

United States Department of the Interior
National Park Service

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National Register of Historic Places
Inventory—Nomination Form

received OCT 30 1985
date entered

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

1. Name

historic Civic, Cultural, & Commercial Resources of Longview Thematic

and/or common

2. Location

street & number See inventory forms. not for publication

city, town Longview vicinity of

state Washington code 053 county Cowlitz code 015

3. Classification

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

4. Owner of Property

name Multiple; see inventory forms

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Cowlitz County Assessor

street & number 207 Fourth Avenue North

city, town Kelso state Washington 98626

6. Representation in Existing Surveys

Washington State Inventory of
title Cultural Resources has this property been determined eligible? yes no

date 1985 federal state county local

depository for survey records Washington State Office of Archaeology and Historic Preservation

city, town 111 West 21st Avenue, KL-11, Olympia state Washington 98504-5411

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Definition of the Thematic Group

The eighteen individual properties and one district included in the thematic nomination are integrally related to the civic, cultural, and commercial development of the planned city of Longview, Washington, in the first years of settlement after its inception by the Long-Bell Lumber Company in 1923. The properties--which include two parks, the library, post office, community house, women's club, high school, company hotel, theater, three churches, and eleven commercial buildings--were built during the city's formative years when construction closely followed the initial city plan. The nominated resources embody the determination of city founder Robert Alexander Long, the Long-Bell Company, and the city planners to give the industrial city a full range of resources for the cultivation of the community life of its residents. The nominated buildings and parks constitute the physical manifestation of these ideals.

This nomination includes those properties that are the most important surviving symbols of community life. Other elements of the city's settlement, such as residential, industrial, and warehouse structures have been excluded from the nomination. Many of these resources are important to the city's settlement, but they fall outside the specific nature of this theme and do not reflect the community life of Longview as envisioned by its planner.

All the nominated resources reflect the development of the city plan and its planning principles through location, physical appearance, and historic character. The planning and layout of the city was thorough and gave impetus to the construction of individual buildings that underscored the overall design through restrictions and covenants which were placed directly on plats at the time of filing. By method of the deed restrictions, the city was organized into individual districts according to intended use. Within each district, restrictions were placed on building construction, regulating such aspects of appearance as the degree of setback, minimum and maximum number of stories, first floor height, and materials and structural types. All of the nominated resources were built under these restrictions and thus visibly reflect the city plan. Additionally, several of the nominated properties were designed by the city planners and architects under contract with the firm of Long-Bell and/or chairman Long.

The buildings, grounds, and parks are further related to each other by similarities of landscape design and architectural style and character. This is attributable in part to the narrow period of construction, the effects of plat restrictions, and to general stylistic similarities common in the era. The collaboration and association of architects and landscape architects on the design of the earliest projects of civic life were particularly influential in the development of styles in Longview, emphasizing the Georgian, Classical, and Gothic Revival styles.

The following description examines the relationship of the nominated properties to the development of Longview. The discussion summarizes the geographic factors that influenced the city's planning and development. A description of the plan and early development underscores the effects of planning on the physical character of the city. An analysis of the individual resources in regard to architectural type and style completes this section. Please Note: The Longview Community House is nominated to the State Register of Historic Places (rather than the National Register) because of a loss of integrity.

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Title: Historical Structures Inventory, Cowlitz County, Washington
Date: September, 1980 County: X
Depository for survey records: Cowlitz-Wahkiakum Governmental Conference
Cowlitz County Courthouse
Fifth Avenue Annex
Kelso, Washington 98626

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Description of Longview

As an industrial city developed by the Long-Bell Lumber Company, the proximity of timber stands and existing transportation networks influenced the choice of mill sites, and subsequently, the townsite. The quality and quantity of old growth Douglas fir in the Northwest was a primary factor in the choice of the region for the expansion of company operations. The specific mill site, at the confluence of the Cowlitz and the Columbia rivers had the following geographic advantages: it was close to timber stands already owned or purchased on contract by Long-Bell; it was located on the lower Columbia River, which provided a deep water port for the export of logs overseas; and it was adjacent to three transcontinental rail lines for the shipment of processed lumber to the domestic market.

The millsite and townsite is located within a flat, flood prone valley, which necessitated extensive diking along the rivers and the construction of drainage canals across the valley floor. To render the lowest lying areas suitable for development and to facilitate surface drainage, spoils from dredging operations were redistributed over several of the residential additions of the city.

Longview was organized into districts according to intended use, by restrictions placed on individual plats at the time of filing. The primary districts were designated as business, residential, industrial, manufacturing and warehousing. The industrial properties were located on deep water along the southern edge of the valley, fronting the Columbia River. The warehouse district was located nearly adjacent and running parallel to the Cowlitz River to the east. Immediately to the west, the business district was to merge with the intended warehouse district. The manufacturing district was located to the south of the business/warehouse districts, between those districts and the industrial district. The remaining interior of the valley, bordered by foothills to the north and spreading in a westerly direction, was designated as residential. Railroad spurs were built along the industrial district, along the edge of the northern foothills, and into the warehousing district within the first ten years of settlement. The spurs connected across the Cowlitz River at the northern and southern entrances of the valley, to the major north-south rail lines. All of the districts are apparent today, with the exception of most of the warehouse district, which is now mixed commercial, warehousing, professional and residential.

The street systems were predominantly grid iron in pattern, modified in orientation and at connective points to respond to dominant natural and man made features. A major natural feature of the valley floor was the one and one half mile long Fowler's slough. The slough was excavated and transformed into a narrow undulating body of water with gentle banks, islands, and small adjacent fields, entitled Lake Sacajawea. The crescent shaped park was bounded along its length by the curved, elm-lined Nichols and Kessler Boulevards, about which the residential additions were formed.

The Olympic and St. Helens / Highlands additions to the west and southwest, maintained grids independent of one another and oriented in a direction perpendicular to the park edge. The relation of the park as a central reference feature to the residential neighborhood was furthered by the block lay out within these additions. The blocks were long, extending from the boulevard and bisected by few cross streets. The grid was modified at connective points, as individual streets curved to converge at park bridges.

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Description of Longview - continued

East of the Lake Sacajawea Park, the grid of the city's central core area was organized in alignment to the Cowlitz River. On high ground, at a central point of the core area, Jefferson Square was formed as a rond point, to be the conceptual and civic center to the city. Two major city arterials, Washington Way and Olympic Way, focused on the rond point, at directions diagonal to the city grid. The ways served as collector streets within the city, connecting to highways or other major thoroughfares. The southern extension of Olympic Way, which would have extended through the warehouse district to the southern entrance of the valley, was terminated at 15th Avenue, one block from the rond point, to allow for the more efficient use of railway trunk lines.

Extending easterly from the rond point was Broadway, a ten block boulevard bounded to the west by Jefferson Square and the six story Hotel Monticello, and to the east by the passenger train station and tower. The hawthorne lined boulevard featured central esplanades of topiary plantings and roses. The boulevard bisected the central business and warehouse districts, creating a fixed visual and physical axis from the train station to the civic center. The train station and hotel structures, the square and boulevard plantings were bilaterally symmetrical about the central axis. The train station, and nearly all of the topiary plantings on the boulevard were demolished in the 1960's. However, several altered, but functioning buildings on the boulevard date from the settlement period. Two of the nominated resources, the Washington Gas and Electric Building and the Willard Building, remain in good condition. At the rond point, Jefferson Square, the Monticello Hotel, the Longview Public Library, the Longview Main Post Office and related grounds are nominated as contributing resources of the Civic Center Historic District. The original Longview City Hall was built in 1936, adjacent to the square and fronting Broadway. It was demolished and replaced by a contemporary city hall in 1975-1976.

The avenues of the business and warehouse district ran longitudinally (north-south), with 400 foot blocks on either side of Broadway, and with longer blocks to the south as the avenue extended towards the manufacturing district. The individual lots were typically 50 feet wide by 120 feet deep, serviced to the rear by an alley in the business district and by rail spurs (of which few were constructed) in the warehouse district. The sequence of street construction was carefully controlled in these areas, intending to produce market conditions that would affect the most intensive development on 15th Avenue, abutting the civic center. The strategy of the original plan was outlined in a letter dated September 7, 1922, from Letcher Lambuth, real estate consultant on the city planning team to Long-Bell Chairman, R. A. Long in Kansas City:

"..... "Merchants and investors will generally build two story buildings in a town of 3000 population; these buildings should be permanently located on "C" (Commerce) street. Merchant and investors will build many three to five story buildings in a city of 6,000 to 10,000 people; these buildings should be permanently located on "B" (14th Avenue) street.

Many fire proof structures more than five stories in height will be built when your population is from 15,000 to 20,000 and these buildings should be permanently located on "A" (15th Avenue) street, in the heart of the future highest class business district.

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There is this further object to be accomplished:

The tendency of retail business is to gravitate towards the best residential district; the tendency of financial district is to gravitate to a point between the retail and wholesale districts; the location on wholesale and jobbing business is fixed in relation to spur track service and less than car load freight depots, at a point of reasonable convenience for trucking to the mercantile sections.

If you start your retail business development at the intersection of (15th Avenue) and "Broadway", the tendency of growth is northwesterly along the broken frontages surrounding the civic center, and you will soon lose all symmetry and continuity of development. It will be practically impossible to draw that business in a southeasterly direction towards the wholesale district, contrary to the law of integration as applied to the growth and development of cities.

If you start your retail development at the intersection of (Commerce Avenue) and "Broadway", you will then carry it by natural and logical progression to (14th Avenue and then to 15th Avenue) where it will naturally and logically center for many years in the future

This plan was apparently agreed upon, as the construction of the secondary thoroughfares, Vandercook Way and Commerce Avenue, preceded the completion of their counterparts, 15th Avenue and Washington Way.

Deed restrictions reflected these planning intentions, requiring buildings in the central area of the business district to be a minimum of two stories and a maximum of eight stories in height. This area was located along four blocks centrally bisected by Broadway, bounded to the south by Hemlock Street, and to the north by Vandercook Way. At least four commercial buildings were financed by Long-Bell in this area between 1923-1926. At the corner of Commerce and Broadway, the Columbia River Mercantile Building -- the company store -- was the first commercial structure opened in Longview, in the spring of 1923. The Colonial Building and the Mt. Hood Building, subsequently built by Long-Bell, as well as "The Merk" have all undergone extensive alterations to their ground stories, and are thus not eligible for nomination due to a lack of original integrity. At 14th and Hudson, Long-Bell built the National Bank of Commerce Building, which is now demolished. At the intersection of Commerce and Vandercook Way, the four story Columbia Theater was constructed in 1925, financed by a partnership of Long-Bell executives and local citizens. The building exterior and the auditorium retain their essential integrity and are listed as a nominated resource. Within ten years there were 84 masonry structures built within the district, primarily on Commerce Avenue. The few structures built on 12th and 14th Avenues were located at the corners of cross streets, Hudson and Broadway. The projected population growth of 15,000 to 20,000 within the first five years, however, did not materialize. Fifteenth Avenue and Washington Way were not completed as arterials until 1954.

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Within the residential districts, at the end of the first decade, there were many miles of streets graded and paved, awaiting the infill of housing. Within the first five years of settlement, Long-Bell financed several hundred four room bungalows in the St. Helen's and Highland's Districts. On the edge of these districts, on Oregon Way, dormitories housing 500 workers were financed by the lumber company. Only one of the original five dormitories remains standing today. Private housing starts tended to concentrate in the central core area between Lake Sacajawea and Jefferson Square. The individual districts of the city were at this point dispersed from one another, with considerable distances between occupied lots. The sequence of construction and zoning restrictions which were causes of early dispersion, drew criticism from many quarters. In a notable letter dated December 1, 1923, addressed to Mark Morris, the Vice President in charge of western operations, Wesley Vandercook, the firm's chief engineer, discussed the problem:

"I have been indeed very much interested in watching our developments here, wondering if we would be able to do something that has never been done, as far as I know, in history; namely, build a city from the outside in instead of from the center out. Every town, whether growth has been slow or rapid, that I have seen has started with a small business district and the residential district close to the same, with the businesses crowding the residences back as needed. While I do not believe we should have exactly that condition in Longview, in a general way, I am sure we should accept it as inevitable. The average man in a small town wants to locate reasonably close to the center of town, being more interested in the convenience of his family and his wife being pleasantly located where she can get to market, his children to the schools, and his family and himself to the picture shows or places of amusement in the evening rather than to be located convenient to his work unless we do establish the center of Longview as the real business center connecting up this gap and providing places for people to live close in, I am fearful that Kelso (a neighboring community) will reach out and take us the other way around." 2

Vandercook provided some specific measures to close the gaps, but his advice went unheeded. Between the commercial districts and the civic center, the effect of dispersal remains apparent today. Fifteenth Avenue, rather than being a most intensive urban center bounded by six story buildings, is an automobile oriented commercial street with detached one and two story structures and adjacent parking lots. This condition effectively separates the rond point and civic center from the commercial core, rather than abutting the elements, as was the early spatial and cultural intention.

The growth and maturation of residential neighborhoods, Lake Sacajawea and Vandercook Park more closely followed planning intentions. In the additions, one story houses eventually have filled the gaps, extending the additions to the west. Fronting and on blocks adjacent to the parks, are numerous residences, apartments and institutional buildings dating from the early period of settlement. Later structures of similar type and scale, tend not to detract from the early character, and provide greater continuity along street and park edges. Nominated resources in these areas include Lake Sacajawea Park, which is fronted by the Longview Community House, Robert Alexander Long High School,

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Longview Community Church, and the First Christian Church; as well as the Longview Community Church in the St. Helen's Addition, the Longview Community Store in the St. Helen's Addition and the Women's Club in the West Side Addition.

Analysis of Urban and Park Buildings: A Comparison of Form, Type and Style

Among the nominated resources, a division may be drawn between buildings within the Business District and those fronting Jefferson Square and Lake Sacajawea. The formal characteristics which distinguish these two groups are primarily related to their physical context within the city plan. The buildings fronting the parks are independent forms which are perceptible as volumes, and are set apart within the landscape. In contrast, the more urban buildings tend to abut one another, forming a more continuous street edge, in which the facade is perceived, but the overall form, or volume, of the building is not. In addition to these formal differences, the groups represent distinct functional types. Park oriented buildings are predominantly institutional, including the school, library, post office and churches. The urban buildings are primarily retail commercial on the ground floor, with a second floor of offices or apartments.

Park Buildings

As independent forms set within the landscape, the spatial character of the surrounding grounds is particularly important to the overall character of the buildings. Most of the nominated resources feature American elm and pin oak trees which form a definitive canopy along the street edge. Hedges and foundation plantings tend to be specifically related to the geometry of the buildings and the edges of the grounds. The character of the building grounds, particularly the frontal sides, are usually compatible in scale and style, with park grounds; similar tree and shrub types reinforce this compatibility. The distinctive character of the overall landscape is partially attributable to precedent set by landscape architects Hare and Hare, the firm responsible for the design of the city's parks, street tree planting, and grounds of several of the city's earliest buildings. Although none of the nominated buildings feature grounds in which Hare and Hare's work is fully intact, often the street trees and definitive hedges remain, giving a continuity to the related park grounds, which retain their essential integrity. A record of the original plans and plant lists by Hare and Hare for all of the parks and many individual buildings is kept in the Longview History Room of the Longview Public Library.

Differences of organizational types as well as styles occur between the secular and religious buildings. Among the secular buildings, the primary elements or rooms are gathered together forming a dominant block, or wing, which fronts the park. The block is typically composed of a frontal wing, which may be reinforced by subordinate wings, located flanking and/or to the rear of the frontal wing. The frontal facade, entry, and corresponding internal organization tend to be bilaterally symmetrical about the central axis. Public rooms and lobbies are usually arranged within the frontal bays. Service and private rooms are typically located to the rear or on upper floors, as in the Monticello Hotel. The library is perhaps the most simple example of this type of Classical organization; the high school is the most complex. In style, the secular

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buildings are predominantly Georgian Revival and Classical Revival in influence. An exception is the post office, which is Art Deco in style, with classical influences of form, organization and proportion of volumes. Another important exception to these formal and stylistic characteristics is the Longview Community House. The Community House draws on the English Vernacular and the Arts and Crafts movements in its asymmetrical assemblage of forms. But, like the other secular buildings, the frontal wings are emphasized in the overall organization.

Among the three religious buildings, an independent, dominant volume expresses the church. Subordinate clerical wings - whether original as in the First Christian Church, or early in the church's evolution, as in the Longview Community Church, are arranged with the transverse ridge extending perpendicular to the church roof, forming a more complex L-shaped overall plan. Later additions in these two groupings tended to form U-shaped building plans. Individually, the form of the church and clerical wings tend toward symmetry. However, the juxtaposition of volumes and elements results in asymmetrical groupings. Their presence on the park is expressed in the scale and position of the dominant volume of the church. More withdrawn and cloistered in nature, the church groupings do not front the park edge quite as strongly as the secular buildings.

The three churches vary in style from one another. The wood frame Longview Community Church in the St. Helen's Addition is classically influenced, formally suggestive of Eastern vernacular meeting-house. The main Longview Community Church and the First Christian Church are both Gothic in influence, but the Revivalist churches are stylistically representative of distinct periods of Gothic history. The First Christian Church is characteristic of the Middle-Pointed English vernacular of the thirteenth century; by the lancet windows, direct structuralist expression, and by the spatial qualities of the interior, in which the nave and chancel are separated by the chancel arch. The Longview Community Church is characteristic of the Tudor influence of the fifteenth century perpendicular style, by the large Tudor windows of the nave and transept wings, and by the vertical emphasis of the slender tracery.

In both the secular and religious groupings, the roof forms are often gabled and visible, expressing the massing of the wings or building elements. Typically, the buildings are set up off the ground on a base or basement, often defined by a water table. Major entries are often symmetrical, but may be distinguished in two ways. In secular buildings, entries are usually projecting elements, such as a portico or porch, and they run perpendicular to the major transverse ridge. The Gothic churches are characterized by recessed portals contained within projecting entry towers or pavilions.

A dominant type of structural system is masonry walls, set on a concrete base, with a wood truss roof system. The First Christian Church is a visibly and expressive example of such a system. Another type of perimeter wall system is concrete with a stucco finish, as in the Longview Community House. A third type is the steel reinforced concrete frame, with brick veneer perimeter walls, as in the Monticello Hotel. Red brick is a dominant facing material, usually extending around all four sides of the building. Elements of trim are constructed in terra cotta tile, wood and stone.

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The treatment of brickwork, cornicework and beltlines tend to emphasize the frontal and side elevations. Window types, proportions and solid to void ratios vary with each building, and are usually related to Georgian or Gothic influences.

Urban Buildings

The more urban, commercial buildings are row in type, with side walls abutting one another and roof forms suppressed behind an orderly facade. The facades are perceptible as sets, forming a continuous definitive edge to the street. By deed restrictions, buildings within the Business District were required to be placed along the front property line. Buildings typically occupy one or two 45 to 50 foot wide lots. The lots are usually rectangular in shape, extending 120 feet in depth to a rear alley. Structures are typically one or two stories in height, largely depending on their location in the business district. A 17 foot 6 inch, floor to floor ground story height was mandatory throughout the district, with two stories as a minimum requirement on blocks between Hemlock Street and Vandercook Way. The requirement of the tall first story resulted in high waisted two story buildings, with transom window expressive of a potential mezzanine level.

Buildings in the Business District were required to be constructed of masonry, steel, or concrete construction, with slow burning interiors of timber post and beam. Perimeter walls are often constructed of brick and/or hollow structural tile. The post and beam systems tended to limit span to 25 feet, resulting in a similar range in the rhythm and scale of retail bays. In two story commercial buildings, stairhalls leading to apartments or offices are of two types. Stairhalls are either set within a minor bay designated for this purpose, or they are built slipped in along side of a larger retail bay. Stairs are typically located within the building's central bay, or in the side bay.

The ground story of the facades are light in appearance, expressed by pilasters which define the retail bays. The columnar structure supports a planar second story wall usually faced in brick. The masonry facades are often enlivened by cornices, belt-courses, pilaster strips, and panels. Brick coursing and patterning is typically flush, but may be slightly corbeled or recessed to provide a degree of relief. Projecting belt courses, cornices, sills and lintels are typically constructed of terra cotta tile, wood, or concrete.

Within the arcaded retail bays, slightly recessed transom windows are arranged in banks over retail display windows. Store entries are typically small inset bays arranged symmetrically within each columnar bay. Retail display windows are characterized by fixed plate glass, running unbroken from kickplate to transom beam. Transom windows are constructed of wood and set in mullions. They vary in type, predominantly sash or casement, occasionally in conjunction with a fixed centralized window. Second floor windows share these traits, but are more likely to be larger, arranged alone or in pairs.

The remarkable consistence in commercial building type and character may be partially attributable to the narrow period of construction. In general appearance, the group is not unusual to the era. While allowing for a common type of commercial structure,

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deed restrictions promoted specific aspects of horizontal regularity between buildings. Architect Paul W. Copeland, son of the architect of four of the contributing structures commented on the affects of the restrictions in an article he wrote for The American Architect ,

"This latter requirement (17 feet, six inch floor to floor height) was designed to provide all stores with mezzanines whether one was wanted or not, and also, in some inscrutable and omnipotent manner, keep the coping lines even and guarantee a pleasing harmony between the different building facades. Needless to say, this fatuous expectation was never realized. But it did complicate the solution of a good-looking store front, for the necessity of high window lights gave even the best designs the appearance of an openface pie."³

However arbitrary and uncompromising deed restrictions might have been, continuity between buildings was more pervasivie than Mr. Copeland suggests. Most of the buildings in the district are of similar size and scale -- even Copeland's -- and many were classically influenced. The many Classical Revival buildings featured strong horizontal divisions in the facade, which often related to one another. In particular, buildings designed by Norman Torbitt for Long-Bell and others complement one another in the articulation of cornices, belt courses and transom heights. All of the buildings by Torbitt were constructed within the first three years of settlement, setting precedent for adjacent buildings constructed later in the decade. Unfortunately, all of Torbitt's known commercial work in the Business District has been altered, primarily within the retail bays, and are thus not included within the nomination. ⁴ The classical Revival and Georgian Revival buildings in the Business District which are nominated (the Columbia Theater, the Willard Building, the Washington Gas & Electric Building, the Tyni Building, and the Sevier & Weed Building) represent the few remaining intact examples of the once dominant styles.

Footnotes:

¹ Letcher Lambuth, Hoge Building, Seattle, to Mr. R. A. Long, Kansas City, Sept. 7 1922 (Unpublished letter, Longview Public Library).

² Wesley Vandercook, to S. Mark Morris, Longview, Dec. 1, 1923 (Unpublished letter, Longview Public Library).

³ Paul W. Copeland, "Small-Town Stuff", The American Architect, Dec. 20, 1927, page 822.

⁴ There are a few buildings in the Business District, such as the Willard Building in which the architects are unknown, but which appear very similar to Torbitt's documented commercial work in Longview.

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Nominated Resources:

Longview Civic Center Historic District
Contributing Resources:

1. Jefferson Square (1923)*
2. Monticello Hotel (1923)*
3. Longview Public Library (1925)*
4. Longview Main Post Office (1934)

Individual Resources:

1. Lake Sacajawea Park (1924)*
2. Longview Community House - YMCA (1923)* Nominated only to State Register
3. Robert A. Long High School (1928)*
4. Longview Community Church (1926)*
5. First Christian Church (1930)
6. Longview Community Church, St. Helen's Addition (1929)
7. Longview Community Store, St. Helen's Addition (1926)*
8. Longview Women's Clubhouse (1935)
9. Columbia Theater (1925)
10. Pacific Telephone & Telegraph Building (1934)
11. Washington Gas & Electric Building (1928)
12. Willard Building (1924)
13. Big Four Furniture Building (1935)
14. Mills Building (1926)
15. Schumann Building (1926)
16. Pounder Building (1926)
17. Tyni Building (1925)
18. Sevier & Weed Building (1925)

* Indicates resources which are closely associated with the Long-Bell Lumber Company and/or Robert A. Long.

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Survey Methodology:

The preparation of the thematic nomination was chiefly completed by Michael L. Neuschwanger, Architectural Apprentice, for the City of Longview, in the winter and spring of 1984-1985. Previous inventory work leading to the identification of some of the resources are included in the document Historical Structures Inventory, Cowlitz County Washington, prepared by the Cowlitz-Wakiakum Governmental Conference, (1980). Subsequent services performed by Mark Oggel, Planner, in 1984, for the City of Longview, included the preliminary identification of the thematic definition; a preliminary list of potentially contributing resources, and very preliminary drafts of historical information on Long-Bell and Longview's planning.

Throughout the preparation of the nomination by Mr. Neuschwanger, close contact was maintained with the Office of Archaeology and Historic Preservation (OAHP). Preliminary work included a windshield survey to finalize a list of potential resources. The definition of the theme was then clarified to focus on properties considered to be the most significant to Longview's planning and community life -- the civic, cultural and commercial buildings and parks.

The potential buildings and parks were examined on site to determine the condition and integrity of the resources. Historic photographs and construction drawings supplemented these inspections. Many buildings in the commercial areas were excluded due to substantial alterations to retail bays and mezzanine windows. Several of the nominated park-oriented buildings have had additions, usually to the rear of the sides of the buildings/ The resources and the alterations were photo-documented and technically described.

Historical research on the individual resources included: title searches, inspection of building permits or building permit index cards; interviews with older residents, former property owners, and descendants of property owners; inspection of remaining architectural building plans (deposited Longview City Hall, Dept. of Urban Services and Permits, or private sources); inspection of landscape architectural plans and documents by Hare and Hare, (deposited Longview Public Library, Longview History Room).

Historical research on the overall planning and development of Longview was aided by the review of extensive Long-Bell records, letters and related publications held in the Longview Public library. The library also holds historic maps and photographs which documented the city's early construction. Interviews with David Streatfield, Ass. Professor (Landscape History), University of Washington; Gene Bressler, Ass. Professor, (Landscape Architecture) University of Oregon; Kenneth Helphand, Ass. Professor, (Landscape History) U. of O. and Prof. Philip Dole, Chair, Historic Preservation (Architecture), University of Oregon, provided insights into the significance of Longview's planning in the greater context as well as providing bibliographical lists for further study. Several contemporary and historical texts and publications were reviewed and notated.

The review of preliminary and final drafts of the thematic nomination and individual inventories was primarily by Leonard T. Garfield (OAHP), whose commentary and assistance was invaluable. Additional review and commentary by David Hansen, Deputy State Historic Preservation Officer, (OAHP) and Margot Vaughn, Executive Director, Cowlitz County Museum, was most appreciated and helpful.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input checked="" type="checkbox"/> landscape architecture	<input checked="" 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 type="checkbox"/> economics	<input checked="" type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input checked="" type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" 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 checked="" 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 checked="" type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1923-1935 **Builder/Architect** See inventory forms

Statement of Significance (in one paragraph)

The 18 individual properties and one historic district included in the thematic nomination are significant to the development of the community life of Longview, Washington, the state's most fully planned city. The properties were constructed during the first dozen years of Longview history (1923-1935) and reflect the intentions of the developers and planners to create a full range of civic, cultural, and commercial resources for residents of the new industrial city. Developed by the Long-Bell Lumber Company and planned by nationally recognized landscape architects Hare and Hare (with consultation by George Kessler and J.C. Nichols of Kansas City), Longview is a distinguished example of the City Beautiful movement that flourished in the first quarter of the twentieth century.

Each of the nominated resources closely reflects the ideals and subsequent development of that plan, and was shaped by extensive deed restrictions. In addition, many of the nominated resources are historically significant for direct association with the Long-Bell Company, its chairman and city founder Robert Alexander Long, and the company's planners and architects. Most of the properties are also significant architecturally, representing the plurality of styles in Longview, which emphasized the Georgian, Classical, and Gothic Revival styles. In reflecting a broad range of community interests, the diverse individual properties also represent the most significant local examples in areas such as government, religion, education, theater, and commerce, as well as architecture, landscape architecture, and community planning. Other resources within the city, such as various industrial and residential properties, retain their essential integrity and are significant features of the city's history, but fall outside the specific theme of this nomination, which focuses on the community life of the planned city.

9. Major Bibliographical References

See continuation sheet.

10. Geographical Data

Acreeage of nominated property See inventory forms.

Quadrangle name Longview

Quadrangle scale 1:24,000

UTM References See inventory forms

A
 Zone Easting Northing

B
 Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification

See inventory forms.

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

state	n/a	code	county	code

state	code	county	code

11. Form Prepared By

name/title Michael L. Neuschwanger, Architectural Apprentice
City of Longview
 organization Dept. of Urban Services & Permits date May 31, 1985
 street & number 1525 Broadway telephone (206) 577-3330
 city or town Longview state Washington 98632

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is: See inventory forms

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 National Park Service.

State Historic Preservation Officer signature *Paul E. Shea*
 title State Historic Preservation Officer date October 23, 1985

For NPS use only

I hereby certify that this property is included in the National Register

William B. Bushong date *12/5/85*
 Keeper of the National Register

Attest: *See Continuation sheet for listing* date _____
 Chief of Registration

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Historical Background:

Founded in 1923, the settlement of Longview occurred over three quarters of a century after the first white man had settled on the Cowlitz River delta - Longview's eventual town-site. In 1837, the Hudson Bay Company established the Cowlitz Farmon 600-700 acres on the Cowlitz River Delta.¹ In 1849, a party led by Darby Huntington established a trading post on the western bank of the Cowlitz River, on land eventually to be purchased by Long-Bell. The post was named "Monticello" in deference to the Virginia estate of Thomas Jefferson. This was the site of the Monticello Convention, held November 25, 1852, at the home of Darby Huntington. The convention adopted a Memorial to Congress which requested separation from Oregon and the creation of the Columbia Territory. As a result of these efforts, on March 2, 1853, Congress passed a bill creating the Territory of Washington. Across the Cowlitz River, the trading center of Kelso was founded by Peter Crawford in 1874. Kelso was one of several small communities in the county located along the Cowlitz or Columbia Rivers. With a population of 2,200 in 1922, just prior to Longview's founding, Kelso won the county seat from Kalama, holding the position continuously since that time.³

The history of the Cowlitz River Delta radically changed with the coming of the Long-Bell Lumber Company to the area. The nationally pre-eminent Long-Bell Lumber Company based in Kansas City, Missouri, had made its fortune in the exploitation of the Southern Pine Region, centered in Texas and Louisiana -- resources which in 1918 were nearly exhausted. Thus, the decision to purchase huge tracts of old growth Douglas fir in the Pacific Northwest and to develop new lumber mills in the region to process the timber, was a major move for Long-Bell. Subsequent decisions by Chairman Robert Alexander Long and Long-Bell led to the speculative development of Longview, on lands adjacent to the chosen mill site. The high cost of the Northwest expansion, occurring simultaneously with a recession in the lumbering industry in the 1920's, eventually strained Long-Bell's financial resources to the extent of near bankruptcy, from which the company never fully recovered.

Prior to the Great Depression, Long-Bell was a leading lumbering firm in the nation.⁴ The company's assets exceeded \$30,000,000. Sales in 1920 totaled nearly \$50,000,000.⁵ The corporate office, the fifteen story R. A. Long Building, was the tallest structure in Kansas City.⁶ In 1904, the firm was accorded thorough review by the American Lumberman, which devoted most of an issue to the firm's operations and executives.⁷ R. A. Long, with personal assets of \$20,000,000, was a prominent leader in Kansas City, and a captain of industry. In the Kansas City Magazine, The Independent, editor George Creel chose R. A. Long as the second in a series of personality sketches. Creel wrote, "He has the face of an ascetic, the eyes of a dreamer, and the gentle ways of one who deals in peace and quiet. At first glance there is nothing about him to suggest the captain of industry, the strenuous victor for place and power, the victor of the modern grapple...."⁸

Born in 1850, R. A. Long was raised on a farm in the Blue Grass country of Shelby County, Kentucky. He worked on the farm until 1873, when at 23 years of age, traveled to Kansas City to make his fortune. The following year, after two failed business ventures, he entered into partnership with his cousin, Robert White, and Victor Bell, both 19 years of age. The enterprise, a lumber yard in Columbus, Kansas, prospered, branching into

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neighboring towns. By the late 1880's the firm embarked on the manufacture of lumber, which soon exceeded the volume of the retail yards. Robert White died in 1877. Victor Bell retired in 1895, exchanging his common stock for preferred stock. R. A. Long was left as the sole owner of common stock. Long became an able leader, making frequent promotions from within the company, and allowing stock options with profitable dividends for his executives. In 1918, when the major sawmills were due to run out of southern pine, the decision to acquire new tracts of timber was unanimously supported by the young and middle aged executives.⁹

Scouting reports by W. F. (Uncle Bill) Ryder identified Western Oregon and Washington Douglas fir as the best timber on the coast. In 1919 and 1920, after a more extensive search, Long-Bell acquired nearly 70,000 acres of timber tracts in Lewis and Clark counties, from Weyerhaeuser Timber Company. By May 1923, Long-Bell had purchased or was buying on contract, 9.8 billion feet of timber at a cost of \$17,000,000. The company planned to build two sawmills - a water cargo mill to process green timber for export, and a rail mill to process dry timber for the domestic market. Wesley Vandercook, the head engineer of the company, was responsible for assessing possible sites on the Columbia River, from Portland to Astoria. Vandercook recommended that the export mill be located at the Fort Stevens site, near Astoria and that the rail mill be located on a site at the mouth of the Cowlitz River.¹⁰ The Cowlitz location was eventually chosen as the site for both mills.

Geographic advantages to the Cowlitz location included the adjacency to three major rail lines and good deep water sites on the lower Columbia River. Disadvantages included the susceptibility to annual fresh water flooding, as the mill site was located on the lowest land in the valley.

The company initially acquired 3,400 acres of the valley floor, with 8 miles of deep water frontage. This was considered adequate to build two sawmills and an accompanying townsite. Vandercook recommended that all of the valley should be purchased and diked in order to protect the valley from flood, as well as to control and protect investment opportunities in the valley.¹¹ At this point, R. A. Long sought the expertise of his friend, Kansas City developer, J. C. Nichols. Nichols visited the site of operations in the Cowlitz Valley, preparing a planning report which proposed that the settlement be organized and zoned according to use. He emphasized that real estate development is more profitable when restrictions are imposed.¹² The complimentary engineering and economic arguments advanced by Vandercook and Nichols, were persuasive, as Long-Bell exercised options on an additional 6,336 acres adjacent to the mill site. Eventually, the company purchased approximately 14,000 acres, almost the entire valley floor. The purchases involved 245 separate pieces of property, many from descendants of original settlers.¹³

Nichols was also instrumental in the retainment of Hare and Hare as principle designers and Kessler as planning consultant. Hare and Hare laid out the plans on the basis of sketches submitted by S. Herbert Hare to Nichols. A third member of the planning team was Letcher Lambuth, a real estate developer from Seattle. Lambuth became the president of the Long-Bell Real Estate Division, and was influential in determining the sequence of

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construction in the city.

The plans and planning report was presented to the Long-Bell executives in May of 1922. Street grading began in August of the same year. The sequence of construction balanced the completion of the first mill, canals and diking, with the completion of primary physical elements of the city. In order to render land available and attractive to investors, improvements were necessary to provide basic services and to produce an impressive appearance. The preparation of residential additions included the redistribution of Lake Sacajawea spoils to improve drainage, and the laying of streets and utilities. In the first phase of development, emphasis was given to Jefferson Square, Broadway, Commerce Avenue, the west side addition and certain functioning arterials. Of highest priority was the completion of the Hotel Monticello, opened in July of 1923, so that potential investors could stay in Longview while touring the grounds, rather than in Kelso, which was enjoying a windfall from the neighboring development. (An account of the events of construction pertaining to their affect on the spatial formation of the city is contained in section 7, under Description of Landscape: City Planning and Settlement.)

Construction proceeded quickly in the early years. By October of 1923, 44 miles of streets had been graded, with 6 miles paved. 357 buildings had been completed with 26 retail stores. The population was estimated at 4,000, with many living in tents, autos, and skid houses. By 1925, there were 2,200 dwellings, not including workers dormitories housing 500 men. The eventual successful settlement of the city is summarized by Norman T. Newton in Design on the Land.

"Within ten years, Longview grew to a population well over 12,000 with 2,700 permanent homes and many apartment buildings. R. A. Long, of the Long-Bell founding firm, had given a public library, and high school; there were four schools, a community house, a hospital, nine churches. The city had 160 acres of parks, a golf course, tennis courts, and a stadium. The two vast Long-Bell lumber mills had been joined on adjacent acreage by three mills of the Weyerhaeuser Timber Company. There was a grain elevator on the extensive docks of the waterfront. A total of thirty-one industries employed over three thousand people; there were eighty-four masonry buildings in the business district. Longview's individual buildings were sturdy and architecturally competent but not exceptional. The general plan, though notably thorough, is hardly one of unusual distinction in design. What is truly remarkable about Longview is its economic and social completeness and the driving speed with which it was caused to rise almost like a miracle out of raw land." 14

This "social completeness" reflected the values of the era, of Long-Bell, and Robert A. Long. The cultural life of the city was clearly important to the planners and developers, as demonstrated by the fine and extensive parks, the library, schools, and commercial buildings built by the founders. Also evident was the stratification of the social classes, in the distinction of land values between the higher priced West Side Residential Additions and the outlying worker's housing neighborhoods. Efforts to provide amenities to the workers are apparent in the construction of the Longview Community House, by Long-Bell in 1923. Another notable example is the Longview Community Church, which Long partially sponsored, built in the West Side Addition in 1928. This church was followed

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by a smaller satellite church built in the outlying St. Helens Addition, for the convenience of the workers. (The Community House, and the two churches are included in the thematic nomination.) Another consideration was for the anticipated "colored" population, which was set aside several blocks in the most economical Highland's Addition, with a separate church, school and movie house.

Other accounts of Longview's early development were less favorable than Newton's. Geddes Smith, in an article for The Survey magazine in 1928 comments that Longview was a "stark, gaping skeleton of a city."¹⁵ In Space, Style and Structure, Steven Dotterer paraphrases Geddes in saying that "nothing was next to anything and everyone had to travel over vacant areas to reach work or shopping." Dotterer writes that "The weakness of the planning of Longview was that the city had to reach its planned size to work properly. As is was, only changing space requirements for each land use filled out the plan. Though the planners of Longview were able to provide the parks, boulevards and other amenities lacking in the plans of earlier towns, their lack of control over (or understanding of) the social and economic forces kept the city from developing as they proposed."¹⁶ As discussed within the descriptive section, the settlement of Longview does vary, particularly in the business and warehousing districts, from the exact planning intentions. The city was expected to grow to at least 50,000 people within the first ten years. The affects of the lumbering recession, and the subsequent Great Depression, coupled with unforeseeable and pervasive changes in urban growth patterns across the U. S., after World War II, accounts for many of the significant variations of the plan. The overall character of Longview, while not fulfilling all of the prophecies of the "Vision City", is certainly more successful in its present state than some critiques suggest.

Thus, while the city fared relatively well, Long-Bell experienced financial difficulties. Costs of construction were far higher than in the south. The construction of the two mills, at the time the largest in the world, were considered particularly expensive. The first came in at \$11,000,000. The canals and diking cost \$3,250,000, four times the original estimate. The building of railways from the mill into the timber tracts cost \$5,400,000. The entire project cost \$50,000,000 of which \$9,000,000 was spent on townsite improvements. Forced to raise money to pay for the development, Long-Bell sold \$28,000,000 in bonds and \$8,000,000 in a new issue of public 8% preferred stock. The cost of the rail lines necessitated the offering of additional bonds.¹⁷

The early recession of the lumbering industry and the subsequent Great Depression further strained Long-Bell's financial resources, forcing the company, by court action, to reorganize in 1935. It was not until 1952 that the company emerged from debt, earning substantial profits in subsequent years. In 1956, the company merged, becoming a division of International Paper. Long-Bell was not the most profitable division of I-P. The only expansion undertaken at Longview was a milk carton fabrication plant, later closed; a flakeboard plant; and the expansion of cabinet manufacturing. The cabinet division was sold in 1981, and now operates independently as Long-Bell Cabinets, Inc. The sawmills ceased operation in 1960 with the last of the Ryderwood old growth. The two mill units were then dismantled. The huge Long-Bell warehouses, built of timber, still stand as a reminder of the company's mill and industrial operations.

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Nominated resources which are closely associated with Long-Bell or Chairman Robert A. Long:

Jefferson Square¹
Monticello Hotel¹
Longview Public Library²
Lake Sacajawea Park¹
Robert A. Long High School²
Longview Community Church³
Longview Community Store, St. Helen's Addition¹

Altered or demolished resources closely associated with Long-Bell or Robert A. Long:

Longview, Pacific, & Northern Passenger Train Station^{1,2} (demolished)
National Bank of Commerce¹ (demolished)
Longview Memorial Hospital¹ (altered)
Columbia Mercantile Store¹ (altered)
Colonial Building¹ (altered)
Mt. Hood Building¹ (altered)
Longview Community Store, Olympic Addition¹ (altered)

¹ indicates resource was financed by Long-Bell

² indicates resource was funded by Robert A. Long

³ Long-Bell donated property; Robert A. Long donate \$25,000 of total cost of construction, plus the church bells.

In addition to these resources, the Columbia Theater was initiated by a group of local investors led by Wesley Vandercook, Long-Bell's Chief Engineer, and George Secrest, Longview City Attorney and former Long-Bell employee. S. Mark Morris, Vice President and General Western Manager for Long-Bell, soon became a major shareholder in the fledgling company. Long-Bell also donated property for the Longview Main Post Office and the Longview Women's Clubhouse.

The listed resources were not only funded by Long-Bell and Robert A. Long, but the construction and management of the individual buildings and parks was also closely scrutinized, subject to many interdepartmental letters. R. A. Long was concerned with details, and often donated small items and amenities to company resources. Examples of this type of activity included the purchase of benches for Jefferson Square, complete with a critique on their initial placement, as well as criticism of the paint color for the Longview Community House, which looked like a penitentiary to Chairman Long. The house was painted again.

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Areas of Significance: Community Planning and Landscape Architecture

The development of the City of Longview is significant as Washington State's only fully "planned city". The planning is representative of the City Beautiful Movement, which was popular in the United States in the first quarter of the twentieth century. The city planners, Hare and Hare, in consultation with George Kessler, and J. C. Nichols, all hailing from Kansas City, were leaders in their fields during this period. The following discussion places the city in context, nationally, with other planned communities and expands on the importance of the city planners.

The settlement of Longview is clearly unusual in state history, not only as a fully planned city, but also by the relatively late period of settlement. In the essay "Landscape Design in Washington," David C. Streatfield refers to early patterns of development, "In the earliest years of development, cities and towns tended to follow the ubiquitous gridiron plan. The first serious attempt at a different approach was Frederick Law Olmsted's plan for Tacoma (1873), in which long gently curving blocks followed the contours of the land with a chain of parks sweeping down the bluffs to the waterfront." This was rejected, however, in favor of the typical gridiron system.¹⁸

During the last quarter of the nineteenth century, community planning in the United States benefitted from important contributions by landscape architects, with an emphasis on residential and park development. The firm of Olmsted and Vaux became prominent leaders in this regard on the basis of the planning of Riverside, Illinois, as a suburb of Chicago, (1868) and on numerous subsequent works. With its curving tree lined streets, single family houses, deep setbacks and large open park areas, Riverside became the paradigm of suburban planning in the United States. The planning of Longview's residential neighborhoods surrounding Lake Sacajawea Park is certainly influenced by this model, but the city is distinguished by its extensive urban and industrial planning and overall autonomous nature.

Also during this period, a few "company" towns were planned as fully autonomous communities. Best known was Pullman, Illinois, founded by George Pullman in 1877-80 at a strategic junction of rail and water transport, to be the site of his sleeping car manufacturing shops. As in most other company towns, Pullman lacked self-government and was dominated by its financier. In 1894, a violent confrontation occurred between federal troops and striking workers. The bloodshed of the Pullman riots attached a stigma to company towns across the nation. Longview, initially financed by the Long-Bell Lumber Company, was intended from the outset to be self-governing and open to other private investors at all levels, thus distinguishing the city from this type of development.

A notable example of speculative city planning on the west coast was Torrance, California financed by Union Tool and Llewelyn Iron Works, and laid out by the Olmsted Brothers in 1911. The plan was organized about a Y-shaped juncture of main streets, which were appropriately related to incoming highway and railway lines. The city hall was aligned with the axis of the central spine of the Y, and faced onto a series of gardens, terminating in the peak of Mt. San Antonio, several miles away.¹⁹ Although this segment of the city and some related side streets were completed, the overall extent of the remaining development is not as extensive as in Longview.

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Contemporary to Longview, the development of Radburn, New Jersey, in 1928, is cited as the first American community planned according to Ebenezer Howards "Garden City" concepts. According to the English theorist, self-sufficient satellite communities should accommodate growth of nearby metropolitan areas, with green belts separating them from the city. Later, three green belt communities were built under the Roosevelt administration. None of these communities ever became entirely self-sufficient and autonomous. At Radburn, which was privately financed, this was in part due to the effects of the depression. Preceding Radburn by five years, Longview shared in some of the concepts pertaining to land use. Longview certainly became more successful in its development as a self-sufficient, planned and zoned community. In summary, it is these aspects of autonomy and open-ness to speculative development which distinguishes Longview as a planned city, unusual in the United States, and unique in Washington State history.

Precedence for spatial aspects and the specific type and style of Longview street layout may be found in several cities in American history, and is strongly associated with the concepts of the City Beautiful Movement. The layout of the city core reflects Baroque planning concepts featured in L'Enfant's plan for Washington D.C. in 1791. In this type of axial planning, diagonal arterials or boulevards focused on great rond points fronted by public buildings. The layout of Lake Sacajawea Park, and to a lesser degree, Longview's residential additions, share aspects of the "landscaping gardening" style with Frederic Law Olmsted's work, as in Riverside. This type of undulating, plastic, gently formed landscape was common in American history by the time of Longview's settlement.

The development of the City Beautiful Movement in the first quarter of the twentieth century was spurred by the famous Columbian Exposition in Chicago. The grounds, prepared by Frederick Law Olmsted, in collaboration with Daniel Burnham and other prominent American architects was widely influential in the attention given to traditional architecture, large, orderly public urban spaces, and naturalistic park planning. The subsequent plan by Daniel Burnham for Chicago in 1909, emphasized both the monumental and functional possibilities of this type of planning. In the proposal, a great rond point at the city's central core was fronted by the civic center. From the monumental city hall, a central boulevard extended on a perpendicular axis to the lake front cultural center, cutting through the commercial business core and bypassing the passenger rail station. Diagonal arterials were intended to be integrated into outlying regional transportation networks. Longview's completed layout shares this type of consideration for functional regional connections, as well as for grand axial boulevards and public spaces. The juxtaposition of the Baroque influenced axial/gridiron system in Longview's central core, with the more curvilinear, picturesque Lake Sacajawea Park and residential layout is nevertheless distinctive in the scope and scale of its execution.

City Planners

The Kansas City firm of Hare and Hare, responsible for Longview's street and park layout, were respected professionals in the midwest. In years preceding and following Longview's development, S. Herbert Hare and his father, Sid J. Hare, laid out the famous Country

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Club District, for J. C. Nichols, on the outskirts of Kansas City Missouri. The development included extensive residential neighborhoods south of the city, featuring several blocks of commercial development on the northern edge of the tracts. Norman T. Newton summarizes the importance of Hare and Hare in American Landscape history in Design on the Land. Newton remarks of

"... the physical excellence that made the Country Club District by general consensus one of the finest residential sections in the United States ... S. Herbert Hare, the designer of the firm, was personally responsible for the subdivision planning, for many of the detailed entrances, parks and parklets, and for the site-planning of many of the individual properties. It was his hand that brought about in road layouts a degree of departure from the gridiron system and the greater recognition of topography. Hare was a widely respected leader of the profession, especially in the midwest, for half a century until his passing in 1960; he was for years a trustee of the ASLA and served as its president from 1941 to 1945." 20

J. C. Nichols, whose persuasiveness in his early involvement in the development of the the Cowlitz townsite helped lead to the development of Longview, was also responsible for the choice of Hare and Hare as the city planners. Nichols is also noted for the development of the "self-perpetuating (deed) restriction worked out after years of trial and error and introduced to American practice by Nichols in the Country Club District." 21 Another notable member of the planning team was landscape architect and city planner George Kessler, as Longview's planning consultant. Kessler is noted for work in several cities, and was "generally regarded as the father of the Kansas City park system". 22 Kessler's involvement in the planning of Longview, while possibly significant, was cut short by his death in 1923 when construction was underway.

Hare and Hare Landscape Contributions, partial list

Jefferson Square (nominated)
Lake Sacajawea Park (nominated)
Monticello Hotel Grounds (partially intact)
Longview Public Library (partially intact)
Longview Community House (largely altered)
Robert A. Long High School (partially intact)
Kessler School (demolished)
Longview Community Church (partially intact)

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Area of Significance: Architecture

During the first dozen years of Longview's settlement, the design of public and commercial structures tended to emphasize traditional architectural styles, which were often classically influenced. The period was also characterized by a pluralism of styles, featuring Georgian, Classical and Gothic Revivals. Several architects were prominent in the development of the Georgian Revival style in Longview, but perhaps none more so than the firm of Hoit, Price and Barnes, of Kansas City. The firm was hired by Long-Bell to provide conjectural designs for the civic buildings fronting Jefferson Square and for the passenger train station at the end of the Broadway axis. The Monticello Hotel (nominated), the Longview Public Library (nominated) and the L.P. & N. Passenger Train Station (demolished) were designed and constructed in the Georgian Revival style, according to the developmental drawings by Hoit, Price and Barnes. These were some of the most important public buildings constructed in Longview and were also some of the best representatives of Georgian architecture, setting precedent for the traditional Georgian and related Classical work of the period.

Hoit, Price and Barnes were prestigious architects in the midwest, disciples of high style classicism. Hoit had previously been an associate partner with the distinguished architectural firm of Van Brunt and Howe. Henry Van Brunt had studied under the atelier of Richard Morris Hunt in the first Beaux Arts studio offered in the United States, along with other noted American architects Frank Furness and George B. Post.²³ The work of Van Brunt and Howe was particularly influential in the development of revivalist, high style classicism in the midwest. Hoit studied at MIT in the Atelier of Constant Desire Despradelle, who had studied at the Paris Ecole under Pascal, achieving the rank of Concours de Rome.²⁴ Hoit designed several prominent buildings in Kansas City, including Long-Bell's headquarters, the R. A. Long Building, which at fourteen stories, was the tallest in the city at the time of construction. Particularly notable was the commission to Hoit, Price and Barnes, of Corinthian Hall, Robert A. Long's mansion in Kansas City. "Unmistakably, Corinthian Hall is a regal place ... an undiluted statement of Beaux Arts Classicism".²⁵ Long's patronage and appreciation of architecture and the landscape is clearly reflected at his Kansas City home, situated across the street from the 400 acre Kessler Park.

Another architect who was important in Longview was Norman Torbitt, who had worked for Hoit, Price and Barnes in Kansas City. Following his work for Architect F. E. McIlvain, also of Kansas City, on the construction drawings for the Monticello Hotel, Torbitt entered into a two year contract with Long-Bell. He designed several commercial structures, primarily in the Classical and Georgian Revival styles. Torbitt designed the library and the train station according to the developmental drawings by Hoit, Price and Barnes. He also designed several altered commercial structures in the Classical and Georgian revival styles. His stylistic repertoire was not limited to classicism, as his designs include a Spanish influenced hotel on Broadway (altered) and English Vernacular, Arts and Crafts influenced Community House (nominated) fronting Lake Sacajawea Park.

Other important local examples of stylistic pluralism are featured in the varied works of Architect George MacPherson and Architect H. L. Copeland, both of Longview.

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Nominated buildings by MacPherson include the stylized Classical Washington Gas & Electric Building; the Middle-Pointed Gothic First Christian Church; the Rustic Women's Club; and the Art Deco Big Four Furniture Company. MacPherson also designed the Longview City Hall in the Art Deco Style (1936) which is now demolished. Copeland's contributions include the Tudor Gothic Pounder Building and Longview Community Church (both nominated), the Gothic Mills Building (nominated) the Sullivanesque, Arts & Crafts influenced Schumann Building (nominated) and the Spanish Revival Building, (altered).

Quite different from the Art Deco work by MacPherson, which was constructed primarily in stucco, was the Classically influenced Art Deco buildings by the prestigious Seattle firm of Bebb & Gould, and John Graham of Seattle. The Pacific Telephone & Telegraph Building and the Longview Main Post Office, constructed of brick, with terra cotta or sandstone detailing, are representative high style Art Deco at its finest. Perhaps the most significant example of high style Classicism in Longview is the Robert Alexander Long High School, a Georgian Revival structure by William Ittner of Kansas City, which features a fully pedimented portico and bell tower of the Corinthian order.

Architects; partial list of contributions in Longview:

Hoit Price & Barnes, Consulting Architects, Kansas City, Missouri

Monticello Hotel (1923), nominated.

Longview Public Library (1926), nominated.

Longview, Pacific & Northern Passenger Train Station (1925), demolished.

F. E. McIlvain, Kansas City, Missouri

Monticello Hotel (1923), nominated

Bebb & Gould and Graham, Seattle

Longview Main Post Office (1934), nominated.

Pacific Telephone & Telegraph Building (1934), nominated.

William B. Ittner, Kansas City, Missouri

Robert A. Long High School (1928), nominated.

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Architects - continued

Norman Torbitt, Longview, 1923-1926

Longview Public Library (1926), nominated.
Longview Pacific & Northern Passenger Train Station (1925), demolished.
Longview Community House (1923), nominated, but altered.
Longview Community Store, St. Helen's Addition (1926), nominated.
Longview Community Store, Olympic Addition (), altered.
Colonial Building (1923), altered, ground story bays.
Mt. Hood Building (1923), altered, ground story bays.
Hotel Broadway (1924), altered, ground story bays.
Robert A. Long High School Gymnasium (1939), less than fifty years old.
Robert A. Long High School Vocational-Arts Building (1939), less than fifty years old.

George MacPherson, Longview

Washington Gas & Electric Building (1928), nominated.
First Christian Church (1930), nominated.
Women's Clubhouse (1935), nominated.
Big Four Furniture Building (1935), nominated.
Longview City Hall (1936), demolished.
Veterans' Memorial Building (1945), less than fifty years old.
Longview Community Church Education Building (1948), less than fifty years old.
Bohman Building (1939), altered, ground story bays.
Marshall Building (1947), less than fifty years old.
J. C. Penney Building (1951), less than fifty years old.

H. L. Copeland, Longview

Longview Community Church (1926), nominated.
Pounder Building (1926), nominated.
Schumann Building (1926), nominated.
Mills Building (1926), nominated.
Rickles Building (1924), altered, ground story bays.
Ross Building (19), altered, ground story bays.

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Other Areas of Significance: social-humanitarian, literature, education, government religion, theater, and commerce.

The emphasis of the thematic nomination on Longview's community life is reflected in the diversity of the individual resources. In addition to previously discussed areas of significance, these individual resources represent the more diverse areas:

The Longview Community House-YMCA (social-humanitarian) was built by Long-Bell as a center for its workers. The building was widely and intensively used as a group meeting place, social gathering place, and athletic center since its inception in 1923. The Longview Public Library (education) is representative of Robert A. Long's commitment to the cultural life of the city. In addition to its role as Longview's main library since it opened in 1926, the library has also been an active meeting place for local groups. The Longview Main Post Office (government) is representative of a legacy of public works projects by the Works Progress Administration. The Columbia Theater, (theater) built as a audeville playhouse and moviehouse, continues to fulfill its original cultural role as a regional performing arts center.

The role of the three nominated churches in the development of religious life in Longview remains important. The Longview Community Church, Longview's first church, was additionally significant to Longview's sociological development as a non-denominational church, originally intended to be Longview's dominant church. The Longview Community Church in the St. Helen's Addition is strongly related to this concept, as a satellite church built in the outlying neighborhoods, for the workers' convenience.

Several buildings are representative of the role of Commerce in Longview's development. The prestigious Monticello Hotel is representative of Long-Bell's emphasis on an impressive civic and commercial center. The modest Longview Community Store in the St. Helen's Addition, also built by Long-Bell, represents the provision of small outlying stores for the convenience of the workers. The Washington Gas & Electric Company and the Pacific Telephone and Telegraph Company represent the fruit of Long-Bell's efforts to encourage larger companies to locate branch offices in Longview. The remainder of the buildings, such as the Pounder Building, the Tyni Building, and the Sevier & Weed Building, are representative of the dominant type of commercial construction, with retail shops on the ground floor and apartments or offices above.

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Footnotes:

¹ Ruth Ott and Dorothy York, Co-editors, History of Cowlitz, County Washington, (Cowlitz County Historical Society, 1983), P. 12.

² Ibid., p. 13.

³ John M. McClelland Jr., R. A. Long's Planned City, The Story of Longview, (Longview, Longview Publishing Co., 1976), p. 111.

⁴ Ibid., p. 1.

⁵ Ibid., p. 1.

⁶ Ibid., p. 1.

⁷ Ibid., p. 243.

⁸ Ibid., p. 246

⁹ Ibid., p. 3.

¹⁰ Ibid., p. 10.

¹¹ Ibid., p. 16.

¹² Ibid., p. 17.

¹³ Ibid., p. 18.

¹⁴ Norman T. Newton, Design on the Land, The Development of Landscape Architecture, (Cambridge, Belknap Press of Harvard Univ. Press, 1971) p. 482.

¹⁵ Steven Dotterer, Space, Style and Structure, Vol.2, (Portland, Oregon Historical Society) p. 466.

¹⁶ Ibid. p. 466.

¹⁷ McClelland, pp. 33-37

¹⁸ David C. Streatfield, "Landscape Design in Washington", A Guide to Architecture in Washington State, (Seattle, University of Washington Press, 1980) p. 45.

¹⁹ David C. Streatfield, Unpublished Manuscript, (Seattle, personal letter, April 15, 1985), p. 1-2.

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- 20 Newton, p. 474.
- 21 Ibid., p. 474.
- 22 Ibid., p. 481.
- 23 Roth, Leland M., A Concise History of American Architecture, (New York, Harper & Row, 1979), p. 135.
- 24 Lenore, K. Bradley, Corinthian Hall, An American Palace on Gladstone, (Kansas City, Lowell Press, 1981.) p. 16.
- 25 Ibid., p. 7.

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Multiple Resource Area
Thematic Group

dnr-11

Name Civic, Cultural and Commercial Resources of Longview TR
State Cowlitz County, WASHINGTON

Cover sheet 12/5/85

Nomination/Type of Review

Date/Signature

Landscape

1. Lake Sacajawea Park

~~Substantive Review~~ *fr* Keeper

William B. Busby 12/5/85

Attest

Landscape

2. Long, Robert Alexander,
High School

~~Substantive Review~~ *fr* Keeper

William B. Busby 12/5/85

Attest

Landscape

3. Longview Civic Center
Historic District

~~Substantive Review~~ *fr* Keeper

William B. Busby 12/5/85

Attest

4. Big Four Furniture
Building

Entered in the
National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

5. Columbia Theater

Entered in the
National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

6. First Christian Church

Entered in the
National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

7. Longview Community
Church

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National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

8. Longview Community Church-
Saint Helen's Addition

Entered in the
National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

9. Longview Women's Clubhouse

Entered in the
National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

10. Mills Building

Entered in the
National Register *fr* Keeper

Delores Byrum 12/5/85

Attest

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Multiple Resource Area
Thematic Group

Name Civic, Cultural and Commercial Resources of Longview TR
State Cowlitz County, WASHINGTON

Nomination/Type of Review

Date/Signature

11. Pacific Telephone &
Telegraph Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

12. Pounder Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

13. Schumann Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

14. Sevier & Weed Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

15. Tyni Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

16. Washington Gas & Electric
Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

17. Willard Building

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

18. Longview Community Store

Entered in the
National Register

for Keeper

Melona Byers 12/5/85

Attest

19.

Keeper

Attest

20.

Keeper

Attest