson on behalf of the University of Oregon, the current property owner, as well as from Grant Seder, architect of the dealership's display pavilion ("showroom"), and Zach Vishanoff, as an interested community member. The University's representative noted their position on the nomination as neutral and that comments would be forthcoming, to be considered as part the State's review at the upcoming meeting of the State Advisory Committee for Historic Preservation. Mr. Seder's comments indicated concern about the use of the term "Googie style" in reference to the building he designed, and his personal preference for the term "mid-century modern" to describe the architectural style. He also suggested emphasis should be placed on preservation of the display pavilion over the service center to the rear which could easily be disconnected. Upon further discussion, the board recognized it would ultimately need to be treated as one building in the context of the overall nomination.

The board had a very robust discussion following public comments and voted unanimously to support the nomination, finding that it meets the applicable criteria. The formal evaluation sheet is enclosed with attached comments from the board. The Eugene Historic Review Board encourages the State Advisory Committee on Historic Preservation to recommend approval for listing of the Lew Williams Chevrolet Dealership in the National Register of Historic Places.

If I can provide any further assistance, please feel free to contact me at 541-682-5697 or via email at gabriel.flock@ci.eugene.or.us

Sincerely,

Gabriel Flock

Senior Planner, City of Eugene

NATIONAL REGISTER NOMINATION EVALUATION SHEET
Certified Local Governments / Historic Landmark Commissions

The following property is being nominated to the National Register of Historic Places and will be reviewed by the State Advisory Committee on Historic Preservation (SACHP) at its meeting on 10/7/2010.

PROPERTY NAME: **LEW WILLIAMS CHEVROLET DEALERSHIP**
ADDRESS: **2020 FRANKLIN BLVD**
EUGENE, LANE COUNTY

X
OK

Concerns

INTEGRITY: Major alterations or additions? New materials? Altered setting? Moved? etc.

X
OK

Concerns

DESCRIPTION: Is the property adequately described? Have contributing and non-contributing features been clearly identified?

see attached comments

X
OK

Concerns

SIGNIFICANCE and CONTEXT: Has the appropriate criterion been used? Has it been justified? Is the context sufficient in breadth and depth to support the claims of significance?

see attached comments

X
OK

Concerns

FACTS AND SOURCES: Are the appropriate and best sources used? Are key dates and facts accurate?

see attached comments

X
OK

Concerns

SUPPORTING MATERIALS: Adequate photos, maps, drawings, etc.?

X

The Commission recommends that the property or properties appear to meet the National Register criteria and should be listed in the National Register.

The Commission recommends that the property or properties do not appear to meet the National Register criteria and should not be listed in the National Register.

Richard Deo
Signature of Commission Chairman (or Designee)

Date

Return to: Oregon State Historic Preservation Office
ATTN: National Register Coordinator
725 Summer Street, N.E., Suite C
Salem, OR 97301

Name of Local Historic Preservation Commission



UNIVERSITY OF OREGON

October 1, 2010

John Goodenberger, Chair
State Advisory Committee on Historic Preservation
c/o Roger Roper, Deputy SHPO
State Historic Preservation Office
725 Summer St. NE, Suite C
Salem, OR 97301

Dear John:

I am writing on behalf of the University of Oregon to comment on the proposed Lew Williams Dealership nomination for listing in the National Register of Historic Places.

This nomination was prepared independently of the university. Owner consent is not required to list publicly owned buildings in the National Register of Historic Places. Therefore, the university, as a public institution, chooses not to concur in or object to the proposed listing.

As a state entity the university recognizes its responsibility to play a role in historic preservation, and we appreciate the research conducted by University of Oregon former graduate student Adrienne Donovan-Boyd with assistance from Andrew Fisher.

The university purchased this property to accommodate future university needs. This particular building type and location likely will make it a challenge to find suitable reuse opportunities that fit within the university's mission. While we take great pride in our long-standing efforts to ensure preservation of our campus's historic buildings and landscapes, we must do so in a manner that fits our mission as a teaching and research institution.

We ask you to be particularly careful in your assessment of the property's potential historic significance as the review process proceeds. If considered eligible for listing, the nomination should define clearly which physical and historical elements of the property support the identified criteria.

VICE PRESIDENT FOR FINANCE AND ADMINISTRATION

1283 University of Oregon, Eugene OR 97403-1283 T (541) 346-3003 F (541) 346-6614 www.uoregon.edu

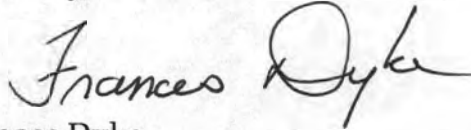
An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act



Lew Williams National Register Nomination
August, 2010
Page 2

Thank you for the opportunity to provide comments.

Sincerely,

A handwritten signature in black ink that reads "Frances Dyke". The signature is written in a cursive style with a large, looped "F" and "D".

Frances Dyke
Vice President for Finance and Administration/CFO
University of Oregon

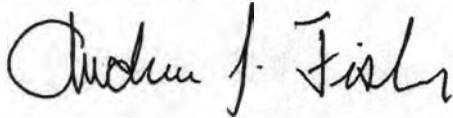
cc: Cara Kaser, SHPO
Adrienne Donovan-Boyd
Andrew Fisher
Gabe Flock, Eugene Planning Division
George Hecht, Facilities Services
Tim King, Facilities Services
Michael Redding, University Relations
Greg Rikhoff, University Relations
Christine Thompson, CPRE
Courtney R. White, Public and Government Affairs

January 13, 2011

Dear Honorable Members of the State Advisory Committee on Historic Preservation:

In September of 2010, Eugene's Historic Review Board voted unanimously to support the nomination of the former Lew Williams Chevrolet Dealership to the National Registry of Historic Places. The board continues to support this nomination. I look forward to the SACHP meeting on February 18th in Springfield.

Sincerely,

A handwritten signature in black ink that reads "Andrew J. Fisher". The signature is written in a cursive style with a large initial "A" and a long, sweeping underline.

Andrew J. Fisher
Chair, Historic Review Board
Eugene, OR



Oregon

John A. Kitzhaber, MD, Governor

Parks and Recreation Department

State Historic Preservation Office

725 Summer St NE, Ste C

Salem, OR 97301-1266

(503) 986-0671

Fax (503) 986-0793

www.oregonheritage.org



April 13, 2011

Ms. Carol Shull
National Register of Historic Places
USDOJ National Park Service - Cultural Resources
1201 "Eye" Street NW, 8th Floor
Washington, D.C. 20005

Re: National Register Nominations

Dear Ms. Shull:

At the recommendation of the Oregon State Advisory Committee on Historic Preservation, I hereby nominate the following historic properties to the National Register of Historic Places:

LEW WILLIAMS CHEVROLET DEALERSHIP
2020 FRANKLIN BLVD
EUGENE, LANE COUNTY

SPRINGFIELD MOTORS BUICK DEALERSHIP
702 N A ST
SPRINGFIELD, LANE COUNTY

We appreciate your consideration of these nominations. If questions arise, please contact Cara Kaser, National Register & Survey Coordinator, at (503) 986-0784.

Sincerely,

Roger Roper
Deputy State Historic Preservation Officer

Encl.

