

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

National Register of Historic Places
Date listed 06/01/2001
NRIS No. 11000329
Oregon SHPO

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Lew Williams Chevrolet Dealership

other names/site number Joe Romania Chevrolet Dealership; Coca-Cola Bottling Plant

2. Location

street & number 2020 Franklin Boulevard

☐ not for publication

city or town Eugene

☐ vicinity

state Oregon code OR county Lane code 039 zip code 97403

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Signature of certifying official/Title

Date

Oregon SHPO

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register

 determined eligible for the National Register

 determined not eligible for the National Register

 removed from the National Register

 other (explain:)

Signature of the Keeper

Date of Action

Low Williams Chevrolet Dealership
Name of Property

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

☐	private
☐	public - Local
☒	public - State
☐	public - Federal

Category of Property
(Check only one box.)

☒	building(s)
☐	district
☐	site
☐	structure
☐	object

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

Contributing	Noncontributing	
1		buildings
		district
		site
		structure
		object
1	0	Total

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

INDUSTRY: manufacturing facility

Current Functions
(Enter categories from instructions.)

EDUCATION: education related

OTHER

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT

Materials
(Enter categories from instructions.)

foundation: CONCRETE

walls: GLASS

STUCCO

roof: OTHER

other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Lew Williams Chevrolet Dealership in Eugene, Lane County, Oregon is located on the south side of Franklin Boulevard between Orchard and Walnut streets. The dealership has served as an icon of modern design in the Eugene area since 1960 when the display pavilion was built as an attachment to the front of a 1949 Coca-Cola bottling plant and the dealership opened for business. The bottling plant was repurposed for use as automotive repair as part of the Lew Williams Chevrolet Dealership beginning in the late 1950s. The dealership's most defining feature is the modernistic display pavilion that was influenced by the International Style. The display pavilion consists of a one-story oval structure with floor-to-ceiling windows on the north, east, and west facades. It has a flying roof, locally known as a "potato chip" style roof. The bottling plant section of the structure was used as the dealership's service bays. The building also has five attached additions constructed during the dealership's use. The building complex faces Franklin Boulevard and is centered on a parcel that encompasses an entire city block.

Narrative Description

Setting and Landscape Features

The north elevation of the dealership faces Franklin Boulevard (State Highway 99), a major thoroughfare with a planted divided median. This thoroughfare is populated with gas stations, supermarkets, restaurants, motels, and other businesses. The dealership's southern boundary is defined by East 15th Avenue, which is contiguous to the edge of the residential portion of the Fairmount Neighborhood. The generally level site makes its buildings visible from all angles. Walnut and Orchard Streets run parallel on the east and west sides of the parcel. The west side of the lot is slightly longer, reflecting the angle of Franklin Boulevard. The north facade of the display pavilion overlooks the dealership's new and used vehicle parking lot and Franklin Boulevard. The area surrounding the complex of buildings was set aside for automobile parking, including employee parking and cars needing repair work, and was integral to the daily operations of the dealership.

The expansive parking lot is minimally landscaped. Small evergreen shrubbery and a few ornamental trees surround the dealership's display pavilion. Walnut Street and East 15th Avenue have mature trees growing in the planting strips. Orchard Street has some small trees along the boundary of the parking lot. Franklin Boulevard is treeless and without a setback between the sidewalk and the street. Four wedge-shaped planters, of various sizes, are spaced along the parking lot abutting the Franklin Street sidewalk. The parking lot is paved with asphalt.

On the dealership's northwest corner, the parking lot has two raised concrete pads. The larger of the two pads is west of the display pavilion and was originally the floor of the used car salesroom, and illustrates a Chevrolet logo embedded in the concrete.¹ The smaller pad was used to display a single automobile, is wedge shaped, and is located on the far northwest corner of the property. The parking area is lit with double, triple, and quadruple trapezoidal light fixtures supported by steel poles. These lights are variously spaced around the northern half of the parking lot and were used to illuminate the car lot after dark.

Orchard Street has a single driveway entrance, centered on the face of the service center. There is no entrance to the parking lot from Franklin Boulevard. Walnut Street has two driveway entrances and East 15th has one driveway entrance. Vehicle access to the site is currently prevented by the placement of concrete barriers at these driveways.

¹ The 1959 architectural plans and historic photographs illustrate that the dealership grounds originally featured a pair of modern era, glass-walled sales structures; the larger new car display pavilion had a smaller, "satellite" structure built directly to the west, and accessed by a flat-roofed walkway, to serve the needs of used cars sales. The structure contained six office spaces that looked out on the car lot. The used car sales building is believed to have been demolished in the 1980s.

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Physical Description

Display Pavilion

The Lew Williams Chevrolet Dealership display pavilion was designed in 1959 by the local architectural firm of Balzhiser, Seder, & Rhodes. Gale M. Roberts Construction Company supervised the pavilion's construction in 1960.² One-story in height, the display pavilion is elliptically shaped supporting an oval "potato chip-shaped" roof with seven-foot eave overhangs. The footprint of the showroom is approximately 122' x 50'. Each end of the roof flares slightly upward giving the building a futuristic, aerodynamic look.

The roof form was originally conceived as a tension structure suspended from a perimeter compression ring. This method proved to be too costly and instead the roof was constructed with more conventional methods.³ The outer ring of the roof appears to be steel channeling and the roof's surface is clad in wood sheathing with a composite covering.⁴

The dealership's display pavilion is enclosed by floor-to-ceiling windows that cover two-thirds of the outside walls. These windows cover the north, east, and west facades. The windows are framed in aluminum and each window is approximately five feet wide. The lower row of windowpanes maintains a consistent height while the upper row of windowpanes varies with the curvilinear nature of the roofline. Currently, to protect the building from vandalism, the lower row of windows is covered with plywood panels that are attached to the windows' aluminum frames. The pavilion's roof is supported by eighteen concrete, oval-shaped, interior columns measuring approximately 10' 0" x 1' 3" with an outside diameter of 3' 6".

The display pavilion sits on a large concrete plinth measuring 140' in length, approximately 50' in width and 0' 9" thick. This plinth extends beyond the oval-shaped display pavilion creating a platform for showcasing automobiles at the northeast and northwest corners of the pavilion. The plinth also raises the base of the northwest corner of the pavilion about three feet above street level. The northeast corner of the plinth is lower to the ground because of a slight slope in the parking lot. The elevation of the display pavilion on this rectangular plinth adds to the aerodynamic insistence of the building.

Double doors with aluminum frames and glass panels allow ingress/egress at the pavilion's east and west ends while a pair of double doors on the primary (north) facade encourages pedestrian access from the parking lot adjacent to Franklin Boulevard. Flights of cast-concrete steps facilitate passage from the level of the parking lot to the top of the plinth. The steps on the east and west ends of the building are a generous 16' wide and 1' 5" deep, while the north (front) steps are 20' wide and 1' 5" deep. The steps originally featured simple, bent handrails (currently in storage) fabricated from round metal tubing. Each flight of steps had a handrail positioned in the center of each stairway. In addition to the pedestrian doors, the pavilion features a pair of over-sized, double doors on the southeast and southwest corners. When open, these doors create approximately a 9' opening, for moving new automobiles in and out of the display pavilion.

The display pavilion has a flat-roofed, utilitarian access structure connecting the pavilion to the north face of the dealership's service center. The connector building is approximately ten feet in height and runs nearly the full length of the service area (see site plan). The west elevation of this structure has a windowless garage door, which is partially obscured by shrubbery. Current floor plans of the site indicate that this area was used for offices.

Display Pavilion Interior

The interior of the display pavilion is illuminated with large round lights spotting the ceiling throughout, adding to its very modern ambiance. The ceiling features about two dozen circular light wells whose plastic covers sit nearly flush to the surface of the ceiling. The interior of the display pavilion features a large expanse of terrazzo floor. Each section is separated from the next with thin strips of metal that are flush with the surrounding floor material. The largest of these flooring sections measures 25' by almost 16' 5". At the roof's lowest point (the structure's center) the pavilion ceiling is about 11' 3" tall.

The display pavilion has an open floor plan, which allowed the dealership's newest automobile models to be displayed in front of the floor-to-ceiling glass paneled windows on the north, east, and west facades. There are large round structural support beams around the perimeter of the pavilion on the north, east, south and west sides to support the building's roof structure. The southern wall of the pavilion is clad in board-and-batten siding. There are three entrance doorways on the

² Eugene Modern. <www.eugenemodern.org> Accessed January 10, 2008.

³ Seder, Grant. Personal Interview. January 15, 2008.

⁴ Style and Vernacular. A Guide to Architecture of Lane County. Southwest Chapter AIA. Western Imprints, 1983.

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north, east, and west facades. Offices project from the west side of the south wall. These enclosures have large glass windows set between the framing members of the walls. The enclosures are approximately 10' in height and project into the showroom floor approximately 15'. Between two of the offices is a passageway that leads to the restrooms and eventually into the interior of the service center, south of the display pavilion.

Service Center

The service center, south of the display pavilion, is the largest and oldest building on the property. It was built in 1949 as the Coca-Cola Bottling plant. The building is a 20'-high, one-story, stucco-clad structure. The perimeter of the roof is flat and surrounds a center section comprised of bow-string trusses running east to west. The bow-string trusses are set back approximately 10' from the edge of the building and are formed with laminated wood. Protruding from the center of the northern bow-string truss is a clerestory. The clerestory is raised approximately 5' from the surface of the roof and runs two-thirds of the length of the building. The clerestory has a flat roof. The building's northern facade is covered with windows that have been painted or replaced with vents. There are no other windows on the north elevation of the service area. The west elevation has five, slightly recessed, thirty-paned fixed windows. A small awning covers three of the windows on the northern end of the west elevation.

The building has eight garage doors, all of which are rolling overhead doors. These doors were likely added when the Coca-Cola Bottling Plant was converted to an automobile dealership, but some openings may have been historic to the bottling plant. The first of these garage doors, on the north end of the west elevation, is metal and has four, rectangular windows in a bank on the lower portion of the door. It is unlikely that this door is original to the structure since most of the other garage doors on this section are wooden. Twenty feet north from the south edge on the western elevation is another garage door. It is a wood door divided into forty-two panels, with thirty windowpanes in the top five rows and wooden panels in the lower three rows. The south elevation of this structure has two attached additions (discussed separately below) with a doorway between the additions. The east elevation of this section of the building has six garage doors. The three closest to the southeast corner of the building are multi-paned units, each divided into forty-eight panels by intersecting stiles and rails. The three closest to the northeast corner are the same height, but they are broken into thirty-six segmented panels. The top four rows of each of the wooden garage doors have windowpanes and the bottom rows have wood panels. Many of the windowpanes have been painted to obscure visual access.

Service Center Interior

The interior of the service center has very high ceilings with two bow-string trusses supporting the roof. The highest point of each of the trusses runs east to west, which allows for illumination by a window on both the east and west sides of the roof. The northern roof is wider and taller than the southern roof. The service center's ceilings are clad in wood board (possibly tongue-and-groove), which creates the base layer for the wood-truss system. Crossbeams are attached to the buildings large arches. These crossbeams are supported by a structural system that crisscrosses the building at the base of the roofline. Along the north facade there is a large clearstory window that brings light into the front of the service center's interior. The walls have exposed structural framing and the floor is a poured concrete slab.

The interior of the service center has been divided into smaller areas. The dividing walls appear to have been added when the bottling plant was converted to the service center to accommodate various aspects of the automobile repair business. Historic plans indicate that a number of offices were constructed in the area just south of the display pavilion. South, beyond the display pavilion and offices, is a large open room. The existing block wall at the south side of the room was dismantled above 15', most likely to provide more natural light to the interior. Further to the south there are a number of smaller bays, sectioned off for various purposes such as paint spraying and various repair functions. In this southern section of the building there is a mezzanine walkway through the center of the building running north to south. There is a raised exterior doorway on the south facade that leads to this walkway.

The following additions are non-historic:

Paint Shop

The paint shop addition lies directly to the south of the service center building and was constructed between 1964 and 1966.⁵ The addition surrounds a building that was previously used for paint spraying. The paint-spraying area still stands as an interior room to the new addition. This addition is shorter than either the service center or the body shop directly to

⁵ The plans for the building were drawn up in 1964 and the addition appears on the 1966 Sanborn Fire Insurance map.

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the south of it. The building extends slightly more than half the east/west distance of the service center's southern facade. The building has a flat roof and the walls are clad in stucco. This section's west facade has an entryway and a multi-paned garage door divided into twenty-four panels. This door is newer than many of the other garage doors. It has aluminum rails and stiles. The southwest corner of this addition is obscured by the management office addition. The south facade of the paint shop is obscured by the body-shop addition and a small storage addition. The east elevation of the paint shop has two garage doors, both metal with sixteen windowpanes.

Collision Repair Center Office

The collision-repair center office, according to the University of Oregon records, was constructed in 1984. It extends 28' from the existing building and is 18' wide. This addition has large eave overhangs on both the north and south elevations and small eave overhangs on the west and east elevations. The roof is flat and the walls are clad in vertical metal siding. The north and south elevations both have recessed entryways and aluminum fixed-pane picture windows on either side of the door. The west elevation has a large fixed-pane aluminum window.

The Body Shop

The addition farthest south appears to have been connected to the south facade of the paint shop after 1966. This building added a body shop to the dealership that is rectangular in shape, extending lengthwise to the south. The building has a flat roof and the walls are clad in stucco. Both the east and west elevations of the body shop have five garage doors. The south end of the east elevation has a metal garage door that is smaller than the other four doors on this facade. The four wooden garage doors to the north of the metal door are multi-paned units, divided into forty-eight panels. The top four rows of panels are windowpanes and the bottom two rows are wood panels. The west elevation has the same configuration of garage doors, but these doors are all metal and the windowpanes and panels are laid out differently. The southernmost door is smaller in width than the other four with twelve windowpanes grouped in the center section of the door. The other four garage doors to the north of this door are of the exact same style and construction, but these doors are twice as wide allowing for a twenty-four-pane arrangement. Just above the garage doors here is a slight overhang. This overhang creates a protruding band around the top of the building. On the south facade there is a raised entryway and a sliding door that lead to a platform with stairs that face east.

Paint Shop Storage

The small addition attached to the south end of the paint shop was added after 1966. The structure has a flat roof and is clad in stucco siding. It is shorter than the paint shop. There are no windows or external entryways.

Shed Storage

The addition on the southeast corner of the bottling plant was added in 1968. It is a one-story square addition that is connected to the south facade of the service center. It has a shed roof and the walls are clad in metal siding running from the floor to the roof. The east elevation has two large wooden doors that appear to open upward or push inward.

ALTERATIONS AND ADDITIONS

The following is a list known alterations and additions made to the Lew Williams Chevrolet Dealership:

1959:	Dealership Display Pavilion addition designed; Coca-Cola bottling plant remodeled; Service Center created; Paint Shop addition added
1960:	Display Pavilion and Used Car Pavilion constructed
1964:	Addition of the Body Shop
1964-1966:	Addition of Paint Shop enclosure
Post-1966:	Dealership Used Car Pavilion is demolished
1968:	Addition of Shed Storage
1984:	Addition of Management Office
Post-2005:	Wooden panels attached to Display Pavilion windows

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

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

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

TRANSPORTATION

Period of Significance

1960

Significant Dates

1960, display pavilion built; dealership opened

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Balhisier, Seder, & Rhodes, architects

Gale M. Roberts Co., builder

Period of Significance (justification)

The period of significance begins and ends in 1960, the year the Lew Williams Chevrolet Dealership's display pavilion was constructed and the dealership opened at its new location.

Criteria Considerations (explanation, if necessary)

N/A

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Lew Williams Chevrolet Dealership is eligible for listing in the National Register of Historic Places under Criterion A for its important association with the changing transportation infrastructure in Eugene after World War II and also under Criterion C as a significant local example of post-World War II modern era commercial architecture. The dealership's display pavilion embodies the futuristic aspect of Modern-era commercial architecture that was influenced by the design principles of the International Style, and is distinctive for its oval shape, centrally located on a rectangle-shaped plinth, its glass walls and the ultramodern, aerodynamic nature of its roofline. The placement of the dealership and modern display pavilion along Franklin Boulevard (Highway 99) was strategic in an era of expanding transportation infrastructure and commercial development in Eugene. The period of significance dates from the year of the dealership's display pavilion's construction and the dealership's opening in 1960.

Within its period of significance, the Lew Williams Chevrolet Dealership appears to meet all of the recognized aspects of historic integrity: location, design, setting, materials, workmanship, feeling, and association. Although feeling and association have been somewhat compromised since the dealership's closure, these aspects combine to create a strong bond between the design of the display pavilion and the changing dynamics of the automobile industry by 1960. The Lew Williams Chevrolet Dealership is an exceptional local example of well-designed Modernist architecture, with International Style influences, constructed during the middle of the twentieth century.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

The Lew Williams Chevrolet Dealership is significant for its association with the changing transportation infrastructure and automotive patterns and as an outstanding example of post-World War II modern era commercial architecture in the design of its prominent display pavilion in Eugene. Beginning in the late 1940s, Eugene became part of a growing network of metropolitan cities on the west coast to be connected by an expanding national highway system. During this time, Franklin Boulevard was widened to allow for the relocation of Pacific Highway 99, thereby making Franklin Boulevard the main thoroughfare through Eugene prior to completion of Interstate 5 in 1961. This developing infrastructure directly influenced dealership owner Lew Williams to relocate his dealership out of Eugene's city center to Franklin Boulevard to better serve a growing number of the area's prospective car buyers.

In 1959, the local architecture firm of Balzhiser, Seder, and Rhodes, with Grant Seder as lead architect, conceptualized the architectural detailing of the new dealership's display pavilion along Franklin Boulevard as a one-story, elliptical building with floor-to-ceiling windows and a "potato chip" style roof.⁶ One of the first dealerships built out of Eugene's city center, the new Lew Williams Chevrolet Dealership display pavilion attached to the front of a former Coca-Cola bottling plant served to attract customers driving along Franklin Boulevard with its modern, futuristic, and aerodynamic design. The proximity of the dealership to Franklin Boulevard influenced the design of the pavilion to a degree, as Seder proposed the shape of the building should reflect the dealership's spatial relationship to the street. Retaining a high degree of historic integrity, the Lew Williams Chevrolet Dealership was born out of the design aesthetics of its time, development of new building technologies and materials, and new transportation infrastructure and automotive patterns in Eugene.

Developmental history/additional historic context information (if appropriate)

Transportation Infrastructure in Eugene

Franklin Boulevard has been used for transportation since the settlement period of Eugene and Springfield. As early as 1906, Eugene's trolley line ran along Franklin Boulevard, facilitating public transportation between these two cities. The first automobile had arrived in the Eugene-Springfield in 1907 and by 1913 the Oregon Legislature designated an official state route from Portland to the California border, known as the Pacific Highway (Highway 99). The Pacific Highway north-south route eventually allowed auto travel through the three states from Canada to Mexico. The Pacific Highway passed through Eugene (from north to south) along River Road and Blair Boulevard, then south along present day Franklin Boulevard past the University of Oregon and into Springfield.

The Interstate Freeway system, established by the 1944 Highway Act, was a separate entity from the freeway system. The Act created a road network connecting principal metropolitan areas, major cities and industrial centers across the United

⁶ Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," Register-Guard, August 12, 1960. p. 14B.

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States in the event of a breach in national security. The 1944 Highway Act allowed the 78th Congress to appropriate \$500,000,000 to the states, the first allocation beginning on July 1, 1945. Not intended strictly for highway construction, these appropriations were also used to assist states in building and improving secondary roads, feeder roads, and express highway routes through cities.

During World War II, highway construction was limited to projects approved by the Army or the Navy and the War Production Board as being essential to the war effort. It was generally recognized, even before the United States entered the war, that highway construction was failing to keep pace with the economic growth of both the nation and the state of Oregon. Since the Pacific Highway was one of the primary routes through Eugene, its improvement and beautification was a logical step in further accommodating increased and streamlined auto travel and encouraging tourism.

The Landscape Department of the Oregon Department of Transportation (ODOT) was established as a separate unit of administration of ODOT in September 1948. The function of the Landscape Department included assisting with traffic safety improvements, improving the appearance of the state's highways, and erosion control. Landscaping contracts for Franklin Boulevard are dated 1949, and the work was listed as completed in the 1951-52 Biennial Report. Undated Oregon Department of Transportation drawings indicate that the median, which decreases in width as one travels west toward the city center, was planted with lawn, shrubbery, a variety of oak trees, (particularly pyramidal English oaks) along its length, and with Douglas firs at the eastern end near Judkins Point. The wide, six-lane route separated by a broad median planted with grass and trees created a welcoming entrance into Eugene from the east. Today, Franklin Boulevard continues to effectively function as a gateway boulevard to Eugene for those coming off Interstate 5 and for those traveling between Springfield and Eugene.⁷

The Interstate Freeway system was one aspect of the post-war 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 towards our natural environment. Construction on the Eugene section of Interstate 5 was well underway by 1956 and would allow Eugene to become part of a growing network of metropolitan cities on the West Coast to be connected by an expanding national highway system.⁸ The Eugene section of Interstate 5 was completed in 1961. The freeway ran primarily through agricultural lands and created a clear demarcation between the communities of Eugene and Springfield. Interstate 105 was built at the same time to connect Interstate 5 to downtown. The location of the interstate away from the city center encouraged development of such traveler-related services as gas stations, motels, and restaurants."

Eugene was putting forth a major effort and capital outlay to pave its existing road infrastructure, and it would take Eugene until almost 1950 to pave the majority of its residential streets. By 1953 Eugene had over 75 miles of paved roads within its city limits and more to come as the city annexed new areas.⁹ One of the biggest changes to Eugene's landscape in the 1940s was the redesign of Franklin Boulevard. Franklin Boulevard was widened to allow for the relocation of Pacific Highway 99. During this transition, the existing Southern Pacific railroad tracks were moved northward towards the Willamette River and the Mill Race, to alleviate train and automobile congestion on this widely used thoroughfare.¹⁰

These two changes encompass a major portion of the development that was happening to Eugene's transportation infrastructure at this time. Both of these changes inevitably helped to create the landscape that is visible today. The expansion of Oregon's transportation infrastructure also gave the Oregon Department of Transportation the perfect opportunity to develop new slogans to promote its work during this period. These slogans included: 1957—"Building Oregon Thru Better Highways," the unintentionally funny 1958 slogan—"Oregon Freeways... Symbol of 2nd Century Progress," and in 1961 simply—"Freeways are Easier."¹¹

At the same time, the automobile was becoming an integral part of Eugene's culture, and the connection of Eugene to this expanding network of roadways would only accelerate its popularity. To better serve this growth and to place the dealership in a prime position to serve the cities of both Eugene and Springfield, Lew Williams decided to move his

⁷ Liz Carter, Oregon Inventory of Historic Properties Historic Resource Survey Form for the LTD Bus Rapid Transit Project, November 2000 including research in the Oregon Highway Commission Biennial Report of 1945-46, and ODOT drawings and records of the Landscape Department.

⁸ Eugene Modernism: 1935-65. City of Eugene, Eugene Planning Division. June 2003, Section 2.4.

⁹ Eugene Modernism: 1935-65. City of Eugene, Eugene Planning Division. June 2003. Section 2.1.

¹⁰ Ibid.

¹¹ Oregon Department of Transportation. "History Center." Oregon State Government.

<http://www.oregon.gov/ODOT/CS/BSS/historycenter.shtml>. (accessed February 8, 2008). *2nd Century Progress is in reference to Oregon moving into its 2nd Century of Statehood.

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Chevrolet dealership from its downtown location to Eugene's eastern edge. At the time, the construction of this new dealership was one of the most expensive retail expansions in Lane County history, costing almost one million dollars.¹²

Automobile Trends

Auto-related architecture of the 1950s derived many of its influences from the radical changes that were occurring in American automobile design during the twentieth century. Mid-century automobiles often reflected the growing futuristic obsession of the American public. Popular cars in the late 1950s and early 1960s were becoming much more aerodynamic than their pre-war counterparts. Cars were also beginning to reflect the advancements made in current technology and "images of planes, jets, and eventually rockets found their way into automobile's" design.¹³ The 1959 Chevrolet Impala 2-Door Hardtop, with its covered rear wheels, sleek profile, and projecting V-shaped rear fins was exactly the type of car the Lew Williams Chevrolet Dealership's display pavilion would be showcasing.

Modern Movement Architecture

By the late 1920s, American architects and clients were increasingly persuaded that European modernism was both visually progressive and structurally sound. After World War II, American interests were characterized by a confident, enthusiastic desire to "get on with the business of progress".

At the end of the Second World War, America found itself in an undisputed position as the world's political, military and economic leader. U.S. industry was operating at full capacity, and the substantial amount of materials needed for the rebuilding of Europe and Japan would provide plenty of fuel to stoke its great engine. In conjunction with reconstruction, there was the pent-up desire to modernize America's own infrastructure, in great disrepair after many neglectful years. The results of this ambitious building program are impressive, as it has been estimated that 80% of everything ever built in America has been built since the end of the Second World War.¹⁴

Post-war America was experiencing significant and substantial change, and Modernist architects found themselves located right at the architectural core. It was a time of great optimism and a new Modernist aesthetic, confident in spirit and clean in appearance, was thought to provide the appropriate expression for the period. The International Modernist movement came into its own by being at the right place, at the right time. It was a period in which the need for new buildings, the desire for a new identity, and the availability of new resources all neatly intersected.

Pragmatic utilitarianism became the driving force of some commercial design throughout the United States. Commercial architecture became an increasingly important form of public relations, with a new building providing an image for a company. By the mid-1950s, a profound shift was occurring in the design of American commercial architecture. The post-World War II era brought a redirection in basic attributes of design and new attitudes toward the structure of communities. The beginnings of these changes can be traced back over several decades, yet it was during the mid-twentieth century that they first exercised a decisive impact on the landscape. These changes affected the physical organization of commercial development as well as the design of commercial architecture. The model that was advanced divided land into large segments defined by major arterials and penetrated by limited-access routes. In this design, buildings could be freestanding and surrounded by generous amounts of open space.

Widespread use of the automobile was an essential prerequisite for these changes, as was the availability of large parcels of land. A new set of design concerns entered the architectural mainstream that was derived from European modernism. What became known as the Modern movement, particularly the International Style, rejected the use of historical references and embraced new concepts of form and space, with space, or volume, as the primary consideration. Buildings were to be three-dimensional objects differentiating indoor and outdoor space while permitting a sense of continuity or "spatial flow" between the two.

The most obvious change in outside spatial order was the use of a large parking lot at the front and, increasingly, around three or all four sides of a building. Off-street parking had begun to assume visual prominence as early as the 1920s but was the rage by the 1950s.

Modernist architects were primed to play an integral part in America's development, so the International Style rose quickly to the forefront. The International style is based on modern structural principles and materials. Concrete, glass, and steel

¹² Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," Register-Guard, August 12, 1960. p. 14B.

¹³ Alan Hess, *Googie: Fifties Coffee Shop Architecture*. (San Francisco: Chronicle Books, 1985), 56.

¹⁴ James Howard Kunstler, *The Geography of Nowhere*, (New York: Simon & Schuster, 1993), 76.

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were the most commonly used materials. Window design utilized thin, metal mullions and smooth, spandrel panels, separating large, single-pane windows. Ribbon windows were a hallmark of the style, as were corner windows. Bands of glass became an important design feature. These strips of windows helped create a horizontal feeling, another important aspect of the style, even in high-rise buildings. The rejection of nonessential decoration was perhaps the major element that distinguished the International style.

Architects in America, influenced by the Bauhaus masters working in their midst, steadily refined Modernist buildings and principles throughout the 1940s. By the 1950s, they were the clear leaders in the development of the movement. Of all the masters of the International Modernist movement, it was Mies van der Rohe who most completely defined its aesthetics in America. Walter Gropius tended to play a more political role for the movement, and Le Corbusier was a bit too eclectic to generate any sort of standardized look. Mies, with his position as head of the Illinois Institute of Architecture (IIT.) program and a full slate of commissions, had all the means necessary to make tangible the Modernist principles and broadcast them throughout America.

Mies was a strong proponent of functionalist architecture, basing his work on the development of very specific types and principles. Mies believed the most crucial role that must be accommodated in architecture was that of modern industrialization: "If we succeed in carrying out this industrialization, the social, economic, technical, and also artistic problems will be readily solved."¹⁵ For Mies, this accommodation translated into buildings based on a strict structural logic and the absolute clarity of pure geometric forms. He incorporated the open plan, made possible by the skeletal structural system, visibly expressed through the use of the glass curtain wall.

Transparency was the key to the Miesian aesthetic, generating new and dynamic visual effects. Mies discovered an interest in the "play of reflections and not the effect of light and shadow as in ordinary buildings."¹⁶ During the daylight hours, a structure made completely of glass would offer reflections of its surrounding physical environment, including adjacent buildings and the sky. At night, it would reverse this relationship and act as a lantern, beaming interior light outwards while welcoming unobstructed views inside; his Farnsworth House is emblematic of this concept.

The development of reinforced concrete and refinement of steel construction were major breakthroughs, permitting new structural possibilities that profoundly changed the basic engineering of buildings. The traditional load-bearing wall as a predominant structural system was replaced with comparatively efficient concrete or steel posts and beams.

The new structural system of the International Style was based upon an efficient frame engineered to carry the building's weight while using a secondary system to enclose the indoor space, much like a skin stretched over a skeleton. A distinctly new system of enclosure, the curtain wall, was developed to protect the structure and interior spaces from the outside weather. This system is not self-supporting and relies on the structural frame to support it, while allowing it to be relatively light in weight. Other desired characteristics included a relatively inexpensive manufacturing cost and ease of assembly.¹⁷

Both of these conditions were satisfied through the use of aluminum panels and plate glass, and these two materials became the preferred enclosure components in the curtain wall system. Aluminum as a building material came into its own after World War II, especially since post-war production was at all time high levels, forcing low prices. It proved to be the perfect skin material, was easy to manufacture, light and simple to erect, corrosion resistant, and thin in cross-section.¹⁸

The automobile had become the primary means of passenger travel and roadside architecture was becoming commonplace along large thoroughfares and roadways during the modern period.¹⁹ The American roadside landscape reflected the development central to our needs as a society.²⁰ The roads, as they were created, invited new development to accompany the rise in visibility created by the increasing personal use of automobiles. The increasing use of automobiles, coupled with their higher rate of speed, created the need for bigger, more eye-catching buildings. The architectural intent behind the creation of such stylistic buildings was to be conspicuous and grandiose. To achieve this, architects had to challenge themselves by creating more audacious looking buildings than had previously been conceived.

¹⁵ "Mies van der Rohe, "Industrialized Building," 1923, in Conrads, 74.

¹⁶ Mies van der Rohe, "Two Glass Skyscrapers," in Philip Johnson, Mies van der Rohe (New York, 1947), 182.

¹⁷ Paul M. Falsetto, International Modernism and the Perception of Historic Significance, A Thesis, October 2000, 14

¹⁸ Bruce S. Kaskel, "The Metal and Glass Curtain Wall," *Cultural Resource Management*, vol. 18, no. 8 (1995): 24.

¹⁹ Eugene Modernism: 1935-65. City of Eugene, Eugene Planning Division. June 2003, Section, 2.1.

²⁰ Karl Raitz, "American Roads, Roadside America" *Geographical Review*, Vol. 88, No. 3. (Jul., 1998), pp. 364.

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Under these influences, Grant Seder utilized the aesthetics of his era, and the changing technology that developed new materials, to create a stunning architectural statement influenced by the International Style with his design of the display pavilion for the Lew Williams Chevrolet Dealership.

History of the Lew Williams Chevrolet Dealership

The Coca-Cola bottling plant that would eventually become part of the Lew Williams Chevrolet Dealership was built in 1949. The Coca-Cola Company of America began in 1886 and by 1900 had become one of America's most popular fountain drinks. Just a few years later, by 1909, almost 400 franchised bottling plants were in operation throughout the nation.²¹ Coca-Cola began business operations on the Eugene site as early as 1947 according to building permit records. The plant processed Coke syrup and bottled Coca-Cola until the sale to Lew Williams, when it moved to the northeast area of Eugene on Highway 99. Before the construction of the bottling plant, there were a number of houses on the site and an alley that bisected the full block from north to south.

On October 11, 1957, Lew Williams purchased his original dealership located on the corner of 11th Street and Olive Street in downtown Eugene. Williams reported that the dealership's business at this location had more than doubled between 1957 and 1960.²² With a steady increase in business, Williams decided to move the dealership to a more suitable location. In 1958, Williams took out an option to buy the site of the Coca-Cola bottling plant.

This site was larger than Williams' city-center dealership location and was positioned next to the newly widened Highway 99 (Franklin Boulevard). After waiting for the Coca-Cola Corporation to purchase a new site and erect a new building, Williams began the process of expanding upon the existing bottling plant by converting the bottling plant into the dealership's service areas and office spaces. Williams hired the services of Balzhiser, Seder, and Rhodes, a Eugene architecture firm, to develop the plans for the dealership's new display pavilion and site improvements. Grant Seder, the chief architect for the dealership design thought the shape of the building needed to reflect the dealership's spatial relationship to Franklin Boulevard. After several iterations, Williams approved the final design of the building.

Grant Seder attended the University of Illinois in 1942 and 1943, before joining the military during World War II. During the war he completed a single academic year at Harvard, before returning to the University of Illinois to finish a degree in architecture. After graduation Seder worked in Chicago for a year before relocating to Eugene, Oregon. Seder worked for Wilmesen and Endicott for one year before partnering with Tom Balzhiser. They took in Richard Rhodes to form the partnership Balzhiser, Seder, and Rhodes. This partnership lasted until 1967. Seder then created a partnership with DeNorval Unthank, Jr. and Otto Poticha, creating Unthank Seder Poticha Architects, a partnership that lasted from 1968 to 1986. Seder left the partnership in 1986 to join the U.S. State Department for projects that took him to Hong Kong and later to Saudi Arabia. In 1990, he returned to Eugene and resumed a private practice focusing on Oregon coast residential architecture. In 2006, Grant Seder retired. He continues to reside in Eugene.²³

Grant Seder designed and assisted in the design of numerous buildings in the Eugene area including the Lane County Public Service Building and the Unitarian Universalist Church, where he was a member. While partnered with Balzhiser and Rhodes he helped to design the American School in Rio De Janeiro, Brazil. Seder was awarded first place for a residential design of a beach house by the American Institute of Architects, Southwest Oregon Chapter, in 1997.²⁴

Seder believed that the period after World War II was a time of "innovative architecture" in Eugene. During this period he felt that architects were not as "restrained by tradition."²⁵ Seder used the "potato-chip styled" roof, with its lowest point in the central section of the pavilion, as a tool to force the eye to the interior of the space and the product that resided within.²⁶ He believed that the "elliptical floor plan could maintain the east-west axis and still not give a cold shoulder to Franklin Boulevard."²⁷

²¹ BOLA Architecture + Planning, "Coca-Cola Bottling Plant/Qwest Maintenance Facility," Landmark Nomination Report, May 30, 2008.

²² Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," *Register Guard*, August 12, 1960. p. 14B.

²³ Seder, Grant. Personal Interview. July 27, 2010.

²⁴ American Institute of Architects, Southwest Oregon Chapter, http://www.aiaswo.org/awards_archive.html (Accessed July 27, 2010).

²⁵ Alan Pittman, "Butt Ugly: Emerald City Awash in Awful Architecture," *Eugene Weekly*, http://www2.eugeneweekly.com/2001/12_13_01/coverstory.html. (Accessed July 27, 2010).

²⁶ Grant Seder. Personal Interview. January 15, 2008.

²⁷ Andrew Fisher, "Showroom History" <http://eugenemodern.org/Romania>. (Accessed July 27, 2010).

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The Lew Williams Chevrolet Dealership was one of the largest retail expansions in Eugene's history.²⁸ The dealership's grand opening was held the weekend of August 12th in 1960.²⁹ The August 11, 1960, *Register Guard* full-page ad announcing the opening of the Lew Williams Chevrolet Dealership expanded on the notion of the fully modern aspect of the design.

Tomorrow the Pacific Northwest's finest, most **Modern** automotive facilities open their doors to the public in a 3 day celebration of gifts, entertainment, and exceptional new and used car values. Contemporary design with the area's future in mind. Beautiful but functional is the way most describe it. From "The Glass Show Case Salesroom"... you get a panoramic view of North Eugene-Springfield and the Coburg hills, an inspiring sight that blends with the sparkling fresh look of the glass enclosed display area. You'll agree, it's a wonder to behold from within or without.

The new dealership was one of the first in Eugene to have been built outside of the downtown area. Sheppard Motors (1960) was also built outside of the downtown area, also on Highway 99, but on the opposite edge of town. The Lew Williams Dealership's massive increase in size to a four-and-a-half-acre lot was a direct response to the boom in Eugene and Springfield's population after the Second World War. The Lew Williams Chevrolet Dealership became a prime resource for serving the growing number of the area's prospective car buyers. To account for its new location, Lew Williams, as part of his marketing plan, offered a "radio equipped courtesy car" to carry patrons from the dealership to downtown. This was an attempt to make waiting for a tune-up less inconvenient. Lew Williams owned the dealership until 1969, when Joseph Romania, the dealership's General Manager, purchased the property. He renamed the dealership the Joe Romania Chevrolet Dealership. The Romania Family owned the property until 2005³⁰, when the University of Oregon purchased it.³¹

Comparative Analysis

While there were many buildings built in Lane County during the Modern Period very few have been formally surveyed, and fewer still have been listed in the National Register. Only a limited number of these buildings embody the influences of the International Style of architecture. In addition, the Lew Williams Chevrolet Dealership's display pavilion is the only building in Eugene, with a "potato-chip styled" roof.

According to the Oregon State Historic Preservation Office Historic Sites Database, a search for properties in Lane County with search functions including a mix of "Original Use/Function" ("Transportation: General" and/or "Commercial"), and/or "Property Name Like" ("auto," "dealer," and/or "showroom"), with construction dates between 1930 and 1965 reveals the following properties other than the Lew Williams Chevrolet Dealership:

Cottage Grove Auto Supply	711 Main St., Cottage Grove	c 1935	Non-contributing
Stanwood Nash-Rambler Car Dealership	50 E. 11 th Avenue, Eugene	c 1931	Eligible Contributing
Crescent Auto Sales	1795 W. 11 th Avenue, Eugene	c 1960	Non-contributing
Brown Jug Service Station	Hwy 99 E, Junction City	c 1950	Eligible Contributing
Norm's Auto Repair	112 W. Main St., Springfield	c 1940	Non-contributing
Toyota Lithia Automobile Sales	863 Main St., Springfield	c 1960	Not Eligible/Out of Period
Springfield Motors Buick Dealership	702 N. A, Springfield	c 1953	Eligible Significant

Inclusion of buildings constructed prior to the end of World War II (1945) shows only that auto-related buildings have been identified, but stylistically none of these are a reasonable comparison to the Lew Williams Dealership. Of the above list, only Crescent Auto Sales, the Brown Jug Service Station and the Springfield Motors Dealership are comparable in age. Of these three, only the Springfield Motors Dealership was constructed as an auto sales facility, in the Streamline Moderne style. Crescent Auto Sales and the Brown Jug Service Station were both constructed as gas/service stations.

A search for "International" style buildings constructed between 1930 and 1965 in Lane County reveals a list of 14

²⁸ Dean Rea, "Automotive Agency at New Location on Franklin Blvd.," *Register Guard*, August 12, 1960. p. 14B.

²⁹ Andrew Fisher, "Showroom History" <http://eugenemodern.org/Romania>. (Accessed July 27, 2010).

³⁰ Major arson occurred on March 30, 2001, when Stanislas Gregory Meyerhoff (Trey Arrow) destroyed 35 SUVs at the Joe Romania Dealership as part of conspiracy involving twenty acts of arson, spanning five years and five Western states, committed by self-proclaimed members of the Animal Liberation Front (ALF) and the Earth Liberation Front (ELF). The ten defendants acted in an underground cell they called "The Family."

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buildings, of which none but the Lew Williams Dealership are auto-related. Further, many of these appear to be loosely affiliated with the International Style, exhibiting other earlier or later stylistic influences.

Conclusion

The Lew Williams Chevrolet Dealership is significant under Criterion A for its association with Eugene's changing transportation infrastructure in the post-World War II era as the first automobile dealership to move out of the city's downtown core because of business rewards anticipated by major improvements to Franklin Boulevard and the completion of Interstate 5. The dealership is also significant under Criterion C for its representation of the distinctive characteristics of the Modern Movement as influenced by the International Style in its display pavilion. With its gentle curves and aerodynamic roofline, the Lew Williams Chevrolet Dealership's display pavilion is the best surviving example of commercial architecture designed during the Modern Movement and influenced by the International Style in Eugene.

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Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☒ Local government
☒ University
☒ Other
Name of repository: City of Eugene

Historic Resources Survey Number (if assigned): N/A

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Lew Williams Chevrolet Dealership

City or Vicinity: Eugene

County: Lane **State:** Oregon

Photographer: Andrew Fisher, unless otherwise noted

Date Photographed: July 25, 2010, unless otherwise noted

Description of Photograph(s) and number:

- 1 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0001.tif)
Looking southeast at the north and west facades
- 2 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0002.tif)
Looking east at the west facade and the foundation for the old signing pod building
- 3 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0003.tif)
Looking southwest at the north and east facades of the display pavilion
- 4 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0004.tif)
Looking northeast at the west facade of the service center
- 5 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0005.tif)
Looking northeast at the west facade of the service center and the south façade of the collision repair center office
- 6 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0006.tif)
Looking southwest at the east facade of the service center and shed storage addition
- 7 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0007.tif)
Looking west at the east facade of the shed storage addition and the body shop addition
- 8 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0008.tif)
Looking northwest at the east facade of the service shop with barrel roof showing
- 9 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0009.tif)
Detail of the display pavilions roof overhang
- 10 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0010.tif)
Detail of the signing pod's concrete foundation and landscaping
- 11 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0011.tif)
Detail of a typical flood light
- 12 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0012.tif)
Looking northwest at the body shop addition's east and south facades
- 13 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0013.tif)
Detail of the front entrance stairway to the display pavilion

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- 14 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0014.tif)
Looking west into the interior of the display pavilion
- 15 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0015.tif)
Looking east at the interior offices of the display pavilion
- 16 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0016.tif)
Looking north in the north east corner of the service center
Photographer, University of Oregon, c. 2005
- 17 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0017.tif)
Looking east at the wood trussed barrel roof
Photographer, University of Oregon, c. 2005
- 18 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0018.tif)
Looking northwest at the clearstory windows
Photographer, University of Oregon, c. 2005
- 19 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0019.tif)
Detail of the wood trussed barrel roof and structural framing
Photographer, University of Oregon, c. 2005
- 20 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0020.tif)
Looking southeast at the north and west façades of the display pavilion (night shot) Photo
courtesy of TBG Architects & Planners/inc (successor of Balzhiser, Seder, and Rhodes), c.
1960
- 21 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0021.tif)
Looking east at the south façade of the signing pod and the west façade of the display
pavilion Photo courtesy of TBG Architects & Planners/inc (successor of Balzhiser, Seder,
and Rhodes), c. 1960
- 22 of 22.** (OR_LaneCounty_LewWilliamsChevroletDealership_0022.tif)
Looking southeast at the north and west façades of the display pavilion (day shot) Photo
courtesy of TBG Architects & Planners/inc (successor of Balzhiser, Seder, and Rhodes), c.
1960

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

name State of Oregon, University of Oregon, Campus Planning & Real Estate, Attn: Christine Thompson

street & number 1276 University of Oregon telephone (541) 346-5562

city or town Eugene state OR zip code 97403

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N/A

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2. Site Plan of the Lew Williams Chevrolet Dealership, 1 page.
3. Design concept of the Lew Williams Chevrolet Dealership from *Pacific Architect and Builder*, Seattle, WA, December 1959, 1 page.
4. Original plan of the Lew Williams Chevrolet Dealership, Balzhiser, Seder, & Rhodes, November 23, 1959, 1 page.
5. Historic plan of the Lew Williams Chevrolet Dealership used car office (originally sat west of the display pavilion).
6. Historic photo of opening of dealership that appeared in the *Register-Guard* (Eugene, Or.).

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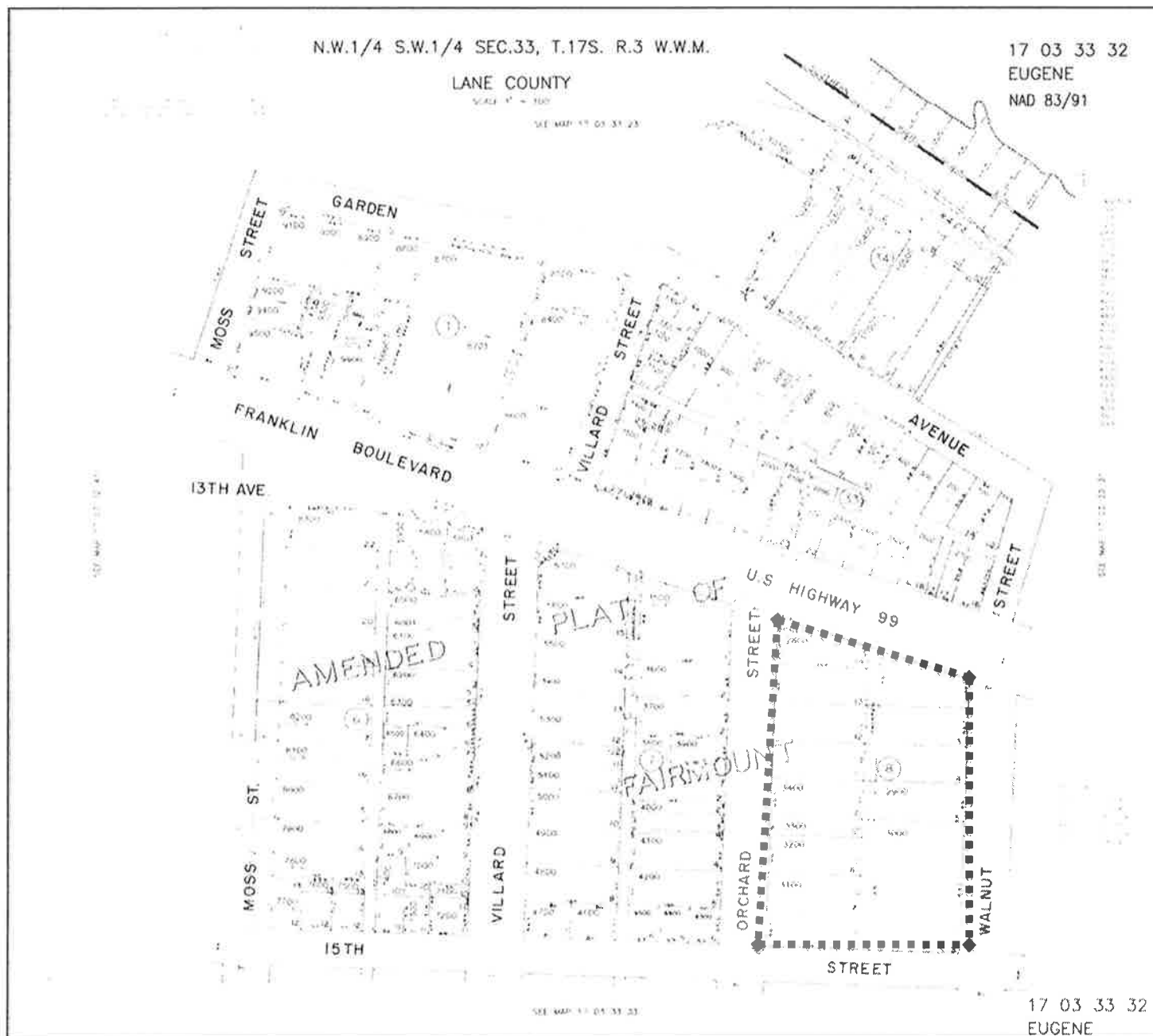
N/A

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Figure 1. Tax lot map # 17-03-33-32, showing boundaries for the Lew Williams Chevrolet Dealership, tax lot 2800.



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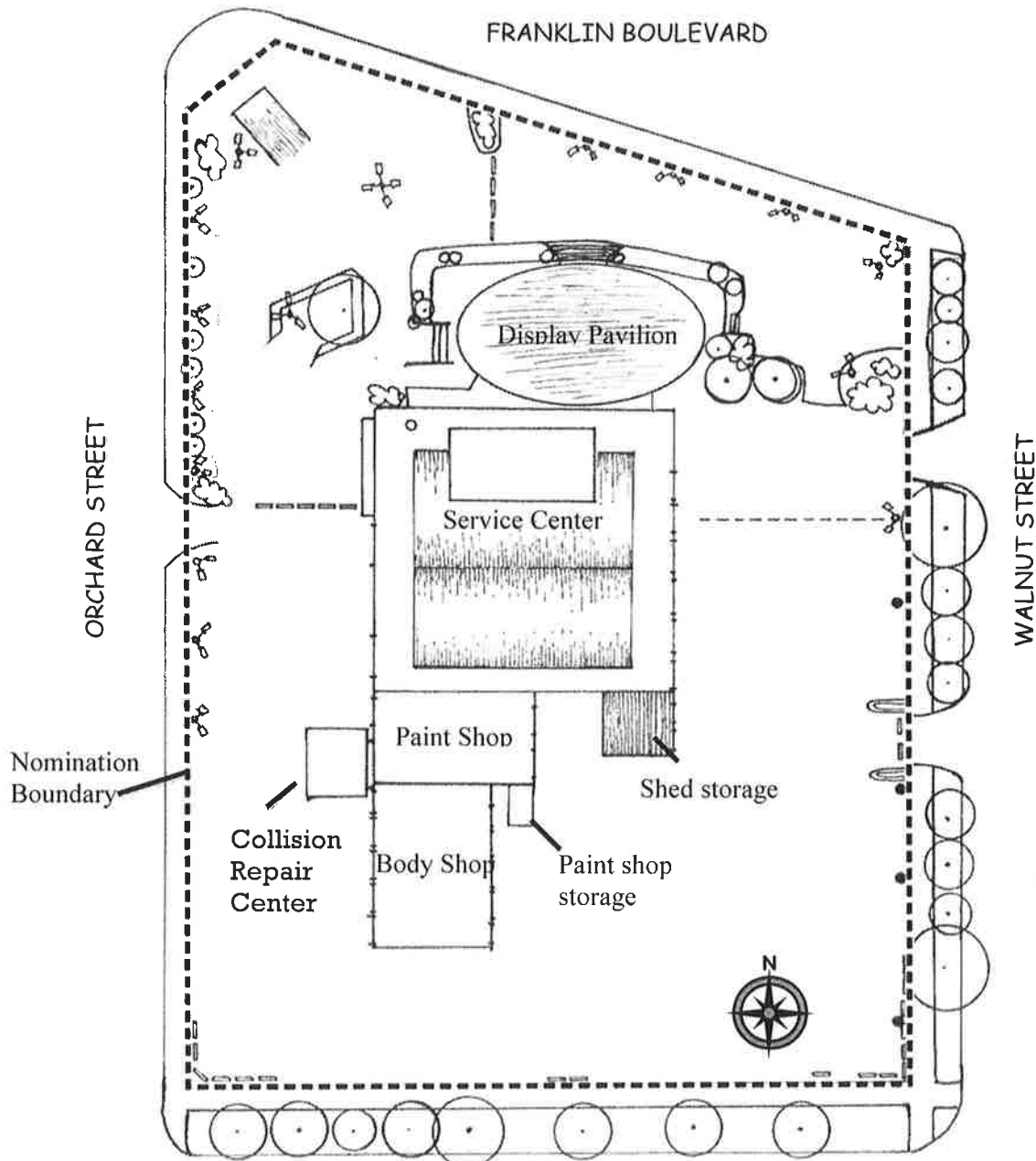
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Page 3

Figure 2. Site Plan of the Lew Williams Chevrolet Dealership.



2020 FRANKLIN BLVD
EUGENE, OR 97403
SCALE: NONE

EAST 15th AVE

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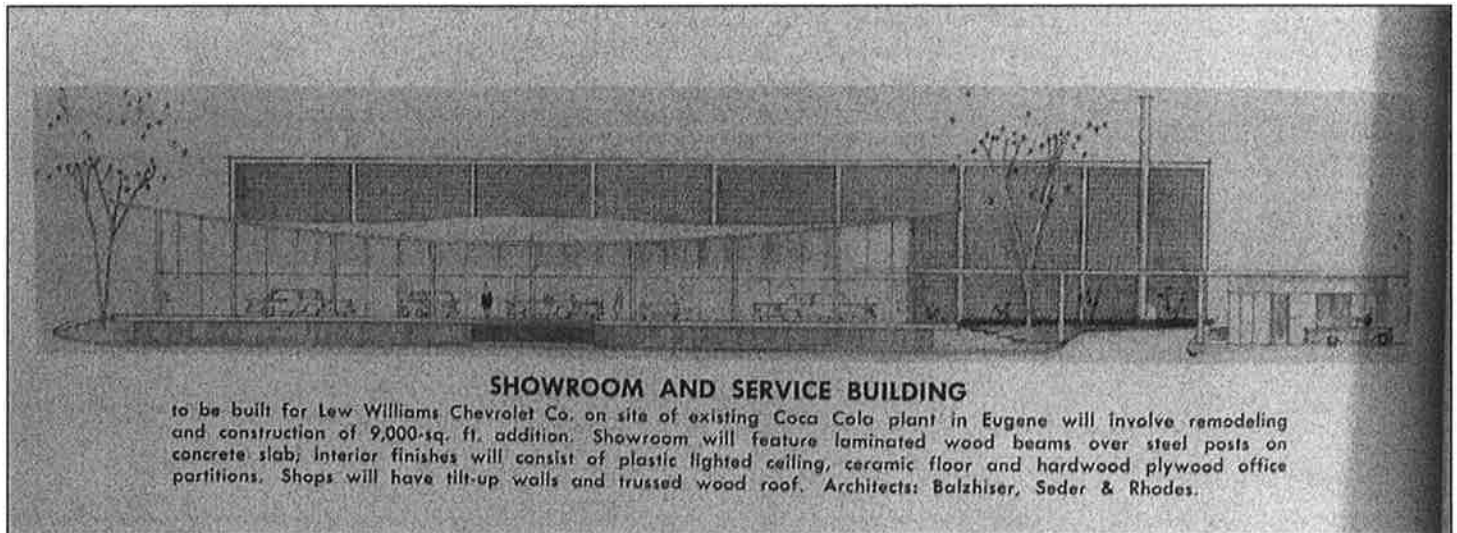
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N/A

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Figure 3. Design concept as printed in the December, 1959 issue of *Pacific Architect and Builder*, Seattle, Washington.



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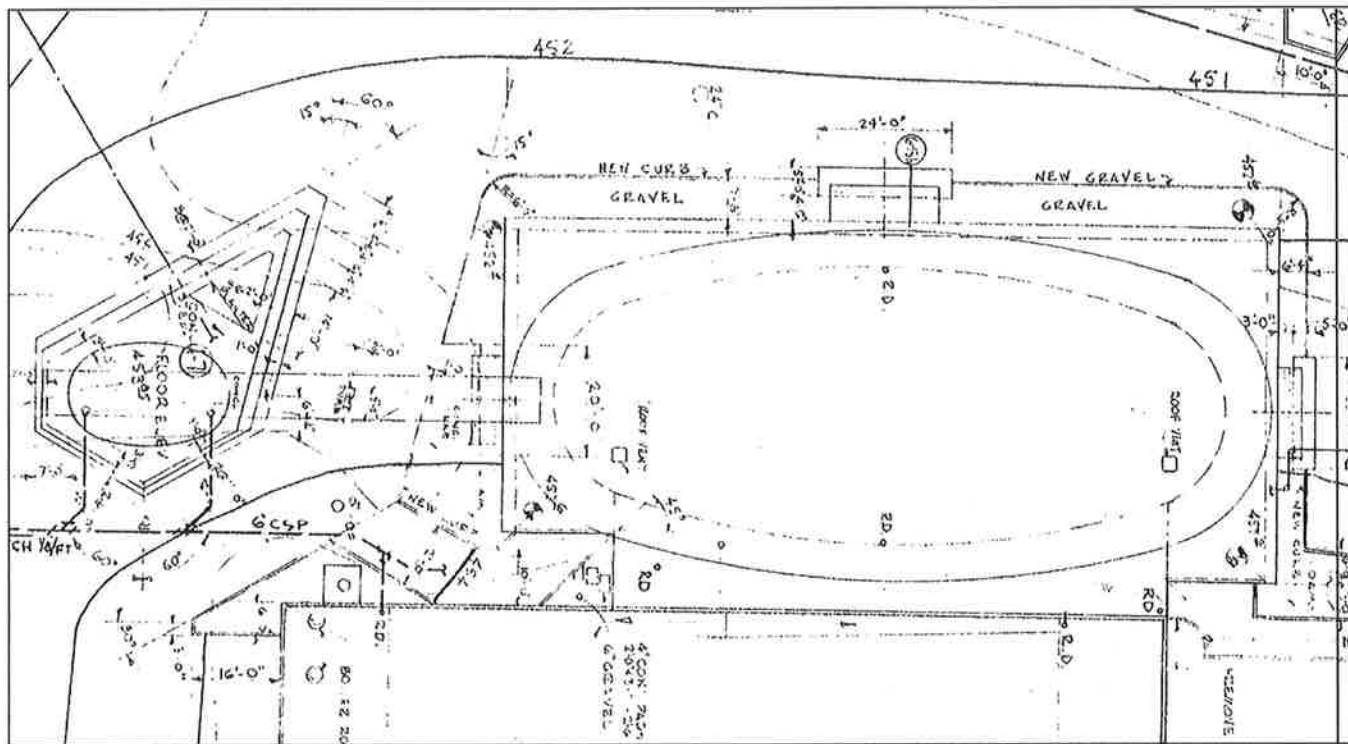
N/A

Name of multiple listing (if applicable)

Section number Additional Documentation

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Figure 4. Historic Plan for the Lew Williams Chevrolet Dealership (Balzhiser, Seder, and Rhodes, November 23, 1959).



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lew Williams Chevrolet Dealership

Name of Property

Lane Co., Oregon

County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 7

Figure 6. Historic photo of opening of dealership that appeared in the *Register-Guard* (Eugene, Or.).



"...executives of the agency stand in front of the company's big sign at it's new headquarters. From left are Wendell Kaufman, sales manager, Lew Williams, owner, and Joe Romania, general manager. Ribbon cutting ceremonies, officially opening the new building were held Friday."

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