

SURVEY-INVENTORY FORM

COMMUNITY CULTURAL RESOURCE SURVEY

1. NAME Longview Civic Center Historic District
Historic

and/or Common

2. LOCATION see continuation sheet UTM References:
Street & Number Zone Easting
Northing
- not for publication

City, Town Longview - vicinity of

State Washington County Cowlitz

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

4. OWNER OF PROPERTY
Name see continuation sheet

Street & Number

City, Town State
- vicinity of

5. MAJOR BIBLIOGRAPHICAL REFERENCES see continuation sheet
Hare, S. Herbert, Landscape Architect. Jefferson Square Construction Drawings.
Kansas City. 1922-1923. Deposited in Longview Room, Longview Public Library.
Long-Bell Files, Correspondence with Hare and Hare. Deposited in Longview Room,
Longview Public Library.
McClelland Jr., John M., R. A. Long's Planned City, The Story of Longview. Bicentennial
Edition. Longview. Longview Publishing Co. 1976.

6. FORM PREPARED BY
Name/Title Michael L. Neuschwanger, Architectural Apprentice

Organization	City of Longview Urban Services & Building Department	Date	May 15, 1985
Street & Number	1525 Broadway	Telephone	577-3330
City or Town	Longview	State	Washington 98632

7. DESCRIPTION

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

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

The Longview Civic Center Historic District consists of the Monticello Hotel, the Longview Public Library, and the Longview Main Post Office, which are set in grounds fronting the central park, Jefferson Square. As noted in the thematic nomination within the descriptive section, Jefferson Square was positioned centrally in the city's core area, formed as a rond point to the primary diagonal arterials of Longview. The civic center acts as the western terminus of Broadway, which cuts through the urban commercial core to the site of the demolished passenger train station.

The civic center is located on high ground of the valley floor, in an area which features a grove of big leaf maples that were existing at the time of Longview's settlement. The park, buildings and grounds are characterized by formal, symmetrical arrangements, individually, with an overall emphasis on the east-west axis of Broadway. The axial arrangement is found in the organization of Jefferson Square and the bays of the Monticello Hotel's park facade, which are closely related to one another, and are in alignment with Broadway's central esplanades and sidewalks.

see continuation sheet

Verbal boundary description: see continuation sheet(2)

Acreage:

8. SIGNIFICANCE

Specific dates 1923-1934

Builder/Architect

level of significance: state

a. History

The Longview Civic Center Historic District originated as an integral element and focal point in the planning and development of Longview. Early conceptual planning of the civic center was executed by the city planners Hare and Hare, with architectural services rendered by the firm of Hoit, Price, and Barnes. Both of the firms were under contract with the Long-Bell Lumber Company for the development, and all were from Kansas City. (Please see thematic nomination for general history of Long-Bell and Longview.) The conceptual plans for the center included several civic and cultural buildings gathered about and fronting the central park of adjacent side streets. The proposed buildings were derived from Georgian and Classical sources, and were to be constructed of brick and terra cotta tile. The grouping was organized with a bilateral symmetry about the central east-west axis of the park and Broadway. The axis was to be bounded on both
(see continuation sheet)

b. Evaluation of Significance

The Longview Civic Center Historic District is significant to the State of Washington, representative of the City Beautiful Movement, by the gathering of symbolic civic, cultural and commercial elements within a formal, axially oriented center of the community plan. The planning of the civic center, by the prominent landscape architectural firm of Hare and Hare, in collaboration with notable architects, Hoit, Price and Barnes, all hailing from Kansas City, Missouri, established the basis for its evolution.

The contributing buildings within the district are fine examples of Georgian Revival and Classic Art Deco architectural styles. Jefferson Square, the central park which the buildings front, is an important example of urban landscape architecture of the period. The district also bears historical significance by its association with the Long-Bell Lumber Company and Robert A. Long, Chairman of Long-Bell-- the financiers

(see continuation sheet (7))

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 1

2. LOCATION - continued

1. Jefferson Square, 1400 Seventeenth Avenue
2. Monticello Hotel, 1405 Seventeenth Avenue
3. Longview Public Library, 1600 Louisiana Street
4. Longview Main Post Office, 1603 Larch Street

4. OWNER OF PROPERTY - continued

Jefferson Square
City of Longview
c/o J. Walter Barham, City Manager
1525 Broadway
Longview, Washington 98632

Monticello Hotel
Wasser & Winter Co.
P. O. Box 396, Longview
c/o Longview Agency, Steve Larsen
P. O. Box 1217
Longview, Washington 98632

Longview Public Library
City of Longview
c/o J. Walter Barham, City Manager
1525 Broadway
Longview, Washington 98632

Longview Main Post Office
United States of America
c/o Post Master, Randall Bristlin
1603 Larch Street
Longview, Washington 98632

5. MAJOR BIBLIOGRAPHICAL REFERENCES - continued

Torbitt, Norman, Architect. Longview Public Library, Construction Drawings. Longview, 1925. Deposited in Longview History Room, Longview Public Library.
Woodbridge, Sally B. and Roger Montgomery. A Guide to Architecture in Washington State. Seattle. University of Washington Press. 1980.

7. DESCRIPTION - continued

Verbal Boundary Description: Beginning at a point on the central east-west axis of Jefferson Square, proceed in a straight line, in a northerly direction along the left hand curb of Sixteenth Avenue, crossing the intersection of Louisiana Street and continuing to the intersection of Maple Street. Then proceed west along the left hand curb of Maple Street to the intersection of Eighteenth Ave., and proceed south along the left hand curb of Eighteenth Ave until the intersection of Olympia Way. Proceed south along the left hand curb of Olympia Way and the left hand curb of Louisiana Street until a point parallel to the western walkway in Jefferson Square. Proceed south across Louisiana Street and follow the curb of Jefferson Square along Seventeenth Avenue and continue west along the left hand curb of Louisiana Street until the intersection of Eighteenth Avenue and proceed south along the left hand curb of Eighteenth until the

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 2

7. DESCRIPTION - continued

Verbal Boundary Description - continued

intersection with Larch Street. Proceed east along the lefthand curb of Larch St. and proceed in a southeasterly direction along the curving left hand curb of Jefferson Square to a point directly across the street from the western edge of the post office's western property line. Then proceed across Larch Street, in a straight line, along the western edge of the post office's western property line, to the southern edge of the postoffice's property. Then proceed east along the southern edge of the post office's property line to Sixteenth Avenue. Then proceed north along the left hand curb of Sixteenth Avenue, crossing Larch Street and back to the point of origin.

Building and Park Description - continued

The square is flanked on its north side by the Longview Public Library, and to the south by the Longview Main Post Office. The hotel and the library are Classically influenced, Georgian Revival in style, faced in red brick and cream colored terra cotta panels. The post office is Classically influenced, Art Deco in style, faced in red brick and sandstone. The buildings are compatible in scale with one another, all featuring classical aspects of organization, form and elements of entry. A subtle sensitivity of the slightly more monumental post office is found in the parapeted end gables and slate roof of its frontal wing, which is similar to that of the library, it's antecedent.

The rond point is lined by elm trees, with pin oaks along the western entrances of Olympic and Washington Ways. The original hedgerows and shrubs of the square, and to a large extent, the hotel and post office are intact, providing further spatial definition to the individual entities of the district. The grove of maples, which extends through the park and into the library grounds, gives an assymetrical and more picturesque quality to the district, playing against the geometric layout of the buildngs and square.

The district retains much of its original integrity, with regard to the landscape and buildings. Although all of the buildings have undergone additions, the definitive architectural qualities of the buildings' exteriors, particularly the frontal sides, remain intact. The additions, for the most part are compatible in scale and function, with the original structures. The landscape, while altered by parking lots located behind and to the side of the hotel, library, and post office, is on the whole, remarkably intact. The trees and shrubs are now mature, and are maintained in a manner consistent with the original stylistic intentions. Thus, the character and the ambience of the civic center has evolved to be fully representative of the period in which the district first achieved significance.

The district is easily distinguished from neighboring areas by differences of building type, scale, style, and period of construction. Behind the hotel is the West Side Residential Addition, with one story contemporary houses on the street adjacent to the hotel grounds. To the east, is the Business District, with one and two story offices and the Longview City Hall, on a block directly fronting the square. The original city hall was Art Deco in style, designed by a local architect, George MacPherson, in 1936. It occupied the sme site as the present modern facility, fronting Broadway. The

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 3

7. DESCRIPTION - continued

structures situated along this edge of the district are modern in style and form and are generally smaller in scale. The city hall is similar in size to the library and post office and is constructed of red brick. To the north, behind the library, is the Lower Columbia College, which was largely built in the 1950's and 1960's. The area south of the district, behind the post office, is mixed residential, professional, and commercial and is dominated by structures less than fifty years old. Although the district is small in size, the tree canopies which tend to edge the district provide a substantial visual boundary to the setting, which is on the whole, quite pleasant.

Contributing Resources Within the District:

Jefferson Square

Jefferson Square, located at the center of Longview's urban core, is the rond point of the city's axial street system, and is the focal point of the city's civic center. The park measures 400' by 600', with the longer side running north-south. Within the park, a central raised terrace is located at the focal point of the easterly extending diagonal arterials of Washington Way and the blunted Olympic Way, and in perpendicular alignment with Broadway. The terrace, the sidewalk layout, and the corresponding shrubbery is organized symmetrically about the Broadway axis. Two octagonally shaped pivotal points which abut the terrace, terminate sidewalks running from all the major axes, emphasizing the sidewalks extending easterly, toward the commercial core. This emphasis is strengthened by the geometry of the terrace, which fronts the eastern diagonals as well as Broadway.

The back and sides of the terrace are enclosed by a grouping of ornamental coniferous trees such as cypress, hemlock and pine, which tend to be columnar or pyramidal in shape. The back side of the terrace has a single entrance, which is aligned with the central entrance loggia of the Monticello Hotel. The entrances to the terrace are marked by singular topiary holly trees. To the east, beds of rhododendrons and azaleas extend from the entrances into the park lawns. The terrace is trimmed by a box hedge, and has a planting bed at its center, echoing the overall shape. The concrete surface of the terrace features several decorative panels of pink concrete, stamped in a grid pattern.

In the park lawns, several specimens of deciduous trees, such as tulip, oak, ash and maple have been integrated with the grove of maple trees which were existing at the time of settlement. The arrangement has resulted in a balanced asymmetrical spatial design which is respectful of the parks symmetrical surface geometries. The design loosely defines spaces between the central terrace and the street edge, which is lined by elm trees. The sidewalk along the street is edged by shrubs and hedgerows featuring specimens such as Oregon grape, barberry, forsythia and honeysuckle.

In all the park planting called for 18 varieties of deciduous trees. Seventeen varieties of shrubs, 13 broadleaf evergreen species, and 13 coniferous tree species. Although some trees and shrubs have been lost through the years, the overall condition of the park is excellent. One notable alteration of the park is the placement of a

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME

Longview Civic Center Historic District

Page 3A

Jefferson Square - continued

bust of the city's founder, Robert A. Long, at the center of the terrace (1942).

Monticello Hotel

The Monticello Hotel is a six story brick and terra cotta faced building fronting Jefferson Square and Broadway to the east. The park facade and building grounds are largely symmetrical about the central axis of the square. The grounds occupy an entire block, bounded on the sides by Louisiana and Larch Streets, and to the rear by 20th Avenue. These streets are bordered by a canopy of maples and elms and by a large deciduous hedge. Along the front edge of the building, a row of rhododendrons and a small box hedge flank the entry walks.

The building's six story block is U-shaped, symmetrically arranged about its east-west axis, with an original three story wing on its southwest corner and a one story block directly to the rear. With the addition of a one story extension on the northwest corner, an overall rectangular plan is formed. Ten bays in width, the frontal facade features projecting end pavilions which are indicative of the side wings, and which flank a ground floor entry loggia. A slightly projecting pavilion of two bays gives emphasis to the central axis of the block.

The structure is a concrete, steel reinforced frame with a masonry system of infill. It is faced in red brick, laid up in common bond, with elements of detail constructed in cream colored terra cotta tile. The ground floor is articulated by a stylized, classical Doric order of paneled pilasters, which supports an entablature with a slightly projecting cornice. A tile beltcourse over molded panels extends the entablature to the sill of the second story windows. The loggia features paired Doric columns, a dentiled, projecting cornice, and a parapet which is slightly accrenelated over the columns. The top story, with belt coursing at the datum of the window sills, and a full entablature, featuring a projecting boxed cornice and balustrade, is suggestive of an attic story. The frieze, enriched by decorative panels, breaks forward over colonettes which articulate the attic window jambs. The frontal and side elevations of the six story are quoined; with three-quarter round spiral moulding at the corners and at the end pavilions.

Window types vary, particularly on the ground floor, which features double transomed, multipaned arched window within the loggia. Above the ground floor, the window frames are all double-hung sash, with six over one lights. Predominantly, window sills and lintels are trimmed in terra cotta tile, with jambs of brick. On the second floor and on the attic floor, within the pavilions and adjacent to corners, the trim of the openings is treated exceptionally, to emphasize these locations. The attic windows have bracketed projecting, boxed sills, with quoining at the jambs and decorative lintels in conjunction with the frieze. The exceptional second floor windows are trimmed with architrave surrounds, which carry panels flanked by volutes, upon which the third floor window sills rest.

The interior of the building, while largely altered, features extensive wood paneling and plaster ceilings with geometric tracery which exhibits a strong Tudor influence. In the lobby, the Corinthian order is enriched by a series of oil paintings, set within the frieze, and depicting scenes of northwest settlement.

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 4

Monticello Hotel - continued

Alterations to the exterior of the building includes the one story addition to the rear, and the alteration of several of the windows on the ground floor of the frontal elevation. Within the pavilions, ground floor windows which were originally transomed, have been removed and faced in brick, or altered. The loggia has been spatially altered in the northern bays, by a room set within the loggia and fenestrated by the original loggia sash. The grounds have been altered by the addition of a two story motel, faced in pink stone, on the northern edge of the property. The grounds, which originally contained a croquet course, tennis courts, and turfed play areas, have been covered by an asphalt parking lot. Elements constructed after 1935 do not contribute to the significance of the district.

Longview Public Library

The Longview Public Library is a large, one and one half story masonry building set within park grounds and fronting Jefferson Square. A small grove of big leaf maple trees which were indigenous and mature at the time of building construction, remain on the grounds, mostly to the west of the library. American elm trees which date from the period of construction, line the street edge to the front.

The dominant form of the building is a rectangular, gabled volume, seven bays in length along its broad side. From this main wing, smaller projecting wings and elements emphasize the building's frontal position and symmetry. On the central longitudinal axis is a pedimented entry portico to the front, a domed cupola at the apex of the gable, and a gabled wing projecting to the rear. Flanking this rear wing are subserviant side wings which also abut the rear of the primary wing. Chimneys are positioned at both ends of the main wing, set within the wall, and centered at the apex of the parapeted gable. The entire building is set on a raised, lighted basement, which is defined by a continuous water table.

The construction of the building's perimeter walls and main volumes is brick with a timber roof system. The main walling is red face brick laid up in Flemish common bond. Many exterior elements of detail, such as quoining, pilasters, the entablature and balustrade construction, as well as the entire base and water table, are faced in cream colored terra cotta panels. The roof is sheated in slate, and the dome of the lantern is in copper.

At the corners of the main wing at the junction of the portico, the main walling is quoined, beginning at the water table and terminating at the entablature. The full entablature with a plain frieze, dentils, boxed cornice, and balustrade extends along the eaves, broken forward by the projecting central portico and pavilion. The entablature abut the parapeted end gables, which is trimmed in a coping of terra cotta. The entry portico is tetrastyle, with fluted Doric pilasters supporting a full pediment and a decorated tympanum. The brick enclosed portico contains a semicircular arch, within which is set the broken pedimented entrance. Openings in the main wing are semicircular, arched windows which are vertically aligned over flat arched basement windows. Other first floor openings are also flat arched with radiating voussoirs and a central keystone. Sills, keystones and imposts are constructed of tile. The dominant window type is sash, of wood construction. The first floor windows are ten over ten sash, with a multi-paned transom.

In the interior, the reading rooms, delivery room, reference room, stairhall and vestibule remain in good condition with few alterations. On the central axis of the

1. NAME

Longview Civic Center Historic District

Page 5

Longview Public Library - continued

building is the small, a barrel-vaulted vestibule, followed by the stairhall which features a travertine faced floor, treads and risers. Directly behind the stairhall and to the rear of the main wing, is the delivery room, which is three bays long, with a barrel vault running with the transverse axis of the building. On either side of the delivery room, in the end bays of the main wing, are vaulted reading rooms. These rooms have fireplaces of marble, with classical mantels constructed of wood. The rooms are lined by paneled bookcases which align with the datum of wainscoting. All of the rooms have plaster walls with detailing constructed of wood. The delivery room is a fine example of classical construction, with colonaded entrances into the reading rooms, and originally into the main stacks within the pavilioned area to the rear. The fluted, Corinthian columns support a delicate architrave, frieze and cornice, from which the barrel-vault springs. The building and grounds have been altered by a large, one and one half extension to the rear, with a full basement. This addition was constructed in 1967. Elements of continuity between the original building and the extension include a similar color of brick walling and a terra cotta tile base and water table at the datum of the original building. In scale, the flat roofed addition is similar to the original, with its parapet terminating at approximately the same level as the entablature of the main wing. The addition is nevertheless clearly distinguishable from the original, in form, style and detail, particularly in the more contemporary feeling of its western facade. In the interior, the transition between the original stack area and the addition is not clearly defined, but it is distinguishable upon inspection.

The grounds, while retaining most of the older maple trees, have lost most of the shrubs planted at the time of the original building's construction. During the renovation of 1967, parking lots were added to the rear, on both sides of the addition, and suppressed below the grade of the lawns, at street level. Newer foundation plantings include the thriving southern magnolias on either side of the entry portico. The original grounds' plans, by Hare and Hare are stored in the library's archives.

Elements constructed after 1935 do not contribute to the nomination.

Longview Main Post Office

The Longview Main Post Office is a two story building set within hedged, tree-lined grounds fronting Jefferson Square to the north. The rectangular building is symmetrical in plan and elevation, with a centralized frontal wing flanked by the blind faced ends of side oriented wings. The frontal and side wings are characterized by sets of monumental pilasters, which are contained by massive corner blocks. The frontal facade is five bays wide, not including the corner blocks of the side wings, which is eight bays in width. The roof is flat, except for the parapeted transverse gable expressing frontal wing and the double-height lobby within.

The building walls, foundation and basement are constructed of concrete and concrete block, set on timber pilings. The exterior walls are faced in red brick laid up in Flemish bond. The base, pilasters, belt course and other architectural details are constructed of sandstone. The gabled roof is slate, with end parapets in brick with sandstone copings.

The frontal wing features a massive sand stone entablature, with the title "United States Post Office" carved in the stone. The pilasters and entablature are relieved by carved Art Deco elements of trim. The frontal arcade is abutted by quarter-rounded,

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME

Longview Civic Center Historic District

Page 6

Longview Main Post Office - continued

fluted pilasters which are transitional between the arcades and the massive projecting corner blocks of the side elevation. A sculpted bas relief eagle, also of sand stone rests on the quarter-rounded pilasters. The double-leaf, glazed entry doors are set in the central bay of the frontal facade, within the frames of the deeply set windows. The frames are constructed of aluminum and of aluminum painted wood, with five horizontal divisions with each bay. The windows are highly embellished, with linear, triangular and zig-zag Art Deco motifs. The frontal arcade is terraced, with low side walls containing the broad granite stairs and trim of the quarry-tiled landing.

The monumental pilasters of the side elevations are slightly projecting from the corner blocks, but otherwise are similar in form to the pilasters of the frontal facade. The pilaster support a sand stone fascia and beltcourse, brick parapeted wall and stone coping. The ground and second story windows are divided by aluminum painted wood spandrels. The monumental character of the fenestration is reinforced by the mullions which extend through the spandrels, running continuously from sill to head.

The building has received a two story addition in 1968 ² to the rear which is extremely sensitive and compatible to the material and character of the original. The brick and sand stone addition continues the base and pilaster treatment of the original, with slight modifications to the parapet, and simplifications to the aluminum window frames. The loading dock on the west elevation spans from the addition into the last bay of the original facade. Otherwise the side elevations of the original building remain identical.

The interior features a double-height lobby with a barrel vaulted ceiling. "The lobby floors consist of diamond patterned red and white veined marble framed by black and white veined marble strips and edging. The black marble is used for wall base strips with the red marble providing horizontal accent strips on the fluted walnut pilasters. Flat walnut panels with vertically inset gold-painted decorative panels are placed from the top of the counter windows to the barrel vaulted ceiling. The ceiling is covered with gold leaf paint, with painted floral borders at the wall junctures. Plaster is used for the end walls and plaster United States Seals adorn each end. Aluminum is used for window frames and the frame of the entry vestibule. The ceiling light fixtures are cast aluminum. The decorative theme is essentially Art Deco." ³

1. Anthony H. Anderson, Longview Main Post Office, Architectural Survey, 2-9-1984.
2. Ibid.
3. Ibid.

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 7

8. SIGNIFICANCE

a. History - continued

ends, by the hotel to the west and the passenger train station to the east. Most of these buildings were never constructed. However, within the first five years of settlement, the hotel, library, and train station had been built, fronting the park and esplanades.

The imagery of the Civic Center and Broadway was clearly representative of the City Beautiful Movement, which flourished in the first quarter of the twentieth century. The movement gained momentum by the Columbian Exposition, held in Chicago in 1892. The monumental, Classical buildings and grounds were designed by a collaboration of the country's leading architects, landscape architects and city planners, led by Architect Daniel Burnham; and Landscape Architect, Frederick Law Olmsted. A few years later, in 1901, Burnham and the Olmsted Brothers headed the Senate Park Commission in the restoration of L'Enfant's Baroque, axial plan for the District of Columbia.

There are several examples of the City Beautiful Movement in Washington State. Perhaps the most significant is the Capitol Campus in Olympia (circa 1910), with the largely intact grounds by the Olmsted Brothers and the buildings by Wilder & White of New York. The Olmsted Brothers played significant roles in the development of the University of Washington Campus, also. The Alaskan-Yukon-Pacific Exposition (1909) was their first completed work on the campus, with later adaptations for the university's functional requirements. Much of this work has been altered, but the core area is suggestive of early planning. Other notable examples of the City Beautiful Movement include the several blocks of the Metropolitan Tract in Seattle, with conjectural plans by Howell & Stokes of New York (1909-1929, largely altered); and the Spokane park system, built largely in the first quarter of the century according to plans by the Olmsted Brothers. Individually, these landscapes are some of the most significant in the state. The Longview Civic Center is also important individually, as well as in association with the overall development of Longview, as the central element of the city's plan.

The central park, entitled Jefferson Square, and the prominent Monticello Hotel and Broadway were constructed simultaneously during the winter and spring of 1922 and 1923, as part of the first phase of the city's construction by the Westlake Construction Company. Architect F. E. McIlvain of Kansas City was retained by Long-Bell to furnish construction drawings for the Hotel Monticello following the developmental drawings by Hoyt, Price and Barnes. The street layout, street tree planting, central park and the hotel grounds were designed by Hare and Hare. Located at the head of Broadway and at the center of the city's diagonal arterial system, the hotel and park are

(continued p. 8)

b. Evaluation of Significance - continued

and developers of the overall planning as well as a majority of the contributing resources of the district. With the founding of the city by R. A. Long on July 12, 1923 in Jefferson Square, the civic center has continuously fulfilled its symbolic purpose. Constructed early in the city's development, the Monticello Hotel, Longview Public Library, and the Longview Main Post Office are all important elements of the district, representative of Longview's active civic, cultural and commercial life throughout the city's history. Collectively, they form the most important representation of the original Longview plan.

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 8

8. SIGNIFICANCE

a. History - continued

symbolic in their scale and position of the ambitions of Long-Bell and the planners, for the development of Longview.

The rapid completion of the hotel and park were considered essential to Long-Bell to accommodate potential investors, and to provide an impressive image of the overall development. In a telegram to Mark Morriss dated August 22, 1922, Chairman of Long-Bell, Robert A. Long, stated, "Early completion of the hotel is tremendously essential to our city's interests, because of its commanding effect on our whole proposition causing investors to invest in our property instead of in immediate surroundings elsewhere." Westlake Construction Company was awarded the contract on a cost plus five percent fee basis, rather than allowing the time for competitive bidding. Samuel Mark Morris, General Western Manager of Long-Bell, as well as others, had reservations about this policy for Longview's development. In a letter addressed to Frederick Bannister, a Long-Bell executive in Kansas City, Morris wrote, "I think most of the men out here think the government owes them a living and those that don't think that way were born with the hook worm. Others have the idea that Long-Bell has a mint and that they are entitled to all they can get with the least effort." Despite arguments by Morris and others, and although a competitive bidding practice was eventually established, much of the city's initial building and street construction was contracted with Long-Bell on a cost plus percentage fee basis.

The city of Longview was founded by Robert Alexander Long in ceremonies held in Jefferson Square on July 12, 1923. The dedication ceremonies attracted at least 10,000 people, including various regional dignitaries. Speeches were given by Chairman Long, Congressman Albert Johnson and Governor Louis F. Hart. The festivities, entitled: "the Pagent of Progress" were an important part of Long-Bell's promotion of Longview, which had gained attention nationally in newspapers and magazines. The square and the hotel were the center of promotional tours given by Long-Bell during the pagent, which culminated in the grand opening of the Monticello Hotel, July 14, 1923. The evening banquet was attended by Washington Governor Louis F. Hart, Mayor Edwin Brown of Seattle, Mayor George Baker of Portland, George Long of the Weyerhaeuser Company and other regional dignitaries. Also in attendance was Edgar Piper, Editor of the Oregonian, "whose speech made the lumbermen uncomfortable when he saw fit to refer to the traditional impermanence of 'sawmill towns'." 4

The second building designed and built following developmental drawings by Hoyt, Price and Barnes, was the Italianate, Roman Classical Longview, Pacific & Northern Passenger Train Station. Chairman Long considered the train station a high priority in Longview's development, personally funded the construction of the \$125,000 brick and terra cotta building, which he then leased to L.P.&N. Construction drawings were furnished by Norman Torbitt for the station, which was dedicated December 31, 1925. Although the station was outside the historic district boundaries, the now demolished building is noted because of its conceptual and spatial importance in the development of the civic center and the Broadway axis.

The Longview Public Library, the next building to be constructed directly fronting the square, was financed privately by the benevolence of Robert A. Long, as a gift to the city. The building was constructed during 1925-1926, at a cost of \$150,000,

⁴McClelland, Jr., John M. R. A. Long's Planned City, The Story of Longview, (Bicentennial Edition, Longview, Longview Publishing Co., 1976.) p. .

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME Longview Civic Center Historic District

Page 9

8. SIGNIFICANCE

a. History - continued

plus an additional \$10,000 for an initial stock of books. The library represented the importance Long placed on the cultural and intellectual growth of the planned city. The building was dedicated April 28, 1926, in ceremonies attended by Chairman Long, and Dr. Henry Suzzalo, President of the University of Washington. The property was then deeded to the city, which after two years of continued financial support by Long, assumed full responsibility for the library's operations. The library also served as a meeting place for many local groups through the years. Notably, the Lower Columbia College, founded in 1935, held classes in the library basement during its formative years until 1953, when a permanent building was constructed.

The library was the last building constructed following the developmental drawings by Hoyt, Price and Barnes, with construction drawings by Norman Torbitt. Torbitt, who previously had been employed by Westlake Construction, in Longview, notably working on the hotel drawings. In a letter dated November 13, 1922, to Chairman R. A. Long of Long-Bell, Torbitt reported working on the mechanical systems for the hotel. Torbitt was hired by the Long-Bell Lumber Company on a two year contract which guaranteed the architect the commission of all of the buildings by Long-Bell in Longview from 1924 through 1926. The Georgian Revival Library is perhaps the most significant and intact of the public buildings designed by Torbitt in Longview during that period.

The Longview Main Post Office was the third and last building to be constructed directly fronting Jefferson Square during the early settlement period. The post office was financed by the Federal Government, built on a lot valued at \$50,000 and donated by the Longview Company, a division of Long-Bell. The post office represents a legacy of Depression Era Public Works Projects, which were built to aid local economies during a period of national emergency. Unlike many standardized post offices of the era, the Longview Main Post Office was designed by "outside" architects, Bebb & Gould and John Graham, of Seattle, Washington. The firm had previous federal experience in the design of the Seattle Federal Building. H. L. Copeland, an active local architect, was chosen as the local representative (see Thematic Nomination).

The Longview Daily News featured a drawing of the proposed post office in the March 22, 1931 Edition. "An architect's drawing reveals a substantial, attractive building contemplated, one which will be in harmony with the two already built." The Art Deco post office was described by the architects as "Modified Classic", possibly in deference to the "Classic" Georgian Revival hotel and library. Bebb & Gould, and particularly the partner John Graham, were prestigious Seattle architects noted for the adaption of Art Deco elements of style, with more classical principles of form and organization. Notable buildings by the firm during this era in Seattle include the Exchange Building (1930); Bon Marche (1929); Seattle Art Museum (1932); and the U.S. Public Health Service Hospital (1934). The firm also designed one other building in Longview, the Pacific Telephone & Telegraph Building, which is a contributing resource of this thematic nomination.

Work began on the building in August of 1932, by the A. M. Lundbert Company of St. Louis, which was selected on a low bid of \$169,000. Construction was delayed as a result of the bankruptcy of the Lundberg Company. The Maryland Casualty Company (bankruptcy receiver) selected the L. H. Hoffman Company to complete the building.

SURVEY-INVENTORY FORM
CONTINUATION SHEET

1. NAME

Longview Civic Center Historic District

Page 10

8. SIGNIFICANCE

a. History - continued

On September 23, 1933, in a ceremony presided over by Congressman Martin F. Smith, the cornerstone was finally laid. On April 15, 1934, the post office moved into the new building. (Historical information reported on the post office has been derived from the extensive individual nomination of the Longview Main Post Office to the National Historic Register prepared by Anthony H. Anderson for the U.S. Postal Service.)

The Longview City Hall, constructed in 1936, was an important public building located adjacent to the square, fronting Broadway to the north. The building was faced in stucco, in a Classicially influenced Art Deco style. It was designed by George MacPherson, a prominent local architect whose work is represented in the thematic nomination by the Gothic First Christian Church, the Classical Washington Gas & Electric Building, and the Art Deco facade of the Big Four Furniture Company. The building was important in the evolution of the Civic Center, housing the municipal government, the police and the fire station. The city hall was demolished in 1975 to allow the construction of a modern city hall on the same site.

Intrusions in the historic district have been limited to generally subordinate additions located behind or to the side of contributing buildings. Due to their generally suppressed positions and subordinate size, the additions are not highly intrusive to the appearance of the individual entities or to the district as a whole. These intrusions and alterations are discussed in the descriptive sections of the district. Although some contextual elements related to the planning of the civic center were demolished or were never completed, the district itself is representative of the period when it first gained significance. The ambience of the civic center is particularly apparent when viewed from the central rond point, Jefferson Square.

The role of the district as Longview's civic center, and as the central focus of Longview's axial plan, remains very much intact. Individually, Jefferson Square, the post office and the library function as they did when first constructed. The hotel continues to offer restaurant and convention facilities within the ground story. The lobby still serves as the center of its operations, which accommodates overnight patrons in the two story addition to the side. The upper floors are rented as office and apartment space. The modern city hall, although outside district boundaries, plays an important role with regard to municipal activities.

The boundaries of the district were chosen by consideration of the remaining architectural and landscape architectural features which were associated with the civic center at the time it gained significance. The grounds associated with the hotel, library and post office which front Jefferson Square, are all closely related to the development of the civic center and retain much of the essential integrity. As discussed in the descriptive section, the outlying blocks on all sides of the civic center are different in character, scale, age and function. The boundaries of the district tend to be symmetrical about the central axis of the park, except for the exclusion of a motel behind the post office and the undeveloped field west of the post office. Although the oak and elm trees which line the field are original, the area was originally planned for development and bears no other significant features. Conversely, the grounds west of the library feature street trees, shrubs as well as the grove of maples specifically retained by Hare and Hare in the planning of the grounds.

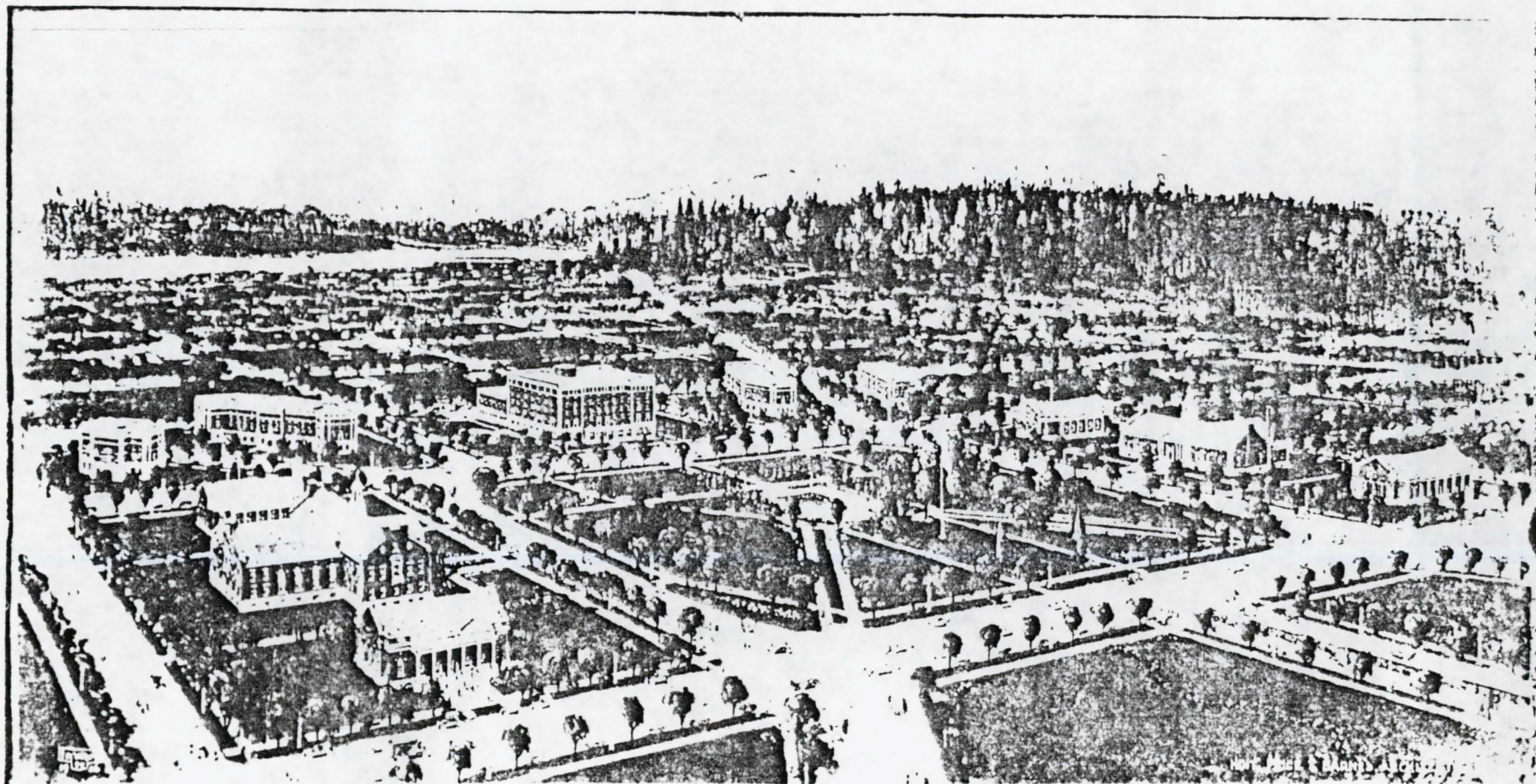


Monticello Hotel, 1 of 4
Longview Civic Center Historic District , 9 of 31
(Longview, the Planned City)
Longview, Washington

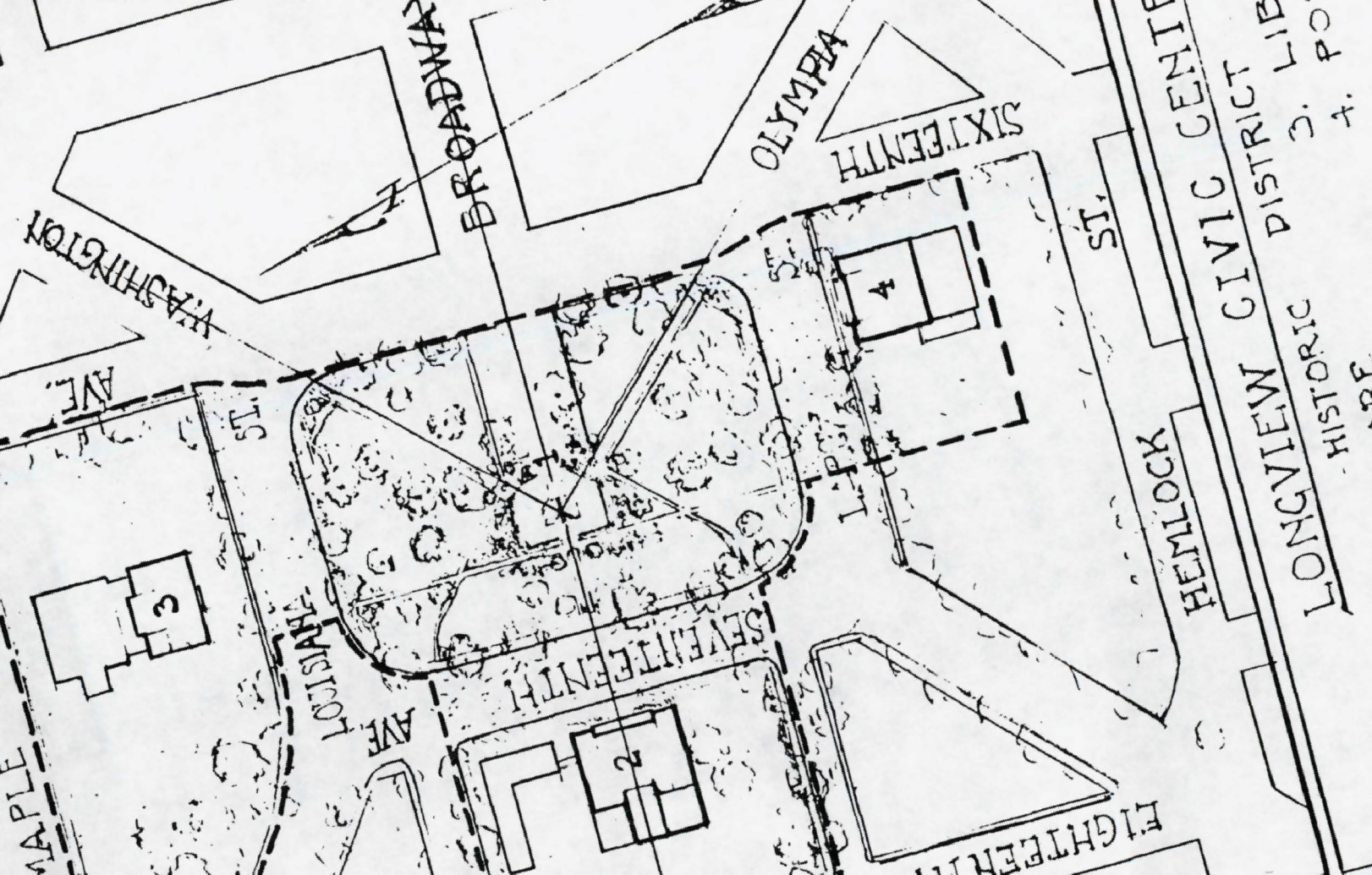
Michael L. Neuschwanger
March 1985
City of Longview
Longview, Washington

East elevation

9 of 104



Civic Center Historic District, Longview, Washington (Proposed)
Drawing by Hoit, Price and Barnes, architects
1926



WASHINGTON AVE.

ST.

LOUISIANA AVE.

ST.

BROADWAY

OLYMPIA

SIXTEENTH

ST.

HEMLOCK

LONGVIEW CIVIC CENTER
HISTORIC DISTRICT
1. LIE
2. PO
3. PO
4. PO

SEVENTEENTH

EIGHTEENTH

3

2

4