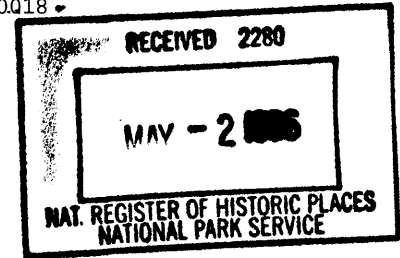


United States Department of the Interior  
National Park Service



### NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

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

#### 1. Name of Property

historic name: Baldwin Market

other names/site number:

#### 2. Location

street & number 765-781 Monroe not for publication N/A  
city or town Eugene vicinity N/A  
state Oregon code OR county Lane code 039  
zip code 97402

#### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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. ( X See continuation sheet for additional comments.)

James Hancock April 22, 1996  
Signature of certifying official Deputy SHPO Date

Oregon State Historic Preservation Office  
State or Federal agency and bureau

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria. ( \_\_\_ See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting or other official Date

\_\_\_\_\_  
State or Federal agency and bureau

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

**National Register of Historic Places  
Continuation Sheet**

Section number   3   Page   1  

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**BALDWIN MARKET (c. 1920)  
765-781 Monroe  
Eugene, Lane County, Oregon**

**COMMENTS OF THE STATE HISTORIC PRESERVATION OFFICE**

The Baldwin Market nomination document is accompanied by a letter of endorsement from City of Eugene Mayor Ruth Bascom and a statement of finding with regard to Criterion C by the City of Eugene Historic Review Board under the signature of Chairman Nancy McFadden. The City of Eugene is a local government (CLG) certified for expanded participation in the statewide historic preservation program. Also provided is the letter of John Hubbard, Executive Director, Neighborhood Economic Development Corporation (NEDCO), dated January 24, 1996, which expresses support of preservation as a means of revitalizing communities and neighborhoods. Since February 15, 1996, when the nomination was reviewed and approved by the State Advisory Committee on Historic Preservation, title to the property has been formally transferred to NEDCO, which occupies one of the first floor offices in the Baldwin Market. The organization had acquired a purchase option on the building in 1995 with the aim of rehabilitating the facade as funds allow, beginning with reexposure of the ground story store front if it proves to be intact beneath the plywood veneer.

The Baldwin Market building in Eugene, Oregon stands out as the exception in a gathering of non-historic commercial buildings near the intersection of Monroe Street and Blair Boulevard in the Westside neighborhood. The location is just outside the east boundary of the National Register property known as the Blair Boulevard Historic Commercial Area. The building is separated from the registered district only by a gap in visual continuity. It is nevertheless strongly associated with the qualities conveyed by the adjacent working man's neighborhood. Individually, the market building meets National Register Criterion C in the category of architecture as the last remaining two-story, false-fronted commercial building in the city of Eugene. Despite alteration of the ground story front with plywood veneer in 1971, the building manages to convey the distinguishing characteristics of a once ubiquitous vernacular type. The facade, which faces west onto Monroe Street, is dominated by tall, rectangular false gables fronting longitudinal volumes representing two episodes of construction.

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National Park Service****National Register of Historic Places  
Continuation Sheet**Section number 3 Page 2

Baldwin Market, Lane County OR

The building footprint measures 44 X 45 feet. The gable-roofed north volume, which is believed to have existed on the general site before 1920, is four bays wide, and the hip-roofed two-bay volume was attached to its south side in renovations of about 1920. The two discrete sections were coordinated by kindred shiplap siding and plain trim consisting of corner boards and a cornice which is little more than a cap. The application carefully records the building's evolutionary development as it is revealed in documentary records, such as deeds and fire insurance rating plat maps, and variations in the fabrication of construction materials. Fenestration in the upper facade is unaltered and consists of paired double-hung windows having one-over-one sash with simple surrounds. Historic siding is exposed on all elevations. The building mass is extended at the back by minor shed-roofed attachments, and access to the upper story is provided on side elevations by exterior stairs. None of the later modifications, with the exception of the 1970s storefront, interferes with the building's power to evoke its historic period of use.

Traditionally, the building had a residential as well as commercial function, since the shop keepers occupied upstairs living quarters. The main interior space was the ground story store in the north volume. When the south addition was erected about 1920, it was a one-story volume which contained the shop's "back rooms." By 1932, the second story had been added to the south volume as an additional apartment.

At the back of the lot, in the northeast corner, stands a small shiplap-clad, gable-roofed automobile garage which is counted a separately-contributing feature of the property. While doorway and window modifications in its west elevation prevent the outbuilding from clearly conveying its original period and function at present, it nevertheless is a development contemporary with the market, and its rehabilitation is planned by the non-profit organization (NEDCO) which acquired a purchase option on the property in 1995 and subsequently has become the owner of record.

The market building is locally significant also under Criterion A in the area of commerce as the embodiment of traditional family-operated small business places. Because of the universal and recurring need for grocery goods and because of their convenience to customers in terms of location, such buildings were neighborhood hubs building their trade on personal service and contributing to local economy at the grass roots level. The Baldwin Market was opened by Earl and Eva Baldwin as a poultry and meat market in a predecessor building on the block about 1918. About 1920, they moved next door to the subject building, which was enlarged for their needs by attachment, and they added grocery sales to their stock in trade. The Baldwins' brick

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National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section number 3 Page 3

Baldwin Market, Lane County OR

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smokehouse -- an outbuilding on the lot -- no longer stands. Earl retired in 1934, but continued to live above the store, which he leased to other grocers. The property was acquired by Jesse Ash in 1941 after he had commenced leasing the business. Ash and Son Grocery continued at this location through the Second World War and in 1946 was moved to a new location nearby to the south. Thus, the period of significance is correctly drawn from 1920, the date by which the nominated building had achieved its current configuration, to 1946, when the building was superseded as the principal local market.



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**6. Function or Use**

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Historic Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: specialty store  
DOMESTIC multiple dwelling

Current Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: organizational  
DOMESTIC multiple dwelling

---

**7. Description**

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Architectural Classification (Enter categories from instructions)

Vernacular

Materials (Enter categories from instructions)

foundation CONCRETE  
roof ASPHALT  
walls WOOD: weatherboard  
other BRICK

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

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**8. Statement of Significance**

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

A Property is associated with events that have made a significant contribution to the broad patterns of our history.

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield information important in prehistory or history.

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

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

Areas of Significance (Enter categories from instructions)

ARCHITECTURE  
COMMERCE

Period of Significance 1920-1946

Significant Dates 1920

Significant Person (Complete if Criterion B is marked above) N/A

Cultural Affiliation N/A

Architect/Builder Unknown

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

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**9. Major Bibliographical References**

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

Previous documentation on file (NPS)

preliminary determination of individual listing (36 CFR 67) has been requested.

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # \_\_\_\_\_

recorded by Historic American Engineering Record # \_\_\_\_\_

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: City of Eugene Planning Department

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**10. Geographical Data**

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Acreage of Property Less than one acre (0.09) Eugene East, Oregon 1:24000

UTM References (Place additional UTM references on a continuation sheet)

|   | Zone  | Easting | Northing | Zone | Easting | Northing |
|---|-------|---------|----------|------|---------|----------|
| 1 | 10    | 491720  | 4877400  | 3    | _____   | _____    |
| 2 | _____ | _____   | _____    | 4    | _____   | _____    |

See continuation sheet.

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.)

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**11. Form Prepared By**

---

name/title Lynn M. Josse

organization \_\_\_\_\_

date 11/22/95

street & number 1965 Sylvan telephone (541) 485 1573  
city or town Eugene state OR zip code 97403



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**Additional Documentation**

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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)

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**Property Owner**

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(Complete this item at the request of the SHPO or FPO.)

name ~~Gary E. Smith~~ Neighborhood Economic Development Corporation (NEDCO)  
street & number ~~P.O. Box 2103~~ 769 Monroe telephone ~~(541) 689-8139~~ 345-7106

city or town Eugene state OR zip code 97402

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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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 1

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

The unusual building located at 765-781 Monroe is believed to be the last remaining two-story false-front commercial building in the city of Eugene. It existed on its present site by 1920, but the earliest part of the building was probably constructed at least several years earlier. The building is nearly square in plan, measuring approximately 44 by 45 feet. Its original main gabled volume makes up the southwest part of the building, with historic hipped and shed-roofed additions to the east and north. The most dominant feature of the building is the two-level false front which defines its street facade. This character-defining feature has high integrity.

**Site**

The Baldwin Market building is located on a small lot on the east side of Monroe just north of the intersection of Monroe and Blair Boulevard. Although located just blocks from the Blair Boulevard Historic District, most of the buildings in the small commercial area built around the intersection of Blair, Monroe, and 8th are primarily non-historic replacement and infill structures. The most prominent buildings in the group are the "flatiron" building located in the wedge formed by the meeting of Blair and Monroe, and the mini-mall across the street on Blair.

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 2

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**Baldwin Market**  
**Lane County, Oregon**

**Narrative Description**

The site includes a small historic garage (c.1920) located at the rear of the lot (now converted to use as a separate meeting room). A brick smokehouse (demolished in the 1940s) also existed at the southeast corner of the building. A garage attached at the south side of the building was removed before the 1940s.<sup>1</sup>

Plantings on the site are minimal. A small non-historic back lawn exists to the east. Neither the small ash trees at the street to the west nor the fir trees in the back are historic.

**Exterior**

The main facade of the building, facing west onto Monroe Street, is false-fronted in the typical style of early western towns. The southern two bays of the facade are separated from the northern bay by a change in parapet height which corresponds to the separate volumes behind. To the south, the approximately 30' high front hides the original, gabled section of the building. Where the shed-roofed addition to the north was added, the false front reaches only approximately 26 feet in height.

Most of the exterior is covered with shiplap siding of three different types. The oldest shiplap, found on the earliest parts of the building, has a five inch reveal. This is found on the west and south sides of the exterior as well as the former

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<sup>1</sup>Judy Barr (née Ash) and Susan Droz (née Ash), interview by the author, Eugene, Oregon, November 7, 1995.

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 3

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

exterior wall now located in the north office. The north and east sides of the building use two different types of shiplap, both with a seven inch reveal. The earlier style (c. 1920) has a beveled bottom edge, while the more recent style (c. 1930) has a straight bottom edge.

The first story of the facade has been covered with a plywood veneer (1971) and new windows installed; however, it is believed that some original shiplap still exists beneath the plywood.<sup>2</sup> Three sets of paired double-hung windows with lambs'-tongue detailing punctuate the facade's second story. The two sections defined by the different parapet heights are separated by a 1x6" vertical board. Although the shiplap to either side of the board appears similar, the courses are not horizontally aligned. The vertical board hides the discontinuity of the joints. A number of hooks are attached to the second story of the taller side of the building. Their purpose is unknown, but they could have supported a sign or awning.

The first story's plywood veneer, added in 1971, extends to either side of the main building. In the north extension a door leads to a stairway to one of the upstairs apartments. The southern extension of the plywood screens the air conditioning unit mounted in the south wall of the building and the staircase to the second floor entrance.

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<sup>2</sup>Smith, Gary E., interview by the author, Eugene, Oregon, November 14, 1995.

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 4

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

The south side of the building is divided into two sections by both the roof line and a break in the shiplap siding. The gable roof covers about 36 of the total 45 feet in length. Beyond this, a hipped roof covers the building's first addition. The break in the siding actually occurs about six feet before the termination of the gable roof. This joint, like the one in the facade, is covered by a vertical 1x6" board extending from the ground to the eaves.

Openings on the south side have been somewhat altered since the building's use as a family grocery. No openings exist on the first story except a boarded-up square window at the rear in the added section of the building. Breaks in the siding indicate the former existence of another window toward the front of the building. The double-hung window at the upper left corner of the elevation was turned into a doorway by the Ash family in the 1940s. This became the principal entrance for the upper apartment, signified by a small gabled hood added to the original roof line. The porch added at that time has since been replaced by a more modest stair and landing.

Other openings on the south side of the building appear as they did in 1940s photographs. A set of double-hung windows, similar to those on the front, are toward the center of the second story. A square double-hung window with lambs'-tongue detailing marks the position of the kitchen, and a ribbon of triple casement windows at the rear of the second story indicates an added room. Photographs show that the wall's most dominant feature in the 1940s was the painted "Food Service/

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 5

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

Ash & Son" sign toward the front of the building. The sign is no longer visible, but the encrusted layers of paint, thicker here than on any other part of the building, must still retain clues to this historic signage.

The east side, or rear, of the building is dominated by a staircase which rises to a central landing then forks out to meet the two second story apartment doors. This side of the building is surfaced primarily with the beveled seven-inch shiplap previously described. A non-historic ground floor door leads from approximately the center of the gabled section. A pair of square four-pane windows flanks either side of the doorway. An uncovered break in the shiplap is exposed toward the right side, corresponding with the break between building and addition. Some of the interior structure is visible at this gap, including a profile view of more shiplap against the south wall structure. This might indicate that the north portion of the building here was added against a former exterior wall.

The northeast corner of the first floor is angled in the manner of a Victorian cutaway corner. This feature is not believed to be original to the first floor addition because its surface is covered in a different style of shiplap than the adjacent walls.

The second story of the rear of the building features two doors accessing the upstairs apartments. The door into the south apartment is an original interior door cut down to fit the opening. The original multi-paned glass door has been moved inside. To either side of the exterior door is a ribbon of five small vertical casement

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 6

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

windows, similar to those on the south facade. The right side of the second story, part of the northern additions, is a later overhanging porch which abuts the garage located in the northeast corner of the property. The overhanging section, both east and north, is surfaced with the third type of shiplap in the chronological progression.

On the north side of the building, the second story overhang continues from the northeast corner until approximately the middle of the elevation, where it meets a storage closet which has been built out from the wall below to form one smooth vertical plane. The outline of the stairway located in the northwest corner is plainly visible in the structure of the building, especially in the shed roof running above it from the first story entrance in the facade to the side entrance in the second story. A number of three-over-one casement windows punctuate the second story; the first story has no windows but does have a non-historic door opening toward the rear. In the back of the added storage area the old sliding door into the market's back storage room, approximately seven feet square, remains intact.

**Developmental History**

The Baldwin Market building was constructed in several stages. The earliest part of the building is the two story gable-roofed volume that makes up most of the

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 7

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

south side of the building (see site plan). No definitive date has been established for this section of the building due to inadequate and sometimes conflicting physical and documentary evidence. It may have been constructed around or even before the turn of the century and moved to this location, but it is likely that the building was constructed on-site sometime between 1912 and 1920. This is the only part of the building that uses cut nails in its construction. Other evidence that this part of the building was constructed independently of the rest includes paint analysis evidence and the fact that Sanborn maps indicate that this section of the building still had a wood shingle roof in 1925, while the rest was roofed in a non-combustible material.

No building appears on the 1912 Sanborn map at this location. A newspaper item indicates that the owner was "remodeling" an existing building in September of 1920. The first evidence of the Baldwin Market building's existence is found in newspapers from December, 1920, when Baldwin started advertising at his new address. If the building was constructed on this lot, it was in the 1912-1920 period. Since Baldwin was remodeling in 1920, it seems more likely to have been constructed at least several years earlier (either on-site or at another location). Dating this original section based on physical evidence alone is somewhat difficult: although the window configuration (paired double-hung, fairly wide) indicates a 20th century date, the structure uses techniques that did not last too long beyond the 19th century (cut nails, balloon framing).



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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 8

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

At the time of its first appearance in the present location on the Eugene Sanborn map in 1925, most of the rest of the building had already been constructed on two sides of this original core (possibly in two stages, starting with a rear addition, then the addition of the first floor of the north side). These changes are believed to be the results of the remodeling of 1920. The major difference between the building on the 1925 Sanborn map and that which stands today is that most of the added section to the north was originally only one story high. Only the western (front) part of this north addition, perhaps ten feet deep, is noted as two stories on the Sanborn map. This section included the stairs to the second floor dwelling on the south side of the building.

The northern part of the second floor was apparently added by 1932, when its address first appears in Eugene city directories. At that time, the second entrance would have been added at the north end of the facade.

Other minor changes have taken place over time. In the 1940s, the Ash family converted the upper left window in the south wall to a new main entrance to their apartment. A porch was constructed (now removed), and a hood added over the new door. The window at the base of the staircase here has been filled in with shiplap siding since the 1940s, and the other first floor window has been boarded up. The northeast corner of the first floor has been cut away, and a section of the north wall under the second story overhang has been filled in to create a storage area.

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 9

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

Photographs dating from the 1940s give a good indication of the appearance of the facade before the first story was remodeled in 1971. The main store on the right side of the building, defined by the taller side of the false front, was arranged as a symmetrical storefront. The front door was central, with windows to either side. The windows were typical of late 19th and early 20th century commercial establishments, divided on either side of the door to give maximum light as well as a good display area. (Tony Ash, who worked at his father's store in the 1940s, remembered that there were blinds on the windows to keep out the afternoon glare.<sup>3</sup>) Three large, nearly square, windows lined up on either side of the door were topped by smaller rectangular windows of the same width. A row of transoms ran above the windows and door. A shallow hipped awning across the first floor concealed a molding that ran across the length of the first floor just below window level. A 1947 permit for a "Store- marquee" may have replaced this awning with a more solid substitute.<sup>4</sup>

The added side of the false front had no windows at the first level (the current windows were probably installed in or before 1971), but the current doors are in the correct historic positions.

**Interiors**

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<sup>3</sup>Tony Ash, Abilene, Texas, telephone interview by the author, November 14, 1995.

<sup>4</sup>Judy Barr remembers sneaking out of her bedroom window by stepping on the marquis in the 1940s. Barr and Droz, November 7, 1995. Tony Ash also remembers a flat-topped "roof extension."

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 10

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

The first floor division of the Baldwin Market building has always been dictated by the structure of the building itself. When it was still in use as a market, the store occupied most of the original section of the building, while the "back rooms" (actually off to the side) were in the north addition. When the space was divided for separate offices, the connecting door between the market and the back room was sealed. Otherwise, the spaces retained much of their original organization (see plans).

A number of original features remain on the first floor, especially in the north office. In the front room of the north office, which was originally used as storage, historic wall materials are intact on three walls. On the south wall, the shiplap siding of the original section of the building reflects that this room was not finished for use as a public space. The east and north walls are finished with a beaded tongue and groove siding probably dating from the 1940s.

Most of the original surfaces and finishes of the rest of the north office are covered with plywood from perhaps the 1960s or 1970s, although other sections of the south wall's shiplap are still visible in the restroom. Two other important features relating to the historic meat locker are still intact. A free-standing brick chimney stack stretches from floor to ceiling, and against the south wall, one of the concrete mounts for the "ice machine" (which cooled the meat cooler to the south)

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 11

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

still rises from the floor. The other inount has been removed and is currently outside.

The south office has less original material exposed, although the division of front and back spaces is probably historically correct.

The second floor, expanded to a single apartment by the Ash family in the mid-1940s, has been re-divided to more accurately reflect its original plan. Most of the room divisions, surfaces, and trim pieces are essentially the same as they were 60 years ago. In the south apartment, several historic doors have been switched and cut down to fit different openings. An additional wall has been added to separate the southeast room from the back hall. The dining room skylight is not believed to be historic. The north apartment has also undergone some changes, including the creation of two new doors leading from the kitchen and the opening of a wall to enlarge the bathroom.

**Integrity**

The exterior of the Baldwin Market building is not too different today than it was when Earl Baldwin retired in 1934. The most obvious alteration has been the addition of the plywood and glass front at the first story of the facade (1971). This change certainly mars the historic appearance of the storefront, although it has not altered the appearance of the second story or the false front above the roof line. The

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**NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET**

Section 7 Page 12

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**Baldwin Market  
Lane County, Oregon**

**Narrative Description**

tenant of 769 Monroe, NEDCO, has an option to buy the building and has expressed plans to restore or rehabilitate the front of the building using 1940s-era photographs as a guide.

Other exterior modifications made since the Baldwins left include the addition of the second story entrance and stairs to the south (1940s); filling in of another southern window (1940s); addition of a wall-mounted air conditioning unit in the south exterior wall (date unknown); replacement of several rear doors; and the recent conversion of the garage into a meeting area.

None of these alterations have significantly obscured the historic character of the building. The integrity of the most significant character-defining feature, the false front itself, is high.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 1

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**Baldwin Market**  
**Lane County, Oregon**

### **Statement of Significance**

The Baldwin Market is one of the last representatives of the false-fronted buildings that once predominated in the wooden commercial architecture of Eugene and in Oregon as a whole.<sup>1</sup> It is thought to be the largest such building remaining in Eugene and the only example with more than one full story. The extreme rarity of this type of building in Eugene makes the Baldwin Market locally significant in the area of Architecture.

For over 25 years, the Baldwin Market building served the needs of the local community as a local market where neighbors could shop for meat and groceries. In 1925, the city directory listed this building as one of only 12 meat markets in the City of Eugene. Until the mid-century advent of major supermarket chains, most Eugene residents depended on such small local stores for their shopping needs. As an important symbol of a bygone way of doing business, the Baldwin Market is nominated under Criterion A for local significance in the area of commerce.

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<sup>1</sup>For the purposes of this discussion, references to false-front buildings apply to historic gable or shed-roofed buildings with a vertically extended front wall. A similar strategy has also been used on other types of buildings, including Quonsets and those with arched roofs. While in many cases such later types may have achieved historic significance, they are not within the parameters of this study.

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National Park Service

## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 2

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**Baldwin Market  
Lane County, Oregon**

### **Statement of Significance**

#### **Commercial History**

For over 50 years, a local meat or grocery store occupied Lot 6 of Block 18 of Packard's Addition to Eugene. This unbroken sequence of neighborhood stores, operated by at least six different proprietors, was housed in three different buildings which at one time all stood next to each other on adjacent parcels carved out of the original lot.

The first record of a store on this lot is found in the 1911 city directory, in which Peter Johnson is listed as operating a grocery at 529 Monroe (later renumbered as 759 Monroe). This building was immediately north of the present Baldwin Market building. Like the later store, this was a two story building with a false front. The property went through two changes in ownership before it was sold to Eva Baldwin in 1917.

Earl Baldwin was a Texas native; his wife Eva originally came from California. Earl Baldwin lived in the Eugene area on and off during the first decade of the century but may have met Eva in Portland, where the couple was married in 1911. Portland directories indicate that in 1910, Earl was a butcher and Eva managed a loan company. Lane County records suggest that for a time after their marriage, Earl Baldwin remained in Portland while Eva lived in Monroe.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 3

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**Baldwin Market**  
**Lane County, Oregon**

### Statement of Significance

In 1917, Eva purchased the lot where the Baldwin Market building now stands. The 1918 Eugene directory lists them living at the original store location just north of the current building, as did the census of January, 1920. The newspaper notice that Baldwin was remodeling a building appears in September of 1920, and by December Baldwin was advertising his meat market at the new location, the present Baldwin Market building. Baldwin's newspaper advertising seems to have been limited to the classified sections of the *Eugene Daily Guard* and the *Morning Register*. The first advertisement at the new location was in the Wanted section:

**Wanted: To sell you good fresh meat and choice smoked meats, lowest prices possible, according to quality. Ground green bone for chickens. Earl Baldwin, meat market, 779 Monroe St. Phone 260.<sup>2</sup>**

In 1922, Baldwin ran the following advertisement:

**Wanted: To sell fresh & cured meats, Live & dressed poultry at Baldwin Market, 775 Monroe St., Phone 260.<sup>3</sup>**

By 1928, Baldwin had quit using the Wanted format, and ran this classified advertisement for several months:

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<sup>2</sup>*Eugene Daily Guard*, December 17, 1920.

<sup>3</sup>*Eugene Daily Guard*, January 28, 1922.



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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 4

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**Baldwin Market  
Lane County, Oregon**

### Statement of Significance

POULTRY, fresh and lunchmeats.  
BALDWIN MEAT MARKET  
775 Monroe St., cor Monroe and  
Blair. Phone 260<sup>4</sup>

Although he was still advertising as a meat market, one witness recalls that by 1927 they were also acting as a small grocery. Evelyn Slocum Burke boarded with Earl and Eva in 1927, when she needed to complete the 9th grade at Eugene's Woodrow Wilson Junior High. She remembers that there was a small area at the back of the store where customers could sit down and eat. She says that Earl Baldwin grew beautiful vegetables in the back garden, and that the couple ate a lot of meat.<sup>5</sup>

Baldwin may have smoked his meat in the brick smokehouse at the southeast corner of the building (demolished in the 1940s). Former residents also remember a concrete vat located in the back of the building, believed to be used for rendering lard. (This is identified on the 1925 Sanborn map as a conc. rend. vat.) Evelyn Burke, however, does not remember Baldwin using either the smokehouse or the rendering vat.

In the late 1920s and early 1930s, the Baldwins made a number of changes. Evelyn Burke recalls that they had broadened their inventory to

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<sup>4</sup>*Eugene Morning Register*, August 10, 1928.

<sup>5</sup>Evelyn Slocum Burke, interview with the author, Eugene, Oregon, December 4, 1995.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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**Baldwin Market**  
**Lane County, Oregon**

### Statement of Significance

include grocery items by 1927, although they continued to list the store as a meat market instead of a grocery until the 1932-33 city directory. Around 1930 they also added the second story above the north addition and rented it out as a second apartment. The Baldwins continued to live above the market for several years after Earl retired in 1934. They leased the market to a number of grocers over the course of the next few years. Pohll's Cash Market moved in in 1934, followed by a grocery operated by Hurshell McIntyre.

In 1937, Jesse and J. Warren Ash established the Ash & Son Grocery, later known as the Food Service Grocery. Jesse Ash purchased the building in 1941; his son J. Warren occupied the upstairs apartment with his wife Virginia and their six children. They operated in this building between 1937-1946. This period is the best-documented in the building's use as a community market. Members of the Ash family who grew up in the upstairs apartment still remember living there and working in the store downstairs. The Ash & Son store was popular in the neighborhood, and is remembered for being one of the last stores in the area to offer credit and delivery.<sup>6</sup> Tony Ash remembers his father delivering groceries in the neighborhood on a short-lived Schwinn "cycle truck," which Tony also used to deliver newspapers.

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<sup>6</sup>Judy Barr (née Ash) and Susan Droz (née Ash), interview by the author, October 23, 1995, Eugene, Oregon.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 6

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**Baldwin Market  
Lane County, Oregon**

### Statement of Significance

By the end of World War II, the family store had outgrown its old accommodations. The Ashes built a modern new store just south of their original location at the corner of 8th and Monroe. For many years, the three buildings which showed the evolving development of a continuous line of neighborhood markets stood next to each other on the Monroe lot. The Ash family store closed in the 1950s, apparently crowded out of business as larger supermarket chains moved into Eugene's neighborhoods.<sup>7</sup> The permit to wreck the original building, the one that stood at 759 Monroe, was issued in 1961.

### Architectural Significance

Through the 19th century, the false-front building was one of the most popular forms for wooden commercial buildings in Oregon. Richard Longstreth writes that false fronts are "especially common to small, wooden buildings erected during the second half of the 19th century to serve neighborhoods and create the commercial core of new towns during their initial development."<sup>8</sup> He cites the wall area below the parapet as being ideal for advertising needs, while

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<sup>7</sup>Barr and Droz, October 23, 1995. Safeway stores had existed in Eugene since about 1930 but initially located downtown. Their major expansion into the neighborhoods occurred in the 1940s and 1950s.

<sup>8</sup> Richard Longstreth, The Buildings of Main Street (Washington, D.C.: The Preservation Press, 1987), 55.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 7

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**Baldwin Market**  
**Lane County, Oregon**

### Statement of Significance

the added height given to the building "make(s) the facade appear larger and more urban than would otherwise be the case."

Kingston W. Heath, in his discussion of Montana false-fronted architecture, writes that "the wooden commercial front . . . reflects the first attempt at stability on the western frontier."<sup>9</sup> These were among the first buildings to replace the temporary shelters in many Western settlements. They lent a sense of permanence and legitimacy to a town that aspired to be more than a transient camp. The tall fronts soon gave the growing town a sense of protection and enclosure against the "wide open spaces" that characterized the western frontier.

Photographic evidence indicates that both one and two-story buildings using the false front system were common in Oregon into the 20th century. The book Oregon Main Street: A Rephotographic Survey includes historic photographs of 26 Oregon downtowns, most of which contain a mix of wooden false front, masonry false front, and other types of commercial buildings.<sup>10</sup> Photographs of such varied locations as Newport and Prairie City show a preponderance of the wooden false-front type in the early 20th century.

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<sup>9</sup>Kingman W. Heath, "False-Front Architecture on Montana's Urban Frontier." In Perspectives in Vernacular Architecture, III, eds. Thomas Carter and Bernard C. Herman (Columbia, Missouri: University of Missouri Press, 1986), 201.

<sup>10</sup>James Norman, Oregon Main Street: A Rephotographic Survey (Portland: Oregon Historical Society Press, 1994).

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 8

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**Baldwin Market**  
**Lane County, Oregon**

### Statement of Significance

In Eugene, the great era of the wooden false-front commercial structure was in the 1850s and 1860s, before brick buildings came to predominate for downtown commercial architecture.<sup>11</sup> Buildings such as the John M. Sloan Blacksmith Shop, photographed in the mid-1860s, wore the very minimal ornament of pioneer days.<sup>12</sup> Embellished only by a simple entablature across the top of the parapet, the two-story shop is essentially similar to the oldest part of the Baldwin Market in size and basic composition. While the type varied in proportions and ornamentation, these two examples show an enduring pattern that lasted through several architectural styles.

Early photos of Willamette Street prove that wooden false-front buildings were common in the early period of the city. Even into the 20th century, some of these persisted in the downtown area. At least two are visible in a 1914 photograph of Willamette Street taken from Skinner Butte.<sup>13</sup> Both Heath and Longstreth point out that this type of building has survived primarily in towns and neighborhoods which have felt less pressure from later development. In Eugene, where downtown property rose in value as the population expanded,

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<sup>11</sup>Elizabeth Carter and Michelle Dennis, Eugene Area Historic Context (draft) (City of Eugene, Oregon, 1995), 113.

<sup>12</sup>Lucia W. Moore, Nina W. McCornack, and Gladys W. McCready. The Story of Eugene, 2nd ed. (Eugene, Oregon: Lane County Historical Society, 1995), center pages.

<sup>13</sup>Moore, center pages.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 9

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**Baldwin Market**  
**Lane County, Oregon**

### Statement of Significance

such older buildings had less chance for survival than in smaller towns and more stable neighborhoods.<sup>14</sup>

Although wooden false-front buildings lost favor in Eugene's downtown by the 1880s, new examples continued to be erected to serve Eugene neighborhood into the 1920s. A possible explanation for the persistence of this tradition is the association with commercial uses that would make the building stand out in a residential neighborhood.<sup>15</sup> Single-story shops such as the 1928 grocery associated with the Armitage-Lamb House (444 Lincoln Street) filled a need for local services before the days of strip malls and convenience stores.<sup>16</sup> Another one-story neighborhood example of about the same period is located at 1123 Monroe Street.

In addition to these small neighborhood examples, some early 20th century false-front buildings exist in other materials, such as the concrete 1931 Stanwood Building at 50 E. 11th.<sup>17</sup> This late example is notable for its large footprint, although it is only one story high.

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<sup>14</sup>The final death blow to most of downtown Eugene's historic buildings came not as a result of the rise of the downtown but from a fear of its decline. The downtown mall urban renewal project, initiated in the 1960s to counter competition from new shopping centers, caused the demolition of 118 buildings within an 18 square block area. Christopher Stanley Gorsek, The Changing Character of Downtown Eugene, Oregon from 1950 to 1992, Master's Thesis for the Department of Geography, University of Oregon. Eugene, Oregon, 1992.

<sup>15</sup>" . . . the broad expanse of the rectangular facade alone would signal "store." Heath, 203.

<sup>16</sup>Intensive survey form for 436-444 Lincoln Street, Whiteaker neighborhood survey area, on file at the City of Eugene Planning Department (1994).

<sup>17</sup>Intensive survey form for 50 E. 11th Avenue, Downtown Survey Area, on file at the City of Eugene Planning Department.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 10

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**Baldwin Market**  
**Lane County, Oregon**

### **Statement of Significance**

Eugene's only other wooden false-front building which approaches the Baldwin Market in terms of size and scale is the Friendly Street Garage, located at the intersection of Friendly Street and 27th Avenue. Although possibly the same age as the Baldwin Market, this building is smaller and does not have very high integrity. Some of the greatest changes seem to have occurred around the time the building was moved from its previous location in the mid-1940s. The partial second story seems to have added around this time; the false brick composite siding may also date to this period. Apparently there have been a number of changes to the historic openings as well as the interior. In comparison, the Baldwin Market building is still very intact.

### **Period of Significance**

The period of significance for the Baldwin Market has been fixed at 1920-1946, the years in which the building is known to have served the community as a neighborhood store. Since the exact date of construction is unknown, the year 1920 is considered architecturally significant as the first year that the building is absolutely known to have existed and the year that major additions caused the building to assume its present shape.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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**Baldwin Market**  
**Lane County, Oregon**

### **Statement of Significance**

#### **Conclusion**

The Baldwin Market is one of the few surviving representatives of one of Eugene's earliest types of commercial building. Each of the surviving false-front buildings is a valuable remnant of a disappearing style, and each deserves to be preserved. As the largest wooden example known to exist in Eugene, and the only two-story example, the Baldwin Market building is of exceptional historical value. For its unusual architectural merit as a unique example of an early Eugene style and for its important place in the community life of the Westside and Whiteaker neighborhoods, the Baldwin Market is nominated to the National Register of Historic Places.



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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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**Baldwin Market**  
**Lane County, Oregon**

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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**Baldwin Market**  
**Lane County, Oregon**

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 10 Page 1

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**Baldwin Market**  
**Lane County, Oregon**

### **Verbal Boundary Description**

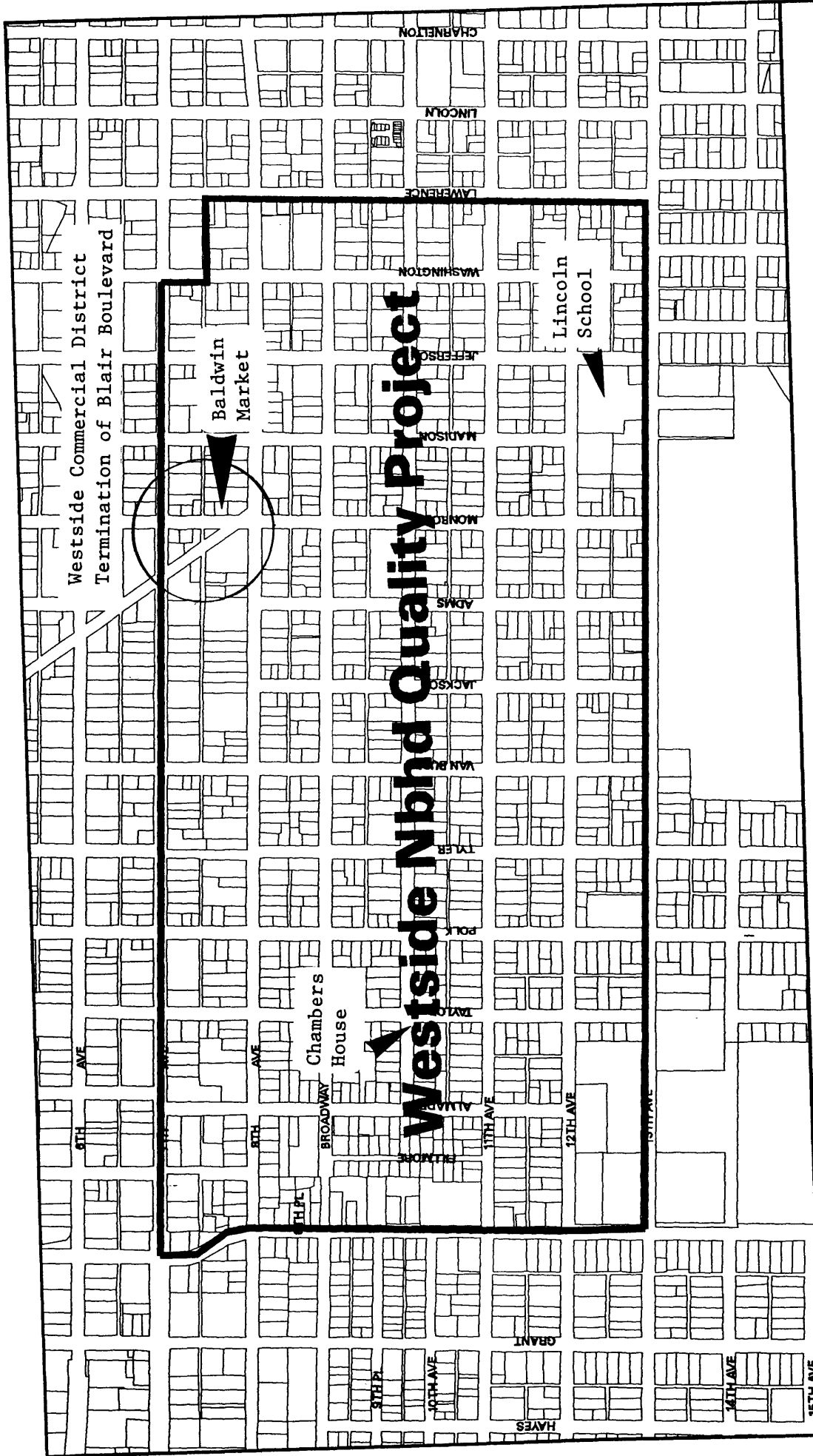
The property proposed for nomination can be located on Lane County Tax Assessment map 17 03 31 22 (attached), where it is indicated as tax lot 12100.

The current legal description for this parcel is as follows:

The south 64.75 feet of the north 114.75 feet of lot 6 block 18 of  
Packard's Addition to the City of Eugene.

### **Verbal Boundary Justification**

The nominated property includes the entire parcel historically associated with the Baldwin Market building, including its historic garage, and excludes the newer infill buildings which surround it.

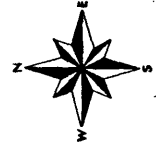


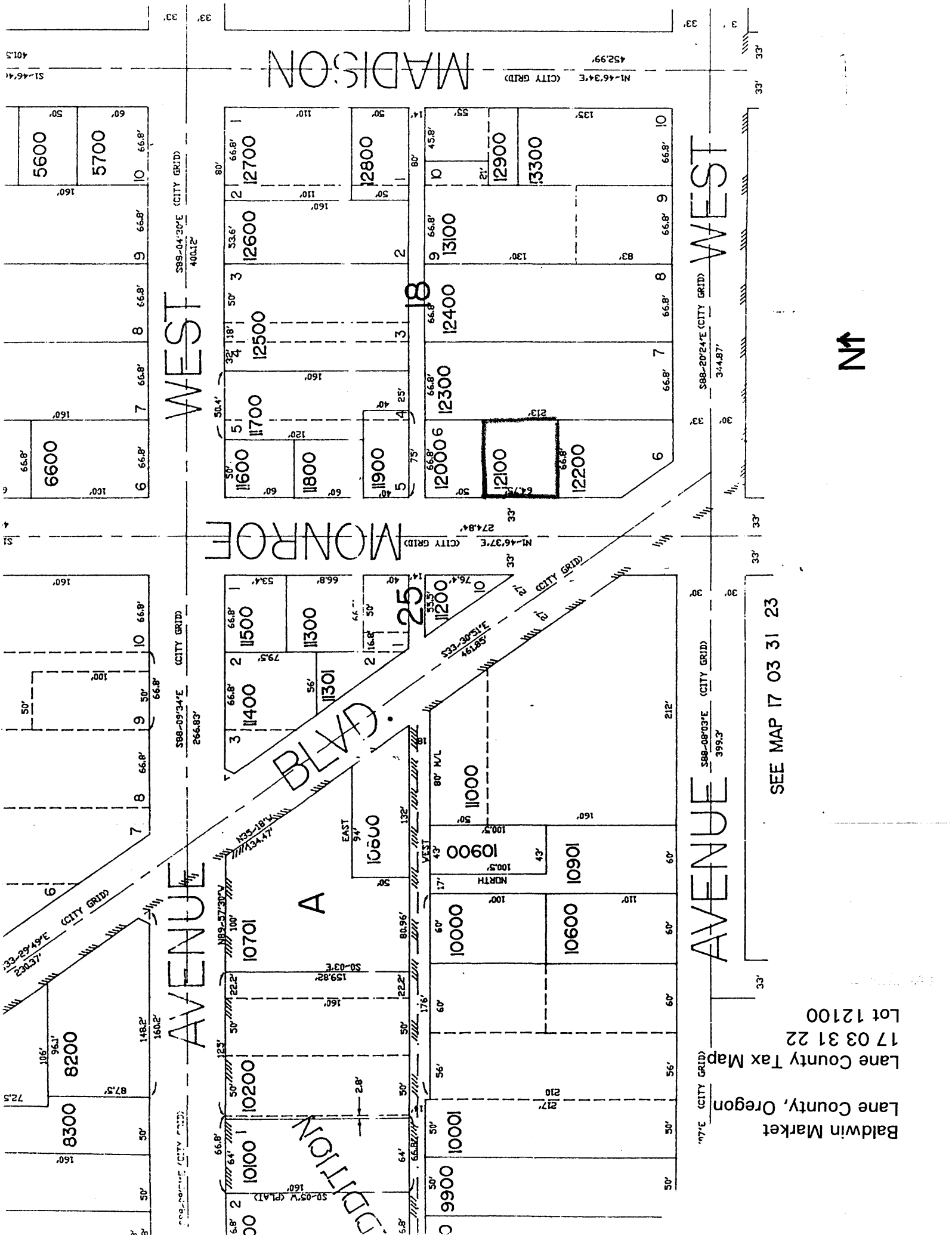
Westside Commercial District  
Termination of Blair Boulevard

Baldwin  
Market

**Westside Nbd Quality Project**

Lincoln  
School





SEE MAP 17 03 31 23

Baldwin Market  
Lane County, Oregon  
Lane County Tax Map  
17 03 31 22  
Lot 12100

WEST  
S88-04'30"E (CITY GRID)  
4001.2'

WEST  
S88-09'34"E (CITY GRID)  
266.83'

WEST  
S88-20'24"E (CITY GRID)  
344.87'

WEST  
S88-08'03"E (CITY GRID)  
399.3'

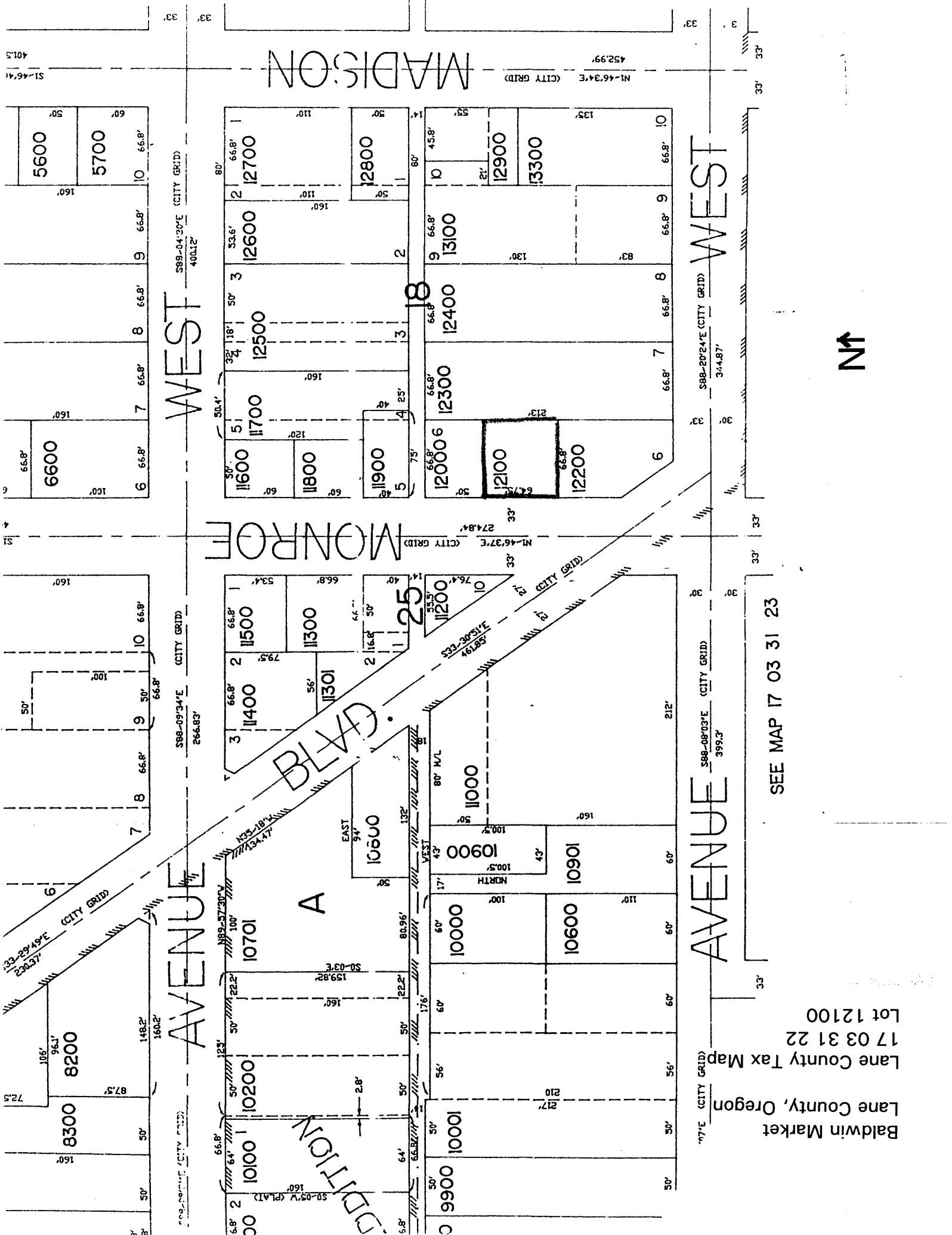
MADISON  
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452.99'

MONROE  
N1-46'37"E (CITY GRID)  
274.84'

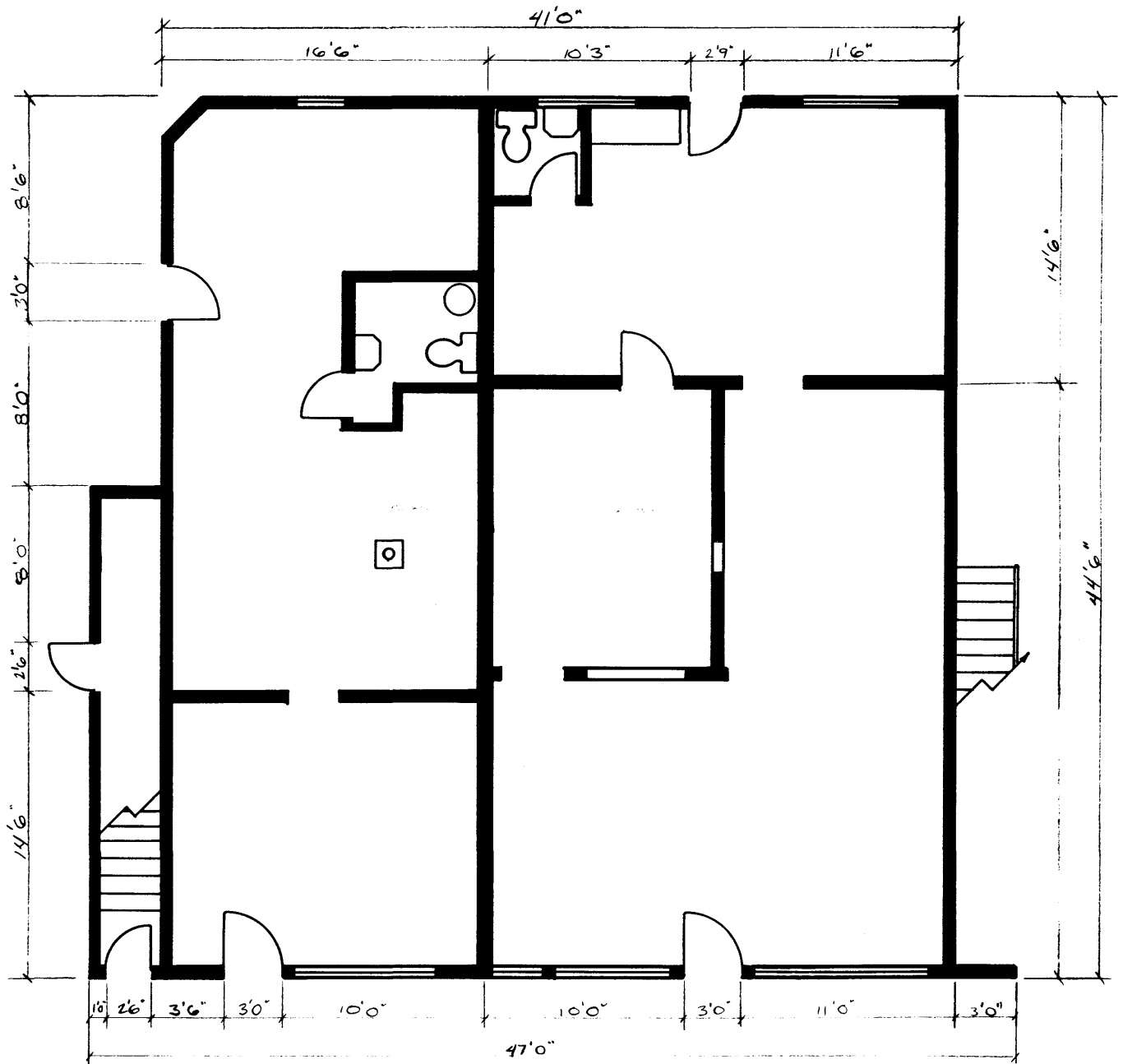
BLVD.  
S52-30'51"E  
S52-30'51"E  
S52-30'51"E

AVENUE  
S88-09'34"E (CITY GRID)  
266.83'

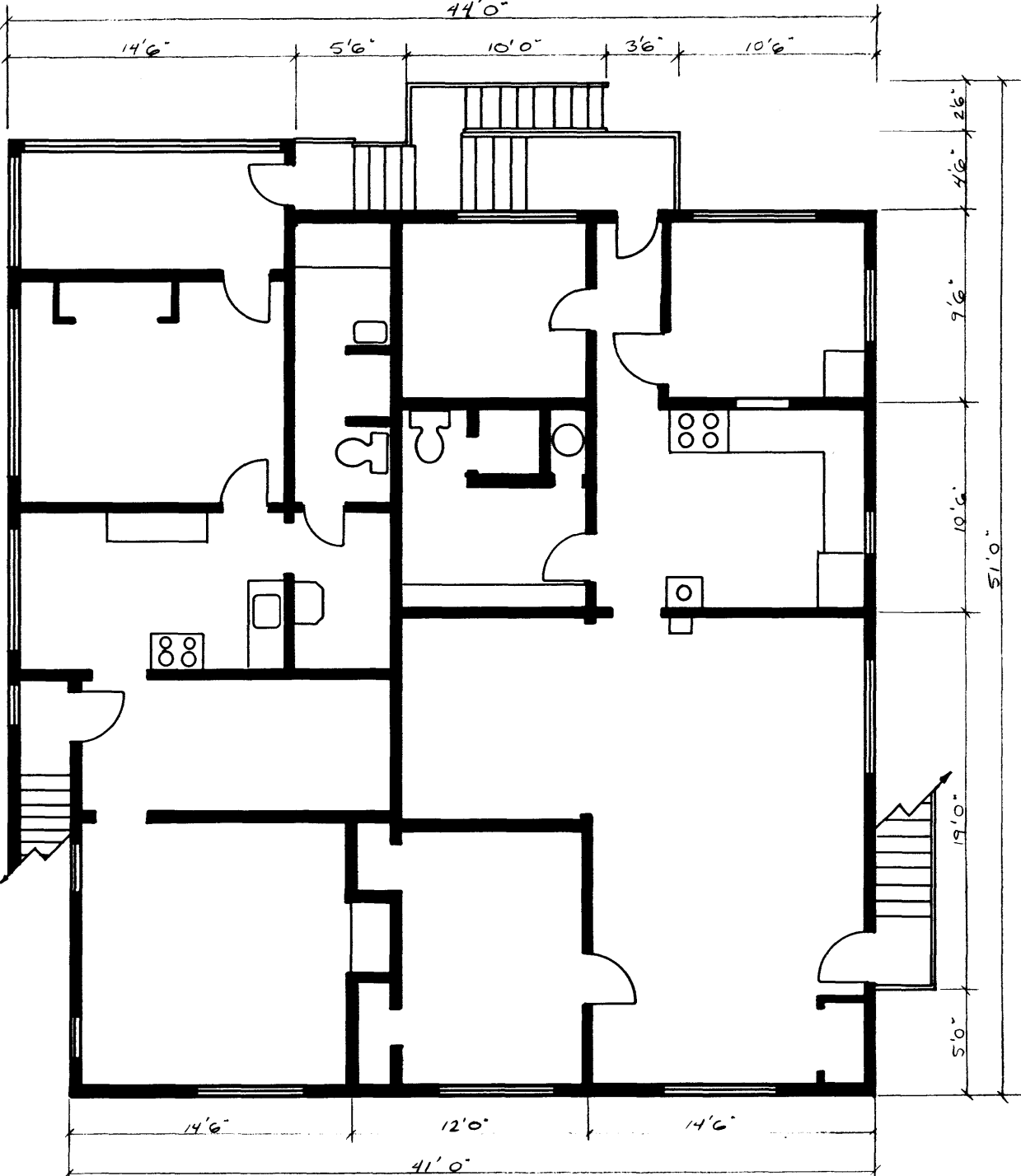
AVENUE  
S88-08'03"E (CITY GRID)  
399.3'



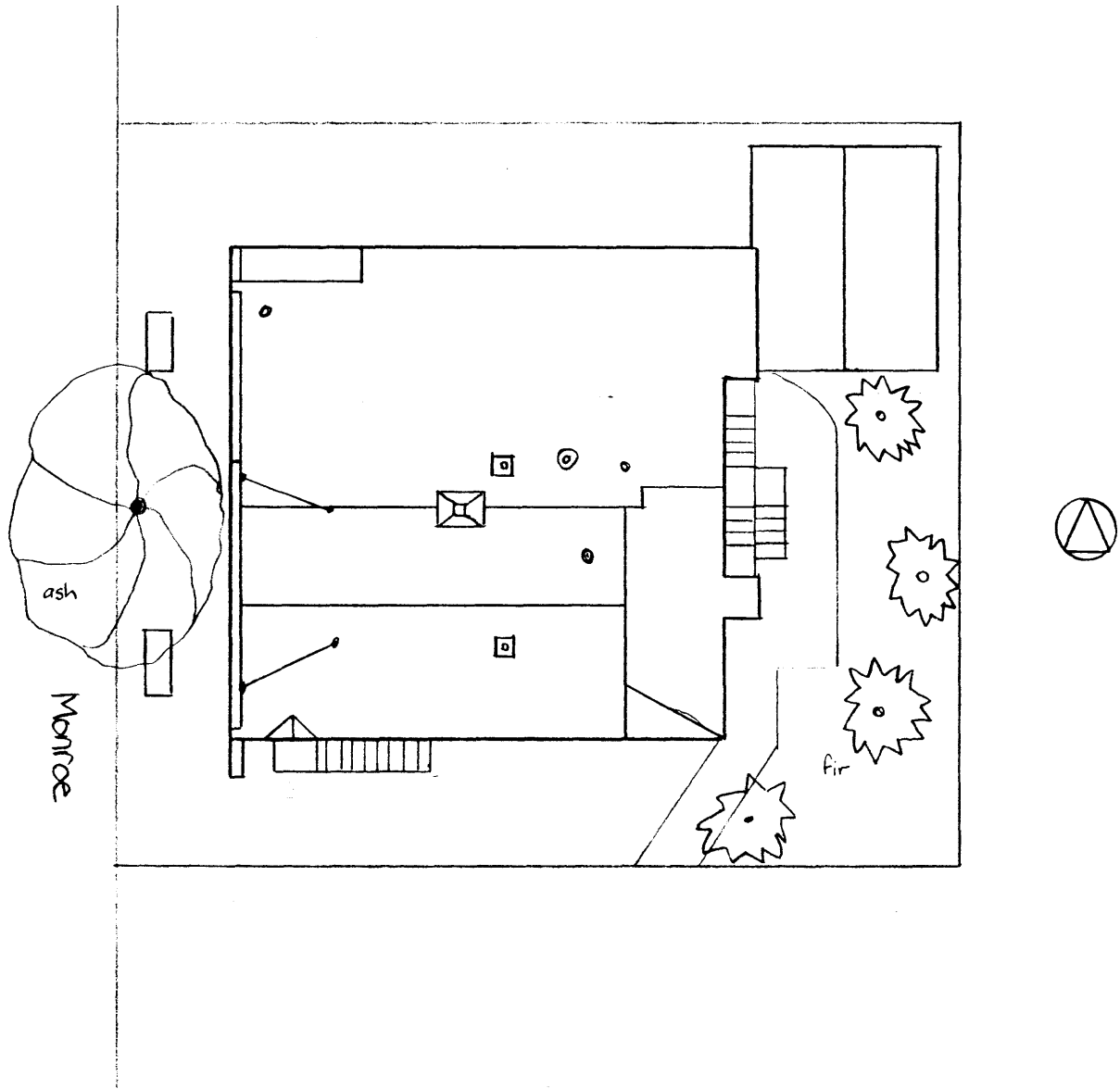
Baldwin Market  
765-781 Monroe Street, Eugene  
Lane County, Oregon  
First Floor Plan



Baldwin Market  
765-781 Monroe Street, Eugene  
Lane County, Oregon  
Second Floor Plan



Baldwin Market  
Lane County, Oregon





Baldwin Market  
Lane County, Oregon  
Historic Photographs  
Page 1 of 2

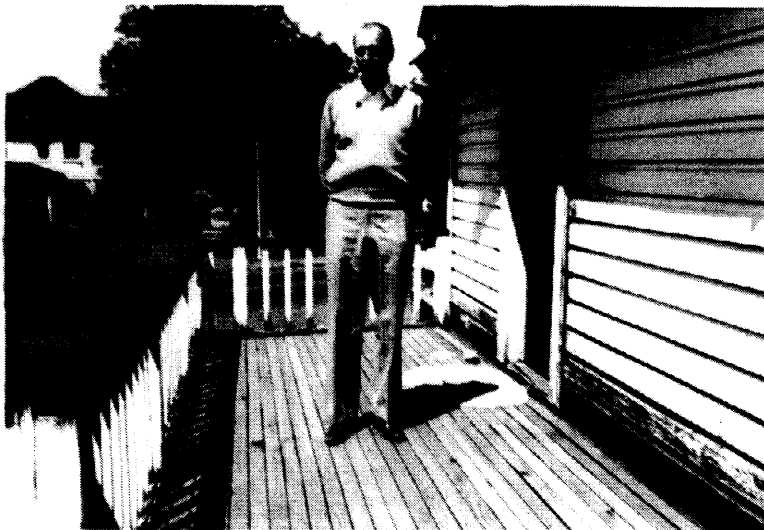


Jesse and J. Warren Ash c. 1940. Photo courtesy of Judy Barr.

Food Service Grocery c. 1940. Photo courtesy of Judy Barr.



Olive McKeegan, John Stuckey, and unidentified woman at Food Service grocery in the 1940s. Photo courtesy of Judy Barr.



Uncle Bill out on the new side porch, late 1940s or early 1950s. Photo courtesy of Judy Barr.