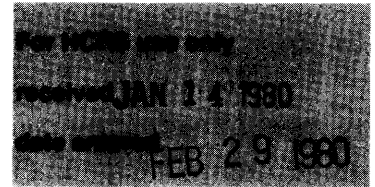


**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections



1. Name

historic First National Bank (Old), Vaupel Store and Oregon Hotel Buildings

and/or common Oregon Shakespeare Festival Administration Building/Oregon Building

2. Location

street & number 15 South Pioneer Street
70 East Main Street

___ not for publication

city, town Ashland ___ vicinity of 4th congressional district

state Oregon code 41 county Jackson code 029

3. Classification

Category	Ownership	Status	Present Use	
___ district	___ public	<input checked="" type="checkbox"/> occupied	___ agriculture	___ museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	___ unoccupied	<input checked="" type="checkbox"/> commercial	___ park
___ structure	___ both	___ work in progress	<input checked="" type="checkbox"/> educational	___ private residence
___ site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment	___ religious
___ object	___ in process	<input checked="" type="checkbox"/> yes: restricted	___ government	___ scientific
	___ being considered	___ yes: unrestricted	___ industrial	___ transportation
		___ no	___ military	___ other:

4. Owner of Property

name Oregon Shakespearean Festival Association and City of Ashland

street & number 15 South Pioneer Street

city, town Ashland ___ vicinity of state Oregon 97520

5. Location of Legal Description

courthouse, registry of deeds, etc. Jackson County Courthouse

street & number Eighth and Oakdale Streets

city, town Medford state Oregon 97501

6. Representation in Existing Surveys

title Ashland Historic Building Survey has this property been determined eligible? ___ yes no

date 1974 ___ federal ___ state ___ county local

depository for survey records Ashland Public Library

city, town Ashland state Oregon 97520

7. Description

Condition

excellent
 good (Bank)
 fair (Hotel/
Store)

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The First National Bank Building, now used as Administrative Offices by the Oregon Shakespearean Festival Association was built in 1909 as a new structure to house the banking business. Office space on the second floor was leased to individuals in the community. The style of the building is commercial, combining several kinds of masonry work and sheet metal details.

The architect's name is not known, but older residents of Ashland remember it was considered the town's most modern building to date. Today the structure serves as office and rehearsal space for the Festival and is in excellent condition.

Located in Township 39 South, Range 1 East, Section 9, the First National Bank stands on Tax Lot 1200 and is recorded on Assessor's Plat 391E9BC. The building stands on the corner of East Main and South Pioneer Streets in the central business district of Ashland. The structure occupies the entire tax lot, and faces approximately east. The Oregon Shakespeare Festival grounds extend to the rear of the old Bank. The Box Office is attached to the west elevation of the building. The brick courtyard, the Bowmer and Elizabethan Theatres entrances are beyond. To the south, and across South Pioneer Street are the Festival Scene and Property shops. To the north, with a common wall, is the Vaupel/Oregon Hotel Building, commonly called the Oregon Building. This structure is owned by the Festival and the rear portion is now the Tudor Guild Shop. The remainder of the building is planned for additional Festival uses. Across the street, to the east, is the newer First National Bank building that replaced the old one.

The two-story old bank structure is rectangular in shape. It's dimensions are 60' by 30'. There are three specific types of masonry work in the building. Cut granite stone, varying in lengths of 12" to 36", forms a rusticated base. Pilastered columns, reinforced with steel, are common size brick with a split face. The pilaster strips have ornate metal capitals which contribute to their columnar effect. A deep sheet metal cornice extends around the south and east elevations. The main walls of the building incorporate the third basic kind of masonry work. Common size golden buff brick with raked joints in a running bond pattern form the primary wall surface. At the top of the structure is a brick parapet capped with cut granite stone. Posts in the parapet are centered over pilasters below and visually form an extension to them.

On the south elevation there is one glass and wood entrance door near the western end. Two small windows flanking the original entrance in that location have been bricked in. There are three paired sets of windows on the first level which are one-over-one light with double hung sash. Original glass in these windows was replaced earlier in the century with opaque glass. There is one large plate glass window at the downhill end of the south elevation. A transom above this window has been boarded in. The upper story has six paired sets of one-over-one double hung windows. They have not been changed.

On the east front elevation four pilastered columns rise from the base and match the ones described on the south wall. There have been some changes on the lower part of the facade. A window replaces the door which used to be in the center. The door is now on the right side of the wall, and original transom space above it has been closed in. Transoms above the two windows remain but now have frosted glass instead of leaded panes. On the second story are three one-over-one light double hung windows which have not been changed.

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The running bond brick wall introduces brick work detail in three places. Above the first level of windows is a strong course of running bond, with bricks on an angle forming an indented pattern. This detail is repeated below the cornice. Below the second story windows is a pattern in which the header course is flat and the running bond projected, producing a dentil-like trim. Above the second story windows a unique corbelling design adds richness to the wall surface. The sheet metal boxed cornice's fascia has a fretwork design. Metal moulding joins the soffit to the building. There are tile steps on the entrance from East Main Street.

The west elevation of the building now incorporates the Festival Box Office. Brickwork trim continues around the upper portion of the wall. The brick of the box office addition has been matched to the rear wall of the First National Bank building. The roof of the box office has been tied architecturally to the Bowmer Theatre in material and color, for it functions practically and visually as part of the theatre complex and courtyard. The small windows serve as ticket windows. There is one common pattern one-over-one light double hung window on the south elevation and one plain wood door.

The spatial organization of the interior of the building remains much as it was. The old First National Bank vault still functions as a place for keeping valuable paper, prompt books, photographs and archival material the Festival treasures. On the ground floor, the large space which originally housed the banking facility now is the same large room and used for rehearsal space in the early weeks of production preparation. There are two offices with temporary partitions at the front of the building on East Main Street. These function as Education and Festival public relation offices. There are two stairways to the second floor. One near the east end of the building rises to the central hallway upstairs near the Design offices. The other begins near the back of the box office on the ground floor and rises to the central switchboard and reception space. Other rooms on the second story continue to be used as offices, although partitions have changed the original floor plan. All offices still flank a central hall.

Interior wall surfaces and flooring have been completely modernized. The offices include those of the producing director, the designer, the general manager, secretaries, the mail room and public relations staff. There are no manmade elements or structures on the property other than the First National Bank Building.

The Vaupel Store/Oregon Hotel, commonly known as the Oregon Building, was constructed in 1910 by a local business man and woman who had owned the lot for several years. The building has an eclectic style and indicates an attempt on the part of its builder to tie the structure architecturally to its immediate neighbor, the First National Bank, particularly on the upper portion. The lower half of the building was

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designed specifically as a store; a function that the space has continually fulfilled. The builder's name is unknown. The building is currently in fair condition and awaiting completed plans for its future as part of the Oregon Shakespeare Festival plant. A common wall joins the Vaupel/Oregon Hotel Building with the old First National Bank, and with a building on the north; the three are part of a row.

The structure is located in Township 39 South, Range 1 East, Section 9. Facing East Main Street in Ashland's downtown area, the building occupies Tax Lot 1300. It is surrounded by other commercial structures. Included in its block on the south side of the street is a restaurant, the Sanitary Service, the City Hall, a tavern, and the Oregon Shakespeare Festival administration office. The current First National Bank is across East Main Street.

The Vaupel/Oregon Hotel Building is rectangular in shape and is two stories in height. It's dimensions are approximately 56' by 100'. The building is constructed of brick; the side and rear are of common bond red brick, the upper part of the east and front elevation is similar to the Bank building and is golden buff in color. The lower portion of the facade originally had wood panelling at the bottom. Tile has replaced that. Large plate glass windows remain and there is panelling above the front windows. Columns which have been plastered over are at the sides and center of the facade and a strip extends across the top of the columns on which the name Vaupel's originally was placed. The roof is flat.

On the east and front elevation are two main entry doors to the space which was Vaupel's Store. The plate glass in the doors has been boarded over for protection while the building has been unoccupied. Each door has a transom above it. The old entrance door to the second floor and the Oregon Hotel is on the far right of the front elevation. The wood door has a large glass panel. The small transom above has six lights. There are side lights at the front door. The upper portion of the Vaupel Store/Oregon Hotel has four sets of windows with three individual casement windows and transoms in each set. Five pilaster strips rise to the top of the building.

On the north elevation a portion of the building shows above its neighbor. Traditional red brick, the front half of this side has been painted over. The name Sperry is painted in large letters. There are three windows with one-over-one light visible from the street. In the center is one window with eight lights over one. This portion of the building is visible only from vantage points across the street and at some height. At the back of the Vaupel/Oregon Hotel Building, the west elevation, the upper portion of the building has five eight-over-one double hung windows with transoms. There is one small sliding window. The double hung windows are segmentally arched at the top. The lower portion of the west elevation has been remodelled to serve as the entrance to the Tudor Guild shop. The entry is inset; large pillars form a gallery and protection from the weather. There are three large plate glass windows. The entry door is to the right and made of wood and glass. The surface of the lower part of the elevation matches the Bowmer Theatre, it's neighbor, in color and texture.

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Decorative detail on the building is primarily found on the upper portion of the east and front elevation. Just above the windows in the upper facade is a flat header course with projecting running bond forming detail like that on the First National Bank. Corbelling which runs slightly below similar work on the bank facade adds interest to the front elevation.

The interior has been renovated and awaits further design decisions. The building has been brought up to local codes, structural renovation has been completed and the Tudor Guild portion of the project is finished. The 10,640 square foot building is part of a two phase plan. Phase I, which is complete, was to ready the Tudor Guild space for occupancy and bring the ground floor up to code. Phase II is to complete the entire project. Probable uses of the interior space include the Design Exhibit Center currently housed in the Swedenburg Home on the Southern Oregon College Campus, permanent rehearsal space and additional office provision. Phase II is currently in the planning stages.

While all structural and finishing details of the interior of the Oregon Hotel and of Vaupel's Store have been removed by the Shakespeare Festival after their purchase of the buildings in 1977 and the basic use of the building has changed, the public will continue to have access to much of the Vaupel Store/Oregon Hotel as it always has, and which it currently enjoys in the Tudor Guild Shop. The Festival plans a functional and attractive use of the building and in caring for the structure will serve their own needs and contribute to the appearance of the community.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input checked="" type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Bank - 1909

Specific dates Vaupel/Oregon Hotel - **Builder/Architect** Unknown

1910

Statement of Significance (in one paragraph)

The First National Bank of Ashland is unique in Ashland as one of the first commercial buildings to rise on East Main Street after the turn of the century. Gradually, as other structures were built around it, the business center of the community grew away from the Plaza. Economically important, the bank functioned as the primary financial facility throughout the following decades. After the closing of the State Bank, First National was the only bank. Architecturally, the building demonstrates sophistication in the variety of masonry work incorporated in the walls and decorative detail. With the exception of alterations made at the two entrances, the building remains basically unchanged and is in excellent condition.

In the sixty years since the bank's construction it has been used only by the bank, individuals who leased office space upstairs, and by the Oregon Shakespeare Festival. The building definitely retains sufficient integrity to convey the period when it became significant. In its excellent historical and physical condition and its continued use in the primary business area of Ashland, the bank building retains evidence of history and functions as a vital part of the community. The First National Bank was organized in 1901 by several citizens including C. H. Vaupel, Mrs. Orlando Coolidge, J. K. Van Sant, and A. McCallen. The growth of the town justified an additional bank, and it was successful from the start. The original capital of \$25,000.00 soon increased to \$50,000.00.¹ In 1908 C. H. Vaupel, who was vice-president of the Bank, bought the lot on the corner of East Main and Pioneer Streets and re-sold it to the First National Bank.² The next year, in the springtime, the local paper reported the new building plans:

"The First National Bank of Ashland is perfecting plans for a new home which will be built for it this season on the southwest corner of Main Street and First Avenue now Pioneer. The building will cover the entire lot owned by the bank, 30' x 60' and will be two stories with all modern conveniences including steam heat throughout."³

When the new building opened the upstairs were all offices available to members of the business community to rent. First occupants were an osteopath, a dentist and a real estate/land office. The bank used the first story and E. V. Carter was its first cashier. His Bank of Ashland, whose building was on the Plaza, converted to a national bank in 1909 as the U.S. National Bank of Ashland and consolidated immediately with the First National Bank under that corporate name. The building continued to function as it was planned to the mid 1960's. The Oregon Shakespeare Festival purchased the building from William Briggs, a local attorney, in 1967, after his brief period of ownership

¹"First National Bank of Ashland", Ashland, 1934.

²Jackson County Deed Records, Volume 71, page 284

³Ashland Daily Tidings, May 10, 1909

9. Major Bibliographical References

Ashland Daily Tidings, 1909, 1910
 "First National Bank of Ashland," Ashland, 1934
 Jackson County Deed Records. Vol. 69, p. 565, Vol. 71, p. 284

10. Geographical Data

UTM NOT VERIFIED

Acreege of nominated property less than one
 Quadrangle name Ashland, Oregon - California

ACREAGE NOT VERIFIED

Quadrangle scale 1:62500

UMT References

A

1,0	5,2,3,6,7,5	4,6,7,1,4,2,5
Zone	Easting	Northing

B

Zone	Easting	Northing

C

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D

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E

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F

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G

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H

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Verbal boundary description and justification

The First National Bank (Old), Vaupel Store and Oregon Hotel are located in Sec. 9, T. 39S., R. 1E, of the Willamette Meridian, in Jackson County, Oregon. The Bank occupies Tax Lot 1200, and the Vaupel Store and Oregon Hotel stand on Tax Lot 1300, Ashland, Jackson County Assessor's Map 391E9BC.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
state	code	county	code

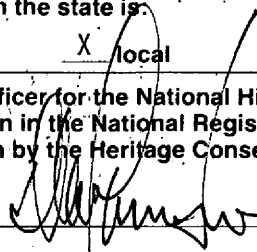
11. Form Prepared By

name/title Kay Atwood
 organization _____ date August 20, 1979
 street & number 102 South Pioneer Street telephone 482-8714
 city or town Ashland state Oregon 97520

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:
 national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature 
 title State Historic Preservation Officer's Designee date December 26, 1979

For HCRS use only
 I hereby certify that this property is included in the National Register
 for Sally G Oldham date 2/29/80
 Keeper of the National Register
 Attest: W. Ray Rice date 2-7-80
 for Chief of Registration

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between the two institutions' tenancy. In 1970, in order to qualify their property to take part in an Economic Development Administration grant, the Oregon Shakespeare Festival deeded the First National Bank Building to the City of Ashland. The Festival currently holds a twenty-year lease and has the option to renew it.

Several longtime business men of Ashland were associated with the First National Bank in its location on East Main Street. E. V. Carter, mentioned earlier, was one of the best known. He was elected to the State Senate in 1902 and led the formulation of Oregon's first banking laws which were enacted in 1909 through his efforts. Mr. C. H. Vaupel, vice president and founder of the bank was a leading merchant in the community and leased the lower floor of the building immediately to the north, operating a clothing store in the space.

The bank building, now the administrative offices of the Festival, has always been in the economic heart of the community. As part of an organization which is now Ashland's primary tourist attraction and source of local education and entertainment enrichment, the old First National Bank building continues to share the economic development of Ashland. It's location and continued presence in the community are important factors in the Festival's integration within Ashland, and in the stabilization of the central business district.

The Vaupel Store/Oregon Hotel stands directly north of the First National Bank building and they share a common wall. Constructed in 1910, the brick and concrete building opened with a commercial business space on the first story and a hotel on the second story. C. H. Vaupel, longtime Ashland businessman, leased the store space and remained occupant until his death in 1931. During the last ten years of his life he shared the business with E. R. Isaac, another Ashland merchant. The Vaupel Store/Oregon Hotel Building was one of Ashland's most modern buildings when it was completed in 1910. The large plate glass windows allowed the maximum space for display of merchandise. With brick work trim that ties the building to the First National Bank next door, the facade is simply treated, reflecting the less ornate treatment buildings constructed in Ashland received during this period.

The Vaupel/Oregon Hotel Building has had many owners over the years. Originally a farm, the lots of the Bank and Vaupel/Oregon Building were part of the old George Hargadine Donation Land Claim. Syd McNair and Susie Allen, local business persons bought several lots in the area and began selling them shortly after 1900. In late 1909 they contracted to have the brick building constructed and made plans for its occupancy:

"The entire upper story of the new Allen-McNair block which will be divided into 18 fine rooms has been leased as an annex to the Oregon

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Hotel. The entire bulding is to be heated by the hot water system, and this modern convenience will be supplemented in each hotel room with telephone and hot and cold water lavatories...

"Of the two fine storerooms on the ground floor of the new building, the south one has been leased by C. H. Vaupel, one of our leading dry goods merchants. The contractor hopes to have the building ready for occupancy by the last of February."⁴

C. H. Vaupel came to Ashland in 1884 and immediately opened a store on the Plaza under the firm name of Vaupel, Norris and Drake. The business purchased the old McCall store which was located in the middle of the business block on the west side of the Plaza. Mr. Vaupel, whose home was on Siskiyou Boulevard near the Ashland Public Library,⁵ served the city as councilman, and was active in Masonic and Elk fraternities. In 1910 he moved his business to the new McNair-Allen building next to the newly constructed First National Bank of which Mr. Vaupel was then vice-president. His dry-goods store operated until 1921 when he sold part interest to E. R. Isaac. Mr. Vaupel retired from active management and spent the rest of his years in Ashland. He died in 1931.

Although a succession of owners has held title to the Vaupel Store/Oregon Hotel Building, the ground floor was continuously used as a store space, and the second story functioned through the years as a hotel. In 1977 the Oregon Shakespeare Festival's Endowment Fund purchased the building from the last owners. The building had fallen into disrepair and when vacated by an antique store and a transient hotel, was declared unsafe for occupancy by city authorities. The Festival engaged a Portland firm to do a feasibility study of their proposed plans for the building and work on the Tudor Guild Shop began.

Alterations have occurred on the east and front elevation of the building. They have not contributed to the attractiveness of the building and could be reversed, for they primarily involve surface materials used on the lower part of the facade under the windows. Structurally, the Vaupel Store//Oregon Hotel Building is sound. The Festival's plans to return the building to good condition will of course give them valuable and much needed additional space. Secondary benefits include the visual contribution to the business area of Ashland, and at the rear (already completed) the upgrading of the space surrounding the theatre courtyard.

⁴Ashland Daily Tidings, December 6, 1909.

⁵Eugenia Atkinson Scrapbook, p. 122.

FHR-8-300A
(11/78)

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HERITAGE CONSERVATION AND RECREATION SERVICE

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The position of the Vaupel Store/Oregon Hotel and the First National Bank Building together, under common ownership, gives them an opportunity to support each other in retaining historic integrity and continuing importance in the downtown area. The Shakespeare Festival is aware of the visual, aesthetic impacts of their institution in the community and has demonstrated in the past their commitment to integrity, architecturally and artistically.