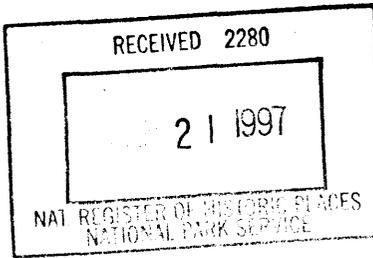


122

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 *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 subcategories 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 WHITTLE GARAGE BUILDING

other names/site number "Pioneer Glass & Cabinet Shop"

2. Location

street & number 101 Oak Street N/A not for publication

city or town Ashland N/A 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.)

James M. Hamrick January 8, 1997

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
- removed from the National Register
- other (explain): _____

Signature of Keeper Daphne Ferguson Date of Action 3/7/97

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 3 Page 1

WHITTLE GARAGE BUILDING (1925)

101 Oak Street
Ashland, Jackson County, Oregon

COMMENTS OF THE STATE HISTORIC PRESERVATION OFFICE

The single-story Whittle Garage Building of poured concrete construction stands on the west side of Oak Street, between East Main and Lithia Way, in the central business district of the historic manufacturing and railroad town of Ashland in southern Oregon. Constructed in 1925 and distinguished by its east-facing false gabled facade with stepped parapet, the garage is visible from the east for some distance owing to the opposing side of the street being largely vacant for surface parking. The garage is part of a solid block-long streetfront of single-story masonry commercial buildings that contribute to the continuity of scale in Ashland's downtown core, which is dense and lively as the result of irregular plat characteristics and sloping terrain.

The Whittle Garage meets National Register Criterion C in the area of architecture as the epitome of a particular commercial/industrial type. It is the best surviving example in Ashland's downtown of the simple, utilitarian falsefront building type that was so widely employed in the 1920s and '30s. This documentation provides the necessary context and comparative analysis for purposes of evaluation. It is pointed out that, owing to its strategic location on the main route of travel across the Siskiyou from California, and because of motive power afforded by Ashland Creek, the town early developed an industrial base which evolved from mills in the 19th century mills to warehousing and transportation service industries in the early 20th century. As the economic base shifted increasingly to cultural attractions and tourism [Ashland is the home of the Oregon Shakespeare Festival] in the later 20th century, most of the auto repair/machine shops and filling stations moved out of downtown. The Whittle Garage is the only garage of its vintage in the core area today.

The garage was built by Floyd Whittle, owner of Whittle Transfer Company, which maintained its offices in the P. W. Paulsen Building adjacent to the garage lot on the south. Filling in the streetfront in 1925 completed what was described in contemporary newspaper accounts as a "short business row." The original tenant was Oak Street Garage, which relocated to the edge of the central business district after 20 years. Whittle and, eventually, his estate continued as owner of the subject building until 1977.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 3 Page 2

The application also points out the fact that the falsefronted building, a vernacular type which arose in the 19th century with the advent of economical frame construction, was readily adaptable in fire-resistant masonry to machine shops and the new service industries introduced with the automobile.

Briefly characterized, the garage is a single story volume measuring 42 x 100 feet in ground plan. Its end walls and portions of the side walls that are not made up by exterior brick and concrete block walls of adjoining buildings, are poured concrete. Its floor is a concrete slab, and the roof is hipped with ridge monitor to light the open truss interior. Originally, natural lighting to the interior was by skylights. The facade is organized into three bays, with multi-light storefront windows on the north and an opening for a bifold shop door on the south. The markings of form boards are exposed on the end elevations, which were unfinished originally. The facade was painted in later years. The interior was essentially open when the building was acquired recently by the present owners. The laminated wood queen post trusses which are supported variously on corbels and concrete piers, or by the tops of wall structure provided by adjoining buildings, are the dominant character-defining feature. The only historic fixture remaining is a sliding crane apparatus supported by a set of steel H beams running perpendicular to the trusses.

While the building has a high degree of integrity, it did undergo some change as the result of damage from a fire which burned a neighboring building to the north in 1953. Pioneer Glass and Cabinet Company moved in to make repairs and occupied the building for the next 40 years. The storefront windows, which had six lights below a 10-light transom panel, were replaced in plate glass, a frame addition on the rear was removed, and the roof was modified. Today's adaptive use rehabilitation plans involving a micro-brewery and associated restaurant call for seismic reinforcement of the truss supports, return to divided lights in the original storefront, conversion of the shop bay to storefront, re-roofing, and construction of framed areas for kitchen and restrooms that will be confined to partial height to avoid obscuring the exposed trusses. At the rear of the building, an open deck dining area will be built to occupy the footprint of the missing frame addition.

Accompanying this documentation is a letter from Ashland City Administrator Brian Almquist conveying the City Council's endorsement of the nomination.

Whittle Garage Building
Name of Property

Jackson County, 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
		sites
		structures
		objects
1		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

none

6. Function or Use

Historic Functions
(Enter categories from instructions)

Industry; Manufacturing Facility

Current Functions
(Enter categories from instructions)

Vacant/Not in Use
Work in Progress [Restaurant/Brewery]

7. Description

Architectural Classification
(Enter categories from instructions)

Commercial Style; Western Falsefront

Materials
(Enter categories from instructions)

foundation Concrete: Slab
walls Concrete: Poured
Concrete: Block
roof Asphalt
other Wood, Glass

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: 7 Page: 1

Whittle Garage Building, Ashland, OR

Completed in 1925, the Whittle Garage Building is one of the few remaining examples of the functionally designed industrial buildings that were constructed in the downtown Ashland area during the first third of the 20th century. The poured concrete facade, simple storefront detail, and stepped parapet retain remarkably high integrity to their original design and accurately reflect the associations which make the building significant.

LOCATION:

Known since late 1953 as the Pioneer Glass and Cabinet Shop, the Whittle Garage Building is located at 101 Oak Street within the downtown commercial business district of Ashland, Oregon. The structure occupies the northern portion of Tax Lot 10300 as defined on Jackson County Assessor's Plat 39-1E-9BB. Essentially rectangular in shape, the subject portion of the property runs 42.3 feet along the west side of Oak Street and tapers to a maximum depth of 134.11 feet along the north line of Tax Lot 10300. The subject portion follows the rear (west) line of the property for 42.3 feet and returns to Oak Street following a line 115.44 feet long. The Whittle Garage Building occupies a 42' x 100' area of this parcel with an approximately 34' deep open space at the extreme rear of the structure, formerly the location of a framed wing.¹

SETTING:

The Whittle Garage Building is surrounded by the one and two-story masonry structures that line the west side of Oak Street. An asphalt parking lot behind the non-historic First Interstate Bank Building is across Oak to the east. The heart of the commercial district, lining East Main Street, including the Ashland Plaza and the entrance to Lithia Park, is southwest of the property. To the north of the subject property, across Lithia Street, mixed residential and small professional uses line Oak Street as Ashland's commercial district has expanded into this turn-of-the-century residential area.

Buildings of many eras are within the vicinity of the subject property. Nearby resources listed in the National Register include the 1883 John McCall House (153 Oak Street, now a bed and breakfast) and the 1912 Ashland Oregon National Guard Armory (208 Oak). To the south and west, toward the central business core, Lithia Park (1892-1938), the Ashland Masonic Lodge Building (1879-80, 25 North Main), the First National Bank Building (1909-10, 15 South Pioneer) and the IOOF Building (1879-80, 49-57 North

¹ Despite a long history of common ownership, the single story brick structure occupying the southern portion of Tax Lot 11201 has a separate development and is therefore not included in this nomination. Please see Section 10, "Verbal Boundary Description."

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 2

Whittle Garage Building, Ashland, OR

Main) are all listed on the National Register. Immediately south of the structure is the P. W. Paulson Building (1905, 89-93 Oak Street), a single-story bearing brick building that occupies the southern 2/3 of the subject tax lot under shared ownership. The Paulson-Freeburg Building (1909, 107 Oak Street) an early concrete block building, is located directly to the north. A non-historic gasoline station is at the NE corner of the intersection of Oak and Lithia streets.

CONSTRUCTION: EXTERIOR

The Whittle Garage Building is a single-story concrete structure designed in a functional, utilitarian fashion indicative of its original garage and industrial use. As an interior structure within a row of one-story commercial storefronts, only two of the building's four elevations are fully visible. Portions of the north elevation project above the adjacent Paulson-Freeburg Building. The rear west southwest corner of the Whittle Garage is open to the interior parking area. (*Please see site plan*)

The Whittle Garage rises from a poured concrete slab foundation. The roof is a modified hip design that abuts into the falsefront. At this writing roof materials are three-tab asphalt. A wood-frame and corrugated fiberglass monitor runs the entire length of the primary ridge, providing additional light to the interior.

EAST ELEVATION [FACADE]

The primary facade, facing Oak Street, is visually divided into three bays. The southern portion, slightly larger in scale, was designed with a large pair of in-swing bi-fold wood doors, providing freight access to the interior. The northern two-thirds of the facade holds two fixed plate-glass windows. A wood and glass entry door is present at the south. Both storefront openings are below a ten-light transom band that retains original wood sash and muntins. The center transom panel is fixed while the northern panel is a horizontal slider type where the left portion slides within a simple track to allow ventilation.

Exterior finish of the facade is painted concrete with the rough 6" formboard markings clearly visible. Projecting cast concrete sills are present below both windows and typical wooden casing survives at all openings. A small concrete step into the entry door compensates for the gradual slope of Oak Street. The stepped parapet is a five-part bilaterally symmetrical pattern where each level is capped with unpainted galvanized metal.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 3

Whittle Garage Building, Ashland, OR

REAR ELEVATION

The west-facing rear elevation overlooks an approximately 30' deep open area that slopes sharply to the extreme western edge of the property. Formerly covered by a wood-frame addition, the exposed rear elevation is of unpainted poured-in-place concrete. A large central door opening is temporarily blocked off with wooden boards and plywood. Two 4/4 fixed wood-sash windows similar in design and detailing to the transoms of the front elevation remain at either side. Evidence of the former addition, including putlog holes below floor level and the outline of a gabled roof, remains. A small unadorned brick chimney rises above the flat parapet.

SIDE ELEVATIONS

Facing the open parking area at the southwest corner of the subject structure, the western 25' [+/-] of the south side elevation of the Whittle Garage Building holds a second large loading or freight door similar in design to that of the Oak Street elevation. These wooden doors are made of diagonal-braced panels with a 2/2 fixed window at the upper portion of the western door. Two small storage buildings, one of hollow-core structural clay tile and the other of concrete block, provide storage for the adjacent structure and abut the southern elevation just east of this doorway.

Prior to the late 1960s construction of a concrete block addition to the adjacent Paulson-Freeburg Building the rear 40' [+/-] of the north elevation of the Whittle Garage Building was also exposed.² Three 4/4 fixed wood sash windows are present at the extreme rear, visible from the interior of the garage but are now blocked by the wall of the adjoining structure.

KNOWN EXTERIOR ALTERATIONS

In addition to the changes detailed above, little alteration to the exterior of the Whittle Garage Building has been documented. Historic photographs show that the facade as originally designed was unpainted concrete and had multi-pane storefront windows rather than the fixed single panels now present. This latter change dates from late 1953, following damage to virtually all the building's windows as the result of heat from a major fire that destroyed Busch Motors, located southwest of the subject structure.³ The present

² This addition to the Paulson-Freeburg Building is the site of "Puck's Doughnuts."

³ Busch Motors, located at 50 N. Main street, was completely destroyed on the night of 13-August-1953. (See Section 8)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 4

Whittle Garage Building, Ashland, OR

rear windows were rebuilt at that same time, replicating the original design.⁴ With this exception, the primary elevation remains essentially unaltered.

The wood-frame rear portion of the structure, visible in historic aerial views of downtown Ashland, was apparently an element of the original construction. This area too was severely burned by the 1953 fire and its frame superstructure was demolished shortly thereafter. The concrete deck, overlaid upon wooden floor joists, remained in place and provided storage for the cabinet shop until the early 1980s. (Delsman, 1996)

As originally built, the roof of the Whittle Garage Building had a longitudinal flat center, mirroring the design of the roof trusses and there was a series of rectangular sky lights. (See Photograph #2) This flat central area was replaced by the present gabled monitor in the early 1970s to compensate for the loss of light following the enclosure of the north elevation windows. While not historic, the monitor is considered compatible with the general character of the building and does not detract from the structure's integrity.

CONSTRUCTION: INTERIOR

The interior of the Whittle Garage Building is a single large volume approximately 42' wide and 100' long. The floor is a poured concrete slab, scored or individually cast into large 8' x 8' [+/-] squares. At the middle of the west wall a shallow slope runs to a catch basin. An open dirt area along the north rear wall, below the window bank, was apparently the location of a long wooden workbench. (See Photograph #2)

Interior wall surfaces are the exposed walls of the adjacent structures or the raw concrete of the Whittle Garage itself. The front 51'-6" [+/-] of the south elevation is exposed brick with a wood-filled opening of a former window of the Paulson Building. The north elevation, common with the Paulson-Freeburg Building, is concrete block for the front 60' [+/-]. All remaining walls are poured concrete matching the front and rear elevations.

The dominant feature of the interior is the open truss roof system. Truss design is a variation on the queen-post pattern built of laminated 6" x 6" painted wood members. The bottom chord of some trusses rest upon engaged concrete columns. Others rest upon

⁴ Mr. Charles Delsman, Jr., conversation with the Author, 19-April-1996. Mr. Delsman was a partner in the Pioneer Glass and Cabinet Shop, which moved into the building in November 1953 after being hired by the Whittle family to repair the fire damage.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 5

Whittle Garage Building, Ashland, OR

a cast concrete corbel-like element or directly atop the adjacent structural wall. No mechanical tie is evident at any location and the general construction character is purely functional, seemingly utilizing the easiest method available to support each truss with little concern for uniformity or appearance.⁵

A set of parallel steel "H" beams run perpendicular to the trusses, supporting a sliding gantry-type crane that spans two-thirds the length of the building, more or less. The actual sliding head of this feature is a laminated wood beam with metal strapping although no mechanical or electric crane apparatus survives.

At the extreme NW corner of the space a small inserted volume contains a simple bathroom with sink and stool. A hose bib located along the rear north wall is the only other interior plumbing feature. All electrical is surface mounted with scattered incandescent lighting augmenting the ample natural light provided by the roof monitor.

KNOWN INTERIOR ALTERATIONS

During the period of use by Pioneer Glass and Cabinet a partial-height inserted 2x4 framed volume was constructed at the area immediately inside the entry door at the Oak Street facade, separating this "office" from the rear workshop. This volume was removed by the present owners in Spring 1996 during preparation for the renovation of the building. Except as noted above, no other alterations to the original interior of the Whittle Garage Building have been identified.

LANDSCAPE & ASSOCIATED STRUCTURES

The Whittle Garage Building is a portion of Tax Lot 10300 which also includes the one-story brick Paulson Building to the south. This three-bay retail structure was built in 1905 and retains its original recessed entries. The building was evaluated with "secondary" rank in the Ashland Cultural Resource Inventory as Site No. 291. Two small storage buildings, as mentioned above, are located to the rear of the Paulson Building. *(Please see attached site plan)*

⁵ The variety of truss supports seems to have been determined by the options presented by the adjoining wall, i.e. where a engaged column was required, one was built, where one existed it was used, and where some third (or fourth) structural opportunity presented itself it was taken, with the result being a purely functional truss by truss variation in support.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 6

Whittle Garage Building, Ashland, OR

As a traditional downtown storefront, there are few landscape features associated with the Whittle Garage other than the public sidewalk along the primary facade. To the rear south is a dirt and gravel parking area, a rather unusual feature within Ashland's heavily developed downtown core. This non-public service area is accessed via a 12'-6" wide dead end public alley at the southern boundary of the tax lot.⁶

RENOVATION PLANS:

Upon transfer to the present ownership in Spring 1996, plans for the renovation of the Whittle Garage Building for use as micro-brewery and associated dining facility were presented to the City of Ashland. Conversion of the structure is expected to be completed by Fall 1996. In addition to general upgrade of basic building systems, such as the installation of modern electrical and plumbing, the renovation program will include the re-roofing of the structure with standard galvanized corrugated metal while retaining the existing monitor feature as is. Interior changes required for the successful operation of the new use necessitate the construction of a kitchen, bathrooms, and various other services. These new functions will be housed in wood framed spaces along the exterior walls, built as partial height volumes to maintain the open trussed character of the interior. A industrial metal cat-walk will be constructed toward the front of the building to support the storage tanks associated with the brewing process itself. Seismic retrofitting will include the construction of engaged concrete columns lining both side elevations to support each of the trusses. A new brace, to be built at a 45 degree angle to the bottom chord, will tie each truss back into these new columns. Built of wood, the new brackets will be designed and painted to clearly differentiate them from the original truss pattern with the intent being to retain the open truss character of the interior to the greatest extent possible.

The surviving wood-sash windows at the NW corner, blocked by the construction of the adjacent building, must be removed and filled to meet current fire code. With this exception, all other public-space interior finishes, including unpainted concrete flooring, exposed concrete and brick walls, and painted open truss system will be cleaned, repainted if appropriate, and retained as existing as a part of the interior plan. The gantry crane, though no longer functional, will remain as is.

⁶ Originally the alley went through to East Main Street but was vacated sometime prior to construction of the building known as the "Claycomb Block." (JCD 294:15)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 7

Whittle Garage Building, Ashland, OR

Exterior changes included as elements of the renovation include the construction of an open wood deck seating area at the rear of the structure, replicating the footprint of the former frame addition. New wood-sash entry doors will be installed in the existing opening and existing multi-pane windows will be rehabilitated while retaining the original design. Similar doorway changes will also open onto the rear parking area which will be surfaced with grass pavers to retain permeability. The two small storage structures adjacent to the south elevation will be razed and replaced with a new shed-roof volume that will provide additional service areas to augment the restaurant use. Access between this space and the kitchen area of the main volume will be via a newly created door opening through the south elevation.

The primary facade along Oak Street will be redesigned to better accommodate the change in use while still retaining the essential character of the industrial facade. A new recessed entry way with poured concrete sills and apron below multi-pane wood sash windows and transom band will replace the existing freight door. Although city code requires the removal of the curb cut at this location, a change in material or scored concrete pattern will differentiate the sidewalk to provide a clue to the historic use of the building. All exterior finishes and materials of the existing facade will be retained so that the renovated facade will continue to accurately reflect the simple industrial character of the original design.

SUMMARY:

Constructed in 1925, the Whittle Garage Building remained virtually unaltered for the first three decades of its existence. Alterations prior to the present conversion in use were limited to the 1953 repair of fire damage and the addition of the roof-top monitor. The current renovation, while converting the building to a more public function, will continue to retain the essential industrial character and open interior space that defines the character of the Whittle Garage Building. Modest change to the primary facade, primarily in the construction of a new storefront in place of the original bi-fold freight doors, will be entirely compatible with the building's character. The Whittle Garage Building, one of the few remaining examples of a functionally designed industrial building in the downtown Ashland area, continues to retain high integrity and effectively relates both the original appearance of the building and the associations for which it is significant.

Whittle Garage Building
Name of Property

Jackson County, 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.

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.

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 # _____

Areas of Significance

(Enter categories from instructions)

~~Culture; 20th Century Architecture~~
~~Commerce & Urban Development;~~
~~Commercial~~

Period of Significance

1925

Significant Dates

1925 - n/a -

Significant Person

(Complete if Criterion B is marked above)

n/a

Cultural Affiliation

n/a

Architect/Builder

Unknown

Primary Location of Additional Data

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

Name of repository:

Jackson County Courthouse

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 1

Whittle Garage Building, Ashland, OR

The Whittle Garage Building is significant as a rare surviving example of the simple industrial buildings that were constructed within the downtown Ashland commercial district during the 1920s period. The exterior and interior of the structure retain high integrity to their original appearance and effectively relate the associations for which the building is significant. The Whittle Garage Building is nominated to the National Register of Historic Places under Criterion "C" as a distinctive example of the functional industrial architecture that characterized this type of development within the history of Ashland's downtown commercial district.

CONTEXT

Located at 101 Oak Street, the Whittle Garage Building is within the original town plat of Ashland, Oregon. Founded in 1850s, Ashland grew along a series of transportation corridors beginning with the Oregon-California Trail (South Emigrant Route) and the stage route that followed it. By 1887 the Southern Pacific Railroad completed a through route that connected Oregon and California, and Ashland was designated as the railroad's division point.

Bolstered by continually improving access to transportation, Ashland developed an important industrial base during the late 19th century. Water power derived from Ashland Creek supported a wide variety of establishments within the area that is now Lithia Park. Notable among these was the Ashland Flouring Mill, located at the head of the Plaza and long an important concern within the southern Oregon region. The Ashland Woolen Mills, founded in 1867 near the intersection of B and Water streets, is credited as being Ashland's first major industrial endeavor. (O'Harra, 1986:17) By 1900 the Perrozi Creamery was prospering along Ashland Creek. The new century found the city with "...two planing mills and woodworking plants. A sawmill operated on Ashland Creek just above the Plaza...The Ashland Iron Works was doing a brisk business... and the Ashland Canning and Evaporating Company was prospering." (O'Harra, 1986:62-63)

This industrial growth, along with the huge infrastructure required by the railroad, was soon augmented by the development of a cultural and educational-related economy in the downtown. The growing interest in tourism, education, and the arts was spurred by the development of the Chautauqua Association and after 1908, the development of Lithia Park

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 2 Whittle Garage Building, Ashland, OR

By the 1920s (if not earlier), the industrial uses along Ashland Creek had for the most part given way to the development of Lithia Park and the transformation from water to electric power.¹ Still, a number of industrial uses remained in the general downtown area. In 1925, the year the Whittle Garage Building was constructed, at least four other industrial buildings were erected in the downtown. These were the Overland Garage (25 Third Street), the City of Ashland Warehouse (First and C), the Enders Wholesale Grocery warehouse (Oak and A), and the Weimer Garage (Third and Main). Of these structures only the Enders Warehouse, substantially remodeled, remains.²

At the close of the 1930s, Ashland industry included a cannery, an iron foundry, a box factory, creamery, granite works car shops, and a dry ice place located near the Lithia Springs. (Atwood & O'Harra, 1981:I-12)

Later downtown industrial ventures include the Ashland Ice Company, opened at Water and Helman streets in 1934, and the Newbry Orchards packing house, a rambling complex at the corner of Helman and North Main streets. Throughout the pre-WWII era numerous auto repair garages, gas stations, warehouses, and similar industrial uses were all located within downtown Ashland.

CONSTRUCTION & SPECIFIC HISTORY

The site of the Whittle Garage Building appears to have remained vacant or under utilized prior to the 1925 construction of the subject structure. Sanborn Maps for 1911 show a small wood-frame office building on the site, nestled against the Paulson Building.³ This building may have been demolished or burned by September 1920 when Lottie Paulson, presumably the widow of P.W. Paulson for whom the brick structure on the southern portion of Tax Lot 11300 is named, sold a parcel of approximately the subject dimension to Charron M. Staples. (JCD 125:438) The northern border of this property was

¹ Ashland's first electrical generation developed in the late 1890s and by 1900 the Ashland Electric Light and Power Company was providing reliable power to business and residential users.

² See *Ashland Daily Tidings*, 1-May-1925. The Enders Warehouse was first remodeled as part of the Pioneer Shopping Center in 1960-61. Again remodeled in 1994, the building is now the site of Cantwell's Market.

³ Various reports including Jackson County Assessors records imply that the Whittle Building site was originally an alley and so attempt to explain the gap between the adjacent structures. While this concept meshes well with the trussed construction that fills the site, there is no evidence that the subject parcel was ever a dedicated alley and it is not so described on the Original Town Plat of Ashland.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 3

Whittle Garage Building, Ashland, OR

described as being "...the centerline of the present concrete block partition" of the Paulson-Freeburg Building, on what is now Tax Lot 10500.

In February 1925 the subject property was acquired by Floyd F. and Margaret C. Whittle. (JCD 153:394) Floyd Whittle arrived in Ashland in 1909 and the family was long prominent as the operators of the Whittle Transfer Company, a moving and storage operation with its offices in the P.W. Paulsen Building.

On Tuesday 12-March-1925 the *Ashland Daily Tidings* reported under a headline reading "Whittle Builds New Garage on Busy Street" that a new structure was to be erected on the lot next to the Whittle Transfer office.

The building, 34 x 100 feet, will be a one story reinforced concrete structure, fire resistant with concrete floors throughout. Mr. Whittle stated this morning that the building will be constructed at a cost of approximately \$6000...a five-year lease has been signed by Sim Morris, formerly connected with the Lithia Garage. Mr. Morris will conduct a first class garage and machine shop. (*Ashland Daily Tidings*, 12-March-1925, 1:7)

Construction of the Whittle Garage Building was apparently completed by early June 1925.⁴ The local editor, noting the sudden upswing in construction activity and the bustling downtown business climate wrote;

The changes being wrought in the short business row in the block in Oak Street just off Main is typical of what will come to all sections of the business parts of the city. Next to the telephone office a new garage is being constructed for Sim Morris and Sons, who will conduct a garage and machine shop. ... None of these [projects] are ostentatious but mark good improvements in that section. (*Ashland Daily Tidings*, 14-April-1925, 2:1-2)

OCCUPANTS

While the Whittle family retained ownership of the subject property, they continued to lease the building to others. The original tenant, Morris' *Oak Street Garage*, remained in

⁴ See *Ashland Daily Tidings*, 1-May-1925, 1:1.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 4

Whittle Garage Building, Ashland, OR

this location for almost twenty years. Morris and Sons soon expanded or transformed the business to include a number of services in addition to automobile repair.

A special issue of the *Ashland Daily Tidings* on the manufacturing field in the Ashland area noted;

Oak Street Garage, of this city, has developed a very splendid business in the manufacture of steel welded tanks, which are generously bought in this area for storage of fuel, oil, gasoline, and water." (*Ashland Daily Tidings*, 1-April-1937, 3:4-5)⁵

Promoting its output as "...A Product of the Columbia Empire," the Oak Street Garage continued to expand. Following a foray into the manufacture of aluminum boats, the firm returned to concentrate on steel storage tanks. (See Photograph #3) By the mid- to late-1940s the Morris' moved the company into a former fruit warehouse at the corner of Oak and A streets, along the railroad tracks. Renamed *Oak Street Tank and Steel*, the company remains in operation under Morris family ownership at this writing.⁶

Occupancy of the Whittle Garage Building immediately following the relocation of the Morris operation is somewhat uncertain. There is some indication that the building was at least partially occupied by repair or storage facilities associated with Lithia Motors, a Dodge dealership whose main facility was located to the rear of the building facing East Main Street and the Plaza, although this could not be conclusively documented.⁷

Early in the morning of 13-August-1953 a major fire broke out at the Busch Motors building next to Lithia's showroom, and "...threatened to be a conflagration of the entire block on East Main Street between Water and Oak streets." The Whittle Garage Building, immediately to the south (rear) of the fire, was only one of many buildings in the block to be damaged.

⁵ This caption was printed below the photograph included as Photograph #1.

⁶ Members of the Morris family report that the firm moved to its present location in 1944, however a 1948 City Directory continues to show the Oak Street Garage at the subject property. The exact date of the move is unclear.

⁷ As will be noted in the following quotation, Lithia clearly had some sort of facility on Oak Street by 1953 although no conclusive documentation could be found as to where exactly that was. Sid DeBoer, current president of Lithia Motors, who was ten at the time, could not positively recall nor entirely rule out whether the his father's company had in fact leased the subject property from the Whittle family. (Sid DeBoer, personal communication with the Author, 7-May-1996)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 5

Whittle Garage Building, Ashland, OR

The Lithia Motors warehouse on Oak Street was partially burned and one new car was damaged. The *Whittle property* on Oak street was endangered by the spreading flames which burned a storage shed in the rear of Cummings Taxidermy shop. (*Ashland Daily Tidings*, 13-August-1953, 1:7-8, emphasis added)⁸

In October 1953 Lithia Motors announced a major expansion into the rebuilt location of Busch Motors, which itself had moved to larger quarters following the fire. By expanding its operation to include more than 20,000 square feet facing East Main, Lithia boasted of being one of the largest such operations under a "single roof" in southern Oregon. The firm at this time apparently ended its association, if any, with the Whittle Garage Building.

The Whittle family hired E. H. Nicholson and Charles Delsman of the Pioneer Glass and Cabinet Shop, then located at 137 North Pioneer, to repair the fire damage to the subject building. As outlined in Section 7 the firm repaired and replaced virtually every window in the structure along with dismantling the damaged rear wing. "Mr. Whittle asked if we needed more space and suggested we might move in and so we did." (Delsman, 19-April-1996) Pioneer Glass and Cabinet was open in the repaired Whittle Garage Building by early November 1953.

The Pioneer Glass and Cabinet shop is open for business as usual but customers who expect to find them at the location on North Pioneer street will be in for a long wait. Co-owners Charles Delsman and E. H. Nicholson have announced that new quarters for the business are located at 101 Oak Street. (*Ashland Daily Tidings*, 2-November-1953, 6:5)

In September 1954 Mr. Nicholson died of cancer and James Delsman, Charles' brother joined the company. (*Ashland Daily Tidings*, 10-September-1954, 1:4) The Delsman's purchased the property from the Whittle estate in 1977. (JCD 77-25732). Charles and James Delsman continued to operate the Pioneer Glass and Cabinet Shop at this location until 1994.

⁸ This latter apparently refers to a shed behind 89 Oak Street, in the associated Paulson Building according to an advertisement for "Cummings Taxidermy" published in the *Ashland Daily Tidings* of the period. As near as can be determined the subject Whittle Garage Buildings seems to be the only structure on Oak that could have been used by Lithia Motors as a warehouse.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 6

Whittle Garage Building, Ashland, OR

DESIGN AND ARCHITECTURAL SIGNIFICANCE

The Whittle Garage Building is a rather late interpretation of the ubiquitous Falsefront commercial store that had dominated much of southern Oregon's downtown landscape since the middle of the 19th century. An adaptable form, the Falsefront owed its character-defining facade to the desire of builders and business owners to hide their simple gable and single-slope roofs from the street. Hidden behind an extended facade, the Falsefront commercial building was presumed to create an impression of stability by making the building (and the business within) seem larger than it actually was.

The illusion was useful in suggesting an interesting profile when one could not afford to build a large enough building...on one story buildings the false front does not extend much beyond the apex of the [roof]...the section of the wall provides ornamentation...or functions as a signboard. (Gottfried and Jennings, 1985:244)

From the basic extended rectangle, the Falsefront form was modified to include arched tops, stepped tops, and various other elaborate cornice lines that capped the otherwise simple facade.

As the automobile became the major form of personal transportation in the first decade of the 20th century, completely new business types sprang up to accommodate the products and services necessary to keep the machines running properly. While many locations simply modified existing houses and stores to sell or repair motor vehicles and gasoline, new architectural forms were also developed, particularly as the automotive industry became more established. While many designs were quite grand, including entirely new forms that eventually evolved into the free-standing service station, in small towns traditional building forms were simply adjusted to better suit the new businesses that grew up along the road. One of the most adaptable forms proved to be the traditional Falsefront and so for a brief period in the 1910s and 1920s examples in concrete, brick, and other "modern" materials served as a popular and appropriate model for commercial and industrial structures.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 7

Whittle Garage Building, Ashland, OR

COMPARABLE RESOURCES

Although few early 20th century industrial-related structures remain in the downtown Ashland area, historical photographs indicate that the majority of the businesses that were once within the area were housed in simple masonry buildings, many of which boasted some sort of stepped or extended parapet that was derived from the traditional Falsefront form. The Ashland City Warehouse, located at the NE corner of the intersection of First and C streets was a large barrel vaulted volume with arched parapets facing First Street. This building was demolished in 1966. The concrete "Claycomb Block" on East Main Street (the location of Lithia Motors as mentioned above) also had an arched parapet. Remodeled as the Orchard Lane Mall in the early 1970s, the parapet was removed and the building retains little of its original automobile-related character. Other downtown buildings identified in the Ashland Cultural Resource Inventory that have some industrial history include the former Ashland Daily Tidings building (150 East Main), the building at 125 East Main, now used by the Oregon Shakespeare Festival Association [OSFA] as a set shop, the "Ashland Recreation Center," a former roller rink now owned by OSFA and substantially modified, and the Ashland Poultry and Egg Market (70 Water Street), now remodeled for use as a bed and breakfast/restaurant. Oak Street Tank and Steel, located outside the immediate downtown core at the corner of Oak and A streets, is both a surviving industrial use and the only other identified example of a historic Falsefront design in the general Ashland downtown area.⁹

In Medford, fifteen miles north of Ashland, a number of stepped parapet buildings similar in design to the Whittle Garage Building survive. Notable among these are the Davis-Cornwall Building at 127 South Bartlett Street, built in 1927 and the Sam Jennings Building, 229 North Riverside, also built in 1927. Each of these buildings, along with approximately four others within the Medford downtown area have both stepped parapets and a connection to the expansion of the automobile industry, demonstrating the popularity of the form garage and automobile-related uses during the 1920s period.¹⁰

⁹ Built as fruit warehouse, the unpainted concrete of the Oak Street facade of this building is rather strikingly similar in design to the facade of the Whittle Garage Building.

¹⁰ All six Medford structures were constructed between 1924 and 1927. See *Survey of Historic and Cultural Resources*, Medford Downtown, site numbers 252.1, 252.2, 282, 354 and 365 to 367.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 8

Whittle Garage Building, Ashland, OR

POST WAR II AND THE DECLINE OF DOWNTOWN INDUSTRIAL USES

In the years following WWII, Ashland's downtown economy became increasingly geared toward a retail and tourism-based economy. The growth of the Oregon Shakespeare Festival, originally begun in the shell of the former Chautauqua dome, expanded in impact and brought with it pressures which led to the demise of most industrial uses in the downtown core. As late as 1960 the general downtown area still retained a number of industrial uses including six gasoline stations, a lumber yard, the Newbry Packing plant, two car dealers, a fuel oil company and the Pioneer Glass and Cabinet Shop. The institution of the city's first zoning code in 1964, coupled with the growing tourist economy, accelerated the decline of the mixed industrial-retail uses in the downtown corridor.

By the 1980s much of the industrial character firm had fled downtown to areas with less valuable land. Ashland, like elsewhere, saw a huge reduction in gasoline facilities during the 1970s and 1980s and that was clearly reflected in the business core. From almost a dozen in 1948, only two service stations, both on Lithia Way, remain within the downtown today.¹¹ The Newbry Packing plant was demolished in 1974 and the car dealerships both relocated.¹² Copeland Lumber, much modified, still remains a rare industrial use in downtown Ashland.

SUMMARY

Throughout the first half of the 20th century, mixed industrial, retail, and professional uses were all present within the Ashland Central Business District. Bisected by the Pacific Highway, the city's economy benefited by providing services to passing motorists and local manufacturing took advantage of the easy shipping access as truck freight overtook the railroad. Builders and property owners turned to the adaptable Falsefront style, using a more permanent masonry exterior as a simple and functional form to accommodate both new auto-related and industrial uses. Over the past 70 years, as Ashland's economy has shifted toward tourism, the majority of buildings associated with industrial or automobile-related uses in the downtown have been either razed or substantially remodeled. This

¹¹ Nationwide the number of gas stations declined from 239,000 in 1969 to less than 100,000 by 1994. See Jakle and Sculle, *The Gas Station in America*. (Baltimore: The Johns Hopkins University Press), 1994.

¹² Lithia Motors moved to Medford in the early 1970s and Selby Chevrolet closed in the mid-1960s. The Lithia Motors location is now the Orchard Lane Mall and portions of Selby Chevrolet form the Oregon Shakespeare Festivals' "Black Swan Theater" facility.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 8 Page: 9 Whittle Garage Building, Ashland, OR

trend and the resultant rarity of the Whittle Garage Building was noted as follows in the 1989 survey of Ashland's downtown historic resources.

The Pioneer Glass and Cabinet Shop is unique in the Ashland downtown area where no other functioning shop structures exist. Others have disappeared with zoning and attrition and no examples of the mixture of industrial and commercial business in the downtown district remain." (Atwood, 1989)¹³

The Whittle Garage Building, completed in 1925, remains Ashland's best surviving example of the simple utilitarian Falsefront form as it was employed in southern Oregon during the 1920s. Substantially unaltered from its historic exterior appearance, the Whittle Garage Building retains exceptional integrity its appearance, workmanship, setting, and use of materials. The open truss interior, simple concrete walls and floors accurately reflect the building's historic character. The Whittle Garage Building successfully relates its development, its original industrial function and admirably conveys the historic associations which make it significant.

¹³ Designated the Pioneer Glass and Cabinet Shop Building, the Whittle Garage was included as Site #290, ranked "Secondary."

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Bibliography

Section Number: 9 Page: 1

Whittle Garage Building, Ashland, OR

BIBLIOGRAPHY

Ashland Daily Tidings, misc. issues; 1925-

Atwood, Kay. Ashland Cultural Resource Inventory, City of Ashland Department of Community Development, 1989

Atwood, Kay and O'Harra, Marjorie. "Ashland — An Historical Overview" Chapter I, Ashland Comprehensive Plan, City of Ashland Planning Department, 1981.

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

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

Jackson County Deed Records, Miscellaneous Records, Tax Records and Road Books.

Jakle, John A. and Sculle, Keith A. The Gas Station in America. Baltimore: The Johns Hopkins University Press, 1994.

Leibs, Chester H. Main Street to Miracle Mile. New York: Little, Brown and Company, 1975.

O'Harra, Marjorie Lutz. Ashland: The First 130 Years. rev. ed., Ashland: Northwest Passages Publishing, 1986.

Pauley, Jeff. Phase I Report: Preliminary Site Assessment (Delsman Properties). Central Point, Oregon: Peak Environmental Services, Inc., January 4, 1996. [Report 95-346-01]

Polk, R.L. Ashland City Directories; 1964-

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: 10 Page: 1

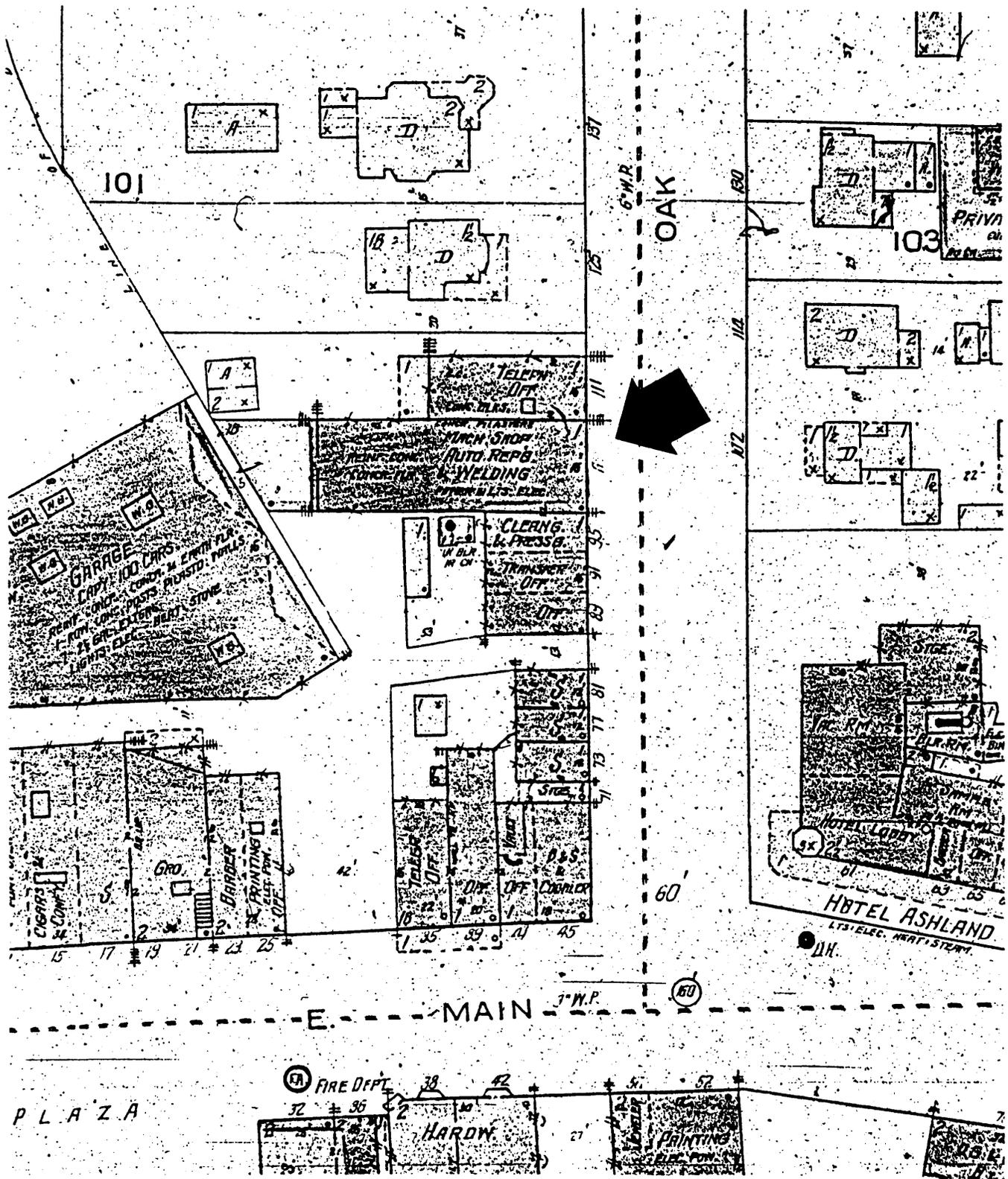
Whittle Garage Building, Ashland, Oregon

VERBAL BOUNDARY DESCRIPTION:

The nominated property is a roughly rectangular shaped parcel running 42.3' on the west side of Oak Street and extending west for a distance of 134.11' on the northern boundary and 115.44' on its southern boundary, and being the northern 42.3' of Tax Lot 10300 as shown on Jackson County Assessors Plat 39-1E-9BB. The street address of the Whittle Garage Building is 101 Oak Street, Ashland..

BOUNDARY JUSTIFICATION:

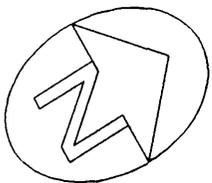
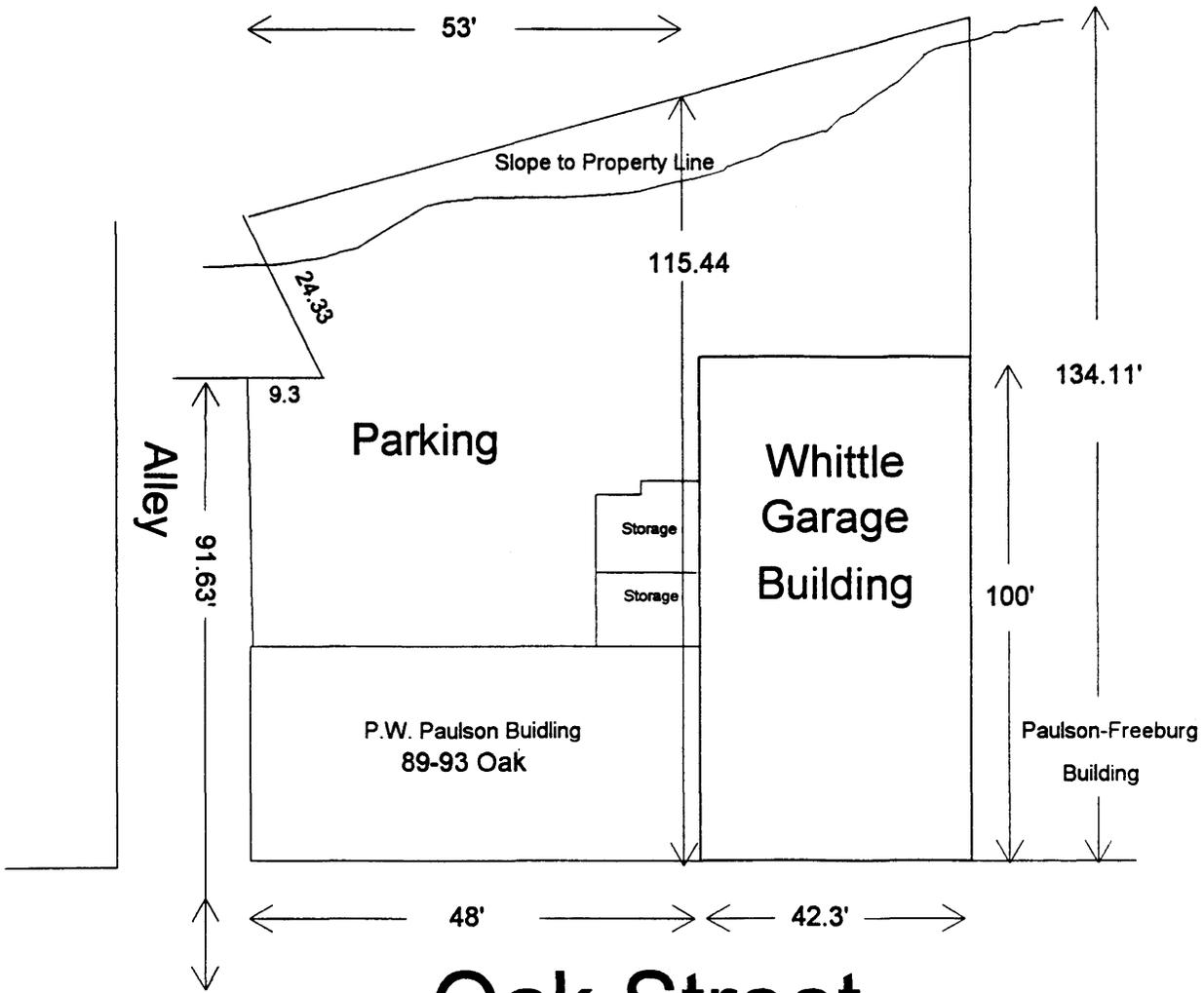
The nominated parcel is that which was sold to Floyd and Margaret Whittle in 1925, prior to the construction of the garage and has remained the area associated with the Whittle Garage Building during its entire history. Although Tax Lot 10300 includes additional area and another structure, the historical pattern of development limits the portion of the property associated with the Whittle Garage Building to the northern 42.3' as described above and is therefore the portion here nominated.



WHITTLE GARAGE BUILDING
 101 OAK STREET, ASHLAND, OREGON

SANBORN FIRE INSURANCE MAP
 AUGUST 1928, SHEET #17

NOT TO SCALE
Approximate Dimensions Only



WHITTLE GARAGE BUILDING
101 OAK STREET, ASHLAND, OREGON

SITE MAP
TAX LOT 10300 [N. PORTION ONLY]

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: PHOTOGRAPHS Page: 1 Whittle Garage Building, Ashland, OR

1. Historic View: East Elevation (Facade)
Looking: West, from Oak Street
Photographer: Unknown, Ashland Daily Tidings
Date of Photograph: c. 1-April-1937
Negative: Collection of the Author
2. Historic Interior View: Oak Street Garage
Looking: East, from rear north corner of building
Photographer: Unknown
Date of Photograph: c.1930
Negative: Courtesy of Morris Family, Negative in Collection of the Author
3. Historic View: East Elevation (Facade) with drift boat
Looking: West, from Oak Street
Photographer: Unknown
Date of Photograph: c.1940
Negative: Courtesy of Morris Family, Negative in Collection of the Author
4. Historic View: Aerial, showing East Elevation (Facade) and surroundings
Looking: Northwest
Photographer: Terry Skibby
Date of Photograph: c.1967
Negative: Terry Skibby Collection, Ashland
5. Current View: East Elevation (Facade)
Looking: West, from Oak Street
Photographer: G. Kramer
Date of Photograph: February 1996
Negative: Collection of the Photographer 1:6a
6. Current View: West Elevation (Rear)
Looking: Southeast, from rear property line
Photographer: G. Kramer
Date of Photograph: March 1996
Negative: Collection of the Photographer 2:31a
7. Current View: South Elevation (rear portion only)
Looking: North, from interior parking area
Photographer: G. Kramer
Date of Photograph: March 1996
Negative: Collection of the Photographer 2:32a

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section Number: PHOTOGRAPHS Page: 2 Whittle Garage Building, Ashland, OR

8. Current Detail: Storefront entry and transom band, East Elevation
Looking: West
Photographer: G. Kramer
Date of Photograph: February 1996
Negative: Collection of the Photographer 2:34a
9. Current Interior View: Central Volume and Trusses
Looking: East, toward Oak Street
Photographer: G. Kramer
Date of Photograph: February 1996
Negative: Collection of the Photographer 1:29a
10. Current Interior View: Central Volume and Truss, walls
Looking: West, toward rear of building
Photographer: G. Kramer
Date of Photograph: February 1996
Negative: Collection of the Photographer 1:28a
11. Current Interior Detail: South interior wall, seam between Paulson Bldg and the
Whittle Garage Building [Note boarded window]
Looking: South
Photographer: G. Kramer
Date of Photograph: February 1996
Negative: Collection of the Photographer 1:36a
12. Current Interior View: South elevation doors
Looking: South, toward interior parking area
Photographer: G. Kramer
Date of Photograph: February 1996
Negative: Collection of the Photographer 1:30a