

Eugene's Historic River Road



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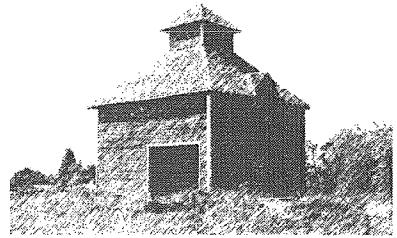
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PREFACE

Eugene's Historic River Road is the culmination of a year-long collaboration between Historic Preservation Northwest, the staff of the City of Eugene Planning and Development Department, and members of the public.

Since history is a process, this context statement must be seen as a "work in progress," periodically reviewed, corrected, and updated. It is a product that we hope will help us all to appreciate and evaluate the resources in Eugene's River Road neighborhood.

**Eugene Historic Review Board
(as of October 2005)**

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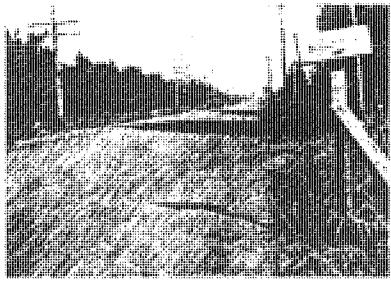


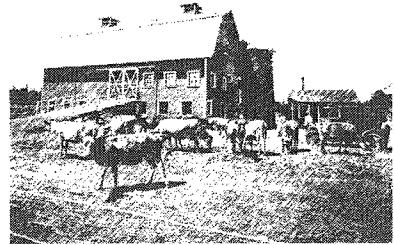
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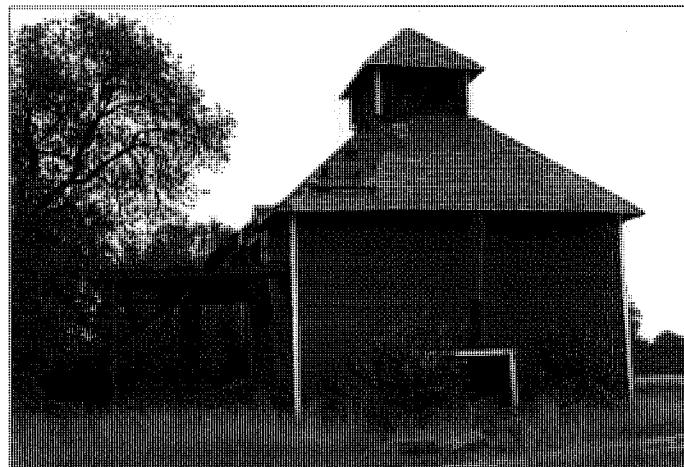
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INTRODUCTION



A historic context statement is a document used for strategic planning of a community's historic resources. It describes the broad patterns of historic growth and development of the community and helps to ascertain the historical themes, events, and associated individuals that have played an important role in that development. A context statement also helps to identify historic resource types, such as structures, sites, objects, and districts, that represent these patterns of development. It also helps determine the potential distribution of these resources. Just as importantly, the document provides guidance for evaluating and protecting significant historic resources. It is intended to be a dynamic document, evolving over time as community needs and desires change.

Eugene's Historic River Road is a context statement written in 2005 by Bernadette Niederer, Caitlin Harvey, Sally Wright and David Pinyerd of Historic Preservation Northwest, a local historic preservation consulting firm. The historic context is a geographically-oriented study that covers Eugene's River Road neighborhood. It is intended to assist in the preparation of city and county policies pertaining to the identification and protection of historic resources in the area.



Hop barn in the River Road area. Demolished. Photo courtesy of Lane County Historical Museum (GN2053)

The National Park Service developed context-based planning as a means of organizing activities for preserving historic resources. Such planning is based on the following four principles:

1. Significant historic properties are unique and irreplaceable.
2. Preservation must often go forward without complete information.
3. History belongs to everyone.
4. Planning can be applied at any scale.

This project was financed in part with Federal funds from the National Park Service, a division of the U.S. Department of the Interior, and was administered by the Oregon State Historic Preservation Office. All work was completed in accordance with the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation.

Historic Context Definitions

Determining what is to be studied is an important first step in understanding a historic context and helps keep the research focused. The three elements used to determine the parameters of a historic context are theme, time, and place.

Theme

The theme of the context statement identifies what is to be studied. This can vary in scale from an entire community to a significant historic trend, such as the college fraternal movement, or to a single resource type, such as schools. This context is a geographically-based study, as it covers the River Road neighborhood. Significant activities, events and people are discussed within the context sub-themes of Transportation, Agriculture, Residential Development, Commerce and Industry, Government, Education, Culture, Religion, and Recreation.

Time

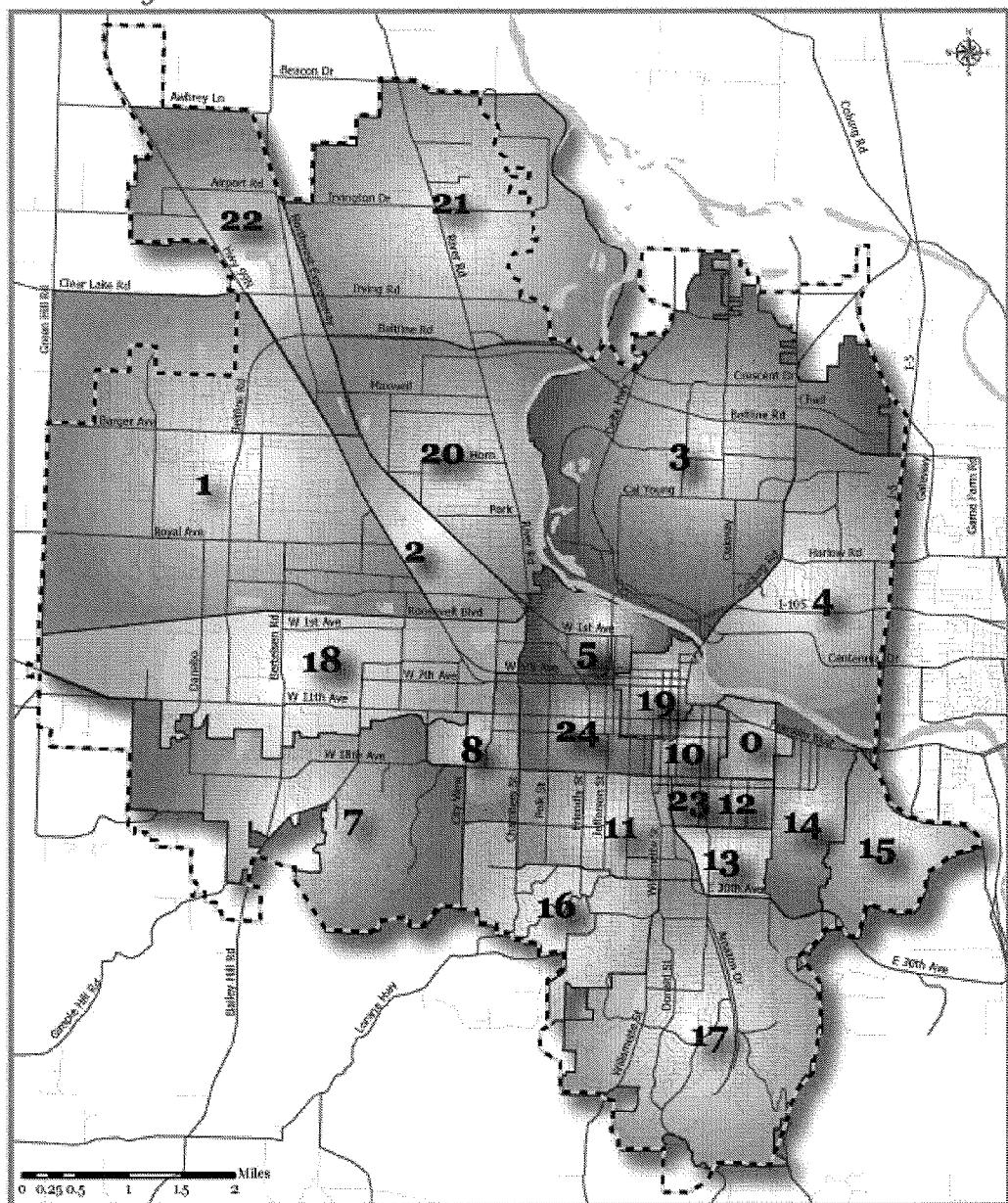
The time boundary of a historic context establishes the dates that bracket the period of study. In this context, we are documenting and evaluating the period of Euro-American settlement, basically the 1850s through the 1970s.

Place

The place or spatial boundary of a context statement describes its geographic limits. Determining a reasonable area of study keeps the research manageable, yet the boundary should not be chosen arbitrarily. The boundaries of this study encompass the River Road neighborhood, labeled "20" on the map on the next page. The boundaries are formed basically by Beltline Road to the north, the Willamette River to the east, Thomason Lane to the south, and the Northwest Expressway to the west.

City of Eugene

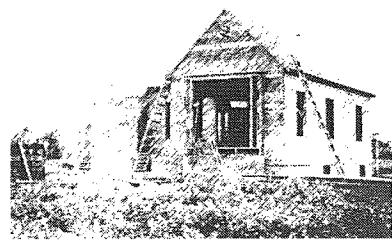
Neighborhood Associations



City of Eugene Urban Growth Boundary

- University of Oregon Campus
- Active Bethel Citizens
- TrainSong Neighbors
- Cat Young Neighborhood
- Harlow Neighbors
- Whiteaker Community Council
- Churchill Area Neighbors
- Far West Neighborhood
- West University Neighbors
- Friendly Area Neighbors
- South University Neighborhood
- Amazon Neighbors
- Fairmount Neighbors
- Laurel Hill Valley Citizens Association
- Crest Drive Citizens Association
- Southeast Neighbors
- West Eugene Community Organization
- River Road Community Organization
- Santa Clara Community Organization
- Industrial Corridor Community Organization
- South Eugene High School
- Jefferson Westside Neighbors

City of Eugene
Planning and Development
April 5, 2006



LANDSCAPE

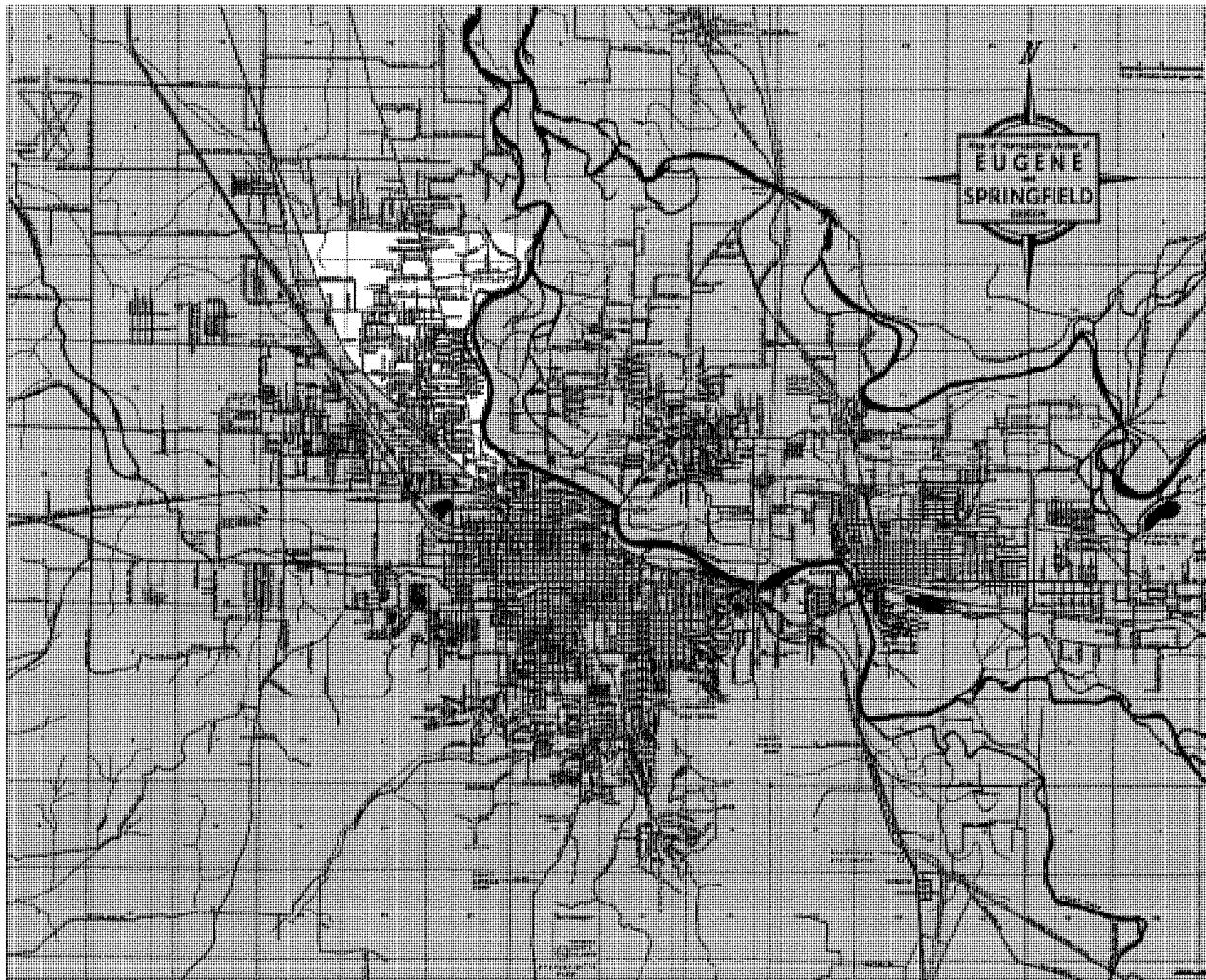
The Willamette Valley is characterized by small rock buttes and alluvial plains. Annual spring flooding was a fixture before flood control measures were introduced in the twentieth century¹ and major floods could be expected every ten years.² The land lies within the rain shadow of the Coast Range with 70% of the annual rainfall concentrated between November and March. Only 1% of annual rain falls in July through August. The native vegetation consists of oak woodlands, riparian forests and prairie grasslands. The latter were artificial creations maintained by annual aboriginal burning.³

Today, the River Road area is not easily perceived as a primeval landscape, and upon a cursory examination, appears more like an entirely human-made environment. Its only natural boundary is the Willamette River toward the east, while its other edges are human-made: Beltline Road on the north, the Northwest Expressway on the west, and Thomason Lane on the south. A few pockets of landscape exist along the river or in carefully tended gardens, but these seem like rarities among the asphalt and noise generated by the major thoroughfare that is River Road. Though these impressions are essentially true, there is also an underlying cultural landscape, one that is in a constant state of change and has been shaped by human hands in various forms for centuries, perhaps even for millennia.

Components of the cultural landscape include:⁴

1. Historic patterns of spatial organization (landscape structure)
2. Historical land uses and activities
3. The response of built elements to natural features of the landscape
4. Trails, roads, railroads, and other circulation networks
5. Donation land claim boundaries and other historic boundary demarcations
6. Orchards, ornamental plantings, and other vegetation related to land use
7. Clusters of buildings in farmsteads and along transportation routes
8. Residences and individual farm buildings, industrial and commercial structures, bridges, canals, and drainage features
9. Small-scale elements such as isolated graves, farm, or logging machinery
10. Historic views and other perceptual qualities

When we see the landscape as a cultural element, we begin to see the forms that shape it: the Willamette River, the prime agricultural soils created by the river's flooding, residential and commercial structures of various shapes and periods, and transportation networks such as the railroad and, especially, River Road.



The highlighted area is the basic boundary of the study area on this c.1960 map of Eugene, extending from Beltline Road to the north, the Willamette River to the east, Thomason Lane to the south, and the Northwest Expressway to the west.

Pre-Euro-American Settlement

Long before the arrival of Euro-American trappers and later settlers, Native Americans shaped the environment that is now the River Road area. The land immediately adjacent to the Willamette River consisted of riparian woodland, with Willow, Black Cottonwood, Oregon White Ash, and Red Alder. A transitional forest with Big Leaf Maple and Douglas Fir abutted the river lands to the west. These wooded areas transitioned into wide, flat prairie grasslands with isolated stands of White Oak and other large trees.⁵ Though a modern observer might be tempted to call it a wild landscape, it was, in fact, a human-made creation. Native Americans, and in the Eugene area, bands of Kalapuya, managed the prairie through periodic burnings, which facilitated their hunting and gathering activities. This native landscape included food staples such as salal, tarweed, camas, wapato, berries, acorns, fish, and game.⁶

It was the abundance of game which first attracted trappers. These transitional visitors may have over-hunted the area, but essentially left the landscape in its Native American form.

Settlement Patterns

Settlers began to arrive in Lane County in the 1840s. The River Road area would have been especially desirable because of its proximity to a water supply, but also because the open prairie required little clearing and provided ample fodder for livestock. The land was subdivided into the 320- and 640-acre plots characteristic of the Donation Land Claim period.

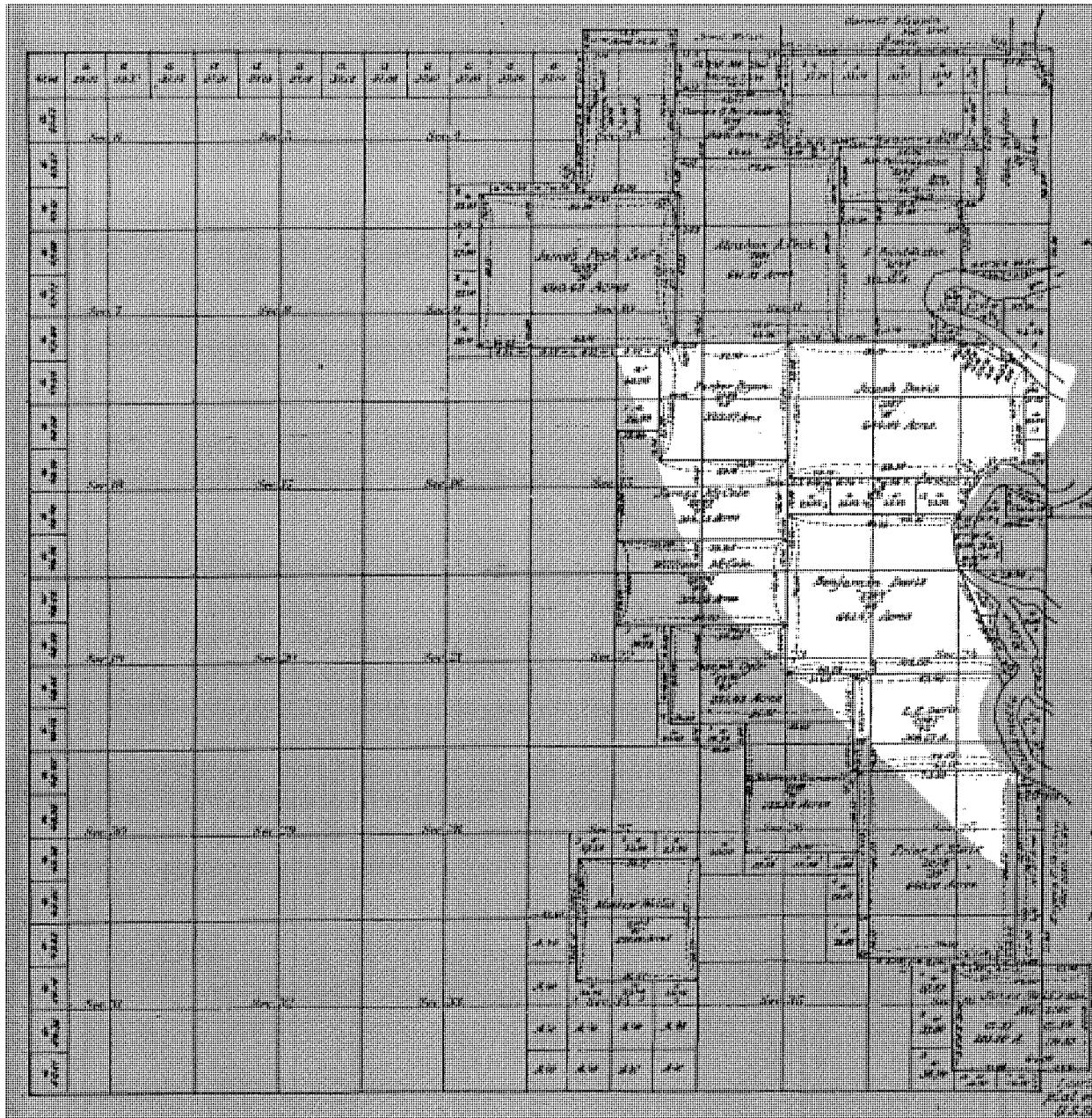
Some roads, such as River Road, were adopted from Native American trails. Others, such as Sunnyside Drive, Briarcliff Avenue, Owosso Drive, and Irving Road, developed along the borders of Donation Land Claims.

The size of claims resulted in a scattered settlement pattern, with farms placed at half-mile to one-mile intervals. As subsistence farms evolved into large-scale operations beginning in the 1860s, claims were fenced and native vegetation was replaced by grain and other imported plants.⁷ With the exception of some berries, game, and fish, few of the Native American food staples, such as camas, were adopted into the settlers' diets.

The introduction of the railroad in 1871 encouraged expanded grain production and engendered prosperity. It also established a hard western boundary to the River Road area. Farmhouses became increasingly elaborate and were often located near transportation corridors, but set back from the street and fronted by driveways shaded by allées of walnut trees, maples, or firs.⁸

The decline of large-scale agriculture in the 1890s spurred the division of Donation Land Claims among offspring as well as lot sales to new arrivals. The new farms, somewhere between 20 and 200 acres, rather than the original 320 and 640 acres, were also more diversely planted. As a result, the landscape took on an even more checkerboard appearance. The checkerboard became increasingly chaotic as the 20th century progressed and residential development expanded. The first subdivisions were platted in the 1910s and residential construction doubled the River Road population by the 1930s. However, in contrast to the housing boom following World War II, these early suburban enclaves were still uncrowded and surrounded by farmland.

Though more and more farmland was consumed to accommodate Eugene's exploding population following World War II, River Road maintained some of its rural character well into the 1970s. Some major thoroughfares, such as Sunnyside Drive, remained unpaved, and pockets of agricultural landscapes persisted. It was not until the 21st century that the last vestiges of farmland ceased to operate, with Woodruff Nursery and Brunner Truck Gardens being the last holdouts.



An 1857 cadastral map showing the Donation Land Claims in the River Road area (highlighted). Note the large tracts of land yet to be claimed west of the River Road area.

Neighboring Communities

Before the Southern Pacific rail yards defined River Road's western boundary (1925) and the Beltline Highway defined its north (1961), River Road was a less cohesive area with several clusters of communities.

The communities surrounding the River Road neighborhood were initially made up of pioneer subsistence farmers. An 1853 surveyor's map indicates cultivated fields on the donation land claims of James Peck and Marion Scott, in the area of Irving, and on the

claim of Abraham Peck, in Santa Clara. The Joseph Davis claim, a portion of which is later identified as Stumptown, shows plowed fields along the east side of River Road. The map also reflects the residences of Solomon Zumwalt and Mathew Wallis (Wallace), whose claims would later be part of Bethel-Danebo.

The majority of these areas were influenced by, or had an association with, the railroad, which arrived in Eugene in October 1871. The rail line initially extended only as far south as Roseburg, but still provided a vital link for the local agriculture and timber industries. Certain areas that took advantage of the opportunities provided by the railroad developed into small communities by the turn of the century.



RESIDENCE OF V.S. MC CLURE, 2 MILES NORTH OF EUGENE CITY, LANE COUNTY,
OR.

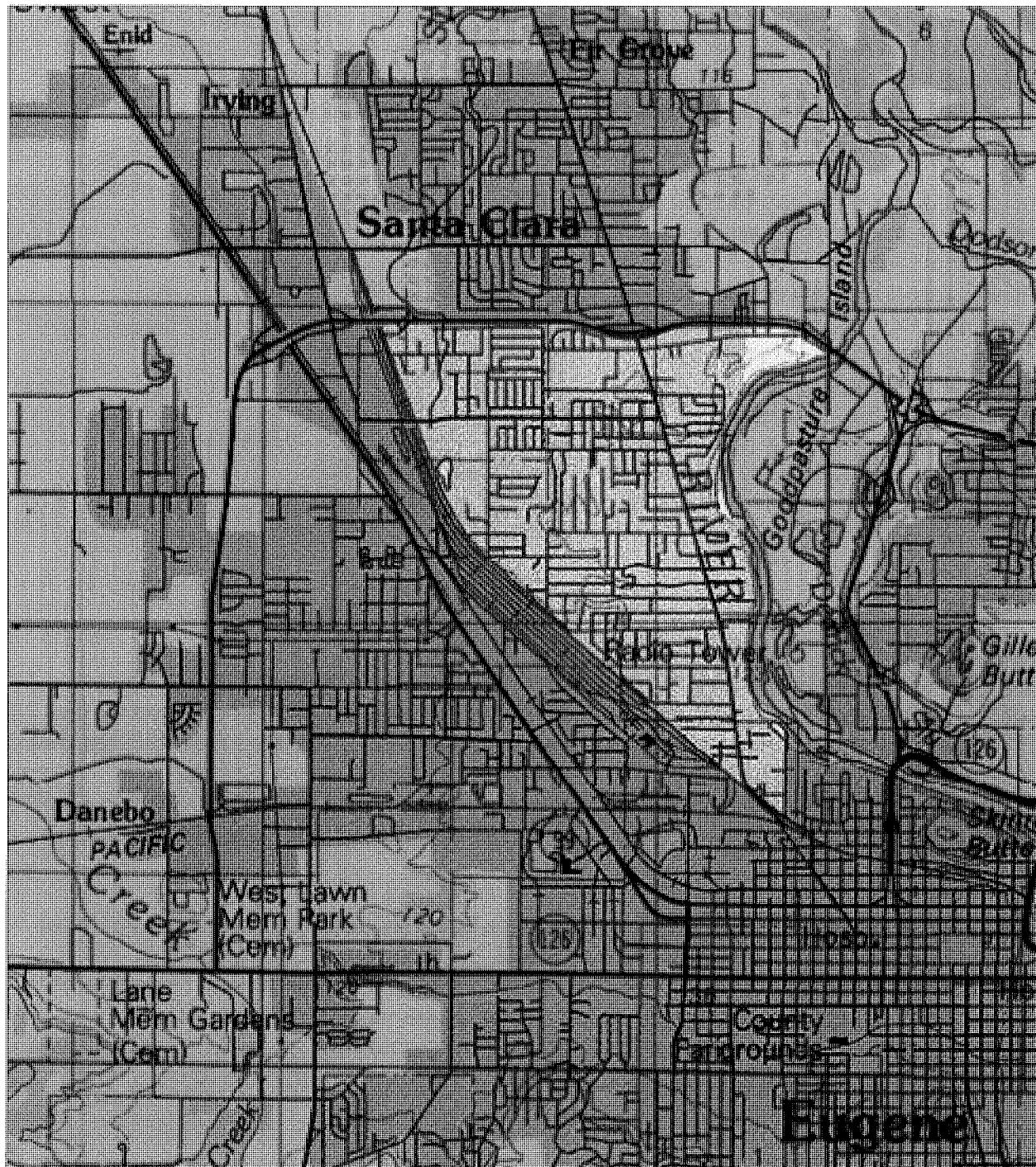
Walling lithograph of the V.S. McClure residence in the River Road area. Print courtesy of Lane County Historical Museum (GN6312)

Irving

Irving is located to the northwest of the River Road neighborhood. The earliest map with the name "Irving" appears to be the circa 1870 plat map filed by the Oregon and California (O&C) Railroad. The legal description on the map indicates that "The town of Irving is situated in...and part of the donation claim of James Peck." The plat ran south from Irvington Road along Peck Street, which is now Prairie Road. The area between the five blocks of building lots and the rail lines was identified as "depot grounds."

Early railroad workers were likely housed on the grounds due to its relative isolation at the time from the city of Eugene. The undated, but subsequent, "Plat of Irving" reflects an additional three blocks of 60x144-foot building lots to the east, across Peck Street. By March 1889, Eugene's *Morning Register* newspaper included "Irving Items" in its coverage of surrounding communities. This section, which also included news on Fern Ridge and Cottage Grove, tended to cover personal items as opposed to hard news.

By the turn of the century, farmers were diversifying crops on lands that had primarily grown wheat. Fruit and vegetable production was becoming a larger and stronger sector of the market, a trend that continued through World War II. The Irving area concentrated on fruit production and benefitted from the convenient location of the rail lines. This is evidenced by the Allen Orchard Company, and later Chambers Orchard Company, operating to the east of the depot grounds for decades. Due to its relative distance from Eugene, Irving did not face the development pressures affecting other neighboring communities.



A 1986 USGS quadrangle map of northwest Eugene with the River Road area highlighted and retained neighborhood names surrounding it.

Santa Clara

Santa Clara is located directly north of the River Road neighborhood. "At its inception, in the 1880's, Santa Clara was a part of a larger area and voting precinct known as Pleasant Grove."⁹ This area extended approximately 10 miles north of Beacon Drive. Santa Clara proper was established in 1888 by Colonel J.A. and Mary A. Straight, who

named a new subdivision after their hometown in California. The plat of Santa Clara was situated within the L. Poindexter donation land claim and consisted of 36 parcels, ranging in size from one acre to 22.65 acres each. The larger parcels provided adequate land for small scale orchard production. This helped the community maintain its agricultural roots while “development” was occurring. Social life in Santa Clara has focused around its community facilities, such as the school, churches, and the local grange, which was established in 1918.

“Santa Clara remained an outpost farming community until shortly after World War II.”¹⁰ Residential and commercial development was influenced by what was occurring in the River Road neighborhood in the late 1940s and 1950s. Construction appeared to start at the southern end of River Road and continue northward into the surrounding farmland. Residential growth was especially spurred by the formation of the Santa Clara Water District in 1953. This attracted development to the area due to its ability to support the water demands of large scale subdivisions and because of the availability of large tracts of land. By the 1960s, houses had replaced many of the filbert and walnut groves that once dominated the Santa Clara landscape.



The Mounts' residence in Santa Clara. Photo courtesy of Lane County Historical Museum (GN6311)

Bethel-Danebo

Bethel-Danebo is located to the southwest of the River Road neighborhood. One of the earliest additions in this area was Alva Park, located on the Solomon Zumwalt donation land claim. The subdivision was located on the current Roosevelt Boulevard, just west of Highway 99, and consisted of eight 10-acre parcels. The plat of Bethel was filed in 1927 and was also located on Zumwalt's original claim.

The name Danebo, meaning “Danish borough,” is reflective of the area’s early ethnic heritage. In 1900, a group of Danes from Iowa established a congregation of the Bethesda Danish Evangelical Lutheran Church, where services were conducted in Danish until 1920. The church was the early social center of the community, as it was the sole public building beside the fire station.

Danish farmers settled, drained their acreage, and started dairying, which was gaining a stronghold in the local agricultural economy. Based on cooperative farming methods from Denmark, in 1914 the Eugene Farmers Creamery was opened. Poultry raising was also popular at this time, as evidenced by the establishment of the Peterson Farm. Dairying continued to develop as a major industry in the late 1930s. “By 1945, most of the 23 dairies and creameries were located on the outskirts of town, such as the Echo Springs Dairy in Bethel.”¹¹

Due to water issues and its reliance on sewers, Bethel-Danebo was not as prone to the development pressures felt in other parts of Eugene. It was not until the early 1960s, upon its annexation to the City of Eugene and the reconfiguration of streets around the rail yard, that residential and commercial development began in earnest.

Avard and Lasen

A series of Metsker maps dating from 1931 to 1954 shows small circles accompanied by the identifiers Avard and Lasen. The circles are located directly on the Oregon Electric Railway tracks, leading to speculation that the names correspond to rail stops.



A 1954 Metsker map showing Avard to the left and Stumptown to the right.

Avard appears on the 1931 through 1954 maps and is in the approximate location that Barger Drive intersects with the rail line. (Avard is identified as "Arvard" on the 1931 map.) Lasen (also spelled "Lassen") appears on the 1941 and 1954 maps, and is located to the southwest of Avard, where the current Roosevelt Boulevard crosses the tracks. Neither of these identifiers appears on the 1968 Metsker map. Further research is needed to confirm their origination and association.

Stumptown

The same series of Metsker maps shows Stumptown in the northeast corner of the neighborhood, east of River Road. Stumptown corresponds directly to the 1889 Potter's Survey, which included 15 lots, ranging in size from 9.76 to 26.90 acres. River Avenue was the only road platted in the survey, and it was flanked on its north and south sides by the individual lots. Beltline Highway currently dissects the lots in the northern section. The names Potter's Survey and Stumptown both appear on this property on the 1931, 1941 and 1954 Metsker maps, but in 1968 it is identified only as Potter's Survey.

Unfortunately, research conducted to date at the Lane County Historic Museum and the University of Oregon's Special Collections, among other locations, did not yield any information regarding Stumptown. The term appears to be used as a generic reference to a parcel of land that had been cleared of its timber, leaving only stumps behind, a name still associated with Portland, Oregon.

Willamette River

The Willamette River not only designates the eastern boundary of the River Road neighborhood, but also played a major role in the shaping of the area. The river was responsible for depositing the rich alluvial soils that provided ample nourishment for native plants, which in turn attracted game animals and Native American hunters and gatherers. The same soils, combined with the easy access to water for irrigation, also proved attractive to Euro-American pioneer farmers. The Willamette was also a source of difficulty because of annual flooding, which was not thoroughly controlled until around 1950. The river also changed its course between 1861 and 1902,¹² a source of difficulty for landowners in its vicinity. A 1907 Warranty Deed for land now occupied by the Lombard-Potter House at



Store and house surrounded by water during the January 1946 flood in the River Road area. Photo courtesy of Lane County Historical Museum (GN2048)

405 River Road notes the sale of a parcel "...containing 30 acres more or less, part of which is washed away by the river and now covered by the River."¹³ The significance of the river shifted in the late 20th century, when it became a source for recreation and land conservation. In 1974 the Land Conservation and Development Commission was established.¹⁴ In 1975, the Willamette River Greenway Plan prepared for the State of Oregon's Department of Transportation further emphasized the river as an important natural resource. Similarly, the swampy lands around Amazon Creek, which had been a source of frustration for Danebo's Danish farmers, became a center for wetlands restoration in the 1990s.¹⁵



Willamette River in 2005 from the River Road neighborhood.
Photo provided by City of Eugene.

Landscape Endnotes

¹Forster, Thomas B., ed. et al. *The Cultural and Historic Landscapes of Lane County, Oregon.* (Lane County, OR, 1986), 20.

²Wilson, Jeffery Scott. *Farming the Urban Fringe.* University of Oregon Thesis, Department of Geography, 1981, 14.

³Forster, 20.

⁴Forster, 16.

⁵Wilson, 17.

⁶Wilson, 28.

⁷Forster, 120.

⁸Forster, 121.

⁹River Road-Santa Clara Park & Recreation Master Plan 1978-79, 1.

¹⁰River Road-Santa Clara Park & Recreation Master Plan 1978-79, 2.

¹¹Wright, Sally and David Pinyerd. *Eugene Modernism 1935-1965.* (City of Eugene Planning & Development, 2003), 7.2.

¹²Carter, Elizabeth and Michelle Dennis. *Eugene Area Historic Context Statement.* (City of Eugene Planning & Development, 1996), 110.

¹³1907 Warranty Deed for sale of land from Robert W. Carrick and Mary Carrick to David Meyers.

¹⁴Carter, 115.

¹⁵Lindley, Pauline Anderson. "Danebo Development Centered Around Church," *Lane County Historian*, Spring 2002.



TRANSPORTATION

"The development of transportation routes was extremely important due to the relative isolation of many areas in the county [Lane] and to the geographic barriers to travel presented by the Coast, and the Cascade and Calapooya Mountains. Earliest non-Indian travel into central Lane County was from the north, up the wide, flat Willamette River Valley from its confluence with the Columbia River 100 miles from Lane County. Circulation through the county prior to 1846 was primarily over Indian trails or by river."¹

Early overland transportation routes in Lane County consisted primarily of Native American paths and pack trails, which followed the features of the natural landscape. When settlers set out to establish Donation Land Claims, they followed these dirt paths. Their horse drawn wagons tended to widen the trails, which evolved into roads. Many of these passageways were along the foothills, as annual flooding and excessive rain often made the valley floor impassable during winter months.

"By the time settlers began to arrive in the late 1840s, only one of the many trails was still in active use" – the current Applegate Trail.² In 1846, a party led by Jesse Applegate explored and laid out this route as a southern alternative to the Oregon Trail. There were actually two routes of the Applegate Trail that passed through Lane County. The western route is approximated by Territorial Road, while the eastern route passed through Cottage Grove, Creswell, Eugene and Junction City near the west bank of the Willamette River. "The 14-mile section between Eugene and Junction City became known locally as 'the river road.'"³ The Applegate Trail was the earliest local transportation development beyond path and river travel. Both routes of the trail were shown on an 1850 map produced by federal surveyors, considered the first accurate map of Lane County.

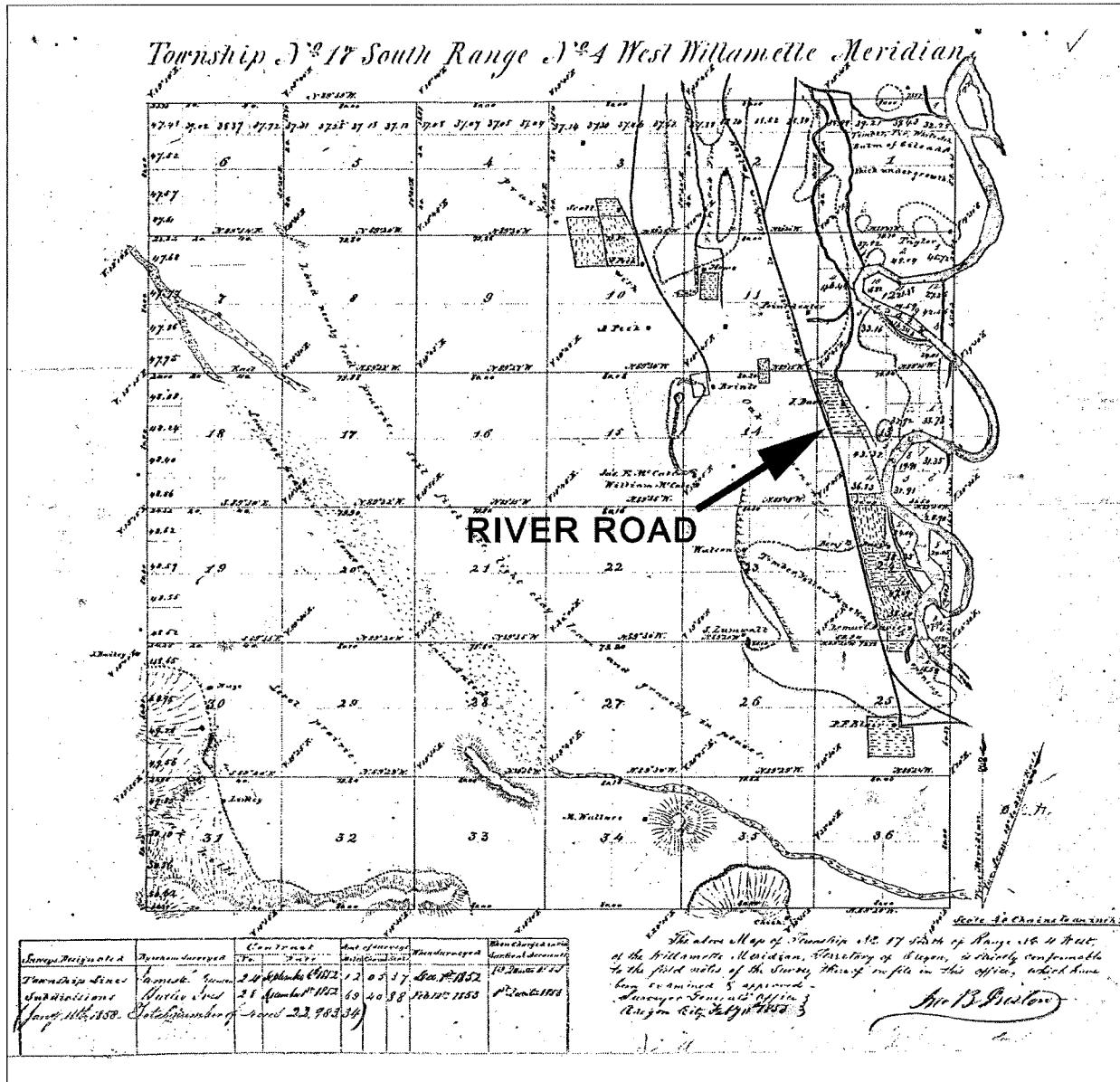
During the pioneer period, transportation was the key to economic growth. Because of this, communities tended to establish roadways and ferry crossings upon their founding. Shortly after his arrival to the area in 1846, Eugene Skinner established a ferry service located near the foot of the current Ferry Street Bridge. By 1848, Jacob Spores was ferrying foot passengers across the McKenzie River north of Eugene in a canoe.⁴

Stage Lines

By 1850, a daily north/south stage line passed through the Willamette Valley. These coaches were generally drawn by six horses and connected Portland to Marysville,

California, in just under a week. However, "stage travel was uncomfortable, and passengers often chose to walk over certain notorious sections, especially the corduroy roads made of tree trunks laid side by side".⁵ Roads tended to be dry and dusty in the summer and muddy in the winter. Most travel was done out of necessity and not for pleasure.

Stage stops, such as the one at Renfrew's in Eugene City, provided food, lodging, and an exchange of horses and drivers. Stops were originally located in farmhouses, then established as separate buildings near the main road. Small communities often developed around the stage stops, with taverns, supply stores, and blacksmiths to serve travelers. By 1860, regular commercial stage service had been established in Eugene, and carried mail, freight and passengers. However, its usage was curtailed by the connection of the local railroad to California in 1887. Stages were then used for more



General Land Office (GLO) map from 1853 showing information recorded in 1852. What was to become River Road is pointed out and visible next to the Willamette River in the upper right quadrant.

local purposes and for shorter stretches, such as to Mapleton, until their demise in the early 1900s.

In 1856, the main road north from Eugene City to Corvallis, and on to Portland, was established and followed the current Blair Boulevard and River Road. This route cut across the Donation Land Claims in the area, and as such, many of the parcels are oriented towards it. Other roads in this neighborhood tended to be irregular, as they followed claim lines, many of which were not quite rectangular or lined up with one another. "Where the terrain was level, roads built after the Territorial Roads and spur roads to individual farms often followed section or quarter section lines".⁶

Steamboats

While communities situated on the lower stretches of the Willamette River were able to accommodate steamboat travel early on, due to their deep waters, this method of transportation did not reach Eugene until the mid-1850s. Establishment of local steamship service was prompted by area farmers and loggers. They were frustrated by the delays caused in transporting goods over primitive roads. "At that time the roads were virtually impassable to wagons during eight months of the year, so the river was (perceived to be) the best means for moving produce and lumber out, and just as important, for bringing manufactured goods in."⁷ An agreement was made with the captain of the *James Clinton* to travel further up river to Eugene City in exchange for additional freight business. On March 12, 1856, the first commercial stern wheeler arrived in Eugene, connecting the community with the rest of the state.

In the 1860s, the People's Transportation Company was founded by the McCullys to promote transportation even further up river. These Harrisburg merchants ran steamboats to Eugene beginning in 1862 and to Springfield as of 1869. "Unfortunately, the river at Eugene proved to be quite shallow, and steamer traffic was limited to only four to six months out of the year, during periods of high water. Snags and uncharted sand and gravel bars were a continued problem, making steamboat travel quite unreliable."⁸ The river proved to be neither a convenient or profitable method of local transport. Although service continued through the turn of the century, the arrival of the railroad in 1871 essentially ended the local steamboat era.

Railroads

"The most significant transportation development for the economic and population growth of Lane County was the arrival of the Oregon and California Railroad in 1871. While the railroad went no further south than Lane County until the late 1880s, Lane County now had convenient, fast transport for freight and passengers to the larger towns and shipping centers in the north valley."⁹

Ben Holladay, who was laying out the new lines, insisted on a \$40,000 payment for the tracks to pass through Eugene and not Springfield. The community agreed and in October 1871, the Oregon and California (O&C) Railroad arrived in Eugene. The train *JB Stevens* was greeted by an enthusiastic crowd at the depot, a wood building near Fifth Avenue and Willamette Street. The line initially extended only as far south as Roseburg, but still provided a vital link for the community's growing agriculture and timber industries. In 1885, the O&C went bankrupt and was acquired by Henry Villard, who changed its name to Southern Pacific (SP) Railroad. The line to California was completed two years later, cementing the railroad's domination of long distance transportation.



Looking south in 2005 from the Maxwell Street Bridge at the Eugene rail yard. Photo by Caitlin Harvey.

The railroad not only made personal travel comfortable again, but also had a tremendous impact on local economic development. It opened up huge new markets for the export of local goods and produce, allowing for the creation of affordable and timely distribution systems. The railroad also connected the relatively isolated Oregon country with the more established states, easing the flow of information, trends, 'modern goods' and induced a new wave of settlers to head west.

While the train provided for longer trips, horse and wagons were still the primary transportation mode for short distances. By the late 1870s, it was apparent that improvements to local transportation and roads were necessary. In 1876, a covered bridge was constructed in the vicinity of the current Ferry Street Bridge, eliminating the need for Skinner's ferry service. In addition, "In 1877, the City Council ordered all intersections graded and completed with timbered street crossings and all property holders on Willamette from the depot to the southern boundary (14th Avenue) were directed to fill sinks in the street."¹⁰

The first improvements to the old wagon and stage roads were motivated by the need to create "market roads" or to ease the transport of agricultural goods to market. Lorane Highway is one such road. By the 1880s, the major routes leading in and out of the Eugene area were the east and west Territorial Roads, a county road leading south (now Alder Street), Coburg Road leading north, and a road leading to Junction City and Monroe that approximates the current Prairie Road.

In 1891, the City of Eugene granted a franchise to Henry W. Holden to construct and operate a local street railway system. "On June 26, the line opened for business with mule-drawn trolleys traveling down Willamette Street from the train depot to 11th Avenue and east to the University."¹¹ Although the line met with moderate success, service was discontinued in 1904. Two years later, the city granted another franchise for a local transportation system. It authorized the Willamette Valley Company to construct an electric street car line that would extend to Springfield. The system opened to the public

in the fall of 1907, with four lines originating near the train depot. Three lines operated within the City of Eugene and a fourth line ran to Springfield.

Automobiles

The first automobile arrived in Eugene in 1904; two years later only four vehicles were locally owned. Within the next few years however, the number of automobiles in Oregon skyrocketed, and by 1912, there were over ten thousand cars on the roads. Automobiles provided travelers with a tremendous sense of freedom. Trips no longer had to be planned around the train's time schedule. Travelers could go where they wanted, when they wanted, in the privacy of their own vehicle.

The introduction of the automobile created a market for new services and commercial enterprises. Filling stations, garages, repair shops and auto part supplies were just some of the businesses created to fill the utilitarian needs of car owners. Between 1910 and 1914, the number of automobile-related businesses in Eugene increased from two to nearly twenty, the majority of these operating near the downtown core. It was close to 1920 when River Road received its first service station, a Richfield gasoline outlet located at 420 River Road.



River Road in 1920. Photo courtesy of Clara Yockey.

The increasing usage of the automobile also created a need for additional and better quality roads. In 1913, the Oregon Legislature established the state highway system and designated a route, the Pacific Highway, from Portland to the California state line. In Eugene, the highway originally followed the current Franklin Boulevard, Blair Boulevard, and River Road. The highway was improved for year-round use, although it would not be paved until 1920. By 1926, both the Oregon and California sides were improved and "...the Pacific Highway was the longest continuous paved road in the world."¹²

The designation of River Road as a state highway greatly impacted the appearance of the neighborhood's agrarian landscape. In addition to an increase in the numbers of roadways were the business and services catering to the automobile itself. The improved road network allowed people to live farther away from the established neighborhoods near the center of town. Additional residents began moving to this agricultural area north of town. According to the Eugene *Register Guard*, "once River Road became a highway, people came out from the city and took up plots of ground and built houses and settled down with cherries and chickens."

Despite the appearance of the automobile, the railroad was still the dominant force in long distance travel and the transportation of goods in the early 1900s. In 1908, Southern Pacific replaced its wood depot at the north end of Willamette Street with a new brick structure. Three years later, the railroad completed its branch line from Eugene to Coos Bay. The line created a "Y" where it departed from the main track, near the intersection of River Road and Blair Boulevard.

In 1912, the Oregon Electric Railroad Company began laying tracks on both the east and west sides of the Willamette Valley. Two years later, the company built a station in Eugene and ran five daily passenger trains to Portland. In 1916, the Oregon Electric began construction on its Blair Street terminal yard. From here, tracks extended into the eastern and western reaches of the county. The rail line connected widely scattered farmsteads and was key to the development of early dairy farming. Four years later, due to increased demand, the railroad more than doubled the number of its daily trains to Portland.

In 1915, Southern Pacific purchased the local street car system. Within five years, however, the impact of the automobile on local rail travel was apparent, in the form of drastically reduced ridership. In 1926, the line to Springfield was discontinued and the following year, service within Eugene ceased. However, Southern Pacific would continue to provide a local transportation option. The city authorized the railroad to substitute a motor bus system for the streetcar network, and Oregon Motor Stages was soon in operation.

In 1925, community leaders were apprized of a plan by Southern Pacific Railroad to locate their new rail yard in Springfield and turn Eugene into a spur line. Hoping to retain this important industry, several viable parcels of land in Eugene were identified and offered to the railroad at no charge. After Southern Pacific refused these lots, the leaders essentially told the railroad to choose the land it wanted and that the city would obtain it on their behalf. Part of the bargain, however, was that the railroad relinquish title to the land it had acquired in Springfield.

Southern Pacific chose a 205-acre site in the agricultural lands to the northwest of town, west of River Road and anchored on the south by the current Roosevelt Boulevard. The new facility would stretch diagonally to the northwest, for approximately one-half mile. To accommodate the new yard, some changes were made to the area's street system. Blair Boulevard was closed off where it would cross new tracks; County Road, later Bethel Drive, was diverted; and a short access road was extended from Roosevelt Boulevard into the yard. The new yard became the western boundary of the River Road neighborhood, creating a barrier to the lands to its west.

Development of the terminal yard began in 1925 and continued for the next four years. The first building to be constructed was a tie treatment facility, which was intended to serve Southern Pacific operations as far south as San Francisco. "Once completed (in 1926), the tie facility was considered one of the finest and most modern in the United States."¹³ The next buildings to be constructed included the roundhouse and turntable, oil storage tanks, a yard office, a car repair shed, pump house and a machine shop. The railroad also constructed a new bridge spanning the Willamette River at Springfield,

designed to handle the heavier locomotives. The need for the bridge was anticipated due to the opening of the Natron Cut-off/Cascade Line which would reach into central Oregon. By March 1926, Southern Pacific began the consolidation of its operations at the Eugene facility, when it transferred its freight division from the soon to-be-defunct Junction City station.

During this period, the automobile industry was also making great strides. With an ever-growing number of vehicles on the road came an increasing demand for services and businesses that catered to them. New opportunities for specialized employment and manufacturing were created. For example, Polk's 1925 Classified Business Directory for Lane County includes these sub-categories, among others, under "Automobile": Accessories, Body Builders, Bumpers, Electricians, Enamel, Greasing, Polish, Rims and Wheels, Springs, Tires, Top Repairing, and Wrecking.

Following the paving of River Road as the Pacific Highway in 1923, automobiles were being used for personal travel of increasing lengths. Businesses catering to drivers sprang up along the highways. Of the ten service stations operating in 1925, five were along Pacific Highway, with four on Blair Boulevard and the fifth on River Road. Overnight accommodations began to be developed in the form of automobile camps, the pre-cursor to motels. These camps generally consisted of a gas station, communal restroom, and small, detached cabins. The Cabin City Auto Camp, at 225 River Road, was one of three operating in Eugene in the mid-to-late 1920s.

In the early 1930s, due to its designation as a highway, River Road became an important transportation route and access to it was seen as key to development. A study of land patterns in the River Road-Santa Clara area by Michael Spyrou¹⁴ included approximately one-half of the land in the River Road neighborhood. According to Spyrou, in 1931 fifteen of the nineteen streets in his study area were tributaries of River Road. This phenomenon is attributable to two main development trends that took place in the area. First, was the practice of Donation Land Claim holders creating roads leading from their property directly to River Road, the main and only road through the area in the late 1850s. As these claims were divided, new owners would create their own access to the main road, as necessary.



Cabin City Auto Camp in 1927 at 225 River Road. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE1033).

The second trend was the tendency for land owners to subdivide their properties so that the new parcels faced existing streets, creating access and eliminating the need for creating infrastructure. As was common, these early roads were named after adjacent

property holders and include (Frank M.) Horn Lane, (D.C.) Howard Avenue, (Jerry) Beebe Lane and (Charles A.) Hardy Avenue. Early Metsker Maps of the area show that the phenomenon occurring in Spyrou's study area was indicative of the entire River Road neighborhood.

During the Depression years of the early 1930s, several road-related projects occurred in the River Road neighborhood. This included work by Lane County, such as the construction of the 1932 River Loop covered bridge, designed by Nels Roney. "Structurally, it is typical of the conservatively designed Howe trusses favored by Lane County bridge builders for so many years."¹⁵ Larger scale road projects included improvements to sections of the Pacific Highway that ran through Eugene, in preparation for it becoming an interstate highway. This resulted in the route following Blair Boulevard and River Road being designated as Highway 99 North (99N).

Street improvements were completed primarily by the Civilian Conservation Corps (CCC), which was created to provide work to the unemployed, largely in the form of community improvement projects. "In the depression years of the 1930s, road crews of the CCC paved and graveled roads throughout the county."¹⁶ In 1935, Eugene was still in the process of upgrading its roads, as 15 of 68 miles of roads were still dirt or gravel. As work focused on streets within the city limits, few improvements were made in the River Road neighborhood that were not directly related to the Pacific Highway.

Due to its low elevation and proximity to the Willamette River, the River Road area was prone to frequent flooding. During such times, Highway 99 (i.e., River Road) was impassable. In 1936, the Oregon State Highway Commission relocated Highway 99 west of the Southern Pacific Railroad tracks and terminal yard, to West Sixth Avenue, Garfield Street, Roosevelt Boulevard and Prairie Road. This left Blair Boulevard and River Road to serve mainly local traffic.

In 1937-38 the present-day Highway 99 route from Eugene to Junction City, including the overpass above the Coos Bay branch rail line, was completed. In 1941, Sixth and Seventh avenues were converted to a one-way couplet between the overpass and Willamette Street in downtown Eugene, due to the large increase in highway traffic.

Highway 99 was relocated to its present route through Eugene between 1948 and 1951, beginning with the complete relocation and reconstruction of Franklin Boulevard and the railroad tracks between the University of Oregon campus and Judkins Point. At the same time, East Broadway was widened to four lanes. Finally, a new Ferry Street Bridge and railroad viaduct were completed, providing a direct connection from Coburg Road to downtown Eugene and the University, and linking Highway 99 between the Sixth-Seventh couplet and East Broadway.

As automobiles became more affordable and paved roads made traveling easier, additional motorists took to the roads. Additional services sprung up, but most were concentrated along the highway, to serve the bulk of the traffic. By 1944, of the 31 automobile camps in the Eugene Area, at least 22 were located on Highways 99N and 99S, including West Sixth and West Seventh avenues. In addition to the Cabin City Auto Court, the River Road neighborhood also boasted the Green Gables Auto Court

and the Fir Grove Auto Camp. Once sited on the “outskirts” of town, these new accommodations were being developed around the city center and were increasingly referred to as courts, lodges and motels.

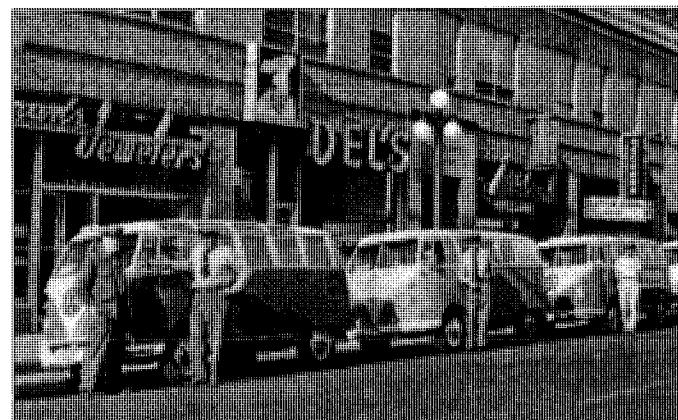
“The construction of Highway 99N...increased the local traffic capacity of River Road and offered more opportunities for favorable commercial locations along it; this also had the effect of making it a more favorable residential site.”¹⁷ Commercial development became oriented toward the neighborhood, and by 1948, an appliance store, department store, dry cleaners and small offices sat among the six gas and oil stations lining the road. Unlike this new commercial development and also unlike the residential development of its past, however, the new residential growth was not oriented to River Road, but was still dependent on it.

In 1946, according to Spyrou’s land use study of the area, more than half of the 63 roads in the neighborhood directly joined River Road. This resulted primarily from earlier residential development, which had new additions abutting existing streets, and the location of the Southern Pacific Railroad terminal yard, which created a buffer on the neighborhood’s west side. Growth after World War II reinforced the focus on River Road, as new development was simply sited within the street network that was already established. In the late 1940s and early 1950s, 14 new residential plats were filed in the neighborhood, with an average of 11 parcels each. These were primarily replats of older additions or the infill of vacant parcels that were already surrounded with development. As in the past, these additions were located on streets that already existed, many of which either directly intersected with River Road or fed onto streets that led to River Road, such as Park Avenue.

In 1947, local bus operations were purchased by City Bus Lines, which maintained the system for almost a decade. After a near-bankruptcy, the bus drivers formed a driver-owned cooperative to take over operations in 1958. By the end of the following year, the Emerald Transportation System had purchased twenty



Cow at gas station during the 1946 flood. Photo courtesy of Lane County Historical Museum (GN2052)



The Emerald Transportation System and their fleet of Volkswagens in the 1960s. Photo from City files.

Volkswagen microbuses, which served the residents of Eugene and the fringe areas for much of the 1960s.

From the mid-1950s to the mid-1960s, a number of large-scale road projects were undertaken around Eugene. Lane County began to expand its street network and improve its roadways to the north of Eugene. "Using federal timber receipts, Lane County built the roads that served the fringe developments," including Irvington Drive, Royal Avenue and Barger Drive.¹⁸ In 1956, Congress established the Interstate Highway System, and local construction of Interstate 5 began. As the freeway was located on the outskirts of town, its completion included the Interstate 105 spur, which connects the freeway to downtown Eugene.

During the time that these freeways were being developed, a number of changes had occurred at Southern Pacific's Eugene yard. In the late 1930s, improvements were made to increase efficiency, accommodate longer freight trains, and handle larger locomotives. For example, additional stalls were added to the roundhouse and a larger turntable was installed.

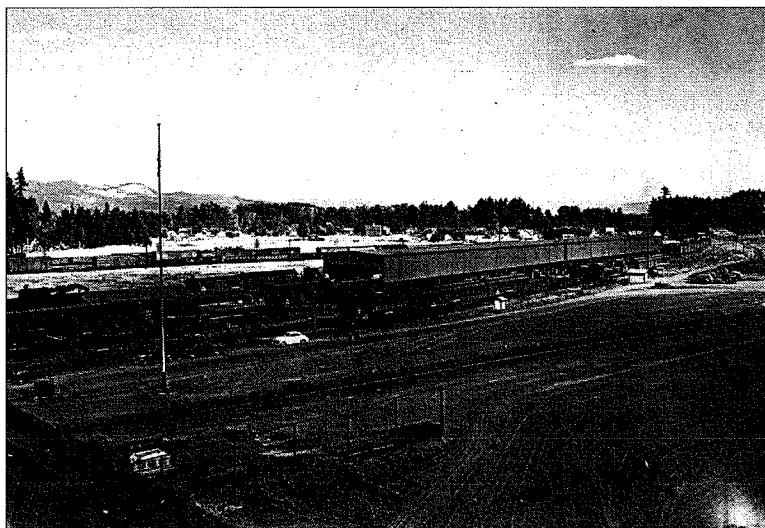
In 1944, Southern Pacific decided it would no longer purchase steam locomotives as diesel electric power was more efficient. Within two years, the first diesel freighters were in operation and were

soon followed by diesel passenger trains. The introduction of a new power source required new and updated service facilities. As a result the Eugene yard went through another round of modernization and upgrades in the 1950s. This included its conversion from a flat switching yard to one using radar operated gravity, part of a \$6 million expansion completed in 1956.

It was during this time that Southern Pacific entered into a variety of business ventures

that would affect the look and use of its local facility. In 1955, the railroad opened Southern Pacific Pipelines, a refined petroleum products pipeline. Storage tanks, pipelines, and an associated spur line were developed in the northwest section of its yard. In 1958, the Pacific Electric Motor Transport Company, a trucking subsidiary that provided rail-to-store delivery, relocated its Northern District Headquarters to Eugene.

In 1962, Southern Pacific expanded its yard north to Irving. The railroad also transferred a number of functions and hundreds of employees to Eugene from its southeast Portland yards. Two years later, Southern Pacific constructed a new highway



Looking east in 1942 towards the River Road area from the machine shop in the Eugene rail yard. Photo by Fred Davis and courtesy of Lane County Historical Museum (T60/L79-301)

transport terminal next to the yard, enabling the company to take advantage of the new interstate road system. These two actions added to the population surge in the River Road area and surrounding neighborhoods.

In 1961, a Eugene-area transportation report suggested that a number of changes be made to facilitate the flow of vehicular traffic in northwest Eugene. One was construction of a viaduct crossing the Southern Pacific tracks and linking River Road with Chambers Street. It would be nearly 30 years before the viaduct, the Chambers Connector, was built.

The 1961 report also suggested construction of what is now known as the Northwest Expressway, along the east side of the Southern Pacific rail yard from River Road north to Prairie Road near Irving. Expressway construction began in 1968, and the Park Avenue-Irving Road section was completed in 1971. The Northwest Expressway was fully completed in 1980, when sections between River Road and Park Avenue, and between Irving Road and Prairie Road opened to traffic.

The most ambitious of the suggested projects was the so-called "Peripheral Road," which would come to be known as Beltline Highway. The first segment of the Beltline, a two-lane expressway between River Road and Coburg Road, was completed in late 1961. Three years later, Beltline was extended west to Highway 99, and an interchange with the new Delta Highway was built just east of the Willamette River. By 1970, Beltline was a full-fledged freeway through the River Road area, linking Interstate 5 and Highway 99, with a two-lane extension south from Highway 99 to West 11th Avenue.

In 1964, Lane County built the Delta Highway on the agricultural lands of Goodpasture Island. It provided a connection between Beltline Highway and Interstate 105 to its south. "The Interstate freeway system was one aspect of the postwar technological explosion that had a very significant impact on Eugene's and the region's development. Its construction heralded the accelerated growth of Oregon cities and the accompanying changes in land use and attitude toward our natural environment."¹⁹

The construction of the freeway system accelerated growth and the accompanying changes in land use. It greatly facilitated the commercial and residential development of the River Road neighborhood, among other effects. Automobile-related development began to occur at or near the freeway interchanges, such as the River Road exit from Beltline. As these new commercial enterprises tended to focus on the recreational traveler, gas stations, motels and restaurants were the most common services provided. The freeway system also allowed people to live farther from their place of work and allowed development on land once considered too rural.

The 1960s saw the introduction of the large-scale subdivision in the River Road neighborhood. Developments of this size required additional roadways to be installed, which began to change the look of the area's transportation network. The new streets began to conform to the grid pattern that most of the city was based on, yet which had remained largely absent from this neighborhood. During this time, curvilinear streets

and cul-de-sacs were also introduced to a landscape that only knew the meandering of Marion Lane south of River Road Elementary School.

These contemporary roads and large subdivisions are concentrated in the west and northwest sections of the neighborhood. These areas, which back up to the Southern Pacific rail lines, developed later than others due to their comparably inaccessible location. The extension of existing streets, such as North Park Avenue and Silver Lane, helped promote construction in this pocket. Despite the introduction of these new road features, the main street pattern in this neighborhood remained unchanged – the majority of arterials still lead to River Road.



Construction of the Delta Highway prior to the Jefferson Street Bridge, 1964. Photo by Harry Gross courtesy of Lane County Historical Museum (GN252)

Transportation Endnotes

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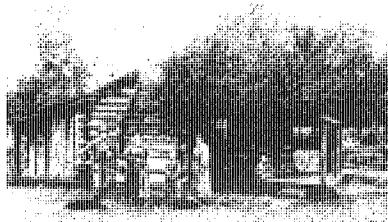
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AGRICULTURE

Agricultural landscapes of Lane County fall into three distinct yet intersecting developmental phases, the agrarian (1846-1940), the industrial (1865-1940) and the commercial (1890-1940).¹

The agrarian period marks the time when agriculture was the dominant force in social, cultural, and economic development. It includes the period of initial Donation Land Claim settlement from 1845 to 1860, as well as the emergence of complete farms between 1850 and 1870.² Though the industrial revolution is primarily associated with manufacturing, it had a significant impact on agriculture as well. Mechanization made it possible to farm large parcels without large labor supplies, while improved transportation networks, especially the railroads, made it possible to reach nationwide markets.³ The collapse of grain markets in the 1890s, a shift of large-scale wheat and cattle farming to eastern Oregon, and the steady growth of urban centers and regional markets, ushered in the decline of industrial-scale farming ventures in Lane County. Smaller, more diverse farms characterize the resulting commercial agricultural phase. Row-crops, orchards, and dairies replaced large-scale grain farming, while the resulting produce was designated for regional rather than national distribution.⁴ It is this last phase that had a particularly broad impact on the River Road area prior to its suburbanization following World War II.

Pioneer Agriculture

The Donation Land Claim Act of 1850 allowed pioneers to claim 320 acres, if single, or 640 acres, if married, with the condition that the land needed to be improved. In 1860, the Homestead Act reduced claim sizes to 160 acres and 320 acres, respectively. The popularity of the acts, as well as the desirability of land in the Upper Willamette Valley, resulted in the nearly complete settlement of the region by the late 1850s. What is now the River Road area would have been especially attractive to settlers because of its easy access to water and rich soils. In addition, its Prairie grasslands provided ideal pasture and required little effort to clear.

The 1857 Survey Map indicates that the primary landowners in River Road were members of the Davis family, with Joseph and Benjamin Davis each holding slightly over 640 acres, and L.E. Davis holding another claim of slightly over 300 acres. Their “neighbors” to the north, in what is now Santa Clara, included claims by members of the Pointdexter family, as well as James and Abraham Peck (a.k.a. Peek). The holdings to their west belonged to Parker Bryan, James and William McCabe, and Joseph Ogle. Prior Blair and Solomon Zumwalt settled south and southwest of the Davis’ farms.⁵

Settlers brought a variety of seed and livestock with them, initially planting approximately 20 acres of their claim to support themselves and their families.⁶ Cattle were often the first focus of farm expansion because the rich prairies of the Willamette Valley provided ample grazing in unfenced fields and because cattle were easier to transport to distant markets.⁷

Industrial-Scale Agriculture

The 1850s and 1860s saw much experimentation and solidification of agricultural technology and practices. In 1860, the Oregon State Agricultural Society was established, and in 1868, Oregon Agricultural College (now Oregon State University) was founded in Corvallis. The introduction of silos came in 1873, a sign of an emerging dairy industry.

The gold rushes in California and later British Columbia spurred further expansion of production for Oregon farmers. Though some Oregonians left for the gold fields, many more stayed behind and prospered by supplying miners with food and other goods. The 1870s and the 1880s saw a boom in wheat, which was further facilitated by improved transportation networks and farming technology. Though agrarian settlement patterns continued to exist into the twentieth century in the remoter reaches of Lane County, in the more central River Road area, small farms were replaced by larger scale industrialized agriculture by the 1870s.

The large scale of the Donation Land Claims lent themselves to industrialized agriculture. A single, unassisted family group could hardly cultivate a 640-acre, or even a 320-acre claim without the aid of hired labor and increasing mechanization. The results of expanded cultivation, large harvests, were also beyond the capacity of local communities to absorb, resulting in an increasing volume of exports.⁸

Though the advent of steamboat shipping aided the export of goods, the construction of railroad networks caused exports to explode. Profitability was such that some new crops, such as hops, were introduced in 1875-1900. Hop cultivation required the first intensive use of migrant labor. Evidence tentatively suggests that Native American migrant labor was especially associated with hop cultivation and harvest in the Pacific Northwest.⁹ A boom in hops between the 1880s and the 1920s collapsed with the passage of the Eighteenth Amendment to the U.S. Constitution, which brought the “Prohibition” of alcoholic beverages in January 1920.¹⁰

Commercial Agriculture

In the 1890s a significant shift occurred. The previously exuberant grain markets collapsed, forcing many farmers to sell all or part of their holdings.¹¹ Donation Land Claims were often split among the children of the original claimants or were sold to new arrivals. While the average farm size in 1860 was 388 acres, by 1900 it had diminished to 170 acres.¹²

Improved irrigation techniques and large open tracts of land shifted cattle ranching and wheat farming towards eastern Oregon.¹³ As a result, the average farm size declined in the western portion of the state, while the number of farms in operation increased. Willamette Valley farms also became more diversified, increasing the production of row crops and orchards that could supply local markets. During this time, local markets expanded as more and more laborers arrived to work in new industrial endeavors. Simultaneously, improved road networks further facilitated the development of regional markets.

The greater quantity and smaller size of the new farm forms attracted new farmers, some lured by advertising campaigns. In the early 1900s, small-scale farming was promoted as healthy and virtuous, an expression of the Jeffersonian idyll. Willamette Valley land was promoted by boosters, such as the Southern Pacific Railroad, the Sunset Magazine Homeseeker's Bureau, and the Eugene Commercial Club.¹⁴ The Willakenzie area, whose agricultural and residential development parallels that of River Road, was promoted by George Melvin Miller, among others, who advertised "Miller's Little Farms," in the *Morning Register Industrial Edition* in 1907. Miller offered lots ranging from 4 to 20 acres, along with very specific instructions for maximizing profit from walnuts, peaches, berries, and potatoes.¹⁵



Orchards and Row Crops

The newer settlers from the Midwest and East Coast states brought new crops with them, as well as new techniques such as crop rotation.¹⁶ Though the first grafted fruit trees were imported into Oregon in 1847, horticulture did not become a significant force in agricultural economics until the late nineteenth century. Flax had a similarly delayed acceptance, arriving in the state in 1844-1850 and remaining a minor crop until the war efforts of the 1940s.¹⁷

Market gardens flourished between 1900 and 1940, with new focus on cherries, walnuts, filberts, and apples. Field patterns were generally composed of equal sized



Fruit tree production at Woodruff Nursery on River Road. Photo by Kennell-Ellis courtesy of Lane County Historical Museum (KE887)

parcels of orchards and row crops.¹⁸ The trend toward an increased quantity of farms of smaller size continued. Some could be as small as 20 acres, but ranged up to 200 acres. Grain fields persisted, but no longer dominated. Cattle and other livestock also continued to be kept, but were often for home use, rather than for commercial purposes.

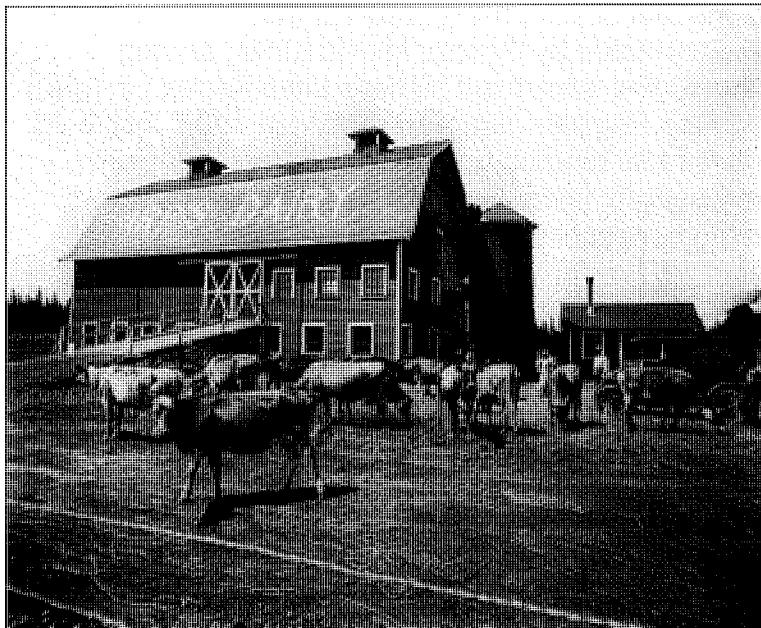
The annual value of fruit production in the Northwest nearly doubled between 1880 and 1900, fueled in part by improved transportation networks and processing facilities such as prune dryers. By the 1920s, prunes became the number one fruit, with apples running a close second.¹⁹ In 1903, George Dorris began to grow filberts commercially in the Springfield area. Gas-powered equipment introduced between 1914 and 1940 further speeded up planting and harvesting. Oregon agriculture boomed during World War I. The following Great Depression saw the collapse of the independent family farm and consolidation into commercial operations, though smaller scale market gardens persisted, especially in urban areas.²⁰

Dairies

Another agricultural development between 1890 and 1930 was the emergence of dairy farms. In addition to improved transportation networks, technological innovations associated with the proliferation of dairies include the development of the cream separator in the 1890s, and slightly later, the introduction of electricity, initially in the form of generators.

In the River Road area, dairies were primarily associated with the Danish community. Neils Johansen (1852-1927) and Jans Elgaard (1858-1938), both Danebo Danes and River Road residents, were also dairy farmers and founders of the Eugene Farmers Creamery (the predecessor to Darigold) in 1914.²¹

Land, markets, machinery, and crop varieties determined the scope of operations. Labor was often in short supply, especially during the two World Wars, which meant that family-based labor remained significant. Nevertheless, labor shortages between 1910 and 1940 resulted in the conversion of some dairy operations to orchards or chicken farms.²²



Arps' Dairy farm on River Road, c.1910. Photo courtesy of Lane County Historical Museum (GN7035)

ARP'S DAIRY
Pure Bred Holstein-Friesian Cattle
Herd Under Federal Control for Tuberculosis
PURE MILK AND CREAM DELIVERED DAILY
MOTOR ROUTE A TEL. 51-F-23 EUGENE, OREGON

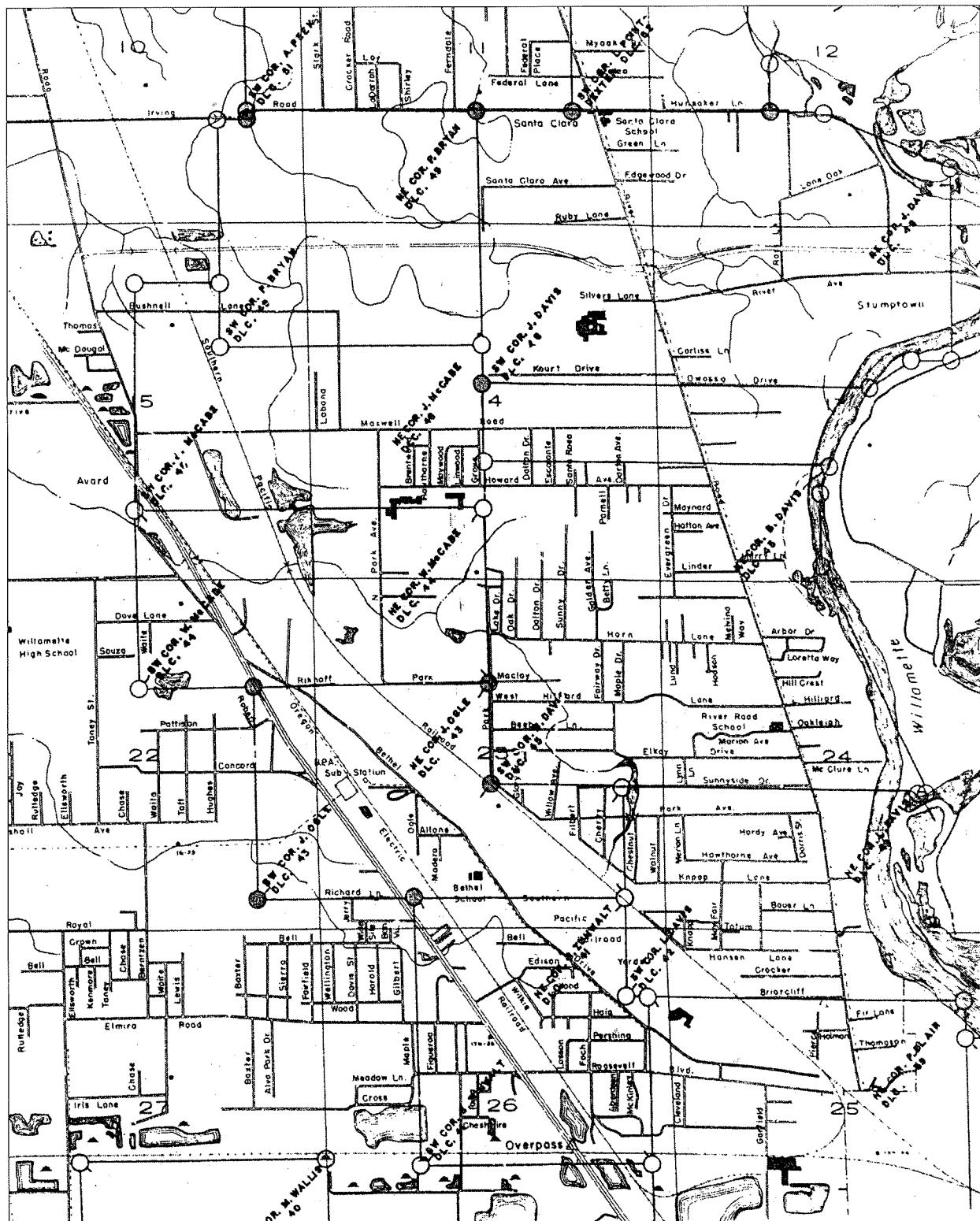
Social and Professional Organizations

Some organizations also served as outlets for information, as lobbies, social centers, and as ventures for the sale of produce, such as the Lane County Agricultural Society, which existed between 1859 and 1908.²³ Granges served a similar function. Though the Oregon State Grange and the Springfield Grange were established in 1873, it was not until the twentieth century that granges were established near the River Road area. These include the Willakenzie Grange (1913),²⁴ the Santa Clara Grange (1918),²⁵ and the Irving Grange (by 1940).²⁶ The construction of Eugene's first cannery in 1891 boosted the export values of fruits and other row crops.

In 1908, the Lane County Fruit and Vegetable Growers Association was established. Eighty growers founded the association with \$5,000 in capital and a small warehouse.²⁷ In 1912, the association became the Eugene Fruit Growers Association, later to be known as Agripac. (Jerry Beebe owned a farm at the corner of North Park Avenue and Beebe Lane, and was an early member of the association.) This organization would grow to become extremely influential in agricultural practice and business throughout Eugene and the surrounding area.²⁸ They undertook to can their produce and make it more available to a greater market. Packaging anything from green beans to dried fruits and nuts, the Eugene Fruit Growers Association grew steadily through the years, and its "Diamond A" brand of canned goods became well-known throughout the West. In 1940, the Association reported handling more than 42 million pounds of produce, which in turn accounted for approximately \$500,000 in revenue.²⁹ This agricultural organization was no doubt lucrative for the farm-focused community around River Road and contributed to the commerce of the area.

Suburbanization

Though the suburbanization of the River Road area began in the 1920s and 1930s, after World War II its pace speeded up considerably. Development often leapfrogged, taking advantage of less expensive land just beyond current boundaries of development, resulting in a mixed pattern of residential enclaves and farmland. Fringe farms, 10-acre farmettes located on the Urban Services Boundary (USB) became popular between 1950 and 1980, especially in the less-developed Santa Clara area. The average farm size continued to decline between 1900 and 1974 (though less drastically than from 1860 to 1900) from an average of 212 acres to 166 acres.³⁰ However, total farmed acreage has continued to plummet in the area. The 1987 *Santa Clara Urban Facilities Plan* noted that the approximately 500 acres of agricultural land remaining in River Road/Santa Clara constituted a "productive interim land use."³¹



Donation Land Claim corner markers (small circles) superimposed over a late-1950s road map of the River Road area.

Agriculture Endnotes

¹Forster, Thomas B., ed. et al. *The Cultural and Historic Landscapes of Lane County, Oregon.* (Lane County, OR, 1986).

²Forster, 60.

³Forster, 73-74.

⁴Forster, 81-82.

⁵1857 Donation Land Claim map.

⁶Wilson, Jeffery Scott. *Farming the Urban Fringe.* University of Oregon Thesis, Department of Geography, 1981, 33.

⁷Wilson, 34.

⁸Forster, 74.

⁹Library of Congress photo of hop picking near Moxie City.

¹⁰Speulda, Lou Ann. *Oregon's Agricultural Development: A Historic Context, 1811-1940.* (Oregon State Historic Preservation Office, 1989), 9.

¹¹ Wilson, 37.

¹²Johnson, Maura. *Willakenzie Area Plan Historic Context.* (Eugene Planning & Development, 1989), 7

¹³Johnson, 5.

¹⁴Johnson, 8.

¹⁵Johnson, 10.

¹⁶Forster, 84.

¹⁷Speulda, 8.

¹⁸Forster, 85.

¹⁹Speulda, 18.

²⁰Speulda, 15.

²¹Hall, Katherine. "Notes on the Johansen-Moody House." unpublished.

²²Hall, Katherine.

²³Carter, Elizabeth and Michelle Dennis. *Eugene Area Historic Context Statement*. (Eugene Planning & Development, 1996), 71.

²⁴Carter, 42.

²⁵“Santa Clara Land Use Plan,” 1975.

²⁶Carter, 105.

²⁷Johnson, 12.

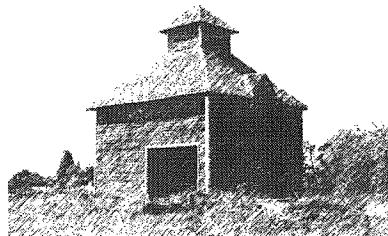
²⁸Sims, Mike. “River Road History Survey.” Unpublished correspondence, 6/13/05, 13.

²⁹Moore, Lucia, Nina McCornack, Gladys McCready. *The Story of Eugene*, 220-221.

³⁰Wilson, 43.

³¹“Santa Clara Urban Facilities Plan,” 1987, Sect. 2-17.

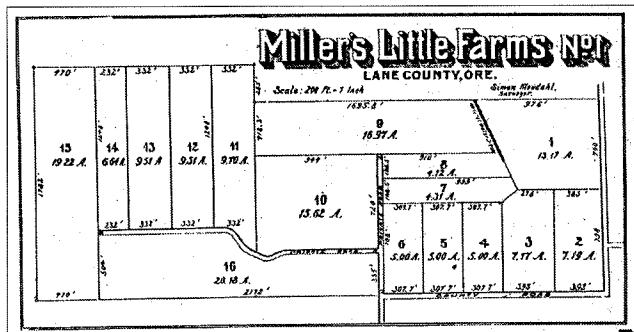
RESIDENTIAL



In the early 1920s, the most common way to obtain a residential building site in Eugene continued to be the purchase of a lot from a developer. These lots were generally in platted subdivisions located near the downtown core and the University of Oregon. Individual property owners would then construct a residence on their property, often with the assistance of a builder and/or architect. This practice resulted in neighborhoods with a variety of sizes and styles of houses. Yet, a sense of continuity existed due to the interlocking street system, uniform lot sizes, and development requirements, such as set-backs, that these subdivisions generally imposed.

The acquisition of building sites in the River Road area did not conform to this practice, however. Donation Land Claim (DLC) owners west of River Road tended to partition off small sections of their property at a time, with 5- to 10-acre parcels being sold directly to individuals, not to land developers. The land was outside of the city limits and was, therefore, served by septic tanks and not subject to City of Eugene zoning regulations and land division rules. New lots were generally sited along existing roads, which tended to follow or dead-end at original claims and subsequent property lines. Due to the sale of lots to individual owners, single family houses dominate this neighborhood.

This practice of subdividing to take advantage of existing roadways is quite apparent in the central section of the neighborhood. Properties between Horn Lane and Howard Avenue have River Road frontage, yet the lots stretch east or west for hundreds of feet, creating long narrow parcels. This development pattern is also evident in the portion of the original L.E. Davis DLC which sits along the Willamette River. From



The above plat of land lies 2½ miles due north from the business center of Eugene and is for sale in tracts as platted, at prices from \$75 to \$125 per acre, subject to change without notice. Terms 20 per cent cash and balance on or before 5 years at 6 per cent int. It lies on macadamized road leading into Eugene, on telephone line and good school is near, in a splendid neighborhood of enterprising people. This land will produce anything that grows in the Willamette valley. To get the highest revenue out of this land it should be planted in English walnuts 40 feet apart, or 30 trees to the acre. At 12 years old these trees will produce 100 pounds of nuts each, worth 15 cents per pound wholesale. Between the rows of walnuts plant peach trees 40 feet apart which at four years old will produce 150 pounds worth two cents per pound. Between the rows of peach and walnut trees plant two rows of blackberries, or raspberries, which at two years old produce full crops, always saleable in the Eugene markets at 3 to 4 cents per pound. While the trees and shrubs are small the ground can be cultivated to potatoes and other garden truck and as they grow and shade the ground, the berry bushes may be taken out and eventually the walnut will crowd out the peach trees and yield from \$600 to \$1000 per acre yearly, without any cultivation while the ground between them may be planted to grass and yield good cow pasture.

I also have a large list of stock farms, timber lands, seaport property at Florence in this county, city and suburban property in Eugene and Springfield.

I have been in the Real Estate business in Eugene since 1882 and know the country thoroughly. References any bank or business house in Eugene.

Geo. Melvin Miller

Rooms 20 & 21 McClung Block,

EUGENE, OREGON.

Real estate ad from the Morning Register Industrial Edition,
1907.

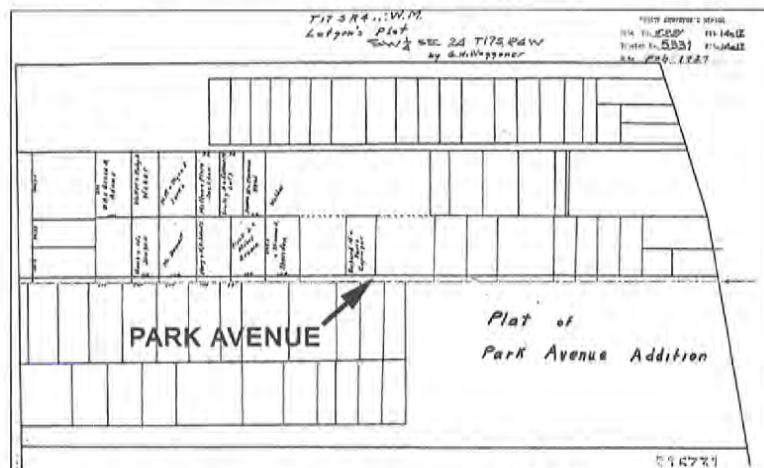
approximately Park Avenue south to Hansen Lane, parcels extended from the east side of River Road to the edge of the Willamette River.

Without a grid street system to guide it, this pattern of residential development in the River Road area continued to add to the area's history of odd-shaped lots. These non-typical configurations were first created by the DLCs. While the original claims were generally rectangular in shape, they did not always result from straight lines and were not always lined up with other claims. Adding to this configuration were small parcels of land that went unclaimed and the application of the section-land system over the original claims, which created "fractional" sections.

In 1925, the River Road neighborhood received its fourth plat, the Park Avenue Addition. It was located on the west side of the River Road intersection and consisted of 19 lots of approximately 0.32 acres each. Park Avenue was both the first addition to the record since 1910 and the first subdivision in this area to feature individual building sites. Prior to this, the lots in new additions had consisted of at least 3 acres each. Two years later, E.S. Lutgen platted his land to the northwest of the Park Avenue Addition into individual building lots. Although all 20-plus parcels were rectangular in shape and had a depth of 200 to 225 feet, the frontage along Sunnyside Drive ranged from 70 to 108 feet. As a result, this area contains the neighborhood's greatest concentration of residential buildings dating from the 1920s and 1930s.

In the later 1920s, two major factors affected the development of the River Road area. First was the 1926 decision to site the new Southern Pacific Railroad yard and shops just to the west of the neighborhood, creating an impermeable boundary. As a result, new suburban housing was built along River Road, and on nearby lanes and side streets, to house the population influx brought by new jobs at the rail yards.¹ The second factor was the automobile and the development of roads. As living outside of the city core became more feasible, residential development outside of downtown in the "fringe areas" began in earnest. The River Road area became popular as people were willing to locate in the agricultural areas. In addition to the freedom it represented, the rural lifestyle was also seen as an escape from high rents and high taxes.

By 1930, the population of the River Road-Santa Clara area had reached 1,462, nearly double from the prior decade. This represented about 9 percent of Eugene's 18,901 total residents. The original donation land claims in this area had been divided into approximately 300 smaller parcels. As indicated by the 1931 Metsker map, this piece-meal development continued to occur in a somewhat haphazard manner.



Park Avenue plat of 1925.

The Depression brought residential development in the entire community to a slowdown. During the early 1930s, no new subdivisions were filed in the Eugene area. As the economy began to improve, new construction was reactivated, but it was initially concentrated in the established parts of town. One exception was the Sunny Lea Addition platted on the property of Frank Horn. It contained five long blocks and dead-end streets that stretched from Horn Lane two-thirds of the distance to Howard Avenue. In 1937 the developers were advertising “½ acre lots for sale. \$150-\$350 terms.”

By the end of the 1930s, Eugene's construction had resumed and its population had inflated. The population of the River Road-Santa Clara area increased by nearly 60 percent during the 1930s. In 1940, the area's population was 2,545, a figure representing 12 percent of the population of the city of Eugene. The following year, Bert Dotson a neighborhood resident, devised a “simple, unique house-numbering system for the lanes branching off River Road. Dotson proposed assigning address numbers based on the number of feet properties are located from River Road [i.e., 295 Sunnyside Drive – 295 feet from River Road]. Prior to acceptance of ‘the Dotson plan’ [presumably by Lane County and/or postal authorities] area addresses consisted of the usual rural route-box number combinations.”²

This period of development in the late 1930s was brief, however, as the United States prepared to enter World War II. In April 1942, a national “Stop Order” was issued for building construction, as materials were to be conserved for the war effort. This order limited the investment in commercial, industrial and recreation structures to less than \$5,000, in farm buildings to less than \$1,000, and in residential construction to \$500. This order contributed to the slowdown of the building industry during the war years, as timber production was re-oriented to the war effort and workers were increasingly unavailable.



Sunny Lea development tract office on Horn Lane. Fay M. Bennett, Manager, in doorway. Photo courtesy of Lane County Historical Museum (GN2025)



Single-family residence under construction in the Sunny Lea housing development. Photo courtesy of Lane County Historical Museum (GN2026)

Following World War II, the size and population of Eugene exploded. The community experienced the same suburban growth that was sweeping the nation, particularly due to the growth of the timber industry. Between 1940 and 1950, the population of the city of Eugene skyrocketed. The 1950 census showed 35,879 residents, a 72 percent increase from a decade earlier. During that same period, the population of the River Road-Santa Clara area also more than doubled, to 6,412 residents. This was about 18 percent of the population of Eugene proper. "Due to its location near most of the area's sawmills and the railroad, River Road and Bethel-Danebo received the bulk of suburban growth north of Eugene."³ During this time, the automobile courts that had been established along River Road began to act as low-rent housing facilities. This included acting as a temporary shelter for families building homes in the neighborhood and as a permanent residence for the more impoverished.

With this growth came significant changes to Eugene's residential development patterns. In 1946, the Gilbert Addition, west of Highway 99 in the Bethel area, was platted, the first subdivision filed outside of the metropolitan area after World War II.

"This growth reflects the sense of prosperity and forward-looking attitude that had returned to Eugene. However, it did little to ease the housing crunch in the short term. As a result, veterans placed tiny trailers on the outskirts of town and constructed houses without attention to building codes. Between 1930 and 1960, and especially between 1945 and 1955, population in fringe areas grew much faster than inside the city. The fringe referred to such outlying neighborhoods as Friendly, Glenwood, Bailey Hill, Bethel, and River Road."⁴

A strong economy led to a building boom, and 60 new additions were platted between 1946 and 1950. These subdivisions ranged widely in size, from a handful of homes to a neighborhood with over 200 units. Of the 14 plats filed in the River Road neighborhood during this time, the number of lots ranged from 2 to 24. Many of these new plats were owned by developers, who planned to fill the tracts with standardized, economical houses.

It was no longer necessary for individuals to buy bare land on which they would construct a residence. They could now purchase ready-built houses located in developer-built suburban neighborhoods in Eugene. The look of residential architecture began to change, with the introduction of new technologies which provided for an increased variety and type of building materials. It became popular and "modern" to incorporate large plate glass; applied masonry, such as tile, stones and brick; and new roofing materials, such as tar and stones.

Another change in residential development patterns following World War II was the introduction of subdivision design innovations. This included curved streets and cul-de-sacs, which were particularly popular as they reduced the use of land for streets to a minimum and helped with siting issues on difficult parcels. However, the introduction of these new elements would serve to further complicate road patterns in the River Road area.

World War II also introduced the technique of mass production to the housing industry, such as standardization of plan, production line techniques, and an assembly line approach to construction. Instead of using a lone group of workers from start to finish, this approach utilized specialized crews, such as framers, plumbers, and electricians, who moved from house to house completing a single task. This allowed developers to build tracts of repetitious houses, most of which were not sold until after completion.

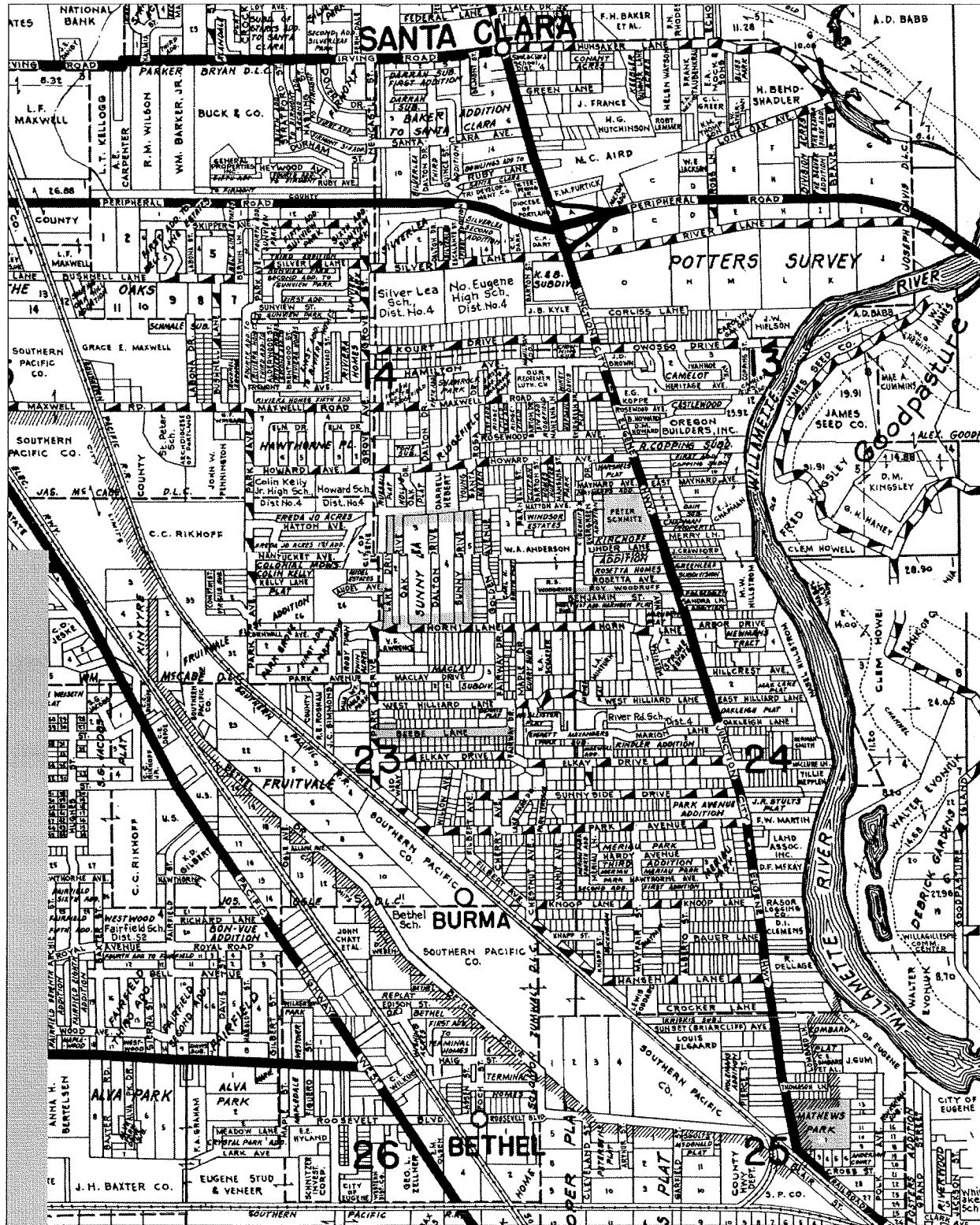
In the same vein were house plan books, which had been produced for decades by such companies as Sears and Aladdin. Construction of the chosen plan was done on-site, on bare land already owned by the buyer. The company would ship all the materials necessary, from pre-cut lumber and glass panes to nuts and bolts, directly to the construction site. Most companies offered a variety of floor plans and a range of options, such as garages and basements. Some houses were designed specifically for future additions, such as a bedroom wing.

New development in the River Road area resulted primarily from the replat of older subdivisions, such as the original 5- to 10-acre lots in The Oaks, and the “infill” of vacant parcels that were already surrounded by development. Such infill led to the creation of “flag lots,” which result from partitioning off the back half of a lot which already has a house on the front portion. Plats initially remained relatively small, ranging from 2-24 lots each. The rural feel of this area, which previously had been covered by small farms, began to evolve into a distinct residential district. Building lots started to become more uniform in size and shape and streets began to conform to the grid pattern, features which had previously remained largely absent from the area.

During this period of development, some of the remaining family farms were also platted into new additions, including the orchards of Jerry Beebe. In the late 1940s, houses were constructed on land formerly cultivated by the family. Residences were also appearing on the former Walker walnut orchard, now the Meriau Park Addition. The plat covered the area south of Park Avenue to Knoop Lane and extending west from River Road to Mayfair Lane.

A 1953 study of the rural-urban fringe in Eugene determined that the primary motivations for moving to these areas included less congestion, more room; better for the children; unable to find housing in town; proximity to employment or business; room for garden; cheaper land and lower rent; and lower taxes. Beginning in the 1950s, “we see subdivisions plunked down in the middle of orchards and farming land. Open fields, horse pastures, orchards, abandoned orchards, and idle land are mixed with rows of modern suburban houses. The voices of children playing in the fields mix with the noise of the farmer’s tractor.”⁵ A 1952 aerial photograph of the River Road neighborhood reflects the infiltration of housing into this former agricultural area.

There was an ironic result of the continued and increasingly popular “fringe living,” where open space was a main attraction: the individual building lots began to get smaller, and thus, closer together. In the early 1900s, new plats had lots ranging in size from 3 to 14 acres, because properties generally contained pasture, field, and/or orchards. The 1925 Park Avenue Subdivision was the first truly residential subdivision, with corresponding lots of about one-third acre. By 1945, during the post-war boom, the



Metsker map from 1968 showing shrinking lot size and new road construction in the River Road area.

average lot was reduced to about one-quarter of an acre. The subdivisions platted in 1950 decreased lots to less than one-fifth of an acre, or 0.20 each, though individual lots varied from 0.15 to 0.21 acre.

Subsequent development has remained consistent with this approximate lot size. The exception appears to be 1955 and 1960 additions consisting of nine parcels or less, where the average parcels are closer to one-third acre. Whether by owner design or as the result of an odd-shaped property, lots returned to the average one-quarter and one-third acreage. Examples include the 1955 Schmalls Subdivision, with nine lots of 0.37 acres each, and the 1960 Briarcliff Subdivision, with six 0.23 acre lots.

The population of the River Road-Santa Clara neighborhoods had increased to 11,210 residents in 1960, or 21 percent of the city's total population. This represents an increase of 74 percent from the prior decade, as compared to a growth rate of 42 percent for the City of Eugene. Due to this rapid pace of development in River Road since World War II, it is estimated that 45 percent of the area's residences were constructed between 1940 and 1959.

Between 1960 and 1964, the River Road neighborhood had a record-breaking number of new additions. Of the 23 projects, a few were infill or replats consisting of just a few parcels, such as the three-lot Neely House subdivision. However, at the other end of the spectrum were the 83-lot Camelot Plat and the 75-parcel Park Grove. These plats represent the introduction of large-scale residential subdivisions to this neighborhood, where, previously, the biggest addition consisted of 27 lots. Not surprisingly, the balance of the current River Road area street system was created during this time.

These large additions were providing homogeneity to the area's landscape patterns, due to their consistent lot sizes and connecting streets. In 1962, Lane County revised its subdivision ordinance to create a "Minor Subdivision," which consists of three lots or less. The ordinance required that all new lots face an existing street, regardless of the size or shape of the underlying parcel. As such, it had the tendency to promote the continued piece-meal division of land that characterizes the River Road neighborhood.

Residential Endnotes

¹Sims, Mike. "River Road History Survey." Unpublished correspondence, 6/13/05, 2.

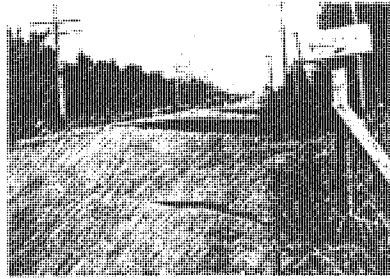
²Sims, 3.

³Sims, 8.

⁴Wright, Sally and David Pinyerd. *Eugene Modernism, 1935-65*. (City of Eugene Planning & Development, 2003), 4.2.

⁵Spyrou, Michael. *Land in the Suburbs: Spatial Patterns of Lots in the River Road-Santa Clara Area, Eugene, Oregon*. University of Oregon Thesis, Department of Geography, 1973, 2.

COMMERCE & INDUSTRY



Once Eugene began to grow from a simple settlement into a true town, essential services were needed to provide for its inhabitants. Starting as early as 1846, commercial ventures began to be established, primarily centered around what would become the city's downtown core. The first of these was a small store, owned by James Huddleston, which was established near the Skinner Cabin, around 1850. After that, commercialism boomed and many businesses providing goods and services were established. Groceries, millinery shops, livery stables, hotels and mercantiles were among the many businesses that could be found in the city.

Due to its location on the outskirts of Eugene, the River Road area was not directly involved with the commercial development burgeoning in the city proper. The community of Irving, just north of River Road and associated with the study area, was established in the late 1840s and early 1850s as a settlement separate from Eugene. Because of its size, however, the community retained a particularly rural character and its commercialism was restricted to agricultural production.¹ It can be assumed that its proximity to Eugene provided for other needs the residents of Irving might have. It can also be deduced that the residents of the River Road area operated in a similar way; supported primarily by agricultural production and satisfying consumer needs in town.

Later, the River Road area subsisted primarily on small retail and service businesses, agriculture or light industrial operations located nearby. There were also a few professional establishments; primarily medical or dental offices. Residents of the River Road area were employed in many of these businesses, as well as in local schools. Still others worked for Southern Pacific Railroad, since its rail yard was located just west of the River Road neighborhood. The intersection of tracks serving various rail lines made this a popular location for mills and industrial plants that wanted to take advantage of such a transportation hub. Industry in the area consisted of sawmills, small-scale manufacturing plants, beverage distributors and gasoline or oil plants. Most of these were located at the south end of River Road in an area



Fire at the Potter Manufacturing Company. Photo courtesy of Lane County Historical Museum (GN2035).

bordered by Monroe Street, West Fifth Avenue, Garfield Street and Roosevelt Boulevard and the railroad tracks.

One such establishment was the Chet's Frozen Food plant, established in 1946 by Fred Brunner. Located on Railroad Boulevard, it was in close proximity to the River Road neighborhood where many of its employees resided. Fred Brunner was also the proprietor of another area business known as Brunner Dryer, located on River Road, south of Howard Avenue.

Other light industry was represented by Potter Manufacturing Company, located on River Road. This nationally-known company was established in the 1920s and produced decals. The company moved to Prairie Road in the 1980s to accommodate the widening of River Road. Nearby McDaniel Lumber Company was established in 1945 and participated in the local lumber and milling industry until the 1970s. McAlpin Vault Company manufactured burial vaults into the early 1980s.²



McDaniel Lumber Company building was built c.1945 at 240 River Road. It was closed and torn down in the late 1970s to make way for the Northwest Expressway, completed in 1980. Photo from the 1965-66 North Eugene High School yearbook.

Agriculture

The River Road area, being located on the outskirts of the city, had a strong agricultural emphasis. Though farm size decreased around the turn of the century, production was increasing all over the Willamette Valley. Farmers worked to diversify their crops and create demand for many different types of produce. Popular local crops included hops, flax, peppermint and clover, as well as more common fruits, nuts, vegetables and grains. Farmers banded together to promote business and collaborate in their agricultural pursuits. In 1873, the Oregon State Grange was established to give farmers an official venue for such activities and soon smaller local granges were established, including those in Irving and Santa Clara.³



Threshing grain near Irving just north of the River Road area. Photo courtesy of Lane County Historical Museum (GN7140).

Hops were particularly popular between the 1860s and 1890s, and were used to produce beer both in the northwest and in Europe. The prevalence of hop growing declined at the outbreak of World War I, due to embargos and price drops, and during the Depression.⁴ At this time, many local farms failed. Others, in an attempt to capture better profits, replanted hop yards as nut orchards. By 1905, walnuts and filberts became important local crops. A prominent walnut orchard, owned by the Walker family, was located between Park Avenue and Knoop Lane.

During World War II, grain crops were largely replaced by legume crops in the Willamette Valley. Grass seed, and particularly flax, became dominant products as well. Flax took well to the local climate and was used extensively in the war effort to create fabric and fiber products.⁵ At this time, dairy farms also came to the fore and Bethel-area farms dominated the industry. In fact, agriculture in general was concentrated to the immediate north of Eugene at this time.

As well as farms and orchards, a few small horticulturally-oriented businesses operated from the River Road area's agricultural setting. Woodruff Nursery, located at 1270 River Road was a long time local business that provided for the area's orchard, nursery stock, and gardening needs for many years.⁶

From the late 1940s to the mid 1950s, the River Road neighborhood grew quickly in terms of residential sprawl. Construction of many of subdivisions and infill eventually edged in on agricultural lands. Farms and orchards were soon supplanted by housing, sending River Road's agricultural production into decline. The last filbert orchard was replaced by the establishment of Bi-Mart and Safeway stores across from the Riviera Center in 1968.



View of Woodruff Nursery circa 1930. Photo from City files.

Along Major Roads

In the mid-twentieth century, trends in commercialism lead to the establishment of shopping centers and strip malls. A few of these were constructed along River Road and added to the commercial atmosphere of the neighborhood. Around 1951, Smith's Center opened on the 900 block of River Road. It claimed the distinction of being the area's first strip mall and housed Powell Drug (later Deer Drug), the area's first pharmacy, as well as the Rolling Pin Bakery, Our Barber Shop, and the first medical office of Dr. Virgil Samms. Another shopping center, which would be known as Emerald Center, was established in 1954 on the northeast corner of River Road and McClure Lane. It contained a mixture of retail and service businesses, such as Fuller's variety store, Emerald Radio and TV Service, Handi-Snack Café, a Laundromat and cobbler, as well as some professional offices like Dr. Leonard Smith's dentist office. In 1962, the

Riviera Center, at the intersection of River Road and River Avenue was constructed. It was known as a “car-friendly” shopping center and was larger than the local shopping centers that had been constructed up to this time. It contained Tiffany’s Rexall Drug, Irish’s Supermarket, a Coast to Coast store, and a cafeteria. Associated with the shopping center were the Riviera Richfield Service station, serving the automobile traffic that the retail center attracted, and a First National Bank of Oregon branch (1968), which later became a First Interstate Bank and then a Wells Fargo Bank.

In 1961, the River Road Medical group was established. Located at 890 River Road, it came to provide for many River Road residents’ medical needs and represented a number of professional businesses that were established in the area. It originally consisted of Doctors Virgil “Bill” Samms, Olin Byerly, Kendall Hills and Charles Pyfer. Having begun practicing in 1951, Dr. Samms was one of the first physicians to practice in the River Road area. He was a prominent member of the community in this respect and was known to travel the neighborhood on his bicycle, making house calls. Doctors Byerly and Hills had practiced together in another River Road location since the late 1950s. Establishing the River Road Medical group with Samms and Pyfer, they created an important resource for the community. While maintaining a “small-town doctor” approach to their practice, many of the River Road Medical Group doctors were recognized at a higher level. Dr. Samms was named Doctor-Citizen of the Year in 1962, by the Lane County Medical Society and the Oregon Medical Association. Dr. Hills was chief of staff at Sacred Heart Medical Center in the late 1970s. He also served as the team physician for North Eugene High School and the University of Oregon’s football and basketball teams. In the mid-1960s, the practice was expanded, incorporating two more doctors and partnering with Deer Drug, which moved from Smith’s Center to a new building adjacent to the clinic.⁷

In the late 1970s, most businesses in the 100 and 200 blocks of River Road were demolished to make way for the Northwest Expressway, which was completed between Park Avenue and River Road in 1980; and the Chambers Connector, which opened in 1988. Though something of a loss, the prevalence of other commercial establishments along River Road compensated for the demolition. By the 1970s, the area was already experiencing an influx of major businesses and new transportation corridors only served to bring more trade to the area.

Parallels with Residential Development

Aside from established farms and the small community that developed around agricultural draws, residential development began to increase in the River Road area due to the railroad. The “Blair Yard” was established by Southern Pacific Railroad in 1915 and experienced expansion both in 1927 and 1966. At all times, it was a draw for employment and added to the number of people settling in the area to be close to their work. With the Pacific Highway passing near the area as well, the neighborhood became a logical location for commerce, which responded to both those passing through and those that lived in the area.⁸

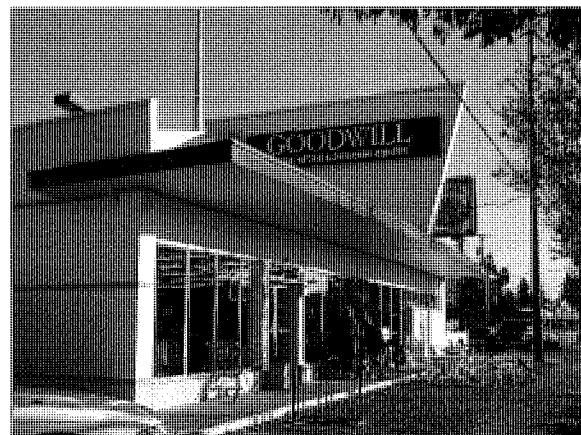
River Road experienced a surge in residential growth during the early 1940s, due to the construction of Fern Ridge Dam. Many people employed by this project lived in the River Road area around 1940 and 1941, and some remained once the project was completed. Residential growth continued to grow in the years after World War II, when prosperity and the baby boom sent new and growing families looking for housing in suburban areas, such as River Road. Located on the city outskirts, yet not too far from urban conveniences, the area made an ideal location for the establishment of housing subdivisions. With this rise in population, however, came the need for commercial development that was even closer than downtown Eugene. To become somewhat self-sufficient, the area gave rise to more and diverse businesses. As residential neighborhoods flanking River Road grew, shops and services along the thoroughfare also increased. Many of the following establishments were established in the booming years of the 1940s and 1950s and continued in operation through to the present day. Still others, which had gotten early starts in the area, met the post-war years with the capacity and inclination to change, expanding and diversifying to better serve the needs of the surrounding community.

The McKay family dominated the grocery business on River Road, starting in the mid-1930s. At this time, they owned and operated the River Road Market at 675 River Road. In 1948, the McKay family sold the store, and the new owners built a new River Road Market building at 645 River Road, immediately

south of the old location. A year later, Lloyd and Jean Walker established River Road Hardware in the former grocery store building, where they did business until the building was torn down in 1982 when River Road was widened to four lanes. In the early 1960s, the River Road Market was remodeled and included a new south-facing entrance, which changed its relation to River Road. In 1966, the market was purchased by Dean's Markets out of Junction City. A year later, the market changed hands becoming Shopper's Market. In 1975, the supermarket was bought back by McKay's. The grocery store operated as a, McKay's Market, until around 1980. The McKays also owned a store at 1015 River Road, which was opened after the sale of the River Road Market. In 1949, this facility was constructed and became the cornerstone of



McKay's Market at 1015 River Road in the 1950s. Photo from City files.



The former McKay's Market is today a Goodwill store. Photo by City in 2005.

a regional McKay's Market chain. This supermarket operated under the McKay name until around 1965 when it closed and the building was used consecutively as the Mayfair Markets' sign shop, Tom Peterson's furniture and appliance store, and Mike Porter's discount appliance store until the 1970s. It is now the location of a Goodwill store.⁹

Other markets and grocery stores in the River Road area included the Park Avenue Market, Community Market and Irish's Supermarket. The original Park Avenue Market building at North Park Avenue and Beebe Lane was destroyed by fire in 1957, but rebuilt soon afterward. Irish's, part of an established Eugene supermarket chain, opened in 1962 as an original tenant of the Riviera Center. Across from the Riviera Center a Safeway supermarket was constructed in 1968, introducing the large regional and national chains that would come to dominate. Auckerman's Food Market, which operated during the 1950s, became Late Shopper in the 1960s and 1970s and was a convenience shopping establishment. The store shared a building with Holeman Lockers, where groceries were also available, and was torn down to make way for the Northwest Expressway extension.¹⁰

River Road Hardware, which had been established in the old McKay's Market at 675 River Road, operated in that location until the mid-1980s, when it relocated to the "Graffiti Alley" building due to the widening of River Road. The hardware store was a mom-and-pop operation that lent to a strong sense of community and familiarity among neighbors in the River Road area.¹¹

Restaurants and other eating and drinking establishments in the area during the later half of the twentieth century included the Rolling Pin Bakery, North's Chuck Wagon and Eagan's Cafeteria at the Riviera Center, as well as many others. The Pioneer Inn Tavern was housed in a red log cabin and operated from the mid-1930s until it was torn down around 1970. A Bavarian-themed restaurant and lounge, the Alpine Village Inn, operated from around 1960 until the mid-1970s, when it was torn down to make way for the Northwest Expressway extension.

The Flyin' Scot Drive-In was established in 1962 by Curt and Frances Newell. It was a popular burger and chicken restaurant and was the first of four Flyin' Scot establishments. The Newells were prominent River Road citizens and in 1974 sold the restaurant to the Gould family, also long-time residents of the area, who opened Gould's Country Burgers in the store. Kellogg's Rich Maid, a local ice cream shop, later became



River Road Hardware in December 1965 at 675 River Road. It was torn down in the mid-1980s during the widening of River Road. Photo from the 1965-66 North Eugene High School yearbook.

Ashby's Ice Cream. Pizza was also sold on a take-out basis. The shop was closed by 1969. A Dairy Queen franchise came to River Road in 1960, and was the first national-chain fast food restaurant in the neighborhood. It was a popular after-school gathering place for children from River Road School and operated until the mid-1980s, when the franchise was moved to Santa Clara. The building still stands at 1030 River Road and operates as the Cedars Cafe.

Abby's Pizza Inn opened in December 1967 and was the first pizza parlor in the area. Part of a Roseburg-based chain, it was one of the earliest Abby's and was a popular with several generations of high school students. The Handi-Snack Café, located in the Emerald shopping center was later known as the Emerald Café and in 1966 became the Twin Dragon Chinese restaurant. Another small eatery of the lunch counter variety was located at the west end of Hansen Lane and was likely established in the early 1940s. It catered to workers from the local Southern Pacific rail yard.¹²

Automotive services were available in the area starting in the 1920s. They were extremely prevalent, perhaps due to the fact that Eugene was the oil distribution center for the upper Willamette Valley. Many oil companies built their facilities in the industrial area just south of River Road and were easily accessible to gas and service stations in the neighborhood.

One of the first service stations on the Pacific Highway north from Eugene was a Richfield station at 420 River Road. This facility later did business as an Arco and then a Mobil service station until 1989. From the late 1940s until the early 1960s, there were Veltex and Chevron gas stations adjacent to Cabin City Auto Camp, near where River Road met Railroad Boulevard. The Chevron facility closed and was torn down in the mid-1960s, but the former Veltex station was purchased by Eugene-based Fraederick-Skillern Oil Co., which operated one of its many Sunny discount gas stations on the site until the mid-1970s. The Leaf Station, on the northwest corner of River Road and Hilliard Lane, was another early gas and service facility in the area. It operated until the mid-1950s, closed and was torn down, and replaced in 1958 by Fraedrick's Saving Center. Fraedrick's was a typical postwar discount station, selling unbranded gasoline, motor oil and other automotive products at lower prices than the big-name service stations.

River Road Associated Service was established in 1952 at 595 River Road, and was later renamed Clark's Flying A Service. It was owned by prominent area native Clark Hollis, who made a lifelong career of service station proprietorship on River Road. In 1963, the Flying A station (now Glass Spray Service) closed and Hollis established Clark Hollis Enco and U-Haul Rental Service at 988 River Road. When Humble Oil & Refining Co. abruptly closed the station in 1971, Hollis acquired the Texaco station at 615 River Road. Clark Hollis Texaco and Rental operated until 2003. Both Hollis'



The Flyin' Scot Restaurant was built in 1962 at 1041 River Road. Photo from the 1965-66 North Eugene High School yearbook.

Texaco and Enco facilities remained in constant use as automobile-related businesses after they ceased operations as branded gas stations.

The mid-1950s business boom on River Road brought Mobil and Union 76 stations to the corner of River Road and Oakleigh Lane, between Smith's Center and McKay's Market. In 1968, the Mobil station became a Mr. Suds Car Wash and Phillips 66 gas station; it closed in the late 1970s. The Union 76 station operated until the late 1970s as well, then was dismantled and rebuilt, piece by piece, on Highway 101 in Florence.

In 1967, Signal Oil Co. built a Hancock service station at 895 River Road, displacing two small houses, which were moved to nearby McClure Lane. In the early 1980s, the station was torn down and replaced with a 7-Eleven store.

Between the early 1960s and 1980s, the intersection of Maxwell Road and North Park Avenue was home to two service stations: Glen Haldorson's Maxwell Park Mobil Servicenter and Nelson & Beever Richfield (later Arco).

As with many similar communities across the country, the number of gas stations on River Road declined after the mid-1970s. In 1965, there were 13 stations on River Road between Railroad Boulevard and Beltline Highway. In 2005, there was only one.

Catering to River Road residents' other needs were drugstores such as Powell Drug (later Deer Drug), the River Road Pharmacy and Tiffany's Rexall Drug. Tiffany's, an original Riviera Center tenant, also offered variety-store merchandising, as did Fuller's in the Emerald Shopping Center. The area's first "superstore" retailer, Villa Mart (later Valu-Mart) opened in 1963 on the former Cabin City site at 225 River Road. The Seattle-based chain store was the River Road area's first alternative to department-store shopping in downtown Eugene.

Hand's Jewelers, in the River Road Center at River Road and East Hilliard Lane, provided some luxury retail shopping. For floral needs, River Roaders went to Briarcliff Florist, which originated in the 200 block of River Road and later moved to the River Road Center; and Riviera Florist in the Riviera center.

Useful services could be found at Nu-Way Cleaners, Ayr-Dot Radio & TV Service (which also provided vending machine repair), Emerald Radio & TV Service, the Ruff family's Our Barber Shop, and Brunner Dryer.

For entertainment, there was the Firs Theater, which opened in the early 1950s at 1950 River Road. It became the Firs Bowl, the first bowling center in northwest Eugene, in 1958-59.

The area got its own branch bank for the first time in 1958, when U.S. Bank opened its third Eugene branch on the former River Road School site at 1000 River Road.

With the coming of large national and regional chains such as Safeway and Bi-Mart, among others, the "Mom-and-Pop" nature of River Road's business community began to diminish. When the Beltline-River Road interchange was completed in 1970, the

immediate area became a commercial hub, attracting fast-food establishments such as Kentucky Fried Chicken (KFC), McDonald's and Pizza Hut. The Fred Meyer retail chain opened its first facility outside of the Portland-Salem area at River Road and Beltline in 1975.

These developments further decreased the uniqueness of River Road's commercial atmosphere, making the area much like other suburban areas in Eugene, in Oregon and throughout the country.



Firs Bowl, formerly the Firs Theater, at 1950 River Road.

Commerce Endnotes

¹Carter, Elizabeth and Michelle Dennis. *Eugene Area Historic Context Statement*. (Eugene Planning and Development), 31.

²Sims, Mike. "River Road History Survey." Unpublished correspondence, 6/13/05, 4.

³Carter, 42.

⁴Carter, 75.

⁵Carter, 105.

⁶Carter, 5.

⁷Carter, 3.

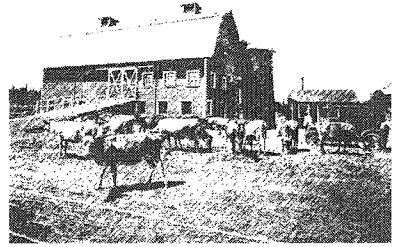
⁸Bethel Danebo Neighborhood Scoping Report, 7.

⁹Sims, 4, addendum.

¹⁰Sims, 4, 5, addendum.

¹¹Sims, 5.

¹²Sims, 5, addendum.



GOVERNMENT

One of the first families to file a donation land claim in the lower Willamette Valley consisted of Eugene and Mary Skinner, who arrived in 1846. By the following year, the Skinners had opened a trading post in their cabin, and in 1850 received authorization for Skinner's Post Office. The next year, the town site for Eugene City was platted, bound by Water Street to the north (along the river), Pearl Street to the west, Eighth Avenue to the south, and the alley behind Ferry Street to the east.

In 1853, Eugene City became the Lane County seat. A courthouse was constructed along the town square at Eighth Avenue and Oak Street, and was joined two years later by the County Clerk's office. In 1858, the community had its first jail, a stone building also located on the public square. Eugene City was incorporated in 1862, and in 1864, was re-incorporated with slightly smaller boundaries. A city council was established and Eugene Skinner became the first mayor.

A new city hall, which included a firehouse and bell tower, was constructed in 1883. The following year, a privately owned waterworks company was chartered, and in 1887 the city granted a franchise to the Eugene Electric Company. The following year, the name of the city was officially changed from Eugene City to Eugene. In 1900, the community's first hospital was established.

The first car arrived in Eugene in 1904. By 1906 the number of automobiles had increased to a total of only four. However, by the following year, the city had awarded its first street paving contract. Also in 1906, the city granted a franchise for the construction of an electric street car line. In 1908, a new post office was constructed on Willamette Street near Sixth Avenue. By the 1910s, "the local government was clearly becoming more involved in development matters in the community...."¹

The Eugene community was directly involved in World War I. "The first troops from Oregon were called up on July 25, 1917. Locally, two artillery companies and a University ambulance company formed and went overseas. The University of Oregon organized a reserve training program that provided military preparation for troops."² In 1919, the Reserve Officer Training Corps (ROTC) was established on campus and the Red Cross swelled with volunteers.

Following World War I, the community focused on its growth and social activities. During the Depression, assistance was provided from the federal New Deal programs, such as the Civilian Conservation Corps (CCC). In the mid-to-late 1930s, the CCC assisted in a massive tree planting project on Skinner Butte (1934), helped construct Civic Stadium (1938), and built the Willamette National Forest building on West First

Avenue. The only federal government project to be completed in Eugene during the Depression was the construction of a new post office on Willamette at East 5th Avenue.

Utilities

In 1905, the Willamette Valley Company purchased the private water works. The following year, a sewer leakage into the millrace caused a serious outbreak of typhoid fever. As a result, the city of Eugene purchased the water system in 1908. That same year, a "bond issue permitted the purchase of Skinner Butte for the development of a municipal water and light department."³ The Eugene Water Board was established three years later, and began to update and upgrade the city's water system. In 1912, new turbine pumps were installed at the Skinner Butte plant. Two years later, a new well for city water was established, followed by a new reservoir on College Hill in 1915.

During the 1930s, the Eugene Water Board (now the Eugene Water and Electric Board or EWEB) provided electricity directly to the River Road neighborhood. It was one of the few areas outside of the Eugene city limits that the board included in its service boundary. However, the Board had a policy of not constructing or owning water mains outside of the city limits. Instead, EWEB would sell water to local districts that would distribute the water through a system they owned and maintained.

In 1941, the River Road Water District was formed, operating as a special purpose entity. The district provided water, street lighting and fire protection services to its residents. In the late 1940s, EWEB began to rebuild its electrical distribution system in the neighborhood due to postwar growth. This project included two new substations in the River Road neighborhood; one near the 800 block of River Road and the other just off Howard Avenue.

By 1961, the River Road Water District was EWEB's second largest customer, just behind the Bethel Water District. Of the total water consumption that year, 60% was for business and industry, while 40% was for residential purposes.⁴ That same year, EWEB constructed a high-voltage connection and a new substation, just north of the River Road neighborhood, to handle the area's growth. In 1965, "Pacific Northwest Bell built a new switching facility on the east side of River Road, just north of Maxwell Road. The River Road area got two new prefixes, 688 and 689, to replace the 'Diamond' numbers it had shared with Eugene."⁵

Fire Services

It wasn't until 1913 that the City of Eugene's fire department purchased its first gas driven fire truck. However, horses and carts remained in use for the next few years until the fire department was fully motorized. In 1920 the fire department purchased new fire trucks. The carts continued to be used at the smaller outlying stations, such as the one on Elmira Road in the Danebo area. Lane Rural Fire District provided services to the River Road neighborhood from both the Danebo station and the one established on

Irvington Dirve in the early 1930s. However, upon the establishment of the River Road Water District in 1941, fire protection was provided through a contractual agreement with the Eugene Fire Department. The fire station on Irvington Road has since been razed.

Planning

In 1948, Eugene adopted its first zoning ordinance. The following year, Lane County was the first county in Oregon to create its own planning commission. “The commission’s first act was the adoption of a zoning ordinance that applied to the fringe areas and along highways, which prohibited businesses within 800 feet of a school. The ‘fringe areas’ referred to then-outlying neighborhoods, such as Friendly, River Road, Bethel, and Bailey Hill that were growing rapidly following World War II.”⁶

Between 1945-1955, the urban-rural sector grew faster than that within the city, as Eugene expanded toward the west and northwest. By 1950 alone, fringe residents comprised one-quarter of the Eugene Water and Electric Board’s water customers, which was equal to the number of city residents.⁷ However, “fringe dwellers actually paid less for water than city residents, because city dwellers had to pay a sewer fee.”⁸ At the time, most residences in the River Road area were outside of the city limits and were served by septic tanks.

In 1954, the first streetlights were installed in the River Road area, by a local civic group in cooperation with EWEB.⁹ That same year, the River Road Park and Recreation District was formed. Shortly thereafter, Emerald Park was opened at 1400 Lake Drive, complete with playground equipment and picnic area. In 1961, the district opened the community center and indoor swimming pool.

In the mid-1950s, Lane County used federal timber receipts to improve roads serving the fringe developments, such as Royal Avenue and Barger Drive. Later, such funds were used toward building Beltline Highway and the Northwest Expressway. “In those years, most local governments viewed the promotion of development to be one of its responsibilities.”¹⁰ Accordingly, in 1960, for the first time, the city annexed large areas north of the Willamette River. Four years later, the seven square-mile Bethel-Danebo annexation added more than 7,000 people to Eugene’s population.



Emerald Park in the River Road area in 2005. Photo provided by City.

Government Endnotes

¹Carter, Elizabeth and Michelle Dennis. *Eugene Area Historic Context Statement*. (City of Eugene Planning & Development, 1996), 58.

²Carter, 90.

³Carter, 71.

⁴*Eugene Register Guard*, 3/11/61.

⁵Sims, Mike. "River Road History Survey." Unpublished correspondence, 6/13/05, 5.

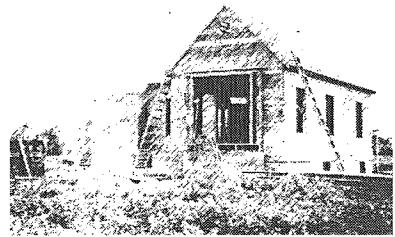
⁶Holt, Kathleen and Cheri Brooks, eds. *Eugene 1945-2000: Decisions that Made a Community*. City Club of Eugene. (Eugene, OR: Xlibris Corporation, 2000), 64.

⁷Stone, Norman, F. *Bountiful McKenzie: The Story of the Eugene Water & Electric Board*. (Eugene, OR: Parkston Company, 1986), 61.

⁸Holt, 63.

⁹Sims, 10.

¹⁰Stone, 63.



EDUCATION

With the passing of the Common School Law in 1849, Oregon became the first territory in the United States to implement a system of allocating land in every county and levying taxes for the establishment of schools and educational facilities. In time, this allowed for the structuring of full school districts throughout the state. School District 4J, which encompasses the City of Eugene, was the fourth district to be established in Lane County. Its first superintendent was Reverend Robert Robe, from 1854-1855. Thus, the City of Eugene claimed an early and progressive history of education and was even known as the educational center of the Northwest Territory.¹

In the early days, as education moved out of the home and into the schoolhouse, the focus was placed primarily on private schools. These were preferred over public schools, as many of the families in the area were from affluent eastern roots and were accustomed to the traditions of education solely for the wealthy. If public schools were available at all, they were primarily for the poor.² The first school in Eugene (circa 1853), known as "The Point of the Hills" school, was a private school, though it was unlike any private institutions settlers would have encountered back East. Small and relatively meager, the students' tuition paid the salary of a single teacher, and little was left over for books and materials.

The Point of the Hills school soon met competition as many other private schools sprang up in the area. These schools promoted instruction in various specialties such as art, music, riding, sewing, and certain "graded grammar schools" that qualified students to attend university after the eighth grade. By putting students on the fast track to university education, they tended to hinder the need for public high schools in Eugene.³

However, the institutions and concepts that touted private schools over public would come to be challenged. As the growth of railroads in the 1870s resulted in the increase of population and commerce in the West, the need for local education grew. By default, public schooling gained respectability and was more widely accepted. The first public school in Eugene was established in 1856, but did not become the predominant school in the city until 1870. Located in the center of town, it was known as the Eugene School or "School on the Commons" and was considered to be the most important educational center in town.⁴

Most early schools were located in and around the center of town in order to be accessible for the greatest number of students. However, as the city continued to expand and outlying communities developed, schools were needed to serve them as well. In this way, the River Road area came to have a variety of schools itself.

Pre-1940 Schools

Around 1900, a Danish school was established in the Danebo community, near River Road. The Kompp School (named for the farmer on whose land it was built) was constructed, maintained and directed by the community's farmers for the education of their children. Though boys were often kept out of school to help with farm work, those of the Danish community felt a need to educate their children. Sophie Nielsen, a dairy farmer's wife, was the teacher in the one-room schoolhouse, which served up to forty children in eight grades. Among rural schools in the area, the Kompp School was considered one of the best. It was eventually replaced by the original Danebo School, which burned in 1928 and was subsequently rebuilt.⁵

The earliest known school near the River Road area may have been established as early as 1869, near where Bethel School would later be built on what is now called Bethel Drive. It was a one-room log structure that was used until 1901. At this time it was torn down and replaced with a new school building, though it is believed that some of the logs may have been salvaged and reused. The new building was a two-room facility and was named "Bethel" by George W. Cornell, whose daughter attended the school. The Bethel school district got its name from this early school.

These two Bethel schools were located on land that was located where the Southern Pacific switching yards came to be sited. F.L. Chambers purchased the land to locate the rail yards and sold the school district a nearby site for a new school. Bethel District No. 52 built Bethel School, now a community resource known as the Old Bethel Schoolhouse, in 1926. It was expanded in 1928 and 1929 to accommodate more students and academic programs. The school was well known for its PTA involvement and familial support, as well as many extracurricular activities.⁶

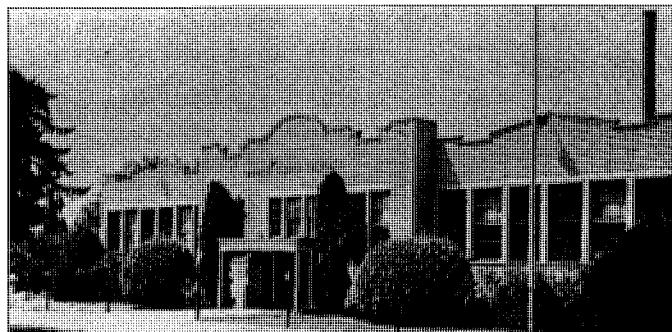
Bethel School closed at the end of the 1965-66 school year, and its students were transferred to the newer Fairfield and Malabon schools west of Highway 99.⁷ At the time of its closing, 150 students were enrolled, though in the years leading up to the closing only 30 percent of the students had returned each year, due to the increasingly transient quality of the surrounding residential neighborhood. Space limitations and obsolete facilities expedited the closure and in the last years of operation only six elementary grades could be accommodated. (The school had originally served grades one through eight.) Bethel area residents strongly opposed the closure and their new dependence on schools and other facilities outside of their community. As the Bethel community began to lose its identity and long-time residents moved away, a strong movement developed in the early 1980s to preserve the Old Bethel Schoolhouse as a symbol of the social and educational center of the community.

The Santa Clara Elementary School is the most historic in the River Road area. It began as a one-room log cabin schoolhouse located a half mile west of the current Santa Clara School site. It was moved and then enlarged to a two-room facility in 1904. In 1913, the school underwent major changes when the building was demolished and replaced with a two-story, four-room facility. A high school was also established at this time, and a separate building was constructed in 1915 to house the first three grades.

Consistently expanding its facilities and academic offerings, the school had grown to its full potential by 1931 and consisted of a standard public school with eight grades and a high school. The final school building was designed by local architect, Theodore Gerow. When another school in the northern part of the Santa Clara district became overcrowded and closed in 1931, the Santa Clara School accommodated the transferred students and continued to grow.

Many modifications were made to the facility over time. In 1937, the gym burned and two years later the high school building was condemned, followed by demolition in 1949. High school classes were discontinued at that time. Originally part of the Santa Clara area's own school district until 1945, the words "District No. 12" were carved above the front door. It was merged with Eugene's District 4, however, resulting in continued use and growth. Two new wings and a four-plex of classrooms were constructed in the 1950s and 60s. The historic main building continued to house offices, health room, library, music room, cafeteria and gym. In 1952, the gymnasium was refurbished. It was distinctive for its spacious size, balcony and bleachers, wood floor and stage. In part due to this ideal facility, Santa Clara became known for its performing arts programs. When River Road was widened to accommodate four lanes, curbside parking and the front yard of the school were eliminated. Parking was relocated to the back of the school. Enlargement of the school's playground and playground equipment also improved the facilities that the school offered to students. The school was finally closed in 2002.⁸ Fire partially destroyed the school in June 2005, which has made the building's future uncertain.

River Road School District No. 185 was established around 1914, with a three-room schoolhouse at 1000 River Road. The original school building burned in 1926, and was quickly replaced with a four-room facility (three classrooms and a lunchroom). Construction of the new larger building was very timely, as the district's population had rapidly increased due to construction of the nearby railroad yards. By 1938, River Road School served grades one through eight. Through an agreement with Eugene School District No. 4, River Road pupils went on to the ninth grade at Wilson Junior High School, and then to either Eugene or University high schools.



The second River Road Elementary School (1926) at 1000 River Road. Photo from City files.

River Road, Santa Clara and several other outlying school districts merged into the larger Eugene district in 1945. Colin Kelly Junior High School was established that same fall, taking seventh and eighth graders out of River Road and Santa Clara schools. But after a mere 20 years of service, the River Road School building was deemed inadequate to handle the post-WWII population boom. Increased traffic on River Road caused child-safety concerns, as well.

In 1953, the current River Road Elementary School building opened around the corner from the old, at 120 W. Hilliard Lane. First, second and third graders were housed in the new building, which consisted of four classrooms, offices, a health room, furnace room, multipurpose room and adjoining kitchen. The three upper grades continued to use the old school building until 1956 when, with the addition of a library, gymnasium and nine more classrooms, the new building was complete. The old school building was demolished that year, and the land sold to U.S. Bank for its River Road branch.

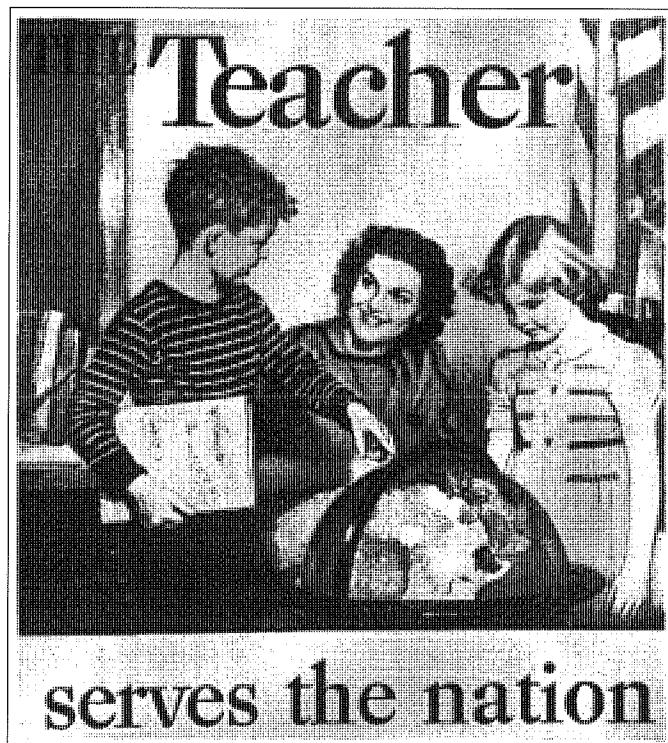
River Road School developed a tradition of strong parent involvement and a focus on activities for community betterment. Enrollment at the school peaked in the 1960s with 575 students, and later declined to a regular enrollment of 225. The addition of the Corridor School, an alternative education program that moved to River Road School after the closure of Silver Lea School, augmented the enrollment figures after 1983.⁹ Corridor School moved back into the Silver Lea School building at 250 Silver Lane in 1985.

Eugene's Whiteaker School, on North Grand Street, was not part of the River Road area itself but was close enough to have some influence. District No. 4 built Whiteaker in 1926 to handle the population growth resulting from the new rail yard, and to eventually replace the aging Geary School on West Fourth Avenue. Geary closed four years later.

Section.

Originally a four-room facility, Whiteaker was expanded in the 1940s and 1950s as its neighborhood grew. With an active PTA, the school had much to offer, including a free lunch program that was organized in 1933. It was the first program of its kind in the city and was instituted city-wide in 1940. At that time, Whiteaker School enrolled 170 students.

During World War II, Whiteaker School was involved in the war effort. Students were awarded a certificate by the war department for buying enough war stamps and bonds to purchase a Jeep. In 1945, a new safety patrol program was instituted to help students across the busy surrounding streets. At this time, portable buildings were used to expand the school facility and accommodate the growing number of students. The first permanent additions to the school were made in 1948 and included a multipurpose room and two classrooms. Later, a wing of five rooms was added and the portables decommissioned. The



school grounds were also enlarged during the late 40s through the purchase of surrounding lots.

Beginning in the 1970s, Whiteaker's enrollment began to decrease steadily and substantially. The district closed the school in 2003 and sent its pupils to River Road Elementary School, which is now also known as "El Camino del Rio" – Spanish for River Road. The dual school name was adopted as a gesture of welcome and inclusion for the many Hispanic youngsters from the Whiteaker neighborhood.

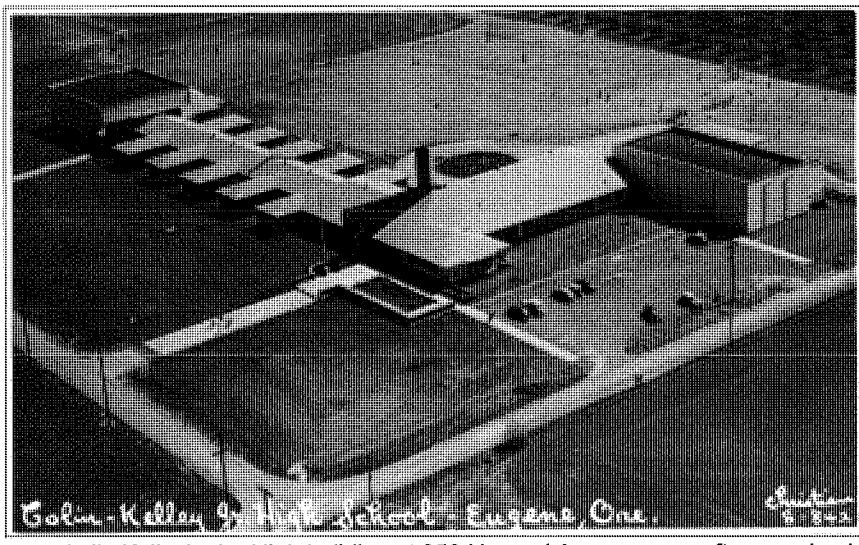
The old Whiteaker school building became the site of a pilot community-school program, operated jointly by the Eugene School District and the city of Eugene. Whiteaker Community School now serves and enriches the neighborhood with a variety of activities and services.¹⁰

Post-1940 Schools

It was not until after World War II that schools began to flourish in the River Road area, reflecting the expansion of the city to the west and northwest of the downtown core in the 1940s. Having long been an agricultural area, land use began to shift to accommodate residential needs. In response, schools were established to serve the families that moved into the new houses being built.

The River Road, Santa Clara and Willagillespie school districts in 1945 agreed to join Eugene School District No. 4 upon the condition that a new junior high school be built north of the city. In the fall of 1945, Colin Kelly Junior High School was established. The first Kelly students shared Wilson Junior High School on a "double-shift" basis for a year and a half, before moving into their own "ultramodern" facility at 850 Howard Avenue in January 1947.

The school was named for Army Capt. Colin P. Kelly, Jr., a B-17 bomber pilot who was killed in action over the Pacific in the opening days of World War II. The names of Generals Douglas MacArthur and Dwight Eisenhower had been proposed for the school, but students wanted an "ordinary Joe" as a namesake. Captain Kelly had no ties to the Eugene area or to Oregon, but his heroism had boosted the nation's morale in the grim early days of the war.



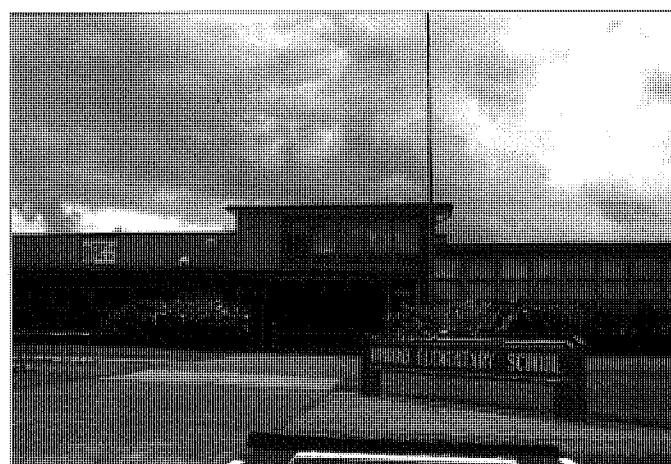
The Colin Kelly Junior High building at 850 Howard Avenue soon after opening in 1947. Postcard from Pinyerd Collection.

Colin Kelly Junior High originally drew its student body from the River Road, Santa Clara, Whiteaker and Coburg Road areas, as far north as the McKenzie River and even into the northwest fringe of Springfield. Ninth-graders from the Bethel School District also attended Colin Kelly, until Willamette High School opened in 1949. The establishment of Cal Young (1953), Madison (1963) and Monroe (1965) junior high schools gradually shrunk Kelly's attendance area to its current size.

The school building had a unique architectural design, with classrooms projecting out from a central hall, which set it apart from other schools. Its construction reflected war-era shortages in materials, but made efficient use of elements like window placement to ensure that operation expenses would be conservative. School administration was notable for the democratic principles it exercised, allowing students as well as staff to express their interests in unified discussions and votes. It also provided many extra-curricular opportunities, such as athletics, 4-H, and other clubs. Kelly was the first school to have an "activities bus" to facilitate after-school activities, since the majority of its students were bused in from surrounding areas.

Colin Kelly's enrollment reached its all-time high of 900 students in 1964. During the steady rise in enrollment preceding the 1964 peak, the school facility was gradually expanded. In 1954, a music room, industrial arts room, homemaking room, and additional classroom were added onto the gym. Art, health and science/math rooms were added shortly after, and eight additional classrooms followed over the coming years. Programs expanded as well, with developmental reading and the "new math" program being added to the curriculum. In 1959, the school was awarded seven honors by the National Science Foundation and received college study grants for homemaking, science, counseling and guidance. Revolutionary and award winning programs continued to be a tradition at Kelly. In 1983, district secondary schools were reorganized, with high schools adding freshman classes to become four-year facilities. Kelly and its seven fellow junior-high schools were renamed "middle schools," with sixth-graders coming from elementary schools to join seventh and eighth graders.¹¹

Howard Elementary School was another response to the growing need for schools in the River Road area. It was built in 1949 and named after Dewitt Howard, a prominent local citizen and the descendant of a pioneer family that owned 320 acres of land along River Road. Mr. Howard's grandfather, Samuel Howard Jr., came from Iowa in 1853 and established a Donation Land Claim near Junction City. Active in trading, mining and herding cattle, he later established orchard crops on a farm in the River Road area, raising Italian prunes and Royal Ann cherries. His grandson was born and raised on the farm and was known to be a man of upstanding character,



Howard Elementary School (1949) at 700 Howard Avenue.
Photo by Caitlin Harvey in 2005.

typically left from Independence, Missouri (before 1850) or Council Bluffs, Iowa (after 1850).⁹ Though the possibilities offered by the Oregon Trail attracted settlers from all over the eastern and Midwestern states, a good many came from the states of Kentucky, Tennessee, and Missouri as well.¹⁰ A dominance of settlers from the South was evident in the pro-Southern sentiments that preceded the Civil War, even though Oregon eventually voted against slavery and remained loyal to the Union. By 1910, the census recorded that the majority of Lane County residents claiming foreign nationality or decent hailed from Germany, Canada, Denmark, or Greece. Similar patterns appeared to continue in the 1920 census.¹¹ With these precedents set, Eugene became and remained a community dominated by white citizens of European descent. This dominance would lead to a history of difficulty for minorities trying to integrate into the area's society.



Mounts' pioneer residence in what was to become Santa Clara. Photo courtesy of the Lane County Historical Museum (GN6311)

African-American

The arrival of African-Americans in Oregon followed that of white settlers by a number of years and their numbers were few. In 1860, 128 African-Americans lived in Oregon, though only one was recorded as a resident of Lane County. Many in Oregon favored the South as the Civil War loomed, however, the state voted against slavery in 1857. It also voted to prohibit the residency of free blacks, which made settlement for African-Americans difficult. Blacks were definitely not regarded as equals by the white population. In Eugene, African-Americans primarily served as laborers and domestic servants, though it is likely that more kept to rural areas and perhaps pursued agricultural occupations. In 1862, African-Americans (along with other minorities) became subject to a poll-tax that required them to pay a fee of five dollars annually. If this tax was not paid, the subject was punished with forced labor for the state until the tax could be paid off.¹² This was one incidence of open discrimination against minorities at an early date.

The African-American population of Eugene began to grow after World War I. However, even in 1930 only sixteen African-Americans were counted in Lane County and only a family of five lived in Eugene itself. The first permanent black residents of Eugene were the family of Leo and Pearlie Mae Washington. Both Leo and Pearlie Mae held domestic and service related jobs, maintaining the traditional roles that African-Americans had played in Eugene since early settlement. However, they became prominent in the black community, owning a house and providing lodging for other African-Americans in the area.¹³ In fact, many African-Americans that were able to

European diseases that ravaged the native population, and the difficulty of integrating western morality and lifestyles on the native population.

The Kalapuya Indians, like other tribal people in Oregon, were decimated by a series of epidemics that were introduced in the 18th and 19th centuries. A smallpox epidemic in 1782-1783 may have killed upwards of fifty-percent of the Kalapuya. Influenza, and malaria epidemics in the 1830s destroyed a large part of the remaining population. Estimates for this outbreak suggest that 75 to 90 percent of the remaining native population was destroyed. The arrival of Euro-American settlers coupled with these population losses undoubtedly led to the decrease in prairie burning in this section of the Willamette Valley.

Overall, the impact of European contact with the Kalapuya was devastating. Joel Palmer, Oregon's first Superintendent of Indian Affairs in the early 1850s, "secured" land for settlement from the native people through the use of treaties. Palmer implemented federal policy with a considerate hand by the standards of the day. In 1854 and 1855 the treaties were ratified by Congress, and the Kalapuya's ancestral land became part of the public domain. This allowed the land to be settled by pioneers through the Donation Land Claim program. The remaining Kalapuya, along with people from numerous other Willamette Valley and Western Oregon tribal groups, were relocated to the Grand Ronde Reservation, near present day Willamina, Oregon.

The Indians who signed the treaties received no compensation, but were required to move onto the reservation. The Rogue Indian War was fought in Southern Oregon, but the Kalapuya showed no resistance to their relocation. This was possibly due to their dwindling numbers and the increasing Euro-American population.

The legacy of the Kalapuya occupation remains almost exclusively in the place names that are recognized today. Skinner Butte was known by the Kalapuya as Ya-Po-Ah, or "high place". This name lives on with the high rise senior citizen housing center by that name, at the southeast corner of Skinner Butte. The Willamette River was originally named by the natives of this river valley. Wal-lamt was the name given to the river near present day Oregon City by the native people of that region, although its meaning is disputed.⁷ There appear to be few obvious indications in the Eugene area that native people inhabited this land for centuries. These place names pay small tribute to their long occupation of this territory.⁸

Euro-American

The first whites to make a place for themselves in Oregon were transitory trappers and traders, primarily French, Canadian, and English. The Hudson Bay Company's presence along the Columbia brought these people into the Pacific Northwest, though they were by no means settlers. The white settlers – those expressly looking to establish homes and lives in the West – came to Oregon in the early 1840s, and moved southward from Portland, down the Willamette Valley to Eugene. Settlers came from the East Coast, often by way of the Midwest states where they lived for a while before giving in to the pressing urge to continue westward. Traveling on the Oregon Trail, they

During the winter months, the Kalapuya resided in permanent settlements. Because they were all together during this season, winter was traditionally a time for story telling, a practice which conveyed morals, beliefs, and the tribe's world view to the younger members. Animals played a crucial role in Kalapuya life, and the "...animals and beings represented in mythology also had a real existence for the Indians in everyday life. Many of these beings were guardian spirits or spirit powers, who guided individuals through their lives and provided them with luck, strength, and protection."⁴ As a bridge into adulthood, adolescents were often sent on a vision quest. "After several days of fasting and little sleep, questers were often rewarded with a visit from a spirit power or a dream power. Sometimes during vision quests, a spirit seeker would mound or stack stones as part of the path to a prophetic dream. The remains of these vision quests are still found in the upland regions of western Oregon today."⁵ Those men and women with strong spirit powers became the chosen spiritual leaders (shamans) in the tribe. Shamans gave spiritual guidance, cured diseases and wounds and functioned as fortune tellers, weather watchers, and even helped to locate lost or stolen items.

The Kalapuya significantly altered the surrounding natural landscape by setting fire to the prairie during the autumn of each year. Burning helped create better hunting grounds, allowed for easier gathering of root and grass crops (for the basket makers especially), and the roasted grasshoppers that were left behind by prairie fires were considered a delicacy. As a result of the annual burning, the landscape during this period was one of open grasslands with scattered oak groupings on the valley floor, and open forests on the lower hillsides surrounding the valley. "In 1826, plant explorer David Douglas noted burning throughout much of this part of the Willamette Valley, and it is reported to have occurred in other parts of the Valley as late as 1848."⁶ The land adjacent to the Willamette River, and other streams and estuaries, did not burn, allowing for the maturation of tree and plant species that were indigenous to those areas. This ancient landscape was predominantly open grasslands on the valley floor with light and open forests on parts of the hills surrounding present day Eugene. The periodic burning kept much of Eugene's landscape an open prairie devoid of trees. The Oregon ash (*Fraxinus latifolia*) and the camas bulb were found in scattered patches of those areas flooded by the Willamette River and Amazon stream each Spring. On some of the hillside slopes, and higher and drier sections of the prairie, two species of oaks could be found, California black oak (*Quercus kelloggii*) and Oregon white oak (*Quercus garryana*). The thick bark of these oaks protected them from the periodic burns. These trees could be found singly or in groves and clusters, which the early settlers termed "oak openings." On the higher north and east facing slopes and in stream valleys grew patches of mixed woodland where oaks were joined by the now dominant Douglas fir (*Pseudotsuga menziesii*), Ponderosa pine (*Pinus ponderosa*), incense cedar (*Calocedrus decurrens*), madrone (*Arbutus menziesii*), and big leaf maple (*Acer macrophyllum*). This maple is now a common street tree in many of Eugene's older areas.

Early eighteenth century contact between natives and Europeans is evident in the appearance of copper, glass and iron items among the Kalapuya artifacts, suggesting a relatively peaceful relationship. As early as 1836, Catholic priests came to the Willamette Valley to "civilize" the Indians through an introduction to Christianity. Many of the Catholic settlements were not successful, however. This was due in part to the



CULTURAL GROUPS

Native American

The original inhabitants of the Willamette Valley, including the area that would eventually be known as the city of Eugene, were indigenous Native Americans. These natives utilized the Willamette River for transportation, recreation and food gathering. Their activities included large game hunting, tool manufacturing, hide preparation, camas gathering and grinding, diversified hunting, fishing, woodworking, and milling. Their annual subsistence round was divided into two general seasons: summer and winter. The summer months, from about March to October, were spent in temporary open camps, moving about the valley floors and foothills to harvest roots, nuts, seeds, and berries as they ripened. Before the winter rains began in earnest, though, the people returned to permanent villages.¹

Kalapuya culture depended entirely on wild products for all food, shelter, and clothing. The tribe patterned its movements and activities closely on the various seasons when foods became available or ripe. Roots and tubers were exceptionally important, particularly camas bulbs. In addition to the expected vegetable foods and animals, plants like the thistle and cattail were important seasonal foodstuffs. Hunting and fishing took place throughout this section of the valley. The territory now known as Alton Baker Park was part of the range area of the Kalapuya tribe. Its proximity to the river was ideal for fishing and food gathering.

The Kalapuya built different types of structures to accommodate various activities and seasons. During the summer months, little shelter, if any, was built, and camps were set up in groves of trees or in the open.² Permanent wintertime structures usually consisted of "...a semisubterranean or earth-banked structure with a bark roof and a central fireplace. They were rectangular, up to 60 feet on a side, and often housed more than one family."³ Sweat houses were often built near streams or rivers, and were used for purification purposes, to bring good luck, and to promote spiritual feelings. These structures were often small, round and constructed of bent hazel sticks with a covering of fir boughs and dirt. On the interior, fired stones provided the heat for steam baths.

During the summer, the Kalapuya traded goods with neighboring tribes. They also traded with coastal groups such as the Siuslaw, and may have traded with tribes as far north as the Columbia River. Some of the foot trails established by these people later became the basis for pack trails and wagon roads, and eventually roads that are still in use today.

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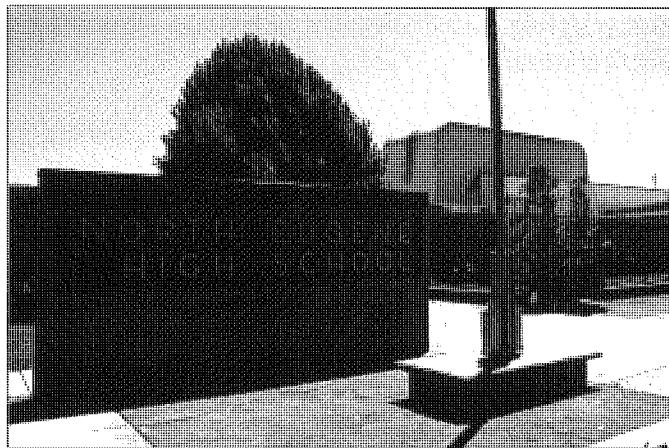
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In the 1960s, North Eugene High School developed a program for handicapped students, particularly the blind. It has since distinguished itself in academics, arts and sports. In the late 1960s, a pioneering curriculum change allowed students to attend combination and mini-courses that resulted in the completion of graduation requirements through three different plans. This system was discontinued by the mid-1980s, however.



North Eugene High School (1957) at 215 Silver Lane. Photo by Caitlin Harvey in 2005.

The school underwent major changes during the 1970s. New construction, including industrial education facilities, an auditorium, language and science laboratories, a greenhouse, pond, music and art studios, locker rooms and many other additions were made. This in turn allowed curriculum and academic programs to expand. In 1983, the Eugene school district added freshman classes to the high schools, making North a four-year facility.¹³

A close neighbor to North Eugene High School, Silver Lea Elementary School was established in 1961 to relieve overcrowding at Santa Clara and Howard elementary schools. In 1974, Corridor School was created and acted as an alternative school within the Silver Lea entity. It provided substantially different approaches to teaching and learning that gained much support. It was limited to 150 students within the larger Silver Lea student body.

Despite strong community support, Silver Lea enrollment dwindled to such an extent that it was slated for closure in the early 1980s. The district opted to close Silver Lea rather than Santa Clara, due to growth patterns in the neighborhoods nearest each school. Most of the students from Silver Lea were transferred to Howard and the Corridor alternative school was moved to River Road Elementary School. The Silver Lea facility has since been leased to various education related programs, including the Lane County Education Service District, Head Start, and Montessori.¹⁴ Corridor School moved back into the Silver Lea school building in 1985. Yujin Gakuen, a Japanese immersion school, is also now housed at the Silver Lea building.

Though schools have come and gone, the River Road area has maintained a strong tradition of education, drawing from schools in the area and surrounding communities. Many of these schools have had influence not only on their students, but the surrounding community through activities and programs offered by the schools. The more rural location and a certain separation from the City of Eugene proper may have been responsible for creating close school-community ties. These bonds have inspired the River Road community to put great stock in local education.

thus earning him the honor of having Howard Elementary School named after himself and his family.

Howard began as an economical and efficient starter unit consisting of a nucleus of essential rooms that could be expanded as the school grew. Beginning as a four-room facility, it also had an office, staff lounge, multipurpose room and furnace room. A library was located on the second floor, and was novel as many elementary schools did not include a central library facility.

The first year's enrollment at Howard was 108 and more than doubled in the next three years, responding to the growth of the surrounding community. Enrollment peaked in the early 1970s with 530 students, making it the second largest elementary school in the district. Because of this steady growth, the school facility adapted accordingly. A west wing was added to the original starter unit in 1950-51 and an east wing followed in 1953-60. A gym and a new library facility were included in the latter. In 1968, a semi-detached module of four classrooms was added to the west end of the building.

In the 1970s, Howard Elementary School developed a reputation for a solid emphasis on basic education. A prototype of the back-to-back reading program was pioneered at the school and allowed for concentrated reading time by dividing the student-body and providing alternating instructional periods. Athletics, too, have been an emphasis at Howard.

A nationwide trend saw the decline of school enrollment in the 1970s and Howard Elementary was no exception. When the middle school concept was instituted and sixth grade was moved from the elementary level to the junior high level, many schools suffered even lower enrollment and eventually closed. Some neighboring schools suffered this fate, though Howard survived and in the mid-1980s its enrollment leveled out at approximately 460 students.¹²

The 1950s brought a phenomenal growth surge to the northern suburbs of the Eugene school district, and the need for a second high school. District voters in 1955 approved a bond issue toward construction of North Eugene High School (NEHS or "North") on 25 acres of a former filbert orchard, just west of River Road on Silver Lane. Ground was broken and construction commenced in the spring of 1956. NEHS opened in the fall of 1957, with a 300-member sophomore class sharing Colin Kelly Junior High School until October. North was fully completed and dedicated by the end of 1958, and was home to sophomore and junior classes. The 1959-60 school year brought a fully-occupied NEHS its first graduating class, and an enrollment figure topping 1,000 students.

New additions continued to be made to the still-growing high school, including a new south wing in 1961-62. But by the time the North boys' basketball team had won the 1962-63 state championship, overcrowding had come to the "home of the Highlanders," with a peak enrollment of 1,600 students. Sheldon High School opened on Willakenzie Road in the Fall of 1963, serving the Coburg Road area and relieving the strain on North.

obtain employment and housing subsequently assisted those less fortunate; finding housing and jobs for others and strengthening the bonds of the black community.

After World War II, the African-American population in Eugene began to grow at a more notable rate. Many African-Americans had come to Oregon from places like Texas, Louisiana and Arkansas to work in the defense plants near Portland.¹⁴ After the war they dispersed to other metropolitan areas throughout the state. New families moved into the outskirts of Eugene and a few were able to purchase or rent houses in town, though deed transfer restrictions limited most non-white people from purchasing property. Those who could not own a house established a tent village on the north bank of the Willamette River near the Ferry Street Bridge. This settlement grew up around a small house occupied by the Reynolds family, who had obtained the property from Sam Reynolds' white employer. The people who came to live in the tent village were unable to find housing, because most white residents of Eugene were unwilling to sell or rent to black families. By 1948 the tent village, consisting mainly of wood frame structures with canvas roofs, grew to house more than fifty people in eleven tents and three houses. At this time, African-Americans were regarded with an inconsistent mixture of intolerance and sympathy by white Eugene residents. Though some aid was given to them, they were largely excluded from society. Religious guidance was provided to them by a local Christian church, which sent student ministers to conduct services in the tent village.¹⁵

In the late 1940s, the tent village was displaced by replacement of the Ferry Street Bridge. Despite a general sentiment of intolerance in the city, many community groups came together to help relocate the evicted African-American residents of the tent village. These people were moved to economically depressed or isolated areas where their presence was inconspicuous to the white population of Eugene. One particularly isolated settlement was located to the far west side of the city around Sam Reynolds Road south of West 11th Avenue. Residents here had very little in the way of amenities, though they established a church and a strong sense of community among themselves. It was not until the mid-1960s that any real attempt to integrate the black community was made. With the help of various civil rights groups, African-American families were assisted in relocating to decent housing in any area of the city they chose to live.¹⁶

Danish

The Danish were particularly influential in the River Road area of Eugene. These settlers came to Oregon from Denmark by way of the Midwest. They had left their European homeland for various reasons, including the unavailability of land to farm in Denmark and the political oppression of German rule brought on by the end of the Franco-Prussian War in 1870-71.¹⁷ Established on a farm purchased from E.C. Smith, the Danebo (Dane Borough) community became a haven for Danish settlers from Iowa, Nebraska and other Midwestern states. Here they could continue to speak Danish and practice the customs and traditions brought with them from the Old World. In the 1890s, Reverend P.L.C. Hansen arrived in Eugene from Portland where he had been a pastor of Bethany Church. He obtained 1,250 acres of land west of Eugene and invited Danish

settlers to take up shares of the tract.¹⁸ He also established a new congregation of the United Danish Lutheran Church in Danebo on December 15, 1900.

As in other minority communities, the residents banded together to provide for their peers. During the Depression this was particularly prevalent. New settlers joining the Danebo colony were often given employment at the Booth-Kelly Lumber Company. Dairy farming was another prosperous industry for the Danish residents of Eugene. The land where Danebo was located, however, was difficult to farm. Being marshy, it required a great deal of labor for settlers to drain it for cultivation and the establishment of dairy farms. They were successful, nonetheless, and sold butter to the residents of Eugene. The Eugene Farmers Creamery was a cooperative founded by Danebo farmers in 1914, based on cooperative farming ventures that were popular in Denmark. It was located in an existing facility that had previously been owned by a small independently owned creamery. Danish farmers also raised poultry in large quantities, especially during World War I.

With no official government structure, the Danebo community centered around the church, a focus harkening back to community structure in Denmark and encouraged by Reverend Hansen's initial leadership. The Bethesda Lutheran Church was the center of the community, with services presented entirely in Danish until 1920. Not without its problems, the church experienced the ups and downs of the community. In 1914, some controversy was experienced in the congregation over the matter of establishing two satellite churches in Eugene, and a later rivalry between two pastors cause 300 people to leave the Bethesda Church.¹⁹ However, on the whole the church flourished. In 1950, a large Parish Hall was built to accommodate the growing congregation and the activities it hosted. Church Park, which had been constructed on church grounds in 1945, honored Danebo citizens who had fought in World War II.²⁰ An early Danish school also acted as a civic focus for the community. Known as the Kompp School for the family on whose land it was located, the one room school house accommodated eight grades, with 40 children enrolled at the peak of the school year. Often students were kept out of school to help with farm work back home; however.²¹

Schooling and commerce, though helpful to the Danebo community, also resulted in a dilution of Danish heritage. As time passed, English became more prevalent among Danish residents of the area and marriage with those outside the community has acted to integrate Danebo with the rest of Eugene. The expansion of Eugene city boundaries has also brought Danebo closer to the urban center, melding the Danish colony's land with various residential developments and nearby neighborhoods.

Asian

Like African-Americans, Asians arrived in Oregon a few years after the territory's initial settlement. Thus, the Chinese made up one of the first minority groups to settle in the area. They emigrated to the West Coast of the United States due to agrarian hardship as well as foreign and domestic conflicts in China. Their primary intent was to make money through labor and return to China.²² Though indentured servitude was not

prevalent, the return to China was not easily accomplished and many settled permanently in Oregon.

A large influx of Chinese immigrants arrived in conjunction with the California Gold Rush in 1849, and by 1860 there were approximately 425 Chinese living in Oregon. In 1878, there were twelve Chinese and one Japanese resident of Eugene. Though mining was the dominant draw, those Asians who lived in Eugene worked primarily on the railroad, in laundries, or as laborers. In more rural areas, farming was a successful occupation and many Asians were able to gain control of the land they worked, even though land ownership was heavily restricted. Asians, like African-Americans, were required to pay the five dollar annual poll tax of 1862 that was levied against all non-whites.²³

Starting around 1910, a certain distrust of Oregon's Asian population came to the fore. Reports of Chinese and Japanese residents congregating and inciting rebellion were numerous. In localities where particularly strong Asian communities were situated the fear and hostility expressed by the white population was intense.²⁴ Anti-Asian sentiments continued to grow in the years leading up to World War II. For Chinese and Japanese, a break with Old World traditions resulted and Asian Americans in Oregon had to adjust to new concepts of their place in society. After World War II, Asians continued to emigrate to Oregon, though their numbers were small. Some came to teach at the University of Oregon, while others worked or owned small businesses and restaurants. A good portion of the Asian population also consisted of Asian women married to American servicemen, who returned to the States after the wars fought in Asia.²⁵

Hispanic

In more modern times, Eugene has seen an influx of immigration from Mexico. Starting in the 1930s, the Depression brought Hispanics to Oregon looking for work. Even in times of economic hardship, the Anglo population avoided hard farm labor, leaving these jobs open for migrant Hispanic workers. In a seasonal cycle, they were employed harvesting fruits, nuts and other crops.²⁶ Because of the agricultural focus in the River Road area and a predominance of filbert orchards and other fruit crops, the area may have been a prime location for Hispanic workers to settle. The current ethnic mix of the nearby Whiteaker neighborhood may also be evidence of the draw that area had on Hispanic farm laborers.

Oregon became one of the largest supporters of interstate migratory labor. Hispanics were also readily employed by the railroads to maintain tracks. When food production became a booming business during World War II, Hispanic farm labor was a critical element in the effort to produce supplies for both domestic and foreign distribution. During this time the U.S. government recruited around 15,136 Mexican laborers to cure labor shortages on American farms. Undoubtedly, many of these people were placed in Oregon's agricultural areas. They worked on a contract basis, with wages, healthcare, and housing provided. Many stayed on after the war, even though their labor contracts were discontinued. They were able to find plenty of other agricultural work that was not

preferred by Anglos and found opportunities for employment in food processing and warehousing as well.²⁷

Because of their employment focus, Hispanic residents of Oregon tended to settle in agricultural areas, especially the Willamette Valley and Lane County. Oregon provided better living and working conditions as well as plentiful opportunities, and so became a desirable place for settlement. Hispanics retained a strong sense of cultural identity, continuing to practice their dominant faith, Catholicism, speak Spanish and observe their native traditions. They were seen as an influential minority, and rather than being discriminated against, they were readily integrated. A good number attended the University of Oregon, while others found employment in the lumber mills and railroads. In 1965, Club Latino Americano was founded and worked to provide social and civic interaction for Hispanic Americans in Oregon as well as reaching out to bring the culture to the rest of the population.²⁸

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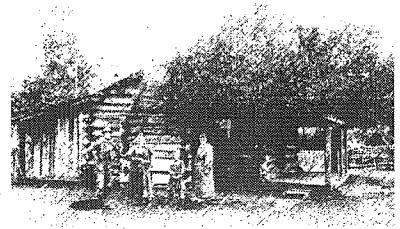
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RELIGION & FUNERARY

Religion was an important aspect of life for the pioneers that came west to settle in Oregon. Having come from the East, the land of the country's Protestant forefathers, settlers held to traditional Christian faiths in the new frontier. Presbyterian, Baptist, Methodist, Catholic, and Lutheran denominations were most common in early Eugene.¹ Even Judaism found its way west, though little organized practice of the religion was conducted. Jewish families tended to worship at home and observed very basic funerary practices, as a synagogue did not exist in Eugene until 1934.² Whatever the denomination, however, religion was an inspiring and strengthening institution for settlers and served to unite both the people within a community and communities themselves, which could feel connected by religion despite being relatively isolated in the landscape. When a community was founded, religion was a primary concern. Worship services were often conducted in private homes by members of the congregation, but on a periodic basis circuit riding ministers would come to town. When this happened, settlers from miles around would travel to hear services lead by an ordained minister or preacher. As towns grew, religious services were often held in courthouses or school houses. Churches often came to share the same physical building with early schools, and together religion and education became the foundation for most prosperous and respectable towns. It was not long before church facilities were built and dedicated to religious purposes alone.

Churches

In Eugene, the County Court encouraged the establishment of churches by granting plots of land to individual congregations for a small fee. The first church building to be erected in the city belonged to the Cumberland Presbyterian Congregation. Though the congregation itself had existed since 1853, when Reverend Jacob Gillespie formally organized a group that had been meeting in a private home, it was not until 1857 that a building dedicated strictly to worship could be constructed. It was the only church building in the area for two or three years and was shared by other congregations until money was raised to build more churches.³

The Methodists had an early start in Oregon, as Jason Lee was one of the first protestant missionaries to come to the area and established a Methodist mission and settlement near Salem. In keeping with that tradition, the Methodists were one of the first dominant religious groups in Eugene. The First Methodist Church was established in 1854 in the small log home of Solomon and Nancy Zumwalt, located near the present-day intersection of Highway 99 and Roosevelt Boulevard. Initially, itinerant ministers led services. Reverend Noah Starr was the first regular minister to serve the

congregation while they met on the Zumwalt homestead.⁴ Though the congregation established a formal church in town four years later, the early meetings were important to the establishment of the Methodist denomination in Eugene, and the group claimed the distinction of building the second church building in the city, which they used until 1886. This church was constructed by Solomon Zumwalt, himself, with the help of his son and other members of the congregation.⁵

To serve the large Danish population in the Danebo settlement, Bethesda Lutheran Church was established. The community and church were established largely through the efforts of Reverend P.L.C. Hansen. The church itself was officially established on December 15, 1900 and the congregation was officially named the Bethesda Danish Evangelical Lutheran Congregation. Reverend Hansen served the church until 1903 and during his tenure, donated three acres of land on Danebo Road for the construction of a church. The church was constructed by J.P. Olsen for \$1,450 on the site where Westlawn Cemetery is now located. The church was moved by rollers and winch in 1908 to a location on present day Royal Avenue, and a parsonage was built next to it. Up until 1920, church services at Bethesda Lutheran Church were conducted strictly in the Danish language. At that time, Reverend A.S. Nielsen, who was bilingual, began to gradually introduce English into his services. The total conversion to English happened in 1926. In 1928, a large fire started at a nearby barn threatened the church, but it was saved and a new church was not needed until 1941. The new church held up to 650 people, to accommodate the ever growing congregation. At this time a memorial park was also constructed adjacent to the church to honor those of the Bethesda community who had died in service.⁶

Irving Christian Church, originally called the United Brethren Church, was constructed in 1891 as part of a church-building boom in the late 1880s and early 1900s. It was typical of the small, wood frame churches popular at that time and had traditional Vernacular Gothic details.⁷ It was established by members of the congregation from the Clear Lake Church located north of Eugene, near Junction City. In the 1890s, this group moved closer to Eugene and, by some accounts, brought their church building with them. An 1899 entry in the diary of Hetty McClure Bond notes that "The Brothers, Sisters and friends met at Irving on Sunday, Oct. 29, 1899 to rededicate the Christian Church at that place, and raise funds to pay costs of moving the church to that place and repairs on the same all of which was raised by popular subscription."⁸

As time progressed, the number of churches in Eugene grew and were built farther from the downtown core. These new constructions responded both to the lack of available land downtown and the growth of residential areas on the outskirts. By locating in areas such as this, churches were more accessible to their congregations and helped to unite the community despite its growth. As congregations grew, older churches became obsolete. If they were not physically expanded, they were often used as auxiliary buildings for a new church built nearby, or disposed of altogether. Many were sold to smaller congregations of various denominations, or secularized for use as school houses or meeting halls. An account of the First Methodist Church, built by the Zumwalts, tells how it was sold off and moved, then used as a school, later as a stable, and eventually torn down and given to University of Oregon students to burn at a

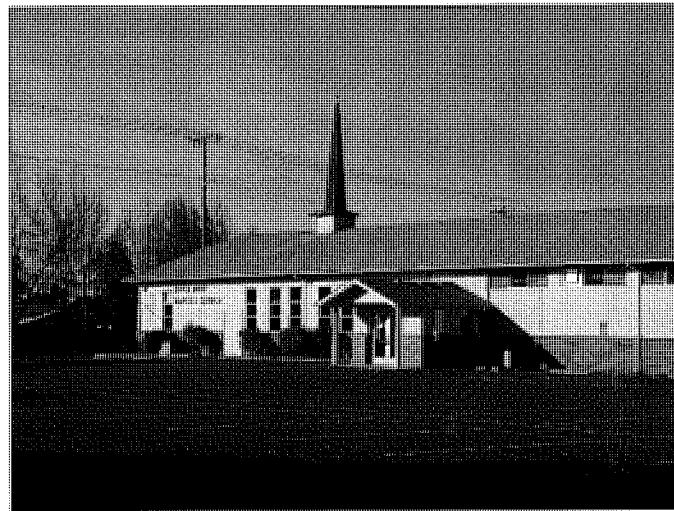
football rally.⁹ In this common cycle, old churches made way for new, which were typically more high style and architecturally significant.

This trend continued to the present, resulting in churches designed by noteworthy local architects. For example, architects John Stafford, Kenneth Morin and James Longwood designed the Peace Presbyterian Church on River Road. This round house of worship was responsible for the firm winning an award from the Southwest Oregon Chapter of the American Institute of Architects in 1962.¹⁰

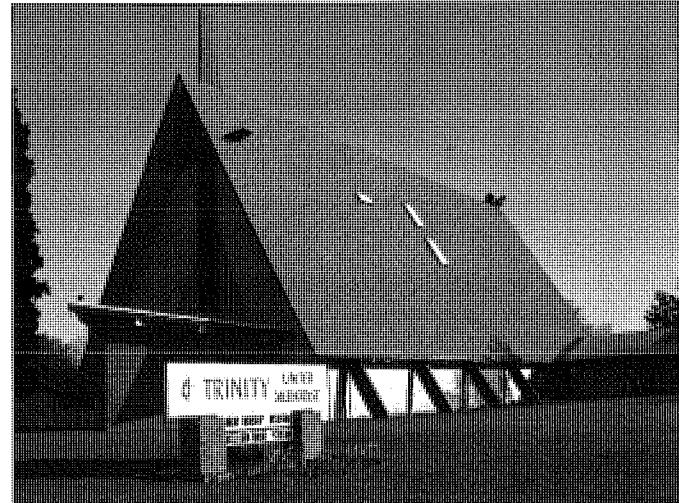
The 1950s and 60s saw a boom of church development in the River Road area. In 1951, an African-American congregation known as the Church of God, relocated from the Glenwood area to an industrial area just south of River Road. This showed the diversity of both cultural groups and religious practices that were perhaps more generally accepted outside the city boundaries in areas such as the River Road neighborhood. Other congregations and denominations also sprang up, at least three using the traditional "Bethel" name and others using "River Road", "Irving" and "Danebo" within the names of their churches.¹¹

Trinity United Methodist Church began to coalesce in 1948. The first Sunday School and worship meetings were held in that year at the old River Road School. Construction for church buildings at 440 Maxwell Road began with the church school and chapel on September 11, 1949. The chapel was completed in 1950, and services began to be held there. Two years later, in 1952, the parsonage was completed. Construction resumed in 1956, with the ground breaking for the Sanctuary, in which the first Easter services were celebrated on April 21, 1957. In 1964 additional buildings, the Parish Hall and a Church school wing, were completed.¹²

The Lutheran Church of our Redeemer at 255 Maxwell Road was organized in 1951. It is one of twelve Lutheran congregations in the Eugene area. The church was



River Road Baptist Church (c.1950) at 1105 River Road. Photo by Caitlin Harvey.



Trinity United Methodist Church (1949) at 440 Maxwell Road. Photo by Caitlin Harvey.

established to serve the rapidly growing population of north Eugene, however, it has seen a decline in attendance in the last seven years.¹³

Like other churches in the River Road area, St. Peter's Catholic Church was established in the post-World War II period to accommodate the rapid population growth of north Eugene. The Catholic Church acquired ten acres of land from the Pennington Estate along Maxwell Road in 1954. In 1956, a four-room combination church-school building was erected. The Catholic School, staffed by the Sisters of St. Joseph of Wichita, Kansas, opened its doors to 57 students in four grades on September 4, 1956. An all-purpose hall church, which also served as a gym, was constructed in 1958. Additional construction in 1960 resulted in a southwest wing for the school and a parish rectory.¹⁴ By 1960, the school's enrollment had grown to over 200 students spread across eight grades. However, a decline in the number of students, as well as a shortage of nuns, forced the school to close in 1970. The former school rooms were converted for parish use. In the 1990s, the disused school grounds were cleaned up for use as a neighborhood baseball field.¹⁵

Cemeteries

Eugene broke with tradition to some extent when it came to funerary practices. In most rural areas, it was common for a cemetery to be located in close proximity to a church, however Eugene's first cemetery was not associated with any church, but with the Masonic Order and was an entity of its own. Established in 1859, the cemetery was used not only by the Masons, but became the burial place of many of Eugene's founding fathers. The first cemetery located within city boundaries was the Pioneer Cemetery, now located contiguous to the University of Oregon campus. It was established in 1873 by the Independent Order of Odd Fellows.¹⁶

The fact that fraternal organizations were responsible for founding the first cemeteries in Eugene supports the ethnic and religious diversity that is common in most cemeteries in the area. The mixture of Protestant faiths that were first practiced in the days of early settlement are the same found together in any of Eugene's historic cemeteries. In fact, little denominational symbolism is present on most local grave markers. The cross is not readily seen and may denote the relatively small number of Catholics in Eugene. Very early funerary monuments generally consisted of simple stone tablets, and after the 1860s became larger and more ornate. By 1890, the tall obelisk form was common and then more modern simple tablets evolved in the early 1900s.¹⁷

Many Eugene cemeteries are located on high points of land, because hilltops had Judeo-Christian symbolism, were safe from flooding, and were least agriculturally useful. Of the historic cemeteries around the River Road area, only the Luper Cemetery is located on flat land. Typically, Eugene cemeteries are laid out in a grid plan, much like city streets. The oldest grave markers are usually clustered at the center of the cemetery, with newer graves spreading out from that point.¹⁸

The Luper Cemetery is located north of the survey area in the Irving neighborhood. It was established in 1859 and may have been used as early as 1857. It was established

on land that was part of the Baker family's Donation Land Claim. The cemetery is located in a rural setting on land that is flat with an overgrown landscape.¹⁹

Westlawn Cemetery, also called the Danish cemetery, was founded in 1901. It is located west of the River Road area and served the Danebo community. It appears to be one of the few cemeteries in Eugene to be associated with a specific church (the original 1901 Bethesda Lutheran Church), though the church was later moved.²⁰ Many of the names found on markers in the cemetery are Danish, including some notables like Bertelsen (landowner and founding member of the Bethesda Church), Davis (Donation Land Claim holder), and N.H. Holm (first president of the of the Bethesda Church congregation), among others. The cemetery was developed according to the conventions of the lawn cemetery and is sited in the midst of large tracts of agricultural land. In 1926, the cemetery was donated to the International Order of the Oddfellows, with the agreement that the Oddfellows would continue to maintain the Danish/Bethesda section of the cemetery. Lots were sold into the 1970s and in the 1980s the cemetery was closed to further burials.²¹

The Oak Hill Cemetery, also located west of the River Road area, was established in 1853. It may have once been associated with the Oak Hill Church, a small cabin used as a church meeting house.²² The graves of the Bailey family, Thomas McCabe, and the Zumwalt family are located in this cemetery. All were holders of Donation Land Claims in the River Road area and the Zumwalts were responsible for the founding of the First Methodist Congregation.

Religion Endnotes

¹Carter, Elizabeth and Michelle Dennis. *Eugene Area Historic Context Statement*, (City of Eugene Planning & Development, 1997), 28.

² Wright, Sally and David Pinyerd. *Eugene Modernism, 1935-65*. (City of Eugene Planning & Development, 2003), 12.1.

³Carter, 28.

⁴Moore, Lucia, Nina McCornack, and Gladys McCready. *The Story of Eugene*, 34.

⁵Carter, 28-29.

⁶Jernberg, Judy L. *History of Bethesda Lutheran Church, 1900-2000*.

⁷Carter, 68.

⁸Dailey, Charles. "Pioneer History: Churches of Christ and Christian Churches in the Pacific Northwest," available at <http://ncbible.org/nwh/OrLaneWest.html>.

⁹Moore, 34.

¹⁰Wright, 12.3.

¹¹Wright, 12.2-12.3.

¹²Unknown. "Trinity United Methodist Church."

¹³Evangelical Lutheran Church of America. "Trend Report for Lutheran Church of Our Redeemer," available at <http://www.elca.org/ScriptLib/RE/Trendnet/cdsTrendNet.asp?congrno=12847>.

¹⁴Unknown. "A Brief History of St. Peter Catholic Church," correspondence, March 4, 1991.

¹⁵Various. "St. Peter's Catholic Church, Established 1955, Celebrating 50 years if service in the Catholic community." Pamphlet printed 2005.

¹⁶Carter, 29.

¹⁷Carter, 115.

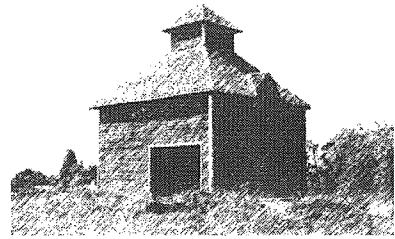
¹⁸Carter, 116.

¹⁹ City of Eugene Planning Website. "Landscape Identification," available at <http://www.ci.eugene.or.us/PDD/planning/eugenehistoric/idenland.htm>.

²⁰Carter, 164.

²¹Jernberg, Judy L. *History of Bethesda Lutheran Church, 1900-2000*, 3.

²²Dailey.



RECREATION & SOCIETY

In the early days, entertainment and recreation consisted primarily of socializing among neighbors, friends and family. Celebration of various milestones of life – births, deaths and marriages – were important events. Larger social activities revolved around churches, schools and other community gathering points. One early entertainment venue, however, was the Lane Opera House, established in 1869 in downtown Eugene. Hosting performances by traveling acting troupes, as well as other community events, it must have attracted people from all over Eugene and the areas beyond city boundaries as well.¹

Perhaps one of the most intriguing recreational attractions in the immediate River Road area was a horse racing track. Owned by Ben Merriau, the track was reportedly located near the pond at the west end of Park Avenue. It was in operation between 1910 and 1930.² Another race track had been established closer to town in the 1870s by James Huddleston. It was located where the Lane County Fairgrounds sit today. Starting in 1884, racing was popular as part of the Lane County Fair and the presence of the track resulted in the later establishment of the fair grounds on that site in 1923.³ Huddleston's early track may have set the precedent for racing as local entertainment, and Merriau likely followed Huddleston's lead in establishing a race track for entertainment and profit. Meriau [sic] Lane, built in the mid-1950s at the west end of the Walker Addition, was named for Merriau.

Much later, more businesses catering to the recreational whims of the River Road community were established. Venues like the Firs Theater provided entertainment and a social gathering place. The Firs Theater opened around 1950 and was located in a building reminiscent of a war-time Quonset hut. In the late 1950s, the theater was converted to a bowling alley and renamed the Firs Bowl.⁴ Fairfield Lanes and Empire Bowl were two other bowling venues located along Highway 99. In fact, the late 1950s saw notable growth in local entertainment, perhaps due to the residential boom that happened around this time. The Green Acres public golf course was established at 1375 Irving Road.⁵

Since the late 1800s, outdoor recreation has also been enjoyed by residents throughout Eugene and the Willamette Valley. Just as today, people enjoyed being in the natural landscape and participating in outdoor pastimes. For residents of River Road, as for many Eugene citizens, summer trips to the Cascade Mountains and local rivers and lakes were probably common. Hot springs on the McKenzie and the Willamette's Middle Fork were popular destinations, while camping, picnicking, boating and other activities could be enjoyed in a multitude of places.⁶ With the advent of improved transportation, the coastal beaches were also not far away and after the early 1940s,

the proximity of Fern Ridge Reservoir to the west of Eugene may have attracted many River Road residents to its shores for recreational purposes.

Social Groups and Clubs

It was not long after Eugene's founding that citizens began to join together to pursue common pastimes, opinions and causes. Many early local organizations were spawned by the events of the Civil War. Even in Oregon, people felt the impact of this war and reacted to it. The Union Club was one of the first to attract those in opposition to slavery and the secession of the South. The Ladies Aid Society worked to provide assistance to soldiers. Before 1900, the city was already host to many fraternal organizations as well. The Sons of Temperance, the Order of the Free and Accepted Masons and the Independent Order of Oddfellows all had established lodges in Eugene at this time.

Because of the agricultural focus of the River Road community it is not surprising that early social organizations in the area revolved around farming. Starting in the late nineteenth-century, agricultural practices began to be influenced by fraternal and business organizations. Granges were organizations of farmers and growers, at the national, state and local levels, that aimed to address issues important to farmers and unite them against problems such as transportation disputes and costs, and fluctuating produce prices. In 1873, the Oregon State Grange was established to address issues statewide. It was quickly followed by local grange organizations. Springfield Grange Number 12 was the first in Lane County. Near the River Road area the Santa Clara Grange and Irving Granges were established around 1920. These Granges served as social gathering places for farmers and their families, as well as venues for the conduct and discussion of business.⁷

Founded in 1914, the River Road Women's Club was first known as the River Road Social Circle. The first seventeen members were lead by President Florence Ktelzing and their goal was to promote the social, intellectual and philanthropic betterment of the community. The Women's Club did this by lending assistance to needy families in the River Road area, sewing for the Red Cross and performing other charitable duties. When the first local PTA was organized in 1923, the River Road Women's Club became closely allied with the group, no doubt because many women were members of both organizations. The Women's Club also became involved with the Corvallis Children's Farm⁸, an orphanage located on a working farm, which opened around 1923. Funds were raised for these causes and many other charitable donations through dinners, plays and socials hosted by the club. In 1936, a clubhouse was constructed for the River Road Women's Club, which up until that time had gathered in the homes of its members. Mrs. Helen Harnden was President at the time the plans were realized. In 1935, a lot at 1055 River Road was purchased for \$350 cash. This depleted the club's treasury to only \$12, but was a good investment. The club borrowed \$1,000 the following year and purchased lumber and other materials. Construction relied on the volunteerism of people in the community, especially the husbands of club members. Clarence Lombard, after whom the River Road area's Lombard Lane was named, was the husband of one of the charter members and a professional contractor. He was

responsible for supervising the workers and the project. The clubhouse was completed in three months and allowed the club to expand its activities and fundraising efforts exponentially. This made for quick pay-off of the loan acquired to build the clubhouse and allowed for the purchase of a piano, furnishings and dishes. Since that time, the River Road Women's Club has operated on the policy that all funds gained from the use of the clubhouse go to maintain the facility and any extra earnings go to worthy causes in the River Road area, Eugene and beyond.⁹ Sadly, the club was disbanded in the 1990s.



Former River Road Women's Club (1936) at 1055 River Road. Photo provided by City of Eugene.

Complimenting the River Road Women's Club, the area also had an active chapter of the Kiwanis Club, which at the start was a men-only charity organization. Notable yearly events hosted by the club were a pancake feed held at Emerald Park and a chicken barbecue at River Road Market. In partnership with the Eugene Hunt Club, the River Road Kiwanis group also sponsored a charity horse show at the Lane County Fairgrounds. This was a prominent event for much of the city, as well as the River Road neighborhood, and prompted special appearances by celebrities and other prominent people.¹⁰

Scouting was a popular activity for community children and grew in popularity around 1930. The first scout troops were sponsored by the River Road School PTA. Boy Scout Troop 66, Girl Scout Troop 66, and Cub Scout Pack 66 all met at the school for regular meetings and participated in many community activities. They were well regarded by the community and won many troop and individual achievement awards. The scouting movement continued to grow over the years and after World War II, additional troops were also established in association with Trinity Methodist Church, Howard and Silver Lea elementary schools.¹¹

Other activities aimed at the young residents of the River Road area were sponsored by or held at local schools. In addition, "Funteen" dances for Kelly Junior High students and seventh and eighth graders from St. Peter's Catholic School, were held at Emerald Park. Held on weekend nights during the school year and occasionally during the summer, these dances featured local bands and were a popular social outlet for students.¹²

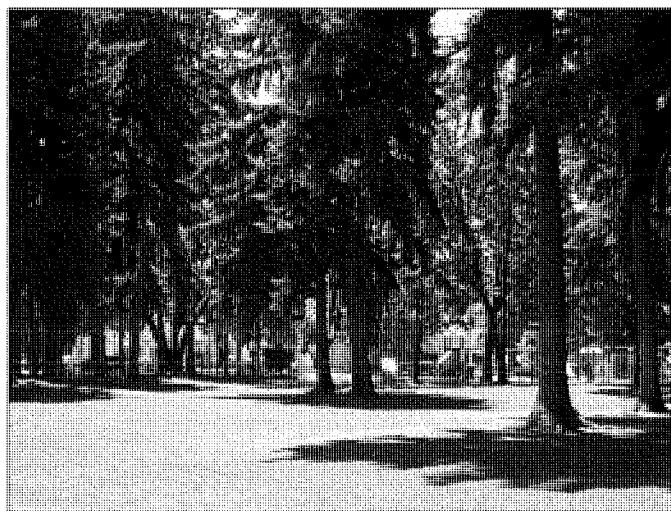
Neighborhood Groups

As residential development in and around the River Road area increased after World War II, a suburban, family-oriented atmosphere was cultivated. Soon neighborhood groups formed to ensure the safety, livability and beautification of their neighborhoods. The River Road Community Organization (RRCO) formed to "advocate on behalf of the people living in the area and represent the community organization's views to Lane

County, City of Eugene and other decision-making agencies, on matters affecting the general welfare, growth and development of the area....¹³ The Active Bethel Citizens (ABC) neighborhood association was established in 1974 and presided over the Bethel neighborhood, to the west of the River Road area and Highway 99. The ABC constitution explains the mission of the organization: to advise the city, school district and other entities on the improvement of the neighborhood's livability, to resolve concerns of residents, to promote a sense of community and self-reliance, and to keep residents of the area informed.¹⁴ These are goals typical of many other neighborhood organizations, including the River Road Community Organization, the Trainsong Neighbors in the Bethel Triangle area, the Industrial Corridor Community Organization, and the Santa Clara Community Organization.

Parks

The River Road Park and Recreation District acted as the custodian of parks and public recreation in the area. Established in 1954, Emerald Park became an important venue for community life. Originally offering playground equipment and a picnic area, the park later had more elaborate facilities. In 1961, a community center and indoor swimming pool were added to the facility. This allowed the park to offer activities such as swimming lessons, public swimming sessions, summer day camps and after-school recreation facilities. Local schools and playgrounds had previously been the location of such recreational activities, but with Emerald Park as a dedicated arena with adequate facilities, the Park and Recreation District took responsibility for orchestrating activities at the new site. The River Road Swim Club was established when the Emerald Park pool was constructed. The club provided both instruction and competition in swimming and diving for elementary and junior high school-age children. The club and its members earned many local and regional titles and the club is credited with providing a start for many young athletes that would go on to compete at the high school and college levels.¹⁵



Emerald Park (1954) in the River Road area. Photo provided by City of Eugene.

Other early parks in the River Road area include Awbrey Park, which was established by Lane County in the early 1960s, under the supervision of the Santa Clara Grange. It was named for a local pioneer, Milton T. Awbrey. Walnut Grove Park is located on the site of a historic walnut orchard, with vestiges of the orchard still remaining. It contains a pond that was once used as a borrow pit and is now kept in a natural state dedicated to the preservation of turtle habitat.¹⁶ Other parks are scattered throughout the River Road area, having been

established from the 1970s up to the present in an attempt to promote green space, while the nearby Willamette River provides an ever present natural element.

Newspapers

The River Road neighborhood was served by the same publications as the city of Eugene. Early newspapers, which were expressly published for political purposes, included the 1858 *The News*. Due to their combative nature and singular viewpoints, most early newspapers were short-lived, lasting just one or two years. The first long-term publication was the 1864 *Oregon State Journal*. As the *Journal* tended to report the Republican viewpoint, it was joined shortly thereafter by the Democratic-leaning *Eugene City Guard*.

At the turn of the century, newspapers began to provide more coverage of local issues. In 1910, the University of Oregon established its own newspaper, *The Daily Emerald*, to keep both students and the general public apprised of happenings on campus. In 1930, two of the community's three newspapers, both incarnations of previously political-based publications, merged into the *Eugene Register-Guard*. The *Register-Guard* purchased its remaining rival, the *Morning News*, in 1943 to become the sole subscription-based paper in the community. Eugene remained a one-newspaper town throughout the 1960s and into the present.

Radio

Following World War I, radio developed as a popular form of public communication and entertainment. The River Road neighborhood's proximity to Eugene provided access to this relatively new technology. In 1927, KORE became the first commercial radio broadcasting station in Eugene. It was the only radio station serving the local market until the late-1940s, when it was joined by KUGN, KASH and KERG. These four stations dominated the local airwaves until the early 1960s, when an additional six broadcast stations were introduced to the Eugene community.

Telephone & Telegraph

Besides the written letter, the earliest form of long distance communication was the Pony Express, established in 1860, which in turn was put out of business by the completion of the transcontinental telegraph in 1861. Throughout the early 20th century, two companies served local residents: the Postal Telegraph Cable Company and the Western Union Company. However, due to advances made by the US Postal Service and telephone companies, Postal Telegraph went out of business in the mid-1940s. Western Union continued to do business in Eugene throughout the 1960s.

Local telephone service was provided by Pacific Northwest Bell, a successor to Pacific Telephone & Telegraph. The company maintained a monopoly on Eugene throughout

the 1960s. The Pacific Northwest Bell facility, located at 112 East 10th Avenue, was substantially enlarged in both 1944 and 1958 to accommodate the company's growing number of customers.

Television

In April 1954, local television came to River Road when Eugene's first station began broadcasting. KVAL-TV, on channel 13, was an NBC affiliate for nearly 30 years before switching to CBS.¹⁷ Three years later, a local business group that included Chevrolet dealer Julio Silva and his daughter, Carolyn Chambers, began the necessary permit and licensing process toward starting Eugene's second TV station. KEZI-TV took to the air in December 1960 on channel 9, and has remained Eugene's ABC affiliate under Chambers' ownership.

Eugene would not be served by full-time affiliates of the three original major commercial networks until the fall of 1982, when KMTR-TV first appeared on channel 16 as the area's new NBC affiliate.

Cable TV arrived in Eugene in the mid-1950s, supplementing local programming with Portland channels and the state-owned educational station, KOAC-TV. Later, a cable channel known as PL-3 would air educational and public-service programs originating at the University of Oregon.

Recreation Endnotes

¹Carter, Elizabeth and Michelle Dennis. *Eugene Area Historic Context Statement*. (City of Eugene Planning & Development, 1996), 32.

²Sims, Mike. "River Road History Survey." Unpublished correspondence, 6/13/05, 13.

³Carter, 71.

⁴Sims, addendum.

⁵Wright, Sally and David Pinyerd. *Eugene Modernism, 1935-65*. (City of Eugene Planning & Development, 2003).

⁶Carter, 52.

⁷Carter, 42.

⁸The Corvallis Children's Farm opened around 1923 and was originally an orphanage located on a working farm. Now known as the Children's Farm Home School, the facility continues to serve as a residential treatment center offering therapeutic and academic instruction for children and families with mental illnesses.

⁹Beebe, Ellen. *The River Road Women's Club History*. April 1956.

¹⁰Sims, 2.

¹¹Sims, 12.

¹²Sims, 12.

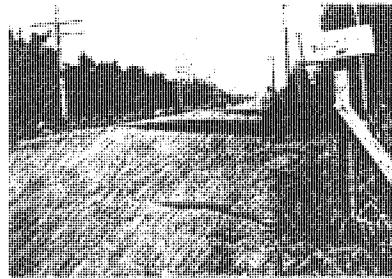
¹³"River Road Community Organization Charter," updated as of January 2002.

¹⁴City of Eugene Website. "Neighborhoods – Associations Info," from www.eugene-or.gov, as of 10/13/05.

¹⁵Sims, 12.

¹⁶City of Eugene Website. "Parks and Open Space," from www.eugene-or.gov, as of 10/13/05.

¹⁷Sims, 6.



IDENTIFICATION OF RESOURCES

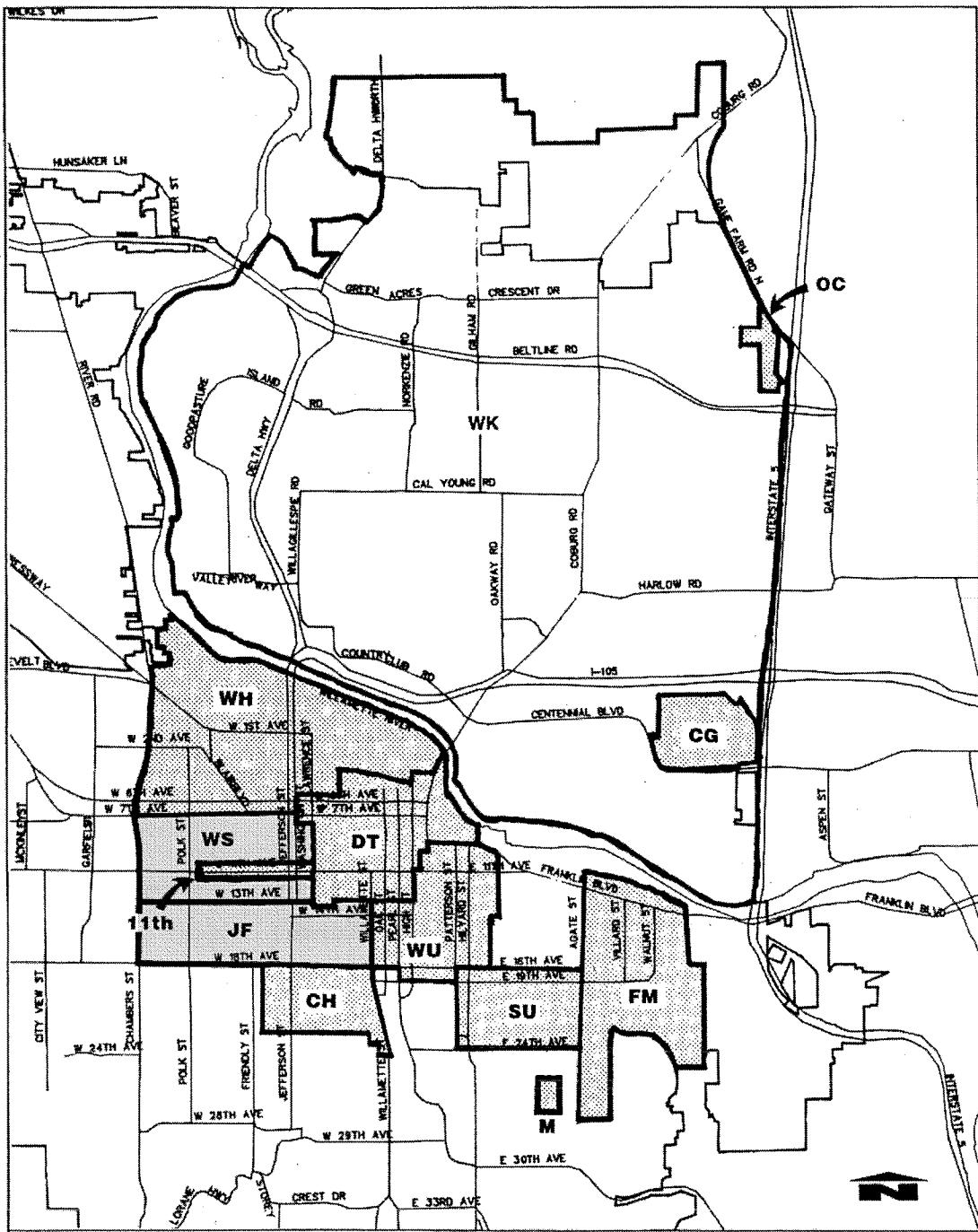
This section helps to determine the types of historic and cultural resources that are likely to be found within the River Road study area. These resources were identified during the preparation of this document and through a University of Oregon student reconnaissance survey in Spring 2005. A “resource type” is a broad group of related historic buildings, structures and/or objects based on thematic association. The themes are based on the categories discussed in the Historic Overview section, which includes Agriculture, Residential, Commercial, Industry, and Government. The description of resources is based on their historic function, as well as any physical or architectural elements that are indicative of the resource type. All photos in this section were taken by the authors in 2005 unless otherwise noted.

Previous Identification and Designation of Resources

Historic and cultural resources from the following areas, which have been surveyed since 1980, are already included in the City's inventory:

- Fairmount Neighborhood Survey, 1985-87
- College Hill Survey, 1985-87 and 2003-04
- South University Neighborhood Survey, 1985-87 and 2000
- West University Neighborhood Survey, 1986-87
- 11th Avenue Survey, 1987
- Ellis Lawrence Thematic Survey, 1989
- Eugene Downtown Survey, 1991
- Chase Gardens/Coburg Road Survey, 1991-92
- Downtown Western Edge Survey, 1992
- Masonic Cemetery Survey, 1994-95
- Whiteaker Neighborhood Survey, 1993-96
- Westside Neighborhood Survey, 1996-97
- Jefferson Street Neighborhood Survey, 1997-98
- River Road Survey, 2005

A number of Historic Context Statements have also been completed, including the Willakenzie Area (1989), The Downtown Core Area (1991), the City of Eugene (1996), and Eugene Modernism 1935-65 (2003). A number of individual buildings, including ones on the University of Oregon campus, have been listed in the National Register of Historic Places. In addition, Eugene boasts two historic districts: the Blair Boulevard Historic Commercial Area and the residential East Skinner Butte Historic District. The Amazon Family Housing Historic District is no longer exists.



**City of Eugene
Cultural Resource Surveys**



COMPLETED SURVEY AREAS

- DT Downtown
- WU West University
- FM Fairmount
- SU South University
- CH College Hill
- 11th 11th Avenue
- CG Chase Gardens Area
- OC Old Coburg Road
- WH Whiteaker
- M Masonic Cemetery



COMPLETED SURVEY AREAS

- WS Westside
- JF Jefferson

COMPLETED THEMATIC SURVEY
(Not shown on map)

Ellis Lawrence, Architect

COMPLETED HISTORIC CONTEXT STATEMENTS
(Not shown on map)

- WK Willakenzie
- DT Downtown Core Area
- EA Eugene Area Historic Context
- EM Eugene Modernism

Distribution of Resources

The distribution of historic resources is the result of a combination of factors, such as population growth, transportation routes, geography, and type of land use. Much of the post-World War II residential growth was accommodated in Eugene's outlying areas, in particular, River Road. The farms, large parcels, and open spaces that once characterized this area was, for the most part, converted into housing subdivisions. Churches, schools, and a variety of commercial and strip mall development followed to serve the new residents.

Types of Resources

Very few resources are left that were constructed before 1900 in the River Road area. Post-World War II expansion has taken its toll on the farms that once populated this area. Fortunately, there are a few resources left that pre-date 1900; however, the character of the River Road area was forever altered with the demand for housing after World War II. In the late 1940s and in the 1950s, construction boomed as the population of Eugene doubled. The pace of new home construction could barely keep up with the demand for housing. The influx of new residents initiated the development of commercial activities. It also spurred the construction of new schools, churches, and city parks.

Agricultural

This section describes resources associated with agricultural activities and is broken down by time periods. Lou Ann Speulda's *Oregon's Agricultural Development: A Historic Context, 1811-1940*, provides lists of agricultural themes, subthemes, and resource types. These detailed subthemes are presented in Appendix A.

Pioneer Agriculture

The very first constructions for storage and shelter by settlers were simple, temporary sheds. These were rapidly replaced or superceded by more durable log structures, generally within a few months. These structures were considered semi-permanent, to be replaced by something more formal and proper when time, finances, and the available materials permitted. Residences typically consisted of hewn logs, raised to a height of 1-1/2 stories, with one or two rooms per floor and a fireplace of stone or brick. Farms required additional log barns, privies, wood sheds, and a variety of fenced enclosures. The materials for the earliest structures would have been taken from the claim site itself and become part of the process of clearing the land.¹

Another residence would generally be constructed within five years. The later, more formal, constructions would take advantage of newly established lumber mills and imported goods that arrived via improved trade routes. The building style was generally vernacular, occasionally enlivened by classical touches such as eave returns. Gothic-inspired vernacular structures became popular at a slightly later date. A more

permanent barn would often precede a formal residence. Constructed at a distance from the eventual site of the house to minimize the risk of fire as well as to mitigate odors, the first barns were rectangular structures with low-pitched roofs. The exterior walls, sheathed in unpainted vertical boards generally featured, lean-tos on either side, and no windows but several doors, at least one of which was large enough to accommodate a wagon. These barns served multiple purposes, as shelter for livestock, as storage for grains and hay, and as work space, especially the central drive, which also functioned as a threshing area. The advent of new, horse-powered threshers increased the number of buildings to include granaries, machine sheds, and specialized stock shelters.²

Industrialized Agriculture

Technological changes were most evident in barns. Between 1865 and 1890, the early low-pitched variants were replaced with newer, taller examples that included rolling or sliding doors, vent monitors, and hay forks. Residential structures also became more sophisticated. Vernacular and Gothic farmhouses were superceded in popularity by the influence of the Second Empire Baroque and Italianate Revival styles, expressions not only of prosperity, but also of the improved technology available to produce quality finishing materials. In some cases, barns took on some of the sophistication of the newer farmhouses with horizontal exterior drop siding, windows, and even trim details at the eave. However, in outbuildings generally, pragmatism still ruled the day.³

The introduction of hops also resulted in the addition of a new building type, the hop dryer. Though their classic form is cubic, with a hipped roof and prominent cupola, rectangular examples with gabled roofs were also built.⁴

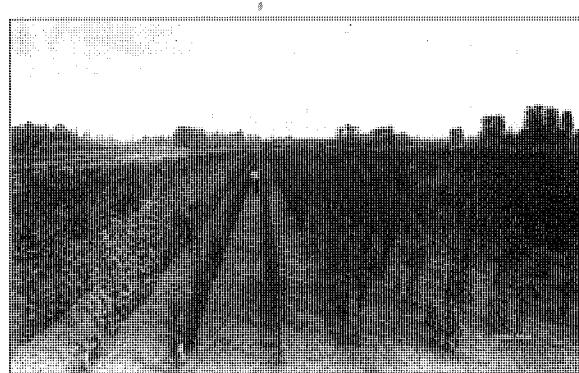


Thistledown Farms hop barn, typical of the hop barns that once stood in the River Road area.
Photo provided by City of Eugene.

Commercial Agriculture

The period of Commercial Agriculture starting in the 1890s had the most enduring effect on the River Road area. The few remaining agricultural resources in the area are most likely to be associated with this period, although remnants of earlier phases may exist as well.

The addition of hay forks to barns made a significant contribution to dairy farming by allowing for more efficient storage of hay. Hay lofts also opened up the ground floor of



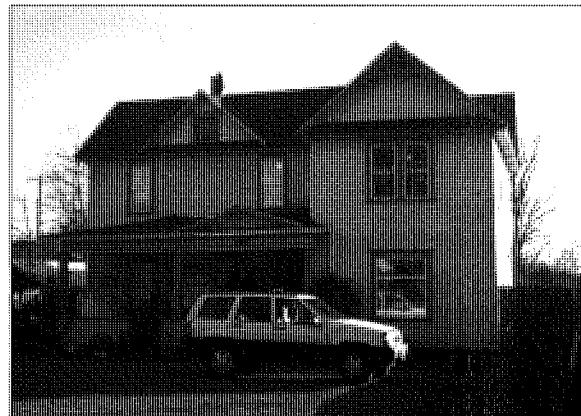
Woodruff Nursery. Photo courtesy of Lane County Historical Museum (KE887)

barns for livestock. Formerly open lean-tos were often enclosed to accommodate herds. Early cow barns were generally long, low sheds, often with few or no window openings. Dairy barns built after 1900 have several characteristic features. Barns became larger and taller with a sheltered hay fork system in the gable-end. Gambrel roof forms also became common. Lower floors were newly lit and ventilated by banks of windows. Dairies also commonly included silos constructed of wood, not unlike a huge barrel, or of hollow clay tiles. Another long, low structure for additional cows was occasionally attached perpendicularly to the main barn. Windmills also began to appear after the 1870s, supplying water to houses and livestock barns. With the introduction of electricity in the late nineteenth and early twentieth century, windmills were replaced by small pump houses. Indoor plumbing and running water became possibilities in farmhouses after 1900.⁵

Though the 1901 Johansen-Moody House is chronologically part of the commercial agriculture phase of River Road, its Vernacular Gothic style hearkens back to earlier architectural trends. The house also includes detailing that is redolent of other styles, including classically inspired pedimented gables with pent roofs and Queen Anne stick work at the peak of the gables. Neils Johansen was one of Danebo's original Danish settlers and a founding member of the Bethesda Lutheran Church. Johansen acquired the land for his house in 1901 from C.Q. and Mary

Cartwright. The 45-acre spread was originally part of Prior Blair's Donation Land Claim. Johansen built his residence himself, with the assistance of a hired hand. In addition to the main house, the dairy and alfalfa farm included a small outbuilding and a large barn, neither of which survived the passage of time. It is worth noting that although indoor plumbing became available as early as 1900, it was not installed in the Johansen-Moody House until the 1950s, when the west porch was enclosed to create a bathroom and the original source of water, a hand pump on the north porch, was removed. When Neils Johansen sold the house to Laura and Arthur Moody, his stepdaughter and her husband, in 1922, the property had already been reduced to seven acres. A further three acres were sold off in 1926. By the time Laura Moody died in 1976, the land had dwindled to its current 0.20 acres. In 2004, the Johansen-Moody house was listed as a City Historic Landmark.⁶

The much altered 1904 Shaffner House at 150 River Avenue has overall massing similar to the Johansen-Moody house, but



Johansen-Moody House (1901).



Shaffner House (1904).

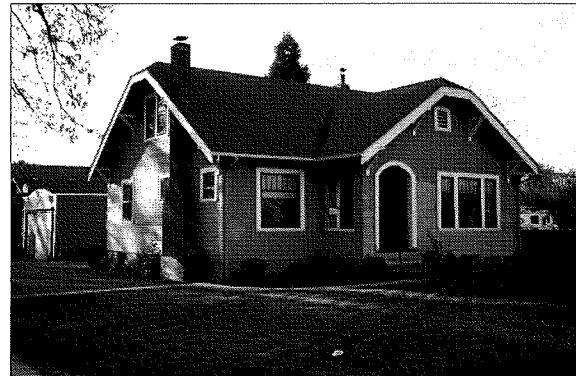
has a stronger emphasis on the Classical Revival style with its pronounced eave returns and window hoods.

In the first decade of the twentieth century, American Foursquare type buildings became popular. These were influenced by the Craftsman as well as by the emerging Prairie style. At least two farmhouses in the River Road area were built in this idiom, the Lombard-Potter and the Brunner House. The Lombard-Potter House represents an early change in River Road's economic dynamics. It was apparently built around 1909 for A.M. Gilbert, a local farmer. In 1912 it was sold to the Lombard family, thereby shifting from farmhouse to upscale country residence. In 1997, the house was listed as a City Historic Landmark.⁷

Newer farmsteads were smaller, as were the associated houses. These modern structures were often built in the prevalent Bungalow aesthetic popular from the 1910s through the 1930s.

The Elgaard House at 390 River Road is an example of the Craftsman inspired Bungalow as farmhouse. The structure became a City Landmark in 2001 and represents a textbook example of River Road history. Jens Elgaard was born in Denmark in 1858 and arrived in the United States in 1893. After stops in Boston and Nebraska, he and his family arrived in Eugene in 1902, as part of the first wave of Danish settlers in Bethel-Danebo.

His first dairy farm was located near the present-day intersection of River Road, Chambers Street and Roosevelt Boulevard. Elgaard sold this land to Southern Pacific Railroad for construction of the Eugene division yard in 1925. He subsequently purchased 25-acres from Arthur Moody and built the bungalow at 390 River Road, along with a garage (extant) and a typical gambrel-roofed dairy barn and outbuilding (both since demolished). Jens Elgaard's dairy farm included about twenty cows and remained in operation until his death in 1938. His two daughters, Elsie and Louise continued to live in the bungalow until 1988, but sold off all but 0.44 acres of land surrounding the house after their mother Ane's death in 1939. The Elgaard House is currently used as an insurance agency office, reflecting the shift of properties facing River Road from residential to commercial and professional.⁸



Elgaard House (c.1925).

The Jamieson House at 3650 River Road, slightly north of the study area in Santa Clara, is another example of the Craftsman style bungalow as farmhouse. Samuel and Sarah Jane Jamieson acquired 100 acres of the former Abraham Peck (Peek) Donation Land Claim in 1902. The transaction also included: "one 3/4 Studebaker wagon – one J.I. Case steel harrow – one bay mare named 'Topsy' – one Oliver Chilled plow – one black and white cow."⁹ Eugene city directories and tax records imply that the house was built at a later date, sometime between 1910 and 1913. After Sarah Jamieson's death in 1944, the property was acquired by Gustave and Eleanor Devos, who began to sell off the land in 5-acre plots along Irvington Drive. By the time the North Eugene

Santa Clara American Legion Post No. 83 acquired the bungalow in 1977, the land associated with it had shrunk to 2.75 acres. The building was listed as a City Historic Landmark in 2000.¹⁰

Transportation

Transportation-related resources are mainly relegated to gas stations and auto repair shops in the River Road area. Most of these appear to be post-World War II vintage. These resources were located along the major roadways for ease of access and high visibility to passing motorists; consequently, most of these resources are located along River Road.

Early gas stations often had awnings or canopies extending from the building over the gas pumps. Most auto repair shops include space for an office and a number of service bays, and many are located in converted service stations.

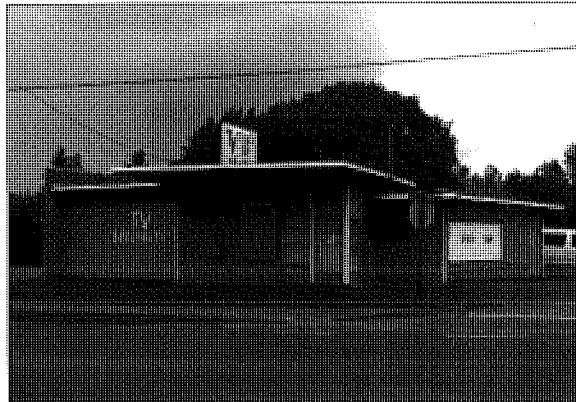


Auto repair (1963) in former gas station at 988 River Road.

Commercial

Most of the commercial resources in the River Road area are post-World War II. Prior to World War II, most of the commercial resources in Eugene were concentrated in the downtown. Commercial resources are located primarily along River Road, River Avenue and Division Avenue.

Typical commercial buildings are single-story with flat roofs and large plate glass windows, constructed of wood or masonry, and sit adjacent to parking lots.



TV Service Shop (c.1960) at 1445 River Road.

Residential

The majority of the resources in the River Road area are housing-related. Most are single-family dwellings, with a limited number of multi-unit dwellings, such as duplexes.

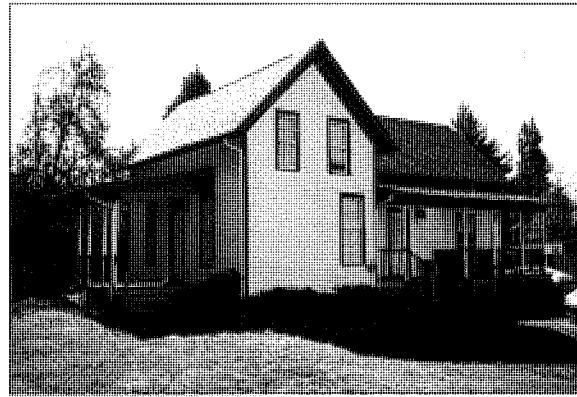
The following is a breakdown of the residential theme into its stylistic sub-themes. There are many domestic architectural styles recognized by the State Historic Preservation Office throughout the period from 1858 to 1970; however, not all styles are

represented in the River Road area. The following is a discussion of the styles appearing in the survey area in a rough chronological order.

Vernacular (1880-1910)

"Vernacular structure" defines a building that is most likely to be constructed at a certain time in a specific location. It is those ordinary structures, often owner-built, that are constructed in a style typical to an area with materials available locally.

Unfortunately, that strict definition envelops most buildings that have defined styles. For example, Queen Anne was a common style, built of materials available locally; however, it would not be labeled as "vernacular." Therefore, the vernacular label has come to be applied to those simple buildings that do not have any stylistic elements for classification. Gable-front, side-wing buildings with 1/1 windows are typically referred to as vernacular, as are the side-gabled, one-story, circa 1900 buildings.



Vernacular house (c.1870) at 22 Park Avenue.

Queen Anne (1880-1900)

The Queen Anne style is characterized by asymmetrical massing, wrap-around porches, and a variety of decorative surfacing materials. Towers are a common feature, as are a variety of window types and turned decorative elements. The style dates back to the 1876 U.S. centennial exposition in Philadelphia, where the British sought to re-create the era of Queen Anne in their pavilion buildings. The style was quite popular in the Willamette Valley from 1885 through 1905. No Queen Annes were identified in the River Road area.

Four Square (1900-1915)

Less of a style than a form, the Four Square is a hip-roofed, two-story house with a square plan two rooms deep and two rooms wide. Sometimes called Classic Box, the Four Square was a common style in Oregon from around 1900 until 1915. Four Squares usually have full-width front porches and dormers. Decorative elements are usually confined to the rafter tails and the porch. This is a more common, utilitarian style for a



Four Square (c.1910) at 311 River Avenue.

farm house than, for example, the Queen Anne style; therefore, there are several examples in the River Road area.

Colonial Revival (1910-1940)

The Colonial Revival style is actually a series of phases of revival from the 1890s until the present. The first phase occurred after the 1893 World's Columbian Exposition in Chicago generated interest in America's past. The expression first came to Oregon as the application of colonial elements onto Queen Anne forms. Greek Revival elements used in the late 18th century came back into vogue in the form of columns, dentil courses, modillions, Palladian windows, and pilasters. Queen Annes became simpler and more restrained after 1900, as the colonial elements were applied.

Pure Colonial Revival houses started appearing around 1900 in Oregon. The full complement of classical decorative elements were used and applied to symmetrical forms. It is symmetrical and detailed with classical elements, but its verticality and massive front gable show its chronological ties to the Queen Anne.

In the 1920s, Colonial Revivals found their way into catalogs in a Bungalow form. Naturally symmetrical with minimal classical detailing, they usually were side gabled with multi-light sashes. Interest in reviving the colonial heritage at Williamsburg kept the Colonial Revival going through the 1930s. Designers in the late 1930s and 1940s used the Colonial Revival by either applying its elements to minimal traditional dwellings or recreating colonial antecedents. The Cape Cod variant was a one- or one-and-a-half story, side-gabled house, three bays wide with a central entry. It often had multi-light windows, shutters, and exterior chimneys. The Williamsburg variation is basically a Cape Cod with gabled dormers. Colonial Revivals are still being built today though with minimal detailing.

The Dutch Colonial Revival is a variant on the Colonial Revival and follows the same chronology. Its character-defining feature is a second story concealed in a gambrel roof. Houses of this style have classical detailing and usually include dormers. Dutch Colonials just after 1900 in Oregon are generally front gabled with fine detailing. Early Dutch Colonials usually had gambrel-roofed dormers. Dutch Colonial Revivals from the 1920s through 1940s are primarily side gabled. They also became much larger and turned to large shed dormers. The addition of a sunroom on later colonials appears to be quite common.

Craftsman (1905-1915)

The term "Craftsman" is derived from the house designs published by Gustav Stickley in his Craftsman Magazine from 1901 to 1916. Not only were house plans produced



Craftsman (c. 1915) at 50 East Howard Avenue.

by the magazine, but a whole way of life was advocated within its pages. Through natural materials, hand craftsmanship, good air circulation, sterile bathrooms and kitchens, and generous living spaces, a family could find health and happiness within a Craftsman's walls. The Craftsman is often considered the rich cousin to the Bungalow, as both developed at the same time. They shared many elements such as a wide eaves with exposed rafter tails and brackets, and full porches with tapering posts and solid rails. The Craftsman goes beyond the bungalow by presenting many different window types, a variety of decorative surfacing, and is generally two stories in height. The Craftsman period was short-lived and ended by 1915 primarily due to high building costs. Rarely is a Craftsman seen in Oregon before 1905.

Bungalow (1915-1930)

The Bungalow enjoyed enormous popularity in Oregon primarily because it arrived at a time of tremendous growth in the state. The Bungalow was economically accessible to many people and its construction materials were readily available.

A Bungalow is most readily categorized by its size of 1 to 1-1/2 stories. Like the Craftsman, the Bungalow is characterized by a low-pitched roof, wide eaves with exposed rafter tails, and eave brackets. A front porch is critical to the style; however, the Bungalow integrates the porch into the building, allowing for a smoother transition from the inside to the outdoors. The porches are wide and are frequently delineated by solid rails with truncated, tapered columns. Also like the Craftsman, Bungalows are clad in rustic materials, such as shingles, brick, river rock, and stone. A variety of window types are present, often making use of leaded glass treatments.



Bungalow (c.1915) at 615 River Avenue.

Period Revivals (1925-1935)

In addition to revivals of early American building types, in the mid-1920s, there was a resurgence of the English Cottage. These typically have steep roofs, brick or stucco and half-timber walls, round-top doorways. The unique feature of the style was the shingled imitation of a thatched roof's rolled eaves, though the feature is not always present. Far less lavish was the Norman Farmhouse, characterized by its steeply pitched, partial-triangle rooflines. Modeled after peasant farmhouses erected by the



Norman Farmhouse (c.1930) at 334 Sunnyside Drive.

Normans of Northern France, these residences were particularly popular in the suburbs of the late 1920s and early 1930s.

Kit Houses (1910-1940)¹¹

With a booming population came increased interest in the residential housing industry. In response to a greater need for more housing, many companies began to expand or aim their business plans towards the residential housing market. With the passage of the Rural Free Delivery Act in 1896, many people previously isolated in their rural communities now became new customers for a rapidly expanding mail-order catalog industry.¹² This eventually led to the proliferation of what we now refer to as "mail-order kit houses" or "catalog houses."

"Kit houses" were complete houses pre-cut at a factory and then shipped by railroad to the customer's town. Pre-cut lumber, windows, tar paper, hardware, even nails and paint, arrived numbered and labeled ready for assembly. The materials for these houses were prepared in factories where greater efficiency was possible and then were sold directly to the customer through mail order catalogs. Many companies claimed it would save the buyer up to 30% compared with traditional home construction.¹³

Because of the substantial savings over traditional building, mail-order housing's popularity increased dramatically leading to several national kit-house companies and numerous regional companies. National companies included: Aladdin Homes, Gordon Van-Tine, Harris Brothers, Lewis Homes, Montgomery Ward (Wardway Homes), Sears Roebuck, and Sterling Homes. Aladdin Company, located in Bay City, Michigan, offered the first pre-cut kit house in 1906. Soon thereafter, Sears Roebuck and Company entered the market to become one of the largest and most well known providers of kit houses. These companies offered houses in many different styles, ranging from small bungalows to large mansions which were distributed nationwide. According to the book, *Houses by Mail*, "100,000 kit houses were built in the United States between 1908 and 1940."

In the Eugene area, this phenomenon occurred primarily in the 1920s. As large national companies began to expand, they eventually located manufacturing plants in the Pacific Northwest where there was an abundance of Douglas fir to be milled into quality kit-house lumber. Gordon-Van Tine (who also manufactured many homes for Montgomery Ward) established a manufacturing facility in Chehalis, Washington;¹⁴ while Aladdin Company located a facility in Oregon. In addition, a regional company called Pacific Homes located its business in Los Angeles. With several manufacturing plants on the West Coast, shipping costs became much more affordable for Oregonians who desired mail-



Kit House (c. 1930) at 304 Sunnyside Drive.

order houses. In Eugene, the River Road area is of special interest. Southern Pacific Railroad consolidated its freight division to the Eugene rail yard in 1926, so the River Road area became a very easy place to receive kit-house shipments due to its close proximity to the railroad yard. Regional manufacturing plants combined with the convenient location of the rail yard indicate that mail-order kit houses may be more common in the River Road area than previously thought.

As evidence of such probabilities, Eugene's first official kit house has been identified on Sunnyside Drive in the River Road area. The owners of this inconspicuous c.1930 house discovered their home's unique mail-order history during a remodeling project. They found stampings on the beams indicating part numbers used for assembly as well as a Montgomery Ward logo. Research has revealed that this house was most likely manufactured in Gordon Van-Tine's Chehalis, Washington facility, and then sold under the Montgomery Ward brand name.

Moderne (1930-1940)

The Modernistic styles were introduced to the general public through a 1922 contest to design the new headquarters for the *Chicago Tribune* newspaper. The design of the runner-up, Eliel Saarinen, was widely publicized and quickly became the latest architectural style. However, the Moderne style did not reach Oregon until the 1930s, where it was typically used for commercial structures. Characteristics include a cube-ish shape, a smooth wall surface (usually of stucco), a flat roof, and horizontal emphasis.

Minimal Traditional (1925-1940)

In response to the Great Depression of the 1930s, houses became less elaborate, but still favored traditional forms and influences. Minimal Traditional houses are simplified, less expensive versions of the eclectic period revival houses of the 1910s and 1920s. For example, houses may exhibit Tudor type roofs with a reduced pitch or feature some simplified classical or colonial detailing. The type remained popular in the period immediately following World War II, when resources were still limited and rapid construction was necessary. Buildings generally have one or one-and-a-half stories, with low to medium roof pitches and minimal eaves. When structures are side gabled they often feature a smaller front facing gable. Porches are reduced and often limited to a small hood over the front door.

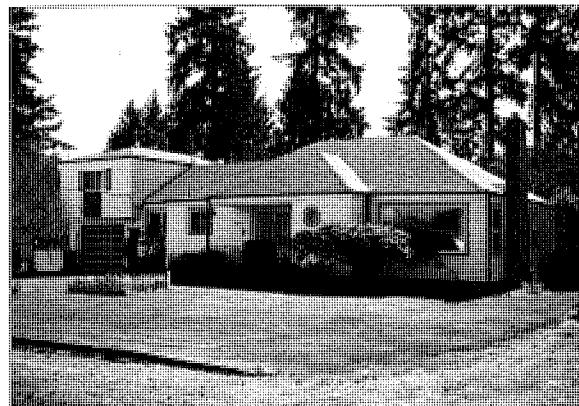


Minimal Traditional (c.1935) at 394 Park Avenue.

World War II-Era Cottage (1935-1950)

The World War II-Era Cottage appeared shortly before the beginning of World War II and continued until a few years after the war. The economic depression of the 1930s led to this simple style of architecture, which often lacked decorative detailing. World War II Cottages tended to be relatively small, one-story structures, with hipped or gable roofs. The overall shape is square or rectangular.

During World War II there was a shortage of materials and housing. After the war, with the peacetime economy just beginning to start up, materials were still in short supply with demand for housing exacerbated by returning GI's and their new families. As a response, new houses were built rapidly and with little ornamentation, often in large subdivisions. These houses were also small, corresponding to the small size of young families, but designed with future additions in mind. Because of their simplicity and low cost, the minimal house made the dream of home ownership possible for an unprecedented number of people.



WWII-Era Cottage (c.1945) at 360 Park Avenue.

Ranch (1935-1970)

"The Ranch" originated with California architects in the mid-1930s and was the most popular style of architecture from the 1940s through the 1960s. Ranch houses, which tend to maximize facade width and have attached garages, appear to "sprawl" out, especially when placed on large lots. The ranch style thrived on the increased dependence on the automobile, as it was no longer necessary to live in proximity to bus and streetcar lines, symbolizing urban sprawl in its very form. This style is dominated by asymmetrical, one-story plans with low-pitched roofs and moderate overhangs. It is characterized by large picture windows in the living area, decorative iron or wooden porch supports, and either wood or brick wall cladding. Partially enclosed patios or courtyards were influences from early Spanish Colonial precedents.



Ranch (c.1955) at 218 Hardy Avenue.

Split-Level Ranch structures began to appear in the 1960s through the early 1970s. These homes were designed by architects as a physical concept of different levels for different domestic functions, such as sleeping, living and kitchen areas. The lower levels were reserved for the garage and family room, the central level was reserved for

the main living and dining areas, and the upper half story was reserved for bedrooms. Though clearly modern in shape, Split-Levels often have traditional decorative detailing.

Contemporary (1950-1980)

Contemporary refers to architect-designed, high-style fusions of the International and Ranch styles. With an influential architecture program at the University of Oregon, this house style is found throughout Eugene, often in very simple houses. Contemporary houses may have flat or low pitched gabled roofs. Flat roofs reflect the influence of the International Style. Exposed structural members, such as beams or posts, support wide roof overhangs. Many of these one-story dwellings employ a variety of exterior surfacing materials, such as wood, brick, and stone, which are often used in conjunction with each other. Contrasting wall textures and materials are often joined by windows of unusual shape and placement. As with most modern styles, no traditional detailing is used to frame windows or otherwise embellish the exterior.



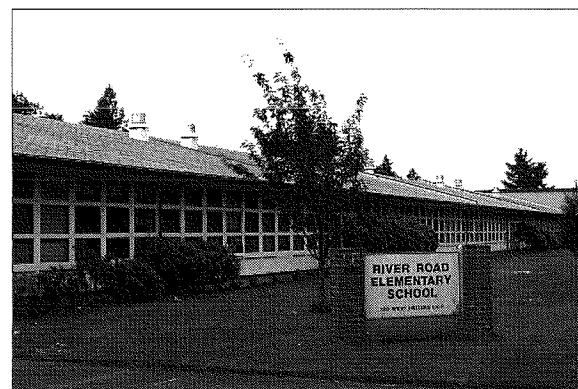
Contemporary (c.1960) at 477 Park Avenue.

Governmental

Very few government buildings have been built in the River Road area. The schools, the water treatment plant and the River Road Post Office were the only government resources observed in the area.

Educational

A large number of public schools were built in Eugene following World War II. The River Road area had five of its schools built after World War II. The buildings were single-story masonry construction, with wings extending from a central core of offices, cafeterias, auditoriums and/or gymnasiums. As dictated by modern practice, windows dominated a single wall to provide natural light and ventilation. Most of the new development occurred to the north, northwest, and south, which were the areas of town experiencing the greatest growth. In



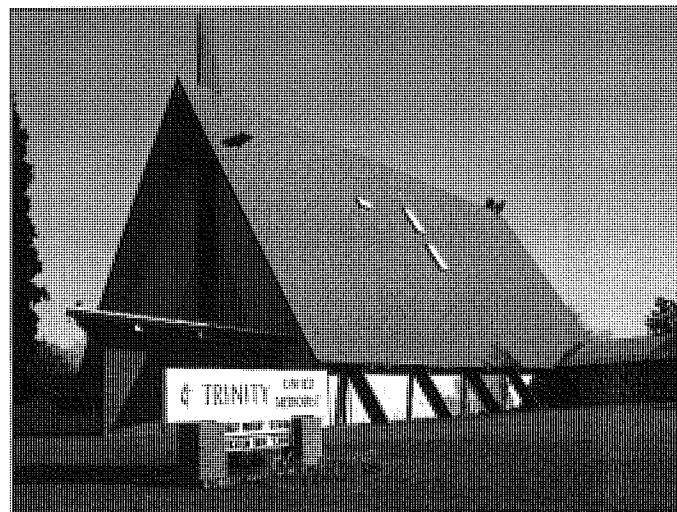
River Road Elementary School (1953-56) at 120 West Hilliard Lane.

the 1960s, schools and park grounds were combined, to avoid a duplication of land and playground equipment.

Religion

At the end of World War II, most churches were located near the downtown core. These houses of worship were rectangular buildings, with a gable roof and stained glass windows along each side. Main entrances, which were often marked with a bell tower or steeple, were typically opposite the altar, which sometimes included a multi-sided apse. Decorative ornamentation was typically Gothic-influenced and articulated in the shape of the doors and/or windows.

By the late 1940s, most new church construction was taking place outside of the traditional core. This was due both to the lack of suitable land and the increasing concentration of worshippers living outside of downtown. In the 1950s, houses of worship were increasingly being designed by architects and taking on a modern look that both minimized ornamentation and altered the strict rectangular floor plan.

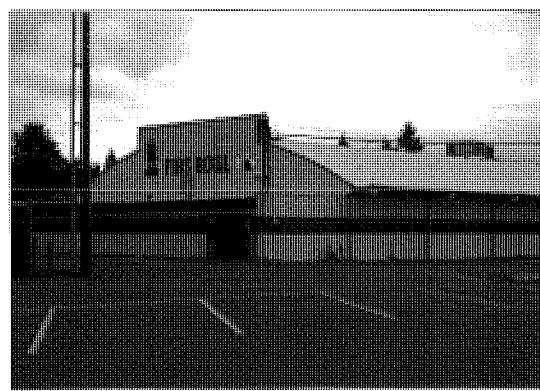


Trinity United Methodist Church (1949) at 440 Maxwell Road.

Recreation

As commercial development spread beyond the traditional core, recreational pursuits were no longer considered the best use of valuable land. Therefore, recreational facilities were built and/or relocated beyond the core where sufficient tracts of relatively inexpensive land were still available. A large number and variety of resources related to recreation were constructed during this period in Eugene.

A few recreational resources were built in the River Road area. Emerald Park became River Road's first park in 1954. Originally offering only playground equipment and a picnic area, in 1961, a community center and indoor swimming pool were added. The Firs Theater opened around 1950 and was located in a



Firs Bowl (c.1950) at 1950 River Road.

building reminiscent of a war-time Quonset hut. In the late 1950s, the theater was converted to a bowling alley and renamed as the Firs Bowl. Fairfield Lanes and Empire Bowl were two other bowling venues located along Highway 99.

Identification Endnotes

¹Forster, Thomas B., ed. et al. *The Cultural and Historic Landscapes of Lane County, Oregon: Summary Report of the 1986 Lane County Cultural and Historic Landscape Resources Survey*. (Lane County, OR, 1986), 61-62.

²Forster, 65.

³Forster, 75.

⁴Forster, 75-76.

⁵Forster, 81-83.

⁶Harding, Terri. *City Historic Landmark Designation Application, Johansen-Moody House*, 2004.

⁷Schlieder, Gunnar, and Barbara Britt. *City Historic Landmark Designation Application, Lombard-Potter House*, 1997.

⁸Kubler, Belinda. *City Historic Landmark Designation Application, Elgaard House*, 2001.

⁹Hecht, Shannon. *City Historic Landmark Designation Application, Jamieson House*, 2000, 3.

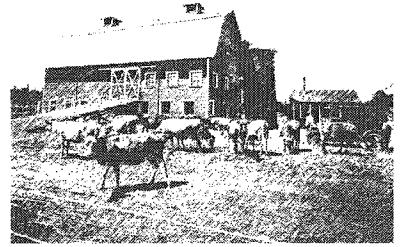
¹⁰Hecht, Shannon.

¹¹"Kit Houses" section written by Adam Tyler, Eugene Planning & Development Department.

¹²Schweitzer, Robert and Michael W. R. Davis. *America's Favorite Homes: Mail Order Catalogs as a Guide to Popular Early 20th Century Houses*, 62.

¹³Hunter, Rebecca. *Mail Order House Research*. 2005.

¹⁴Gordon Van-Tine Co. *117 House Designs of the Twenties*. Reprinted by Dover, 1992.



EVALUATION OF RESOURCES

Evaluation is the process of determining the significance of a resource, and is based on architectural, historical, and/or cultural merit. Once the integrity and significance has been established, the resource is ranked according to its eligibility for listing in the National Register of Historic Places or as a City of Eugene Historic Landmark. The evaluation criteria used are those set forth by the Oregon State Historic Preservation Office and the National Park Service.

Significance

The National Register criteria require that a historic resource be at least 50 years of age and possess significance in at least one of the following areas to be considered potentially eligible for listing on the National Register:

1. **Event/Pattern of History:** The resource is associated with an event and/or pattern of events or historic trend that has made a significant contribution to the history of the community, the region, the state, or the nation; or
2. **Person(s):** The person(s) associated with the resource is (are) individually significant and made demonstrated contributions to the history of the community, the region, the state, or the nation; and the resource is associated with the person(s)'s productive life, reflecting the time period in which he or she achieved significance; or
3. **Design/Construction:** The resource embodies distinctive characteristics of a type, period, or method of construction; and/or the resource represents the work of a master; and/or the resource possesses high artistic value; or it represents a significant and distinguishable entity whose components may lack individual distinction; or
4. **Information Potential:** The resource has either yielded information or is likely to yield information that is important to history or prehistory.

Exceptions to the over-50 rule are made for those resources that are especially strong in one or more of the first three categories. For example, Timberline Lodge was listed in the National Register prior to its 50th birthday. This is particularly relevant for Eugene's modern resources that have not reached 50 years of age, but are strong in one or more criteria.

Integrity and Condition

Integrity is the authenticity of a resource's historic identity. It refers to the intactness of historic form and original construction materials. As such, integrity is integral to the resource's ability to convey its significance. Alterations, either historic or contemporary, should be examined for compatibility. Condition of a historic resource should not be confused with integrity. Condition is generally defined as "state of repair." A resource can be in poor condition, but retain a high degree of historic integrity.

There must be identifiable evidence in all or some of the following aspects of integrity for a historic resource to be considered eligible for the National Register or as a City of Eugene Historic Landmark. Some aspects are more important than others in conveying significance, and these should be determined on an individual basis.

The seven aspects of integrity are:

- Location:** Is the resource in its original location or has it been moved?
- Design:** Is the original design intact?
- Setting:** Has the character of the setting stayed the same or changed over time?
- Materials:** What portion of the original materials is retained?
- Workmanship:** Does the resource show craftsmanship of the period?
- Feeling:** Does the resource evoke an aesthetic or historic sense of the past?
- Association:** Is this the site of an historic event or activity, or is the site associated with an important person historically?

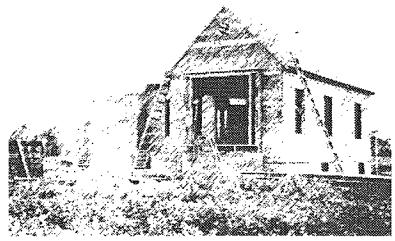
Ranking

After significance and integrity are assessed, resources are ranked according to their historic contribution either individually or as part of a potential district. A cultural resource survey uses the rankings designed by the Oregon State Historic Preservation Office (SHPO) in 2000 for future survey work throughout the state. Resources are evaluated on an individual basis and are determined to be either Potentially Eligible for listing (either on their own or in a district) or Not Eligible for listing. A resource will be ranked Not Eligible if it lacks distinction, is substantially altered, or has not yet reached 50 years of age.

Resources being considered for inclusion in a district are evaluated according to the period of historic significance and are given one of these rankings:

1. **Historic/Contributing** for resources constructed during the historic period that retain and exhibit sufficient integrity to convey a sense of history.
2. **Historic/Non-Contributing** resources were constructed during the historic period but that have undergone such alterations that they no longer retain sufficient integrity to convey a sense of history.
3. **Non-Historic/Non-Contributing** resources were constructed outside the period of significance.

Historic resources may shift from one ranking category to another over time. A Historic/Contributing property may be severely altered, resulting in a non-contributing status. Conversely, a Historic/Non-Contributing resource may be restored, with its newfound integrity and condition warranting a Contributing status. Also, as time passes, additional resources will reach 50 years of age and begin to contribute to the community's history. For all these reasons, it is important that historic resource inventories be completed and updated over time.



TREATMENT STRATEGIES

Historic Preservation Purpose Statement

By preserving elements of our past, both natural and man-made, we foster a sense of who we are and where we have been. As part of the Metropolitan and Community Planning section of the Planning & Development Department, the City of Eugene's Historic Preservation Program helps guide responsible growth and change while encouraging a pride of Eugene's unique history. History continues to occur on a daily, monthly and yearly schedule. If we lose touch with our past, we lose a vision of the future built on the irreplaceable heritage of our local and evolving traditions.

Strategies for Eugene's Historic Preservation Program

The purpose of this section is to identify long-term strategies that will enhance our understanding about the history of the River Road area while assisting property owners to understand the value of preserving significant historic resources, as well as the unique character of the River Road Neighborhood. The list of strategies was created based on field analysis, evaluation of historic resources, and a review of information obtained during preparation of the *Eugene's Historic River Road* document.

The strategies are suggested ideas for future preservation work by interested persons or groups who want to advance the identification and protection of historic resources in the River Road area. Partnerships are increasingly valuable to accomplishing community goals like historic preservation. Partners for the future might include the River Road Community Organization (RRCO), the Emerald Park District, 4J School District's neighborhood schools, property owners and occupants of the area, as well as Lane County and the City of Eugene. Implementation of the recommended strategies will be based on merit as established by the River Road Community Organization, their partners working on various priorities, and available funding.

This section describes opportunities for conducting further historic preservation work and lists related recommended strategies under topical areas.

Education and Public Involvement

The City of Eugene continues to experience steady growth, and many Eugene residents have lived in the area for less than five years. There is an ongoing need to promote public education and involvement in local history initiatives. There are a large variety of architectural styles and types of historic resources extant in Eugene. Historic

preservation typically describes a historic property as one that is over 50 years of age, currently taking us back to 1956. Preservation of the “recent past” is somewhat problematic because it is part of current memory for many people, or not as historically charming as much of the ornamented architecture of the 19th and early 20th century.

The River Road area contains a large quantity of historic residential architecture that spans periods from 1870 to the present. The majority of residential construction took place after the conclusion of World War II (1945). For the past 50 years, farms, orchards, truck farms and large parcels of land have been parceled and subdivided to create a diversity of house types, based on the trends of the period in which they were constructed. This parceling of land continues into the present as owners choose to divide their large tax lots to accommodate infill construction of one to ten more housing units.

The City of Eugene regularly supports a number of programs, projects, and events designed to encourage public involvement and education in historic preservation activities. Eugene is responsible for the active neighborhood program which assists the River Road Community Organization to hold and advertise their monthly meetings and publish their periodic newsletters.

The purpose of RRCO is to advocate on behalf of the people living in the area and represent the community organization's view to Lane County, City of Eugene and other decision-making agencies, on matters affecting the general welfare, growth and development of the area as well as:

- Facilitate neighborhood improvement projects and social events.
- Provide a forum to identify, discuss, and resolve neighborhood issues.
- Inform citizens on issues, public process, urban services and elections.

There are opportunities for coordination between various groups that deal with local history initiatives and historic preservation. Organizations that address preservation in the region include the Oregon State Historic Preservation Office, Historic Preservation League of Oregon, Oregon Historical Society, Lane County Historical Society, the University of Oregon's Historic Preservation Program, the Associated Students of Historic Preservation, the Shelton-McMurphy-Johnson House Associates, the Pioneer Cemetery Association, and the Eugene Masonic Cemetery Association. Students enrolled in the historic preservation program at the University of Oregon have varied interests in preservation and often enjoy participation in local historic preservation projects. For many years the Associated Students for Historic Preservation have coordinated local historic preservation week events which have included speakers, tours, and educational sessions.

If property owners in the River Road are interested, periodic workshops on appropriate rehabilitation of historic buildings or landscapes could be held. During the course of this project various people observed that information on appropriate infill might be beneficial to property owners who have an interest in maintaining neighborhood character. Public informational workshops could be scheduled during historic preservation week events that traditionally occur in May.

The City addresses the merits of historic designation by explaining the purpose and regulatory implications of listing properties as local landmarks or in the National Register of Historic Places on a case by case basis. The City will complete an educational workshop in 2006 to provide more information on the topic of identifying and protecting significant historic resources in the River Road area.

As part of Eugene's regional boom that followed WWII many young families purchased houses in the River Road area. Many of these families are aging and selling their family homes, so an oral history/video project that works to document local memory and history in the River Road area could advance the local history initiative. The local schools have a teacher in-service day that could be used to promote historic preservation education for students and an oral history/video project might be instigated at the high school level.

Items to consider pursuing in the River Road area under the education and public involvement topics are:

1. Encourage communication and collaboration between city and county staff, elected officials, and the public to educate one another about preservation issues of common concern.
2. Create partnerships with existing River Road organizations to assist in educating the public and property owners about the importance of historic preservation and landmark designation within the area.
3. Develop a historic preservation educational awareness program to inform the public and property owners in the River Road area about historic landmark designation and the implications of protection through the land use code.
4. Implement a distribution plan for information about the history of the River Road area, historic designations, and advisory design guidelines through the internet and City of Eugene web site, the RRCO newsletter and other opportunities for direct mailings.
5. Collaborate with the 4J school district to develop a local history youth initiative that would promote oral histories and build historic preservation support with the young and their families.
6. Create a public walking tour brochure highlighting significant historic sites within the River Road area which can be posted on the city web page for individual use by the public. Locate historic materials in the local volunteer library and schools.

Support For Historic Preservation Program Activities

The City of Eugene provides funding to administer a local historic preservation program through the Planning and Development Department budget. In addition, other departments engage in historic preservation work through activities such as planning and design for historic parks, rehabilitating city-owned historic buildings, coordinating

cultural events that help educate community members about local history and the roles of various ethnic groups, and conducting research on the history of specific local government services.

The City of Eugene maintains close ties with the University of Oregon's Historic Preservation Program. Strong faculty and student participation is evident in a number of ways, such as participation in local survey work, National Register nominations, and individual student research projects

The City of Eugene has successfully obtained federal grants through the Oregon State Historic Preservation Office to fund historic survey work, planning, National Register nominations, and education activities. The City has also received special grants to help restore the Shelton-McMurphy-Johnson House, the Eugene Train Depot and the Masonic Cemetery. The City helps to facilitate community support of the ongoing preservation and restoration of the Masonic, Pioneer and Mulkey cemeteries.

It is increasingly difficult for the City of Eugene to adequately fund a local historic preservation program that addresses the multitude of issues, projects, and service needs of community members. Support for local historic preservation program activities would be greatly enhanced with increased funding. Collaboration with local historic agencies and our educational institutions is a partnership that has a proven successful track record for advancing historic preservation projects, goals, and initiatives.

Items for interested persons and groups to consider pursuing in River Road under the support preservation activities topic are:

7. As deemed appropriate, continue to seek grant assistance from a variety of local, state and federal programs.
8. Encourage RRCO and other partners to advocate for the responsible public management of important, publicly owned resources in the River Road area, like schools and park land.
9. Continue to involve related University of Oregon student programs in local preservation initiatives and projects.
10. Develop and/or encourage programs that promote communication between younger generations and the elderly, particularly an oral history program that helps to establish a list of significant persons for the River Road area.
11. Sponsor a rehabilitation workshop to inform property owners about the process and benefits of rehabilitating a historic structure, and consider addressing appropriate infill construction as a topic of interest.
12. Encourage a mentoring network that would enable property owners involved in historic preservation projects to communicate and learn from one another.

Preservation Planning

The Eugene-Springfield Metropolitan Area General Plan (Metro Plan) provides the overall vision for community growth and development. It addresses the size of the community, its population, the form and density of development, areas for future expansion, how services will be provided for a growing population, design of the urban street system, protection of natural and historic environments, the pattern of parks and open spaces, and numerous other urban development factors. The vision for the metropolitan area is expressed as goals and policies in the Metro Plan and companion documents like the Metropolitan Transportation Plan (TransPlan) and neighborhood refinement plans.

Through extensive public involvement, the Eugene-Springfield community has chosen an overall form of compact urban growth within the physical boundaries provided by the McKenzie and Willamette rivers and the South Hills ridge lines. Growth is managed by having new development occur in a sequential pattern as the full ranges of urban services are provided by the two cities.

In addition to establishing compact urban growth as the urban form model, the Metro Plan also contains the Urban Growth Boundary (UGB). The UGB is designed to concentrate urban growth within a defined geographic area. Land outside the city boundaries of Eugene and Springfield, but inside the UGB, is called the urban transition area.

The Metro Plan vision contains the concept of planning for intense urban development on suitable land and encourages the protection of historic resources. The term “historic resource” generally applies to structures, objects or sites that are more than fifty years old that still retain their character defining features. Eugene implements the Land Use Code for this area that includes the historic preservation component that regulates officially listed properties as City of Eugene Historic Landmarks or those listed in the National Register of Historic Places.

Section III-I-1, *Historic Preservation Element* of the Metro Plan, states that historic structures can enrich our lives by offering architectural diversity to the visual environment and provide tangible links to the future. The goal of the element is to preserve and restore reminders of our origin and historic development as links between past, present, and future generations. Two objectives instruct us to expand public awareness of our origins, and encourage preservation of significant resources in our community. Eight policies are used in formulating land use decisions.

In some cases, the vision in the Metro Plan to encourage increased densities, especially near downtown and other major employment centers, may conflict with efforts to preserve historic resources. The residential neighborhoods surrounding downtown, for example, contain a large supply of older housing stock. As these areas experience redevelopment, infill construction will make it difficult to preserve or mitigate impacts on historic resources. These situations illustrate the challenge of achieving policies aimed at increasing residential density, encouraging historic preservation, and providing affordable housing options.

Items to consider pursuing in the River Road area under the support of preservation planning topics are:

13. Collaborate with local natural resource programs to preserve significant open spaces and historic landscape features, including identified heritage trees and Goal 5 resources.
14. Work closely with mixed-use center projects to ensure that historic resources are integrated into future development plans as deemed feasible.
15. Monitor the implementation of site specific design for public improvements while discouraging the removal of large street trees and other historic landscape features that contribute to the character of the River Road neighborhood.

Historic Designation

The City of Eugene maintains a local historic landmark program, with applications evaluated by Eugene's Historic Review Board according to criteria for determining historic significance established in section 9.8165 of the Eugene Code. In recent years more property owners have expressed an interest in the local program, mostly for honorific reasons. City landmarks and properties listed in the National Register of Historic Places are able to utilize the Historic zoning and Historic Preservation Loan Program. It is important to educate interested property owners on historic regulations including alteration review, moving and demolition, and incentives. The City's *Advisory Design Guidelines for Historic Residential Properties* works towards this education.

Items for the City to consider pursuing in River Road under the historic designation topic are:

16. Encourage designations of significant historic resources in the River Road area as City Landmarks or in the National Register of Historic Places.
17. Encourage the River Road Community Organization to establish a priority list of potential landmarks and develop a plan to encourage their protection.
18. Promote nominations of significant residential buildings in the River Road area using the already established *Multiple Property Submission for Residential Properties in Eugene, Oregon*, which is a parent document that allows listing residential properties in the National Register of Historic Places.

Preservation Incentives

The Oregon Special Assessment program is the only statewide program that provides a financial incentive to owners of properties listed in the National Register of Historic Places. The program allows a second fifteen-year property tax freeze for residential and income producing properties.

The City administers a variety of loan programs using both federal and local general funds. When federal funds are used for a construction project, staff review the proposal to determine if there are adverse impacts to historic resources. This review is a requirement of Section 106 of the National Historic Preservation Act (1966). The review includes an assessment of whether the proposed development project is appropriate given the historic significance, integrity, and condition of the historic resource in cooperation with Oregon SHPO compliance staff, which are always the lead agency.

The City of Eugene maintains the historic preservation loan fund and lends up to \$20,000 as a match to projects that meet historic preservation criteria for selection. Funds are lent at five percent interest, and the project must be visible to the public. Successful projects have included exterior painting, new roofs, wood repair, replication of missing historic features, and landscape improvements.

Items to consider pursuing in the River Road area under the preservation incentives topic are:

- 19.** Support state and federal legislation that will provide incentives for property owners and strengthen historic preservation goals and objectives.
- 20.** Promote the city's historic preservation loan program for properties listed as City Historic Landmarks or in the National Register. Include an educational component that explains the benefits while encouraging property owners to use the available funds.
- 21.** Recognize that private funding is the primary vehicle used for the preservation of individual resources and subsequently, neighborhood character. Promote the following of the *Secretary of the Interior's Standards for the Treatment of Historic Properties*. Encourage quality construction that strives to maintain the overall quality of life within the River Road area.

Regulations Affecting Historic Preservation

Regulatory agencies, such as the Department of Environmental Quality or Environmental Protection Agency, and federal legislation, such as the Clean Air Act and the American's with Disabilities Act (ADA), can create conflicts with historic resource preservation. For example, reuse of historic residential properties to nonresidential use often requires non-compatible changes to the structure to meet updated building codes and ADA requirements. Mandates about the treatment and disposal of lead paint directly affect the cost of rehabilitation projects.

Regulatory measures are adopted by the City of Eugene based on federal and state mandates and the vision contained in the Metro Plan. These regulations can either create incentives for preservation or deter appropriate rehabilitation and conservation of historic resources.

Items to consider pursuing in the River Road area under the regulations topic are:

22. Prepare infill design guidelines to aid property owners when partitioning, subdividing, or constructing additions. Such guidelines would focus on maintaining the original character of historic properties while striving to avoid inappropriate alterations.

23. Integrate preservation policy, guidelines, and regulations with future site specific design projects. The City's *Advisory Design Guidelines for Historic Residential Properties* works towards this integration.

Cultural Resource Surveys

Cultural resource surveys are a valuable tool to identify and evaluate historic resources. Since the mid-1980s, in cooperation with the Oregon State Historic Preservation Office and the University of Oregon Historic Preservation Program, the City has conducted an ongoing survey of cultural resources within the city limits. This partnership has led to the completion of cultural resource inventories for the following neighborhoods, shown below:

- College Hill Neighborhood (1985-87 and 2003-04)
- Fairmount Neighborhood (1985-87)
- South University Neighborhood (1985-87, 2000)
- West University Neighborhood (1986-87)
- Eugene Downtown (1989-92)
- Chase Gardens/Old Coburg Road (1991-92)
- Whiteaker Neighborhood (1993-95)
- Jefferson Neighborhood (1996-97)
- Westside Neighborhood (1997-98)
- River Road Neighborhood (2005)

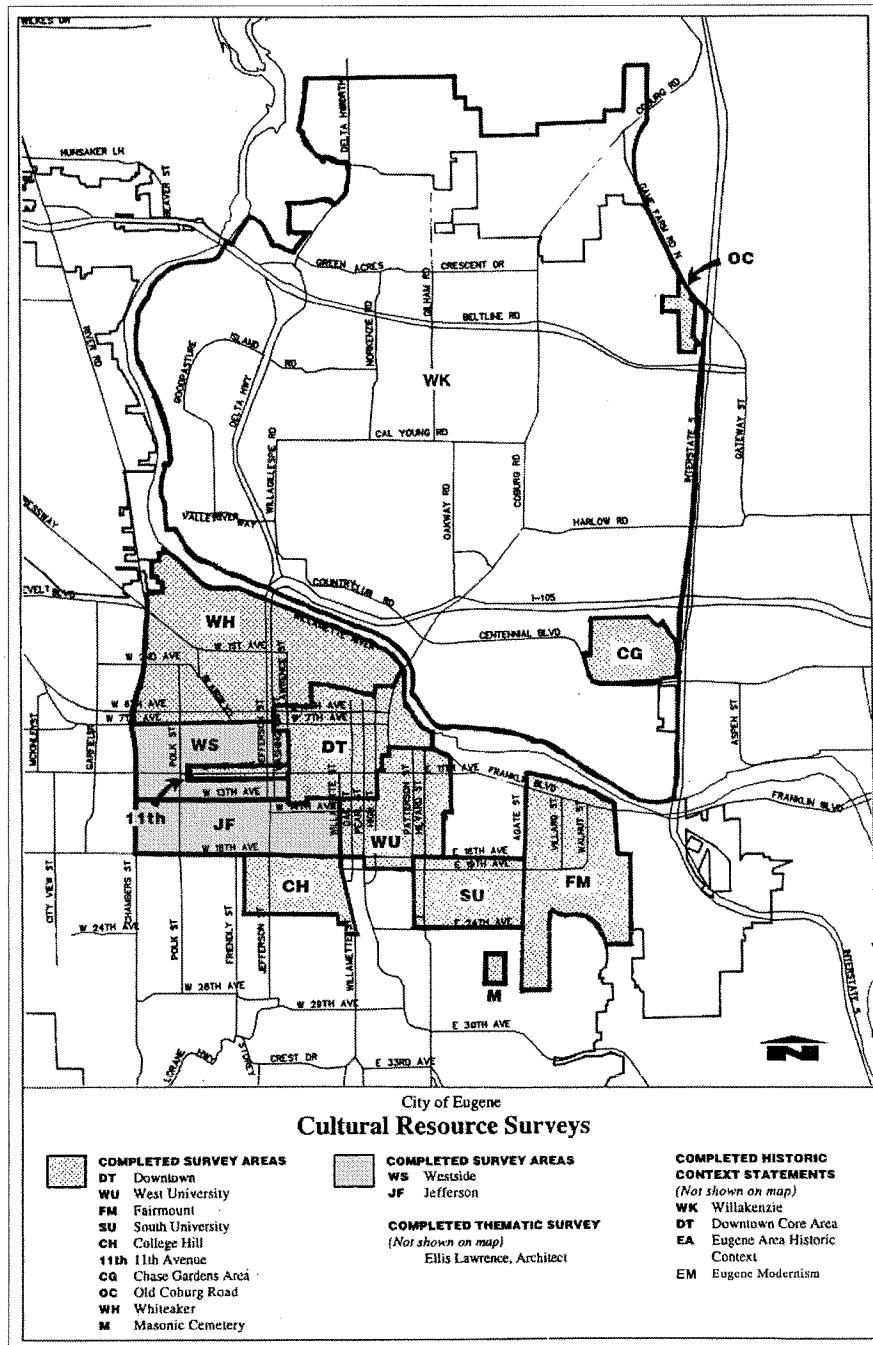
These surveys have inventoried more than 4,000 historic properties, and resulted in protection of over three hundred historic resources, including two historic districts listed in the National Register of Historic Places. (Refer to the cultural resource survey map on following page.)

Large areas within the Eugene Urban Growth Boundary remain unsurveyed. The Eugene Area Historic Context Statement helps indicate the potential types and number of historic resources, including agricultural land and open space, being impacted by growth. One of these is the River Road area located northwest of the core area of Eugene. First settled in the 1850s, River Road was initially established as a distinct agrarian community. It contains numerous historic resources, including farmhouses and a few barns. Now within Eugene's Urban Growth boundary, this area has experienced extensive growth and development in recent years. The subdividing of large tracts of land and infill construction are recent and ongoing patterns of development.

Items to consider pursuing in the River Road area under the cultural resources survey topic are:

24. Conduct surveys of significant historic resources, including schools, churches and landscapes, in areas where historic resources are concentrated or where resources might be impacted by urban growth, redevelopment, or conflicting uses.

25. Encourage completion of written, oral and video histories that help the public understand the persons, events and buildings that reflect the unique character of the River Road area.



Cultural resource surveys completed by the City of Eugene as of 2005.



INTEGRATION AND FUTURE

Goals and Priorities

The Historic Context Statement creates a framework for identifying, evaluating and protecting historic resources within Eugene's urban growth boundary. Although historic significance is a key criterion in directing future research and activities, other local considerations may also be important. By establishing goals and strategies, context based planning attempts to balance the importance of historic properties against these other factors.

The first step in this process was the identification of local considerations that may affect historic preservation efforts in the community. This includes both local conditions and parties that may influence the development or outcome of preservation activities. The second step involved the establishment of goals and objectives, and a discussion of possible strategies for accomplishing them. The final step in the process involved setting priorities for future historic preservation activities. However, these priorities will evolve over time, based on the changing needs and goals of the Historic Review Board and the community. As such, this section of the Historic Context Statement should be revisited and revised periodically to respond to changes in local conditions and considerations.

Identifying Considerations

These considerations include the people and conditions most likely to have an impact on local historic preservation activities, whether favorably or unfavorably. There will always be specific threats and opportunities directing preservation efforts, but an awareness of the general constraints and prospects that exist in a community will help guide these efforts most effectively.

The first step in determining these considerations is the identification of stakeholders. These are people or groups who are in a position to influence the outcome of local preservation activities or whose interests will be affected by the process. This includes, but is not limited to, Eugene residents, property owners, business owners, staff and officials of the City of Eugene and the Eugene Parks and Recreation Department, the Eugene Planning Commission, the Lane County Planning Commission, the Eugene Historic Review Board, the board of the Shelton-McMurphy-Johnson House, the Masonic, Pioneer and Mulkey Cemetery groups, the East Skinner Butte Historic District organization, the Blair Boulevard Historic Commercial Area organization, the Lane County Historical Society, the Oregon Historical Society, the Historic Preservation League of Oregon and the State Historic Preservation Office. Additional stakeholders

include the University of Oregon, Northwest Christian College, Lane Community College, the Eugene 4J School District, the Eugene Chamber of Commerce, the Lane Transit District, the *Register-Guard*, and the Eugene Board of Realtors.

The next step in determining other considerations is the identification of threats to local preservation efforts. Threats may be direct or indirect, such as the impending demolition of a significant resource versus public apathy or indifference. Specific threats include lack of guidelines regarding community involvement, and fear and resistance based on lack of education and information. Indirect threats include the lack of funding for preservation activities, lack of support from key city officials, and the requirement of owner consent for the designation and protection of a significant historic resource.

Identifying opportunities for preservation is the final step in determining considerations. Like threats, these can be both specific and general in nature. Specific opportunities include the local presence of the Lane County Historical Museum and the University of Oregon's Historic Preservation Program. Indirect opportunities include participation in Historic Preservation Week activities, increasing public education, and ongoing survey and inventory.

As local public support can be either the greatest threat or the greatest opportunity for historic preservation efforts, citizen participation is key. The community should not only be informed of preservation activities, but also be involved in the process. This will help to build support and create alliances, a necessary component in reaching the goals identified herein.

Strategies

Using a strategic planning approach will help meet the objectives and realize the goals identified by the Historic Review Board. As a means to this end, the Oregon State Historic Preservation Office (SHPO) has identified the following strategies:

Networking: Encourage attendance by interested persons, members of city staff, or other preservation-minded individuals at a historic preservation conference or workshop. SHPO and the National Trust for Historic Preservation offer several opportunities annually to exchange ideas and learn about preservation-related problems and solutions.

Partnerships: Develop working relationships between property owners, business organizations, City officials, and/or others to work together on specific preservation activities. This might involve the identification and nomination of historic resources to the National Register or the planning of Historic Preservation Week activities. Logical partners include the Lane County Historical Museum, organizations representing the local historic districts, neighborhood groups, and the University of Oregon Historic Preservation Program.

Piggybacking: Work with other organizations to disseminate information about historic preservation activities through the organizations' newsletters. Likely groups include the

Lane County Historical Society, the Shelton-McMurphy-Johnson House Associates, and Eugene's Masonic Cemetery Association.

Volunteers/Interns: Solicit volunteers and interns from local historic groups, service organizations, public schools, the University of Oregon Departments and Programs of Historic Preservation, Planning, Art History, History, Folklore, and Anthropology, and Lane Community College for special preservation-related projects and activities. Volunteer and interns can help conduct surveys, perform research, and prepare National Register nominations. Walking tours, interpretative displays, and oral histories may also be developed with their assistance.

Grants: Make use of grant funding for preservation-related projects when possible. Use appropriate city staff, volunteer, and Historic Review Board member time to match grants from SHPO and other organizations and foundations.

Repackaging: Use the Historic Overview section of this document to create a web page or publication for use as a community educational tool or fund-raising effort.

Coalitions: Combine efforts with those working on other efforts involving historic resources. Examples include natural resource managers trying to preserve historic rural landscapes threatened by development or downtown development groups who might capitalize on the presence of historic commercial resources.

Leveraging: Use money or resources to help insure a favorable result from preservation efforts by others.

Mentoring: Connect new historic homeowners with those that have already restored or rehabilitated their own historic homes.

Modeling: Register key historic resources in the National Register or local landmark register. Rehabilitate or restore the buildings to demonstrate how the process can benefit others in the community.

As different approaches may work better in certain situations or under particular circumstances, the City of Eugene is encouraged to evaluate ways to combine these strategies. Due to time and fiscal constraints, such strategies may be crucial to accomplishing the identified goals and objectives.

Integration

The activities of other agencies and organizations have an impact on historic resources. Therefore, it is important to consider their long-term plans for particular sites and landscapes. In addition, other groups may have already conducted research or prepared contexts which support local preservation efforts. As such, it is important to determine how this context can be integrated with other local preservation planning efforts.

Connection with Other Plans

The City of Eugene has developed several neighborhood analysis and refinement plans that may interface with historic resources. These include the South Hills Study (1972), the Bethel-Danebo Neighborhood Analysis (1976), the West University Refinement Plan (1980), and the Eugene Area Neighborhood Analysis (1995). In addition, the City co-developed the comprehensive Eugene-Springfield Metro Plan, in accordance with statewide land-use planning Goal 5. This goal encourages planning for historic and cultural resources using the National Park Service's context-based model, upon which this document is modeled.

State law requires state agencies and political subdivisions, such as counties and fire districts, to develop programs to preserve significant historic properties that they own or for which they are responsible. These documents may be internal and should be requested when the possibility of such a plan exists.

Specific resources, such as the Ferry Street Bridge, may be included in transportation plans developed by the Oregon Department of Transportation (ODOT). This agency is also responsible for the maintenance and improvement of Highway 99, which runs through Eugene and is lined with numerous historic resources.

Connection with Other Historic Contexts

The City of Eugene has developed four historic context statements to date: the Willakenzie Area (1989), the Downtown Core Area (1991), the City of Eugene (1996), which spans the city's initial development through the mid-1940s, and Eugene Modernism 1935-65 (2003). Two other historic contexts overlap geographically and thematically with this document. These are the 1986 *Cultural and Historic Landscapes of Lane County* and the 1989 *Oregon's Agricultural Development: A Historic Context 1811-1940*. In addition, a Multiple Property Submission, *Residential Architecture in Eugene from 1850 to 1950* was written.

The historic context on agriculture development is the most pertinent thematic context to date for the River Road area. However, it is possible that other topics, such as the timber industry or dairying in Lane County, will be developed in future contexts. As such, copies of such documents should be reviewed for references to Eugene resources.

Related Future Studies

This historic context statement has identified key events, activities, and resources that have contributed to the development of the River Road area. However, by its own definition, it is a general overview and not comprehensive in nature. Therefore, during its preparation certain historic themes emerged as requiring more intensive study.

For example, additional research is recommended regarding the history of Eugene's Asian and Latino communities and the development of early residential subdivisions. Further study would also determine the impact of the University of Oregon's School of Architecture on local design, especially residential architecture constructed after World War II. Studies on particular architects or architectural firms would also be warranted, such as on Clare Hamlin, who designed nine local public schools as well as partnering on the plans for the 1959 Eugene Public Library and the 1959 Lane County Courthouse.



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- Bethel Danebo Neighborhood Scoping Report, undated
- River Road-Santa Clara Urban Facilities Plan, 1989
- Fire Service in Santa Clara: Past, Present, and Future, 2002
- Advisory Design Guidelines for Historic Residential Properties, 2005

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- River Road/Santa Clara Event Timeline, undated
- River Road Tabloid, undated (1978-79?)

City of Eugene Web Pages, as of October 13, 2005

- Neighborhood Associations Info:
http://www.eugene-or.gov/portal/server.pt?space=CommunityPage&cached=true&parentname=CommunityPage&parentid=2&in_hi_userid=2&control=SetCommunity&CommunityID=230&PageID=368
- Parks and Open Space:
<http://www.eugene-or.gov/portal/server.pt?space=CommunityPage&control=SetCommunity&CommunityID=217&PageID=0>

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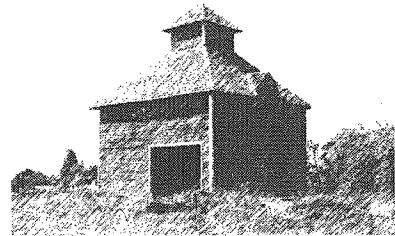
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APPENDIX A

Appendix A contains agricultural resources that may be found in the River Road area based on four subthemes: Diversified Farm/Market Production (1880s-1940s), Commercial dairying (1880s-present), Horticulture (early 1800s-present), and Floriculture and nursery production (mid-1800s-present).

APPENDIX B

Appendix B contains a cursory historic building survey performed by University of Oregon historic preservation graduate students as a part of this project. The purpose was to get a general idea of the resources in the River Road area. It is by no means a complete survey of the approximately 4,600 tax lots contained within the River Road neighborhood boundaries. A map is displayed to show which properties were surveyed and where.

The resource list is sorted by original use, so that the apartments come first and the zoos come last. Within the original use, the resources are sorted by construction date. Information displayed for each resource is address, estimated construction date, original use, and a photo taken in 2005.

Appendix A: Agricultural Resource Types

Lou Ann Speulda's *Oregon's Agricultural Development: A Historic Context, 1811-1940*, written in 1989, provides lists of agricultural themes, subthemes, and resource types. The subthemes that particularly apply to the River Road area include the Diversified Farm/Market Production (1880s-1940s), Commercial dairying (1880s-present), Horticulture (early 1800s-present), and Floriculture and nursery production (mid-1800s-present). The resource types listed with each of these are:

Diversified Farm/Market Production (1880s-1940s)

Homestead or farm	Outhouse	Orchard
Ranch	Livestock shed	Bee hives and platform
Cistern	Silo	Portable colony pig house
Garden	Scale house	Hay derrick
House	Chicken coop and brooder house	Stock trough
Barn	Garage	Fuel tank
Granary	Livery stable	Utility building
Grain crib	Icehouse	Tank for chemical fertilizers or pesticides
Machine shed	Milk house	Round-polygonal barn
Shop	Windmill	Site
Root cellar	Pumphouse	
Smokehouse	Ramp and chute	
Woodshed		

Commercial dairying (1880s-present)

Homestead or farm	House	Open shed
Dairy barn	Corral	Refrigeration equipment
Milk house	Fence	Site
Silo	Milk cooling tank	

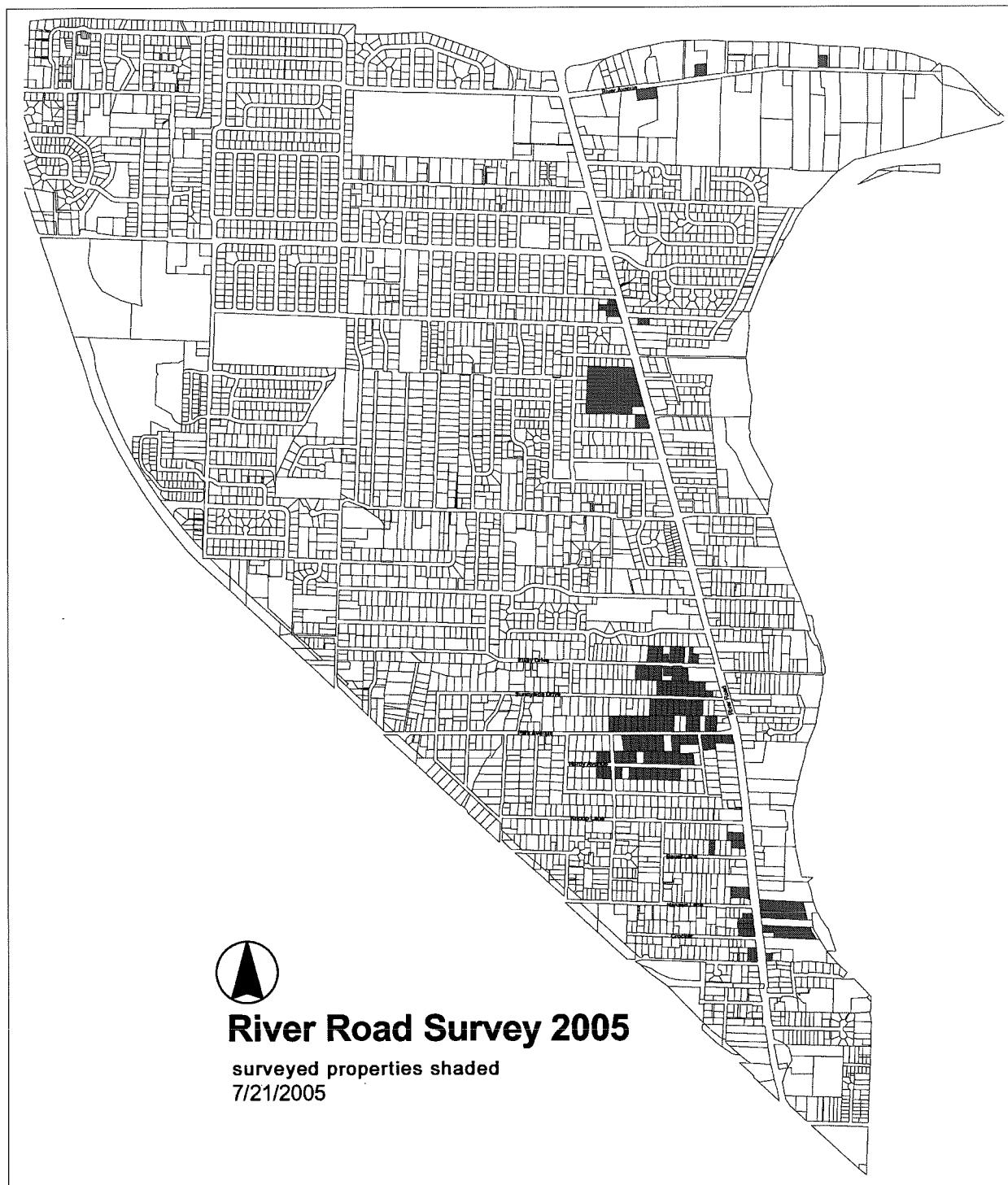
Horticulture (early 1800s-present)

House	Berry field	Garage
Orchard	Vegetable field	Shop
Prune dryer	Barn	Refrigeration facility
Vineyard	Machine shed	Farmstead
Grapevine	Storage building	Site
Cranberry bog	Icehouse	
Tram railway	Irrigation works	

Floriculture and nursery production (mid 1800s-present)

Greenhouse	Barn	House
Garden	Windmill	Garage
Field	Water tower	Trees
Nursery seed bed	Outbuilding	Site

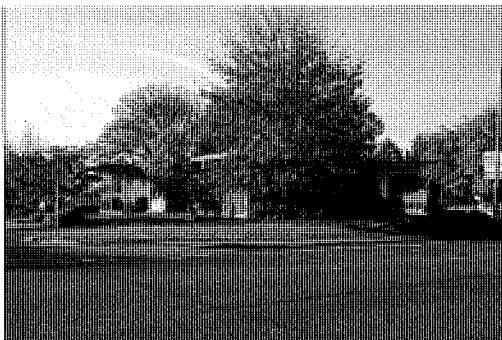
Appendix B: Sample of Eugene's River Road Resources



Resources surveyed in 2005 as part of a University of Oregon historic buildings survey class.

Appendix B: Sample of Eugene's River Road Resources

1000 RIVER RD
Bank



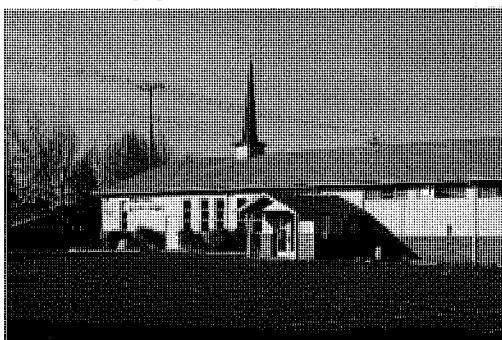
1958

1353 RIVER RD
Barn/Farm building



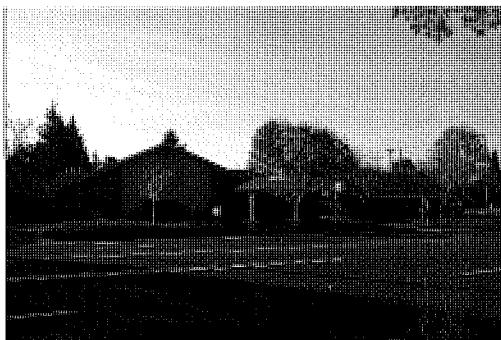
c. 1920

1105 RIVER RD
Church/Synagogue



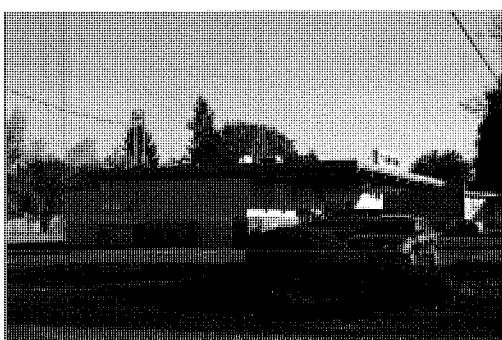
c. 1950

1580 RIVER RD
Church/Synagogue



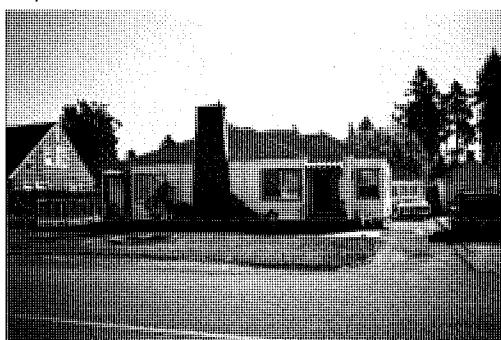
c. 1960

1495 RIVER RD
Convenience store



c. 1965

358-366 SUNNYSIDE DR
Duplex residence



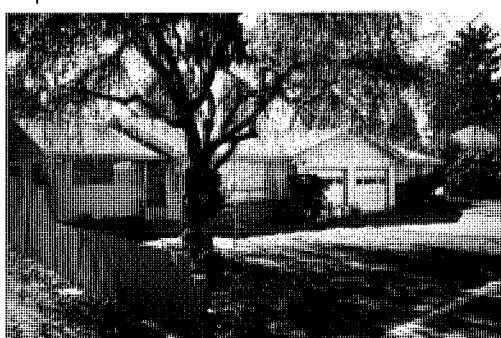
c. 1940

387-389 PARK AVE
Duplex residence



c. 1950

40-42 PARK AVE
Duplex residence



c. 1960

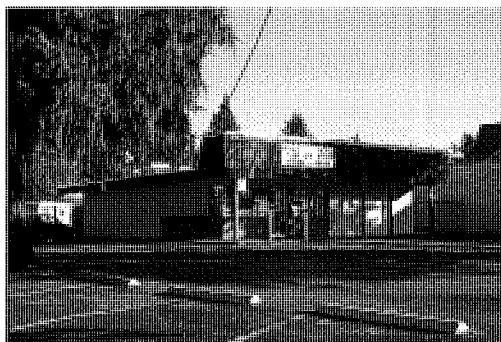
Appendix B: Sample of Eugene's River Road Resources

1030 RIVER RD
Fast Food building



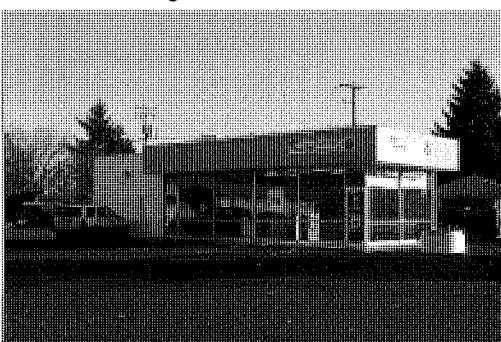
1960

1375 RIVER RD
Fast Food building



1967

1925 RIVER RD
Fast Food building



1968

615 RIVER RD
Gas station



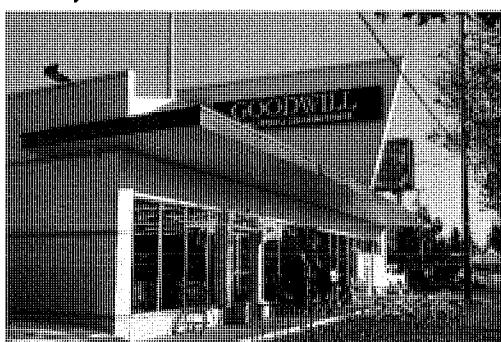
1962

988 RIVER RD
Gas station



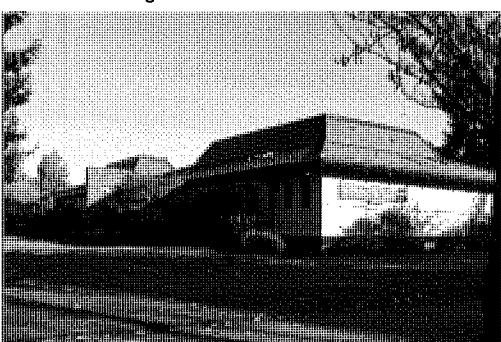
1963

1015 RIVER RD
Grocery store



1949

1775 RIVER RD
Medical building



c. 1975

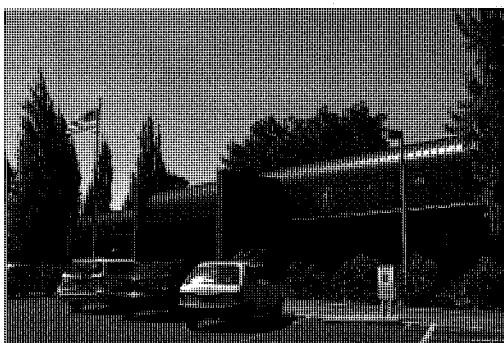
555 RIVER RD
Other



c. 1973

Appendix B: Sample of Eugene's River Road Resources

255 RIVER AVE
Post Office



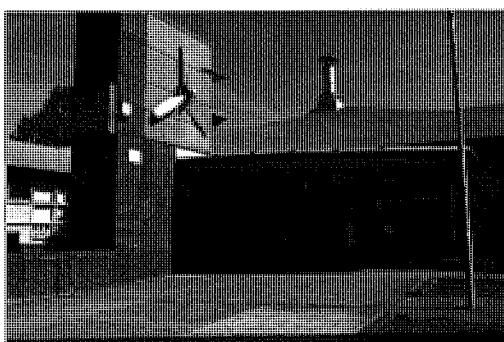
1993

1950 RIVER RD
Recreation facility



c. 1950

850 HOWARD AVE
School



1947

700 HOWARD AVE
School



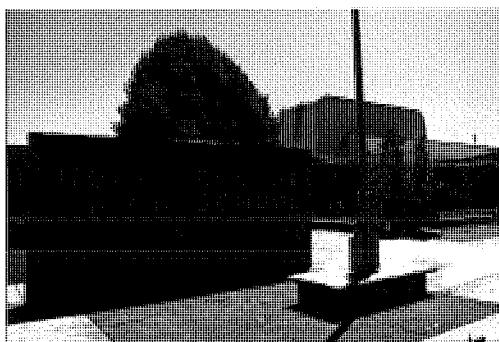
1949

120 W HILLIARD LN
School



1953

200 SILVER LN
School



1957

1445 RIVER RD
Service



c. 1960

22 PARK AVE
Single-family residence



c. 1870

Appendix B: Sample of Eugene's River Road Resources

370 RIVER RD
Single-family residence



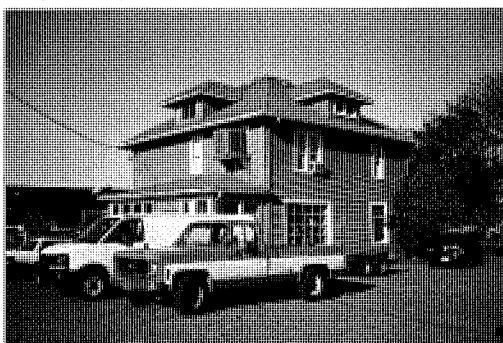
c. 1890

150 RIVER AVE
Single-family residence



c. 1905

311 RIVER AVE
Single-family residence



c. 1910

405 RIVER RD
Single-family residence



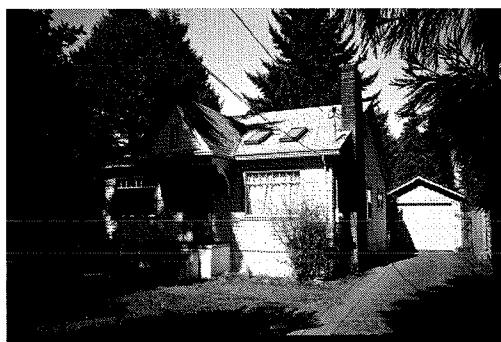
c. 1910

1410 RIVER RD
Single-family residence



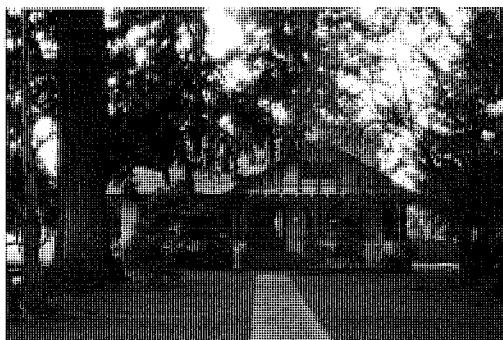
c. 1910

615 PARK AVE
Single-family residence



c. 1915

530 RIVER RD
Single-family residence



c. 1915

615 RIVER AVE
Single-family residence



c. 1915

Appendix B: Sample of Eugene's River Road Resources

110 ELKAY DR
Single-family residence



c. 1920

50 E HOWARD AVE
Single-family residence



c. 1920

390 RIVER RD
Single-family residence



c. 1920

450 RIVER RD
Single-family residence



c. 1920

455 RIVER RD
Single-family residence



c. 1920

470 RIVER RD
Single-family residence



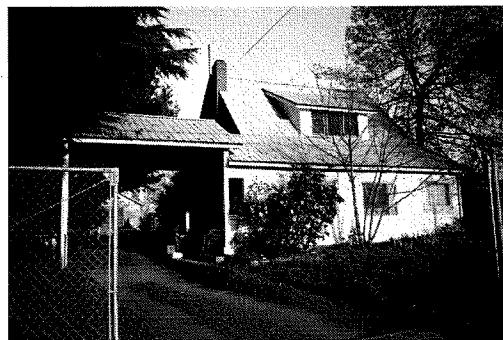
c. 1920

485 RIVER RD
Single-family residence



c. 1920

505 RIVER RD
Single-family residence



c. 1920

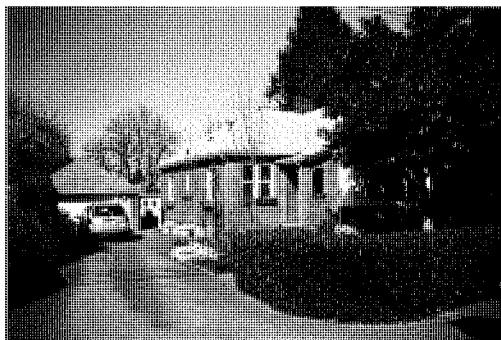
Appendix B: Sample of Eugene's River Road Resources

109 ELKAY DR
Single-family residence



1923

115 ELKAY DR
Single-family residence



c. 1925

117 ELKAY DR
Single-family residence



c. 1925

123 ELKAY DR
Single-family residence



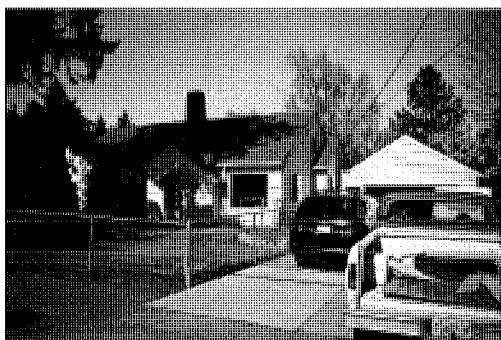
c. 1925

120 FIR LN
Single-family residence



c. 1925

503 PARK AVE
Single-family residence



1925

533 PARK AVE
Single-family residence



1925

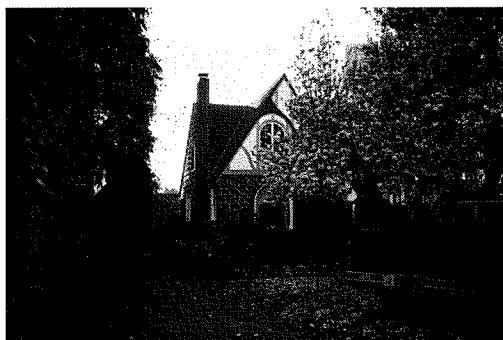
600 RIVER RD
Single-family residence



c. 1925

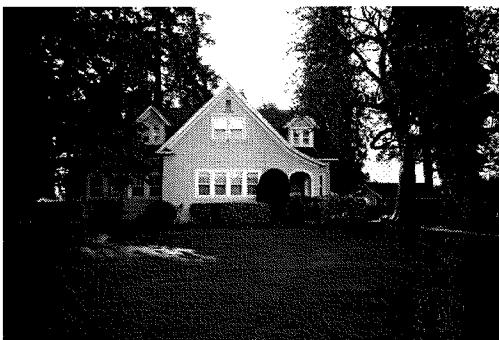
Appendix B: Sample of Eugene's River Road Resources

610 RIVER RD
Single-family residence



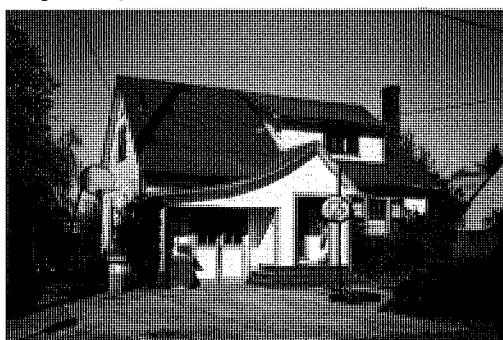
c. 1925

1320 RIVER RD
Single-family residence



c. 1925

225 SUNNYSIDE DR
Single-family residence



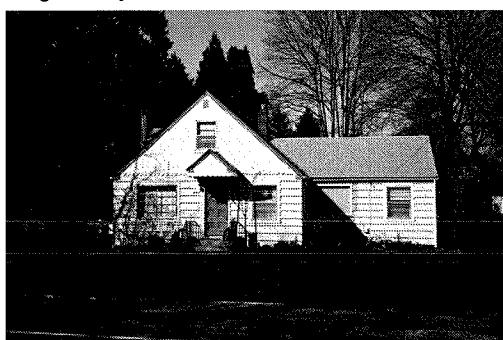
c. 1925

107 ELKAY DR
Single-family residence



c. 1927

119 ELKAY DR
Single-family residence



c. 1927

551 PARK AVE
Single-family residence



1928

1620 RIVER RD
Single-family residence



c. 1928

296 SUNNYSIDE DR
Single-family residence



c. 1928

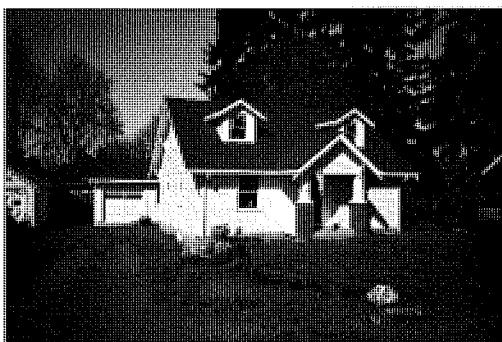
Appendix B: Sample of Eugene's River Road Resources

126 ELKAY DR
Single-family residence



c. 1930

127 ELKAY DR
Single-family residence



1930

130 ELKAY DR
Single-family residence



c. 1930

460 RIVER RD
Single-family residence



c. 1930

480 RIVER RD
Single-family residence



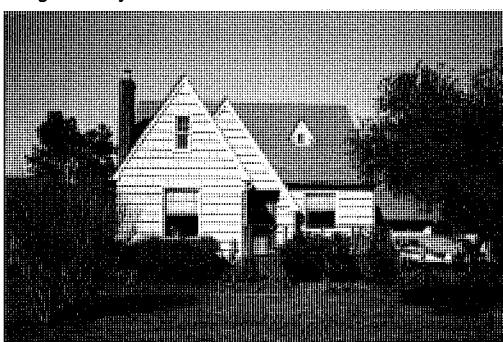
c. 1930

1630 RIVER RD
Single-family residence



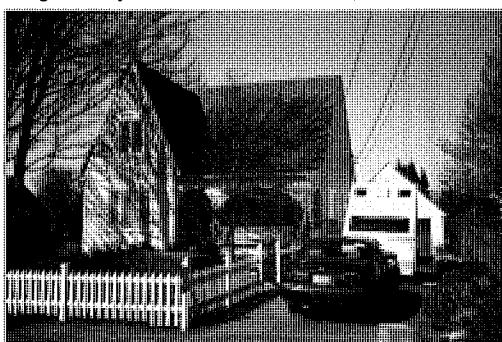
c. 1930

245 SUNNYSIDE DR
Single-family residence



c. 1930

295 SUNNYSIDE DR
Single-family residence



c. 1930

Appendix B: Sample of Eugene's River Road Resources

304 SUNNYSIDE DR
Single-family residence



c. 1930

334 SUNNYSIDE DR
Single-family residence



c. 1930

386 SUNNYSIDE DR
Single-family residence



c. 1930

429 SUNNYSIDE DR
Single-family residence



c. 1930

460 SUNNYSIDE DR
Single-family residence



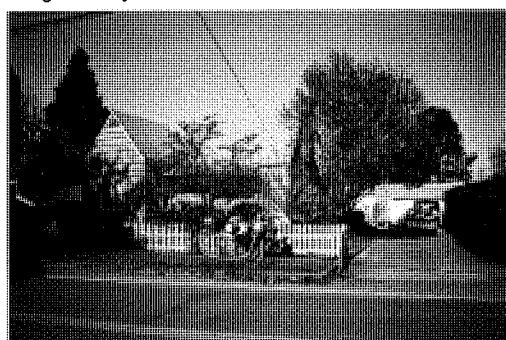
c. 1930

129 ELKAY DR
Single-family residence



c. 1935

191 PARK AVE
Single-family residence



c. 1935

381 PARK AVE
Single-family residence



c. 1935

Appendix B: Sample of Eugene's River Road Resources

394 PARK AVE
Single-family residence



c. 1935

571 PARK AVE
Single-family residence



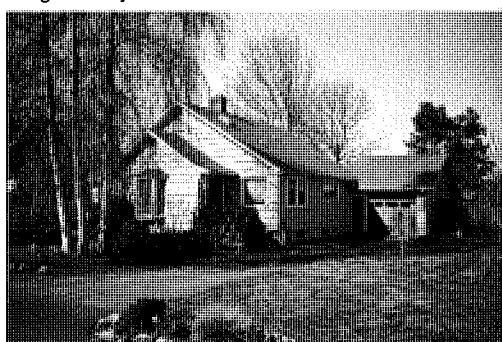
c. 1935

1610 RIVER RD
Single-family residence



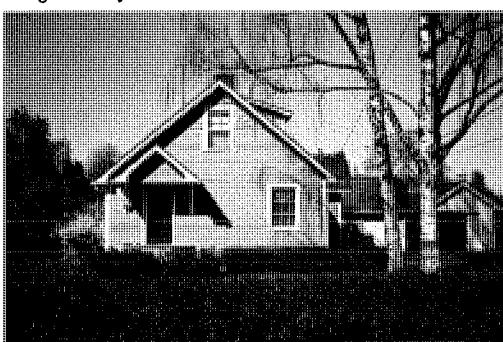
c. 1935

269 SUNNYSIDE DR
Single-family residence



c. 1935

353 SUNNYSIDE DR
Single-family residence



c. 1935

393 SUNNYSIDE DR
Single-family residence



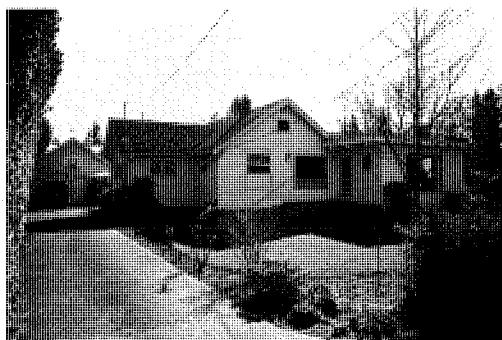
c. 1935

120 ELKAY DR
Single-family residence



1936

134 ELKAY DR
Single-family residence



1937

Appendix B: Sample of Eugene's River Road Resources

111 BAUER LN
Single-family residence



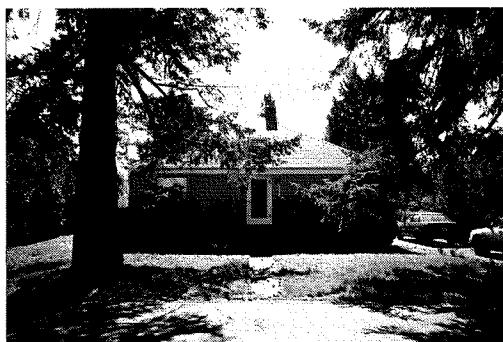
c. 1940

116 ELKAY DR
Single-family residence



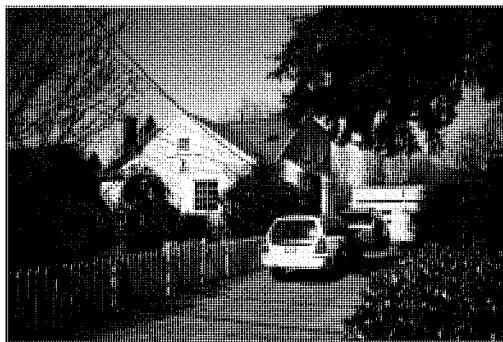
c. 1940

180 PARK AVE
Single-family residence



c. 1940

297 PARK AVE
Single-family residence



c. 1940

393 PARK AVE
Single-family residence



c. 1940

490 PARK AVE
Single-family residence



c. 1940

492 PARK AVE
Single-family residence



c. 1940

603 PARK AVE
Single-family residence



c. 1940

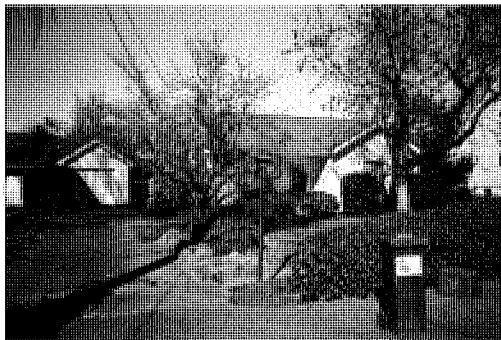
Appendix B: Sample of Eugene's River Road Resources

260 SUNNYSIDE DR
Single-family residence



c. 1940

331 SUNNYSIDE DR
Single-family residence



c. 1940

410 SUNNYSIDE DR
Single-family residence



c. 1940

415 SUNNYSIDE DR
Single-family residence



c. 1940

430 SUNNYSIDE DR
Single-family residence



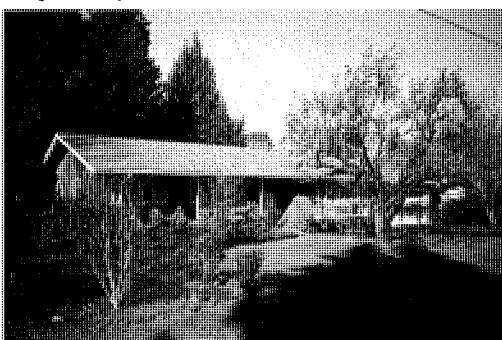
c. 1940

360 PARK AVE
Single-family residence



c. 1945

133 HARDY AVE
Single-family residence



c. 1950

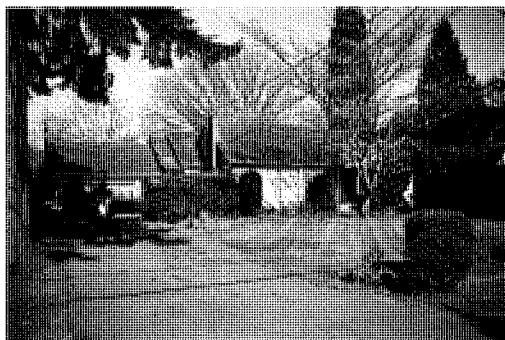
190 PARK AVE
Single-family residence



c. 1950

Appendix B: Sample of Eugene's River Road Resources

285 PARK AVE
Single-family residence



c. 1950

374 PARK AVE
Single-family residence



c. 1950

560 PARK AVE
Single-family residence



c. 1950

151 HARDY AVE
Single-family residence



c. 1955

156 HARDY AVE
Single-family residence



c. 1955

163 HARDY AVE
Single-family residence



c. 1955

174 HARDY AVE
Single-family residence



c. 1955

175 HARDY AVE
Single-family residence



c. 1955

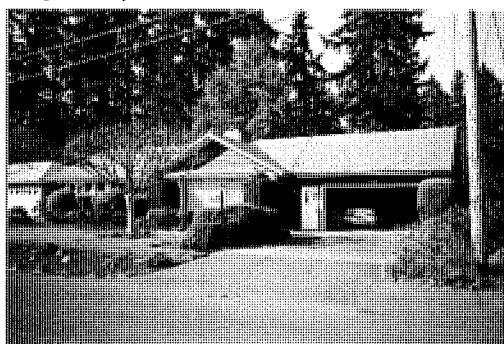
Appendix B: Sample of Eugene's River Road Resources

188 HARDY AVE
Single-family residence



c. 1955

193 HARDY AVE
Single-family residence



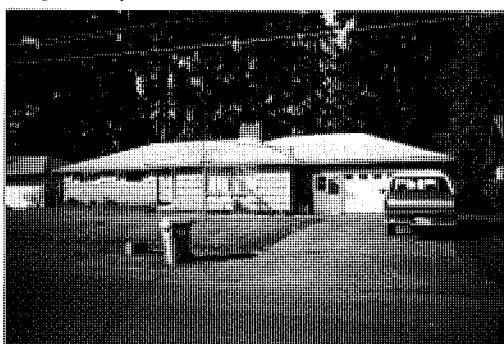
c. 1955

200 HARDY AVE
Single-family residence



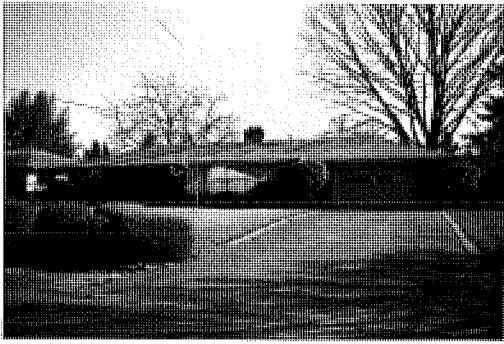
c. 1955

205 HARDY AVE
Single-family residence



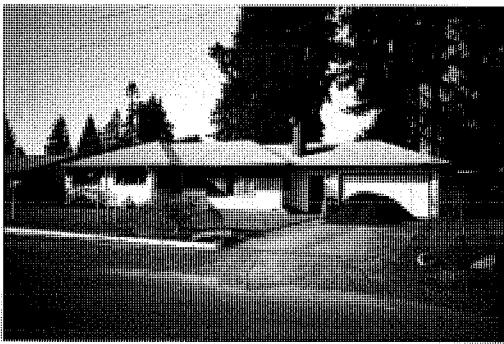
c. 1955

218 HARDY AVE
Single-family residence



c. 1955

223 HARDY AVE
Single-family residence



c. 1955

236 HARDY AVE
Single-family residence



c. 1955

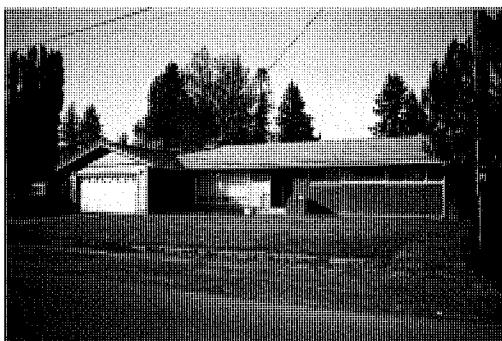
254 HARDY AVE
Single-family residence



c. 1955

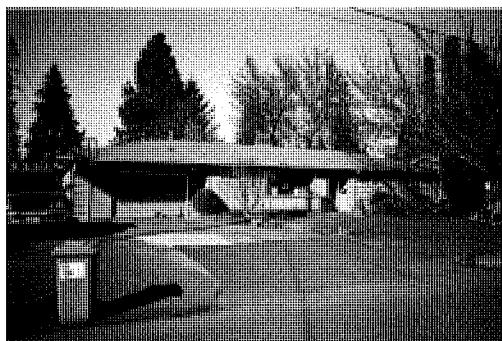
Appendix B: Sample of Eugene's River Road Resources

259 HARDY AVE
Single-family residence



c. 1955

277 HARDY AVE
Single-family residence



c. 1955

295 HARDY AVE
Single-family residence



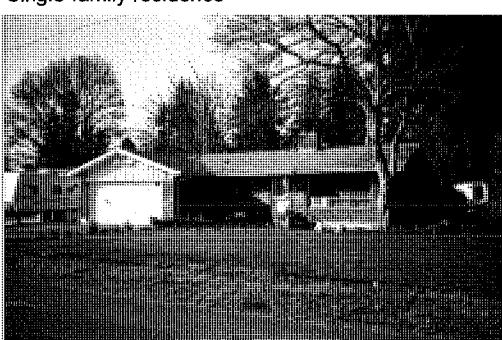
c. 1955

296 HARDY AVE
Single-family residence



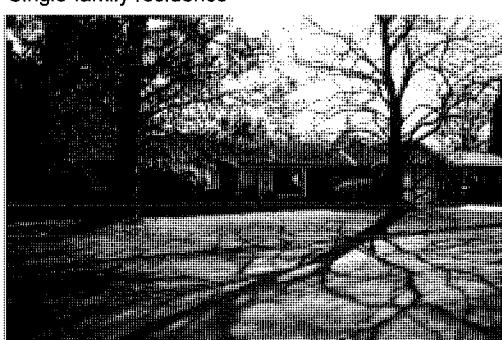
c. 1955

309 HARDY AVE
Single-family residence



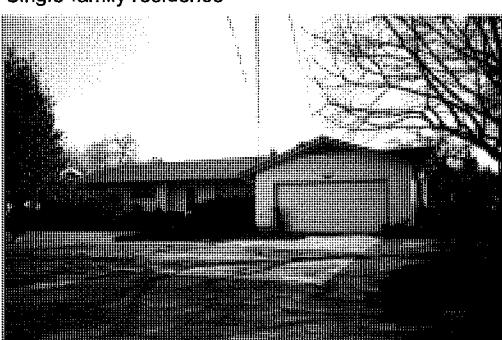
c. 1955

310 HARDY AVE
Single-family residence



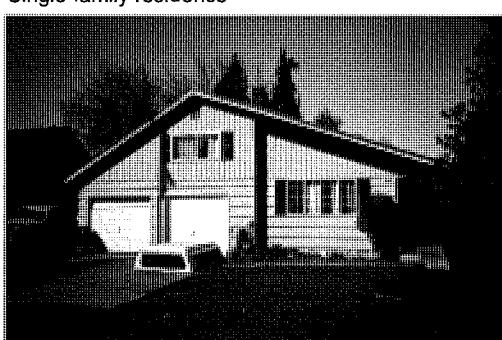
c. 1955

330 HARDY AVE
Single-family residence



c. 1955

375 SUNNYSIDE DR
Single-family residence



c. 1955

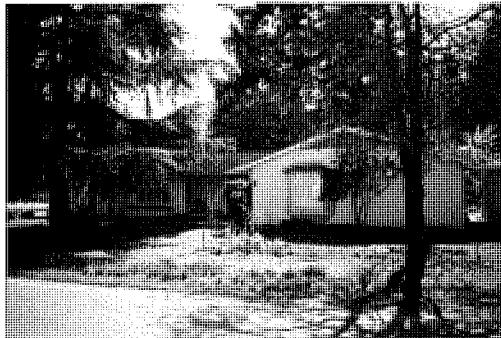
Appendix B: Sample of Eugene's River Road Resources

325 HARDY AVE
Single-family residence



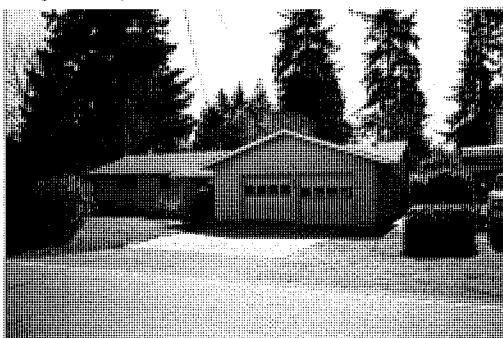
c. 1960

200-210 PARK AVE
Single-family residence



c. 1960

220 PARK AVE
Single-family residence



c. 1960

477 PARK AVE
Single-family residence



c. 1960

217 PARK AVE
Single-family residence



1969

2060 RIVER RD
Store



1968