

SURVEY-INVENTORY FORM
COMMUNITY CULTURAL RESOURCE SURVEY

1. NAME Pacific Telephone & Telegraph Building
Historic

and/or Common N.A.

2. LOCATION UTM References: Kelso, WA-OR Scale: 1:24,000
Street & Number 1304 Vandercook Way Zone 10 Easting 505220
Northing 5109480
- not for publication

City, Town Longview - vicinity of

State Washington County Cowlitz

3. CLASSIFICATION

Ownership: public private both
Status: occupied unoccupied work in progress
Present Use: agriculture commercial educational entertainment government
industrial military museum park private residence
religious scientific transportation other:

4. OWNER OF PROPERTY

Name Pacific Northwest Bell Telephone Co. c/o Douglas Bonney

Street & Number 421 Oak Street, Room 4N, 13

City, Town Portland - vicinity of State Oregon

97204

5. MAJOR BIBLIOGRAPHICAL REFERENCES

Bebb & Gould, Architects. Construction Drawings. Seattle. 1928. City of Longview, Urban Services & Permits. Longview. 1985
Long-Bell Files. Business letters to Pacific Telephone & Telegraph; to Bebb, Gould and Graham. Longview. 1924-1928. Longview History Room. Longview Public Library.

6. FORM PREPARED BY

Name/Title Michael L. Neuschwanger, Architectural Apprentice

Organization City of Longview Date March 16, 1985
Urban Services & Permits Department

Street & Number 1525 Broadway Telephone 577-3330

City or Town Longview State Washington

98632

7. DESCRIPTION

Condition: excellent good fair deteriorated ruins unexposed
Circle one: unaltered altered
Circle one: original site moved date _____

Describe the present and original (if known) physical appearance
attach photo

The Pacific Telephone & Telegraph Building occupies a corner lot, fronting Vandercook Way to the southeast and Commerce Avenue along its long side to the northeast. The three story row building abuts a one story contemporary building on its southwestern side and a service yard and alley to the rear. Although similar in scale, the office is unlike the shop oriented buildings fronting Commerce Avenue with respect to the heaviness of its smooth rusticated base.

The building measures 50 by 75 feet, with three bays fronting Vandercook Way and four bays fronting Commerce Avenue. The building entrance and stairhall is in the side bay of the Vandercook Way facade. The upper stories of the building was originally L-shaped, with an indented light court behind the stairhall. On the ground story, the light court was filled by a one story brick structure which extended several feet to the rear. The extension remains but the light court has been filled by walls which are flush to the property line, thus making a rectangular shaped, three story block.
(see continuation sheet)

Verbal boundary description: Lot 1, Block 99,
Longview Addtn. #2
50'X120'

Acreage: Less than One Acre

8. SIGNIFICANCE

Specific dates	1928 ¹	Builder/Architect	Bebb & Gould, Architects
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Level of significance: local

a. History

The Pacific Telephone & Telegraph Building was built on lots purchased from the Longview Company a division of the Long-Bell Company, during the first five years of Longview's settlement. The communications company operated out of the Williamson Building until the office was constructed in 1928. When it opened, the company operated a business office on the ground floor, with offices and machinery in the upper stories.

The building was designed by the firm of Bebb & Gould, a prestigious architectural firm of Seattle, Washington. The firm, with an active junior partner, John Graham, is credited with several distinguished Art Deco buildings in Seattle, including the Seattle Art Museum (1932) the Exchange Building (1930) and the Bon Marche Building (1929). Their work during this period is characterized by a fusion of classical form and organization, with
(see continuation sheet)

b. Evaluation of Significance

The Pacific Telephone & Telegraph Building is significant as the finest example of Art Deco style in the Business District of Longview. The office is one of two structures in Longview designed by the firm of Bebb & Gould, and John Graham of Seattle, Washington, which also designed the Classic Art Deco Post Office. By its position in the Business District and by aspects of its form and size, the building exhibits the deed restrictions related to city planning efforts. Built and operated as the company's main office during the settlement period, the Pacific Telephone & Telegraph Building is representative of one kind of private investor Long-Bell sought in its development of Longview.

¹Building permit filed by Pacific Telephone & Telegraph Co. dated June 27, 1928, show a three story building valued at \$120,000 to be constructed.

SURVEY-INVENTORY FORM

CONTINUATION SHEET

1. NAME Pacific Telephone & Telegraph Building

7. DESCRIPTION - continued

The construction system is steel post and beam, in conjunction with poured in place concrete floors and masonry perimeter walls. All columns and beams are sheathed in concrete, brick, or terra cotta tile, or a combination thereof. The upper stories of the street facades are constructed of a buff colored brick, laid up in running bond. The base is faced in hollow cream colored, terra cotta, glazed panels, laid up in conjunction with brick coursings, as are the elements of architectural ornamentation. The side and rear walls are constructed of orange-red colored bricks with are laid up in common bond.

The Art Deco facade is characterized by vertical, double-story spandrel openings, which are set between brick walls on a smooth ashlar base. The ground story has a high, granite kickplate, which steps back into the slightly recessed bays. The ground story frieze is composed of decorative panels of an angular repeating motif. Over the building entry at the datum of the frieze, a large panel has a singular, kneeling figurine set in delicate relief. In the side elevation, coupled windows are divided by vertical, pilaster-like central mullions of brick construction, which terminate at the parapet frieze. Spandrels are composed of vertically banded chevron motifs, set within the tiled window surrounds. The surrounds rise from the second story lintels, terminating in decorative gables set within and slightly breaking the ornamental frieze of the parapet. Within the gabled surrounds, X-braced mullions cap the third story spandrel panel.

A dominant feature of the building is the tripartite, mullioned windows of the slightly projecting frontispiece. In this set, the built up surrounds and mullions sharply break the frieze and parapet coping. The entry bay is distinguished in the facade treatment from the frontispiece by a slight setback and by the simplicity of its openings, which are trimmed in brick with tile lintel. The upper story window frames are constructed of metal, of extremely vertical four over four sash. Ground story windows are one over one sash, coupled on the side elevation with radiating, chevron-like surrounds.

Other than the already described addition to the rear, the only other exterior alterations are to the solid metal front entrance door and steel grates over the windows, all of which are removable. Two of the third story windows have environmental control units set impermanently into the open sash. The entry vestibule which is faced in terra cotta panels, with a tile floor and stone trim, and coved ceiling, is intact. The original entry door also remains, set inside the once open vestibule. Interior details which are intact are mostly limited to the bathrooms, with tile wainscoting, floors, marble stalls and original fixtures. The structure of the stairs and stairhall, as well as some ceiling trim, still remains.

8. SIGNIFICANCE

a. History - continued

Art Deco ornamentation and decorative motifs. This building and the Longview Post Office (1934), also by Bebb, Gould and Graham, are exemplary in this regard. The post office was termed "Modified Classic" by the architects, perhaps a concession to the Georgian Classical buildings which were already fronting Jefferson Square at the time of construction.

Correspondence regarding a permanent telephone office in Longview between the Longview (see continuation sheet)

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Pacific Telephone & Telegraph Building

8. SIGNIFICANCE

a. History - continued 2

Company a division of the Long-Bell Company, Pacific Telephone and Telegraph and Architects Bebb and Gould and Graham began as early as November 1923. In a letter dated December 10, 1925, Real Estate Manager B. L. Lambuth reported to S. M. Morris, Long-Bell's Western General Manager, that the "local wire chief for the Telephone Co. advised me that construction of the company's permanent building will start in January ... It is expected that construction will be completed by September 1, 1926." Subsequent letters dealt with the legal aspects of deed restrictions, such as the 17 foot 6 inch ground story ceiling height requirement. On March 13, 1928, S.M. Morris sent a telegram to Robert A. Long, Long-Bell Chairman, in Kansas City. The telegram read, "City Council today granted franchise to Pacific Telephone & Telegraph and they have agreed to start construction on the telephone building within next 90 days." On June 27, 1928, a building permit was filed for the building.

The three story office building occupies a prominent corner site at an entrance into the Business District. Valued at \$120,000 at the time construction, the brick and tile faced building was one of the more expensive buildings in the Business District. A typical two story row building occupying a fifty foot slot, cost between 22,000 and 30,000 dollars in the early years of settlement.

Currently, the building is used by Pacific Northwest Bell to house machinery for its local operations. Despite the minor alterations noted in the descriptive section, the building's principal facades retain a high degree of integrity, with regard to their original appearance.