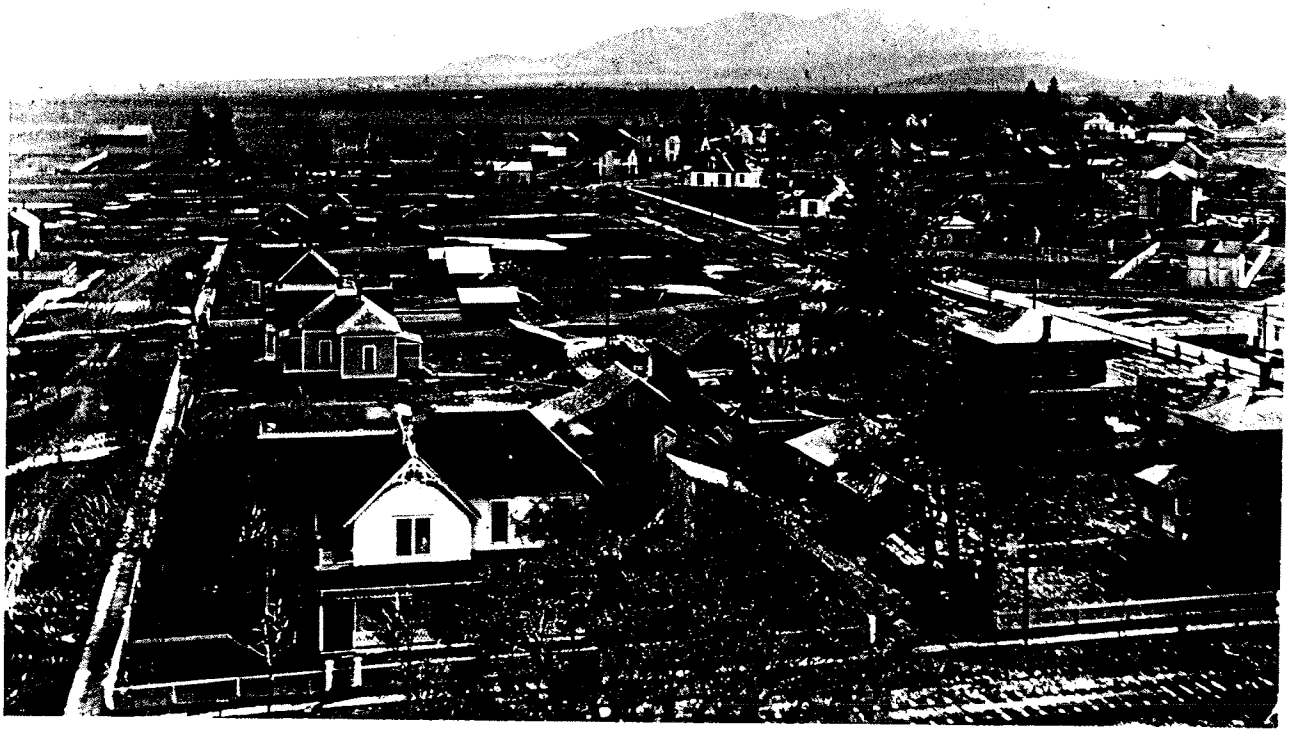
MEDFORD OREGON: HISTORIC CONTEXT

1846-1946



7th and 8th Street Neighborhood S.O.H.S. Photo No. 6467

MEDFORD PLANNING DEPARTMENT

Medford, Oregon

1993

MEDFORD, OREGON: HISTORIC CONTEXT

1846-1946

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Medford Planning Department

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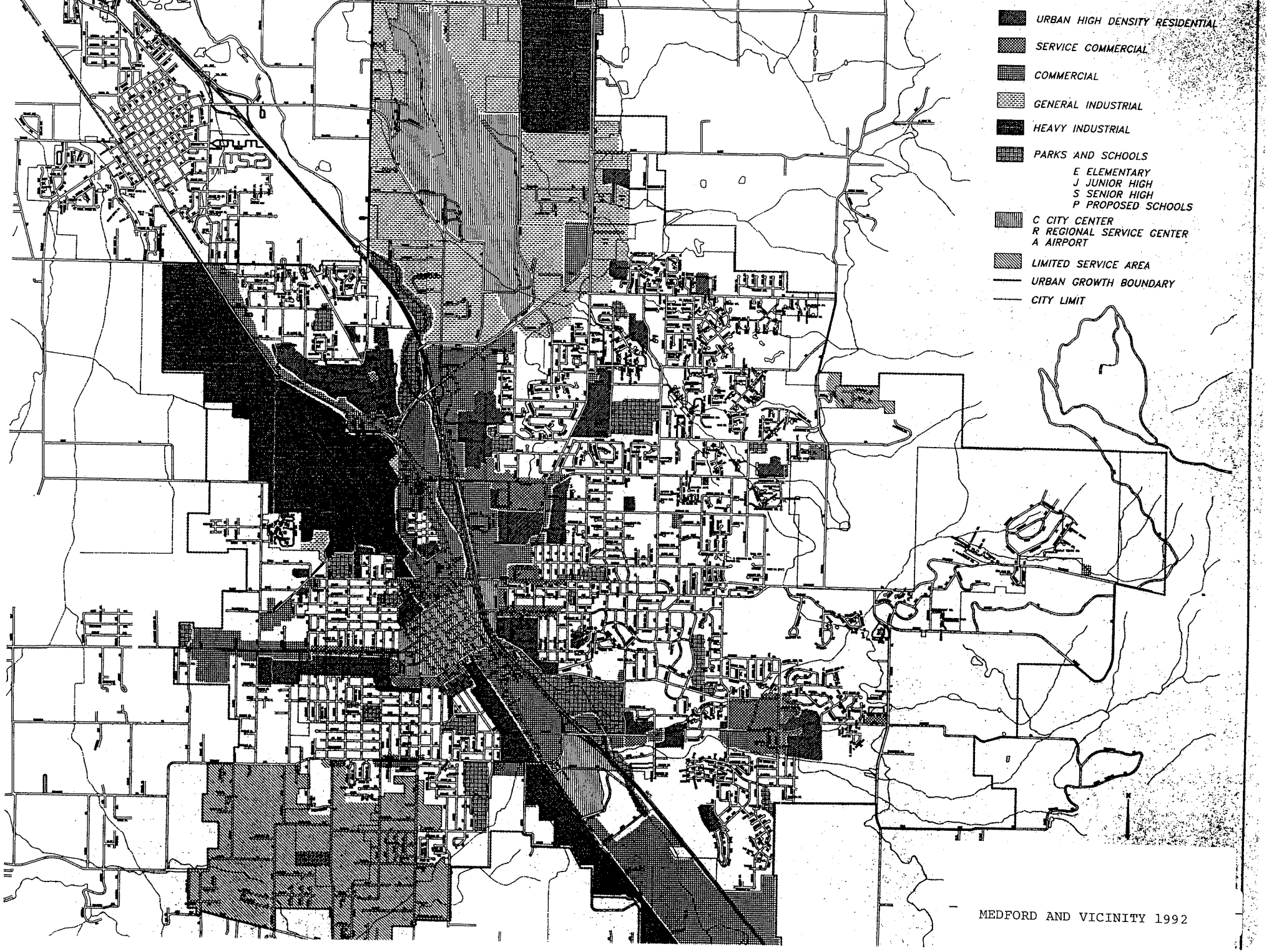
ACKNOWLEDGEMENTS

This project owes much to the efforts of others. Many historians, institutions, and residents have contributed to our knowledge of Medford history. The names of some of them appear in the bibliography which accompanies the Historic Overview section of this document. There are two Medford residents in particular -- one past and one present -- whose interest and hard work have enriched our knowledge of the city's history. In the early 1930s Jane Snedicor gathered information and memories for her valuable paper entitled "History of Medford," (ca.1930). More recently, L. Scott Clay, a knowledgeable and generous Medford historian, has shared years of research through conversation, walking tours, and professional consultation. His interest in this project has been invaluable. In addition, Sue Waldron has contributed her research skills to complete a portion of the historic overview. Their contributions are appreciated.



MEDFORD AND VICINITY 1992

INTRODUCTION

Following is a preliminary historic context for Medford, Oregon. The document, completed between February and June, 1993, precedes any systematic survey/inventory work within the city. Although a 1-B list has been prepared by the City of Medford for planning purposes, and walking tours, district nominations and individual nominations have been completed within the area, no formal study has occurred.

Medford's Comprehensive Plan indicates that a cultural resource inventory of significant properties is yet to be completed. The inventory would fulfill the intent of State Planning Goal Five which states:

> The location, quality, and quantity of the following resources shall be inventoried. . . historic areas, sites, structures, and objects.

In addition to identifying resources for protection and preservation, the inventory would provide the public with accessible information and serve as a foundation for continued research of Medford's history and architecture. This preliminary context document reveals the city's rich heritage expressed in those buildings and structures which still stand. Protecting important resources will not only strengthen the economy by retaining the city's attractiveness, it will enhance both individual and community identities.

A combination of research and a windshield survey established proposed historic interest area boundaries in eight areas. The areas have been named for purposes of identification: Original Town, Clark-Narregan; Beatty-Edwards, Oakdale-Barr, Whitman Park, and Summit-Fairmount lie west of Bear Creek. East of the creek are the Old East Side and Siskiyou Heights areas.

A grant from the Southern Oregon Historical Society enabled the City of Medford's Planning Department to initiate the preliminary context document. In February, 1993 Kay Atwood began work on the project, and at that time, the department applied to the State Historic Preservation Office for funds to conduct field work and research for a survey and inventory.

The primary components of the context document include the Historic Overview in which Medford's history is reviewed and important historical trends, individuals, influences, distribution of resource types and related research topics are discussed. The Identification section examines the resource types that may be expected when a survey is conducted within the study area, and determines the likely pattern of resource distribution. This portion of a survey document will determine the important characteristics, condition, location and range of variation among the resource types.

The Evaluation section examines the methodology to be used in future survey/inventory work to evaluate resource types, architectural attributes, relative scarcity, integrity and historical significance to the county, state and nation.

The Treatment section of the preliminary historic context outlines research and survey needs within the City of Medford and proposes methods of completing that work. Suggested treatment activities are ranked in order of priority. It is expected that treatment and protection activities will be reviewed and updated periodically. A completed inventory will encourage Medford residents to consider their rich heritage in human aspiration and creativity, as expressed in those tangible buildings and structures which remain.

The Historical and Architectural Development of Medford Oregon 1846 - 1946: Historic Context

Introduction

The historic context which follows is a geographically oriented study. The project area includes land on the east and west sides of Bear Creek and approximately follows the boundaries of Medford's corporate limits in 1950 -- an area of about 2000 acres. With a small exception on the east side, the study area is comprised of the Original Town, and land addded to it between 1901 and 1925. (Please see maps included with this study).

Temporal Boundaries

Temporal boundaries of the study extend from 1846 to 1946 and the end of World War II. The Applegate Trail was established in 1846 and led through the Bear Creek Valley near the present site of Medford. The ending date of 1946 corresponds closely with the fifty year standard for inclusion in the National Register of Historic Places. The years' span includes specific chronological periods established by the State Historic Preservation Office as a framework for thematic considerations, with dates adjusted to accommodate the historic development of Medford and Southern Oregon.

Spatial Boundaries

The geographic extent of the context area was established by identifying annexation dates and by noting additions platted for Medford between 1883, the year the town was founded, and 1946, when post-World War II development began. Eight specific historic interest areas within Medford have been identified for study. These areas were designated for their common development patterns and physical characteristics.

The study areas lying west of Bear Creek include (1) Original Town, (on both sides of Main Street) (2) Summit-Fairmount, (3) Clark-Narregan, and (4) Beatty-Edwards, all situated north of Main Street. West of Bear Creek and south of Main Street are (5) Oakdale-Barr, and (6) Whitman Park. Lying east of Bear Creek are (7) Old East Side and (8) Siskiyou Heights districts. (Please see accompanying map). Additional information regarding area boundaries is provided in the Identification section of this document.

Description of the Study Area/Medford Background

Medford, located in the Bear Creek Valley, is situated in Jackson County in southwestern Oregon. Jackson County is bounded on the north by Douglas County, on the west by Josephine County, on the east by Klamath County, and on the south by the state of California. The Klamath Mountains, or Siskiyou Mountains, as they are frequently called, form a natural boundary in the southern part of the

county, and the Cascade Range comprises an eastern boundary. Medford is located in Township 37 South, Ranges 1 and 2 West of the Willamette Meridian. The meridian lies approximately six miles east of Medford's central business district.

The Rogue River and its tributary Bear Creek, are the primary natural water sources through the area. Originating in the national forest to the north, the Rogue cuts across Jackson County in a generally southwesterly direction. Bear Creek courses through a valley approximately two and one-fourth miles wide and twelve miles long, before joining the Rogue. Low foothills and valley terraces are found along these major streams, and natural vegetation in these areas consists of oak, madrone, pine, and scrub brush. Interstate 5 and Highway 99 form major traffic routes through the Bear Creek Valley and are oriented in a northwesterly/southeasterly direction. Both roads pass directly through central Medford. A system of secondary highways connects Medford with the surrounding area. The Southern Pacific Railroad's Siskiyou line also passes through the city.

Medford, at 1382 feet above sea level, is the seat of county government and serves as a regional center for Southern Oregon and Northern California, providing commercial, medical and recreational opportunities. Medford's City Charter was originally approved on February 24, 1885, revised in February, 1901, and amended on numerous later occasions. A special Charter amendment passed by the electorate in 1954 changed the form of government from the Mayor-Council structure to the Council-Manager form.(1)

Changes in the city's boundaries were enacted by the State Legislature in 1889, 1899 and 1901 and the area of the city was increased over five times between the original incorporation and 1901. Two annexations occurred between 1901 and 1925, but no annexations were made to the city between 1926 and 1946. Four areas, comprising 54.9 acres, were added to the city in 1946.(2)

HISTORIC OVERVIEW

In the first half of the 19th century, during which the first Euro-American travelers arrived, the Rogue Valley was peopled by native bands representing various linguistic stock. Upland Takelmas inhabited the mountainous land of the Rogue drainage above Little Butte Creek and extended down into the Bear Creek Valley into the area where Medford is now located. During the years before settlement the Indians found the upper Bear Creek Valley a hospitable place abundantly supplied with fish, game and edible vegetation.

In the twenty-five years preceding settlement of the Bear Creek Valley, several travelers passed through the area. In 1827 Peter Skene Ogden, a Hudson Bay Company employee, camped near the Rogue River. Others who visited the area included Alexander Roderick McLeod's Hudson Bay Company brigade in 1829, fur trader Michel LaFrambroise in 1832, and fur trader John Work in 1833. Ewing Young and Hall Kelley passed through the valley in 1834 and Ewing Young returned in 1837.(3)

In September 1841, Lieutenant Charles Wilkes, commander of the U.S. South Seas Surveying and Exploring Expedition, ordered a detachment to explore the land

route between the Columbia River and San Francisco Bay. In 1843 Joel P. Walker traveled through the Rogue Valley on his way north from California with 1200 cattle, 200 horses and 600 sheep. In June, 1845 the James Clyman expedition reached the Rogue Valley and went south over the Siskiyous.(4)

1846-1883 Settlement to Railroad Beginnings

> The period opens with the arrival of Euro-American travelers over the Applegate Trail into Southern Oregon. The trail had been developed in 1846 as an alternate route into Oregon. Mining, donation land claim settlement, agricultural development, the 1851-1856 Native American-settler wars, early community development, and the gradual progress of the Oregon and California Railroad highlighted the thirty year period. Jackson County was officially established on January 12, 1852 and Oregon's statehood became official on February 14, 1859. At the present site of Medford, R.B. Packard and Napoleon B. Evans, settled extensive donation land claims. Bear Creek (Stewart Creek) and the main road from California to the Willamette Valley passed through their farms. During the 1870's the approaching railroad was eagerly awaited, although the tracks from the north did not reach Medford until 1884.

By 1846 a regular seasonal progression of travelers passed through the Bear Creek Valley each year. In June of that year, the Applegate Trail was established when Jesse and Lindsay Applegate, Levi Scott and others forged a wagon route through the Cascade mountains from the Rogue Valley toward Klamath Lake.

The discovery of gold in California in 1848 brought gold rush-bound prospectors through the Rogue Valley. In 1850, when the Donation Land Claim Act was established by Congress, potential settlers moved west in search of free, farmable land. Jackson County was officially designated by the Oregon Territorial Legislature on January 12, 1852, and Jacksonville became the first county seat.

The federal Donation Land Claim Act in its amended form promised 320 acres of land to a married couple and 160 acres to a single person providing they resided on the property and constructed improvements within a proscribed time. Late in 1853 large immigrant wagon trains took the Applegate Trail down the Green Springs Mountains into the Bear Creek Valley.

The land which now comprises much of Medford was claimed by two settlers. Napoleon B. Evans, an Indiana native, who came to Marion County Oregon in 1844, took Claim No. 44 in Township 37 South 1 West, Section 30 in November 1852. Rezen B. Packard, born in Ohio, came to Jackson County in late October, 1853 and secured a claim in Township 37 South, Range 1 West, Sections 19 and 30, and Township 37 South 2 West, Sections 24 and 25. Bear Creek and the main road from California to Willamette Valley passed through both claims. Packard's house and barn, as well as Evans' improvements, were visible to travelers who took the road through the oaks and cultivated fields.(5)

By the mid-1870s the agrarian Bear Creek Valley prospered. Even without the railroad, demand for farm products soared. Farmers raised cattle and sheep and grew wheat, grasses and corn. Jackson County's population, numbering 4,778 in 1870 increased to 8,154 by 1880.(6)

A federal land grant subsidy acquired by Simon G. Elliott in 1866, allowed the Oregon and California Railroad Company to begin construction. Soon afterwards settlers were encouraged to come to regions through which the railroad route would travel. Every alternate section of land, non-mineral in character, was designated by odd numbers in a strip of land twenty miles each side of the right of way. Rail construction reached Roseburg on December 3, 1872. Although financial problems halted construction for ten years, Jackson County residents knew that the railroad was on its way. Rail construction brought expectations and eventually significant changes.

Difficulties with the steep terrain near Jacksonville and resulting expensive construction, prompted the railroad company to ask the citizens of Jacksonville for $25,000 plus the right-of-way for a line. When the request was not granted, the railroad chose an alternate route that led to the east across the flatter valley bottom, generally following Bear Creek. In 1882 construction resumed under Henry Villard's leadership and by the early spring of 1884 the line reached Medford. The road arrived at Ashland on April 16, 1884. Ashland would remain the end of the line for four years while construction was completed over the Siskiyou Mountains.(7)

1884-1917 Railroads and the Progressive Era

When the rails reached Medford in spring, 1884, the town was already substantially underway. The railroad's impact was immediately felt. Residents flocked to the new community, investing in property, opening businesses, and built new homes. Eventually other railroad lines -- the Rogue River Valley Railway between Medford and Jacksonville, and the Pacific and Eastern Railroad between Medford and Butte Falls were constructed. In the early 1880's the first commercial orchards were established, and between 1884 and 1899 most major Medford businesses and institutions were formed. After a slow economic period between 1893 and 1898, growth resumed. By 1905 new settlers, former residents of the mid-west and eastern states, arrived and planted extensive apple, pear, and peach orchards around Medford. Packing plants, developments in irrigation, and improved marketing increased the fruit industry's value. Crater Lake National Park, in neighboring Klamath County, was created in 1902 and encouraged tourism throughout southern Oregon.
Substantial commercial and institutional buildings were built in Medford during the first decade of the twentieth century. Hydroelectric power development, concentrated along the Rogue River at Gold Hill and Prospect, brought new opportunities to Medford as well

as to the entire area. Medford's population increased from 1,791 in 1900 to 8,840 in 1910.

C.W. Broback, who purchased Napoleon Evans' land in March, 1882, I.J. Phipps, buyer of R.B. Packard's land in 1869, Conrad Mingus, and C.C. Beekman, a prominent Jacksonville banker, each deeded a portion of property to the Oregon and California Railroad Company on October 27, 1883. The railroad agreed in return to build a depot and establish a townsite. Phipps and Broback each reserved a portion of land for their own homes.(8)

Broback, Phipps, Mingus, and Beekman also conveyed to the Oregon and Transcontinental Company each alternate block in the new townsite. Charles Prim was named town trustee, and J.S. Howard was appointed agent to dispose of the railroad blocks. The railroad company's trustee was P.P. Prim. In the final settlement on December 22, 1883, the railroad was deeded 19.86 acres, and the Oregon and Transcontinental, lessee of the Oregon and California, was deeded 41 blocks, together with certain miscellaneous lots.(9)

The new townsite, bounded by Riverside Avenue on the east, by Jackson Street on the north, by Oakdale Avenue on the west, and by Twelfth Street on the south, was platted by J.S. Howard, government surveyor. Streets running parallel to the railroad were lettered, and streets perpendicular to the line were numbered beginning at the north side of town.(10)

Even before the rails reached the place that was to become Medford, wooden buildings were begun. On December 21, 1883, the Ashland Tidings reported that piles of lumber could be seen "here and there over the townsite," and that "three or four buildings were being constructed." During the winter of 1883-1884 approximately forty buildings were erected. Railroad engineer David Loring is credited with naming Medford for Medford Massachusetts, as a shortened version of Middle-Ford, since Bear Creek was forded at this place.(11)

The post office was established on Front Street in late 1883 with J.S. Howard as postmaster. The commercial core developed as business firms gradually filled the empty spaces along Front Street, Seventh street (now Main Street), and Central Avenue. At the close of 1884 businesses included Henry Smith general merchandise; J.S.Howard, dry goods; Miller Vroman, hardware and drugs; Angle and Plymale, general merchandise; Emil Peil, blacksmith; George H. Haskins, drug store; I.A. Webb, furniture; Adkins and Webb, hardware; S.A. Higgins, meat market; A.S. Johnson meat market; S. Rosenthal, men's clothing; O.C. Johnson, jewelry; McMahon and Egan livery stable; F. Hubbard, implements and wagons; and Mrs Daughterty and Mrs. Haskins, millinery.(12)

Other early buildings included the Torrey House, the first hotel in Medford, built at the corner of Riverside and Seventh Streets, the Central Hotel and the Empire House. The Angle Opera House in the Angle and Plymale building on Main Street between Bartlett Street and Central Avenue was constructed within the city's first year. In May 1884, Medford's first brick building was built on Seventh (Main) Street near the railroad. Jackson County Bank was established in 1888 with W.I. Vawter as President. A.A. Davis constructed a flour mill on Front Street in 1889.

MAP OF THE TOWN OF MEDFORD

JACKSON COUNTY OREGON

Scale 200 Feet = 1 Inch.

For Street Vacation See Ord. #656, D.R. Vol. 93, Pge. 585 2/14/12. N.E. Boyden Co. Surv. 2/8/61.

Stage Road

Oregon & California Rail Road

Depot Grounds

A Str. B. Street C. Street D. Street E. Street F. Street G. Street H. Street I. Street J. Street

East 2nd Str. East 3rd Str. East 4th Str. East 5th Str. East 6th St. East 7th St. East 8th St. East 9th Str. East 10th St. East 11th St. East 12th St.

West 2nd Str. West 3rd Str. West 4th Str. West 5th Str. West 6th Str. West 7th St. West 8th St. West 9th Str. West 10th St. West 11th St. West 12th St.

T. 37 S. R. 2 W.

MEDFORD ORIGINAL TOWN

1883

The town of Medford is situated in sections 24 and 25 of T. 37 S. R. 2 W. and in Sections 19 and 30 of T 37 S. R. 1 W. of the Willamette Meridian and is part of the SE ¼ of S.E ¼ of Sec. 24 and of the E. ½ of the N.E ¼ and N.E ¼ of S.E ¼ of Sec. 25 T. 37 S. R. 2 W. and part of the S.W. ¼ of the S.W. ¼ of Sec. 19 and the W. ½ of Sec. 30 T. 37 S. R. 1 W. — The N.E. corner of Block 9 is 57.9 feet South and 40.2 feet East of the Sec Corner between the above named Sections 24 & 25, 19 & 30. — The lettered streets run N 35° 30' W and the numbered streets run at right angles with the same. — All stree

State of Oregon } S.S.
County of Jackson

J. P. P. Prim, of the Town of Jacksonville, County of Jackson and State of Oregon do hereby acknowledge and declare the foregoing Map or Plat of the Town of Medford in Jackson County in the State of Oregon as surveyed and laid out by me and I do hereby dedicate to the use of the public all the above described streets and

Oregon's governor Z.F. Moody signed Medford's articles of incorporation on February 24, 1885. On March 28, 1885, the nine-member Board of Trustees met at the office of J.S. Howard and elected the following officers: J.S. Howard, Town President; R.T. Lawton, Recorder, J.H. Redfield, Marshall; Charles Strang, Treasurer; E.B. Hurt, Street Commissioner; I.J. Phipps, A. Childers, Dr. E.P. Geary, and W.H. Barr, Trustees.(13)

Front and Main Streets 1884 S.O.H.S. Photo No. 5971

During Medford's first decade a developing fruit industry formed a critical component of the town's economic framework. In February, 1885, Joseph H. Stewart, a nurseryman and fruit grower from Missouri, planted a large orchard of apples, pears, prunes and almonds a few miles southwest of Medford. J.A. Whitman, also an orchardist from the east, planted apples and pears north of what is now Stewart Avenue. Arthur Weeks, Stewart's son-in-law, and Dillon Hill, another son-in-law, planted orchards south of Medford.

With a flourishing fruit industry and railroad service underway, Medford experienced the rapid growth of a town booming with economic purpose. After the Original Town was laid out in 1883, twenty additions were platted for Medford in the eight years from 1887 to 1895. Between 1883 and 1899 businesses and the major institutions, including schools, churches, and fraternal organizations were initiated.

In 1884 a frame school building was built on West Main Street between South Oakdale and L Streets. In 1891 the school was moved to West Tenth Street and a larger school constructed. Washington School was built of brick in March 1896 at the present site of the Jackson County Courthouse.

In 1885 the Reverend Moses Williams organized the First Presbyterian Church of Medford, and in 1887, C.C. Beekman deeded ground for a church on the southeast corner of Main and Holly Streets. Other churches included the Methodist Episcopal Church, organized in 1891; the Baptist Church, organized in June, 1885, and the Christian Church formed in 1884 and built in 1887. The first Catholic Church was first constructed on North Front Street in 1888. The Episcopal Church was organized in 1887 and the original building raised on land also donated by C.C. Beekman on the corner of West Main and Holly Streets.(14)

In February 1885 the Medford Monitor was established. In 1893 the name was changed to the Southern Oregon Mail and soon, when A.S. Bliton bought the paper, the name was shortened to "Medford Mail." George Putman came to Medford in 1905 and began publishing the Tribune. In October, 1908 Bliton sold the Medford Mail to Putnam who consolidated the newspapers and named into the Medford Mail Tribune. (15)

Bear Creek Bridge Construction 1912 S.O.H.S. Photo No. 7254

In 1886 the City and Jackson County shared the cost of constructing a bridge across Bear Creek. The effort was a significant one since very few crossing places existed along Bear Creek between Ashland and the stream's confluence with the Rogue River. After the new Medford bridge was destroyed during winter flooding in 1889-1890, the county built a new wooden bridge which was replaced by a city-built steel bridge in 1902. (This bridge was moved to Jackson Street in 1912 and a concrete bridge built at the Main Street crossing.)

Fraternal institutions formed part of the new community, including the A.O.U.W. organized in 1884, the Odd Fellows Lodge organized July 16, 1886, the Masons Lodge No. 28 organized in 1890, and Woodmen of the World organized in 1896.

In 1887 the Medford I.O.O.F. lodge purchased land about one mile west of town for a community cemetery. In February, 1890, severe flooding caused by quickly melting snow and heavy rains, made it necessary to abandon the location. A new site was found on hilly land owned by the Barneburg family east of Bear Creek, and the older graves were moved to the new I.O.O.F. graveyard.

In 1891 the Rogue River Valley Railway was constructed between Jacksonville and Medford by the Honeyman and DeHart Company of Portland. In 1893 the road was leased by W.S. Barnum. Known as the Jacksonville Shortline, the railroad had depots located in each community. Buying the line in 1900, Barnum ran it as the Rogue River Valley Railroad until 1919, when it was sold. Operation was suspended in 1924.(16)

A survey of Medford in 1894 indicates the rapid growth of the town during its first ten years. The local newspaper listed, "A $12,000 schoolhouse, business college, kindergarten, six churches, an ice factory, a brewery, a distillery, a flouring mill, a sash and door factory, two hotels, two lumber yards, a furniture factory, two livery stables, a bank, an opera house, six large grocery stores, five clothing and dry good stores, two hardware stores, three implement houses, two candy factories, three second-hand stores, three jewelry stores, two pork packing houses, two photograph galleries, three bakeries, two feed and commission stores, two furniture stores, two blacksmith shops and several fruit warehouses."(17)

Mayors during Medford's first two decades included: J.S. Howard, 1886; E.P. Geary, 1887; William Crawford, 1888; Mahloh Purdin, 1889; G.W. Howard, 1890-1891; J.A. Whitehead, 1892; W.I. Vawter, 1893; G.W. Haskins, 1894-1897 and H.L. Gilkey, 1898-1899.(18)

The years 1884 to 1892 were prosperous times, but by 1893 the economy worsened. By the end of that year the nation plunged into a deep financial depression. Dull times lasted in Medford for four years. After 1898 the economy began to improve, and by 1900 the beginnings of a boom were underway. Medford's population reached 1,791 residents in 1900, almost doubling the 1890 count of 967 residents.(19)

The State Legislative Assembly officially changed Medford's city government to a mayor-council form in 1901. That year a large area was approved for annexation to the city, including an extension across Bear Creek. Many additions were made to Medford during between 1900 and 1914. Forty-five additions were platted for

Medford between 1905 and 1909 (none were formed between 1900 and 1904). Thirty-nine additions were platted between 1910 and 1912, and two were created in 1914.

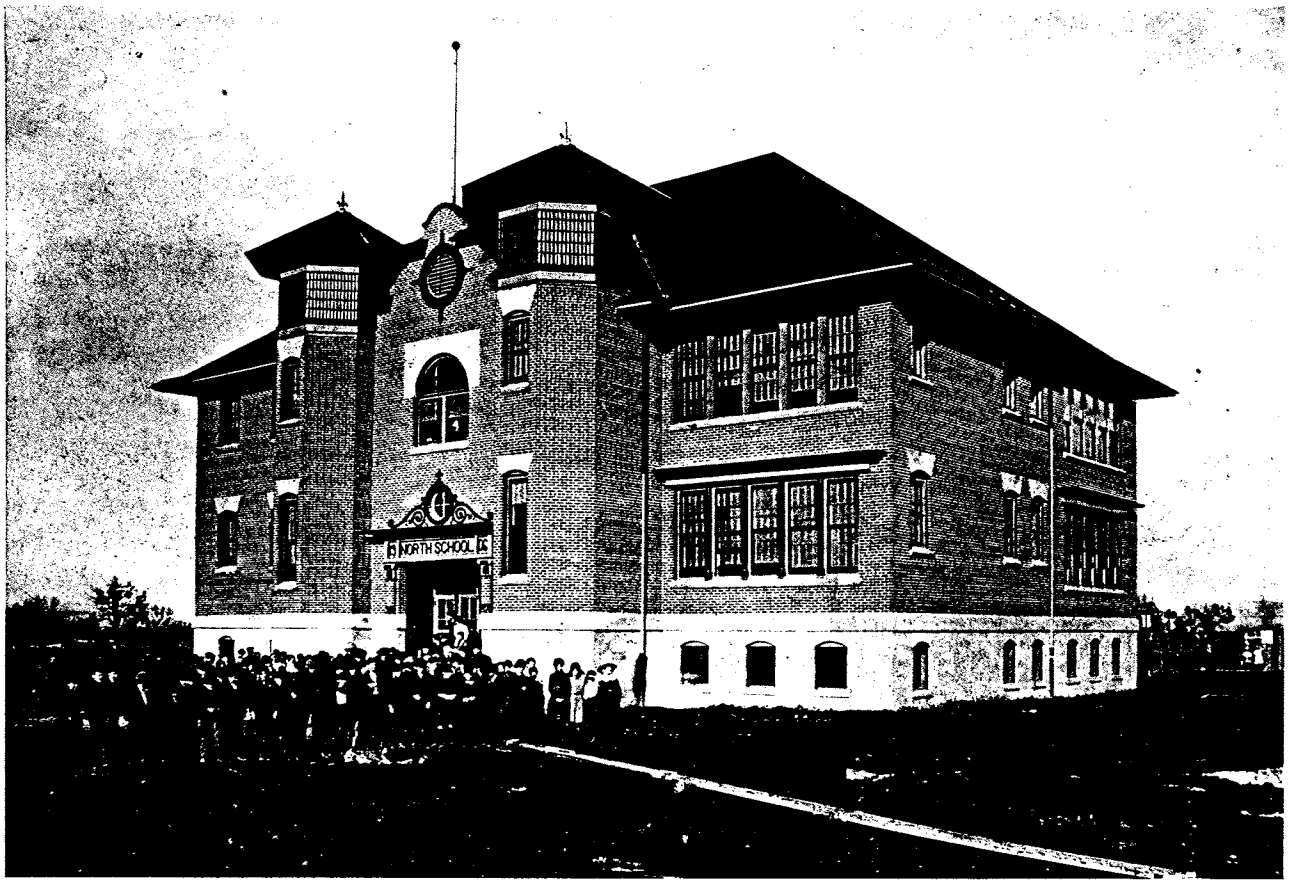
Intense promotional efforts after 1900 brought a large influx of hopeful people to the area. By 1902 thousands of acres of Bartlett, Bosc, Comice, D'Anjou and Winter Nelis pears had been planted. Scientists from Oregon State College spent four months in Jackson County in 1907 examining orchards and orchard practices. They reported 473 orchards with the average size of commercial orchards at 25.3 acres, and 9,675 acres planted to fruit trees. (20) Individuals such as F.K. Deuel, John Westerlund, Reginald Parsons, A.S.V. and Leonard Carpenter were among the Rogue Valley residents who established extensive orchards during these years.

As the fruit industry and city boundaries expanded, the timber industry became increasingly important to the community. Wood boxes were in high demand each fruit-packing season, and increased home construction led to a constant need for lumber. Access to timber, however, was difficult. Although by 1910 a standard gauge railroad facilitated timber hauling from the Cascades, construction was halted at Butte Falls until after World War I. The Pacific and Eastern, as the line was known, did a marginal business transporting produce, local passengers and tourists between Medford and Butte Falls. (21)

Development within the city of Medford continued. In 1900 the City purchased an existing light plant on the west bank of Bear Creek. In 1903 the Condor Water and Power Company dam was built at Gold Ray by Colonel Frank Ray, economic power on Wall Street, and his brother Dr. Charles Ray. The City of Medford entered into an agreement with that company to furnish electricity. In 1912, through a merger of numerous smaller companies, the California Oregon Power Company was incorporated and the city entered into a new contract.

The first decade of the twentieth century saw Medford's most dramatic period of growth. Additional organizations and businesses reflected the city's prosperity. The Medford Library Association organized in 1903 and the City Park was improved in 1905. The Masons were joined in 1904 by the Redmen and in 1909 by the Elks. On Feb. 5, 1903 Company No. 2 was organized and a firehouse erected on Sixth Street. In 1908 the new Central Fire Hall was built at the corner of Sixth and Front Streets.

In 1899 the Medford Bank had been established by J.H. Stewart. The First National Bank opened in 1905 and the Farmers and Fruitgrowers Bank was organized in 1909. Main Street was paved in 1910. The Medford Hotel was built in 1911 and the Holland Hotel in 1912. Lincoln School was built in 1906 and in 1909 a high school was erected on North Bartlett Street. Roosevelt and Jackson Schools were built in 1911. The Southern Oregon Hospital, small and understaffed, was taken over by the Sisters of Providence in 1911. Sacred Heart Hospital, located in east Medford on a hill overlooking the city, was completed in 1912.(22)



Lincoln School 1907 **S.O.H.S. Photo No. 8111**

Near the end of the decade building east of Bear Creek was rapidly expanding the city boundaries. In 1908 a local newspaper noted the growth:

> One of the recent additions to the city that is coming to the front in great shape is the Queen Anne Addition to the east side. A large number of splendid new residences are going up and soon that locality will be one of the finest in the city.(23)

By 1910 Medford's population had reached 8,840 residents, an increase of 393.5 percent in ten years. During the decade of 1910 to 1920 Medford's economy slowed. The lack of a dependable water supply limited fruit trees to slow growth and forced an erratic fruit production. Not until 1919 when an extensive irrigation system was developed would the orchards flourish.

Mayors of Medford between 1900 and 1916 were: J. Howser, 1900-01; Judge W.S. Crowell, 1902-1903; Dr. E.B. Pickel, 1904-05; W.R. Bradshaw, 1906; Dr. J.F. Reddy, 1907-1908; W.H. Canon, 1909-1912; W.W. Eifert, 1913; Mahloh Purdin, 1914 and J.E. Emerick, 1915-1916.

1918-1940 The Motor Age and Great Depression

> This period began with World War I. The Good Roads Movement saw the development of a modern highway system and westerners became increasingly dependent on the automobile. The route of the Pacific Highway through central Medford enhanced local tourism. A dependable source of water for irrigation brought new life to the orchard industry. Significant structures, including commercial buildings, homes and schools continued to rise in Medford until the early 1930S. By 1932 the Great Depression brought decline to the city as it did in the rest of the country. Medford struggled through both the 1920s and 1930s -- decades marked with political and social turmoil. Particularly significant events included the brief but violent presence of the Ku Klux Klan and the activities of the Good Government Congress.

Medford, like the rest of the country, worked to support the war effort when the United States declared war on Germany in April 1917. Citizens contributed money and skills to support the young soldiers who left regularly on the troop trains. In mid-October 1918 Medford suffered when the first cases of influenza appeared. By November 5th, 81 cases had been diagnosed in Medford.(24)

A recovering post-war economy and the forming of irrigation districts in 1919 brought stability to Medford. Sufficient irrigation, delivered through a wide system of canals, encouraged large scale fruit production and renewed growth. Although no additions to Medford were platted between 1920 and 1924, fourteen were created between 1925 and 1929. No additions were platted between 1929 and 1937.

Medford began the decade of the 1920s considering the direction of its rapidly increasing growth. The August 1, 1921 edition of the Medford Mail Tribune announced, "City Planning to be Topic at Forum Luncheon." The article noted:

> City Planning is not a new fad, but had its inception hundreds of years ago in different European countries. If there had been just a little city planning some twenty years ago in Medford, this would be a far more beautiful city today. There are many ways in which Medford can at this time save herself from the entire ruination of her civic possibilities and it is of these that C.M. Thomas will speak at the forum, which will be held at the Medford Hotel.

Following the adoption by the state of a planning act which gave city planning commissions control street and subdivision lay-outs, forward-looking citizens encouraged the creation of the Medford Planning Commission in 1923. The Commission's first task was the creation of a zoning plan. One document described Medford's situation:

> Earlier additions to the town conformed to a system, but in later years apathy and lack of control on the part of public officials caused later additions and subdivisions to be laid out at the whim

> of the individual subdivider without regard to the continuity of the existing street system. As a result Medford's present street system consists of a jumble of dead ends, jogs, unrelated streets, and unusable remnants of ground.(25)

In addition to a more organized pattern of expansion, Medford developed a modern water system after the Water Commission, appointed in 1919, supervised construction of a line to the city from Big Butte Springs near the base of Mt. McLoughlin. Water was finally piped into the city in 1927, replacing the previous source from Fish Lake.

With widespread automobile use in the early part of the decade, travel and communication became easier. In 1920 the Pacific Highway was widened to a sixteen foot strip of paving and Jackson County became the first county on the Pacific Highway route in which the entire length was paved. Travelers from other places now visited Medford and the rest of Southern Oregon.

Single engine airplanes had been landing at Barbour field, a dirt landing strip near the current location of the Armory and Miles Field, since 1916, but with the increasing development of air travel, the first municipal airport in the state of Oregon was established in 1922. Later, a decision was made to relocate the municipal field and build a long-range, permanent airport. The Medford Airport was dedicated August 8, 1930.

The timber industry's development contributed to Medford's economic growth. Access to timberlands continued to be a problem, as did the fact that much of the timber acreage in the Big Butte country was divided among individual companies. With the Medford fruit industry demanding increasing amounts of lumber for packing boxes, the opportunity to harvest the area's Ponderosa pine attracted entrepreneurs.(26)

In 1920 James N. Brownlee purchased a large timber tract, and soon planned construction of a mill just north of Medford. Millard D. Olds, also arriving in Medford in 1920, purchased the Pacific and Eastern Railway and all of its rolling stock. Brownlee and Olds entered into a formal partnership on April 1, 1922. The Brownlee-Olds Lumber Company was short lived, but their ability to combine a railroad able to haul timber with a large sawmill capable of manufacturing the logs was an important start. Within five years an extensive new company, the Owen-Oregon Lumber Company announced the dedication of their fine new all-electric plant on the Pacific Highway near the northern boundary of Medford.(27)

Much demand for newly available lumber came from increased building in Medford. Steady development and a growing number of prosperous residents created a demand for new homes. Newly platted additions rapidly filled with new dwellings. Commodious new residences were erected east of Bear Creek -- on East Main Street and in the Siskiyou Heights and Wellington Heights districts.

Frank C. Clark, architect, and Louis B. Humphrys, architectural designer, found frequent demand for their work. Trained in the east, Frank Clark began his practice in Ashland in 1903. In 1911 he moved his office to Medford, where he first took the design assignment for the Medford Hotel. Responsible for hundreds of significant Rogue Valley homes, commercial and institutional structures, Clark

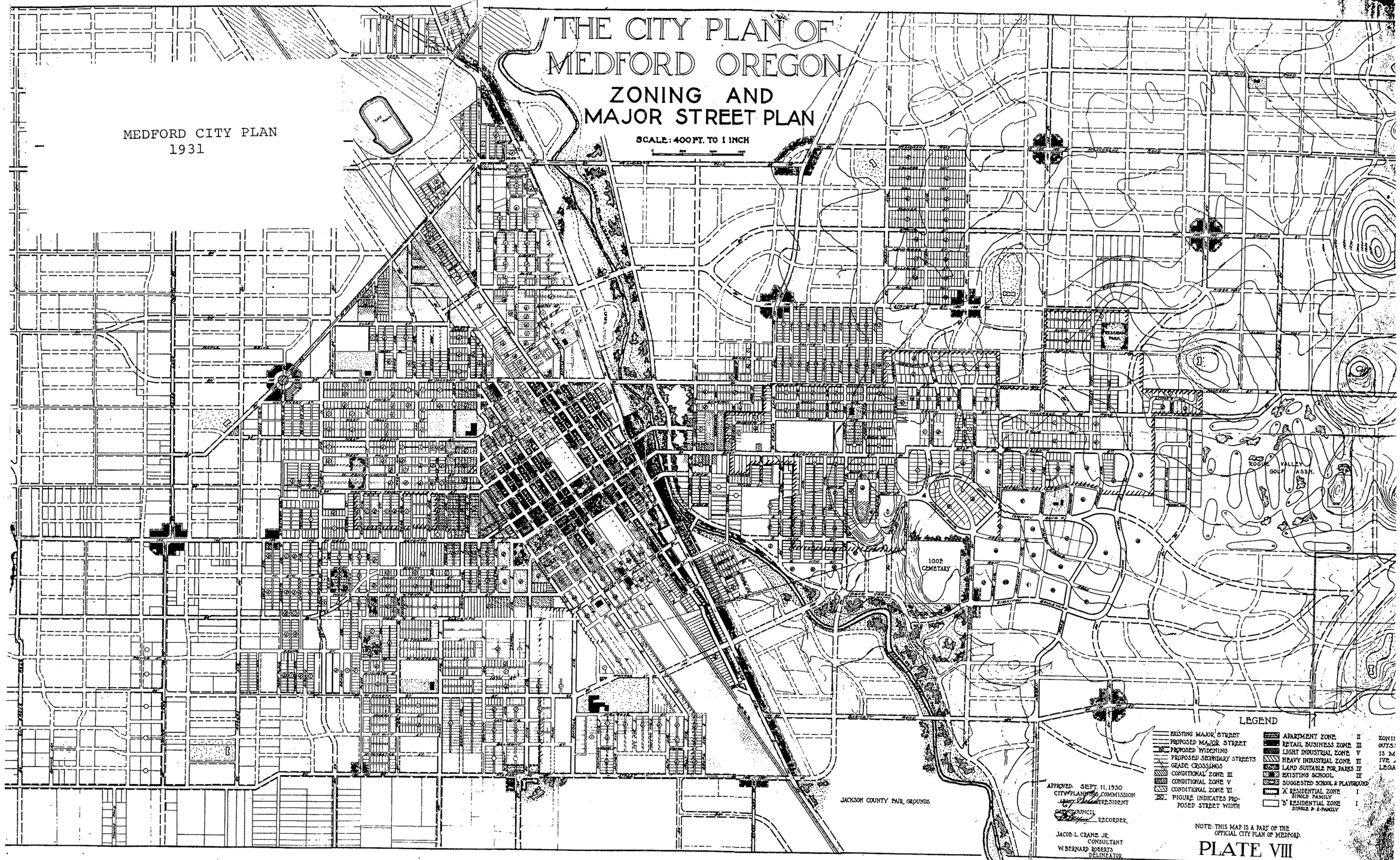
left a definitive mark on the Medford streetscape. Louis B. Humphrys, English-born designer, and head structural engineer for COPCO, opened a design office in Medford in the 1920's and created designs for many fine buildings. In the years between 1925 (when the Mail Tribune noted that 165 new residences and 38 new business buildings had been erected), and 1930, many substantial homes were erected.(28)

On August 7, 1930, the Medford Mail Tribune announced the adoption the Pacific Coast Unified Building rules, and of new Medford unified building code. It said, in part:

> This code is expected by city officials to bring about a great and much needed reform in local building and afford protection to persons building new homes. The present code has been inadequate for years past, city officials say.

Medford experienced a period of turmoil in the 1920's when the Ku Klux Klan, which was gaining strength throughout Oregon, staged rallies locally for support. In January 1922 during a visit to Oregon, Luther Powell, a King Kleagle of the Ku Klux Klan, traveled to Medford to advance his cause. Repeated acts of

Medford City Hall (ca. 1930) **S.O.H.S. Photo No. 9034**


THE CITY PLAN OF
MEDFORD OREGON
ZONING AND
MAJOR STREET PLAN
SCALE: 400 FT. TO 1 INCH
MEDFORD CITY PLAN
1931
ROGUE VALLEY GOLF ASSN.
IOOF CEMETARY
JACKSON COUNTY FAIR GROUNDS
LEGEND
EXISTING MAJOR STREET
PROPOSED MAJOR STREET
PROPOSED WIDENING
PROPOSED SECONDARY STREETS
GRADE CROSSINGS
CONDITIONAL ZONE III
CONDITIONAL ZONE V
CONDITIONAL ZONE VI
FIGURE INDICATES PROPOSED STREET WIDTH
APARTMENT ZONE II
RETAIL BUSINESS ZONE III
LIGHT INDUSTRIAL ZONE V
HEAVY INDUSTRIAL ZONE VI
LAND SUITABLE FOR PARKS IV
EXISTING SCHOOL IV
SUGGESTED SCHOOL & PLAYGROUND
'A' RESIDENTIAL ZONE I
SINGLE FAMILY
'B' RESIDENTIAL ZONE I
SINGLE & 2-FAMILY
APPROVED: SEPT. 11, 1930
CITY PLANNING COMMISSION
PRESIDENT
CITY COUNCIL
RECORDER
JACOB L. CRANE, JR.
CONSULTANT
W. BERNARD ROBERTS
DELINEATOR
NOTE: THIS MAP IS A PART OF THE OFFICIAL CITY PLAN OF MEDFORD.
PLATE VIII

terrorism against individual local residents occurred, bringing state and federal agents to Jackson County to investigate the incidents. Vigorous opposition to the Klan by the editor Robert Ruhl of the Medford Mail Tribune and George Putnam of the Salem Capitol-Journal kept the local and state citizenry apprised of Klan activities. Although the Klan declined rapidly in strength after 1924, it took the Rogue Valley years to heal public and personal bitterness. (29)

In 1926 a county wide vote decided that the county seat would move from Jacksonville to Medford. The latter city, long the most economically and politically vital community in the county, had surpassed the smaller town in population and development. The County Courthouse at Jacksonville had become too small to house the increasing number of county offices, and the City of Medford agreed to furnish a free permanent site for a courthouse as well as temporary county offices if Medford were to become the county seat. Space was found for county employees in a new City Hall located at Fifth Street and Central Avenue in Medford. In 1932, following much study, the Washington School site at West Main Street and Oakdale Avenue was chosen as the new courthouse location. A new Washington School was erected on South Peach Street in 1931 and a new high school built on South Oakdale Avenue the same year.

In 1929, with increased city growth, the Medford Planning Commission sought a comprehensive plan. Jacob L. Crane Jr., a well-known Chicago planning engineer, was hired to create a major street plan, zoning plan and civic center plan. In March, 1930, the results of his study were published in the local paper. That month, Crane, cited in the Mail Tribune as a "nationally known consulting planning engineer of Chicago," spoke to a large gathering of citizens at the Hotel Medford:

> If Medford is to have a civic center it should be located in the region of the city park and it would include the new county court, city hall, Greater Medford Club headquarters, chamber of commerce building, library, auditorium and possibly two or more lodge buildings. (30)

Mr. Crane approved the selection of the Washington School grounds for the courthouse, and suggested that the planned building face Oakdale Avenue. Crane recommended eventually locating a city hall on Eighth Street facing the park. Both the courthouse and the city hall stand today on the locations that he suggested.

The years preceding the Depression were prosperous ones for many valley residents. A total of $12,000,000 worth of various products was shipped in 1929, including 4,000 carloads of lumber. Twenty-one fruit packing and exporting firms and five modern cold storage plants were in operation. There were 11,700 acres of pear trees in the district that year.(31)

In October 1929, after a particularly good crop year, the stock market crashed, and local orchardists reeled from the blow. Many growers lost their orchards during the Depression years. The number of independent growers quickly declined as tracts were bought or taken over and incorporated into packing and cold storage businesses.

Jackson County entered the decade of the depression. These years of uncertainty and despair fostered conditions of political intrigue. A group known as the Good Government Congress, headed by Llewellyn Banks, bitterly criticized a group of older businessmen and political officials as well as the established press. Banks, an orchardist, was founder and honorary president of the Congress. In February, 1933, after an estimated 10,000 ballots were stolen from the courthouse to prevent a recount for the Jennings-Schermerhorn election, local constable George Prescott went to Banks' home on March 16, 1933 to serve an arrest warrant. Banks, who was involved in a libel suit, and suspected of involvement in the ballot theft, shot and killed the lawman. Banks was tried, convicted and sent to prison where he died. The deed followed a period of illegal attempts by the Good Government Congress to replace candidates of their choosing in several key Medford and Jackson County offices. Robert W. Ruhl, editor and publisher, led the the Medford Mail Tribune, when the newspaper was awarded a Pulitzer Prize in 1934 for his editorials against the Good Government Congress.(32)

The depression wore on in Medford as elsewhere. Business activity slowed, organizations lost membership or stood still, and everyone struggled to get through that time. Not until World War II would the area regain its economic equilibrium. Medford's population, 11,007 in 1930, increased only slightly by 1940 when it stood at 11,281 residents. (33) Mayors between 1917 and 1939 included: C.E. Gates, 1917-1922; E.C. Gaddis, 1923-1924; O.O. Alenderfer 1925-27; A.W. Pipes, 1928-1929; E.M. Wilson 1930-1934; George Porter, 1935-1936 and C.C. Furnas, 1937-1939.

1941-1955 War and the Post-War Era

> This period opened with the nation's entry into the Second World War. War in the Pacific revived Oregon's depressed economy by demand for its natural resources. In 1941 Medford's attention was turned to war. Soon after war was declared the United States Government constructed a military base north of Medford. Camp White housed thousands of soldiers during its years of occupancy -- ending its service after World War II when a portion of the complex was converted into a veteran's hospital. The war years were followed by a period of peace and prosperity marked by growth in population and housing. The timber industry, which flourished during the war years, continued to grow as the demand for post-war housing materials spread across the country, and specifically throughout Southern Oregon. Medford's boundaries, which had remained constant for several years began once more to expand.

During World War II, local citizens rallied to support the war effort, and dramatic change occurred in Medford. Immediately after the Japanese attack on Pearl Harbor on December 7, 1941, Medford's young men left for miliary service and the community organized for military defense.

In January 1942 the War Department announced the construction of a military "cantonment" ten miles north of Medford. Glenn L. Jackson, an officer of the California Oregon Power Company, and president of the Medford Chamber of Commerce worked to focus government's attention to the Medford area. In February, 1942, work started on Camp White and eventually more than 900 buildings were

constructed. Medford provided space for many newcomers, including construction workers and servicemen. Sheds and garages became studio apartments and spare bedrooms were rented. Many of Medford's large, older homes were remodeled to create apartments. The war brought an increased demand for local lumber and the U.S. government purchased all it could for the Camp White structures and sent additional lumber to Europe for bridges and military bases.

The major development of mills and the timber industry began in 1945 at the end of World War II. Several small mills started up to supply lumber to the local and larger market -- supplying an ever-increasing demand for home construction all over the country. Rural Jackson County was soon dotted with individually owned sawmills and burners that processed the raw lumber for market. Historian Marjorie O'Harra described the extent of mill development after World War II:

> Seventy-six sawmills operated in Jackson County in 1946, many of them running two shifts a day. A group of local sawmill operators purchased 390 acres of the former Camp White in 1947 and established the White City Industrial Park and the huge Army hospital nearby was converted into a Veterans Administration Hospital. (34)

Six additions were platted in the Medford study area during the five years between 1946 and 1950 as families relocated and the post-war economic boom progressed. Medford's population in 1950 reached 17,305.(35) Between 1940 and 1958 the population in medford again doubled, to more than 23,500. New construction projects were underway, and community growth allowed the continued development of the commercial districts. Twenty-two annexations were made to the City of Medford between 1946 and 1956.(36) Mayors during this period included, H.S. Deuel, 1940-1942; C.A. Meeker, 1943-1947; J.C. Collins, 1948; and D.L. Flynn, 1949-1954.

During its first seventy-five years, Medford grew rapidly, particularly during the years when the railroad and fruit industry brought rapid settlement and land speculation. The structures left behind by those who shaped Medford reveal for us the nature of the city's past as well as its present configuration. The following section of the Historic Context study, entitled **Identification,** will specifically examine Medford's historic interest areas and assess the distinctive character and significance of each.

NOTES

1) How Much Do You Know About Medford?" Medford, Oregon: League of Women Voters, 1967, pp. 7-9.

2) "Problems of the Urban Fringe," Bureau of Municipal Research and Service, Eugene, Oregon: University of Oregon, August, 1956, p. 10.

3) Stephen Dow Beckham, Requiem For A People: The Rogue Indians and the Frontiersmen. Norman, Oklahoma: University of Oklahoma Press, 1971, p. 27; Jeffrey Lalande, Prehistory and History of the Rogue River National Forest: A Cultural Resource Overview. U.S. Forest Service, Rogue River National Forest, 1980, p. 66.

4) Beckham, p. 31.

5) Jackson County Deed Records, Vol. 2, p. 261; Vol. 5, p. 93; Volume 10, p. 212, p. 464; Vol. 14, p. 246; Vol. 16, p. 11. Jackson County Surveyor's Office, Survey Field Notes, Claim 44 (T37S, R 1W); Claim 89 (T37S, 2W) and Claim 42 (T37S, 1W).

6) John L. Andriot (ed.) Population Abstract Of The United States. McLean, Virginia: Androit Associates, 1983, p. 659.

7) Kay Atwood, L. Scott Clay, "Ashland, Oregon, Cultural Resources Survey," (1988-1990), p. 9; Kay Atwood, "Josephine County Historical Resource Inventory," (1983-1984) Site No. 141.

8) Kay Atwood, Marjorie O'Harra, Medford:1885-1985. Medford, Oregon: Medford Centennial Committee, 1985 p. 7; Jackson County Deeds, Vol. 10, p. 21; Vol. 16, p. 11; Vol. 5, p. 93, and Miscellaneous Records, Vol. A, p. 15.

9) Jane Snedicor, "History of Medford," n.d., p. 1-2; Jackson County Deeds, Vol. 10, p. 786.

10) Snedicor, p. 20; In 1908 the Greater Medford Club encouraged changing the numbered and lettered streets to tree names, the initial letter being the same. Bartlett, Fir, Grape, Holly, Laurel, etc., became permanent names. Seventh Street was later called Main Street, and South J Street became known as Oakdale Avenue.

11) Atwood and O'Harra, p. 5.

12) Snedicor, p. 13

13) Ibid., p. 4.

14) Ibid., pp. 10-12.

15) Ibid., pp. 22-23.

16) Francis Haines, "The Jacksonville Cannonball: the History of the Rogue River Valley Railway, 1890-1925." Pacific Northwest Quarterly, Vol. 50, No. 4, (October, 1959), p. 154.

17) Snedicor, pp. 14-15

18) Ibid., pp. 27-28; City of Medford, Record of Medford Mayoral Terms.

19) U.S. Bureau of the Census, Census of Population, 1890;1900;1910

20) C.I. Lewis, S.L. Bennett, C.C. Vincent. "Orchard Survey of Jackson County," Corvallis, Oregon: Oregon Agricultural College Press Bulletin, No. 101, (1908) pp. 30.

21) Jeffrey LaLande, Medford Corporation: A History of an Oregon Logging and Lumber Company, Medford, Oregon: Klocker Printing Company, 1979, pp. 5-6; p. 22.

22) Snedicor, pp. 6-8; 23.

23) Medford Mail, June 5, 1908.

24) Kay Atwood, An Honorable History:133 Years of Medical Practice in Jackson County, Oregon, Medford, Oregon: Jackson County Medical Society, 1985, p. 62.

25) "A Report On the City Plan for Medford, Oregon," (Jacob L. Crane Jr. Consultant), March, 1931.

26) LaLande, Medford Corporation, pp. 22-23.

27) Ibid., p. 24; Medford Mail Tribune April 24, 1927.

28) Kay Atwood and Gail E.H. Evans, "Frank Chamberlain Clark Inventory," Oregon State Historic Preservation Office and Southern Oregon Historical Society, 1982; "Hamilton and Edith Patton House", Nomination to the National Register of Historic Places, 1993; Medford Mail Tribune, December 21, 1925; January 2, 1927; December 31, 1928; January 24, 1929; July 7, 1929.

29) Atwood and O'Harra, Medford, p. 35.

30) Medford Mail Tribune, March 3, 1930.

31) Medford Comprehensive Plan, "The Early Days, A Historical Review," p. 7.

32) Kay Atwood, Blossoms and Branches, A Gathering of Rogue Valley Orchard Memories, Ashland, Oregon: 1980. p. 50.

33) "Population of Oregon Cities and Counties and Metropolitan Areas, 1850-1957," (Oregon State University: Bureau of Municipal Research and Service, Information Bulletin No. 106, p.4.

34) Atwood and O'Harra, Medford, p. 88.

35) Ibid.

36) "Problems of the Urban Fringe," Bureau of Municipal Research and Service, University of Oregon, August, 1956, p. 11

PROMINENT INDIVIDUALS

Allen, Eric

Eric W. Allen, Jr. joined the staff of the Medford Mail Tribune as it's first city editor in 1948. Eight years later he was appointed managing editor, a position he held for twelve years until promoted to editor. Each week he would write 12-16 editorials which represented the highest standards of editorial integrity and quality. Both his editorials and editorial pages received top honors in Oregon Newspaper Publishers Association contests. Allen was an active member of civic organizations and a co-founding trustee of Mercy Flights Inc. He was born September 14, 1920 in Eugene, Oregon and died Christmas Day 1986.

Barneburg, Frederick

Frederick Barneburg purchased his first property in the Rogue Valley December 2, 1861 and soon built an estate of 1,600 acres. His donation land claim took in much of today's southeast Medford including Eastwood Cemetery and "Manor Hill." Born Jan 17, 1836 in Hanover, Germany, Barneburg came to Oregon in 1853. The following year he went back to his family home in Ohio, returning to the Rogue Valley in 1860 with his wife Hessina. A prosperous farmer for many years, Barneburg drowned in the Rogue River July 9, 1907.

Barnum, W. S.

William Seldon Barnum brought his wife and family from New York to Medford in 1884. He opened a sash and door factory and did well in the rapidly growing town. In 1893 he invested his earnings in a lease for Jacksonville's small Rogue River Valley Railroad. When the other investors wanted out, Barnum bought the railroad in 1899. He ran the five miles of railroad as a family business until 1915 when it was sold to Southern Oregon Traction Company. Management difficulties caused the railroad to revert to Barnum in 1923 and he petitioned to have it dismantled in 1928.

Beekman, C. C.

Cornelius Beekman was a prominent expressman and banker who settled in Jacksonville in 1853. Born in New York on January 27, 1828, Beekman occupied positions of importance in Jackson County and in Oregon. In 1878 he was Republican nominee for governor of Oregon, but was defeated by W. W. Thayer. C. C. Beekman purchased a large tract of land at the present site of Medford and with three others, deeded land to the Oregon and California Railroad for a depot.

Bennet, W. J.

W. J. Bennet was probably the first professionally trained architect to open an office in Medford. He arrived late in 1894 to begin work for J. N. T. Nash remodeling the first Medford Hotel. Bennet expanded and enlarged the building on the corner of Front and Main. He also remodeled the Washington School that stood at the corner of Oakdale and Main and the Presbyterian Church on Main Street. Estimates suggest that Bennet worked on approximately 30 properties in the Rogue Valley. After about four years in Jackson County, Bennet moved to Yreka, California to work on the Siskiyou County Courthouse.

Broback, C. W.

A farmer and stock raiser, Broback was born July 14, 1835 in Virginia and came to Oregon in 1864. In the early 1880s he granted a right-of-way to the Oregon and California Railroad to build across his property as did other nearby landowners, Conrad Mingus, I.J. Phipps and C.C. Beekman. The railroad line by-passed Jacksonville and the new city of Medford sprang up quickly - on part on Broback's land.

Clark, Frank C.

Prominent Rogue Valley architect, Frank Chamberlain Clark was born in New York in 1872 and trained at the Cooper Union. He served in the architectural offices of Robert Williams Gibson and in Stanford White's office. Establishing an office in Ashland in 1903, Clark's first project was the design of a new building for the State Normal School. With the exception of his first seven years in Ashland, Clark's architectural office was established in Medford. He remained the leading Rogue Valley architect throughout his career, working until shortly before his death in 1954.

Carpenter, A. S. V.

Alfred St. Vrain Carpenter spent his youth in Colorado Springs where his family had moved for his father's health. A graduate of Harvard University, Mr. Carpenter spent a brief period in real estate and the insurance business before coming west with his brother, Leonard. Settling permanently in Medford in February, 1910, Alfred Carpenter established a successful orchard and became prominent in community political and social affairs. Many institutions and individuals were substantially assisted through the personal and financial generosity of Alfred and Helen Carpenter. The growth of Rogue Valley Memorial Hospital and the Oregon Shakespeare Festival, in particular, has been significantly shaped by the Carpenter family's support.

Carpenter, Leonard

Leonard Carpenter was born March 20, 1880 in New York. His father's health brought the Carpenter family to Colorado Springs

the next year. Following graduation from Harvard University in 1904, and after a period with the Colorado Power Company as an electrical engineer, he moved to Medford in 1909 where he developed extensive orchard property. In 1917 he married Winnifred Barrett. Leonard Carpenter served as first chairman of the Medford Irrigation District. He later became a founder and director of the area's first co-operative, Southern Oregon Sales. After nearly forty years in Medford, the Carpenters moved to Carmel, California, where Mr. Carpenter died in May, 1979.

Cordy, Clifford

Dr. Clifford B. Cordy was born near Hillsboro, Oregon in 1906. He was raised on a small fruit farm at Napa, California and later attended Oregon State College at Corvallis. He worked at the college nine months after graduation, then went to an experiment station at Sitka, Alaska for two years. Dr. Cordy received his master's degree in horticulture from Michigan State University. In 1935, in the middle of the Depression years, he was hired as horticulturist for the Oregon State Extension Office in Jackson County. His ability and interest were valued by local growers. He received his doctorate from the University of Florida in horticulture in 1961. After thirty-two years as Jackson County Extension Agent, he retired in 1967.

Davis, A. A.

Thirty-seven year old Ansel A. Davis arrived in the Rogue Valley in 1888. Davis purchased property on the corner of Ninth and South Front streets and built a 65-barrel roller mill, the first south of Albany, Oregon. Davis built a fine home in Medford and another mill in Phoenix. In partnership with W. I. Vawter, Davis organized the Jackson County Bank. They constructed the bank building and stores extending from the corner of Main and Central to Sixth Street. "Davis Best" brand flour identified Davis as the best flour maker in the west. In 1890 he also operated the Big Bend Milling Co. in Davenport, Washington. Davis owned extensive timber land and immense tracts of farm land near the present Medford golf course. Retiring in 1910, Davis moved to Pacific Grove, California where he died in 1930.

Deuel, F. K.

Fred K. Deuel left Harris, Missouri for Medford in 1894, moving his family in a chartered railroad car. His first mercantile store, Deuel and Stevens, was located on East Main Street just west of Hubbard Brothers. Soon he had a second store in Albany, Oregon. The third store, Deuel and Kentner, opened at 230 East Main Street. In 1908 the store moved again to the large Deuel building on the corner of East Main and Bartlett. Deuel was an organizer of the First National Bank in 1906 and with Alfred Weeks and Edith Orr bought and developed the Del Rio Orchard in Gold Hill.

Earhart, June

June Etta Earhart was born in Blairsville, Pennsylvania June 3, 1879 and moved with her family to Medford in 1886. The Earhart's large farm was situated off South Riverside Avenue in Medford. Earhart attended St. Vincent's hospital training school for nurses in Portland and graduated in 1904. In 1910 she traveled to Chicago to take a six-month special course in anesthesia. During World War I Earhart was assigned to active duty with the U.S. Army, sailing for France July 16, 1918. She returned in June of 1919. Earhart worked with almost all of Medford's physicians and was much loved in the community. She died October 29, 1937.

Evans, Napoleon B.

Evans came to Oregon in 1844 and to the Rogue Valley in November 1852 when he took a donation land claim on Bear Creek. Much of today's central Medford is situated on Evans' claim. The Evans land was purchased by C. W. Broback in March 1882 and soon developed by him.

Geary, E. P. Dr.

Dr. Edward P. Geary came to Medford with the railroad. After his graduation from the University of Oregon and Jefferson Medical College in Philadelphia in 1882 he became assistant surgeon for the Oregon and California Railroad and was based in Jackson Count. A skillful surgeon, Geary is credited with introducing ascetic surgery to southern Oregon. He was one of the first five trustees in Medford's early government and elected in 1888 the city's second mayor. Geary left Medford in 1898 and died in Portland January 14, 1934.

Gore, Emerson E.

Emerson Elijah Gore and his twin brother Ebenezer Emery were born in Halifax, Vermont on July 24, 1824. Emerson married Mary Gilmore Rose in 1851. Gore, with his family, joined his brother for the trip to Oregon, arriving in Jacksonville September 7, 1852. During the winter of 1853 Gore took a land claim of 320 acres on Bear Creek. They and their nine children lived prosperously on the farm for the rest of their lives.

Gore, W. H.

William Haven Gore was born near Phoenix, Oregon on April 23, 1860. When he finished his college education Gore taught school briefly and then entered business, handling great quantities of grain and stock. After his marriage to Sophenia Ish on November 5, 1890, Gore supervised the large Ish estate north of Medford. He soon was recognized as "the most outstanding stockman and grower of alfalfa in southern Oregon." He was elected head of the Medford National Bank and in 1916 ran as the Republican nominee for joint representative from Douglas and Jackson County. Gore is credited with securing adoption of the Oregon Highway Code and he helped insure the passage of the Oregon-California Land

Grant Tax Refund Bill. Gore died in September 1946 at his home in Medford.

Hedrick, E. H.

A native Oregonian, E. H. Hedrick was born October 24, 1888 near Merlin, Oregon. He completed his education at Monmouth Normal School in 1909. For thirty years he served the people of Medford as superintendent of schools. He believed that society had no right to educate a child to a way of life it cannot guarantee. He urged that children receive the security that is "born of self reliance and resourcefulness." Hedrick also served on the board of directors for the Southern Oregon Historical Society. He died February 24, 1963. A junior high school on East Jackson Street in Medford is named in his honor.

Hill, Dillon R.

Dillon R. Hill, born in Missouri in August 1861, was a successful orchardist working with his father-in-law, J. H. Stewart, south of Medford. He also designed several of the large family homes on Oakdale and King's Highway.

Holmes, David

David Hugh Holmes was born David Rosenberg in Seattle, Washington August 22, 1889. He graduated from Cornell University in 1913 and began ranching in partnership with his brother near Medford. By 1924 the brothers had new packing sheds for their 237 acre orchard and a small cold storage unit, the only one owned by a single Rogue Valley firm. In 1932 they began selling boxes of pear by mail and issued their first mail order catalog in 1934. They started a mail order business that placed strong emphasis on unparalleled quality, unique products and a guarantee of satisfaction. The idea for their trademark "Fruit of the Month Club", to send fruit gifts all year long, formed in 1936. Holmes died Mar 23, 1950 in an auto accident.

Holmes, Harry

Harry Lapworth Holmes was born Harry Rosenberg on May 6, 1891 in Seattle, Washington. He received his bachelor of science degree in 1914 from Cornell University and joined his brother in farming the Rogue Valley. They formed Bear Creek Orchards in 1928. When the pear market slumped in 1932 Holmes took pear samples to Seattle and offered to deliver them anywhere in the U.S. for $1.95 postage. The brothers printed their first catalog in 1934 and "Harry and David" mail order company was born. Sales in 1935 grossed $20,000. Their distinctive twin towers office building on South Riverside Avenue was built in 1938. Holmes died in 1959.

Howard, J. S.

Born in New Hampshire in April 1832, James S. Howard came west to Oregon in 1859. He and his family settled first at Jacksonville, where he worked as a carpenter. In later years he garnered important commissions as a surveyor, among them - the preliminary survey for the Southern Pacific Railroad from the Rogue to the Klamath River. He was instrumental too, in laying out the town of Medford, Oregon. Howard surveyed the original town plat in 1883 and served as the new town's first mayor. He was a longtime postmaster.

Hubbard, Asahel

Asahel and Alexis Hubbard came to Oregon in 1885 following their father who arrived in 1883. The brothers joined their father in the implement business, first in Jacksonville and then in Medford. After the store moved across the street from its first location on the corner of East Main and Riverside Avenue in 1891, it became Hubbard Brothers Hardware. Asahel, served for eight years on the Medford city council and was on the board of directors for the chamber of commerce for many years. Hubbard, born in Iowa on May 23, 1874, passed away in July 1943.

Humphrys, Louis B.

L.B. Humphrys, an architectural designer and structural engineer, came to Medford in the 1920's to work for the California-Oregon Power Company (COPCO) as a chief engineer. Louis B. Humphrys was born in London, England in May, 1882, and received early training in architecture and civil engineering.

During his years as chief engineer at the California-Oregon Power Company, Humphrys was responsible for the design of several of the company's power plants in the Southern Oregon area. In 1926, after COPCO was sold to new owners, L.B. Humphrys left the company and opened an architectural design office in Medford. His work as a designer in the Rogue Valley was accomplished between 1927 and 1937. The Hamilton and Edith Patton House in Medford remains a fine residential example of L.B. Humphrys' architectural design work within the city of Medford. Humphrys died in Berkeley, California May 5, 1952.

Jackson, Glenn

Glenn L. Jackson was born April 27, 1902 in the Willamette Valley. After service in World War II, Jackson advanced steadily in COPCO and became Chairman of the Board of Pacific Power and Light Company in 1965. He was appointed to the State Highway Commission in 1949 and resigned as Chairman of the Oregon State Transportation Commission in 1979. In addition, he served as director or trustee of many institutions, including the United States Chamber of Commerce, United States National Bank, Portland, Oregon State University, Linfield College, Willamette University.

Jackson particularly influenced growth in Southern Oregon by vigorously supporting both the development of White City and the construction of Interstate Five along the Bear Creek corridor over Medford. Jackson died in 1980 and eulogies were delivered by Mark Hatfield, Tom McCall, Bob Straub and Victor Atiyeh.

Loring, David

David Loring's ties to Medford were brief but significant. He came to the Rogue Valley in 1884 to negotiate right-of-way contracts for the Oregon and California Railroad but spent much of his life in Portland. Loring is credited with naming the town of Medford, perhaps for his home in Medford, Massachusetts or because of its location as the middle ford across Bear Creek.

Mingus, Conrad

Conrad Mingus was born May 6, 1822 in North Carolina. He and his wife, Lavina Dollarhide, settled in the Medford area in 1868. He was instrumental in the development of Medford, owning acreage where the original town was founded. With C. C. Beekman, C. W. Broback and I. J. Phipps, Mingus offered land for the Oregon and California Railroad right-of-way prior to the laying of the tracks through the Rogue Valley. Mingus died May 2, 1900 in Ashland.

Nash, J. T. C.

John T. C. Nash was born in Knox County, Maine, on March 31, 1833. He went to sea as young man, but left his ship in 1850 in San Francisco to search for gold. He soon came back to the New England coast and returned to sea. For ten yrs Nash alternately sailed the seas and searched for gold with equal success. In 1886 he bought property near Roseburg then moved to Medford in 1895. On January 11, 1895 the newspapers announced the start of renovation work on the hotel on the corner of Main and Front streets. Nash died in 1918.

Niedermeyer, Louis

Louis Niedermeyer passed away at his home on Old Stage Road on May 11, 1922. He had lived in the Rogue Valley since 1900, arriving that year from Osage, Nebraska. Niedermeyer was a successful farmer and businessman. He built several of Medford's largest buildings, including the Holly Theater which the family owned and operated for many years. He was also the vice president of the Farmers and Fruitgrowers Bank.

O'Gara, P. J.

Patrick J. O'Gara, arrived in the Rogue Valley in the first decade of the new century and was assigned to the Jackson County Extension Service. He worked hard to educate growers about spraying, pruning and irrigation, and devoted much of this time to disease control. In 1911

O'Gara accepted the position of County Pathologist and remained in the valley until 1914.

Orr, Eugene

Eugene M. Orr came to the Rogue Valley in 1887 bringing his wife and son. Here he joined in partnership with his two brothers-in-law in a 140 acre fruit orchard that included peaches, prunes, apples and pears. In 1897 they added another 100 acres to the farm. Born December 21, 1859 in Ontario, Canada he died at the family residence two and a half miles south of Medford September 17, 1901.

Packard, Rezen B.

Born in Ohio on June 1, 1927, Rezen B. Packard secured a donation land claim on Bear Creek on October 18, 1854. I. J. Phipps purchased Packard's property in 1869 and a portion of Medford was developed on this land.

Phipps, I. J.

Iradell Judson Phipps was born in 1826 in Indiana. In 1865 he came to Jackson County and purchased land on which the city of Medford now stands. With others he donated a right-of-way for the Oregon and California Railroad prior to the laying of tracks through the Rogue Valley. As a result, a large portion of the new townsite was situated on his land. He died in Medford on August 22, 1913.

Pickel, Elijah B. Dr.

Elijah Barton Pickel was born in Sweetwater, Tennessee and received his medical degree in Louisville, Kentucky in 1888. The new graduate came to Medford and began work with Dr. E. P. Geary. Dr. Pickel carried out the idea of building Medford's first hospital and was part of the company that built the Hotel Medford. He helped organize the state board of health, served on that board for 18 years and was twice president. Dr. Pickel was also a prominent valley orchardist, owning the Brookhurst and 401 orchards. He died following a short illness on March 1, 1932.

Prim, Paine Page

Born in Wilson County, Tennessee, Prim came to Jackson County in 1852 where he went into practice as an attorney. He was elected to the State Constitutional Convention in 1857 and appointed as supreme court judge of the First Judicial District in 1859. Prim was elected as senator from Jackson County to the State Legislature in 1882. He served as railroad trustee during the transfer of land at the time of railroad construction.

Putnam, George

George Putnam began his important newspaper career in California in the late 1800s. In 1906 he came to Medford where he purchased the Medford Tribune, Jacksonville Times and Southern Oregonian. Consolidating all the newspapers in 1907 he added the Medford Mail in 1910 and called them the Medford Mail Tribune. His reporting of an ax-throwing incident in Jacksonville in December 1907 became a crusade for freedom of the press, reaching the Oregon Supreme Court. After selling the Medford newspaper, Putnam purchased the Salem Capitol Journal. He led a courageous and successful fight against the Klu Klux Klan in the 1920s. Born in Louisiana in 1873, Putnam died August 18, 1961 when fire destroyed his home in Salem.

Ray, Charles R. Dr.; Ray, Frank H. Col.

Colonel Frank Ray, vice president of American Tobacco Co., chairman of Western Power Company, and an economic power on Wall Street, invested (with his brothers), $2,000,000 in the Rogue Valley between 1900 and 1912. Their projects included the Rogue River Electric Co., Gold Ray Dam, power houses and lines, mines and several thousand acres of land. In 1909 they founded the Orchard Home Company, planting, sub-dividing, and selling land inexpensively to moderate income people from the east. On January 1, 1912, the Rogue River Electric Company, Prospect Construction Company and several other regional power operations were consolidated under the California-Oregon Power Company (COPCO).

Reddy, John Dr.

Dr. John Francis Reddy came to Medford in 1903. Formerly he resided in Seattle and practiced medicine in Spokane. In Medford he opened a land development office and became president of the Medford Realty and Improvement Co., Inc. His wife, Mary Reddy, was very active in the local Roman Catholic Church and in the founding and development of Sacred Heart Hospital. During World War I John Reddy mined chrome for the government in Siskiyou, California. He was president of the Southern Oregon-Northern California Mining Association. Reddy died November 2, 1933 in Medford.

Ruhl, Robert

Robert Ruhl, a native of Illinois, arrived in southern Oregon and became associated with the Medford Mail Tribune in 1911. Within a decade Ruhl became owner and editor of the newspaper. In 1922, when the Ku Klux rapidly gained strength in the Rogue Valley, as in the rest of Oregon, Ruhl vigorously opposed that organization and the bigotry it represented. In the early 1930s, the Depression and years of local political unrest in Jackson County led to the formation of the Good Government Congress -- an organization which bitterly criticized political officials and the established press. The group's leader, Llewellyn Banks, sought personal and political

vengeance against opponents of the Congress. Robert Ruhl spoke out steadily and courageously against Banks and the Good Government Congress. His editorials won the Medford Mail Tribune a Pulitzer Prize for the year 1933. Robert Ruhl remained with the newspaper until the mid-1950's and died in 1967 and the age of eighty-seven.

Stewart, J. H.

A native of Missouri, J. H. Stewart came to the Rogue Valley in February 1885. He planted a large orchard of apples, pears, prunes and almonds a few miles southwest of the town of Medford. His trees became a commercial pear orchard in 1890 when the first carload of fruit was shipped to outside markets. Stewart's years of successful orcharding practice contributed to his recognition as an important figure in Rogue Valley horticultural development.

Weeks, Alfred J.

Alfred J. Weeks was successful fruit-growers and businessmen in Medford. September 15, 1856 in Woodstock, Canada, Weeks came to the Rogue Valley in 1887. Here he joined a brother, who arrived several years before, and his brother-in-law, Eugene Orr, in a 140-acre fruit orchard that included peaches, prunes, apples and pears. In 1897 he added another 100 acres to the farm. He worked in partnership with his brother in the Weeks and Orr furniture business in later years.

Westerlund, John A.

In 1903 John A. Westerlund came from Chicago to take advantage of opportunities in the Rogue River Valley. Operating as a real estate dealer he took an option on 400 acres of land for forty days and went back to Chicago where he organized the Western Orchard Company. By 1910 he had over 2100 acres half planted to apples and pears. Some of the acreage he sold to unsuspecting purchasers had no irrigation, and the fruit crops were doomed to be small or non-existent. Westerlund served briefly in state government and also was the developer of the Holland Hotel.

J.D. Whitman

J.D. Whitman came to the Rogue Valley and to Medford in February, 1885 with his friend, J.H. Stewart. He planted eighty acres of apples and pears north of Stewart Avenue in 1886, and soon, Arthur Weeks, his son-in-law, planted part of the area now known as Bear Creek Orchards. J.A. Whitman, another of J.D. Whitman's sons constructed the first commercial packing house on Holly Street near the Southern Pacific railroad tracks.

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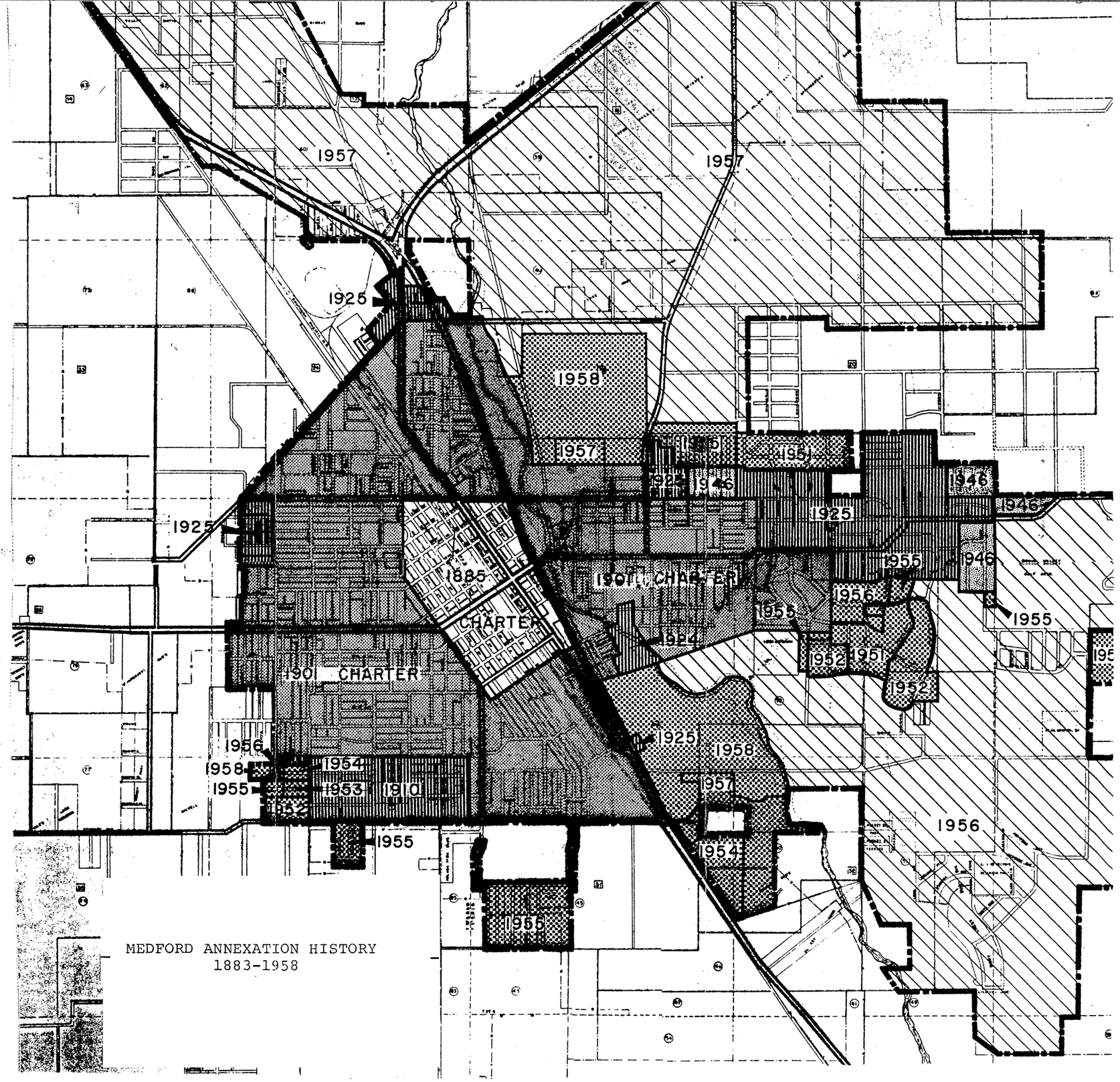
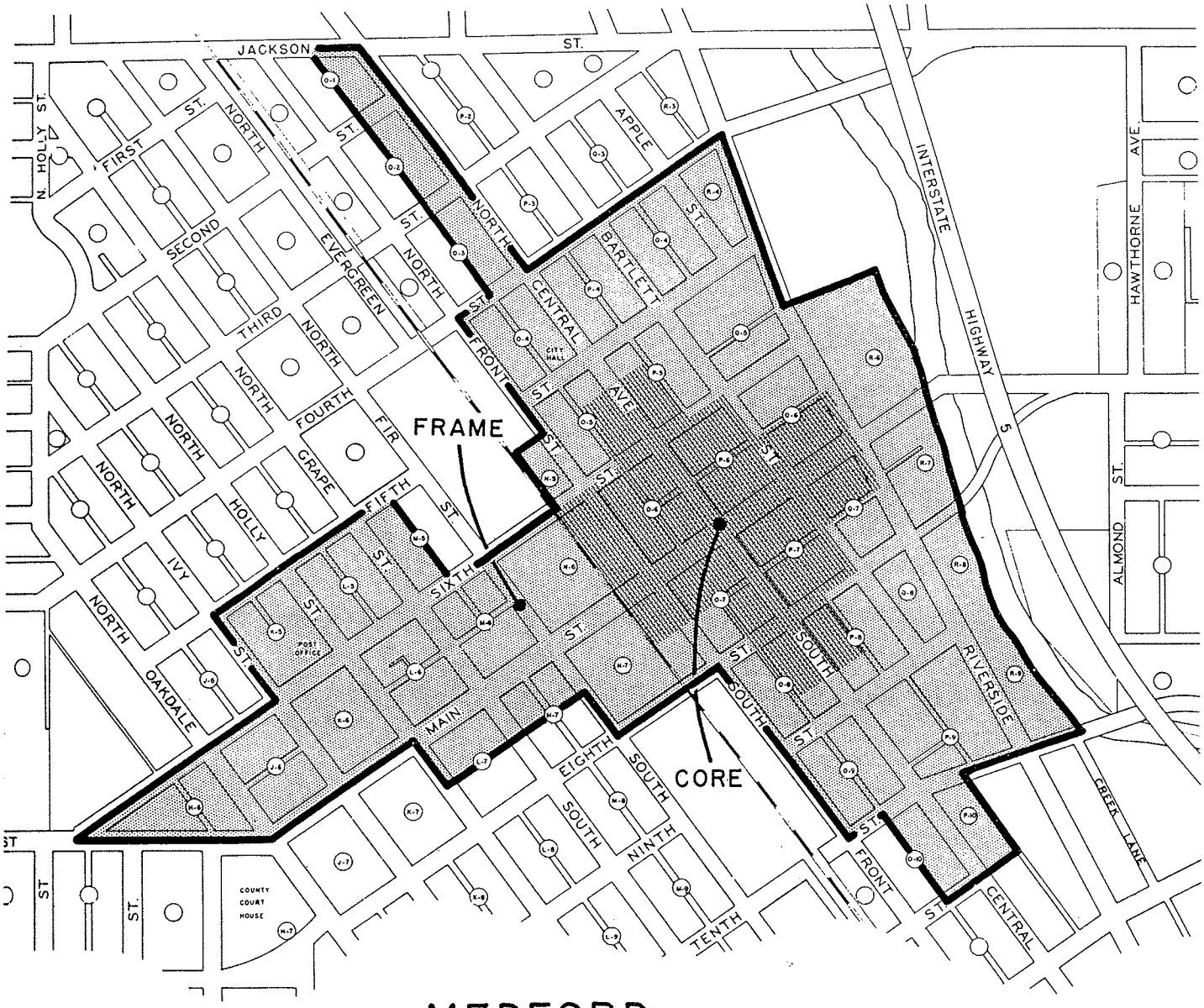


MEDFORD ANNEXATION HISTORY
1883-1958



MEDFORD
CENTRAL BUSINESS DISTRICT

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CENTRAL BUSINESS DISTRICT STUDY
MEDFORD, OREGON

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_ MEDFORD CENTRAL BUSINESS DISTRICT_
1961

IDENTIFICATION

Introduction

This section of the context document considers Medford's historic themes and resource types. The information gathered to prepare the chapter, identifies resource types and suggests procedures for additional research and future survey projects. A section on Methodology outlines the past and present components of the historic context study.

Previous Surveys/Methodology

This historic context study is the first formal effort to examine Medford's cultural resources and their historic context. Although the 1976 Statewide Inventory of Historic Properties did not include any Medford structures, several local projects have contributed toward a collected knowledge of Medford's resources. Between 1978 and 1980 Medford historian L. Scott Clay, while serving on the Downtown Development Committee, prepared a preliminary list identifying buildings for potential historic designation. The Medford Planning Department has included these properties in their 1-B list in the City's Comprehensive Plan. In addition, informal walking tours organized and researched by Mr. Clay have resulted in further knowledge of Medford's historic buildings, particularly within the city's commercial core, lower East Side and Oakdale neighborhoods.

In 1982 Kay Atwood and Gail E.H. Evans conducted a survey of architect Frank C. Clark's buildings. The project identified several hundred structures designed in the Rogue Valley. Many of these buildings were constructed in Medford within the temporal and geographic boundaries of the present study. Individual property data sheets and an analysis of Clark's work contained within the Frank C. Clark Inventory, provide information on many Medford properties.

Within the study area there are several individual historic properties, an ensemble (Corning Court), and a district (South Oakdale Historic District), listed in the National Register of Historic Places. Currently a district nomination for the Minnesota-Geneva neighborhood is underway. Although a National Register nomination prepared for Medford's Front Street Historic District in 1979 was unsuccessful, the document provides valuable information about the important area near the Southern Pacific Railroad line. These projects additionally contribute to our knowledge of Medford's historic development.

The present phase of the preliminary historic context study began in February, 1993 under the auspices of the Medford Planning Department, when Kay Atwood, project coordinator, conducted an initial literature search. Research sources included newspapers, county directories, biographical files, city maps and Sanborn Maps. Books related to Medford and Jackson County history, National Register nominations, surveys, Medford city records, and oral history sources provided additional information. Research material was located at the Medford Planning Department, Medford Engineering Department, the Medford Public Library, the Southern Oregon Historical Society, and the Southern Oregon State College Library.

Based on information gathered during the research process, the Historic Overview section was developed and an outline of anticipated property types -- their construction dates, expected architectural condition and range of quality -- was established. Anticipated styles, thematic associations and distribution patterns were analyzed and described. A review of potential individual historic interest areas was determined from a study of Sanborn maps, city additions and annexations patterns, as well as field review, and boundaries for the Medford historic study area were established. The completed preliminary historic context statement, consisting of the Historical Overview, Identification, Evaluation* and Recommendation sections, will be submitted to the Oregon State Historic Preservation Office in June, 1993.

Resource Types

The properties located within the survey area have been categorized into six Broad Theme groups by thematic associations. These include:

Agriculture/Horticulture	Industry/Manufacturing
Commerce/Trade	Public/Social Organizations
Culture	Transportation/Communication

Grouping properties in thematic categories encourages consistency in the identification, evaluation and protection of historic resources. Based on the historic themes identified for use in the National Register of Historic Places, structures within these theme categories can be considered in terms of their historic use. For example, within the theme of Public/Social Organizations, specific resources associated with government might include a post office, city hall, firehouse, or courthouse. Concentrated study of these resources indicates the reasons for their existence and the economic and social conditions contributing toward their continued use.

In compiling the context document, a study of broad themes and their potential related buildings, sites and structures facilitated analysis of future survey/inventory needs and identified broad theme groups in which field work is needed to identify resources. A review of significant themes within Medford history follows.

Agriculture/Horticulture

With the railroad's arrival in 1884, Medford grew rapidly on former donation land claims that had been used for general farming and stock-raising for over thirty years. On land flanking Bear Creek on both sides, area farmers grew corn, wheat oats and hay, set out fruit trees and raised cattle, sheep and hogs. As the new community's configuration was formed with the definition of the platted Original Town, farmhouses, barns and other agricultural outbuildings remained visible on the landscape, and lands adjacent to the town core continued in agricultural use. As Medford's boundaries expanded -- large annexations were accomplished in 1901 -- farmland was sold for development and outlying agricultural buildings disappeared.

* An evaluation and ranking methodology proposed for future inventory work will be submitted to the Oregon State Historic Preservation Office for comment. The process will consist of a review of each site, taking into consideration architectural quality and condition, environmental attributes, and historic associations.

Medford's rapid expansion between 1900 and 1912 resulted in newly platted additions which quickly filled with frame houses for a growing labor force. Agricultural lands east of Bear Creek were also developed with working class dwellings. On Queen Anne Avenue and along East Main Street commodious residences were erected for Medford's more prosperous residents. Orchard lands in the southwest environs of the Original Town were gradually converted to residential development and the population increased.

Medford View, with Orchard **S.O.H.S. Photo No.5725**

Research indicates that resources related to 19th and early 20th century agricultural ensembles have largely disappeared, although it is possible that rare individual structures may remain standing within the study areas, particularly east of Bear Creek. Extant vernacular farm dwellings would probably have been constructed between 1890 and 1910 by local builders employing regional ideas as well as their own skills and memories. These buildings would typically be one and one-half or two stories, gable roofed, either L - or T - shaped, with simple decorative details.

Barns were either end-opening or side-opening types, were clad in rough planks, and had gable roofs. Although an initial field check indicates that there are no extant barns, further study may reveal some examples whose architectural character has been compromised with adaption to city dwelling. It is anticipated that supporting agricultural structures such as smokehouses, blacksmith sheds and granaries will no longer be standing.

Other agricultural and horticultural development centered around the orchard industry. In the early 1880s commercial orchards were set out around the westerly, easterly and southerly environs of Medford, and after 1900 acreage committed to fruit growing increased substantially. Pears, apples, apricots and peaches thrived and the availability of railroad transportation made shipment to outside markets feasible. Although the Rogue Valley had no dependable irrigation for the orchards, large numbers of midwesterners and easterners sold their homes, moved west and bought up land from older settlers. The years between 1900 and 1912 were ones of rapid growth and the population nearly doubled during the decade. Lack of water, however, and resulting fruit crop losses soon discouraged hopeful orchardists.

Irrigation finally became widely available in 1919 when organized irrigation districts completed a ditch system. A dependable water supply and the prosperity of the mid-1920s encouraged a second orchard boom during which new fruit tracts were established and existing ones improved. As transportation methods improved, co-operative packing houses were built along the railroad in Medford and area orchardists transported their fruit into town for processing and shipment. The Depression years, however, resulted in a decline in orchard practice. Fruitgrowers lost their acreage and pear blight went unchecked. After World War II, many of the smaller orchards were purchased by larger growers and the number of individuals owning profitable orchards declined.

J.A. Whitman Packing House **S.O.H.S. Photo No. 1371**

No functioning orchards lie within the study area although individual pear trees, among the oldest in the Medford area, stand along the north side of Stewart Avenue. Dwellings associated with the fruit industry are not prevalent within the city boundaries since orchard practice required large rural tracts of land. Residences such as the Joseph H. Stewart House on South Oakdale Avenue, the William H. Barr House on Park Street, and the Dillon Hill House on Kings Highway evoke historic associations with orchard owners. The two-story Stewart House, in the Queen Anne Style, has shiplap and shingle siding, varied roof pitches, a bay window and wrap-around porch as well as corbelled chimney, leaded glass windows and decorative architectural details.

Wood frame fruit packing houses were constructed during the 1890s along the railroad tracks in central Medford as well as on individual orchards. With advances in fruit processing methods and building technology, many of the wood buildings were replaced with brick and concrete structures which continued to cluster in close proximity to the rails. A disastrous fruit district fire in 1948 destroyed several major fruit processing buildings, and some extant structures may date from that fire.

Maps and a field check indicate that fruit packing houses, cold storage buildings and structures associated with fruit products, may be found within central Medford on South Fir, South Front, and South Grape Streets. Although trucking has replaced the railroad as major fruit haulers, the distinct examples of packing house and cold storage buildings constructed earlier in this century remain in use. Maps indicate that they line both sides of the paved city streets near the railroad and that they are large buildings of brick or concrete construction. Field study indicates that the buildings are likely to have rolling doors, few windows or decorative features and, with the exception of additions, retain much of their original appearance. Crystal Springs Packing Company, Pinnacle Orchards, and Southern Oregon Sales, are examples of extant fruit processing houses.

Research reveals that during the late 19th and early 20th centuries the southern and southeastern environs of the Original Town near Bear Creek contained several truck gardens and greenhouse operations. In simple wooden structures, the owners of these properties produced much of the fresh vegetables consumed locally and also shipped to other areas. Field observation indicates that structures associated with the truck gardens have disappeared.

Commerce/Trade

The history of commercial development in Medford follows a similar pattern as that of other western Oregon communities. Buildings within the city's commercial core represent many endeavors including trade and commerce, professional offices, stores, newspaper, and restaurants. Banks and hotel buildings constituted particularly significant and long-lasting commercial enterprises. The Jackson County Bank, established in 1888 was the third bank to be organized in Jackson County. In 1899 the Medford Bank opened in the new Stewart Building on the corner of Bartlett and Main Streets. The First National Bank opened in 1905 and the Farmers and Fruitgrowers Bank was organized in 1909.

Hotels were a significant part of early Medford. The railroad brought passengers and newcomers who needed temporary housing. Although wood-frame

hotel structures erected in the late 19th century did not survive, maps indicate that several hotel buildings were standing in the commercial district at mid 20th century. These include the Medford Hotel, constructed in 1911 and destroyed by fire in 1988, the Holland Hotel, built in 1912, the Barnum (Grand) Hotel, and the Jackson Hotel, constructed in 1927.

Initially inspired by the location of the Oregon and California Railroad, Medford's commercial center first developed along Front Street which lies parallel to the tracks. The center also extended a short distance along intersecting streets, notably Main Street. The full blocks flanking Main Street within the commercial district were planned to be 220 feet width and 300 feet deep. Typical individual lots are twenty-five feet wide and 140 feet deep. Streets are 60 feet in width and alleys are twenty feet deep.

Sanborn Maps and photographs indicate that most of the earliest commercial buildings, built between 1883 and 1890, were of wood construction. In the forested environs of southern Oregon wood was conveniently obtainable and frame structures could be quickly raised. These modest buildings were one or two stories in height, had gabled or flat roofs, board and batten wall sheathing, false front parapets and prominent cornices, and wooden porches. Medford's relatively late founding date -- 1884 -- meant that brick was frequently employed. The first brick building was erected in 1885 and within the first ten years of the town's existence several brick buildings were constructed.

Although Medford's commercial district did not suffer the major fires which caused so much building loss in many 19th century towns, occasional individual building fires occurred. Research and field study indicate that the greatest number of early wooden commercial structures were replaced in the late 19th and early 20th centuries as redevelopment of the commercial core occurred.

In 1961 a City-sponsored analysis of the central business district noted that at that time the majority of the buildings were of brick or concrete construction and that all were built between approximately 1900 and 1930. In 1961, the report stated, forty-five percent of the buildings were built before 1920, (with several buildings predating 1900), thirty-nine per cent dated from the period between 1920 and 1940, and the remaining sixteen percent of the buildings in the central business district were built after 1940. In the years since that review, there have been some new additions as redevelopment and replacement of burned structures continued. Notable losses on Main Street within the last twenty-five years have been the St. Marks/COPCO Building, (razed 1971); the former Nash Hotel (burned 1987); the Kentnor Department Store Building (collapsed 1983); the Medford Hotel, (burned, 1988); the Fluhrer Building, (burned 1969); a building built by Charles Palm (burned, 1969). Cargill Court, an early apartment building on West Sixth and Ivy Streets was razed in 1993.

The buildings in Medford's commercial district line the north and south sides of Main Street and portions of Sixth Street. The intersecting streets of Holly, Grape, Fir, Front, Central, Bartlett and Riverside contain additional buildings extending approximately one block and, in some cases, two blocks away from Main Street. The commercial buildings presently, as historically, include structures associated with a wide variety of commercial enterprises and their configuration continues to be determined by the lots and blocks on which they stand. The majority of Medford's commercial buildings extend the

depths of their respective lots to the alleys, or to commonly established rear boundaries. Buildings are one or two stories in height and are of concrete or brick construction.

A discussion of architectural characteristics of buildings associated with Commerce and Trade is contained within the section on Culture: Architecture.

Culture: Architecture

The properties discussed in this section include commercial buildings, structures associated with public and social institutions and domestic dwellings. The buildings, most of which were constructed between 1890 and 1940, should include retail and office buildings, government buildings, churches, fraternal halls, schools, theaters and dwellings.

Most Medford buildings do not represent clear architectural styles, but incorporate architectural features in various combinations. These range from 19th century Styles -- Queen Anne, Stick/Eastlake and vernacular -- to 20th century Arts and Crafts, Craftsman Bungalow, the historic period styles, and buildings in the Art Deco Style. Architectural stylistic descriptions in the context document are based on information compiled in Rosalind Clark's Architecture Oregon Style, (Portland: Professional Book Center, Inc., 1983).

Most 19th and early 20th century Medford buildings were constructed by local carpenters who worked from designs found in pattern books, or from their own knowledge. Among the carpenter/builders who built commercial structures and dwellings during Medford's first years are C.W. Skeel, W.L. Smith. John Byers, J.T. Guerin, and E.G. Hurt.

Between 1890 and 1898, and between 1910 and 1930, Medford's economy flourished and during those years architects, designers and builders prepared commercial building designs as well as drawings for public institutions and private residences. W.J. Bennet, who opened a Medford office late in 1894, and Isaac A. Palmer, who worked individually and with Bennet, were skilled designers who, although they did not remain long in Southern Oregon, were responsible for significant commercial buildings and residences during the last decade of the 19th century. The Wilkenson-Swem Building and the Shone-Charley House are among extant examples of Bennet's work within the study area.

After 1900, as Medford's growth rapidly increased, the number of local carpenter/builders soared. J.W. Anderson, J.H. Drew, R.F. Hale, G.G. Loomis, E.H. McDonald, L.J. Quigley, Raymond and Spencer Childers, and R.I. Stuart are among the craftsmen who found work during those years. J.A. McIntosh, George Butz, Charles O. Power and Thomas L. West are among designers who planned Medford buildings. Power, responsible for design of the Tayler-Phipps building on East Main Street, worked in Medford as part of the firm of Power and West.

Architect Frank C. Clark, who opened an office in Medford in 1911, worked in southern Oregon for forty years. Although several architects and designers contributed to the visual development of commercial buildings, Clark's long, prolific career in the Rogue Valley resulted in his particularly long-lasting influence. Clark began his practice in Ashland in 1903. He was born in Greene, New York, December 27, 1872. After two years at the Cooper Union, Clark served in the architectural offices of Arthur Curtis Longyear, Oscar S.

Teale, Robert Williams Gibson of New York, and in the office of Stanford White. Clark came to the west coast in late 1896 worked two years with Frederich Roehrig in Los Angeles. He opened his own office in 1899 and went to Arizona to execute projects in Prescott, Tucson and Jerome. Clark's first project in Oregon was the design for the administration building at the State Normal School at Ashland in 1903. Moving his offices and home to Medford about 1910, Clark's career lasted over forty years, until his death May 30, 1957. An inventory of his work lists fifty-three extant residences within the city, most of which lie within the study area. Ten extant public/social buildings and twenty-one commercial buildings are credited to Clark. (Evans/Atwood, Frank C. Clark Survey, 1982)

L.B. Humphrys, an architectural designer and structural engineer, came to Medford in the 1920's to work for the California-Oregon Power Company (COPCO) as a chief engineer. Louis B. Humphrys was born in London, England in May, 1882, and received early training in architecture and civil engineering. In 1904 he moved to Vancouver, British Columbia where he worked as an engineer. Between 1905 and his arrival in Medford in 1921, Louis Humphrys worked variously as an engineer for Shell Oil in San Francisco, California and as a naval engineer.

During his years as chief engineer at the California-Oregon Power Company, Humphrys was responsible for the design of several of the company's power plants in the Southern Oregon area. In 1926, after COPCO was sold to new owners, L.B. Humphrys left the company and opened an architectural design office in Medford. His years with the power company introduced him to many of the Rogue Valley's leading citizens, some of who became his first clients. During the years between 1927 and 1937 when Humphrys worked in the Rogue Valley, he proved a well-qualified competitor to Clark. The Hamilton and Edith Patton House in Medford remains a fine residential example of L.B. Humphrys' architectural design work within the city of Medford. Humphrys died in Berkeley, California May 5, 1952.

1. Commercial Buildings

A variety of architectural styles is visible in the commercial area. While a few structures -- the Wilkenson-Swem Building, the Sparta Building and the Tayler-Phipps Building -- retain much of their architectural integrity, other buildings have received extensive alterations. The post-World War II years brought changes to Medford's commercial district as facades were remodeled to update aging structures. Although basic structures have been retained along Main and intersecting streets, in some cases historic architectural features have been lost or adapted. Lower store fronts have been altered, stucco has covered brick, windows have been replaced, and architectural details have been removed or covered. Generally lower storefronts are comprised of central entryways and large single plate display windows. Brick wall surfaces have been stuccoed, or covered with modern sheathing materials.

Main Street Looking East (ca. 1910) S.O.H.S. Photo No. 1443

Although the majority of commercial buildings are vernacular in concept and in remodeling, several have characteristics associated with specific architectural styles. A field check indicates that the Colonial Revival, American Renaissance, Mission Revival and Art Deco, are among the styles represented. The Wilkenson-Swem Building (1895) with Eastlake details including projecting bay window, brackets, pilasters and multi-colored glass lights, and the Tayler-Phipps Building (1909) with elements of the American Renaissance and Chicago styles are examples of commercial buildings with intact architectural details. Similarly, the Sparta Building (1911) with Ionic pilastered columns and projecting eaves and parapet, and the Fluhrer Bakery Building (1933) with Art Deco architectural details, constitute significant and well preserved examples of their types.

With a few exceptions, most of Medford's commercial structures do not exhibit "high-style" architectural features, but are instead simpler interpretations of the popular styles of the day. Buildings with elements of the following styles -- can be expected to occur among Medford's commercial structures: American Renaissance; the Chicago School and Sullivanesque; the Historic Period styles, including Colonial/Georgian, Mission Revival style, Classical Greek and Roman; and the Art Deco Style.

2. Public and Organizational Buildings

Resources within this category include churches, community halls, libraries, schools, and fraternal buildings, as well as government buildings such as city halls, courthouses and post offices. Thematically these buildings would also be represented under Education, Religion, Government, etc. Public and Organizational buildings lent the same opportunity for stylistic expression as did commercial buildings, and the same economic revivals that fostered architect-designed commercial buildings also influenced the number of architect-designed government buildings, churches and schools.

The historic overview indicates that several churches existed within the Original Town study area during the late 19th and early 20th centuries. Additional study and a field check suggests that most of these frame structures buildings have been replaced. In some instances newer buildings were placed on the original lot -- in others -- the congregation chose a new location for their church. The First Presbyterian Church on South Holly Street, the First United Methodist Church on West Main Street, Sacred Heart Catholic Church on North Oakdale Avenue, and St. Mark's Episcopal Church on North Oakdale Avenue each replaced an earlier church structure. Most of the extant churches within Medford's historic interest area were constructed between 1910 and 1930 and may be expected to reveal stylistic characteristics of the Historic Period styles, particularly the Colonial and Georgian styles, the Spanish Colonial Revival and Mission Revival style, the Romanesque style and the Gothic Style.

With one exception, 19th century Medford school buildings have all been replaced. The West School, built in 1884, stands on West 10th Street, a location to which it was moved. The oldest extant 20th century building, Lincoln School, was constructed in 1906, and Jackson School and Roosevelt School were built in 1911. (Roosevelt School was the only school east of Bear Creek until after World War II. All three buildings are built of brick. The former Medford High School, now McLoughlin Junior High School, was designed by the firm of Knighten and Howell, and built in 1926. Washington School and the former Medford Senior High School (now South Medford High School) were designed by Frank Clark and built in 1931. Architectural styles to be expected among extant early 20th century Medford schools may include either vernacular or simplified versions of the American Renaissance style. The latter buildings, designed when historical period styles were frequently employed for public as well and private buildings, can be expected to reveal characteristics of the Colonial/Georgian or Classical Greek/Roman styles, both appropriate for school architecture.

Other public buildings within the Medford historic study area include the Carnegie Library on West Main Street, the U.S Post Office and Courthouse on West Sixth Street, and the Jackson County Courthouse on South Oakdale Avenue. The Carnegie Library, designed by J.A. McIntosh and built in 1912, was the first structure constructed specifically for library use in Medford. The building was designed in the American Renaissance style. The U.S. Post Office Building, designed by Oscar Wenderoth and built in 1915, is also in the American Renaissance Style. The Jackson County Courthouse, planned after Jackson County residents voted to move the county seat from Jacksonville to Medford, was designed by Montana architect J.G. Link in the Art Deco style. The building, completed in 1932, faces South Oakdale Avenue and occupies a full block.

Several late 19th and early 20th century fraternal structures once stood within the study area. The A.O.U.W., the I.O.O.F., the Masonic Order, Woodmen of the World and Redmen all had organizations and many constructed buildings of their own. Medford's A.F. and A.M Building, the Medford I.O.O.F building, and the Redmen's Hall have been demolished. The Medford Elk's Building and former Woodmen of the World Hall remain standing. The Medford Elk's Building, (1915) was designed by Frank C. Clark in the Classical historic period style, and remains the most significant extant building in Medford associated with a fraternal organization.

3. Domestic Dwellings

Examination of a 1927 Sanborn map updated to 1956 indicates that domestic dwellings constitute large portion of the study areas, and can be expected to represent the largest number of resources. The majority of dwellings to be included in the survey area were constructed between 1884 and 1940, with the exception of some post-World War II residences built on the easterly edge of the Siskiyou Heights study area. Within the oldest sections of the city, -- in the Original Town, parts of the southwest and, northwest, and immediately east of Bear Creek -- are located the modest residences of working families. With individual exceptions, Medford's more prestigious homes appear east of Bear Creek, on Oakdale Avenue and Kings Highway, and along West Main Street-Jacksonville Highway.

Iradell Phipps House **S.O.H.S. Photo No. 8128**

In some instances, prominent older dwellings have been demolished. The Pierce-Phipps House, at the corner of Crater Lake Avenue and East Main Street was demolished in 1967. The W.I. Vawter House, a large Colonial Revival style dwelling which stood on the southeast corner of Eighth and Holly Streets, was demolished in 1973. Some older residential properties within the original town and to the west, south and east near Bear Creek have frequently changed hands or have been transferred into absentee ownership. In some cases architectural integrity has suffered. In other instances, longtime residents and their descendants have meticulously cared for the properties and their architectural and physical condition remains excellent.

It can be expected that research will reveal that many individual dwellings have significant historical associations as well as architectural significance. The greatest number of houses, however, are modest vernacular structures or bungalows constructed for working people and families. The following architectural styles can be expected among examples of Medford's domestic architecture:

19th Century Architectural Styles (1884-1900)

a. Vernacular (1880-1910)

A majority of 19th Century Medford houses will be vernacular dwellings. Medford grew with the railroad, the fruit industry and the timber industry. While some merchants, professional persons and industrialists were able to build fine homes, most residents were either laborers, worked for the Southern Pacific Railroad, picked and packed fruit, or worked in box factories. Their houses were simple structures and were quickly constructed according to plans by local builders. Using regional ideas and their own experience, these builders employed common characteristics of vernacular structures. The dwellings are typically one-and-one half to two stories, with gable or hipped roofs, either L- or T- shaped, and have simple decorative details, most notably found on the porch details, including turned posts, brackets or spindles.

b. Italianate (1860-1890)

The Italianate Style, with typically low-pitched hipped or gable roofs, overhanging eaves with decorative brackets, wood-frame construction with horizontal siding, tall windows with round or segmental arched lights, and bay windows, is not likely to be widely represented in Medford, because of the city's relatively late founding date. Examples may exist within the Original Town, or nearby in adjacent areas to the west and southwest. The William H. Barr House on Park Street is a significant example.

c. Stick and Eastlake Styles (1870-1900)

Characterized by steeply pitched gable roofs with gabled dormers, one and one-half, or two stories in height, houses in this style were often asymmetrically arranged with narrow vertical lines. Windows are often one-over-one double hung sash windows, bay windows and dormers. Shiplap siding and matched siding with "stickwork" and paneling sheathed the buildings. Typical decorative Eastlake details included spindles and knobs, turned columns, latticework, sunbursts, and curved brackets. The Shone-Charley House (c. 1895) on North Grape Street, with "stickwork," as well as spindles, roof cresting, garlands,

sunbursts and cutouts is an excellent intact example of the style. The Mary Nichols House (1896) at Minnesota and Crater Lake Avenue constitutes an example east of Bear Creek.

c. Queen Anne (1880-1900)

Several houses within the study area represent the Queen Anne Style. Characteristics of the style includes various combinations of roof shapes, irregular plans and massing, variously shaped windows, including straight topped, round topped and bays and dormers, wood frame construction and Eastlake decorative elements. Extant examples will most likely be found within the Original Town and in areas immediately adjacent to its boundaries. The J.H. Stewart House on South Oakdale Avenue and the Dillon Hill House on Kings Highway are known examples.

20th Century Styles (1900-1955)

d. Arts and Crafts (1900-1920)

Inspired by the English Arts and Crafts movement, the style rejected linear forms and appreciated handcrafting and local building materials, wood rock etc. Designs are characterized by intersecting, multiple roof lines which were steeply pitched. Windows had small multi-light panes. Prominent chimneys, the use of stucco, shingle, brick or horizontal sidings, sometimes in combination, are typical. The F.K. Deuel House on South Oakdale Avenue, with a porch projection, broad overhanging eaves and use of brick and wood shingles for wall sheathing is a prominent example. The Thurston Daniels House on East Main Street constitutes a second example of the style.

e. Craftsman/Bungalow (1900-1925)

Although exhibiting a wide range of sizes and varying details, dwellings in the Craftsman/Bungalow Style share certain common elements. The style is characterized by gable or hipped roofs, wide overhanging and sometimes flared eaves, exposed rafters, rectangular composition, double hung windows with small panes in the upper sash, rustic surface materials, and porches, supported by truncated posts. Dwellings in the Craftsman/Bungalow Style are well represented in Medford. The Ralph and Bertha Bardwell House on South Oakdale Avenue is a well-known example of the style.

By the 1910's the common "Builder Bungalow" had been refined and was built in scattered areas throughout the study area, particularly west and southwest of the original town, and east of Bear Creek. The structures were relatively small, one-and one-half story buildings with gabled roof, dormers, and projecting porches supported by posts of varying materials and shapes.

f. Colonial Revival (1890-1915)

Based on Colonial architecture of the 17th and 18th centuries, many variations of the Colonial Revival style were built. The Colonial Revival Style is characterized by rectangular form, gambrel or low pitched hipped and gable roofs, one-over-one double hung sash windows, dormers, bays and bows, occasional ovals with keystones, fanlights and transoms, as well by trim based on the eighteenth century interpretation of classical architecture --

garlands, swags, columns and dentil molding. A known example is the Delroy Getchell House on South Oakdale Avenue.

g. Historic Period Styles (1910-1935)

The Historic Period Styles are characterized by the simultaneous appearance of all historic modes. Between World War I and World War II architects designed buildings in various styles to suit the needs and tastes of individual clients. Included here are some of styles expected to be found with the Medford study area.

Louis Ulrich House, Minnesota Avenue S.O.H.S. Photo No. 5601

<u>English Tudor Style</u>

The style is characterized by steeply pitched gable roofs, often with gable dormers, a rectangular shape with vertical projections, bay, oriel, dormer and many paned windows, and Tudor-arched or round-arched openings. Construction is of brick, with the bricks sometimes set in intricate designs; wood frame with stucco finish; or a combination of brick and stucco. Excellent examples of the style in Medford include the Hamilton Patton House on Valley View Drive and the J.F. Reddy House on Oregon Terrace.

Colonial Style

The style is characterized by low-pitched hipped, gable, or gambrel roofs, bilateral symmetry, small paned windows, often with shutters, dormers and fanlights, and, for domestic buildings, wood-frame construction with weatherboard siding. The Frank C. Clark and the Chauncey Brewer Houses, adjacent dwellings on East Main Street, are examples of the style -- two stories in height, with symmetrically arranged multi-light windows over large panes, shutters, and prominent porticos.

Spanish Colonial and Mediterranean Style

This style is characterized by low-pitched hipped or gable roofs which are often tiled, wooden or wrought-iron railings, balconies, and window grills, round-arched window and door openings, casement windows, and wood frame construction with smooth or textured stucco wall surfaces. Mediterranean style buildings have less ornamentation. The O.O. Alenderfer House, on South Oakdale Avenue, with low pitched roof covered with red clay tiles, multi-light double hung sash and casement windows, smooth stucco exterior, and wrought iron railings is an example of the style.

Mission Revival Style

Typified by low-pitched, tiled curvilinear parapets rising above the roofline, projecting roof beams, and square towers crowning the roof, representatives of the style also exhibit round-arched window and door openings and small-paned windows. The Arthur Arms Apartment Building on South Holly Street constitutes an example of the style within the Original Town.

Norman Farmhouse Style

Typified by steeply pitched gable roof and gable porch roof, houses in this style are usually one-and one-half stories tall. Windows and door openings are round arched or segmental-arched and windows small panes. Various building materials are employed including wood shingles, stucco or bricks. Extant examples of the style in Medford are most likely to be found east of Bear Creek on South Oakdale Avenue or along West Main Street, west of South Oakdale Avenue.

j. Oregon Rustic/National Park Style

Characteristics of the style include moderately pitched gable roofs, large stone chimneys, numerous small windows with many panes, log construction, half round logs, board and batten or shingled siding, unpainted, and natural materials such as river boulders or rough stone used in foundations or as siding for first-floor levels. The J.P. Naumes House, with steeply pitched gable roof, stone lower walls and chimney, and casement windows, is a prominent example on South Oakdale Avenue. Dwellings located at 201 Crater Lake Avenue and 1202 East Main Street were also designed in the style.

k. Modernistic or Art Deco Style

Designs in this style broke away from traditional designs and reflected the age of technology. The style is characterized by the use of concrete,

limestone, marble, glass, glazed brick and tiles. Roofs are stepped or flat and walls employ rounded corners, curved and rounded decorative elements and large windows with metal sashes or rounded curved windows. Geometric ornament includes chevrons, zigzags, fluting, sunbursts, and vertical and horizontal banding. The Jackson County Courthouse and Fluhrer Baker Building are examples of the style.

l. International Style

The International Style continued to break with classical and traditional architectural forms. Characteristics of the style include a flat roof, no ornamentation, geometric layout with intersecting planes in balanced but asymmetrical composition, corner and ribbon windows, and continuous smooth wall surfaces. The Albert Orr House on North Barneburg Road is a residential example of the style in Medford.

m. Northwest Regional Style

Buildings in the Northwest Regional Style did not appear in Medford and other rural areas of the state until after 1946. The style is characterized by broad overhanging gable or hipped roofs covered with shingles. An asymmetrical floor plan, large glass windows of various shapes, and unfinished or unpainted wood siding comprise other elements of the style. Buildings are often integrated into wooded environments. The Jack Day House at 23 South Foothill Road and a residence at 2109 Dellwood Place constitute local examples of the style.

Public and Social Organizations

a. Government Buildings

As the county seat, Medford contains structures that have associations with federal, state and local government. Resources can be expected to include a post office, city hall, county courthouse, and public works structures. The U.S. Post Office and Courthouse Building remains standing on West Sixth Street. The Jackson County Courthouse (1932) stands on South Oakdale Avenue. The Medford City Hall has been demolished. In 1908 the Central Fire Hall was built, and in 1910 the Annex at the corner of Sixth and Front Streets was completed. The Central Fire Hall may be the oldest remaining public building in Medford.

For many years a large governmental complex serving Medford and Jackson County stood outside the city limits on city-owned property on Highway 99 south of Barnett Road. The buildings included county shops, fairgrounds, a U.S. Dept. of the Interior warehouse and the National Guard Armory. With the exception of the armory, these resources have been demolished and relocated elsewhere.

b. Schools/Libraries

Medford's first school was held in a one-room building on South Central Avenue. In the summer of 1884 a frame school house was built on West Main Street and in 1891 was moved to West Tenth Street where it still stands. A larger building, constructed the same site in 1891, burned in 1895. Washington School formally opened on the present site of the Jackson County Courthouse in 1896. Lincoln School was built North Bartlett Street in 1906,

and in 1909 a high school was erected at Fifth and Bartlett. Roosevelt and Jackson Schools were built in 1911. In 1925 a new high school building was constructed on North Holly Street and the former structure became the junior high school. In 1931 Medford Senior High School Building was built on South Oakdale Avenue, and the same year a new Washington School building was erected on South Peach Street, in preparation for construction of the new County courthouse. St. Mary's Academy was built in 1908, following that institution's move from Jacksonville.

In 1903 the Medford library Association was organized and a library started in a local drug store. In 1908 the Greater Medford Club started a free reading room and library with donated books from the older library. This organization was instrumental in implementing construction of the Carnegie Library in 1912.

c. Churches

The earliest churches in Medford were built between 1884 and 1899. These included the Presbyterian Church, (1887/1896), (present building was built in 1926), at Holly and 8th Streets; the Methodist Episcopal Church (1893) at North Bartlett and 4th Streets, (present building built on West Main Street in 1925); Baptist Church (1886) and the Christian Church (1887) at Ivy and Sixth Streets. The Roman Catholic Church (1888) first stood at North Front Street, (the present building on North Oakdale Avenue was dedicated in 1928); the Lutheran Church (1904) first located on Jackson Street, is now situated on the corner of North Oakdale and Fourth Street. The Episcopal Church, originally located at West Main and Holly Streets, built a new structure in 1916 on corner of North Oakdale Avenue.

Some wood frame churches of undetermined date are situated within the study area. A survey/inventory will reveal the history of these buildings and determine whether or not the extant buildings retain their original purposes or have been adapted to other uses.

d. Fraternal

Fraternal lodge organizations were an important part of Medford's establishment. The A.O.U.W. organized in 1884, the Knights of Pythias in 1890, the I.O.O.F in 1886, the A.F. and A.M. in 1890, and Woodmen of the World in 1896. The Redmen formed in 1904 and the Elks organized in 1909. Many of these organizations used borrowed rooms for their meetings, but some constructed buildings with commercial spaces on the ground floor and lodge rooms on the second story. The Elk's Building at the corner of East Main Street and Central Avenue and the Woodmen of the World lodge building on North Grape Street appear to be the sole remaining fraternal structures within the study area wholly intended for lodge use.

e. Community Halls

Early civic clubs were instrumental in establishing many of Medford's social and cultural amenities. The Ladies Aid Society, social and civic in nature, was organized in 1884 and functioned into the 1890's. The Lewis and Clark Club was formed to promote the Lewis and Clark Exposition, but worked to beautify Medford after the exposition was completed. In 1907 the organization's name was changed to the Greater Medford Club. The Commercial Club, formed during the first decade of the century to promote settlement in

Medford, constructed an exhibit building near the railroad to advertise Medford to travelers. The University Club and the Colony Club were social organizations founded by wealthy easterners who settled in Medford or its environs. Research and field work may indicate additional potential halls or club buildings that remain within the study area.

f. Cemeteries/Monuments

The Eastwood/ I.O.O.F. Cemetery, Medford's oldest cemetery, was begun in 1890 when the fraternal organization established it on a hillside east of Bear Creek. Retaining its original plan, the cemetery contains a wide range of mortuary art styles, and contains examples of skilled craftsmanship and local materials. The cemetery contains the graves of many of Medford's most prominent residents. The Oregon Granite Co., a related business, has operated in Medford since the 1890's.

Included in the category of monuments are markers which identify historic buildings, sites or events within Medford. The majority of the markers are expected to recall people, locations of buildings or dates of events for which no other tangible evidence remains. Known examples include a marker placed for a beloved Medford teacher, a memorial monument to slain constable, and a former railroad depot site. Survey work may reveal additional markers.

g. Parks/Recreation

The Southern Pacific Railroad donated the block on West Main Street between Holly and Ivy Streets to the City of Medford for a public park. The Greater Medford Club laid out plans for the city park, purchased a fountain and sponsored additional landscape efforts. The block where the public library now stands was sold to the City by C.C. Beekman for $250. These two blocks constitute the primary nodes of park land within the study area. Hawthorne Park, former site of the Pacific and Eastern Railway yards, and is situated east of Bear Creek and south of Jackson Street. The property was developed as a park during the 1940's. Jackson Park, north of Jackson Street, was developed in the early 1960s.

Industry/Manufacturing

a. Lumber/Milling

Lumbering and milling have long been important enterprises in Medford. A steady timber supply enabled mills to operate consistently through the years and small companies were scattered throughout Jackson County near ready supply sources. Because the mills required large tracts of land to function, the majority of resources associated with the theme were situated outside of the Medford city boundaries. During and after World War II commercial sawmills such as Medford Corporation, Timber Products Inc., and KoGap, have operated large complexes adjacent to the Medford city limits.

Although the organization of the timber industry has changed in the past decade and economic decline has led to the dismantling of some of the plants, lumber activity remains part of the economy of the region. Field review within the Original Town and the Clark-Narregan study areas may reveal some extant resources associated with the timber industry during the 20th century. In particular, the area near the Southern Pacific Railroad, the major

transportation route for decades through the industrial core of the town, had industrial buildings and equipment clustered near it.

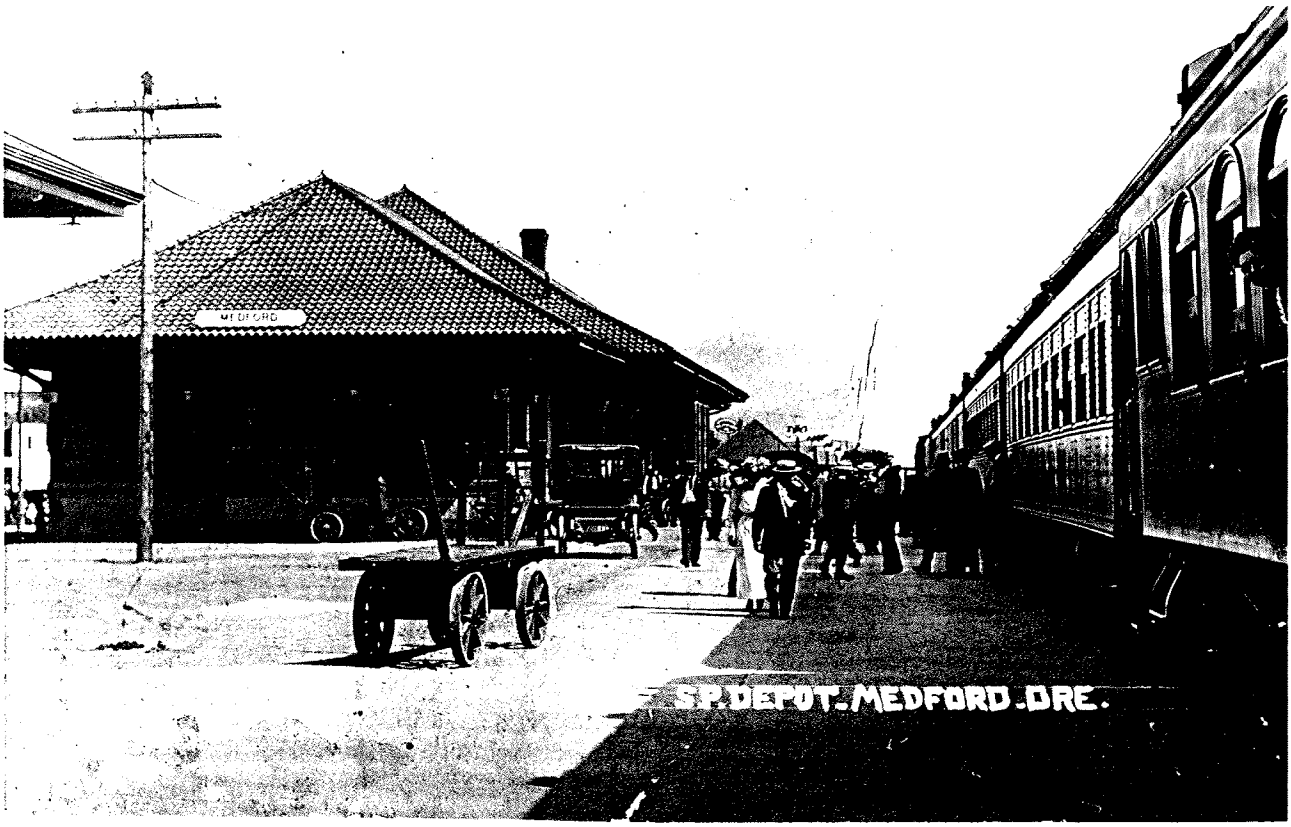
Transportation/Communication

Transportation and Communication comprised an important part in the early growth and development of Medford. Tangible components of these themes, roads, bridges, the railroad, and resources associated with telephone/telegraph communication should be found within the study area.

a. Railroad

The Southern Pacific railroad enters Jackson County east of Grants Pass and exits through the Siskiyou Mountains south of Ashland. Although most of the railroad's structures have been repaired or replaced since construction through the county in 1884, the route followed by the tracks remains constant.

Railroad resources found at Medford, a major station on the Southern Pacific line, may yield tangible evidence of the efforts employed to facilitate transportation through the city during the early 20th century. Although the railroad resources may be similar to others throughout Oregon and the west, they are significant locally due to their increasing rarity and potential historical importance. The resources are evidence of the dominance of rail transportation in Medford during the late 19th and early 20th centuries.



Southern Pacific Railroad Depot S.O.H.S. Photo No. 5177

The Southern Pacific Railroad Passenger Depot (1910-1911) is the most prominent extant resource associated with the railroad's development. Designed by Southern Pacific staff engineers, and constructed of concrete and brick in the Mission Revival style, the depot replaced an earlier wood frame structure. Other associated railroad resources may include other railroad buildings, structures or equipment within the study area.

A second railroad endeavor in Medford was a line built in 1891 by the Portland-based Honeyman and DeHart Company to run between Medford and Jacksonville. In 1893 the railroad, leased to W.S. Barnum, and known as the Jacksonville Shortline, had depots located in Jacksonville and Medford. The line continued to operate under varying management until 1900 when Barnum bought the road, operating as the Rogue River Valley Railroad at that time.

A plaque marks the site of the Medford depot on West Main Street near the Southern Pacific tracks on Main Street. Although the former Barnum Garage on North Front Street has been demolished, it is possible that other resources related to the operation of the Rogue River Valley Railroad will be discovered.

The Pacific and Eastern Railway, originally known as the Medford and Crater Lake Railroad Company, planned to run between Medford and Butte Falls, was completed in 1907. Timber companies and travelers used the railway lines through the next decade and in 1920 timber businessman Millard Olds purchased the line. Olds and James E. Brownlee, who owned a mill in Medford, cooperated to haul logs to the mill for processing. A larger company was founded in 1924 when James S. Owen of Wisconsin bought the Brownlee-Olds railroad and sawmill and with others, incorporated the Owen-Oregon Lumber Company. Medford Corporation succeeded the former organization in 1932. While the center of the railroad operations did not lie within the study area, it is possible that future survey work may reveal some resources associated with the line.

b. Roads

Historic roads within the study area are significant because they evoke associations with earlier transportation routes and methods. Riverside Avenue, originally a 19th century road through the Rogue Valley, formed an important north-south route with the platting of Medford.

In the early 20th century, with the formation of the Pacific Highway, the road was further developed. The highway, which stretched all along the western states from California north through Washington, was significant to Medford, as well as the state and nation, as part of a major early highway system developed through the western states. The emergence of the automobile and the increasing improvement of the highway dramatically affected Medford and particularly land use within the Original Town.

The sale and repair of automobiles led to construction of many new buildings as well as the destruction of others. Businesses related to travelers' comfort, tourist courts and restaurants, opened in great numbers along the route to serve the traveling public. As a section of the former Pacific Highway, Riverside Avenue within the study area may reveal resources associated with early travel -- including buildings related to automobiles and tourist accommodations.

Additionally, the Medford-Jacksonville Highway, which extends past the study area west of the city, constitutes an important early travel route between those two communities. A review of resources along West Main Street near the western borders of the historic interest area may reveal resources associated with the development of that route. Main Street east of Medford was part of an early eastside county road system that included Hillcrest Road, Valley View Road, Payne and North Phoenix Roads.

B. Bridges

Soon after Medford's founding, expansion across Bear Creek made it necessary to construct a bridge across that stream. In 1886 a petition to the county court asked that a bridge be constructed with Jackson County and Medford sharing the cost. The new bridge was completed, but was destroyed four years later during heavy flooding in 1890. A second wooden bridge was built but replaced in 1902 with a steel bridge. In 1912 the steel bridge was moved to Jackson Street and a concrete bridge erected at the Main Street crossing. The concrete bridge at Cottage Street was constructed in 1930 and remains in place. The Main Street bridge has been replaced (1991-1992) and the Jackson Street bridge has been extensively rebuilt. Survey of the Bear Creek area may reveal remnants of earlier bridge construction.

d. Telephone/Telegraph

Telephone communication was established in Medford in 1893 when Dr. E.B. Pickel had a telephone line installed between his home on Bartlett Street and his office on Main Street. In 1894 the Home Telephone and Telegraph Company installed a city telephone system and in 1896 the Pacific States Telephone and Telegraph Company opened a long distance toll station. Medford's extensive growth during the first decade of the 20th century was enough to support both of these companies, but also forced both to secure larger facilities. In 1908 the Pacific Telephone and Telegraph Company relocated to North Central Avenue. The Home Telephone and Telegraph Company, a local stock holding company, constructed a two story brick building at 218 West 6th Street, now the building of the Rogue River Valley University Club.

The Pacific Company continued on North Central until their main office on North Bartlett was constructed in 1926. In 1927 the Pacific Company discontinued their business office and local telephone service. A building constructed for the Pacific Home Telephone Company at Fifth and Bartlett Streets, was designed by the firm of Dougan and Chrisman with Frank C. Clark as local supervising architect. The building had a major addition completed in 1940-1941. (L.Scott Clay, Pacific Telephone and Telegraph Company Building, Nomination to the National Register of Historic Places, 1981).

Distribution Pattern of Resources

Because no formal survey has been completed within the study area, no precise locational data is available. The following discussion is a predictive study based on research, Sanborn Map evaluation and examination of each sub-area. The analysis of the resource distribution pattern is organized according to the eight historic interest areas identified in Medford. These include the Original Town, (which includes the city's commercial core), Summit-Fairmount, Oakdale-Barr, Clark-Narregan; Beatty-Edwards and Whitman Park areas. East of

1950

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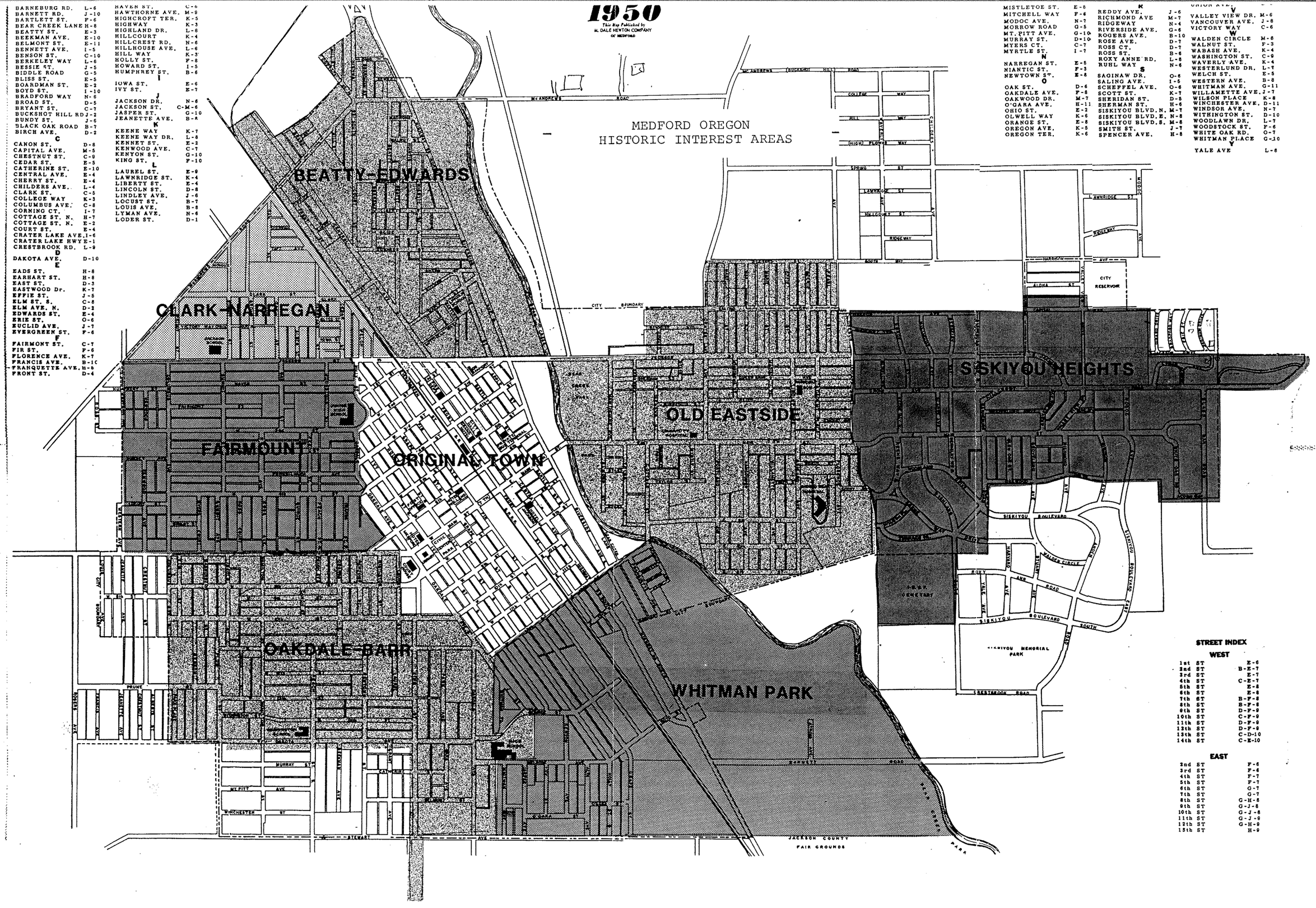
OF MEDFORD

MEDFORD OREGON
HISTORIC INTEREST AREAS



BARNEBURG RD.	L-6
BARNETT RD.	J-10
BARTLETT ST.	F-6
BEAR CREEK LANE	H-8
BEATTY ST.	E-3
BEEKMAN AVE.	E-10
BELMONT ST.	E-11
BENNETT AVE.	I-5
BENSON ST.	C-10
BERKELEY WAY	L-6
BESSIE ST.	J-5
BIDDLE ROAD	G-5
BLISS ST.	E-5
BOARDMAN ST.	E-2
BOYD ST.	I-10
BRADFORD WAY	N-6
BROAD ST.	D-5
BRYANT ST.	C-7
BUCKSHOT HILL RD	J-2
BUNDY ST.	J-6
BLACK OAK ROAD	B-7
BIRCH AVE.	D-2
C	
CANON ST.	D-8
CAPITAL AVE.	M-5
CHESTNUT ST.	C-9
CEDAR ST.	E-5
CATHERINE ST.	E-10
CENTRAL AVE.	E-4
CHERRY ST.	E-4
CHILDERS AVE.	L-4
CLARK ST.	C-5
COLLEGE WAY	K-3
COLUMBUS AVE.	C-8
CORNING CT.	I-7
COTTAGE ST. N.	H-7
COTTAGE ST. N.	E-2
COURT ST.	E-4
CRATER LAKE AVE.	I-6
CRATER LAKE HWY	E-1
CRESTBROOK RD.	L-9
D	
DAKOTA AVE.	D-10
E	
EADS ST.	H-8
EARHART ST.	H-8
EAST ST.	D-3
EASTWOOD Dr.	K-7
EFFIE ST.	J-5
ELM ST. S.	C-8
ELM AVE. N.	D-2
EDWARDS ST.	E-4
ERIE ST.	O-6
EUCLID AVE.	J-7
EVERGREEN ST.	F-6
F	
FAIRMONT ST.	C-7
FIR ST.	F-6
FLORENCE AVE.	K-7
FRANCIS AVE.	B-10
FRANQUETTE AVE.	H-8
FRONT ST.	D-4

HAVEN ST.	C-6
HAWTHORNE AVE.	M-9
HIGHCROFT TER.	K-5
HIGHWAY	K-3
HIGHLAND DR.	L-6
HILLCOURT	K-4
HILLCREST RD.	N-6
HILLHOUSE AVE.	L-6
HILL WAY	K-3
HOLLY ST.	F-8
HOWARD ST.	I-5
HUMPHREY ST.	B-6
I	
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OHIO ST.	E-2
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Bear Creek are the Old East Side and Siskiyou Heights areas. Platted additions and city annexations have also been studied to determine area boundaries.

Much of the study area bordering the Original Town on both the west and east sides of Bear Creek is comprised of land annexed to the city in 1901. In great part, the outside borders of the present study follow city boundaries. Stewart Avenue, long the southerly limit of the city, constitutes the southern boundary of the study area. McAndrews Road borders the study area on the north and Western Avenue on the west. Jackson Street borders much of the study area to the north, east of Bear Creek. A southerly boundary on the east side, encompassing the I.O.O.F. Cemetery, has been defined according to appropriate the 1901 annexation date and boundaries.

Within each study area known and expected property types and styles are discussed. Approximation of the total number of developed properties to be reviewed within each area has been gained by examination of a 1927 Sanborn Map (updated to 1956) and from "windshield" observation. In many instances, the areas remained little changed from the initial map date of 1927. Many neighborhoods will be changed by infill dwellings and road and freeway construction, as well as by expansion of the commercial district. A survey should establish that the total number of significant resources is much reduced from the approximate 4000 improved properties indicated by maps.

There are three boundary definitions to the area within the present study. Much of the potential survey area lies within the Medford city boundaries as they existed in 1955. Additionally, there are resources which lie between the 1955 city limits and the city limits as they presently exist. Finally, there are resources that lie within the present city limits and the Urban Growth Boundary. As part of a county-wide survey, Jackson County has identified historic properties which lie within the present Urban Growth Boundary. (Please see the Jackson County Cultural and Historical Resource Survey and accompanying map). These properties are presently the responsibility of Jackson County until annexations to Medford occurs and the land is brought into the City.

1. Original Town

Platted in December, 1883, Medford's Original Town, containing the commercial core, civic square and residential areas, is the oldest of the study areas. Situated on even terrain west of Bear Creek, the Original Town is completely surrounded by the other districts that comprise the historic interest areas. The Original Town is bounded by Jackson Street on the north, Twelfth Street on the south and Oakdale Avenue on the west. Bear Creek forms a distinct boundary on the easterly edge of the area. The Original Town was platted in a grid pattern with streets running in a northwesterly, southeasterly direction parallel to the railroad tracks. Intersecting streets cross at right angles.

Medford's commercial core is comprised of the north and south sides of Main Street, Sixth Street between Riverside Avenue on the east, Holly Street on the west, and for a distance of one or two blocks, on intersecting streets. With the largest single concentration of commercial resources, the core area contains retail stores and service businesses, financial institutions and business offices.

Main Street Looking East (ca. 1935) S.O.H.S. Photo No. 9278

On Eighth Street individual commercial buildings extend from Bear Creek to Holly Street on the north side, and from Riverside Avenue to Front Street on the south side. Additional commercial buildings can be found on Fourth and Fifth Streets from Riverside Avenue to Front Street. The entire business district is bordered by Bear Creek on the east, by Fourth and Fifth Streets on the north, by Holly Street on the west, and by Tenth Street on the south.

A review of 19th century Sanborn maps confirms that the original commercial district was comprised of wood frame buildings along Main and Front Streets. These wood buildings have all been replaced. The 1927 Sanborn map, updated to 1956, indicates that both brick and concrete commercial buildings of a wide variety of uses, line both the south and north sides of Main Street, as well as Sixth street, on part of 5th Street, and on the intersecting streets of Central, Bartlett, Riverside, Front, Fir, Grape and Holly Streets. Within the area may also be found government buildings, theaters, office buildings, banks and retail shops.

Historical research suggests that reduced residential use within the Original Town lessens the likelihood that service businesses such as grocery stores will still function in the commercial district. Similarly the development of the motel industry along the major travel routes of Riverside and Central

Avenues will have increased the possibility that downtown hotels have disappeared.

In addition to the commercial district, the Original Town is comprised of residential areas which contain the greatest concentration of older dwellings within the city. The northwest and southwest areas of the Original Town continue to be devoted primarily to residential use. In the northwest area of the Original Town, residential streets include Oakdale Avenue, Ivy, Holly and Grape Streets and the intersecting streets of West Second, Third, Fourth, fifth, and Sixth Streets. In the southwest area Holly, Grape, and Ivy Streets, intersected by West 9th, 10th and 11th Streets are lined with residential structures.

Interspersed among residences west of the commercial district are churches and schools, particularly on Holly Street, Jackson Street, Oakdale Avenue and West Main Street. The dwellings are either one or two stories in height and stand on lots approximately 50 feet in width. It is expected that the residential areas of the Original Town will contain dwellings in both 19th century and early 20th century styles, particularly vernacular houses and Craftsman/bungalows. There will likely be individual dwellings of particular styles such as Queen Anne and Stick/Eastlake.

In addition to single dwellings, the Original Town contains lots with two single units, duplexes, and apartment buildings. Many of these units were adapted from older dwellings, or constructed during the war in response to the demand for dependent housing created by the development of Camp White. Many of the multiple-family dwellings in the city are single-story court apartment buildings or older homes that have been converted into apartments or rooming houses. Other structures, such as the Schuler Building and the Arthur Arms, were constructed specifically as apartment complexes.

With their proximity to the railroad tracks, Fir, Front and Grape Streets within the Original Town, have historically been developed to transportation, storage and industrial uses. Sanborn maps indicate that a survey may reveal extant brick or concrete warehouses of varying original uses such as fruit processing, timber production, and moving and storage facilities. Fruit cold storage and warehouses are particularly prevalent on South Front, South Fir and South Grape Streets.

Pronounced changes within the Original Town have occurred with the expansion of the commercial district, the creation of the civic square, and with the development of the major roads such as Riverside Avenue, Central Avenue, Main Street and Interstate Five. The changes have resulted in the loss of both early commercial buildings and older dwellings.

Older residential areas were lost as the commercial core expanded, particularly during the 1920s. Auto sales and repair businesses brought new buildings into Medford's commercial district. The commercial district also grew during the World War II years. After the war, growth was so pronounced that it moved out of the Original Town to other areas. The phenomenon of used car sales came after World War II and big lots for storage and display of vehicles were developed. Many commercial buildings and some residences were destroyed as blocks were given over to automobile sales lots.

During the 1960's and 1970's six blocks of early residences on South Oakdale, South Ivy, and South Holly Streets, as well as on intersecting streets, were destroyed for the construction of a city hall, federal building and county justice building. Older residences along Riverside Avenue disappeared as the Pacific Highway developed and associated businesses acquired land for new purposes, including auto repair, sales, restaurants, and tourist accommodations. Central Avenue followed the same pattern but was developed at a later date. The construction of Interstate Five between 1961 and 1965 meant the destruction of more residences. In addition, individual residences have been lost to fire and replaced by newer structures. Infill has replaced some older houses, particularly in west Medford.

The 1927 Sanborn map (updated to 1956) indicates that at that time there were approximately 600 structures within the Original Town area. Study of more recent aerial mapping indicates that the number may now stand at approximately 400 structures.

2. Summit-Fairmount

The Summit-Fairmount study area, located west of the Original Town, is situated on even terrain and bounded on the west by Western Avenue, on the north by Jackson Street, on the east by Oakdale and Holly Streets, and on the south by West Main Street. The area is bordered on the north by the Clark-Narregan area and on the south by the Oakdale-Barr area. To the east lies the original town. Additions within the study area include Summit Avenue (1910); Fairmount (1909); Hillview (1910); Crescent (1910); Palms (1905); Myers (1911); Roanoke (1909); Crowell's (1906); Lewis Bungalow (1908); Rose Avenue (1911); Kenwood (1909); Bryant (1906); and Wolverton (1909).

The Summit Avenue area developed extensively with the orchard boom. Older residences are probably located closer to Main Street and the central part of the city. Most of the dwellings were constructed between 1908 and 1922. Map study indicates that the entire area is primarily comprised of dwellings with similar building setbacks constructed on evenly sized lots. A few commercial structures stand on the north side of West Main Street. McLoughlin Junior High School is situated within the area.

The southerly half of the area, from West Second Street south to West Main Street, contains primarily older residences. The northerly half of the Summit Avenue area, north of West Second Street, contains later development of the 1940s. Orchard or farmland was marked for housing development and modest affordable dwellings were constructed to accommodate the post-World War II population increase.

Residential streets north of West Main to West Second Street, including Ross Court, Summit Avenue, Quince and Peach Streets most likely contain vernacular builder styles and Craftsman/Bungalow dwellings. There are also probably a few 19th century homes in the area. West Main Street was originally developed as a location of fine dwellings, and while some of these residences remain standing, much of the route has gradually been converted to other uses.

3. Oakdale-Barr

The Oakdale-Barr area, lying southwest of the original town on even terrain, is bounded by West Main on the north, by Lewis Street and Columbus Avenue on the west, by South Oakdale Avenue on the east and by Dakota Avenue and Stewart Avenue on the south. Located southwest of the Original Town, the area is bordered on the north by the Summit-Fairmount area and on the east by Whitman Park. Some large acreages in the southwest area were divided and platted as additions. Additions within the Oakdale-Barr sub-area include (among others) Highland Park (1909); Oak Grove (1910); Ross (1906); Park (1888); Barr's (1888); Rose Park (1910); Sunnyside (1907; Tuttles (1910); Woodlawn Heights, (1909) and Emig's Addition (1909).

The Oakdale-Barr area developed early with residences, most of which stand near the boundaries of the Original Town, along the main transportation routes. Eventually these areas were redeveloped. The south third of this quadrant was developed in the 1910s to 1950s. Several pockets of older dwellings exist in addition to several neighborhoods comprised of post-World War II dwellings.

South Oakdale Avenue was consistently the location of some of the most prominent dwellings from Medford's founding until the 1930s. A range of architectural styles may be expected on the street due to the long range of its construction period, including Queen Anne, Craftsman and Period Style dwellings.

In the Oakdale-Barr area a surveyor can expect to find bungalows and vernacular builder's houses, particularly along the northern and eastern edges of the area. There are also pockets of infill within the area's center. Ninth, Tenth and Eleventh Streets, south of Main Street, are comprised of older dwellings with some replacement structures. West of South Peach lie infill areas or new development. Mt. Pitt Ave, Winchester to Stewart Avenue, and the area west of South Peach Streets are developed with modern residences. Jeannette, Chestnut and Columbus Avenue also have newer infill dwellings. Washington School stands within the area. The largest of the study areas, the Oakdale-Barr area contains approximately 1200 developed properties, and the greatest portion of these are residences.

Kings Highway from Stewart Avenue to Garfield Street is included for its importance as a route lined with significant dwellings. This older county rural route extends south of the former southerly city limit of Stewart Avenue. The road, as a rural extension of King Street has historic associations with the city. In its development patterns Kings Highway bears great similarity to Oakdale Avenue. Some of Medford's oldest houses stand along these routes. Early in the century the area surrounding Kings Highway was devoted largely to orchard use. The orchards were gradually removed and dwellings developed on the land.

5. Clark-Narregan

The Clark/Narregan area, triangular in shape, is bounded by Jackson Street on the south, by McAndrews on the west and by the Southern Pacific Railroad on the east. The study area is located northwest of the Original Town and is bordered on the south by the Summit-Fairmount area and on the northeast by the Beatty-Edwards area. Additions include Mingus (1891); Mary Place (1911);

Gray's (1906) and Narregan (1905). Several 19th century vernacular dwellings originally stood along Clark and Narregan Streets. Most of these have been replaced by dwellings placed there in the 1910's and after World War II. The lots in this area tend to be larger than in other west side residential areas, indicating a less predictable or organized development pattern.

The Clark-Narregan neighborhoods were composed of laboring families who supported Medford industries and businesses. Several non-residential resources once stood in these neighborhoods, including churches, stores and schools. Jackson School is located within the area on the north side of Jackson Street. Examples of neighborhood markets once located on the south side of Jackson Street, may remain standing.

The Clark-Narregan area can be expected to contain primarily older vernacular dwellings. Sanborn maps indicate that the area bounded by West Clark, Broad, West Jackson and Oak contains dwellings on varying size lots. Infill dwellings are particularly prevalent in the area defined by McAndrews, Oak and Mingus. Sanborn map review indicates that there are potentially 275 developed properties standing within the study area.

6. Beatty-Edwards

The Beatty-Edwards area is bounded by Bear Creek on the east, by the Southern Pacific line on the west and by Jackson street to the south. An irregular boundary at the northerly portion of the area includes North Cottage Street and part of McAndrews Road. The Clark-Narregan area borders the pertinent study area on the west. Additions within the area include Riverside (1908); Quintal (1906); Cottage (1888); Beatty (1888); Wildwood (1909); Edwards Place (1909); Meekers (1888;) Whitney (1889) and (Hockenyos) (1929).

The study area can be expected to consist of commercial structures as well as residential dwellings. Riverside Avenue and Central Avenue are comprised of several automobile related enterprises, particularly remnant tourist courts and auto repair shops. It is also possible that a few public buildings may stand within the area.

The area can be expected to contain some examples of older dwellings, particularly vernacular cottages, along the eastern edge of the area. The area between North Central Avenue, East Clark, and Niantic Streets should contain extant older dwellings. The area between Bartlett, Maple, and Putnam Streets includes houses and Lincoln School, the oldest extant 20th century school building in Medford. Residential use has changed with development of the area and many extant dwellings have not been well maintained.

Along the western boundary of the area along the railroad tracks up to McAndrews Road one may find some industrial resources, possibly associated with the fruit industry. Warehouse complexes and timber related resources may also be extant along the Southern Pacific line. Sanborn maps indicate that the area bounded by McAndrews, Court and Beatty Streets once contained industrial buildings, some of which may still be standing. In the 1950's a large steel company and concrete production complex existed in the area.

In the mid 1950's several undeveloped areas lay between McAndrews Road and Oak street, however, infill may have eliminated these expanses in more recent years. Vacant land along Riverside has increasingly developed to commercial

use. Sanborn map review indicates that there are potentially about 100 resources within the area.

7. Whitman Park

The Whitman Park area is bound by Stewart Avenue on the south and by Twelfth Street on the north. Oakdale Avenue borders the area on the west and Bear Creek lies on the eastern edge of the study area. The Whitman Park area, which is contained on flat ground, is bordered on the north by the Original Town, and on the west by the Oakdale-Barr area. Additions in Whitman Park include Helms Addition (1889); Lumsden Addition (1889); Davis' First (1894); South Park, (1911); Ossenbrugge (1912); (Oakhurst) 1911; Carleton (1912); Orchard (1911); and Whitman Park, (1907).

Research indicates that during the late 19th and early 20th centuries, some residences existed in the area. Orchards and their supporting industries, fruit packing and storage, shared the district. Fuel businesses -- for automobiles and home heating units as well as for the fruit industry -- also were developed. The area can be expected now to contain a mixture of commercial and residential uses. South Holly, South Ivy and South Grape Streets should still be comprised primarily of dwellings, including Craftsman/Bungalow style houses. Central Avenue, within the pertinent area, probably contains primarily transportation related commercial businesses, most of which were developed after World War II. Sanborn map study indicates that approximately 260 developed properties stand within the area.

8. Old East Side

The Old East Side area lies east of Bear Creek and east of the Original Town. It is bounded on the west by Bear Creek, on the north by Jackson and Stevens Streets, on the east by Eastwood Drive and Oregon Terrace, and on the south by a former survey line that extends from Bear Creek to the northwesterly corner of the Eastwood/IOOF cemetery. The area comprising the Old East Side slopes gently toward the east from Bear Creek and contains some areas of pronounced rise. Prominent additions within the East Side study area include Laurelhurst (1911); Queen Anne (1908); Humphrey-Knight (1910) Humphrey-Andrews (1910); Conroy-Clancy (1910); East Main Addition (1911); Medford Heights (1910); Jackson (1907); Cottage Home (1895); Fruitdale (1908), and Imperial 1910.

Road patterns have been important in the development of the Old East Side. The present route of East Main Street followed an old county road on its present course out Hillcrest Road to the orchards and North Phoenix Road. Crater Lake Avenue developed in importance with increased travel to Crater Lake. Originally a city street known as Roosevelt Avenue, and perhaps part of an early county road system, the route joined the Crater Lake Highway system after the creation of the park in 1902. (The present diagonal Crater Lake Highway was not developed until much later). The road was tangible evidence of Medford's claim to be the "Gateway to Crater Lake".

The east side's earliest development occurred in the 1890's near Bear Creek and extended along lower East Main Street from the creek to approximately Eastwood Avenue. Farmland gradually was converted to residential areas. After 1900, as the Original Town lots filled, development turned increasingly toward the east and an extensive residential area with both modest and prestigious

homes was developed through the 1920's. Farther out on the east side stood farm houses on expansive farmlands.

The Old East Side contains some of the largest and earliest homes built east of the creek between 1898 and 1930. Many of these stood on East Main Street and were located on large acreages. The James Owens House, for example, remains on extensive grounds. The J.F. Reddy House on Oregon Terrace, built in 1907, stands on land that was once part of a large parcel and later was divided into smaller lots. Many of the larger parcels have been developed by infill dwellings which were constructed after World War II.

The residential character of East Main Street changed with the construction of Sacred Heart Hospital and the Community Hospital. When the hospitals were erected, medical offices gradually moved to those areas. Physicians who had been located in the Medford Center Building during the 1920's and 1930's opened offices on East Main Street, either in adapted residences or in new structures. Complexes such as the Medford Clinic Building were built expressly for medical offices. In the 1960's the hospitals moved further east and north onto campus-like facilities and the medical offices again followed. Several prominent residences have disappeared. The commodious Pierce-Phipps House at the corner of East Main Street and Crater Lake was demolished in 1967 and was replaced by an office building.

Frame houses, occasionally interspersed with masonry dwellings, stand on evenly sized lots in the area west of Crater Lake Avenue and south of Jackson Street. Frame houses also stand east of Crater Lake Avenue. Crater Lake Avenue, once lined with residences, sees increasing multi-residential and commercial use. Farther to the east within the Old East Side study area, dwellings stand on large and irregularly shaped lots. The Medford Heights area in particular, including Bundy, Florence and Ashland Streets, contains dwellings on larger lots. Pockets of infill dwellings can be expected to be found in areas where large parcels remained undeveloped at the end of World War II.

A variety of types and styles can be expected in the Old East Side area. With the exception of Corning Court, Medford Heights and the area around the former site of Sacred Heart Hospital, streets are modest in character and are comprised primarily of older dwellings. Vernacular dwellings will likely be found on Cottage Street, Tripp Street, East Eighth, East Ninth Street, Taylor and Myrtle Streets. It is unlikely that many dwellings exhibiting characteristics of specific 19th century styles remain extant. Most of these residence stood on lower East Main Street toward Bear Creek and have been demolished.

Within additions platted between 1907 and 1912 wood frame bungalows predominate. Portland Avenue and Willamette Avenue contain many examples of modest bungalows. Queen Anne Avenue and Geneva Street, developed and marketed as a particularly desirable residential area, contains examples of Craftsman-Bungalow dwellings as well as residences constructed in the Historical Period styles. Additional examples of stylistically sophisticated dwellings are located farther out on East Main Street on both sides of that route.

Maps indicate that approximately 900 structures were standing within the East Side study area in 1956. With the exception of some commercial buildings, a hospital, a school, and a few specialized uses, the majority of the resources

are residential in character. One might expect to find schools, and churches within the area.

9. Siskiyou Heights

The Siskiyou Heights area, named for one of the additions within it, is located east of the Old East Side study area on gently sloping land. Mature trees and vegetation characterize much of the landscape. Siskiyou Heights study area is bordered by Oregon Avenue and Capital Avenue on the north, Eastwood Drive and Oregon Terrace on the west, by Black Oak Drive on the east and by Oakwood Drive and Terrace Drive on the south. Additions within the area include Westerlund Heights (1927); Siskiyou Heights (1910); Valley View (1911); (Glen Oak (1926); Wellington Heights, 1925; Country Club Park (1928); and the Williams Subdivision (1928). The largest part of the study area was annexed to the city in 1925, and was known as a prestigious area characterized by fine homes.

During the 1910s promotional efforts were made to develop the Siskiyou Heights area. The boundaries of the district were established early and some dwelling construction occurred there by 1910. An expanding population and renewed economic prosperity between 1920 and 1930 brought additional expansion of Medford's physical boundaries across Bear Creek. Several new residential areas developed in Siskiyou Heights, Wellington Heights and Westerlund Heights. Within these additions and subdivisions in the expanding east Medford environs many new dwellings --among them architect designed homes for wealthy families -- were constructed. Successful orchardists, lumbermen and merchants initiated the construction of distinctive residences and by years' end in 1929 and 1930 the local newspaper contained photographs of newly completed structures. Siskiyou Heights continued to develop after World War II on the eastern reaches of the study area, and the Rogue Valley Country Club further influenced development. Infill dwellings appeared during the years of expansion following the war on previously undeveloped tracts of land.

A range of architectural styles may be found within the area including Craftsman/Bungalows dwellings constructed before 1915. Increasingly evident, however, are examples of dwellings in the Historic Period styles, most of which were built between 1920 and 1930. Architect designed homes are more prevalent in this area because wealthier individuals sought homesites on prestigious streets and were able to contract with architects for dwelling designs.

Valley View Drive, Hillcrest Road, Modoc Avenue, Glen Oak Drive, Barneburg Road, Berkeley Way, Highland Drive and Keene Way are major streets through the area. Much of Siskiyou Heights is comprised of large lots containing sizeable dwellings. The 1927 Sanborn Map (updated to 1956) indicates that approximately 370 dwellings existed within the Siskiyou Heights area at that time.

EVALUATION

This section of the inventory document consists of three parts: a planned evaluation methodology, the condition and integrity of resources, and historic landmark designation.

Methodology

When an inventory is completed Medford resources will be evaluated on the basis of clear, objective criteria to arrive at results which can be widely accepted as valid. Objective criteria are especially helpful when a project will be reviewed by a number of individuals or considered by committees. The context document should provide a method by which future surveyors may determine the relative significance of buildings or sites in the study area and will make possible a determination of the periods of significance for resources contained in the inventory.

When a formal Medford historical resource survey is conducted, evaluation methodology should be based on the system used in San Francisco and conducted by Charles Hall Page and Associates, Inc., for the Foundation for San Francisco's Architectural Heritage published in Splendid Survivors, (1979). This system was also used in the Portland Historic Resource Inventory coordinated by Virginia Guest Ferriday, Portland Bureau of Planning (1981-1982). In more recent years the system has been approved for use in several Oregon surveys including those for Josephine County, the City of Ashland, and Jackson County.

Stylistic classifications of buildings will be coordinated in further inventory study with architectural style classifications developed by Marion Dean Ross, Professor Emeritus, University of Oregon, and Elisabeth Walton Potter, Oregon State Historic Preservation Office, in collaboration with author Rosalind Clark in Architecture Oregon Style (1983). This work, a guide to architectural styles in Oregon, was produced for the City of Albany with assistance from the Oregon State Historic Preservation Office.

All resources reviewed in the evaluation process will be rated using pre-established criteria. The criteria were designed to fit the needs of this project; however, they were based on those of the National Register of Historic Places and the weighted factor rating system used by the Oregon State Advisory Committee on Historic Preservation in determining eligibility of resources for National Register nominations. The National Register criteria, to be used in any future survey for evaluating historic resources, are as follows:

The quality of significance in American history, architecture, archaeology and culture is present in districts, sites, buildings, structures and objects that possess integrity of location, design, setting, materials, workmanship, feeling and association, and:

A. that are associated with events that have made a significant contribution to the broad patterns of our history; or

B. that are associated with the lives of persons significant in our past; or

C. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

D. that have yielded, or may be likely to yield, information important in prehistory or history.

For evaluation purposes, the criteria are divided into three broad categories -- architectural significance, environmental significance, and historical significance. They are arranged in a form that is patterned after the San Francisco inventory and evaluation. The three broad categories of significance are divided into several criteria which will be considered separately.

Each of the criteria in the three categories of architectural, environmental and historical significance, will be rated on a four-level scale: Excellent (E), Very good (VG) Good (G) or Fair/Poor (F/P). An explanation of each rating is given on the accompanying pages. A progression of numerical values will be assigned to each four-level scale of rating for each separate criteria. While the rating of Excellent, Very Good, Good, Fair and Poor will stay the same for each criteria, the numerical values change. A higher numerical value is given, for example, to the area of Historical Significance, 44 possible points. Environment has 21 possible points and Architecture, 35 possible points. This is done primarily because of the lack of buildings of definite style, and the high incidence of structures with historical significance. Numerical scores will not be assigned to each criteria or total scores tallied until all buildings have been rated (E, VG, G, FP) to avoid prejudice in the process itself. It is only possible to assume that buildings within a higher range are more significant than those within a lower range.

An evaluation worksheet will be completed for each property and individual ranking records on each inventory site will be retained on file in the Medford Planning Department. Copies of the criteria and sample ranking sheet are contained within this segment of this document.

A Historic Inventory Advisory Committee, perhaps consisting of members of the Medford Historic Commission, would contribute valuable perspective to the project. The Committee would preferably meet during the evaluation period and review the proposed process and work through the process with the study of several properties. After completion of a survey/inventory project, the criteria and methodology should be officially presented to the City of Medford officials for recognition and acceptance. Public information and comment will be welcomed and encouraged throughout the project.

Condition of Resources

A wide range of resource types should be included within a future survey. It is expected to be comprised of houses, schools, churches, commercial buildings, a cemetery and miscellaneous individual structures. The stylistic examples of residences and commercial buildings would most likely include Vernacular, Queen Anne, Italianate, Bungalow/Craftsman, Period Colonial Revival, Classical Revival, Period Tudor, Spanish Colonial, Art Deco and

Rustic Styles. Construction types would include primarily frame and masonry. The architectural condition and integrity of the resources would vary considerably. In all instances the resources exhibiting substantial integrity would have been maintained in original condition with intact massing, configuration and exterior materials. Dwellings with less integrity would have received changes to their overall massing, as well as alterations to their rooflines, windows and sheathing.
Several resources within the study area have been demolished, have burned, or have been relocated. Changes have been caused in large part by the construction of replacement structures on sites occupied by older buildings. Fire has played a role also in the destruction of earlier historic structures.

Historic Landmark Designation

The majority of significant resources within the survey area will most likely have been built between 1890 and 1930. They should retain sufficient architectural integrity to evoke the period of their construction and be cohesive examples of their styles. They should retain their association with nearby properties as well as their historic associations with a primary owner, occupant, or purpose.

Medford contains some buildings and structures of considerable architectural and historical significance -- such varied resources as the Jackson County Courthouse, the Medford Elk's Building, Lincoln School, the Sparta Building, the South Oakdale residential district, and many individual residences. Additional resources -- and these comprise the greatest number -- are more modest dwellings. Commercial buildings, institutional structures such as schools and churches, comprise additional important city resources.

As part of their Comprehensive Plan, the City of Medford has maintained a 1-A list which is comprised of National Register properties within the City. In addition, the document contains a 1-B list which is comprised of a list of locally designated landmarks. The following properties are contained on that list as "potentially significant sites:"

Southern Pacific Railroad Depot
147 North Front Street

Sparta Building (now listed in the National Register of Historic Places)
405 East Main Street

Hamlin Building
128 East Main Street

"Grandma's Christmas Corner Building"
322 East Main Street

Central Fire Hall and Annex (1913)
East Sixth Street and North Front Street

Harris Building
10 North Central Avenue

Union Club
126 West Main Street

Cargill Court (demolished)
331 West Sixth Street

Haskins Drug Store
213 East Main Street

Weeks and Orr Building
114 West Main street

Phipps Building (Now listed in the National Register of Historic Places
225 East Main Street

Hubbard Brothers Building
335 East Main Street

Littrell Building
313 East Sixth Street

Walker Building
417 East Main Street

First Presbyterian Church
85 South Holly Street

Goldy Building
101 East Main street

University Club
218 West Sixth Street

"Woolworths"
39 North Central Avenue

"Jueden's Appliances" (F.K. Duell Building)
226 East Main Street

Foster and Marshall (Lake Hotel Building)
134 West Main Street

Lawrence Jewelers (Nickelson Hardware)
234 East Main Street

"Stone" House
East Main And Willamette Avenue

Sheppard-Muirhead House
2003 Hillcrest

H. Fluhrer House
Portland Avenue

David Homes House
Modoc Avenue

"Fat City" (United Grocers Warehouse)
East Tenth and Front Streets

Earhart House
945 North Riverside Avenue

KSYS Television (Kay Building)
34 South Fir Street

"Library Park"
Holly and Main

Hamilton-Patton House (Listed in the National Register of Historic Places.
245 Valley View Drive

"Burch's"
34 North Central

Hiron Tripp House
11 Tripp Street

Jackson School
630 West Jackson Street

Powers House and Carriage House
Portland Avenue

Llewelyn Banks House
1000 West Main Street

George Roberts House
1815 Crown Street

A survey will identify primary, secondary and minor properties and will form the basis for a more complete Medford Landmarks list. The following properties lying within the study area are listed in the National Register of Historic Places:

Andrew J. Fredenburg House
243 South Holly Street

South Oakdale Historic District
South Oakdale Avenue

Corning Court Historic Ensemble
Corning Court

Jackson County Courthouse
Eighth Street and Oakdale Avenue

Sparta Building
405 East Main Street

Frank Chamberlain Clark House
1917 East Main Street

Hamilton and Edith Patton House
245 Valley View Drive

Tayler-Phipps Building
225 East Main Street

Schuler Apartment Building
38 North Oakdale

Cargill Court (demolished)
331 West Sixth Street

Medford I.O.O.F. Cemetery
Siskiyou Boulevard and Highland Avenue

U.S. Post Office and Courthouse
310 West Sixth Street

Medford Elk's Building
202 North Central Avenue

Liberty Building
201 West Main Street

Fluhrer Bakery Building
301 West Sixth Street

Medford Carnegie Library
413 West Main Street

Medford Hotel (destroyed by fire, 1988)
406 West Main Street

Barnum (Grand) Hotel
204 North Front Street

Wilkenson-Swem Building
217 East Main Street

Dr. E.B. Pickel Rental House
815 West Main Street

Dr. John F. and Mary Reddy House
122 Oregon Terrace

Shone-Charley House
305 North Grape

West Side Feed and Sale Stable
29 S. Grape Street

Edgar Hafer House (Perl Funeral Home)
426 West Sixth Street

TREATMENT

It is apparent that Medford contains resources that contribute significantly to the community's sense of place and character. This section outlines future survey and inventory priorities and considers preservation strategies which can establish effective methods of managing cultural resources.

Future Survey/Inventory Priorities

The present study suggests that the top priority for future work must be a thorough and intensive inventory of Medford's historic resources within study areas defined by the context document. Due to the size of the city's potential historic areas, it may be necessary to review them in sequence. The most critical area to study is the Original Town. Estimates place developed properties at approximately 400. A survey would determine which of these resources are significant. Contained within the Original Town are both the city's commercial core and neighborhoods which contain important older dwellings. Field work should be conducted to record the architectural features and historic significance for structures within this area. Additional areas in order of review might be Clark-Narregan, Edwards-Beatty and the Old East Side --areas which experience redevelopment pressures. These should be followed by Summit-Fairmount, Oakdale-Barr, Whitman Park and Siskiyou Heights.

Protective Strategies

The City of Medford should institute measures to help protect and preserve its historic resources. Pressure on older structures has risen intensely with development and these resources are frequently threatened with demolition and replacement. Expanding commercial development and road expansion threatens additional older neighborhoods. Continual vulnerability to fire, and inappropriate remodeling also compromise historic structures and frequently result in a loss of integrity to both commercial and residential historic buildings.

Recommendations

Specific recommendations for protective strategies follow, arranged in order of priority. The City of Medford Oregon should:

1. Continue to apply for grant funds to carry out survey and inventory work for each of the identified study areas, the Original Town, Oakdale-Barr, Summit-Fairmount, Clark-Narregan, Beatty-Edwards, Whitman Park, Old East Side and Siskiyou Heights. Establish protective ordinances and create measures to designate and protect historic resources.

2. Ensure upon completion of the any portion of the survey/inventory project, that the final document is officially accepted by the City Council and that formal landmark designation is granted to significant properties.

3. Following adoption of a survey/inventory of any part of the city, an ordinance outlining demolition or relocation standards should be sustained. Minimum protective measures should require review and approval by the Medford City Council of requests for alteration and demolition of designated sites, as well as policies for documentation and relocation of properties which cannot be preserved on site.

4. Support the maintenance of an inventory, including the addition of new resources, and deletion (without destroying the information) of resources which are gone. The inventory should be kept up-to-date by consistent review on a regular basis, including field checks and addition or deletion of pertinent material.

5. Communicate frequently with other City offices and provide planners and other compliance reviewers with information on inventoried properties for use in planning and review procedures. Encourage community educational opportunities throughout the City regarding the historic interest areas.

6. Encourage the use of federal tax credits for rehabilitation of eligible income-producing properties and develop incentives to assist property owners in the protection and preservation of their buildings.

Criteria

Architecture

A. Style: Significance as an example of a particular architectural style, building type, or convention.

E - Especially fine or extremely early example
VG - Excellent or early example
G - Mediocre example
F/P - Of little particular interest

B. Design/Artistic Quality: Significance because of quality of composition or detailing

E - Excellent
VG - Very Good
G - Good
F/P - Fair or Poor

C. Materials/Construction: Significance as an example of a particular material, method of construction, or craftsmanship

E - Especially fine or extremely early example
VG - Excellent or early example
G - Good example
F/P - Of little particular interest

D. Integrity: Significance because it retains its original design features, materials and character.

E - No changes or very minor changes
VG - Minor changes which do not destroy the overall character
G - Major changes to portions of the site, building, structure or object with remainder intact, or overall character changed but recoverable through restoration.
F/P - Altered substantially, (includes extreme deterioration)

E. Rarity: Significance as the only remaining or one of few remaining properties of a particular style, building type, design, material or method of construction.

E - One of a kind
VG - One of few remaining
G - One of several
F/P - One of many

Environment

A. Landmark: Significance as a visual landmark.

E - A site, building, structure, or object which may be taken as a symbol for the community or region as a whole.
VG - A conspicuous and well-known structure, site, building or object in the context of the community or the county.
G - A conspicuous and well-known structure, site, building or object in the context of the neighborhood.
F/P - Not particularly conspicuous or well-known.

B. Setting: Significance because the current land-use and landscape surrounding the property contributes to the integrity of the pertinent historic period.

E - Excellent
VG - Very Good
G - Good
F/P - Fair to Poor

C. Continuity: Significance because the property contributes to the continuity or character of the road, neighborhood, or area.

E - Of particular importance in establishing the character of an area.
VG - Of importance in establishing or maintaining the character of an area.
G - Compatible to the dominant character of the area.
F/P - Incompatible with the dominant character of the area.

History

A: Person: Associated with the life or activities of a person, group, organization, or institution that has made a significant contribution to the community, state, or nation.

E - Has particularly strong associations with the life of a person, group, organization, or institution of significant contribution.
VG - Has strong associations with the life of a person, group, organization, or institution of significant contribution.
G - Has association with the life of a person, group, organization, or institution of significant contribution.
F/P - Has no notable association with the life of a person, group, organization, or institution of significant contribution.

B: Event: Associated with an event that has made a significant contribution to the community, state or nation.

E - Has a particularly strong association with an event that has made a contribution to the community, state or nation.
VG - Has a strong association with an event that has made a significant contribution to the community, state or nation.
G - Has some association with an event that has made a significant contribution to the community, state or nation.
F/P - Has no notable association with an event that has made a significant contribution to the community, state, or nation.

C: Patterns: Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the community, state or nation.

E - Has particularly strong association with broad patterns of cultural, social, political, economic, or industrial history in the community, state, or nation.
VG - Has strong association with broad patterns of cultural, social political, economic, or industrial history in the community, state or nation.
G - Has some association with broad patterns of cultural, social, political, economic, or industrial history in the community. state, or nation.
F/P - Has no notable assocation with the broad patterns of cultural, social, political, economic, or industrial history in the community, state, or nation.

D. Information: Resource has yielded, or may be likely to yield, information important in prehistory or history.

E - Has yielded, or may be likely to yield, information that is extremely important in prehistory or history
VG - Has yielded, or may be likely to yield, information that is important in prehistory or history
G - Has yielded, or may be likely to yield, some information regarding prehistory or history
F/P - Is unlikely to yield any important information regarding prehistory or history

Final Evaluation

Based on total cumulative points for each site, building, structure, or object evaluated for architectural, environmental, and historical significance in the community and county, the resources will be placed in the following summary categories:

Primary Importance - Individually the most important sites, buildings, structures, or objects in Medford, distinguished by outstanding qualities of architecture, relationship to the environment and historical associations.

Secondary Importance - Sites, buildings, structures, and objects which are not outstanding distinctiveness or rarity architecturally, may have experienced some loss of environmnental integrity, but have sufficient historical significance to make them worthy of preservation.

Minor Importance - Sites, buildings, structures and objects which are less significant examples of architectural, structural and environmental context, and have less historical relation to the community, state and nation. This may include the loss of distinctive, original design, and often insensitive remodelling. Severe deterioration may also have occurred. Loss of architectural integrity and significant alteration of the environmental setting, have severely detracted from the historical significance of the site, building, structure, or object.

Evaluation/Rating Sheet

SITE NUMBER _____

ADDRESS _____

FINAL SCORE _____

RANK _____

Architecture
(35 possible points)

A. Style
- E _____
- VG _____
- G _____
- F/P _____

B. Design/Artistic Quality
- E _____
- VG _____
- G _____
- F/P _____

C. Materials/Construction
- E _____
- VG _____
- G _____
- F/P _____

D. Integrity
- E _____
- VG _____
- G _____
- F/P _____

E. Rarity
- E _____
- VG _____
- G _____
- F/P _____

Environment
(21 possible points)

A. Landmark
- E _____
- VG _____
- G _____
- F/P _____

B. Setting
- E _____
- VG _____
- G _____
- F/P _____

C. Continuity
- E _____
- VG _____
- G _____
- F/P _____

History
(44 possible points)

A. Person
- E _____
- VG _____
- G _____
- F/P _____

B. Event
- E _____
- VG _____
- G _____
- F/P _____

C. Patterns
- E _____
- VG _____
- G _____
- F/P _____

D. Information
- E _____
- VG _____
- G _____
- F/P _____