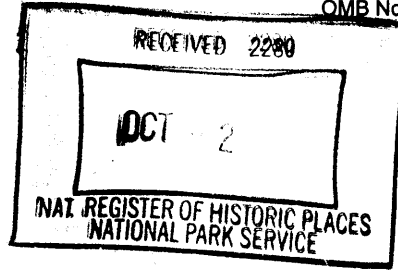


United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instruction in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classifications, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Thompson-Roach Building

other names/site number Max's Tavern, Little's Market

2. Location

street & number 544-550 East 13th Avenue

not for publication

city or town Eugene

vicinity

state Oregon code OR county Lane code 039 zip code 97401

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide X locally.

[Signature]
Signature of certifying official/Title Deputy SHPO

9.29.06
Date

Oregon State Historic Preservation Office
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:
Action

entered in the National Register
 See continuation sheet.

 determined eligible for the National Register
 See continuation sheet.

 determined not eligible for the National Register

 removed from the National Register

 other (explain):

[Signature]
Signature of the Keeper
Edson H. Beall

Date of

11-15-06

Thompson-Roach Building
Name of Property

Lane, Oregon
County and State

5. Classification

Ownership of Property
(check as many as apply)

Category of Property
(check only one box)

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

- private
- public - local
- public - state
- public - Federal

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

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>		Total

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

Number of contributing resources previously listed in the National Register

Historic and Architectural Resources
in the West University Neighborhood, Eugene, Oregon, 1855-1941

0

6. Function or Use

Historic Functions
(enter categories from instructions)

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: specialty store,
restaurant, department store
RECREATION AND CULTURE: theater
HEALTH CARE: medical business/office

COMMERCE/TRADE: restaurant,
department store

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS:
Mission

foundation: CONCRETE
walls: CONCRETE, STUCCO
roof: _____
Other: WOOD; GLASS

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets)

See continuation sheets.

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NARRATIVE DESCRIPTION

The 1927 Thompson-Roach Building is a commercial structure located in an older section of Eugene, just one block west of Sacred Heart Hospital and three blocks from the University of Oregon campus. It faces north on East 13th Avenue, a tree-lined, one-way street heading east, in an area of neighborhood-based businesses. The building sits mid-block among mostly period buildings, including both commercial sites and single-family residences that have been converted into businesses and/or apartments. Directly to its east are two commercial buildings from the 1950s and later.

The Thompson-Roach Building occupies the front half of its lot, while a gravel parking area lies to its south, abutting a paved alley. The original plan of this simplified Mission-style building is near-square, measuring 65 feet by 65.2 feet. An approximate twelve-square foot rear addition sits on its southeastern edge. The storefront was constructed by Earl M. Drew, who was also the contractor for the 1925 First Congregational Church, located one block west. Designed by W.R.B. Wilcox, the church has cream-colored stucco walls, brown trim, curvilinear gable, and red tile roof.

The Thompson-Roach Building has very good integrity, with most of the building's original structural elements still intact.

Exterior

The one-story poured-concrete building stands on its original concrete foundation. Stucco and brick veneer clad the front facade, while the remaining facades are painted and unpainted concrete. The roof is flat, with a parapet wall at the north, east, and west sides.

North (front) Facade

The north facade is divided into three bays: a center section anchored by two slightly projecting bays. The east and west bay were originally identical. Today, the east bay retains its original facade, while the center section and west bay have experienced some changes, primarily at the storefront level.

East Bay: A prominent arched parapet with a decorative apex cartouche tops the bay. The bay has a smooth stucco surface, with a raised rectangular panel where the name of the business, "Max's," appears in large, applied wood letters. The glazed storefront is framed with thick, dark-colored wood trim. The central front door is deeply recessed between flanking plate-glass window bays over stuccoed bulkheads. The door is wood sash with nine lights. A transom surmounts the entry, with a thick wood transom bar and five rectangular lights divided by structural mullions. The transom opening has shaped corners, forming decorative convex quarter-rounds at either end of the transom. All transom lights are fixed, except for the center one, which is hinged and operable.

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Center Section: This section has a red clay-tile shed roof that meets the front wall with a low-profile cornice molding at the eave. Original transoms are arched here; three of them arcade across the facade, each with five lights with an operable middle sash. Centered at the spandrels are two decorative round cartouches. Below a thick metal canopy, the storefront entrance is centered in the middle of the bay. The swinging glass entry doors are flanked by vertical sidelights that each hold a small louvered window above a fixed light. Brick veneer was applied to the stucco of the lower section of the building and surrounds the wood-frame, plate-glass windows. Brick piers divide the entrance from the display windows, beneath which brick planter boxes hold shrubbery. A large brick pier divides the center section and west bay. Despite the slight projection of the west bay from the center section, the two storefronts appear as one, unified by the brick veneer.

West Bay: From the transom to the parapet above, the west bay is identical to the east. The stucco is unfinished and blotchy here, after being recently liberated from attached metal siding. The apex cartouche is missing, although the ghost of it remains. The raised rectangular panel remains, with no lettering. The transom remains in the same original configuration as found on the east bay. Below the transom, a wide three-panel display window with wood frames fills the storefront, framed with painted brick veneer.

East and West Facades

The east and west facades of the building are sheathed with stucco. A capped parapet steps down to the south (rear) end of the building. The east facade contains no fenestration and its profile reflects the small concrete-block addition to the rear. The west facade contains two windows. The large, fixed single-pane window on the north corner was most likely added when the storefront was modernized. The smaller divided window to its south consists of a louver over an awning and appears to be original. Only the front, or northern, third of the west wall is painted and boasts the name of the business in a combination of attached painted plywood lettering.

South Facade

The south end of the Thompson-Roach Building is still visually divided into the three original bays and exhibits period materials and detailing. The exception is the east bay, from which a concrete block addition protrudes. The addition is without windows but includes a rear entry door and is currently painted forest green. The middle section of the rear façade features a contemporary entry door flanked by pairs of one-over-one double-hung windows, with simple wood frames, and slightly protruding sills. The window furthest to the west is now hidden by a small, metal-sided addition. A metal shed roof shelters the addition, and extends to the east to provide cover for the rear entrance, where it is supported by a wood post. To the right of this entrance are two wood-framed air vents and a concentration of electrical boxes and wiring conduits. The western section of the rear facade includes a replacement door at its outer edge, then a pair of one-over-one double-hung windows in simple wood frames. The name of the business, "Little's," is

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painted in red cursive letters above the door and windows. A smaller one-over-one double-hung window is located toward the center section. Security wire has been placed on all of the rear windows.

Interior

The east bay currently houses New Max's Tavern, which was recently remodeled. A bar runs the length of the western wall in the tavern space. The interior walls boast mid-height wood paneling with gold-painted textured plaster, a picture rail and crown molding above. The ceiling is plaster and supports recessed lighting, hanging Tiffany-style bar lamps, hanging fans, and HVAC equipment. The ceiling height drops approximately three feet toward the rear of the building and is covered here with pressed metal panels. The concrete floor is covered with dark vinyl behind the bar and is encircled with a vinyl floor molding.

The east wall is lined with wood booths and tables, a pool table, and, below the drop ceiling, a storage area and two restrooms. The interior wall contains a booth, a full-length wood bar with a nearly full-height bar-back, and, in the rear, a built-in bar (for standing) and a second storage space. The cold storage and the restrooms are located in the concrete block addition. All rear rooms have wood panel doors with simple surrounds.

Little's Market & Deli currently operates out of the center section and west bay. This space consists of the main store area in front and a back room, or storage area, to the rear. The interior walls of the market are white plaster, with green-painted wood door frames and a wood band above the storefront windows. An interior support beam, which runs along the ceiling and rests on three metal poles is also painted green, and marks the original division between the two bays. The stucco ceiling contains track lighting, spotlights, fans, and HVAC equipment. The floor is linoleum and is edged with wood molding.

The west wall and back wall of the main store are lined with recessed refrigerator cases. The eastern interior wall includes moveable cigarette displays and the check-out counter. The back of the main store also includes a half-wall flanked by two doorways, which lead to the rear storage area. The back room contains the restroom and two walk-in cold storage cases, which are encased in large panels of slightly recessed plywood. The coolers are partial height and have exposed electrical and plumbing fixtures attached to the ceiling. They are sited in the southeast and northwest corners of the back room. The restroom wall is full height and sided with plaster, and sits just to the west of the back entry along the rear wall. A doorway in the west wall leads to a back room that contains a walk-in cooler unit that retains scales and tracks used by a previous tenant, a meat market, for moving sides of beef.

Alterations

Alterations to the Thompson-Roach building were made in 1951. At the storefront level, brick veneer was applied to the surface of the stucco around the plate glass windows of the center section and west bay

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leaving the original stucco and window framing intact. Above, metal sheet siding was applied above both bays' plate glass windows covering both the stucco surface and the transom windows, but leaving everything underneath completely unaltered. The west bay's recessed entrance was completely removed and replaced by a pair of plate glass windows flush with the facade. The recessed doorway at the center section was also removed. In its place, two swinging glass doors were installed, flush with the windows. In 2004, the interior of the tavern space in the east bay was remodeled. A new bar, the space's third, was installed. The restrooms were remodeled along with the floor, wall, and ceiling finishes of the tavern space. In 2006 the metal sheeting was removed from the center section and west bay, revealing original stucco finishes, red-tile roof, decorative detailing, and transoms.

Proposed rehabilitations

The current property owner, Sunset Investments, LLC, is committed to the rehabilitation of the Thompson-Roach Building and, with that goal in mind, plans to return the front facade to its original symmetrical appearance with its distinctive Mission-style elements. A site visit has already been conducted by Joy Sears, Restoration Specialist with the Oregon State Historic Preservation Office, to discuss the building's rehabilitation. The property owner also contracted with Adam Tyler to create presentation drawings that illustrate the existence of the original materials. In addition, the property owner is in dialogue with the University of Oregon regarding the return of the original bar fixtures, which were moved to Clancy Thurber's Pub in the Collier House in the late 1980s. It is the intention of the owners to collaborate with all the necessary parties to return the historic character to both the interior and the exterior of the building.

Thompson-Roach Building
Name of Property

Lane, Oregon
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8. Statement of Significance

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

Areas of Significance
(Enter categories from instructions)

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

COMMUNITY PLANNING AND DEVELOPMENT
COMMERCE
ARCHITECTURE

Period of Significance

1927-1941

Significant Dates

1927

Criteria Considerations
(Mark "x" in all the boxes that apply)

Property is:

Significant Person
(Complete if Criterion B is marked above)

- A owned by a religious institution or used for religious purposes
- B removed from its original location
- C a birthplace or grave
- D a cemetery
- E a reconstructed building, object, or structure
- F a commemorative property
- G less than 50 years of age or achieved significance Within the past 50 years

Cultural Affiliation

Architect/Builder

Drew, Earl M., builder

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets)

9. Major Bibliographical References

Bibliography (Cite books, articles, and other sources used in preparing the form on one or more continuation sheets) See continuation sheets

- Previous documentation on file (NPS):
- preliminary determination of individual listing (36CFR67) has been requested
 - previously listed in the National Register
 - previously determined eligible by the National Register
 - designated a National Historic Landmark
 - recorded by Historic American Buildings Survey
 - recorded by Historic American Engineering Record

- Primary location of additional data:
- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: property owner

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STATEMENT OF SIGNIFICANCE

The 1927 Thompson-Roach Building is significant under National Register Criterion A for its association with the commercial development of Eugene's West University Neighborhood, and under Criterion C as an example of the use of the Mission style for commercial architecture, uncommon in Eugene. It is being nominated to the National Register of Historic Places based on the requirements for evaluation and ranking described in the Multiple Property Listing for the *Historic and Architectural Resources in the West University Neighborhood, Eugene, Oregon, 1855-1941*.

The Thompson-Roach Building has been a continuous commercial presence in the West University Neighborhood since its construction. For decades, it has served the neighborhood as a grocery store, pharmacy, meat market, café, and social hub where customers could shop and visit. The longevity of the types of businesses in the building has created continuity, even as the neighborhood continued to grow and evolve. As a physical reminder of a bygone way of doing business, before the proliferation of chain stores, the Thompson-Roach Building is nominated under Criterion A for its significance in local commercial development.

The Thompson-Roach Building is also an example of the Mission style of architecture in Eugene. It embodies distinct characteristics of the style including a stucco exterior, a decorative cartouche, shaped window openings, and shaped parapets. The building is one of only three commercial spaces intended for use as a neighborhood grocery constructed in this style in Eugene. As such, the Thompson-Roach Building is eligible under Criterion C for its association with architecture.

West University Neighborhood Context

The West University Neighborhood is an important part of the story of the development of Eugene. The neighborhood's location on the western portion of Hilyard Shaw's 1849 Donation Land Claim and proximity to downtown made it one of the first residential centers of the city. The houses built during the late 1800s were substantial and stately, particularly on East 11th Avenue. The history of the West University Neighborhood (WUN) is inextricably linked with the development of educational institutions. In 1872, the Oregon State Legislature chose Eugene as the site of the first state university. Construction of the University of Oregon campus on the eastern part of Shaw's Donation Land Claim made the WUN an ideal neighborhood for those who wished to live near downtown or the University. The establishment in 1895 of an early predecessor to Northwest Christian College, the Eugene Divinity School, on East 11th Avenue fostered further growth.

The connection to downtown and civic institutions in the neighborhood attracted many people.

By 1900, residential development had stretched south to East 15th Avenue. Fashionable houses lined East 11th Avenue but the WUN began a transformation from single-family residences to higher density, multi-

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family units to provide housing for the growing student population. Increasing enrollment at the University and a lack of on-campus housing pushed students into the surrounding neighborhoods. Homeowners rented out spare rooms and Greek organizations saw a sharp rise in membership. To accommodate the growing demand for housing many of the single-family homes were converted to rental units or demolished and rebuilt as multiunit dwellings. The neighborhood was also the site for the construction of some of the earliest apartment buildings in the city. This mixture of housing types brought together a variety of people to form a lively community comprised of doctors, lawyers, University faculty, clerical workers, laborers for the Eugene Fruit Growers Association, lumbermen, students, office workers, and farmers. The size and diversity of the population in turn served as a catalyst for commercial development.¹

The construction of additional civic institutions during the 1920s furthered additional growth in the WUN. In 1923, the board of the Eugene Bible School commissioned the construction of a hospital on the northeast corner of East 13th Avenue and Hilyard Street. The following year, the six-story Pacific Christian Hospital, later Sacred Heart Hospital, opened its doors. W.R.B. Wilcox, Dean of the University of Oregon's Department of Architecture, was hired to design a new church for members of the First Congregational Church at 490 E. 13th Avenue. In 1924, contractor E.M. Drew began construction of the Spanish-Colonial-Revival-style Church. The institutions of the University, Bible School, hospital, and Church served as anchors that encouraged residential growth and supported commercial establishments.

Criterion A: The Thompson-Roach Building - A Neighborhood Commercial Hub

The Thompson-Roach building is a part of the commercial development of the City of Eugene, it exhibits patterns that were both unusual and more common in both the city and across the United States. At the end of the nineteenth century, businesses clustered together in the town centers. Businesses were typically family-owned and provided such specialized services as shoemaking and millinery.² In the early part of the twentieth-century commercial structures also housed early department stores, hotels, and banks.³ As the population spread beyond the city center, residents desired local shops to provide basic services. Although the majority of commercial development between 1900 and 1930 occurred downtown, local versions of the stores that had initially congregated on Main Street – the dressmaker, confectioner, or a small café began to appear in Eugene neighborhoods. These businesses often moved into the converted first floor of an existing residence with an apartment or two located on the upper floors. The denser population of the WUN could support multiple commercial establishments including the storefronts at the northeast corner of East 13th Avenue and Patterson Street. Although this building followed a common pattern of business on the ground floor and housing above it was unusual in that it was specifically constructed for this purpose. The commercial space contained a meat market, a barber, and a grocery store. Heading east on East 13th Avenue was a milliner, a general merchandise store, a baker, a dressmaker, and a confectionary. On East 11th Avenue, the primary commercial activity was the Hull House apartment building and storefronts. The initial shops in the 1913 building at the corner of East 11th Avenue and Alder included a grocery, confectionary, and pharmacy. By 1918, a barber shop had opened along with the Oregana Students Shop that featured candies, ice cream, soft drinks, and lunches. An

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increasing number of commercial buildings were built during the 1920s around Eugene's neighborhoods that were rented to businesses rather than owned by the proprietor. This was the case with the flower shop and green houses at the southwest corner of East 13th Avenue and Patterson Street that added to the array of locally available services. The number of businesses in the WUN was unusual for the city, the majority of commercial development in Eugene tended to concentrate downtown, on Willamette Street and its two flanking blocks, Oak and Olive Streets. The early main stay of western American towns, the saloon, faced competition from the restaurant and soda fountain, particularly during prohibition. Across America, "mom and pop" restaurants quickly became social centers in both downtown and the neighborhoods.⁴ Another business type that was highly successful was the small, locally owned grocery store. In the early 1930s, before the dawn of supermarket chains, over sixty "mom and pop" groceries and/or meat markets served the Eugene community. The density of the WUN and additional daytime support from the institutions meant that the area could support more local businesses. Other neighborhoods in Eugene might have one commercial node but the WUN had several including the shops adjacent to the University of Oregon along 13th Avenue. On the blocks between Alder and Kincaid Street restaurants, a grocer and meat market, a shoemaker, and the University of Oregon Bookstore opened in single story masonry buildings designed specifically to meet the commercial needs of the University community.

Although neighborhood development was increasingly common the bulk of commercial development remained in downtown. By 1936, the city had six downtown department stores to meet the demand for a greater variety in products and services. Throughout the city eighty-seven grocers, sixty restaurants, fourteen hotels, and five movie theaters provided goods, services, and entertainment to the growing population. There was very little construction during the war years but the city continued to support a similar number and types of businesses as during the 1930s.⁵ After 1940, many stores were often no longer locally owned. The Safeway chain opened two stores in downtown Eugene. JCPenney, Sears, and the Bon Marche moved into downtown during the 1950s, often constructing elegant buildings to compete with local department stores like Russell's.⁶ There was also an expansion of commercial structures beyond the downtown core. Small scale masonry buildings occupying up to a quarter of a block were partitioned into several storefronts.⁷ Tenants in these buildings were increasingly chain stores who drew business away from both neighborhood shops and the downtown businesses. By 1956, the commercial picture was radically different in Eugene – neighborhood shops had gone out of business or been bought out by chain stores. The primary shopping and commercial services that had once made downtown lively were relocated in newly established shopping centers on the city's perimeter.⁸

The Thompson-Roach building was constructed during one of the highpoints of commercial growth in the City of Eugene. The rapidly growing WUN needed commercial buildings to provide services to its growing population. D.E. and Jane Thompson purchased land from R. Claude and Edna O. Gray for \$3,000 in March of 1926. The Thompsons hired contractor E.M. Drew to build a commercial structure at 544 East 13th Avenue. According to an article in the *Eugene Morning Register* the following month, a building permit was issued for a store at 544 Thirteenth Avenue East at a cost of \$7,000. Drew's building was similar in style and materials to the nearby church he had built to Wilcox's specifications. The degree of

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ornamentation and variation in the massing of the building was unusual for commercial structures of the time.

From the beginning the businesses in the Thompson-Roach building were popular establishments because they supplied needed services and a sense of community in the neighborhood. An article in the September 27th *Eugene Morning Register* announced that a new restaurant would open at "550 Thirteenth Avenue East by E.H. Gosser, formerly of New York". The article described the restaurant space as finished in oak and with booths. The location of Gosser's Restaurant & Confectionary in the Thompson-Roach building was part of the changing trend in the city for businesses to open in neighborhoods. The presence of the University and the large rental population enabled the WUN to support both Gosser's, and the Oregana on East 11th Avenue. These neighborhood restaurants were especially popular destinations during Prohibition because of their soda fountains. By 1929, soda shops had become so popular that another opened adjacent to campus on East 13th Avenue, taking advantage of the University business.

By 1933, Max and Juanita Robinson took ownership of the café and soda fountain. Although the couple renamed the business Robinson's Café, patrons affectionately referred to it as Max's. Following the repeal of Prohibition, the café, like many others around the country, became a tavern. Max's location in the Thompson-Roach building proved fortunate in 1934 when Oregon passed the Knox Liquor Law. A "dry zone" banned the sale of liquor within 200 feet of any church or school in the state. This "dry zone" extended into the WUN to Patterson Street, with Max's located just a half-block beyond. Although the Oregana Café on East 11th Avenue had received the first liquor license in Eugene following the repeal of Prohibition in 1933, it fell within the dry zone.⁹ Max's thus became the closest establishment on the west side of campus where students and faculty, alike, could meet with friends and socialize over a drink.

Max's provided more than drinks. "Because of Robinson's personality and the location of the tavern, it was a popular 'study hall' for generations of University of Oregon upperclassmen."¹⁰ As a successful local business Max's became important to the neighborhood students "by hiring hundreds over the years as bartenders. To many of these students tending bar at Max' was the only way they could keep in school".¹¹ The proximity to home and campus with flexible hours was an important benefit of the local businesses. The community that grew up around the tavern helped the business to survive even after Max Robinson's death. Many of the independently owned restaurants and taverns in the WUN have been replaced by chains but the "New Max's" remains a popular destination today with students and neighborhood residents.

In the west bay of the Thompson-Roach Building it took a little longer to find a successful commercial tenant. The first occupant of the space was a pharmacy. "The Pillbox", owned by Sid Claypool and Van Atta remained in this spot just a few years. Perhaps competition from the University Pharmacy at 790 E. 11th and the Oregon Pharmacy at East 13th Avenue and Kincaid Street encouraged the partners to sublease their space to the Very Little Theater (VLT) group in 1930. Although the theater became a hub for social life within the neighborhood it decided to relocate to larger quarters at the Fairgrounds in 1935. Between 1935 and the mid 1940s, the space was again occupied by a local pharmacy. The space was

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eventually taken up by a form of commercial center that was very successful in Eugene, the neighborhood grocery store.

In the late 1920s, neighborhood "mom and pop" grocery stores were the norm, as most residents continued to do their errands on foot. Despite the fact that WUN residents had automobiles, as evidenced by the opening of the Haugslund Service Station at 606 E. 13th Avenue during the late 1920s, they continued to rely local shops. Rowland's Grocery, which operated in the center section of the Thompson-Roach Building, is indicative of this trend. It was one of six markets in a twenty-block area bound by East 11th and East 15th Avenues and Alder and Ferry Streets. Rowland's joined Elliott's Grocery Store and the Palace Meat Market, located across the street at 1298 Patterson Street, Miller's Grocery at 304 East 13th Avenue, and the University Grocer, at 790 East 11th Avenue.¹²

By 1930, the population of Eugene had increased to 18,900 and enrollment at the University of Oregon surpassed 3,500. WUN property owners providing housing to the growing student population in rented rooms or a newly created apartment in their homes. Investors also converted older residences into multiple units. Other structures were moved or demolished to accommodate the commercial development needed to support the increasingly dense population.

Supermarket chains now appeared across the commercial landscape. Safeway stores first appeared in Eugene in the late 1930s. Fortunately for the businesses in the Thompson-Roach building these stores continued to concentrate around the downtown core. Neighborhood groceries remained popular enough that Hogan's and the other neighborhood grocery stores were able to survive through the depression and war years.

Hogan's Grocery had enough business to warrant expansion into the west bay of the Thompson-Roach building in 1944. This allowed the store to carry additional products necessary to compete with the supermarket chains. The appearance of chain groceries in the neighborhoods may have also weighed on the decision to add Cook's Meat Market in the late 1940s. This added convenience saved customers a trip to a separate store. Hogan's Grocery remained a neighborhood icon, providing lollipops to children and delivering groceries within the neighborhood.¹³

Between 1940 and 1950 the city of Eugene's population grew by 72%, as the number of residents rose from 20,828 to 35,879.¹⁴ The continued growth of the WUN's residential population provided customers for local businesses but competition from expanding chains threatened their survival. The Haugslund Service Station was sold and converted to a Dairy Queen in the early 1950s.¹⁵ Businesses in the WUN were forced to adapt to the changing business world. In 1955, a permit was issued for a 'grocery store addition' for the Thompson-Roach building. A façade with brick veneer facing, plate glass windows, and pressed metal signage was apparently added to help the grocery compete with the growing chain businesses.

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The grocery store in the Thompson-Roach building continued to provide shopping convenience to the WUN, including grocery deliveries and an on-site meat market under the proprietorship of Ralph B. Little from 1965-1976. Although ownership of the business has since been transferred twice, it continues to bear his name. However, as "mom and pop" stores struggled to compete with supermarket chains, subsequent owners have transformed its offerings into a convenience store. Despite this change, the store continues to operate, unlike other local markets constructed in the early twentieth-century which have been demolished or replaced with new business types. Independently owned businesses in the Thompson-Roach building have provided food and other essentials in walking distance for neighborhood residents since the building's construction nearly 80 years ago.

The businesses in the Thompson-Roach building represent commercial development patterns that were both common and unique in the City of Eugene between 1925 and 1956. These facilities provided important community places along with convenient services in a rapidly changing neighborhood. The continuity of business types within the building represent a by gone way of doing business as locally owned businesses have given away to chain stores throughout the City.

Criterion C: The Thompson-Roach Building – a Mission-Style Survivor

The Thompson-Roach Building, built in 1927, is among the few examples of the Mission style of architecture in Eugene. The Mission style is one of several styles drawing influence from Spanish colonial architecture. The style became popular in California during the late nineteenth century, as California turned to its Hispanic heritage to inform its version of the popular Colonial Revival styles in vogue on the country's east coast. With features drawn from the early California missions, such as shaped parapets, bell towers, and quatrefoil windows, the style was a popular choice for hotels, train stations, and resorts along western rail lines in California. The style shares some of its character-defining features with other Spanish-influenced styles, such as Spanish Colonial Revival and Mediterranean Revival, including red, clay-tile roofs, stucco walls, and decorative carvings in wood or plaster. However, the Mission style is distinguished from other eclectic Spanish revival styles primarily by its use of arched or shaped parapets and shaped windows. The Mission style appeared earlier than Spanish Colonial Revival, an eclectic style that became very popular in the United States in the 1920s after architect Bertram Grosvenor Goodhue introduced it at the Panama-California Exposition in 1915. Goodhue's Spanish Colonial Revival draws from a broader collection of stylistic precedents than does the Mission style, including features from Latin American, Renaissance, and Byzantine architecture.

The original design of the Thompson-Roach Building's symmetrical facade reflects the Mission style with its use of a variety of Spanish-Colonial-influenced elements. The three commercial bays were unified by a stucco exterior finish. The east and west bays featured arched parapets, each topped with a decorative cartouche. Plate glass display windows, transom and bulkheads were framed with heavy, rustic wood frames in dark contrast to the stucco. The transoms featured shaped corners. The center section had a red clay-tile shed roof.

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E. M. Drew constructed the Thompson-Roach Building in 1927. Drew had collaborated with University of Oregon Architecture Department Dean W.R.B. Wilcox two years earlier on the Spanish-Colonial-Revival-style First Congregational Church. There is no evidence to suggest an architect participated in the design of the Thompson-Roach Building, but it is commonly believed that the style of the Church influenced Drew's modeling of his nearby commercial structure.

Very few buildings in Eugene were constructed in the Spanish-Colonial-influenced architectural styles, and even fewer were constructed in the WUN. The style enjoyed its greatest popularity in the South University Neighborhood. Between 1925 and 1930, eight houses were constructed in the style. Builders employed the style much less frequently in the WUN. In 1987, the Cultural Resource Inventory of the WUN identified only four examples of buildings in the Spanish-Colonial style. Only the 1920 house at 426 E. 12th Avenue was identified as having Mission-style features but unfortunately was demolished in 2006. Other significant structures in this style in the neighborhood were designed by Dean W.R.B. Wilcox. Wilcox designed the sorority house in 1924 for Kappa Alpha Theta. This structure is still utilized by the sorority but has been altered over the years. The First Congregational Church (Wilcox Building) designed by Wilcox and constructed by Drew is in excellent condition and has very good integrity.

Given the rarity of the employment of the Mission styles in Eugene by designers and builders it is not surprising that during the 1920s there were only three storefronts constructed in Eugene in a Spanish-Colonial-influenced style for use as a grocery store. The Hanson's Grocery building was constructed at 1123 Monroe Street. It currently functions as a deli and neighborhood watering hole called the Monroe Street Café. The exterior of the building has been modified to create the look of a false-front commercial building. The second Spanish-Colonial-style neighborhood market was the Alder Street market at 2205-2207 Alder Street. It was constructed in 1930 as a mixed-use duplex, with the market in the corner unit and a residential space on the interior of the lot. The grocery space has since been converted into a second dwelling unit. The Thompson-Roach Building is the only one of the three buildings in which a neighborhood market continues to operate.

MPS Property Types and Registration Requirements

The Thompson-Roach Building is being nominated under the Multiple Property Listing for the *Historic and Architectural Resources in the West University Neighborhood, Eugene, Oregon, 1855-1941*. The building was constructed during a time of prosperity and growth for the community, which saw its population increase by 78% during the 1920s. The West University Multiple Property Submission (WU MPS) identified two areas of early commercial development in the neighborhood. Both areas were bounded by Ferry and Alder Streets, with the first located along East 11th Avenue. The second early commercial area was along East 13th Avenue, where the Thompson-Roach Building is located.

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The building was included in a 1987 survey of 423 properties in the West University Neighborhood (WUN) and the resulting inventory sheets were submitted as part of the WU MPS. Commercial properties were identified as a property type in the MPS. To meet registration requirements, the buildings of this property type should be ranked and evaluated for their architectural integrity, distinction, and associative value according to the evaluation process developed in the "West University Neighborhood Cultural Resources Survey" (1987). Evaluations in the WUN survey were made using the criteria the city of Eugene developed for the city's local landmark program. The criteria address a building's association with historic events; age; architectural merit; listing in the National Register of Historic Places; relationship to broad cultural history; association with important persons; and identification as a unique aesthetic or educational object. The Thompson-Roach Building was ranked and evaluated according to these requirements and was determined eligible for listing with significance under both Criteria A and C, and given a ranking of "secondary." In the WUN survey, a Secondary resource may be eligible for individual listing and would be considered a contributing resource in a historic district. Of all the properties surveyed, 5.2% were ranked as Primary resources and 23.4% as Secondary.

Conclusion

The Thompson-Roach Building is significant as a rare Eugene example of the Mission Style. The Thompson-Roach Building is eligible under Criterion C for listing in the National Register of Historic Places as one of three remaining examples of the style in the West University neighborhood and the only example designed for commercial use. It is also one of only three stores constructed in a Spanish-influenced style in Eugene and the only one that has continued to house a grocery store.

The 1927 Thompson-Roach Building illustrates commercial development trends in Eugene's West University neighborhood. The Thompson-Roach Building is significant under Criterion A for listing in the National Register of Historic Places as a physical reminder of a bygone way of doing business, before the proliferation of supermarkets, chain restaurants, and strip malls. The community created by the local owners helped the businesses to survive in an ever-changing neighborhood. The continuity of the businesses established the Thompson-Roach building as a familiar and respected landmark and a mainstay in the WUN.

Endnotes

¹Planning Department, City of Eugene and Land and Community Associates, *West University Neighborhood Cultural Resources Survey Eugene, Oregon*. City of Eugene Planning Department, August, 1987, 19.

²Carter, Elizabeth and Michelle Dennis, *Eugene Area Historic Context Statement* City of Eugene Planning and Development Department, April 1996, p. 50.

³Carter and Dennis, 60.

⁴Carter and Dennis, 89.

Thompson-Roach Building
Name of Property

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⁵Carter and Dennis, 107.

⁶Wright, Sally and David Pinyerd, *Eugene Modernism 1935-65*, City of Eugene Planning and Development Department, June 2003, 5.2- 5.3.

⁷Wright and Pinyerd, 5.2-5.3.

⁸Wright and Pinyerd, 5.5.

⁹Hull House Apartments, Oregon Cultural Resource Inventory, West University Neighborhood Survey, 1987, City of Eugene Planning and Development Files.

¹⁰*Eugene Register Guard*, 11/14/64

¹¹*Eugene Register Guard*, 11/14/64

¹²West University Neighborhood Cultural Resources Survey, 25.

¹³Interview with Richard Larson. Eugene, Oregon. Fall 2005.

¹⁴Wright and Pinyerd, 4.2.

¹⁵ P.E. Haugslund Gas Station, Oregon Cultural Resource Inventory, West University Neighborhood Survey, 1987, City of Eugene Planning and Development Files.

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Thompson-Roach Building
Name of Property

Lane, Oregon
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10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet)

1 10 493336 4876695
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____

4 _____

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Jennifer Flathman with assistance from Christine Curran, SHPO, and Barbara Cowan, owner

organization City of Eugene date October 2005, January 2006, August 2006

street & number 99 West 10th Avenue telephone 541-682-5377

city or town Eugene state Oregon zip code 97401

Additional Documentation

Submit the following items with the completed form:

Continuation sheets

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs: Representative black and white photographs of the property.

Additional items (check with the SHPO or FPO for any additional items)

Property Owner

name Barbara Cowan, Sunset Investments Limited Partnership

street & number 2590 Central Blvd. telephone 541-302-8218

city or town Eugene state Oregon zip code 97403

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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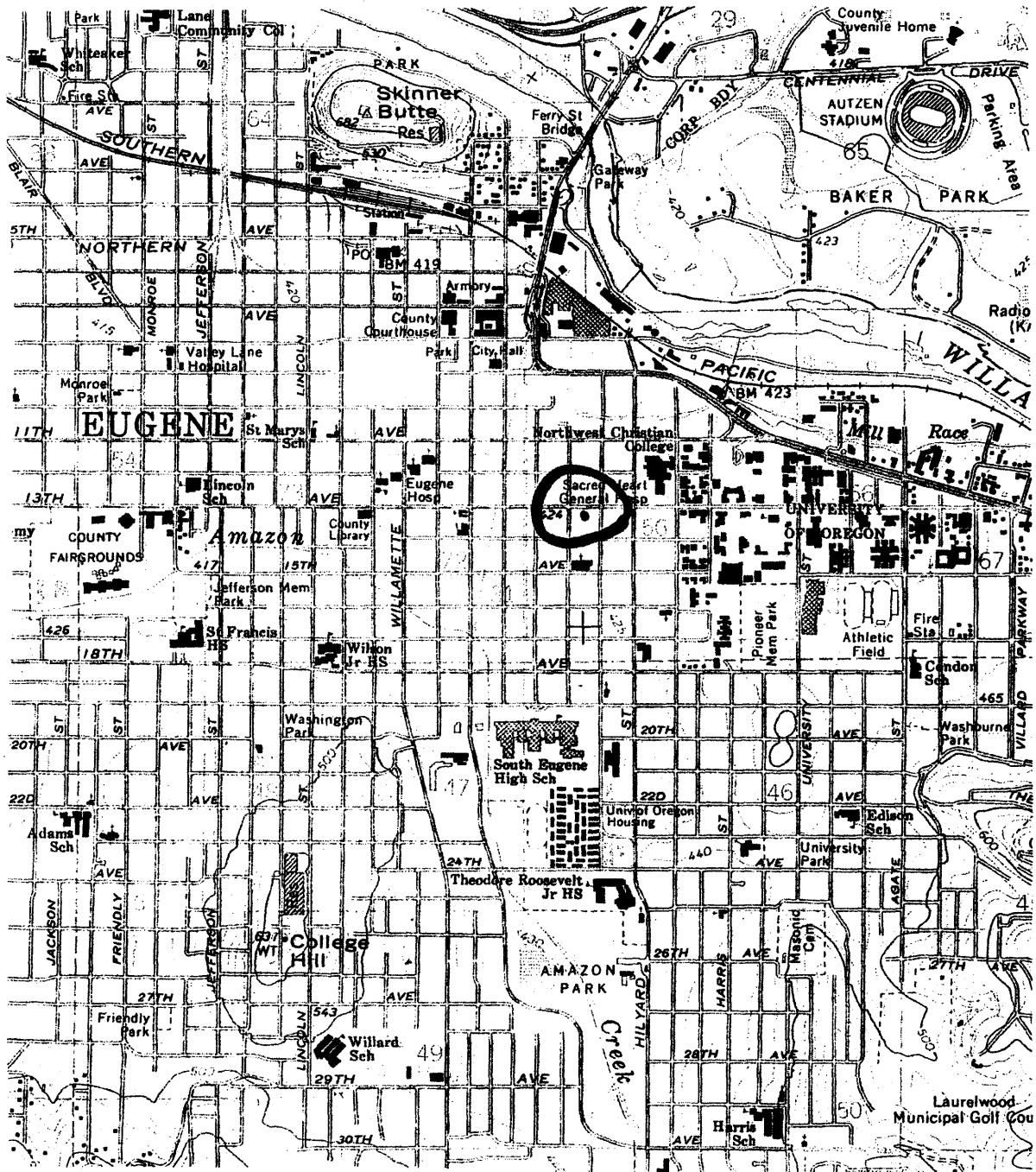
BOUNDARY DESCRIPTION

The nominated property is located in Shaw's 2nd Addition to Eugene, in Lane County, Oregon and is described as follows:

Beginning at a point on the south line of East 13th Avenue, which point is 222.08 feet west of the intersection of the south line of East 13th Avenue with the west line of Patterson Street; thence south 160 feet to an alley; thence east 66.08 feet along said alley; running thence north 160 feet to the south line of said East 13th Avenue; and thence west along East 13th Avenue south 66.08 feet to the point of beginning.

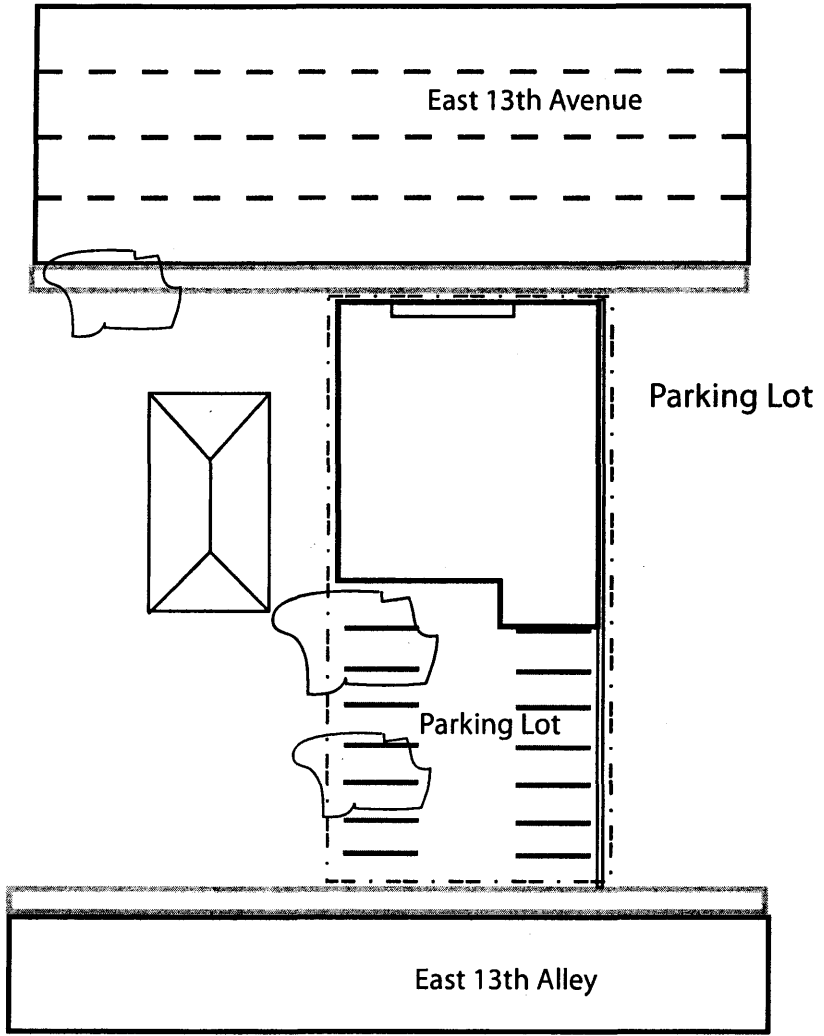
VERBAL BOUNDARY JUSTIFICATION

The boundary corresponds to the legal description of the property deeded to D.E. Thompson and Jane Thompson in March 1927, which has remained unchanged over time. The property is comprised of a single tax parcel, identified on the Lane County assessor parcel map #17-03-32-32 as lot #11900.



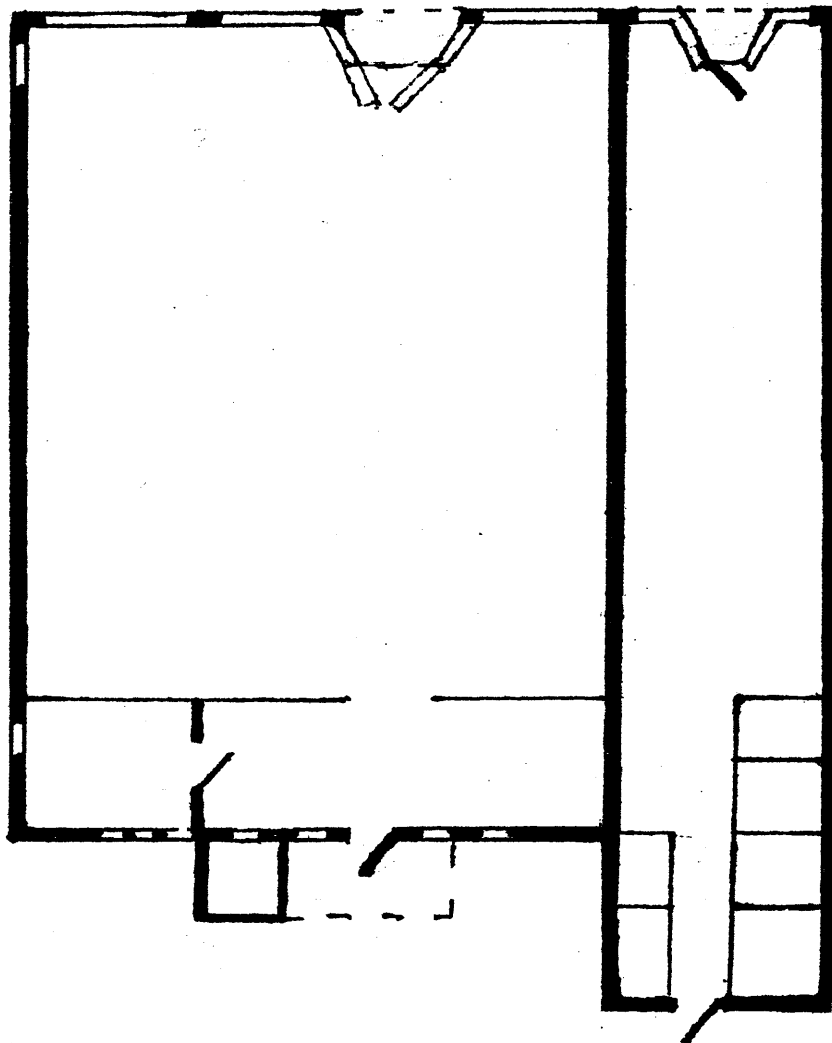
Location on USGS map of East Eugene

Thompson-Roach Building
544 – 550 East 13th Avenue
Eugene, Lane County, Oregon



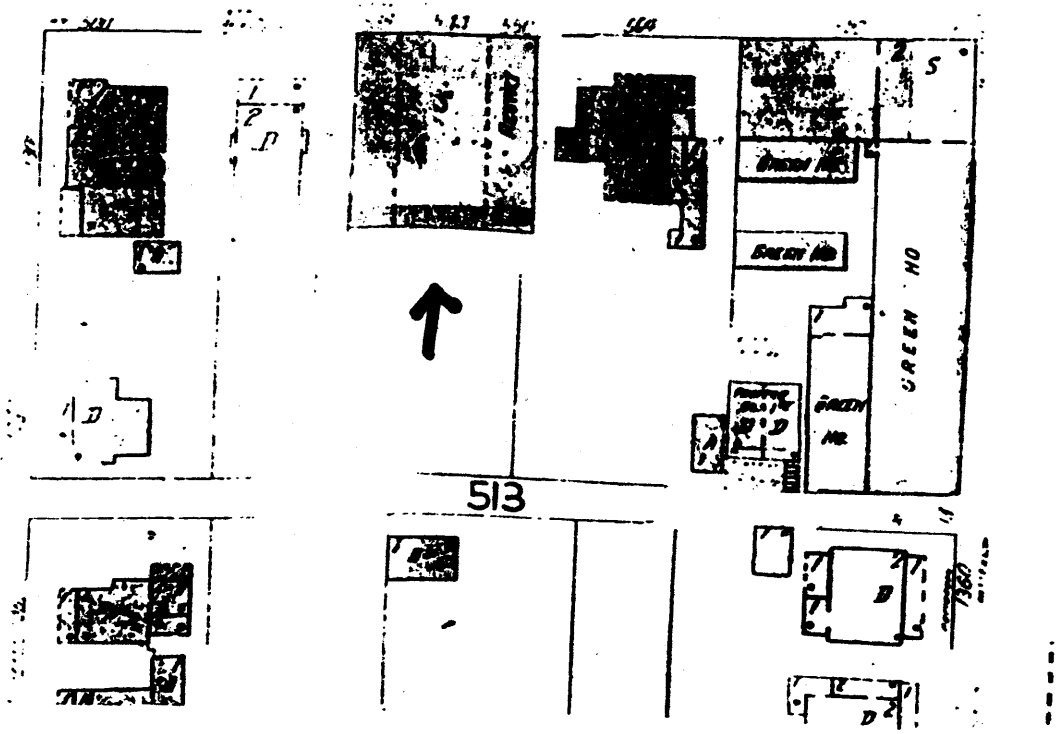
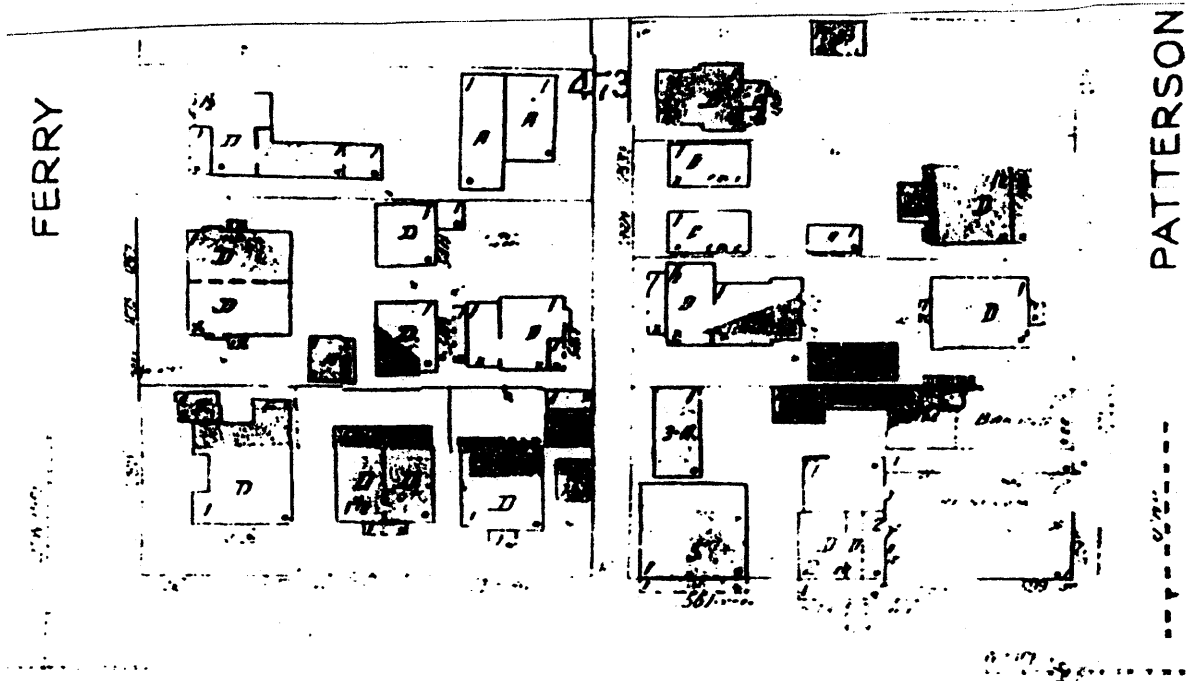
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Thompson-Roach Building
Eugene, Lane County, Oregon
Site Plan



Floor Plan / not to scale

Thompson-Roach Building
544 - 550 East 13th Avenue
Eugene, Lane County, Oregon



1948 Sanborn Fire Insurance Map

Thompson-Roach Building
544 - 550 East 13th Avenue
Eugene, Lane County, Oregon

1"=100'

See Map 17 03 32 2 3



See Map 17 03 32 3 3

Lane County Assessor Parcel Map.

Thompson-Roach Building
544 - 550 East 13th Avenue
Eugene, Lane County, Oregon

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Photographer: Barbara Cowan
Date: June 2006
Location of Negatives: Barbara Cowan, 2590 Central Blvd., Eugene, 97403

1. North (front) facade. View to southeast.
2. East facade. View to southwest.
3. South (rear) facade. View to north.
4. West facade. View to southeast.
5. East bay, front facade. View to south.
6. Center section, front facade. View to south.
7. West bay, front facade. View to south.
8. Detail, apex cartouche, east bay.
9. Detail, round cartouche, center section.
10. Interior, east bay. View to north.
11. Interior, east bay. View to south.
12. Interior, center section and west bay. View to north.
13. Walk-in cooler, west bay.
14. Meat scale, west bay.
15. North (front) facade before removal of 1950s metal siding. (May 2006)