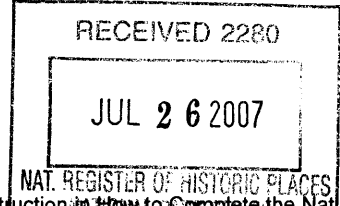


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National Park Service



# 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 an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classifications, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

### 1. Name of Property

historic name Cooley-Neff Warehouse

other names/site number \_\_\_\_\_

### 2. Location

street & number 340 North Fir Street  not for publication

city or town Medford  vicinity

state Oregon code OR county Jackson code 029 zip code 97501

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  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  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally.

[Signature] 7.24.07  
Signature of certifying official Title - Deputy SHPO Date

Oregon State Historic Preservation Office  
State or Federal agency and bureau

### 4. National Park Service Certification

I hereby certify that the property is:  
Action

- entered in the National Register  
See continuation sheet.
- determined eligible for the National Register  
See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

[Signature] 9.6.07  
Signature of the Keeper Date of

Cooley-Neff Warehouse  
Name of Property

Jackson Co., Oregon  
County and State

**5. Classification**

Ownership of Property  
(check as many as apply)

Category of Property  
(check only one box)

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

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

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

Number of contributing resources previously listed in the National Register

N/A

0

**6. Function or Use**

Historic Functions  
(enter categories from instructions)

Current Functions  
(Enter categories from instructions)

COMMERCE/TRADE: Warehouse

COMMERCE/TRADE: Warehouse

**7. Description**

Architectural Classification  
(Enter categories from instructions)

Materials  
(Enter categories from instructions)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS:  
Spanish Colonial Revival

foundation: CONCRETE: Poured

walls: CONCRETE: Poured  
STUCCO

roof: ASPHALT, METAL

Other: Windows: METAL

Narrative Description

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

See continuation sheets.

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The Cooley-Neff Warehouse, located at the SE corner of Third and Fir streets in the downtown commercial core of Medford, Oregon, was completed in 1924 as a commercial storage facility benefiting from close proximity to the Southern Pacific Railroad corridor. Essentially an industrial structure of stucco-coated concrete walls with wooden roof and floors systems, its simple utilitarian form is enhanced by Spanish Colonial Revival style detailing that makes the building a significant example of that once popular style in the region. The Cooley-Neff Warehouse is eligible for listing in the National Register under Criterion C as an example of Spanish Colonial Revival style commercial architecture in Medford, Oregon.

### SITE DESCRIPTION:

The Cooley-Neff Warehouse Building, at 340 North Fir Street, is a 75 foot x 170 foot rectangular structure, at the SE corner of the intersection of North Fir and 3<sup>rd</sup> streets. The structure occupies virtually all of Tax Lot 4000 of Jackson County Assessors Plat 37S2W25AA, consisting of the north ½ of lots 5 and 8 and all of lots 6 and 7, Block 34, of the Original Town Plat of Medford. A small 10 foot x 75 foot portion to the rear, being a vacated area of the Evergreen Way right-of-way, was added to the parcel in 1988.

The project site is primarily industrial/commercial to the north and south, with adjacent uses being a print shop and a plumbing supply business. Smaller industrial uses continue across the railroad tracks to the east. To the west, immediately across Fir Street, earlier commercial and industrial uses have been removed and their vacant sites now provide outside storage related to wholesale plumbing use.<sup>1</sup> Late nineteenth century and early twentieth century residential uses are located further west, north of 3<sup>rd</sup> Street. No structures within the immediate area have been evaluated or are considered historic.

The Cooley-Neff Warehouse stands just beyond the north boundary of the Medford Downtown Historic District, which ends at the centerline of 4<sup>th</sup> Street, one block south of the project site. Although sharing a similar developmental history to much of that district's industrial/commercial core, the Cooley-Neff building was isolated following the demolition of most of the other industrial/commercial buildings that once surrounded it, including the Medford Fire Station (at 3<sup>rd</sup> & Front), the Medford Lumber Company offices, mentioned above, the Jackson County Creamery Building (at 4<sup>th</sup> and North Fir), and the Farm Bureau Cooperative Exchange complex that occupied the balance of Block 34, as shown in Sanborn Fire Insurance Maps.

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<sup>1</sup> The plumbing business occupies the sites formerly associated with the Medford Lumber Company, owned by Charles Cooley, and subsequently operated by other members of the Cooley family and its heirs.

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### EXTERIOR DESCRIPTION:

The building consists of two levels: a full-size daylight basement, and the main floor that is approximately 4 feet above grade. Exterior walls are of bearing masonry, poured-in-place reinforced concrete, with a thin stucco coat on the exposed rear and north (3<sup>rd</sup> Street) facades and that portion of the south facade visible around the immediately adjacent structure. The front facade, facing North Fir Street, has a slightly heavier stucco coat, supporting the Spanish Colonial Revival character.

A small cornice detail, also of cast concrete, projects from the wall plane on all facades, following the arched-top parapet elements at the front and rear curvilinear gables. A secondary "shadow" line provides additional detail (front facade only). The north facade parapet is stepped in five sections that run the building's length. Window openings on the north facade are of mixed square and rectangular openings without trim or projecting sill details, all retaining original appearing multi-light steel sash windows. Glazing here is mixed, with woven-wire reinforced translucent panel and replacement glass, much of which has been vandalized. Some casement windows, with metal-clad wood frames, remain to provide ventilation in bathroom areas. Windows are of mixed sizes, set both singularly and in pairs, and range from large 16-light units to small horizontal four-light panes. All openings appear as originally constructed.<sup>2</sup> Three former freight or loading door openings with exterior wood "bumpers" remain from the original use.

Daylight basement windows on this facade, also square headed, have for the most part been removed and the openings boarded with plywood to deter vandalism. The original character of these openings is unknown.

The rear, east-facing, facade of the Cooley-Neff Warehouse Building was largely encumbered by later lean-to additions, built within the 10 foot x 75 foot vacated portion of Evergreen Way that was added to the property in 1989 (Medford Permit #3-46-89). Early Sanborn maps show a loading dock in this area that was removed or incorporated into the substandard T-111 clad, shed roof volume that occupied the NE corner of the structure until its removal for construction of the existing rear entry deck in 2006. An angled, open, loading dock juts off the SE corner of the building. This structure, open to the dock, is built of 2x4 and 2x6 construction, clad with T-111 and sheet metal roofing. None of these additive elements to the rear of the original masonry volume are historically significant.

The primary masonry wall of the rear facade, the upper portion of which is visible above the rear shed addition, is characterized by a simpler version of the arched curvilinear gable found at the front,

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<sup>2</sup> Some windows are temporarily covered with clear fiberglass-type corrugated panels to deter vandalism pending restoration.

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retaining the simple cornice line. Three centered window openings, with 6-light wood-sash windows that are assumed original, highlight this facade.

The roof of the Cooley-Neff Warehouse Building consists of two sloped built-up sections flanking a raised central "monitor" that runs the full length of the building beneath a corrugated metal gable roof. Both elevations of the monitor are lit with multi-light wood sash windows many of which are operable to provide interior ventilation. Many of the monitor windows are in poor-to-fair condition, with missing glass, damaged muntins or other similar issues.

The primary facade of the Cooley-Neff Warehouse Building is 75 feet long facing North Fir Street. Asymmetrically designed, two flat-parapet wings flank a central curvilinear gable with an extension to the north that caps the entry. Arched-openings, typical Spanish Colonial elements, accent the entry and window openings of the central portion of the elevation. A portal within the extended wing is similar to where a bell would be located within the style; however, there is no evidence, physical or documentary that such was ever installed at the Cooley-Neff Warehouse Building.

The entryway is highlighted by full-height flanking pilasters with projecting bases.<sup>3</sup> Projecting slightly from the main wall plane for accent, this area has a separate cornice element with three small 'dentils' above the shadow band. A recessed stucco panel within the arched entry opening serves as the building "marker," with individual letters that identify the structure "Cooley & Neff" and the date, "1924," all assumed original. A multi-light metal sash frame, originally with sixteen glazed panels, is located below the marker and above the recessed entryway that leads to the interior. The flanking office wing, originally with a large window bank, is temporarily boarded over, as are most other window openings on this elevation.

### INTERIOR DESCRIPTION:

The primary entrance to the Cooley-Neff Warehouse is via the set of original Douglas-fir steps and recessed entryway that lead up from North Fir Street to the office area. The entryway, currently protected by a temporary solid door, remains essentially "as built" with stained Douglas-fir wainscot, original door, and lath/plaster upper walls. Although deteriorated, with significant plaster missing, exposing lath, the wainscot appears to retain its original natural finish, with flat panels, battens, cap, and base all surviving in excellent condition.

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<sup>3</sup> Originally open to the street and then protected by a folding metal gate (which survives), the recessed entryway is currently enclosed with a temporary door/wall system to deter vandalism and similar problems. This feature, installed in 2006 by the applicant, was installed to protect the interior for weather and the potential for fire damage.

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The fir entry door itself is a large 36 inch wide frame around a single glazed panel, protected by a non-original applied wire mesh screen. Door hardware appears early, modified with later security bolts. Transom openings above the door, as well as on the flanking wall to the north, are filled with plaster panels and it is not clear if these were once glazed for additional interior light or not.

The door opens into a large main workspace, approximately 22 foot x 25 foot that occupies the NW corner of the building. To the north of the entry a smaller (11 foot x 16 foot) separate office area is defined by a framed full height partition. This area retains original appearing painted trim although no door or windows survive. Lining the east end of the main workspace is a "service" core which includes a cast-concrete fireproof vault with an original-appearing security door, a small closet, two bathrooms, and a connecting hall that leads to the main warehouse area. Other than the vault, all construction here is of frame walls with lath and plaster surfaces. The vault area has a concrete floor and floor surfaces in the remaining areas were of tile over wood sub-floor, all of which was recently overlaid with plywood type underlayment. Little or no other historic features remain or are known to have been associated with this space. As originally designed, a secondary access to the main warehouse space was located on the south wall of the main workspace (now filled with a framed wall to create separate areas).

The remaining large open area of the main floor at the Cooley-Neff Warehouse Building is fairly simple, being three longitudinal bays that run the entire width and length of the structure, divided by two column lines under the Monitor roof. An open wood/pulley freight lift located to the rear of the space connects the two building levels. With the exception of the office/service core described above, all remaining space on this floor level is a single open area.

Freight access is via the three original-appearing doors lining 3<sup>rd</sup> Street, each of two wood-panel doors that appear early or original. A sliding metal-clad door is located at the SE corner of the space, opening onto the loading dock/lift described above. At the NE corner a temporary door/entry system was installed in 2006 following removal of the non-historic covered loading area.

Interior finishes on the main floor of the Cooley-Neff Warehouse are universally simple and utilitarian, consistent with the building's function as a warehouse or storage facility. Perimeter walls are of poured in place concrete, currently painted white to increase reflected light. Engaged pilasters divide the walls into "bays" approximately 10 feet wide. Exposed wooden structural elements of unpainted fir include vertical columns with diagonal bracing, beams, roof rafters and the exposed structure of the monitor roof. Flooring is mixed, with what is assumed to be the original wooden floors reinforced with 3/8" inch steel plates (approx. 3 foot x 6 foot) overlaid to allow easier movement. Some areas have thin concrete overlay, especially at the rear, behind the open wooden freight "lift" that allows material movement between this main and basement levels. Lighting throughout is non-historic, with exposed

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tube florescent lighting dropped from the roof bottom chord of the roof structure, thereby augmenting the substantial day-lighting from the monitor.

The lower, daylight basement, level of the Cooley-Neff Warehouse Building is accessed via an early or original stairwell at the rear (east) end of the service core. Freight/goods entered this area through the open wooden lift system located toward the rear wall of the building. As in the upper level, this space is essentially a single large open volume punctuated by the structure system supporting the massive floor system of 2x12 joists set approximately 12 inches o.c. and left open. Ceiling height is low, approximately 8 feet above the poured concrete slab floor. Large laminated beams (6 each, 2x12) run longitudinally, supported on regularly spaced 8x8 posts that divide the interior into five roughly equal sized bays. The floor/ceiling system was modified at an unknown time with the addition of 2x6 angled bracing, attached to the beam system with galvanized Simpson-type clamps.

Lighting is mixed, with exposed florescent tube lights and a few, earlier appearing, enamel-shade incandescent. No lighting appears original or early to the structure, but this is unclear.

At the NW corner of the basement a cast concrete vault-like room lines the northern edge of the stairway. This space is of uncertain use but may have been intended to provide a fireproof storage area. A metal-clad door is the sole entry. Immediately adjacent to this vault, at its SW corner, a coursed brick flue originally vented the heating system, which was located in a small enclosed room removed during the abatement of hazardous materials. Remaining systems in the basement level include an early ceiling mounted fire sprinkler system, fed by a large valve/pipe that runs the length of the building's southern wall.

### **KNOWN ALTERATIONS:**

As noted above, several known modifications to the Cooley-Neff Warehouse Building were undertaken following purchase by the applicant in 2006 to reduce vandalism and access. These included the removal of the non-original (1988) enclosed rear loading dock, the installation of the temporary entry door on North Fir Street and the application of clear corrugated panels over the metal frame windows facing 3<sup>rd</sup> Street. Interior changes undertaken in 2006 involved removal of the heating enclosure in the basement to abate asbestos and the over-layment of a wooden sub-floor in the main floor office area for the same reasons.

Other identified modifications include the construction of the wood and metal "shed" at the SE corner (c1988) to protect a hydraulic loading lift. This change may have also included the creation of the present sliding metal freight doors at this location. Daylight basement window openings, as well as those in the main floor office area and at the upper level of the curvilinear gable ends were boarded

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over c1988 to create a secure storage area. In some cases, original frames remain but many, including all in the basement level, have been removed.

## **SUMMARY:**

The Cooley-Neff Warehouse Building, built in 1924 at the northern end of the railroad corridor that spans the downtown core of Medford, Oregon, was part of the fireproof commercial storage construction that characterized this area. Largely "as built," this simple industrial structure of stucco-coated concrete walls, wooden roof, and floors systems, is enhanced by the modest use of Spanish Colonial Revival style detailing that makes the building a significant example of that once popular style in the city of Medford. The Cooley-Neff Warehouse Building, retaining high integrity and accurately relating its original appearance during the period of significance, is eligible for listing in the National Register under Criterion C as an example of Spanish Colonial Revival style commercial architecture in Medford, Oregon.



Cooley-Neff Warehouse  
Name of Property

Jackson Co., Oregon  
County and State

**8. Statement of Significance**

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

Areas of Significance  
(Enter categories from instructions)

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

ARCHITECTURE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance  
1924  
\_\_\_\_\_  
\_\_\_\_\_

Significant Dates  
1924  
\_\_\_\_\_  
\_\_\_\_\_

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

Property is:

Significant Person  
(Complete if Criterion B is marked above)

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

Cultural Affiliation  
N/A  
\_\_\_\_\_  
\_\_\_\_\_

Architect/Builder  
Childers, Elmer (Builder)  
\_\_\_\_\_  
\_\_\_\_\_

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

**9. Major Bibliographical References**

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

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

- Primary location of additional data:
- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Jackson Co. Courthouse

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The Cooley-Neff Warehouse, located at the SE corner of Third and Fir streets in the downtown commercial core of Medford, Oregon, was completed in 1924 as a fireproof commercial storage facility benefiting from close proximity to the Southern Pacific Railroad corridor. Although essentially an industrial structure, the simple utilitarian form is enhanced by Spanish Colonial Revival style detailing that makes the building a significant example of that once popular style in the region. The Cooley-Neff Warehouse is eligible for listing in the National Register under Criterion C as an example of Spanish Colonial Revival style commercial architecture, in Medford, Oregon.

### CONTEXT:

Medford was founded in 1883, in the center of the Rogue River Valley, in anticipation of the arrival of the railroad line from the north. Bolstered by its access to transportation, the “new town on the valley floor” quickly grew into a major shipping point for the agricultural products of the surrounding region. Two-story brick buildings replaced original frame construction along the primary east-west corridor, Main Street (originally 7<sup>th</sup> Street) and the “Railroad Reservation,” a multi-block area centered on the railroad depot that lined both sides of the north-south rail corridor between 4<sup>th</sup> and 10<sup>th</sup> Streets, and became the focus for various industrial and commercial uses dependent on proximity to the rail line.<sup>1</sup>

After 1900, during the period known locally as “the Orchard Boom,” as the Medford area became increasingly known for tree-fruits (pears, apples and, to a lesser extent peaches), packing houses were the dominant industrial/commercial use in the Railroad Reservation. Other uses, mostly lumber-related, warehouses for various goods, and a seed and feed store, also developed along the rail corridor, all existing on land that was leased from the railroad itself. The “Orchard Boom” flattened after 1913, as over-planting and drought reduced the industry’s success. Medford’s population declined in the decade after 1910, following an increase of more than 300% in the decade after the turn of the century. After 1913, most development in the area was put on hold, initially by the sharp decline in need and then by the country’s entry into World War I.

After the war Medford’s economy began to rebound, including some redevelopment along the railroad corridor. Interest in the areas just beyond the Railroad Reservation grew, because the lands there could be purchased, as opposed to leased, from the railroad. Among these new development projects was the construction of the Cooley-Neff Warehouse.

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<sup>1</sup> The original depot location in Medford was literally in the middle of Main Street (7<sup>th</sup>), blocking traffic thru town. In 1899 a new railroad depot was constructed south of 7<sup>th</sup>, at the SW corner of Main and Front (the first depot was loaded on a flat car and shipped to Talent, Oregon, nine miles to the south, where it remained in use until the mid-1930s). After construction of the Medford Southern Pacific Railroad Passenger Station (NRIS #96000629), the 1899 Depot was converted to freight usage.

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### DEVELOPERS:

The 1911 Sanborn Map of the block at the SE corner of 3<sup>rd</sup> and North Fir streets shows two small wood frame buildings occupying the nominated property, a portion of the "Crater Lake Company" operation, whose planning mill stood at the corner of Evergreen and 4<sup>th</sup> streets. A note on the property states "Not in Operation-All Buildings Boarded Up, No Watchman."

Cooley and Neff, the developers and longtime owners of the subject property, were both prominent Medford-area businessmen and real estate investors. Jeremiah H. Cooley (b. 1856 in Balasore, India) arrived in Medford in 1909 to continue his successful career in the lumber industry, establishing the Medford Lumber Company, located directly opposite the warehouse site. Cooley was involved with many other ventures and investments, including lumberyards in Grants Pass and Ashland operated in connection with his son, Charles. Jeremiah, generally known as J. H., Cooley died in August 1941 at age 85 (*Medford Mail Tribune*, 25-August-1941, 1:5, 26-August-1941, 10:1).

Porter J. Neff (b. 1871 in Bushnell, Ill.) was one of Medford's most prominent attorneys for nearly half a century, having arrived in Oregon in 1908 and establishing his practice in Medford. Neff served as the attorney for the City of Medford and worked with many other communities over his long career (*Capitol Publishing*, 1948:411-12). In addition to the nominated warehouse, the Cooley and Neff investment partnership was also responsible for the development of a small commercial block at the corner of 6th and North Central and, most prominently, for the Craterian Theater building (also known as The Cooley Building), on South Central Avenue.<sup>2</sup> Neff died in 1959.

### CONTRACTOR AND CONCRETE:

The Cooley-Neff Warehouse was built, and possibly designed, by Elmer N. Childers. Childers was the son of Spencer Childers, one of the earliest brick masons in Medford. Working first with his father, Childers later became a prolific and highly regarded contractor and developer in his own right. He was among the earliest contractors in southern Oregon to exploit the use of poured-in-place concrete construction as opposed to the traditional brick masonry used for the city's earlier commercial work.

Concrete, although developed during Roman times, only became a common building material in the late-nineteenth and early twentieth centuries, allowing structures to be more quickly, and

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<sup>2</sup> The Craterian was Medford's first "Movie Palace" when it opened in 1923. Porter Neff's law offices occupied the upper floor. Neff's junior partner, Otto Frohnmayer, father of former Oregon Attorney General and current University of Oregon President, retained law offices in this building until the early 1990s.

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economically, built. The addition of reinforcing rods, typically steel "Rebar" or woven or extruded wire mesh, added additional rigidity and allowed concrete to function exceedingly well under both tension and compression. Since it was inexpensive and requiring less skilled labor, concrete grew in usage during the late-nineteenth and early twentieth centuries. In Medford, the Sparta Building, designed by Frank Chamberlain Clark (1911, 12 North Riverside) and built by Elmer Childers, is among the first major concrete structures in southern Oregon, and marked Elmer Childer's first documented work without his father.

Childers's later buildings, many assumed to be self-designed, included the Dreamland Ballroom (1928, 417 East Main Street), and a series of structures lining East Main Street, east of Bear Creek and North Central between 5<sup>th</sup> and 6<sup>th</sup> streets, all of concrete construction. Largely through his own work, concrete almost entirely supplanted the use of brick for commercial work in Medford after World War I.<sup>3</sup>

In addition to his construction work, Childers was an influential civic leader in Medford. He was instrumental in the development of Medford's first building code and served several terms on the Medford City Council. Over his long contracting career, Elmer Childers was responsible for many of Medford's finest downtown buildings as well as significant remodeling work for U.S. National Bank and others. Outside of Medford, his firm was responsible for both the Rogue Theater in Grants Pass, and the Varsity Theater in Ashland. Childers was responsible for "...nearly fifty commercial buildings in southern Oregon" (Capitol Publishing, 1948:109).

### **DEVELOPMENT HISTORY:**

Built during a second phase of commercial development in Medford, a period that began after World War I, construction of the Cooley-Neff Warehouse Building was announced in June 1924, when Cooley and Neff made plans to build a new, fireproof building for the Mason-Erhman Company of Portland. Mason-Erhman, a statewide grocery distributor, had first opened a Medford location in 1910, providing wholesale products to vendors throughout the southern Oregon region. The company had leased a series of locations, all along the railroad, prior to making plans to relocate to this site north of the Depot:

Excavating has started at Fir and Third streets for the erection of a new warehouse for the Mason, Erhman Company of Portland. It will be [a] 75 feet by 175 feet, one

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<sup>3</sup> In other parts of the country a fired clay product, Hollow Clay Tile (also called Structural Clay Tile) was a popular alternative to brick however Medford has few examples of that material, relying almost entirely upon concrete for commercial and industrial buildings. (See Paulson, "Structural Clay Tile," in Jester, *Twentieth-Century Building Materials* (1995).

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story concrete structure, to be completed and ready for occupancy by October 1<sup>st</sup>  
...A steam shovel has been installed on the ground for the basement  
excavating... (*Medford Mail Tribune*, 10-June-1924, 5:2).

In September, the paper reported that Elmer Childers was in the process of "...doing the cement work on the Mason-Erhman Company warehouse among several other projects" (*Medford Mail Tribune*, 17-September-1924, 2:1). While not conclusively documented, it is assumed that Childers, among the Medford area's more prominent building contractors during this period, served as general contractor in addition to the concrete work. No designer is known; however, Childers is credited with several other similar designs to the Cooley-Neff Warehouse, particularly in the use of Spanish Colonial details that characterize the North Fir Street elevation.

Construction of the Cooley-Neff Warehouse Building continued through the summer and fall, and in December 1924 the local newspaper announced Mason-Erhman had opened in the new location:

The new quarters comprise the latest in modern architecture, suitable to their business, the building having a frontage of 75 feet on Fir....extending back to the Southern Pacific Railroad. The building is all solid concrete and is fire proof... (*Medford Mail Tribune*, 2-December-1924, 8:2-3).

Polk City Directories of the Medford area document Mason-Erhman at this location at least through the late 1940s, but by 1956, the Cooley-Neff Warehouse was occupied by Franklin Transfer and Storage and the Niagara Chemical Company. Sears and Roebuck used the building as a warehouse in the mid-1960s. During much of the 1970s and 1980s, the building appears to have been vacant, with no occupant listed in city directories.

Cooley and Neff's heirs sold the property in 1974 to Sherman and Wanda Olsrud (1974-16554, JV 75-01051). Sherm Olsrud, president of a local grocery corporation, appears to have used the building for storage, although it may have been occasionally leased to others. In December 2003, the Olsruds donated the Cooley-Neff Warehouse Building to the Rogue Valley Medical Center Foundation (JCD 2003-86019). The hospital used the building to store extra furniture and equipment, but essentially it remained vacant and little used pending sale to support the center's endowment. The present owners acquired the structure in 2006 with the intent of restoring the exterior of the building to a more active use (JCD 2006-2503). The Cooley-Neff Warehouse Building is currently used for storage related to the owner's business.

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### SPANISH COLONIAL REVIVAL STYLE:

Although interest in Spanish Colonial architecture in the southwestern portion of the United States, colonized by Spain and Mexico during the eighteenth and nineteenth centuries never entirely waned, interest in the style spiked in the late-nineteenth century following the publication of the romantic novel, *Ramona*, set during the era of Spanish Missions in California. Written by Helen Hunt Jackson and published in 1884, just shortly before Jackson's death, *Ramona* is often compared to *Uncle Tom's Cabin* since the book popularized the plight of the California Indians at the hands of missionaries and settlers. Almost conversely to its primary message, it also created a renewed appreciation for California's earliest architectural character, resulting in interest in preserving the surviving California Missions as well as engendering new work using adobe, red terra cotta tile roofing, and arched windows that were so intrinsic to the design of those early structures.

Such early twentieth century examples, usually termed "Mission Revival," tended toward more academic versions of the style that proved cumbersome for dwellings and smaller commercial structures. Several leading architects, mostly in California, adopted the form and either interpreted it in a modern fashion (Irving Gill, for example,) while others (Bernard Maybeck and Julia Morgan) melded Mission styles with Baroque elements taken from traditional Spanish architecture. Led by notable designers such as these, others began to take elements of the Mission style and reinterpret them into more conventional forms that could be adapted to new purposes. These various threads were tied together and presented to the public by Bertram Goodhue. "The formal birth of the new style came...in 1915, when San Diego city leaders opened the doors for the Panama-California Exposition" (McMillan, 2002:31).

With the success of the San Diego exposition and the attractive buildings that Goodhue designed for it, the Spanish Colonial Revival Style gained popularity, particularly in the West, where designers were looking for new forms to replace the Craftsman and Bungalow styles that had dominated residential architecture prior to World War I. A number of architectural "Revivals," both domestic and European-inspired, became popular between the end of the war and onset of the Great Depression. Colonial Revival, Norman Farmhouse, and others each had proponents and inspired commercial and institutional designs along with the more prevalent residential forms.

Buildings in the Spanish Colonial Revival styles exhibit a broad range of detail with the best examples, generally in the southern California area where the style originated, having complex, asymmetrical floor plans, lavish outdoor gardens and extensive use of decorative, period-inspired, wrought-iron, ceramic tile, stonework, and finely detailed window patterns. Outside the Southwest, more common, builder-designed examples of the Spanish Colonial Revival style were distilled to a

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series of essential elements that, in some cases, became little more than a finish and trim package applied to only slightly modified bungalow-like residential forms.<sup>4</sup>

The characteristic elements of the Spanish Colonial Revival style are fairly consistent, based as they are on historic architectural forms. Typical elements include heavy stucco finished walls, in replica of adobe, arched windows and entryways, "pierced" walls or "flying" arched elements, portoles, and red-tile pediments or cornices. Residential designs often have arched openings and heavy fixed shutters made of chamfered edge wood planks.

Many institutional or commercial examples of the Spanish Colonial Revival Style can be quite elaborate, as in the case of city halls, train stations, and other free-standing structures that were built within a landscaped setting. More traditional commercial examples, particularly those built within established commercial areas, however, were often very simple, using only the basic elements of the style. In Medford, where several known examples of the Spanish Colonial Revival style were actually renovations to nineteenth century brick structures, such detailing occurred only on street-facing facades, with no continuation of the style on the interior.

The Cooley-Neff Warehouse, an industrial structure built in a smaller Oregon community, nevertheless incorporated examples of nearly all the primary elements of the Spanish Colonial Revival style. The building's street-facing facades boast a stucco coat over the bearing cast-in-place concrete walls. The main elevation, facing Fir Street, has arched entryways, the pierced wall or flying arched opened over the main doorway, and both front and rear sides have the projected curvilinear arched-top parapets at the gable ends.

### **MEDFORD EXAMPLES:**

The primary period of popularity of the Spanish Colonial Revival Style, generally reported as 1915-1930, reached its peak in the early-to-mid 1920s, just as Medford was emerging from a period of stagnation after the decline in the orchard boom and the onset of World War I. Brick construction, which had largely characterized the city's nineteenth century and pre-war twentieth century commercial architecture, was seen as "old-fashioned" and outdated during this period. Building technology also changed after the war, as concrete construction became more and more prevalent in Medford as contractors became more adept at using the material. Elmer Childers, son of Medford's first brick mason and the builder of the Cooley-Neff Warehouse, would become known as one of the leading concrete contractors in the region.

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<sup>4</sup> Indeed, in at least some cases, new residential work was actually promoted to potential buyers as a "Spanish Colonial Bungalow" design. (See City of Albany, Oregon., *Bungalow and Craftsman Architecture 1900-1940*, August 1992).

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The Spanish Colonial Revival Style was particularly well suited to concrete construction, among the more popular styles of the time, and quickly came into common use in southern Oregon after World War I. Many examples of the style and its variants, as might be expected, are single family residences. These include the Williamson-Heckman House, built in late 1926 at 6 Corning Court,<sup>5</sup> the Claude Haggard House at 405 J Street, and several residences attributed to local architect Frank Chamberlain Clark.<sup>6</sup> Two multi-family examples of the style are the Arthur Arms Apartments, built in 1930, at 330 North Holly, and the Findley Apartments, built about the same time at 505-515 South Holly.<sup>7</sup>

The style, however, also proved popular for commercial and institutional buildings. Several storefronts on Main Street in Medford were remodeled to a Spanish Colonial Revival appearance, most notably the Webb-Adkins Block at 220 East Main Street. Built in 1890 by Spencer Childers, Elmer's father, the fairly staid facade of this typical commercial storefront was entirely redesigned in 1926 in connection with the relocation of the Fluhrer Bakery. The exuberant facade with curvilinear parapet survived only through 1937 before it was again modernized.<sup>8</sup> A less elaborate example of the Spanish Colonial Revival style was the design of the Beck Apartments/Beck Bakery Building at 24 South Grape Street. This facade, long occupied by the Medford Labor Temple, survived relatively intact until remodeled for use as a daycare center in 2000.

Other Spanish Colonial Revival Style buildings in Medford and vicinity include the "Chapel of Rock and Roses," a very late example of the style built at Oakdale and South King streets in 1945, and the original Medford Mail Tribune Building, a fine downtown example that was built c.1910 on Fir and 6<sup>th</sup> streets, next to the Holland Hotel. Frank Chamberlain Clark's design for Gates Auto Company (c.1925) was a fine two-story commercial storefront in the Spanish Colonial Revival Style, but like the Holland Hotel and the Mail Tribune Building, was razed for newer construction. Two churches in Medford, the First Presbyterian Church (1926, designed by F. Manson White) and the First Methodist Church (1924, designed by Baker, Vogel and Roush) survive and exhibit the influence of the Spanish Colonial Revival Style.

The Craterian Theater, located near the Cooley-Neff Building, was also developed by the Cooley-Neff partnership, and boasted elements of the Spanish Colonial Revival Style, including the use of ceramic tile ornamentation and a wrought iron railing over the projecting "balconet" that highlighted the

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<sup>5</sup> See Corning Court Ensemble, National Register of Historic Places Nomination, 1990 (NRIS #91000043).

<sup>6</sup> These include, most notably, the Albert Orr House (c1927, 220 North Barneberg Road). See Evans & Atwood, *Frank Chamberlain Clark Inventory* (Southern Oregon Historical Society, 1982), Site No. 190.

<sup>7</sup> See *Medford Mail Tribune*, 30-March-1930 for information on the grand opening of the Arthur Arms Apartments, a vaguely Moorish-inspired courtyard type complex built by L. J. Adams.

<sup>8</sup> See *Medford Survey of Historic & Cultural Resources*, Downtown Commercial Area Phase II (1994-1994), Site #318.0.



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entryway on South Central. This area, which also included a stylish marker-block type panel similar to that of the subject property, originally opened onto a stairway leading to the law offices on the upper floor, long occupied by Porter J. Neff. The Craterian building was razed and replaced with a new structure of somewhat similar design in 1996 in connection with the establishment of the Craterian-Ginger Performing Arts Center.

Surviving examples of commercial structures in Medford that exhibit the influence of the Spanish Colonial Revival Style are limited to a few mid-block storefronts in the downtown core area. Many of these were built by Elmer Childers, who clearly saw an opportunity to improve poured concrete structures with stucco and simple elements of the style. Such structures include the Clara Barkdull Building (1928, 119 North Riverside) and the recently discovered Mason Motors Building (c.1925, 131 North Bartlett).<sup>9</sup> Both these surviving structures are modest, with the Barkdull Building having some simple detail included within its stucco facade, while the Mason Motors Building has a pressed-tin cornice detail that imitates red terra cotta tile.

### **SUMMARY:**

Achieving popularity during a period of resurgent growth in Medford, Oregon, the Spanish Colonial Revival was particularly well suited for use in detailing the poured-in-place concrete structures favored in the city. Notable residential, public, and commercial structures built during the 1920s often made use of Spanish Colonial Revival details and the style was a popular element within the city's core commercial areas.

Built during a short period of time, today virtually all of Medford's commercial examples of the Spanish Colonial Revival style have been razed or so significantly altered that they no longer reflect their original design. As a result, the Cooley-Neff Warehouse Building remains the best surviving example of that style in downtown, retaining a high degree of integrity in design, workmanship, and materials and effectively conveying its original appearance as constructed in 1924.

The Cooley-Neff Warehouse Building is an intact commercial example of the Spanish Colonial Revival Style in Medford, Oregon. It is eligible for listing in the National Register of Historic Places under Criterion C as an example of the Spanish Colonial Revival Style.

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<sup>9</sup> This building was hidden behind a non-historic facade and incorrectly identified as newer construction. The metal facade was removed under the Medford Urban Renewal Agency's Facade Improvement Program in 2004, revealing the original facade below.

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Cooley-Neff Warehouse  
Name of Property

Jackson Co., Oregon  
County and State

## 10. Geographical Data

Acreege of Property Less than one acre

### UTM References

(Place additional UTM references on a continuation sheet)

1 10 510244 4686088  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_

4 \_\_\_\_\_

### Verbal Boundary Description

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

### Boundary Justification

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

## 11. Form Prepared By

name/title George Kramer, M.S.  
Historic Preservation Consultant

organization \_\_\_\_\_ date February 1, 2007; rev. July 2007

street & number 386 N. Laurel telephone (541) 482-9504

city or town Ashland state OR zip code 97520-1154

## Additional Documentation

Submit the following items with the completed form:

Continuation sheets

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

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

Photographs: Representative black and white photographs of the property.

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

## Property Owner

name Fortune8 Partners LLC, Attn. Mr. Asher Yaron Company

street & number 10271 Sterling Creek Rd. telephone (541) 899-1458

city or town Jacksonville state OR zip code 97530

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

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

Cooley-Neff Warehouse  
Name of Property

Jackson Co., Oregon  
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

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## **VERBAL BOUDARY DESCRIPTION:**

The nominated property, located at 340 North Fir Street, occupied the SE corner of the intersection of North Fir and Third streets. The property is 75 feet by 185 feet, the majority of which is occupied by the nominated structure. The site is specifically identified on Jackson County Assessors Plat 372W25AA as Tax Lot 4000.

## **BOUNDARY JUSTIFICATION**

The nominated parcel includes the entire lot purchased by J. H. Cooley and Porter J. Neff in 1924, as described in Jackson County Deed Book 152, Page 618 plus that portion of the Evergreen Street right-of-way that was vacated by the City and added to the lot in 1988, described in Jackson County Journal Voucher 89-04624. The parcel includes all property historically, and currently, associated with the Cooley-Neff Warehouse.

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## PHOTOGRAPHS

1. Current View: North Fir (Primary) Elevation  
Looking: Southeast  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-24, G. Kramer Collection
2. Current View: Fir and Third (North-facing) elevations  
Looking: SE, from intersection  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-04, G. Kramer Collection
3. Historic View: Third St and Rear (East-facing) elevations  
Looking: SW, from Railroad Tracks  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-07, G. Kramer Collection
4. Current View: Rear (East-Facing) Elevation  
Looking: West, across Railroad Tracks  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-08, G. Kramer Collection
5. Current Detail: Rear Curvilinear Parapet  
Looking: East  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-10, G. Kramer Collection
6. Current Detail: North Fir Street Entryway  
Looking: East  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-23, G. Kramer Collection

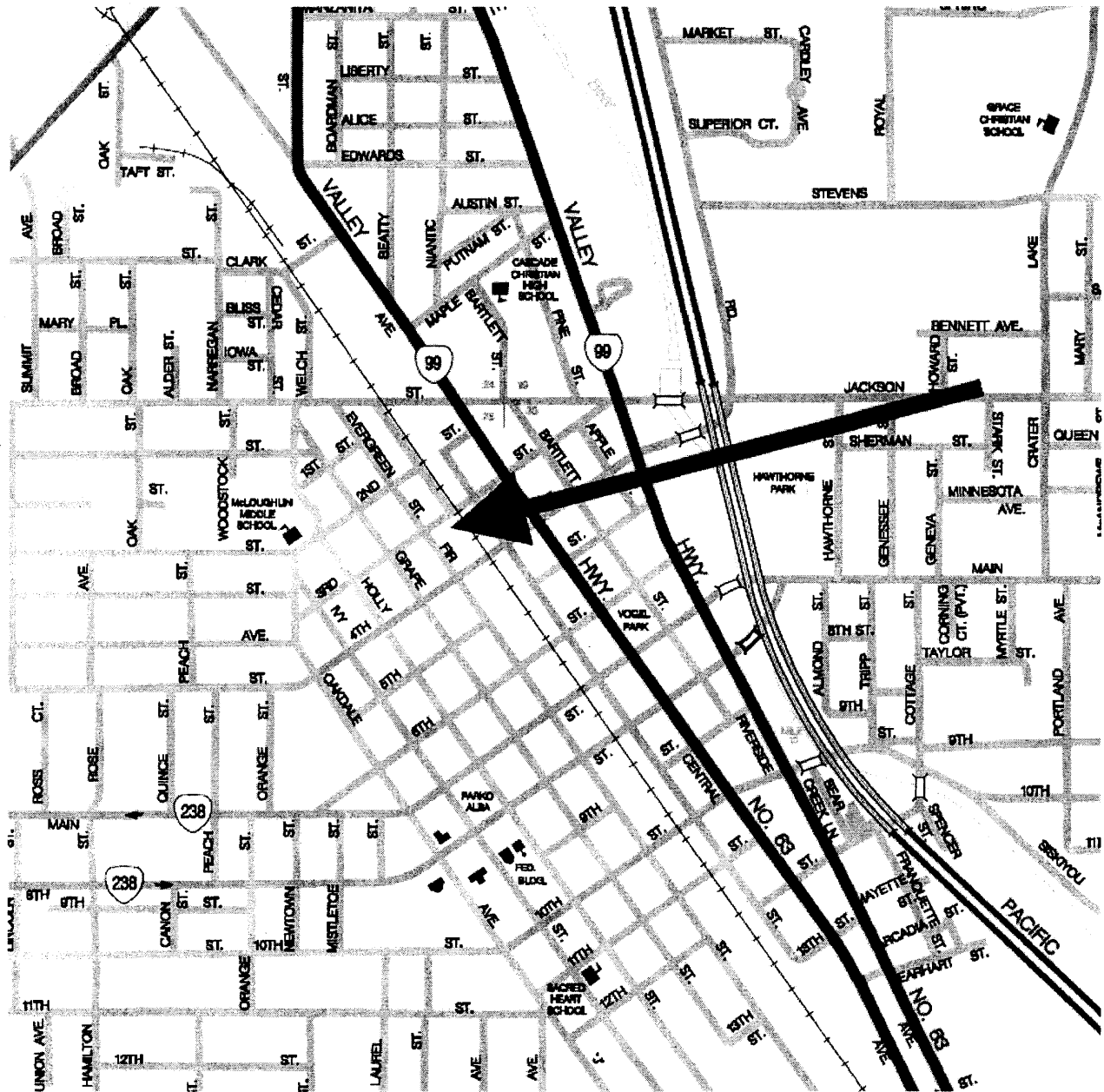
**United States Department of the Interior  
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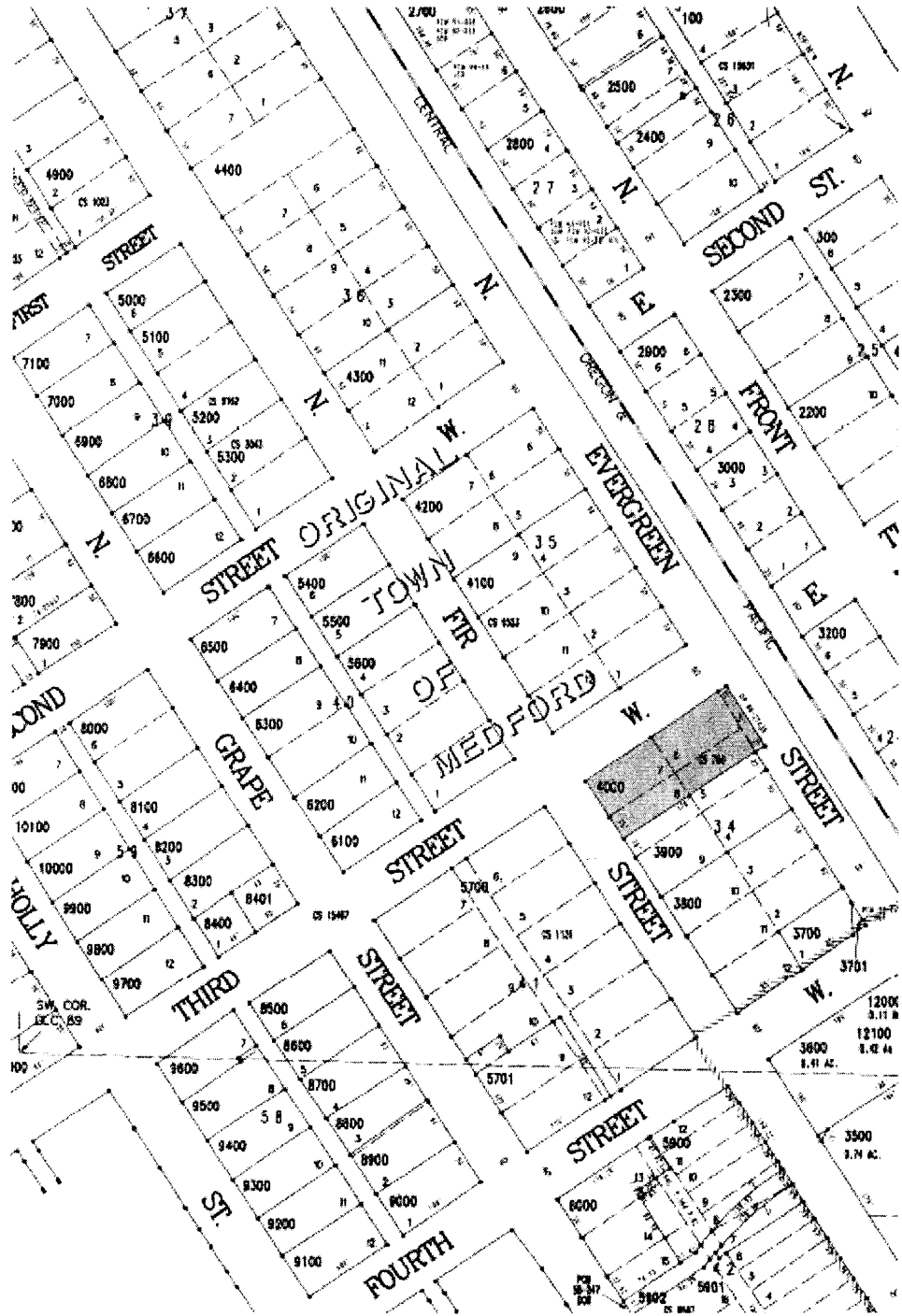
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7. Current Detail: North Fir Street, Recessed Stair/Entry  
Looking: East  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-22, G. Kramer Collection
  
8. Current Interior View: "Office Area" at NW corner  
Looking: West, from Hallway/Vault area  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-14, G. Kramer Collection
  
9. Current Interior View: Main Level  
Looking: East, toward rear Loading Doors  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-13, G. Kramer Collection
  
10. Current View: Basement Level  
Looking: West  
Photographer: George Kramer  
Date of Photograph: January 2007  
Negative: 050502-17, G. Kramer Collection

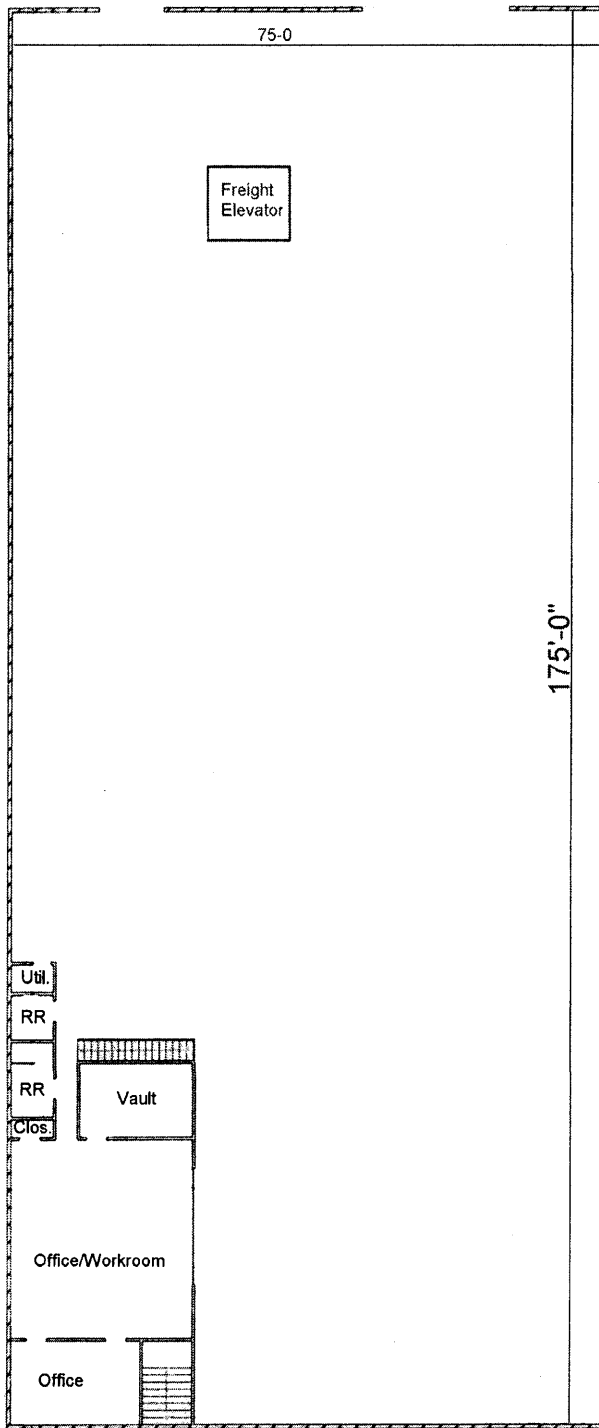


**COOLEY-NEFF WAREHOUSE**  
 340 North Fir Street  
 Medford, Jackson County, OR  
  
**VICINITY MAP**  
 OREGON DEPT. OF TRANSPORTATION, MEDFORD MAP  
 (ANNOTATED)



**COOLEY-NEFF WAREHOUSE**  
 340 North Fir Street  
 Medford, Jackson County, OR  
  
**SITE MAP**  
 JACKSON COUNTY ASSESSORS PLAT 372W25AA

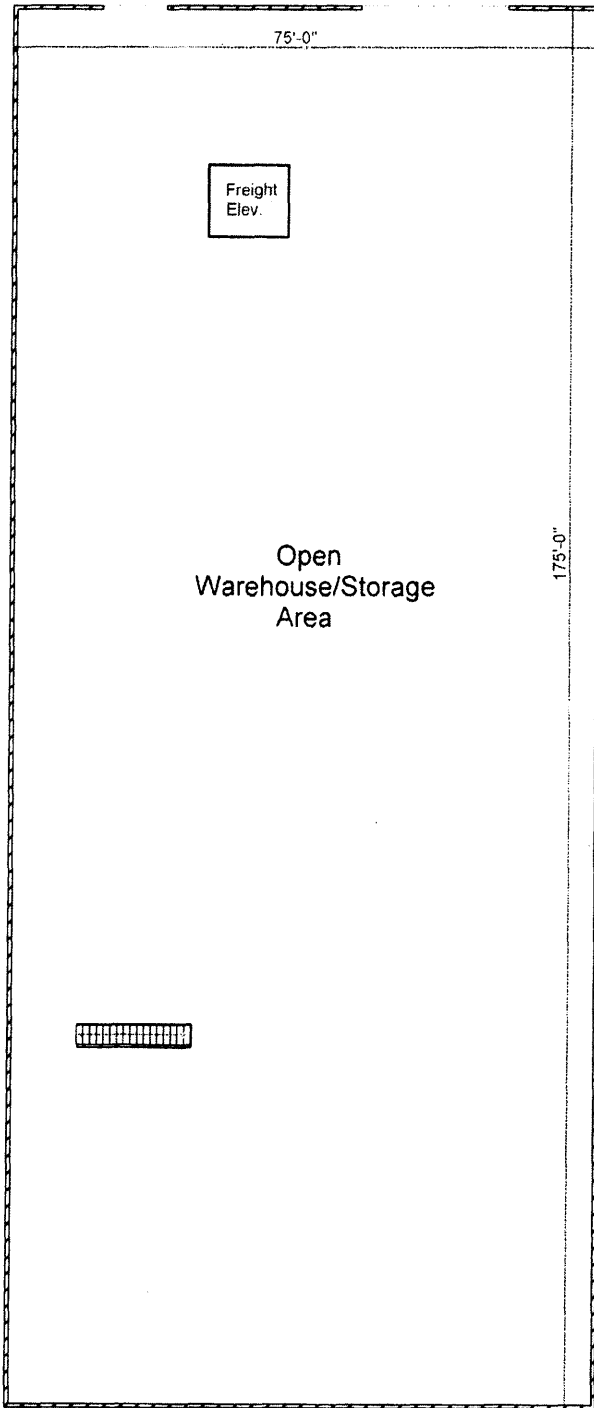




**COOLEY-NEFF WAREHOUSE**  
340 North Fir Street  
Medford, Jackson County, OR

**MAIN FLOOR PLAN**

*NOT TO SCALE-APPROXIMATE DIMENSIONS ONLY*



**COOLEY-NEFF WAREHOUSE**  
340 North Fir Street  
Medford, Jackson County, OR  
**BASEMENT FLOOR PLAN**  
*NOT TO SCALE-APPROXIMATE DIMENSIONS ONLY*



Looking NE, Medford Birdseye/Aerial View c. 1925