

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



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

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

1. Name

historic Eugene Hotel

and/or common Eugene Hotel

2. Location

street & number 222 East Broadway N/A not for publication

city, town Eugene N/A vicinity of congressional district 4th

state Oregon code 41 county Lane code 039

3. Classification

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

4. Owner of Property

apartments

name Eugene Retirement Properties, Ltd.

street & number 107 NE 102nd Avenue

city, town Portland N/A vicinity of state Oregon 97220

5. Location of Legal Description

courthouse, registry of deeds, etc. Lane County Records and Deeds Division

street & number 125 East 8th

city, town Eugene state Oregon 97401

6. Representation in Existing Surveys

title Statewide Inventory of Historic Properties has this property been determined eligible? yes no

date 1982 federal state county local

depository for survey records State Historic Preservation Office

city, town Salem state Oregon 97310

7. Description

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

Describe the present and original (if known) physical appearance

General

The Eugene Hotel was designed by Eugene architect John Hunzicker and was constructed 1924-1925.

Located on Ninth Avenue, East (now Broadway) and Pearl Street, the Eugene Hotel is situated in the central core of the city. The main entrance faces north on Broadway, which earlier served as the mid-city route for Highway 99, the Pacific Highway. The Eugene Hotel remains one of the tallest buildings in Eugene and is visible from every vantage point around the city.

The seven-story structure of reinforced concrete includes a full basement. The Hotel's U-shaped plan is typical of hotels constructed in the period. The Hotel's light court is in the front, facing north onto Broadway. A stairway is located in the eastern half of the building. Two elevators are located in the western portion.

The Hotel represents an early use of reinforced concrete in Eugene. The Eugene Hotel and the W. E. Miner Building -- also designed by Hunzicker -- are believed to be the two earliest examples of this use of material in the city. The five-inch interior partitions are constructed of three-inch clay tile; the exterior surface is stuccoed, and originally was painted an Ivoril cream, with low-relief dark-red diamond-patterned tiles appearing as accents at the uppermost level and at street level.

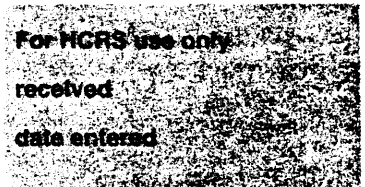
In the late 1940s the Hotel was remodeled, and a second floor was added over the entry/lobby area for use by the Town Club. This addition was designed by the firm of Percy Bentley, Architect, with Claire Hart the interior designer. This addition had no significant impact on the architectural character of the building. It was a well-integrated addition. In 1956 a rear addition was made to the southwestern portion of the building. This addition included one floor of hotel rooms, the King Cole Ballroom, and a large lower-level meeting room.

Exterior

The stylistic character of the Eugene Hotel is mixed. It was, essentially, Early Modern with touches of the California Mission style in its curvilinear parapet gables and the North Italian Romanesque style in the raking arcade and clay-roof tiles of its entrance portico. With its emphasis of form and clean lines and subordination of surface detail, the design tended toward modernity. The building is a massive block with ornamentation limited to the very top of the structure and the main entrance. Narrow stringcourses divide the building horizontally into four sections. Vertically, the structure is divided by low relief pilaster strips which extend from the third floor to the roof line. Large plate glass windows with mullioned top lights form the first floor facades of both street elevations. The five-panel top lights, some of which are covered at present, were operable. The round-arched main entrance centered in the north facade is framed by a portico in the North Italian Romanesque style with a clay tile roof and a raking arcaded corbel table. The front door of the Hotel is recessed in the portico and has top lights similar to those in the street front bays. Originally, the tympanum of the portal arch was filled with a molded lunette panel with the monogram of the Hotel, "E. H". This panel is no longer in place. The doorframe was crowned by urns, and wall lamps flanked the entrance. A metal canopy or marquee now extends from the

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entryway to the curb. This and other ground story alterations will be reversed in the current rehabilitation.

The west entrance on Pearl Street was originally less elaborate than the front, and a large flat wooden canopy extended out over the sidewalk to the street. This side of the building was altered by the addition of paneling and a second doorway. Two of the windows have been filled in.

Windows of the upper stories are frameless, double-hung windows, with one light over one. Originally, the central openings of the ends of the two north wings were inverted, or recessed balconies, which were later enclosed. These are to be reopened as fire safety points of refuge in the planned rehabilitation.

The French doors which separated the balconies from the corridors are still in place. The semicircular gables of the parapet were removed in the remodeling of 1956 and are to be reconstructed. An electrically-lighted Eugene Hotel sign on the roof top was of enormous size, visible from the highway and most points of the city.

Interior

The lobby originally extended from the west entrance across the north section of the building and stopped just east of the north entrance. Three shops were located in the northeast corner of the ground story, each one having an outside entrance. The coffered ceilings in the lobby are plaster with plaster moldings. Decorative, furred plaster columns are treated with wainscoting on the lower five feet. Wainscoting skirts the lobby, varying in height from three feet to five feet throughout. The marble paneled staircase remains in original condition in the southeast corner of the lobby.

The dining rooms are located behind the lobby, and originally extended across the entire south end of the Hotel from east to west. Mirrored French doors, some of which are still in place, were used to divide this large expanse into three dining rooms. Eight octagonal columns run the length of this space. The columns support the groin vaulted ceiling. Mahogany wainscoting, three feet high, is still seen in a few places in the dining room. It is believed to be original material.

The women's lounge located in the basement is noteworthy. It is a semicircular in plan with a large copper-framed mirror in the center. This room is believed to have been remodeled at the time of the Town Club addition (late 1940s) and was the design of Percy Bentley.

Restoration

Use of Space: The proposed plans for rehabilitation of the Hotel take into consideration adaptive use of all space. Hotel rooms will not be significantly altered. Bathrooms will remain intact in most cases in design of apartment units. Kitchen and dining room space will be used for residents' meal service and preparation. The lobby area maintains its original use. The Town Club addition will be designed for use by residents as a living room, library and billiards room. Entrance to the Hotel will remain as at present, as will basement meeting rooms and community space.

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Exterior Treatment: The proposed plans for restoring the 1920s character of the Hotel call for restoration of the semicircular parapet gables.

The overall color scheme will be returned to the Ivoril cream, with the tile accents (diamond detail) painted in a dark red color. The present awning over the entry will be removed. An attempt will be made to recreate the molded plaster lunette panel which appeared in the entry arch above the transom windows.

Much of the original window treatment at street level on the west and east ends of the north front of the Hotel has been altered. The original wood frame transom windows have been partially filled with glass block. The plans call for replacing all of these windows with wood frame transom windows with obscure glass to return the original character to this area. This will include restoring the transoms above the entrance, as well. The two window bays on the south end of the west facade will be treated in the same manner, maintaining the arches peculiar to these two bays. The third or center bay, which serves as the secondary entrance to the Hotel, will remain in its present placement, although its use will be only as an emergency exit - given the residents' exclusive use of dining facilities.

The original design provided open balconies extending from second to seventh floor on the west and east sides of the building front. These were infilled with aluminum windows in an earlier remodeling. Plans call for reopening of these balconies, now termed "points of refuge". A new steel railing will be inserted. The original French doors which opened on to each of the balconies will be replaced with windowed smoke-draft doors. This Life/Safety code requirement serves to restore the original 1920s design, and avoids the need for the addition of fire escapes on the building's exterior.

The original wood sash windows had been replaced in an earlier remodeling. The anodized bronze aluminum double-hung windows used for replacement closely resemble the original wood frame design. These windows will be repainted to blend with the overall color scheme.

Interior Treatment:

The interior of the Hotel is to remain essentially intact to utilize space as was originally planned. The interior design scheme is intended to recreate the warmth and elegance of the period in which the Hotel enjoyed its greatest success. Color schemes and items of decor will follow as closely as possible the original scheme and decor. Carpet, wall treatment and furnishings will be selected with this in mind.

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Specific repair and replacement will consist of:

- 1) Repairing wainscoting where it is missing or damaged.
- 2) Removal of ceiling painted detail in the dining room and restoring the original non-patterned wall and ceiling treatment.
- 3) Waitress stations in the dining room/kitchen area will be opened up for additional dining space.
- 4) The coffered ceiling of the lobby will be repainted, and new lighting, similar to that of the 1920s, will be installed.

A reception area is planned for the lobby which will be faced with a wainscoting.

Ownership: Eugene Retirement Properties, Ltd. purchased the Eugene Hotel in April 1981. This partnership entity consists of A. E. Brim, James M. Williams, K. David McAllister, Steven Gregg, and Bradley Investments. These general partners, all affiliated with the health care firm Brim and Associates, Inc., have design, development, and management experience in similar retirement center projects. In this acquisition, they could see potential for salvaging the Hotel and returning it to its respected status within the Eugene community.

The rehabilitation of the Eugene Hotel calls for creation of 104 living units by remodeling the layout of existing hotel rooms. The apartment mix is to be as follows:

| <u>UNIT TYPE</u> | <u># OF UNITS</u> | <u>AVERAGE SQUARE FOOTAGE</u> |
|------------------|-------------------|-------------------------------|
| Studio | 12 | 312 Sq. Ft. |
| Studio | 22 | 367 Sq. Ft. |
| Alcove | 6 | 531 Sq. Ft. |
| 1-bedroom | 59 | 511 Sq. Ft. |
| Suite | 6 | 638 Sq. Ft. |
| | <u>104</u> | |

Community space will be generous, located at several points in the building. A living room, library, billiards room and sun room are located on the second floor. Several recreation areas are to be designated in the basement area, such as a chapel, health club, clinic, and crafts room. Storage space will also be available to residents.

In addition to apartment units, residents will receive meals, maid and linen service,

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(11/78)

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and have other services available to them such as, beauty/barber shop services.

It is planned that the new Hotel will use the original and well-known logogram which appeared on letterhead, menus, and all other printed material during the height of the Hotel's success.

8. Significance

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

Specific dates 1925 **Builder/Architect** John Hunzicker, Architect

Statement of Significance (in one paragraph)

The Eugene Hotel, a seven-story building of reinforced concrete prominent in the central business district of Eugene, Oregon, was completed in 1925 for a corporation formed by Eugene businessmen. It was designed by local architect John Hunzicker, and, as was typical of hotels of the period, it had a front-facing light court created by its U-shaped plan. With its frameless windows, its modern emphasis on geometric volume, and its subordination of historical detail, the stuccoed exterior of the Eugene Hotel embodied the distinctive characteristics of Early Modern architecture with touches of the California Mission Style in its semi-circular parapet gables and the North Italian Romanesque Style in its round-arched entrance portico with a raked and arcaded corbel table. It was the largest hotel in Eugene from the time of its construction to the early 1970s. The project was accomplished, in part, through public subscription and, like many similar projects up and down the West Coast launched in the early years of the motor age, it was celebrated as an outstanding civic achievement. The objective of its backers and supporters was to provide a tourist hotel of first class accommodation and encourage new business. The hotel was first in the Lane County seat to be considered fully "fireproof", and it represented an early use of reinforced concrete in local building construction. Modifications to the original scheme are marked from the first major remodeling of the 1940s, at which time a second story was added over the entrance court for use of the Town Club. In 1956 a wing was added at the southwest corner, and gables were removed from the parapet. At that time also, the superstructure which now carries the hotel name was added, and the recessed balconies in the front wings were enclosed. The parapet gables, balconies and ground story street facades will be restored when the building is converted by its present owner to elderly housing in harmony with a declared objective of the City of Eugene to promote housing development in the downtown core. The Hotel was closed in 1980, some years after it was eclipsed by the suburban Valley River Plaza convention center. It possesses integrity of location, design, setting, materials, workmanship, feeling, and association with the progressive climate of the early 1920s. Above all, it is significant as the hub of community social life for over forty years.

The Hotel's Beginning

The nationwide building boom of the 1920s was in full swing. "Another forward step in Eugene's history" was the headline in the Eugene Daily Guard of June 15, 1925, marking the Hotel's completion.¹ Plans for the Hotel had begun 18 months earlier when hotel manager, Harry Hutton convinced Bird Rose, retired farmer and local investor, and John Hunzicker, local architect, that the City of Eugene needed a first class tourist hotel on the grand scale.

9. Major Bibliographical References

See continuation sheet.

10. Geographical Data

Acreeage of nominated property less than one

Quadrangle name Eugene East, Oregon

Quadrangle scale 1:24000

UMT References

A

| | | | | | | | | | | | | | | |
|------|---|---|---|---------|---|---|---|----------|---|---|---|---|---|---|
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| Zone | | | | Easting | | | | Northing | | | | | | |

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| | | | | | | | | | | | | | | |
| Zone | | | | Easting | | | | Northing | | | | | | |

Verbal boundary description and justification

See continuation sheet

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

state N/A code county N/A code

state N/A code county N/A code

11. Form Prepared By

name/title Linda Emery and Dennis Sleighter, with assistance by Kimberly Lakin

organization Brim & Associates, Inc. date April 26, 1982

street & number 177 NE 102nd Avenue telephone 503 256-2070

city or town Portland state Oregon 97220

12. State Historic Preservation Officer Certification

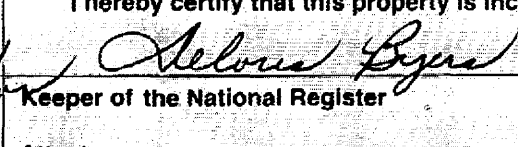
The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature 

title Deputy SHPO date August 30, 1982

| | |
|--|---|
| For HCRS use only | |
| I hereby certify that this property is included in the National Register | |
|  | Entered in the National Register date <u>10/12/82</u> |
| Keeper of the National Register | |
| Attest: | date |
| Chief of Registration | |

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John Hunzicker's first design for the Hotel was published in the Eugene Morning Register on February 17, 1924. Construction was begun by March 1924 and completed in June 1925.

More and more, the average family was enjoying the luxury of the family automobile. Tourism and travel were on the upswing. Local newspapers carried frequent reports on the increased traffic along the Pacific Highway (99), completed in 1923. The Pacific Highway, which first ran through the city at 6th and 7th streets, was later rerouted past the new Hotel on 9th Street (later renamed Broadway).²

Local investors could see the highway's potential for Eugene. Sale of bonds for the Hotel opened in January 1924 and were sold out the same day they were offered. The stock was "subscribed" within the next several months. The Eugene Hotel Co., legally formed in February 1924, chose its board of directors: Bird Rose, President; E. R. Gilstrap (Eugene Morning Register Editor), Vice President; F. N. McAllister (U. S. National Bank Vice President), Secretary-Treasurer; and John Hunzicker (architect) and A. F. Tiffany (businessman), directors. Harry Hutton and F. A. Clark were named as managers of the Hotel.³

Collections of the Lane County Museum contain all the original stock certificates issued. These stock certificates reveal the depth of involvement the community had in supporting the Hotel's construction. Local business leaders, the local bank, and even the project's architect subscribed to shares. Local support is demonstrated by the number of small shares purchased by local residents, some of whom bought as few as one share or even one-half of a share.

The Architect

John Hunzicker had been practising architecture in Eugene since 1903. He arrived in Eugene from Lake Mills, Wisconsin at the age of 34. Though he was a self-taught architect, he received several commissions soon after he arrived in Eugene and began building a reputation for himself. Much of Hunzicker's work was done in period styles fashionable in the early 1900s. By the 1920s, his work had begun to subordinate historicism to a modern emphasis of form.

Hunzicker designed many commercial buildings and private residences in Lane County and elsewhere in the Willamette Valley. Two building types for which he received many commissions were armories and lodge halls for the IOOF. Hunzicker was a prolific architect, producing several designs per year. In 1924-25, he was commissioned to do at least five structures, two of which stand along Broadway today near the Eugene Hotel. The W. E. Miner Building is located one block west of the Hotel, and the Marx Building stands directly across from the Hotel.

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Of Hunzicker's commissions, the Eugene Hotel received the most fanfare owing to the involvement of the community of the project. When construction was completed, both local papers published ten-page sections devoted entirely to the Hotel. The section in the Daily Guard included a description of Hunzicker: "The local architect has designed several outstanding building projects in the City of Eugene and his abilities along this line are well known by the people of this city." When Hunzicker was asked to make a formal statement, he declined, saying, "I am the architect, what I think of the new hotel is written in stone and steel."⁴

The Opening of the Hotel

Marking the grand opening of the Eugene Hotel on June 15, 1925, newspapers included interviews with members of the board of directors, construction workers and the managers. Each page was filled with advertisements for all of the companies which contributed to the construction and decoration of the Hotel. There were extensive descriptions of the interior and exterior, the number of employees and their positions, and the menu for opening night. The Morning Register reported on the day after the grand opening: "City, county, state and nation seemingly paid tribute to the city's seven-story hostelry, which was conceived and completed by a group of local business and professional men. Telegrams, letters, and telephone messages of congratulations poured in all day and well into the night."⁵ Several important hotel men were quoted as saying the Hotel was among the finest on the West Coast.

The Eugene Hotel's services were welcomed with enthusiasm by members of the city's social, political, and business communities. Its position as one of the most modern, full service hotels in the Willamette Valley brought businesses, civic groups, conventions, and many notable guests into its clientele. The 1930s saw a flurry of local activity, with the 1940s beginning the real period of growth for the Hotel. Orlando Hollis, former Dean of the University of Oregon School of Law (and University of Oregon student during the Hotel's construction) recalls that "the Hotel" meant the Eugene Hotel exclusively. Fred Brenne, long-time Director of the Chamber of Commerce, recalls: "The Eugene Hotel was the city center -- the hub around which all our social movement revolved. We called it 'The Hotel', and everyone knew what we meant."

Community organizations utilized the Hotel's facilities for their weekly meetings. These groups included the Oregon Club, Rotary Club, Kiwanis, Lions, Junior League, Civic Music Association, the Fortnighters, and the Toastmasters.

The Eugene Area Chamber of Commerce leased office space in the Hotel from 1939 to the late 1970s. Fred Brenne, who served as Director of the Chamber during the years 1939 to 1969, observed: "The Hotel not only served as a center for business and social activities, but was also headquarters for most of the fund-raising efforts of the local political groups."

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Convention business began soon after opening. The B.P.O.E. (Elks) held its West Coast convention at the Hotel in 1925. This major event was marked by flags and pennants be-decking the balconies and windows of the Hotel. Other early conventions which took place at the Hotel included those of the Oregon Loggers, Oregon Newspaper Publishers Association, Oregon Jaycees, Oregon State Bar, Annual Oregon Traffic Conference, and it for many years served as headquarters for the Annual Emerald Empire Roundup.

Because for so many years the Eugene Hotel provided the only major hostelry accommodation in Eugene, most notables visiting Eugene stayed in the Hotel. The Hotel hosted Richard Nixon, Nelson Rockefeller, and one night in 1968, it accommodated Senator Robert Kennedy, whose Presidential Campaign tour ended tragically in California the following day. Ronald Reagan was a guest at the Hotel during his term as Governor of California.

Ruby Breene, native Eugene resident, recalls that "candidates maintained campaign headquarters at the Eugene Hotel during elections, and many candidates held election night parties in the Hotel. The Hotel in the 'old days' was the place for visiting political candidates to stay."

As early as 1939, the Eugene Hotel was playing host to nationally famous sport figures. The Hotel was the scene of the celebration of University of Oregon's National Basketball Association championship in 1939. Guests of the Hotel included all the major football and basketball stars that came out of the Pacific Athletic Conference (PAC-10). The Hotel hosted guests for the 1972 Olympic Trials. O. J. Simpson stayed at the Hotel when starring on the U. S. C. football team in the early '70s. Art Fairchild, former Manager of the Hotel, recalls, "Almost all the famous people visiting Eugene stayed there (the Eugene Hotel)".

The Hotel hosted a number of movie stars throughout the years. Orlando Hollis recalls the names of James Stewart, William Holden, Robert Mitchum, Edgar Bergen, and even Rin Tin Tin, the canine star of a television series by the same name.

For many years the Eugene Hotel provided not only the best in lodging and meeting facilities, but also served as host for much of Eugene's social life. From the early years the Amusement Club and Assembly Club met to dance at the Hotel. Ruby Brenne recalls the Welfare League Charity Balls, the Hospital Guild Charity Ball, and many "benefit and fund-raising events put on by a wide variety of charities."

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Eugene's first radio station, K.O.R.I., broadcast the Round Table radio talk show from the Hotel for many years. Thousands of local residents utilized the Hotel's banquet rooms for weddings, receptions, anniversaries, birthday celebrations, and other family events.

Dan Sellard of the Register Guard recalls that a tradition at the Hotel was the Christmas tree in the lobby. He said it was the "prettiest" tree in town, with an elaborate model train set steaming away beneath it. The children in town would come to see the fairyland. This tradition was established by "Doc Cole", for whom the King Cole Ballroom was later named.

Late in 1953, a picket line was set up in front of the Hotel over a labor union dispute involving the Hotel employees. This picket line was responsible for holding up construction of a new addition and it was not until two years later, in 1956, that work could resume. In 1959, another picket line formed around the Hotel. This time, it was a line of logging trucks protesting Mark Hatfield's logging bill. Governor Hatfield was staying at the Hotel at the time and was to give a speech there that evening.

"Motor Age" Hotels

In the early days of the Hotel, competitive efforts were made to attract the clientele of Eugene's existing hotels. The Osburn Hotel, built in 1913, attracted area socialities for dining and provided high quality guest lodging. By 1945, when the Hotel changed ownership, the Osburn no longer enjoyed the status it received in the 1920s and '30s. In the late '60s the Osburn Hotel was demolished to make way for the Lane County Courthouse. Eugene's other remaining historic hotels, the Smeede Hotel (1885) and the Palace Hotel (1903), have been entered into the National Register.

As travel was made increasingly convenient in the motor age, new a new generation of hotels sprung up in Oregon's major towns and cities during the 1920s. Of these, the John Jacob Astor Hotel in Astoria; the Benton Hotel in Corvallis; the Redwoods Hotel in Grants Pass; Lithia Springs Hotel, Ashland; and the Baker Hotel, Baker, have been listed in the National Register, in large part because of the significant social function performed by each in its historic period.

A Renewed Life for the Hotel

In the early 1970s, the Eugene Hotel changed hands several times. The new suburban Valley River Plaza development had begun to eclipse downtown Eugene as a shopping and convention center, and the Eugene Hotel was affected. In 1980 the Hotel was ordered closed by the Eugene Fire Marshal. This statement by Orlando Hollis recalls the closing, "The Hotel's significance is best symbolized by the loss we all felt when it was gone. Eugene had lost its central meeting place - and we were saddened by its passing."

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The new owners, Eugene Retirement Properties, acquired the Hotel in April 1981. In the Spring of 1982, construction was begun to rehabilitate the Hotel for its new use as elderly housing.

This adaptation of use provides permanent utilization of the Hotel for a purpose as close as possible to that originally intended. This adaptive use concept is not only feasible in terms of the outcome of space use studies, but also has become a popular concept with prospective residents in the Eugene community. Through the process of community meetings and planning sessions, an overwhelming number of elderly have expressed strong support for the project. Eugene's elderly population has responded positively to the news of the building's new use -- a building that for so many years was an important component in their lives.

¹The Daily Guard, ten-page section on Eugene Hotel, June 15, 1925, P. 1.

²The Morning Register, ten-page section on Eugene Hotel, June 14, 1925, P. 3.

³The Morning Register, and The Daily Guard, various dates.

⁴The Daily Guard, op. cit.

⁵The Morning Register, June 16, 1925, P. 1.

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Newspapers

The Daily Guard, January 23, 1925 and June 15, 1925.

The Morning Register, February 11, 1925; February 21, 1925; and
June 15, 1925.

The Register-Guard, November 28, 1955; May 20, 1956; May 15, 1959;
November 19, 1980; and July 5, 1981.

Interviews

Fred Brenne, Former Manager, Eugene Chamber of Commerce,
March 4, 1982.

Ruby Brenne, Manager, Eugene Chamber of Commerce, March 4, 1982.

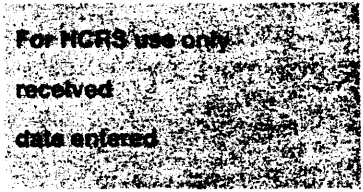
Art Fairchild, Manager, Town Club, Eugene, Oregon, March 4, 1982.

Orlando Hollis, Attorney At Law, Eugene, Oregon, March 4, 1982.

Gladys McCready, Eugene Resident, Author of The History of Eugene,
April 19, 1982.

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The Eugene Hotel occupies Lots 2 and 3, Block 2, Mulligan's Addition to Eugene on the East as platted and recorded in Book A, page 122, Lane County, Oregon, Deed Records in Lane County, Oregon, except portion to parcel 7801 by Reel 1198/82-18702 and 82-18703 for 1982. The property is otherwise described as Tax Lot 7800, Map reference no. 17-03-31-1-4.