

Romania Building Preliminary Historic Assessment



Lew Williams Chevrolet Dealership, 1960
Oregon Digital

University of Oregon
Campus Planning
Campus Planning and Facilities Management

July 2025



Lew Williams Chevrolet Dealership, c. 1960, from Oregon Digital, Photographer Andrew Fisher

Historic images are courtesy the UO Archives unless noted otherwise. Building drawings are available from the Design and Construction Office.

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ROMANIA BUILDING

PRELIMINARY HISTORIC ASSESSMENT

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INTRODUCTION

This assessment identifies the historic features of the Romania Building exterior and interior spaces. Understanding the building's historic significance is the first step to evaluating and preserving its valuable architectural and landscape features. This assessment is intended to be used as a resource when making recommendations for treatment of the Romania Building during any alterations or additions.

The assessed areas are shown on the Surveyed Areas and Ranking map (pg. 4). Each area with potential historic significance is assigned a ranking of primary, secondary, or tertiary. This ranking is based on the level of historic significance (high, medium, or low) and level of integrity, defined as the degree to which the key historic elements are evident today (excellent, good, fair, or poor). Refer to Appendix A for a full description of the ranking methodology.

SIGNIFICANCE

(Excerpts from the National Register of Historic Places Registration form and Historic Structures Report by Carl Williams)

The Lew Williams Chevrolet Dealership is listed in the National Register of Historic Places as a significant local example of post World War II modern era commercial architecture. In 1959, the local architecture firm of Balzhiser, Seder, and Rhodes, with Grant Seder as lead architect, conceptualized the architectural detailing of the dealership's display pavilion as a one-story, elliptical building with floor-to-ceiling windows and a "potato chip" style roof. The display pavilion embodies the futuristic aspect of modern era commercial architecture that was influenced by the design principles of the International Style. The display pavilion is distinctive for its oval shape centrally located on a rectangle-shaped plinth, glass walls and the ultramodern, aerodynamic nature of its roof line.

The Showroom is a tangible symbol of America's recent past and a direct reflection of a particular time and place. Built in 1960, the Showroom represents an era when the automobile ruled the economy of the day. Sitting on a plinth just off Franklin Boulevard, the Showroom's bright neon sign beckoned drivers who passed its sweeping roof and glowing interior. Designed by architect Grant Seder, the Showroom was a response to its prominent location and specialized function. Its unique design exemplifies an important time in American history, albeit the recent history of the 1950s and 1960s.

Furthermore, the Showroom would not have functioned without the service buildings that are associated with it; trucks couldn't have been serviced and cars would have gone uncleaned and unpainted. These buildings, as utilitarian as they seem, are integral to understanding the complete history of the dealership. Although, these spaces are not within the period of significance or nomination according to the National Register form.

ALTERATIONS

(Excerpts from the Romania National Register Application)

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

Circa 2010s, addition of ADA handrail and ramp to west stairs, exact date unknown more research necessary.

Timeline - Romania North Pavilion



Coca-Cola Bottling Company, University of Oregon
1957



Lew Williams Chevrolet Dealership, Oregon Digital
1960



Romania Building, National Parks Service 2011

1949: The Coca-Cola bottling plant is built. Coca-Cola began business operations in Eugene as early as 1947. Previously the site contained a number of homes that bisected the full block.

1957: Coca-Cola Plant is sold to Lew Williams to expand his car dealership. Williams hired the Balzhiser, Seder, and Rhodes architecture firm to develop plans for a new dealership display pavilion.

1959: Dealership Display Pavilion addition designed; Coca-Cola bottling plant remodeled; Service Center created; Paint Shop addition added.

1960: Display Pavilion constructed. Grand opening of the Lew Williams Chevrolet Dealership. With the addition of the pavilion, it was one of the largest retail expansions in Eugene's history.

1964-1966: Addition of the Body Shop and Paint Shop Enclosure.

1966: Dealership Used Car Pavilion is demolished.

1968: Addition of Shed Storage.

1969: Joseph Romania, the dealership's General manager purchased the property and renamed it to the Joe Romania Chevrolet Dealership.

1984: Addition of Management Office.

2005: The University of Oregon purchases the site.

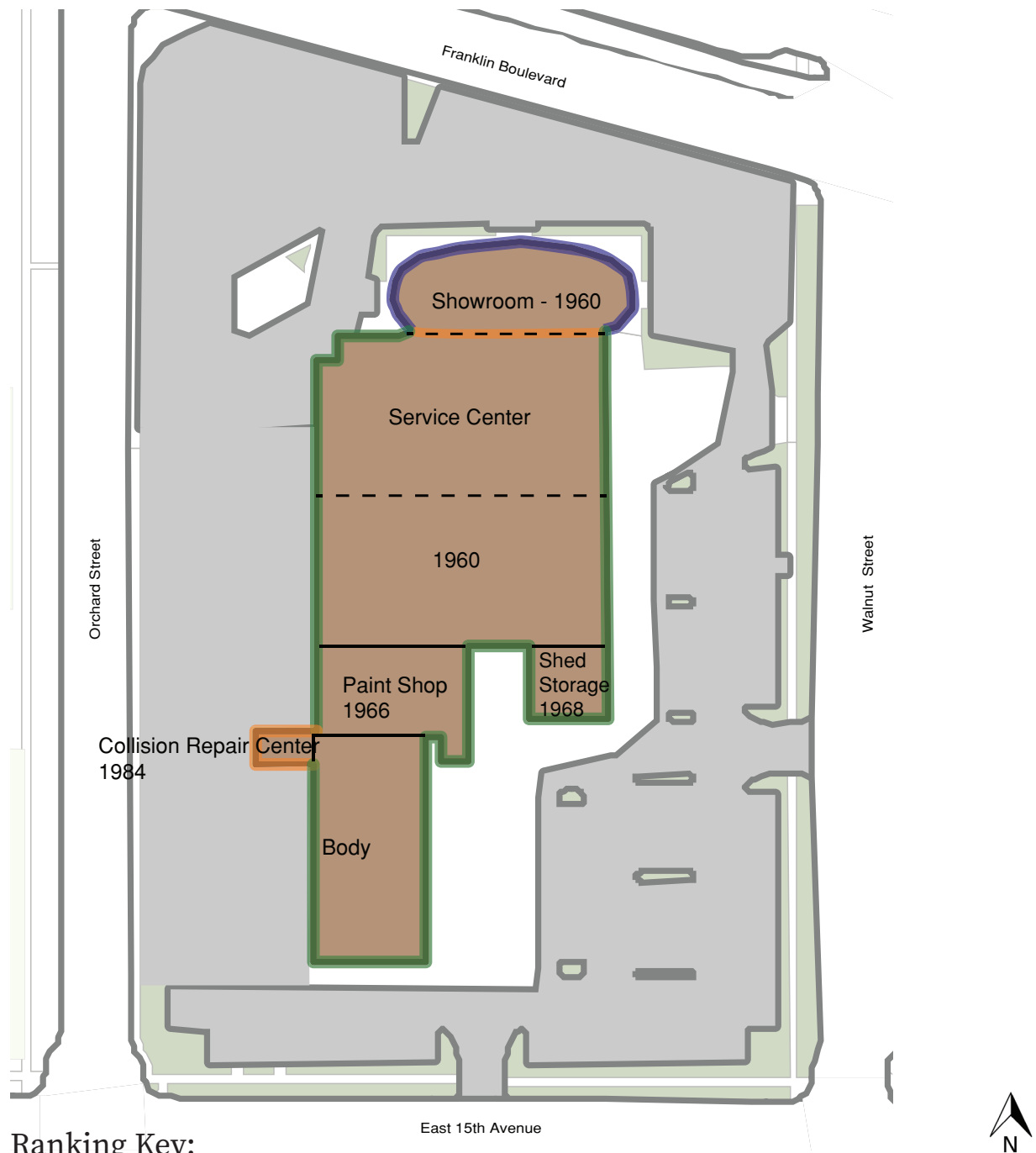
Post 2005: Wooden Panels attached to Display Pavilion windows.

2011: Nominated for listing on National Register of Historic Places.

2013: Replacement of sliding glass door on the 1966 addition.

2017: Addition of off-street parking spots between the pavilion and Franklin Boulevard.

Surveyed Areas & Rankings - Preliminary Exterior



Ranking Key:



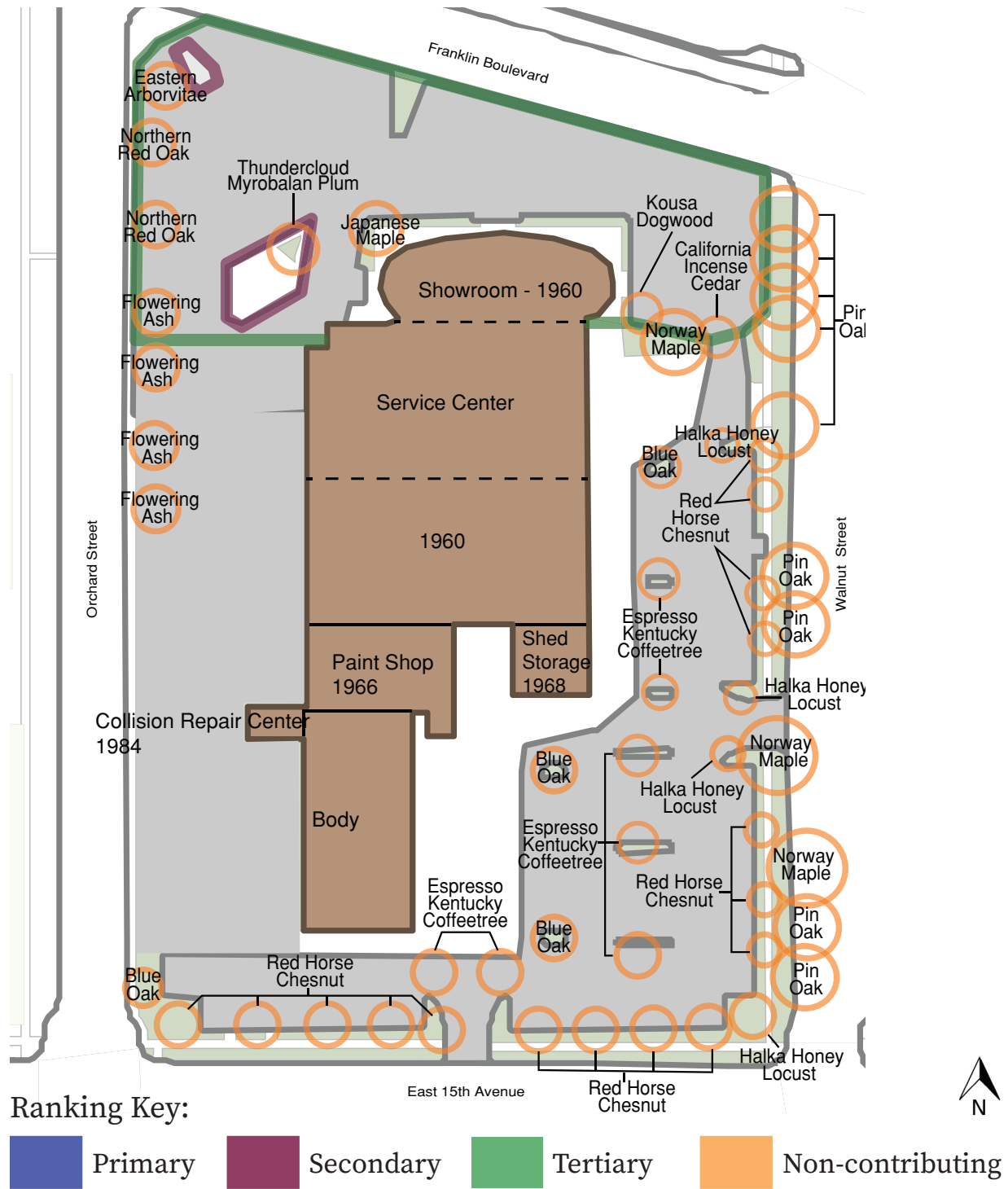
Key References

UO Summary Table of Historic Rankings & Designations: https://cpfm.uoregon.edu/sites/cpfm2.uoregon.edu/files/histallindex_11-18-20151_0.pdf

Lew Williams Joe Romania Showroom Historic Structures Report

Romania Preliminary Historic Assessment

Surveyed Areas & Rankings - Preliminary Landscape



SUMMARY OF EXTERIOR PRIMARY RANKED SPACES

NORTH PAVILION BUILDING

Level of Historic Significance: High

- Primary facade
- Showroom contains Googie style architecture
- "Potato-chip" shaped roof
- Addition of metal handrails to west facade stairs and ADA ramp
- West facade contains primary entrance to showroom

Level of Integrity: Good

SETTING

Adjacent parking lot on Franklin Blvd, Orchard Street, and Walnut Street

NORTH PAVILION

RANKING: PRIMARY

LEVEL OF HISTORIC SIGNIFICANCE: **HIGH**

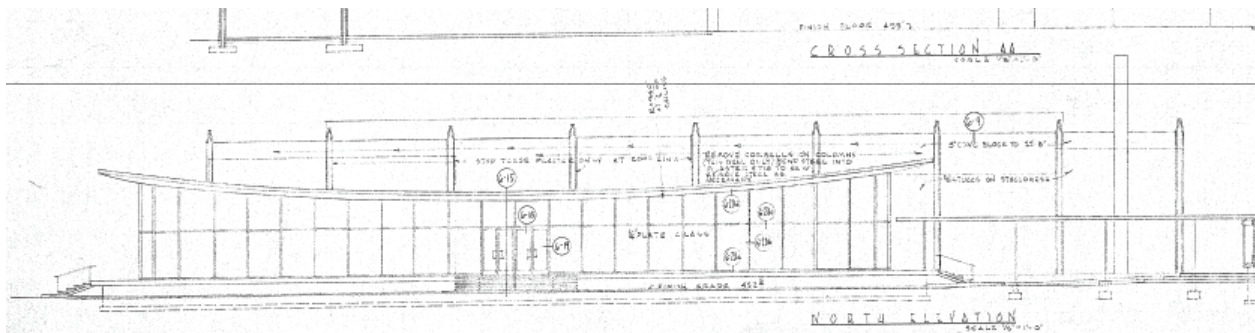
LEVEL OF INTEGRITY: **GOOD**

EXISTING EXTERIOR FEATURES OF NOTE:

- Showroom contains Google style architecture
- "Potato chip" shaped roof with seven-foot eave overhangs
- Showroom contains floor to ceiling curtain wall windows; currently boarded up with plywood planks
- West facade contains primary entrance to showroom



Existing North Facade, 2023



Balzhiser, Seder, & Rhodes Original Drawing of North Elevation, 1959

ALTERATIONS



Wood rot and paint tarnish on concrete platform, bike rack addition



Post 2005 addition of plywood to showroom curtain wall



Addition of metal handrails on west stairs and ADA ramp to Showroom

WAREHOUSES

RANKING: TERTIARY

LEVEL OF HISTORIC SIGNIFICANCE: **LOW**

LEVEL OF INTEGRITY: **FAIR**

EXISTING EXTERIOR FEATURES OF NOTE:

- "Coca-Cola Bottling Co. of Eugene" sign
- Oversized Garage Doors and Windows



Original Coca-Cola sign from 1949.



Original windows and garage door (right) from 1949.



Original garage door painted blue.



Original (right) and updated (left) garage doors.

NORTH PAVILION INTERIOR

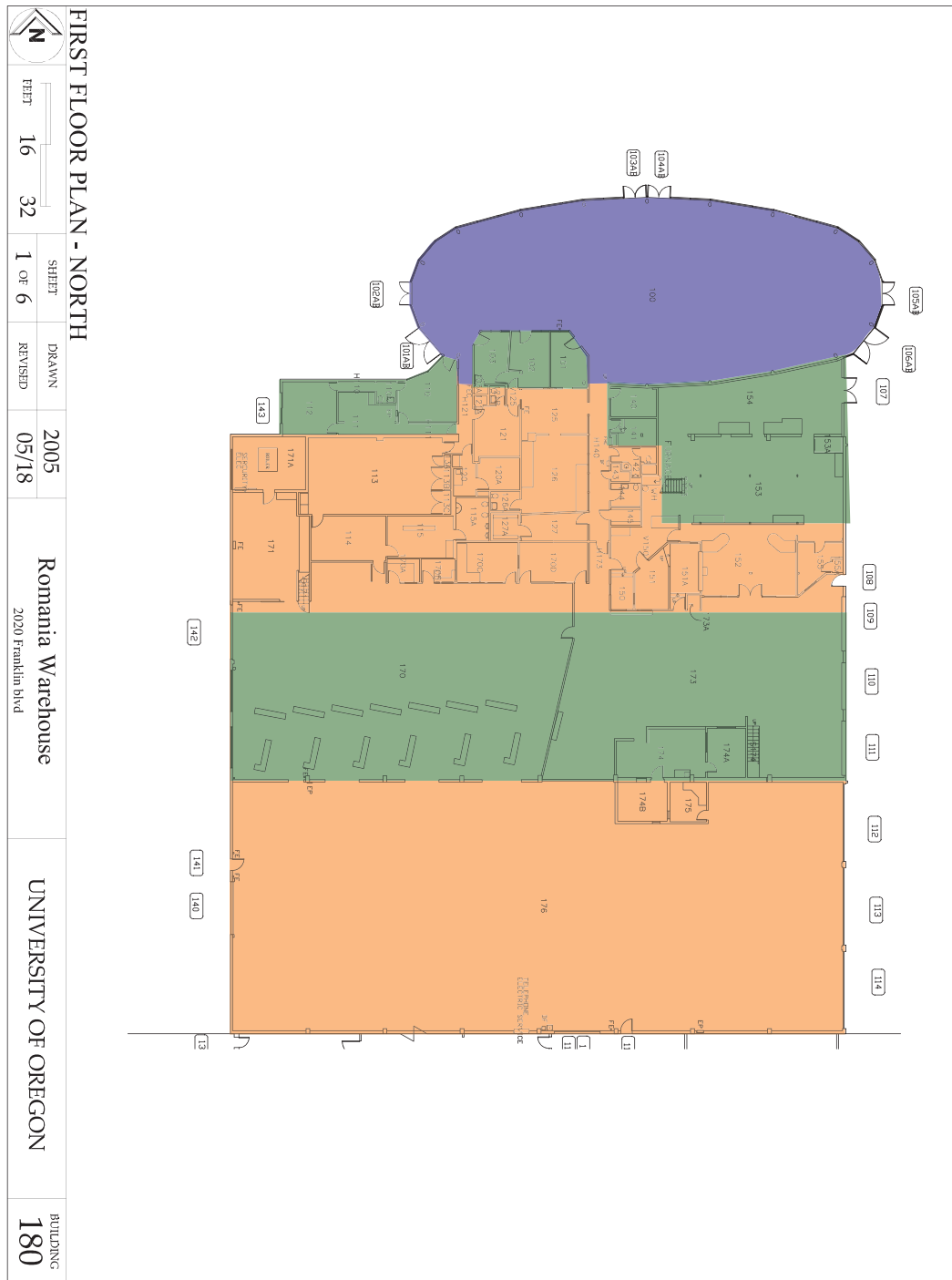
INTERIOR FEATURES OF NOTE:

- Some historic materials and small-scale features remain. Much remains of the original interior, but successive alterations have removed some original detail and spatial arrangements. Some historic materials remain intact.

INTERIOR CHARACTER DEFINING FEATURES INCLUDE:

- Original floor plan layout mostly intact, includes office spaces, bathrooms and hallways.
- Original ceiling light fixtures.
- Original pillars and columns, with minor alterations, such as the addition of electrical outlets, in the pavilion.
- Original terrazzo floor in the pavilion.
- Original large round recesses ceiling light fixtures with opaque glass in the pavilion.

Surveyed Areas & Rankings - Preliminary - First Floor Plan



Ranking Key:



INTERIOR FEATURES - NORTH (FEATURES TO NOTE)

LEVEL OF HISTORIC SIGNIFICANCE: **HIGH**

LEVEL OF INTEGRITY: **GOOD**



Original ceiling recessed light fixtures and original ceiling finish



Original columns and pilasters with attached electrical outlets



Original office organization relocated next to the north entrance



Original glass curtain wall covered with plywood



Original terrazzo floor in pavilion space; removal of office spaces from south wall

TREATMENT RECOMMENDATIONS

The following treatment recommendations are based on the Secretary of Interior's **Standards for the Treatment of Historic Properties** and their associated **Guidelines**.

The **Standards** are four distinct approaches towards the treatment of historic properties: Preservation, Rehabilitation, Restoration, and Reconstruction. "The Standards for the Treatment of Historic Properties are regulatory for all grant-in-aid projects assisted through the national Historic Preservation Fund."

The **Guidelines** "offer general design and technical recommendations to assist in applying the Standards to a specific property.... The Guidelines are advisory, not regulatory."

Together, the Standards and Guidelines "provide a framework and guidance for decision-making about work or changes to a historic property." (NPS, *The Secretary of the Interior's Standards*, <http://www.nps.gov/tps/standards.htm>)

One of the most commonly used Standards approach for the treatment historic properties is **Rehabilitation** and is the most likely Standard to be applicable to the Romania Building if it undergoes any future work. Rehabilitation is the approach that "acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character" (NPS, *Four Approaches to the Treatment of Historic Properties*, <http://www.nps.gov/tps/standards/four-treatments.htm>)

The following are a summary of the Guidelines for Rehabilitation, ranked in order of procedure:

1. **Identify, Retain, and Preserve** historic materials and features
2. **Protect and Maintain** historic materials and features
3. **Repair** historic materials and features (in-kind where possible)
4. **Replace** deteriorated historic materials and features (in-kind where possible)

(NPS, *Rehabilitation: The Approach*, http://www.nps.gov/tps/standards/four-treatments/standguide/rehab/rehab_approach.htm)

Like the Guidelines, the intention of these recommendations are "to assist the long-term preservation of property's significance through the preservation of historic materials and features." (NPS, *Introduction to the Standards*, <http://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>)

EXTERIOR

Any alterations and additions should be completed in such a way that it does not diminish the overall historic character of the building and adjacent public spaces.

LANDSCAPES

- Identify, Retain and Preserve landscape features of the Romania Building that are important in defining its overall historic character and its historic relationship between the building and the landscape.
- Protect and maintain the building and building site by providing proper drainage to assure that water does not erode foundation walls; drain toward the building; nor damage or erode the landscape. Preserve important landscape features, including ongoing maintenance of historic plant material. Provide continued protection of masonry, wood, and architectural metals which comprise the building and site features through appropriate cleaning, rust removal, limited paint removal, and re-application of protective coating systems.
- Repair features of the landscape by reinforcing historic materials before considering replacement.
- If an entire feature of the landscape is too deteriorated to repair and if the overall form and detailing are still evident, replace the feature in kind. Physical evidence from the deteriorated feature should be used as a model to guide the new work. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.
- If a historic landscape feature is completely missing, design and construct a new feature. It may be based on historical, pictorial, and physical documentation; or be a new design that is compatible with the historic character of the building and site.
- When required by new use, design new exterior landscapes which is compatible with the historic character of the site and which preserves the historic relationship between the building or buildings and the landscape. Remove non-significant buildings, additions, or landscape features which detract from the historic character of the site.

FACADES

- Identify, Retain and Preserve the features and details of the facade that are important in defining the overall historic character of the building. This includes the exterior walls, their composition, and their details. Pay particular attention to the primary ranked facades.
- Protect and maintain any masonry and wood details by providing proper drainage so that water does not stand on flat, horizontal surfaces or accumulate in curved decorative features. Clean these facade elements only when necessary to halt deterioration or remove heavy soiling and clean only with the gentlest method possible.
- Where there is evidence of deterioration in any mortar joints of any masonry walls and other masonry features, repair by re pointing the mortar joints. Repair masonry features by patching, piecing-in, or consolidating the masonry using recognized preservation methods. Repair may also include the limited replacement in kind--or with compatible substitute material--of those extensively deteriorated or missing parts of any masonry features when there are surviving prototypes. Where possible, preserving exterior finish in areas that are still intact.
- Areas of any inappropriate brick infill and/or cementitious patching should be removed and patched with brick units to match the originals in size, shape, color and composition.
- Reapplying finishing coat to cover all exposed areas of brick. All areas of unstable coating should be removed, and all remaining finish coating should be cleaned. New coating should be compatible with the existing and match in color, texture, composition and permeability.

ENTRANCES

- Identify, Retain and Preserve the original entrances and their functional and decorative features that are important in defining the overall historic character of the building. Pay particular attention to primary ranked entrances. This includes, but is not limited to, the north entrance, the landscaping, exterior walkways, and any other significant character-defining features.
- Protect and maintain any masonry, wood, and architectural metal that comprise entrances through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and re-application of protective coating systems.
- Repair by reinforcing the historic materials. Repair will also generally include the limited replacement in kind--of with compatible substitute material--of those extensively deteriorated or missing parts of repeated features where there are surviving prototypes.
- All hairline cracking should be treated with an injection grout. Any larger cracks and spalls should be repaired with a concrete patch. All patching of grout should match the adjacent concrete in color, texture and composition.

ROOF AND ROOF FEATURES

- Identify, Retain and Preserve the original roof and decorative features that are important in defining the overall historic character of the building.
- Where there is evidence of deterioration of paint, refinish with paint to match the existing adjacent finish.
- Wood elements that are rotted less than 50% should be treated with a two-part consolidant and refinished to match existing. Wood elements that are rotted more than 50% should be replaced in kind and finished to match adjacent units.

INTERIOR

- Much of the original interior of the Romania Building Showroom has remained intact. There are hints of historic elements found in the floor plan layout, ceiling and round recessed light fixtures, pillars and columns, and terrazzo floor, which should be taken into account when renovating the interior.

SPACES

- In terms of new additions or alterations, accommodate service functions such as bathrooms, mechanical equipment, and office machines as required by the building's new use in tertiary or non-contributing spaces.
- Many of the Campus Plan patterns can easily be incorporated including Flexibility and Longevity, Universal Access, Welcoming to All, Operable Windows, Quality of Light, Building Hearth, and Places to Wait.

FEATURES AND FINISHES

- Retain and preserve interior features and finishes that are important in defining the overall historic character of the building. In general, consider interior finishes that accent interior features.
- Protect and maintain masonry, wood, and architectural metals which comprise interior features through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coatings systems. Repaint with colors that are appropriate to the historic building. Abrasive cleaning should only be considered after other, gentler methods have been proven ineffective.
- Repair interior features and finishes by reinforcing the historic materials. Repair will also generally include the limited replacement in kind--or with compatible substitute material--of those extensively deteriorated or missing parts of repeated features when there are surviving prototypes.
- In terms of alterations, reuse decorative material or features that have had to be removed during the rehabilitation work including wall and baseboard trim, door molding, paneled doors, and simple wainscoting; and relocating such material or features in areas appropriate to their historic placement.

For more information, please refer to the attached Secretary of the Interior's Standards for Rehabilitation (Department of Interior regulations, 36 CFR 67) in Appendix D.

APPENDIX A - HISTORIC RANKING METHODOLOGY

excerpt from pp. 44-46 of the *Campus Heritage Landscape Plan: 1.0 Landscape Preservation Guidelines and Description of Historic Resources*

Significance:

“the meaning or value ascribed to a structure, landscape, object, or site based on the National Register criteria for evaluation...”

Integrity:

“the authenticity of a property’s historic identity, evinced by the survival of physical characteristics that existed during the property’s historic or prehistoric period...”

Source: National Park Service, Guidelines for the Treatment of Cultural Landscapes, p. 5

Integrity criteria evaluated for each of the twenty-one landscape areas surveyed:

Location/Setting – Are important elements still in their original location and configuration?

Design – How has the general structure of the landscape changed since its period of significance?

Materials – Are original materials/vegetation that were used to structure and shape the landscape still present?

Workmanship – Does the landscape retain characteristic workmanship from the period of significance?

Feeling – Does the landscape evoke the period of significance?

Association – Is it possible to associate elements of the landscape with significant people or events?

SIGNIFICANCE

The actual evaluation of significance was based upon the process developed for listing in the National Register of Historic Places, in which a resource must demonstrate significance based upon one or more of the following criteria:

- A. Association with significant events that have made a significant contribution to the broad patterns of campus or community history.
- B. Association with significant persons.
- C. Distinctive architecturally because it
 - embodies distinctive characteristics of a type, period, or method of construction;
 - represents the work of a master;
 - possesses high artistic value; or
 - represents a significant and distinguishable entity whose components may lack individual distinction.

(Note: Criterion D, which addresses archaeological significance, was not applicable to any campus resources.)

Four levels of significance were designated and used to rank each historic resource. The levels and their criteria were:

- high significance – considerable contribution to the history of the campus and its growth.
- medium significance – noteworthy contribution the history of the campus and its growth.
- low significance – discernible contribution to the history of the campus and its growth.
- very low significance/no significance – no discernible importance to the history of the campus and its growth.

There is always room for debate about a resource’s level of significance, as this determination is not a strictly objective exercise. Though the rationale for determining a specific level might never be entirely irrefutable, it should be dependable. It also needs to be recognized that a resource’s significance might change as important connections to the campus character are eventually realized or discovered.

INTEGRITY

Integrity is the degree to which the key elements that comprise a resource’s significance are still evident today.

Evaluation of integrity is based upon the National Register process--defining the essential physical features that represent it’s significance and determining whether they are still present and intact enough to convey their significance. For example, if a building is deemed significant because of its exterior detailing and materials (criterion C), one would evaluate whether those items have remained relatively unaltered. If this is the case, the resource has excellent integrity.

Criteria were developed and used in the survey process to help determine each landscape area's level of integrity (described at left).

Integrity is ascertained based on the specific era (or eras) of significance for that particular landscape area. Four levels of integrity were established and applied to each landscape area:

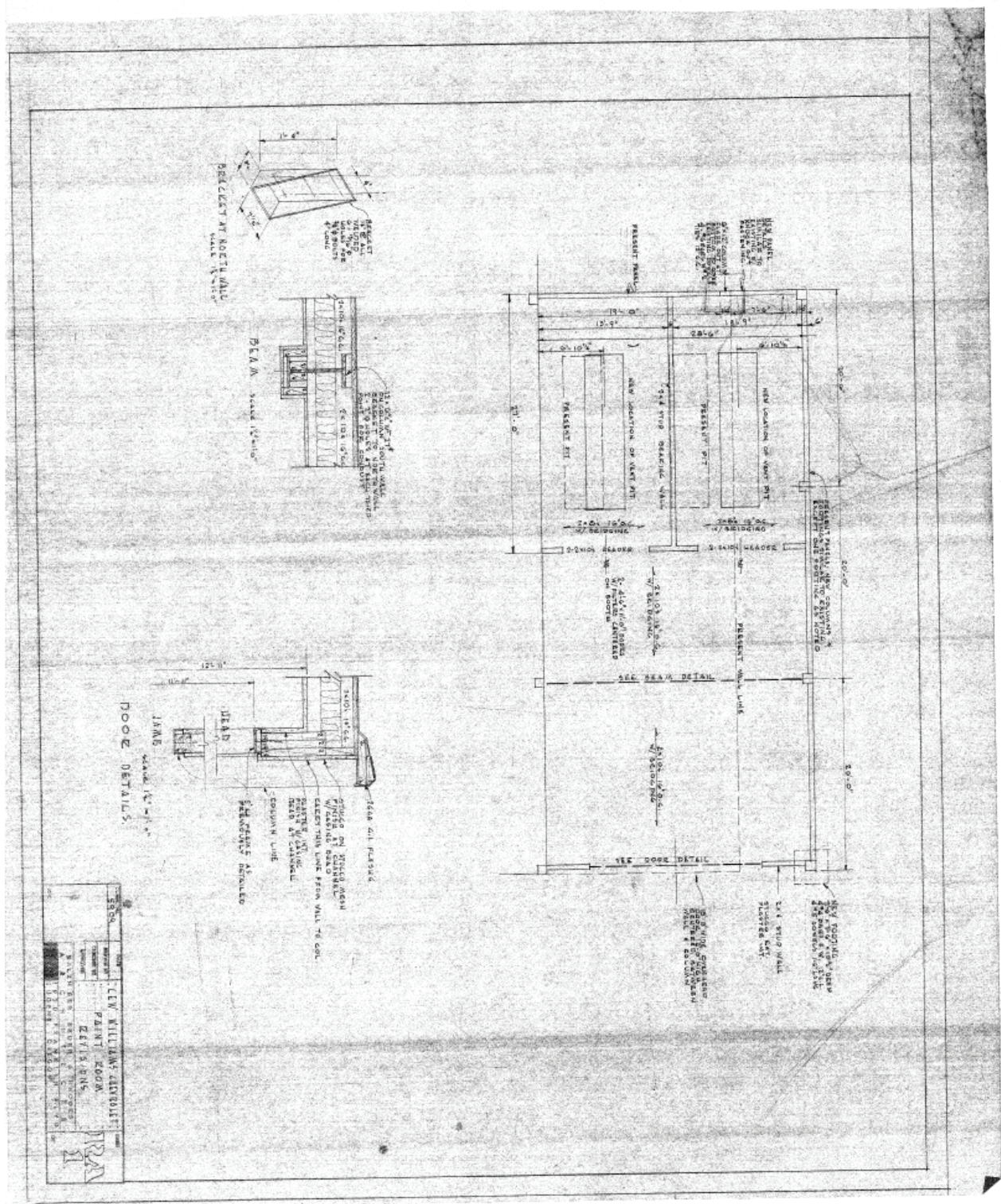
- excellent integrity – retains a very high percentage of original fabric, and the original design intent is apparent.
- good integrity – retains a significant percentage of original fabric, with a discernible design intent.
- fair integrity – original fabric is present, but diminished.
- poor integrity – contains little historic fabric, and the original design intent is difficult to discern.

RANKING LEVELS

Historic rankings were determined by evaluating two factors: the resource's historic significance and its integrity. Using a matrix (below), an historic ranking for each resource was determined based on one of four ranking levels: primary, secondary, tertiary, and non-contributing.

<div> <div> <input checked="" type="checkbox"/> </div> <div> Primary Ranking Resources that have a high level of historic significance and excellent or good integrity (likely to be eligible for listing in the National Register). </div> </div> <div> <div> <input type="checkbox"/> </div> <div> Secondary Ranking Resources that have a reduced level of significance and good or excellent integrity. Also, resources that have a high level of historic significance but fair integrity (possibly eligible for listing in the National Register). </div> </div> <div> <div> <input type="checkbox"/> </div> <div> Tertiary Ranking Resources that have a reduced (medium) level of historic significance but compromised (fair) integrity. Also, resources that have integrity but lack noteworthy significance at this time as an individual resource. These resources could contribute to the historic significance of a large grouping or district, though they are likely not eligible for listing individually in the National Register. </div> </div> <div> <div> <input type="checkbox"/> </div> <div> Non-Contributing Ranking Resources that lack noteworthy significance or have severely compromised integrity. They do not contribute to the historic significance of a large grouping or district and are not eligible for listing in the National Register. </div> </div>				
	high historic significance	medium historic significance	low historic significance	very low or no historic sig.
excellent integrity	primary ranking	secondary ranking	tertiary ranking	non-contributing
good integrity	primary ranking	secondary ranking	tertiary ranking	non-contributing
fair integrity	secondary ranking	tertiary ranking	tertiary ranking	non-contributing
poor integrity	non-contributing	non-contributing	non-contributing	non-contributing
Matrix used to determine the historic ranking levels for the landscape areas and buildings under study.				

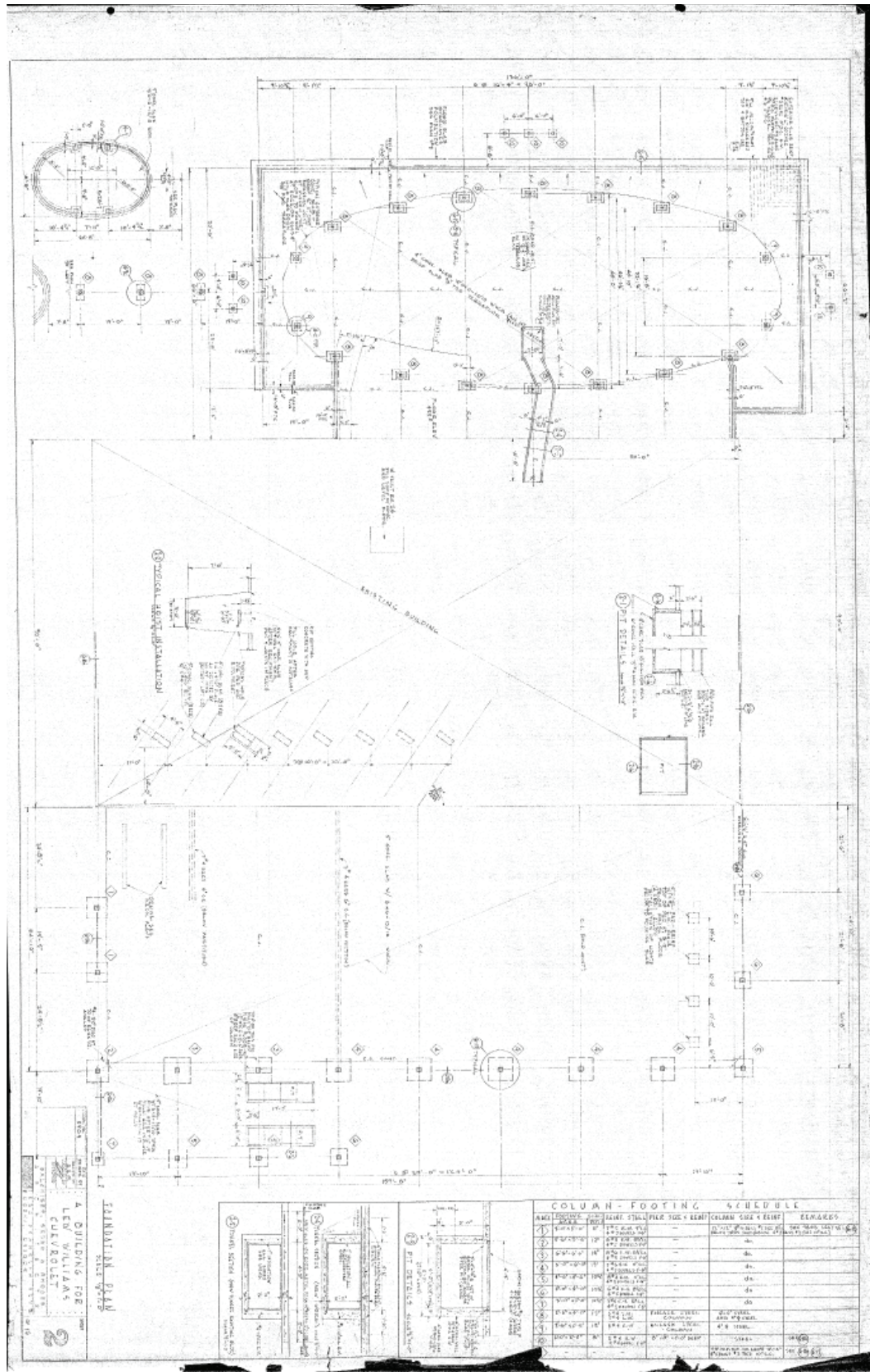
APPENDIX B - 1959/ 2005 FLOOR PLANS

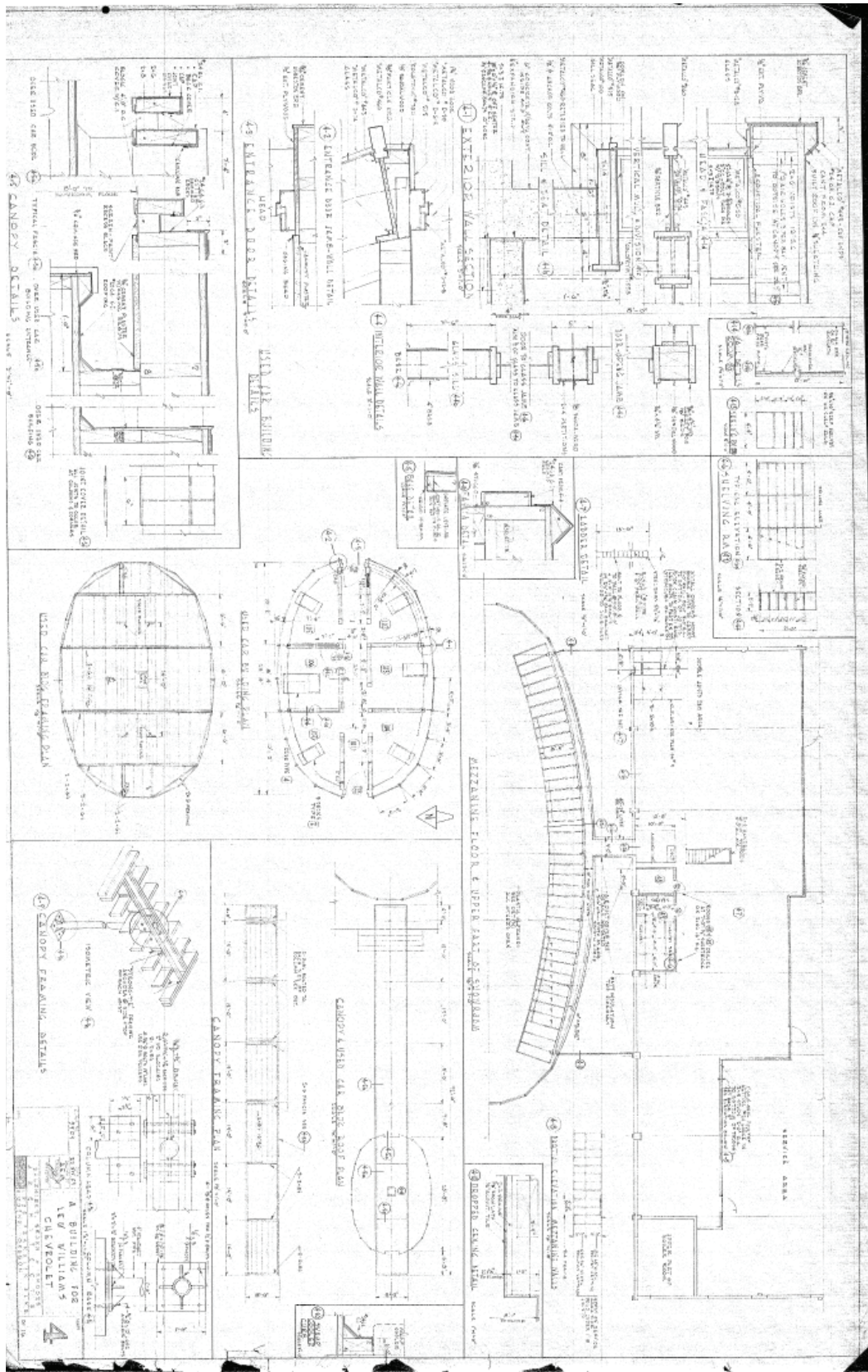


Paint Room Revisions (1959)

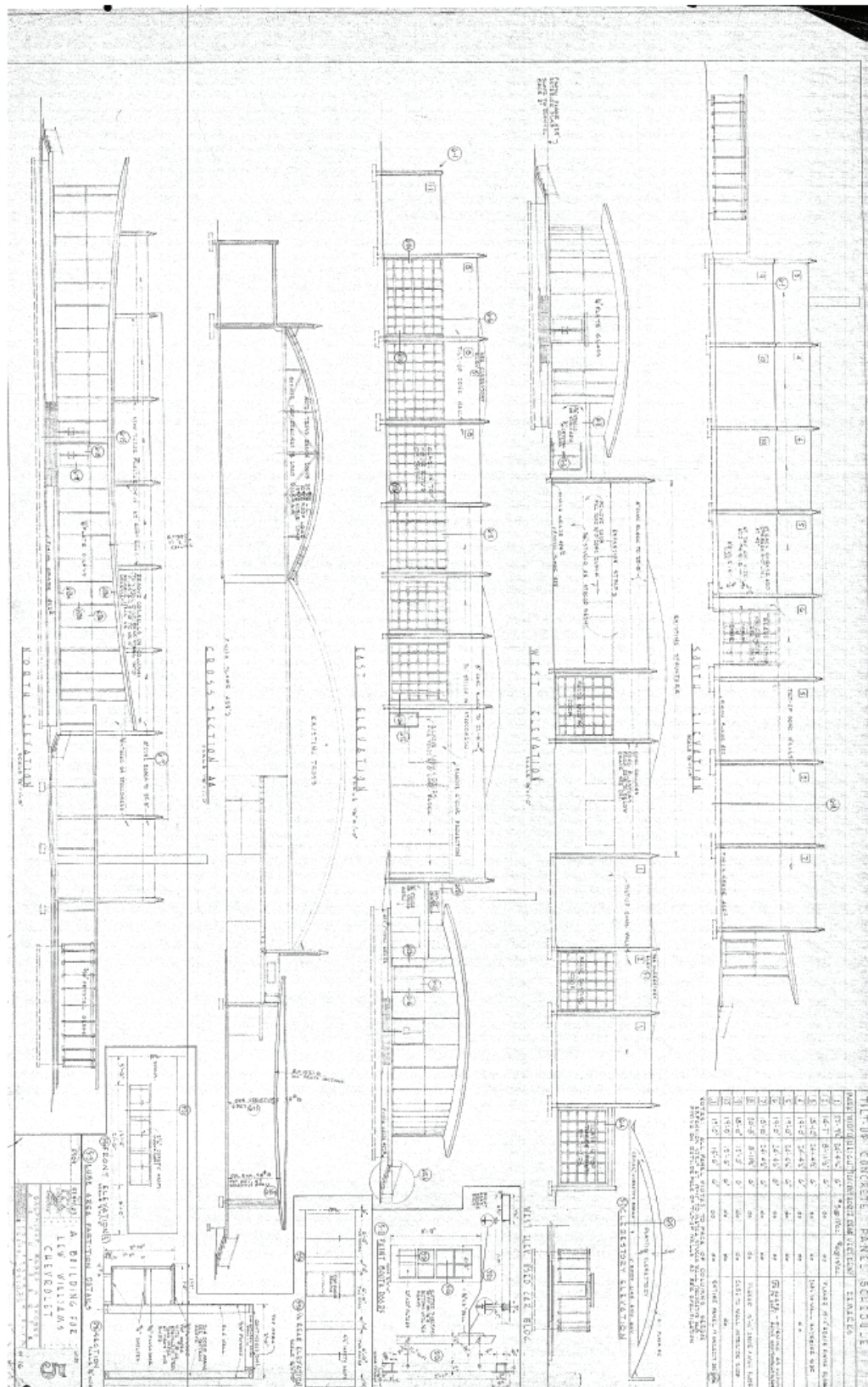
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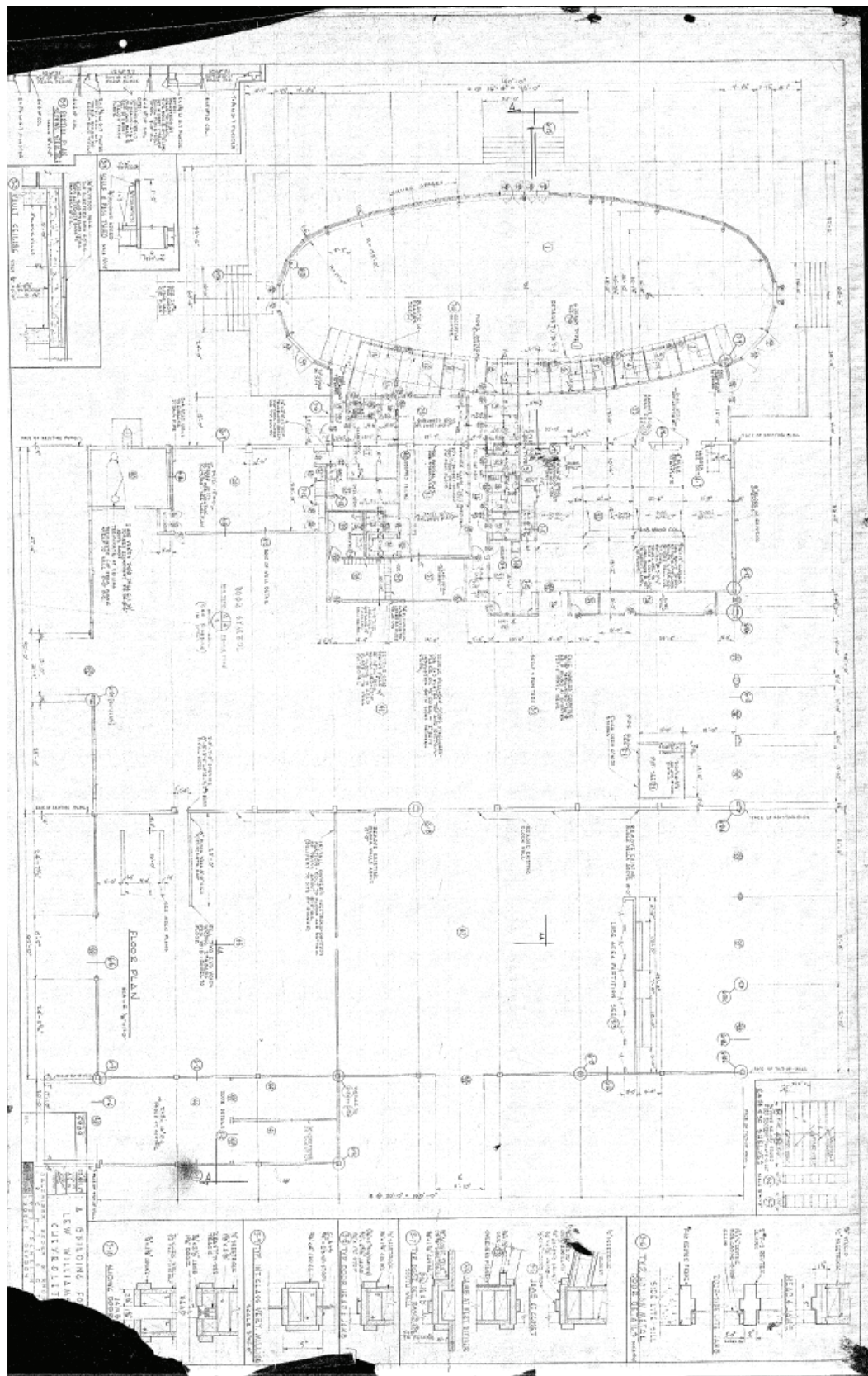




Mess Plan, Used Car Building (1959)



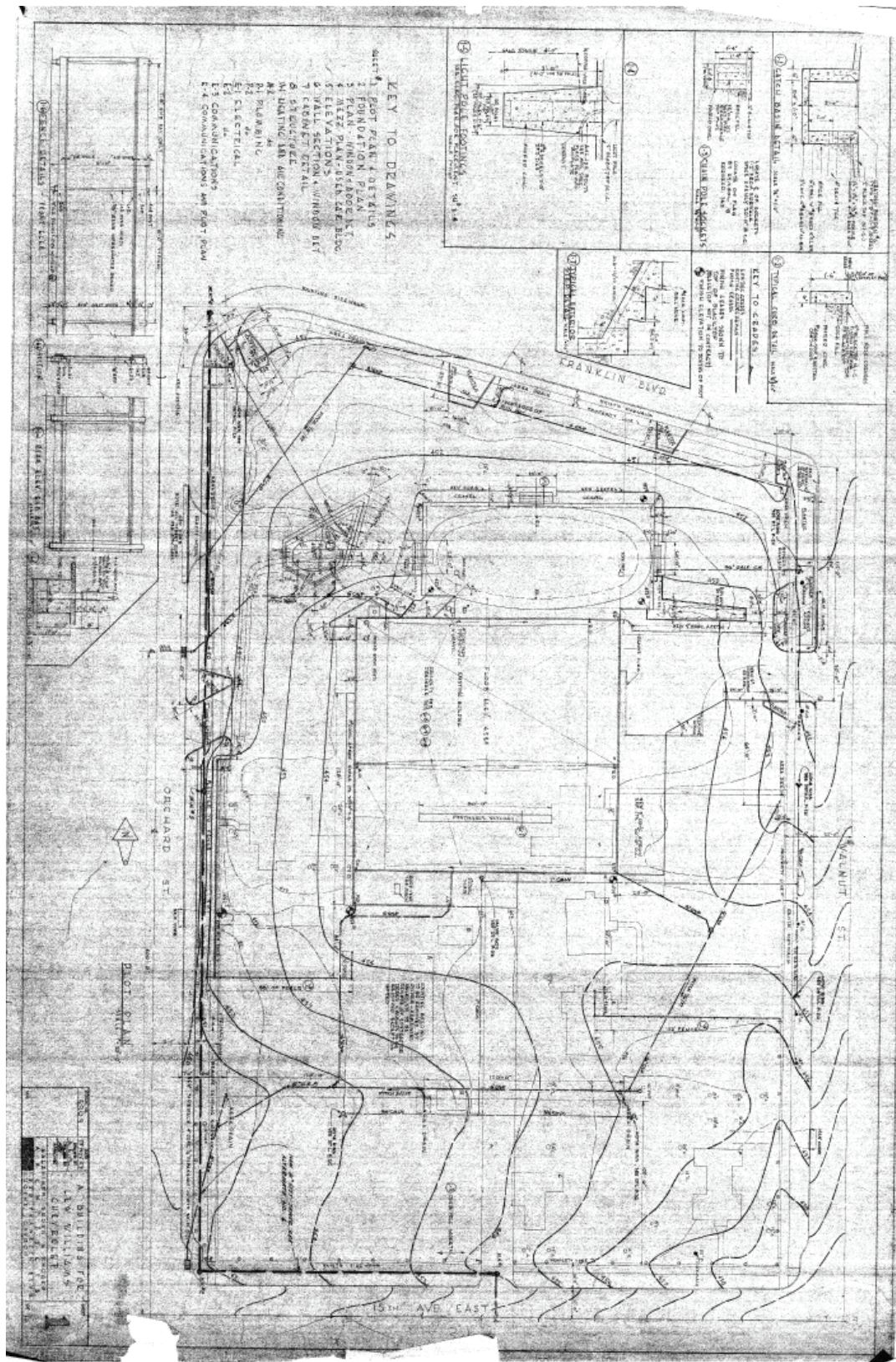
Elevation Plan (1959)



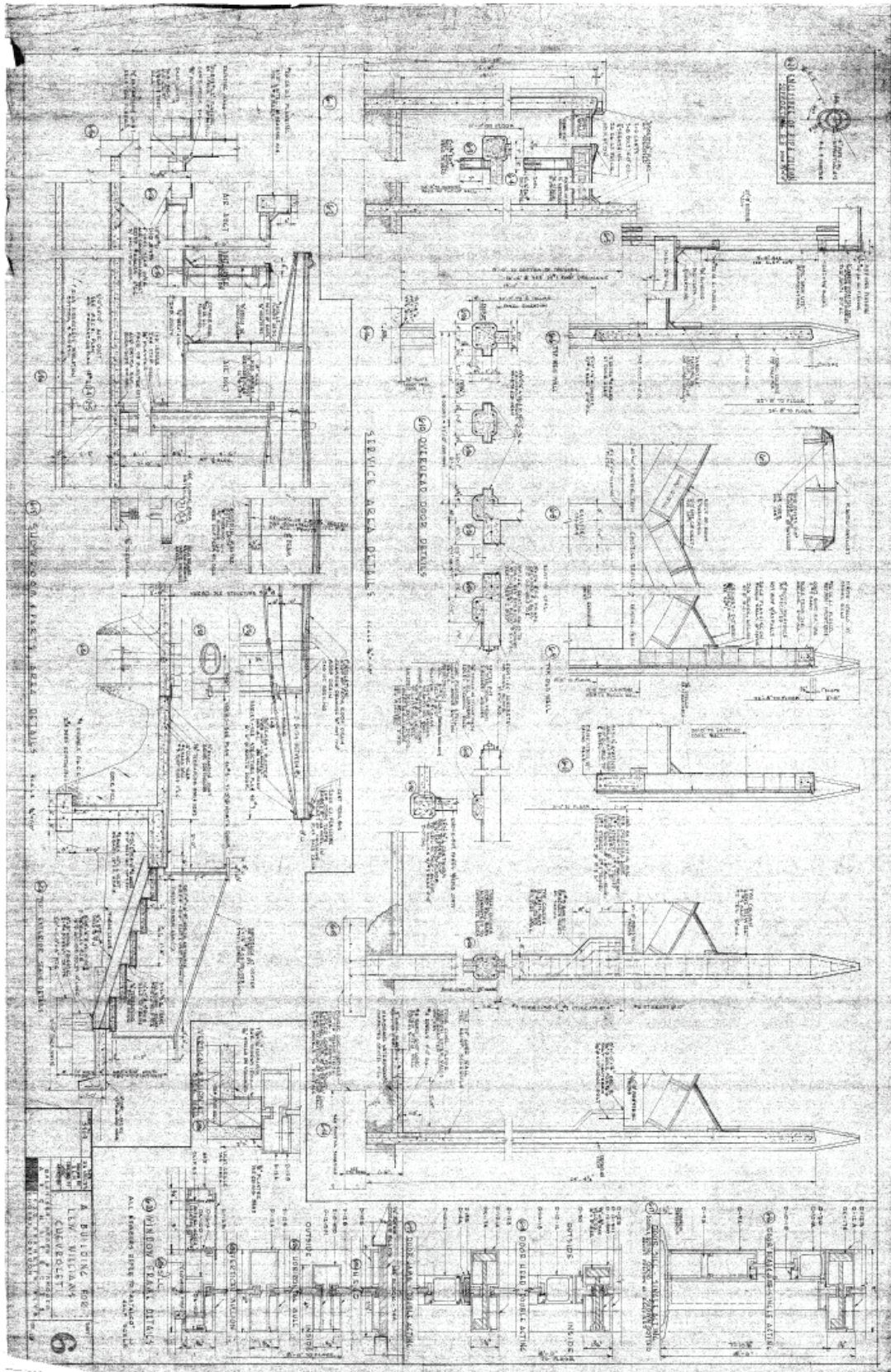
Misc (1959)

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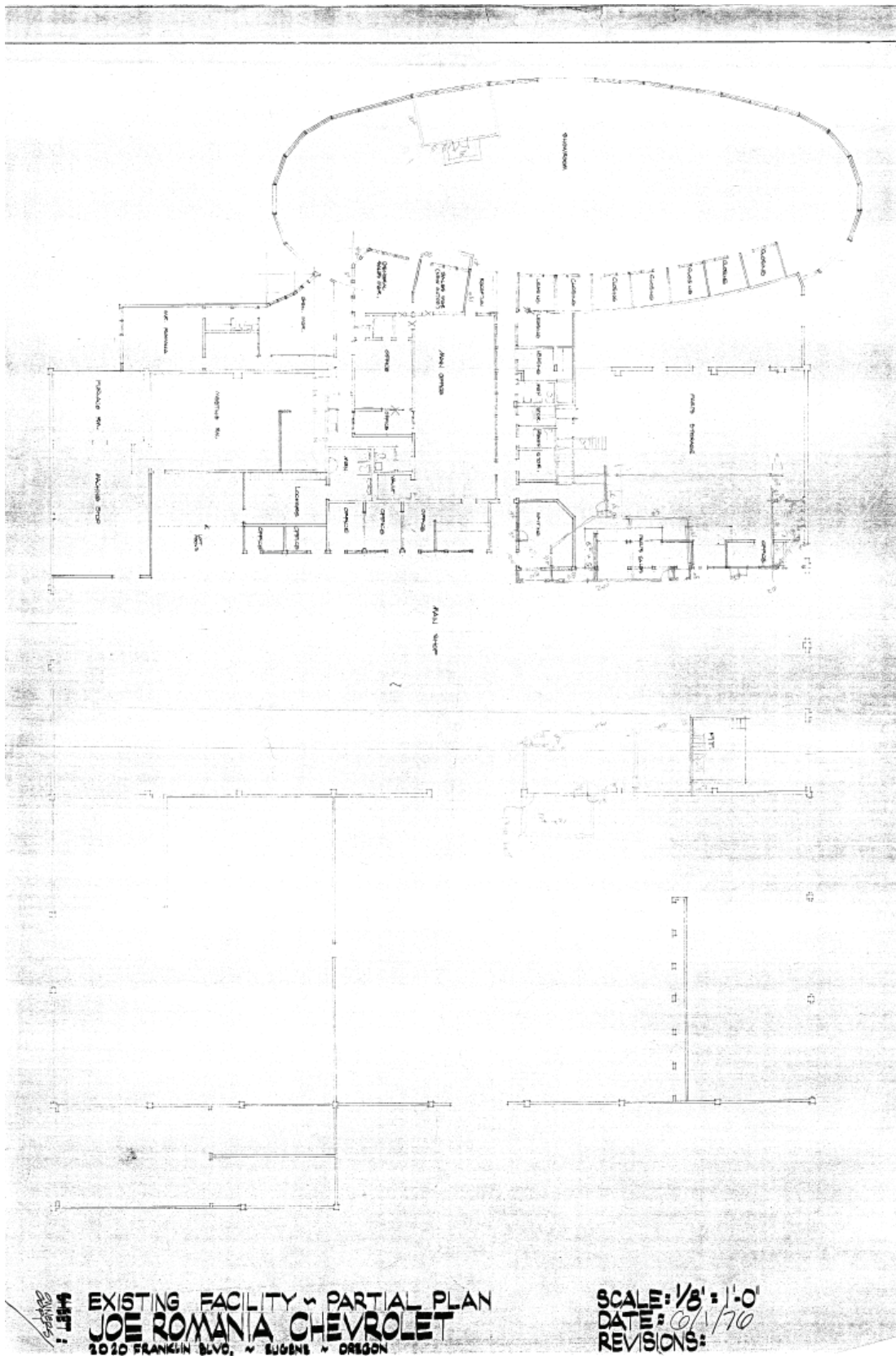
University of Oregon Campus Planning



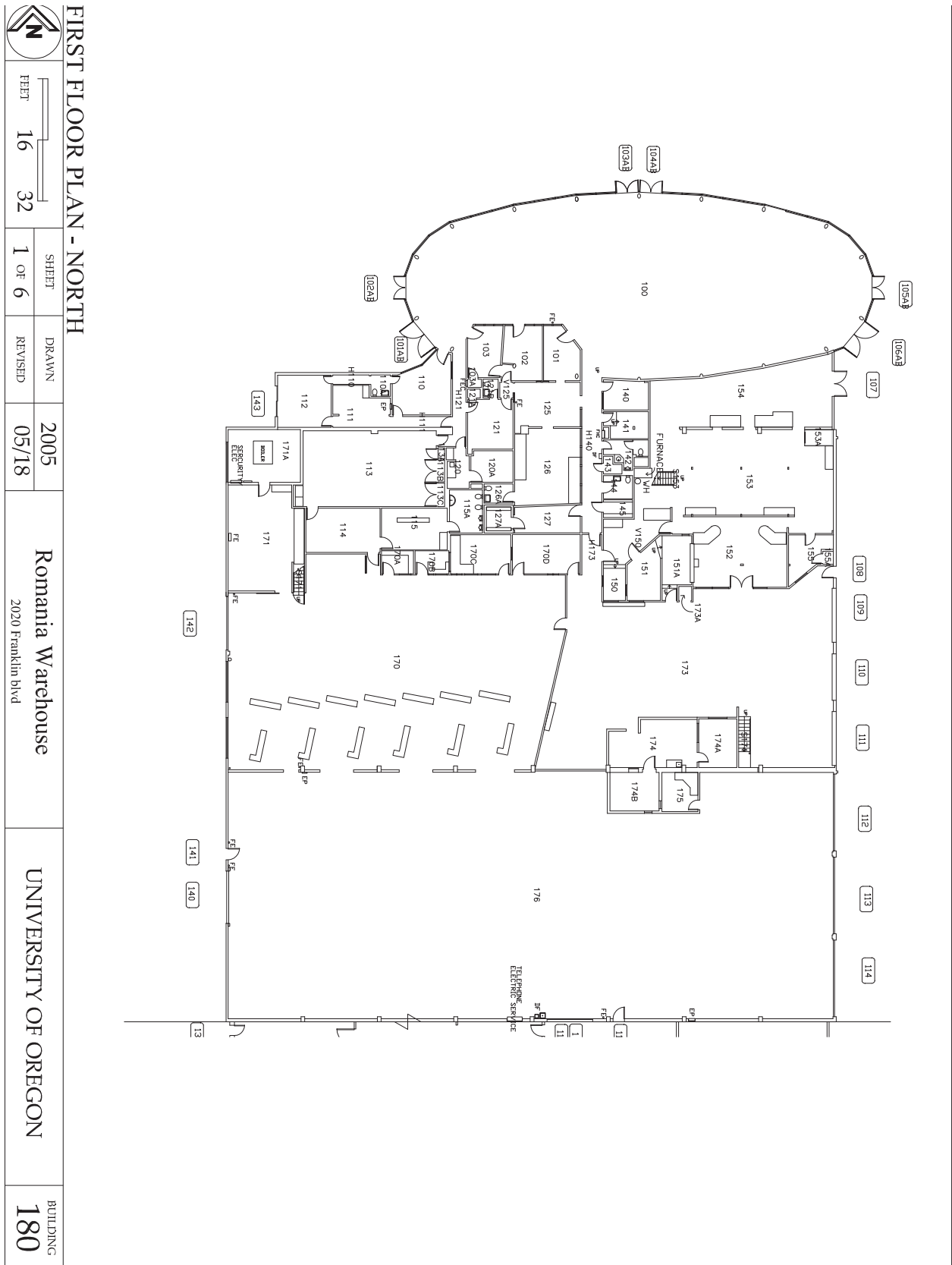
Misc (1959)



Wall Section and Window Detail (1959)



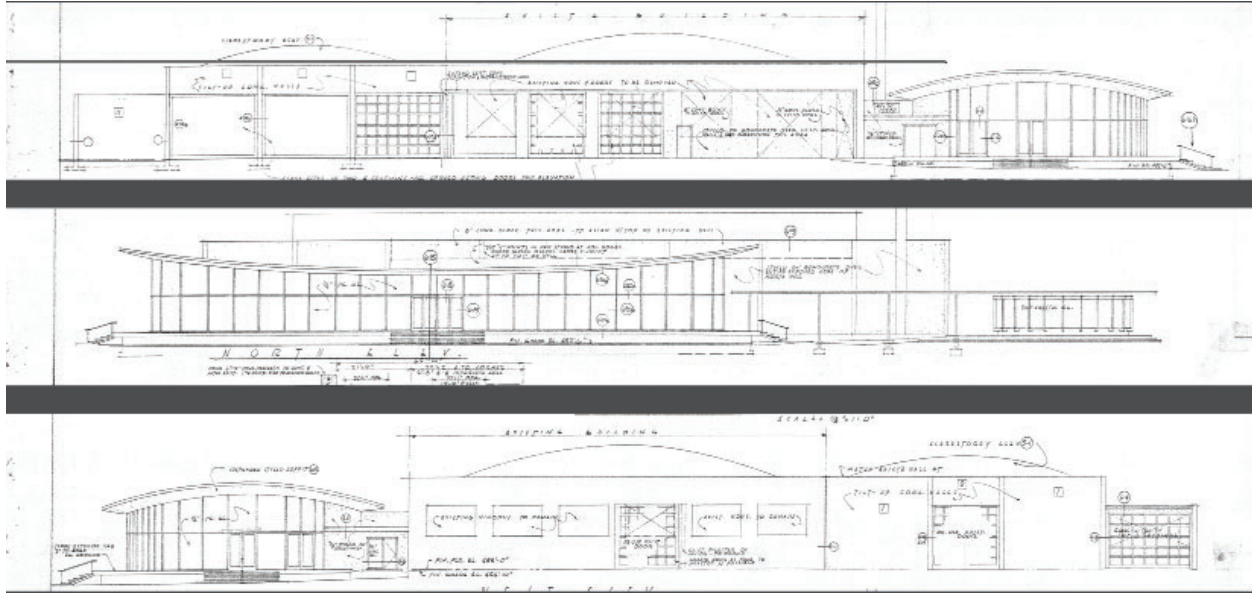
Partial Plan (1976)



First Floor Plan (2005)

APPENDIX C - DEVELOPMENTAL HISTORY

HISTORIC STRUCTURES REPORT DEVELOPMENTAL HISTORY - PHYSICAL DESCRIPTION & CONDITION ASSESSMENT - CARL WILLIAMS, 2011



The Neighborhood

The Showroom and service buildings are located along the southern edge of Highway 99/Franklin Boulevard in the Fairmount Neighborhood. It is just east of the University of Oregon campus. Much of the land surrounding the site is owned by the University. West of the Showroom across Orchard Street are apartment buildings, a commercial shopping center and parking lots. South along East 15th Avenue is an apartment complex and open grass lot. And east, across Walnut Street is University property and parking lots. Street parking is available on East 15th Avenue, Orchard Street and Walnut Street.

East and south of the Showroom is the Fairmount residential neighborhood, while north across Highway 99/Franklin Boulevard is a mixture of commercial shops, restaurants and motor oriented motels. The section of Highway 99 that abuts the Showroom is divided by a median with an EMX bus lane. Further north is the Willamette River. Interstate 5, which superseded Highway 99 as the main north-south conduit through Eugene, is located east beyond the Fairmount Neighborhood.



Figure 3.4: Circa 2005 Aerial, Source: Google Maps (Circa 2005).



Figure 3.5: Circa 2005 Aerial. Source: Google Maps [Circa 2005].

The Site

Overall Condition: Good

Integrity: Medium

The Showroom and service buildings are located on a lot that abuts Highway 99/Franklin Boulevard to the south. It is bordered to the west by Orchard Street, Walnut Street to the east and by East 15th Avenue to the south. The site gently rises to the southeast towards the corner of East 15th Avenue and Walnut Street. The lot line is perpendicular at the corners of Orchard and 15th and Walnut and 15th while angled along the north lot line that follows Franklin Boulevard. The majority of the site is paved with asphalt for parking, storage and servicing space.

Overall, the site is in good condition and needs minor work to improve its condition. The regular maintenance schedule appears to be doing a good job.

Landscaping

Condition: Fair
Integrity: High

The site is minimally landscaped with a few shrubs and trees. Along Walnut Street and East 15th Avenue mature deciduous trees anchor the sidewalk planting strip. One wedge shaped planter abuts the sidewalk along Franklin Boulevard and features a variety of small and medium sized shrubs. Bordering the front and sides of the Showroom is a planting strip that is filled with gravel, larger rocks and a few more shrubs. A third planter is located just east of the Showroom and a fourth and final planter is located at the curb cut along Orchard Street.

Two raised concrete pads are found in the northwest corner of the site. The diamond shaped pad, west of the Showroom, is outlined with two steps, has a Chevrolet emblem set in the concrete and includes a small planting area on its northernmost corner. This pad originally was the foundation for the used car salesroom. The second raised concrete pad is situated in the northwest corner. It rises from the parking lot and because of its prominent location on the corner along Franklin Boulevard was utilized to display a vehicle.

The landscaping on the site is in fair condition as some planter concrete curbs are cracked and damaged and some weeds are growing within the planting area.

Alterations

- Removal of used car pavilion & causeway.

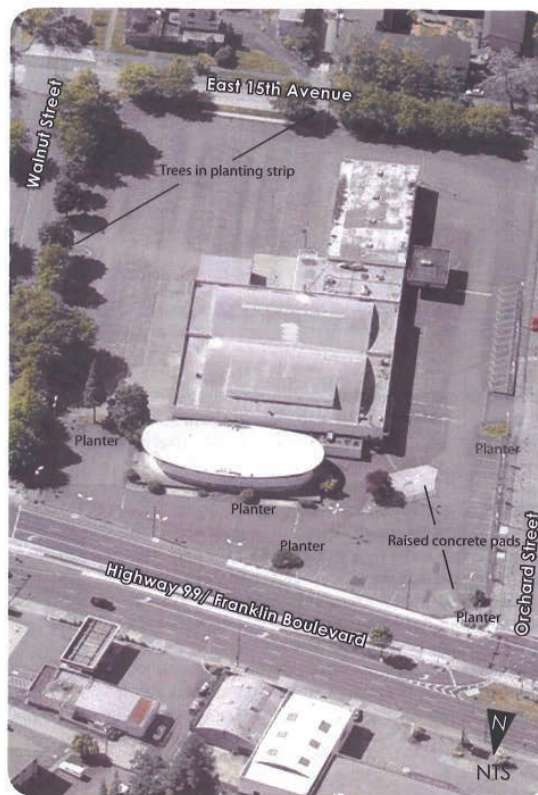


Figure 3.6: Circa 2005 Aerial. Source: Bing.com Maps (Circa 2005).



Figure 3.7: This raised concrete pad, a character-defining feature, originally was the slab for the Used Car Dealership Pavilion. It connected to the Showroom Pavilion via a causeway and was removed sometime after 1993. Source: Photograph by Author.



Figure 3.8: Surrounding the Plinth on its north edge are planters filled with large gravel, a few larger rocks and shrubs. Source: Photograph by Author.



Figure 3.9: Original landscape planters remain on the site, including this one on the Showroom's east edge. Source: Photograph by Author.

Access & Sidewalks

Condition: Good
Integrity: High

The Showroom and service buildings are located in the center of the site and surrounded by paved asphalt parking lots. The site has four curb cut entrances; two from Walnut Street, one from East 15th Avenue and the last off Orchard Street. The entrance from Orchard Street and northernmost entrance from Walnut Street have metal gates while the southern entrances from Walnut Street and East 15th Avenue are blocked by large concrete barriers. There are no designated paths to the buildings from the surrounding street sidewalks.

Much of the paved area is in good condition, although some areas along the sidewalk and parking areas are cracked. Additionally, indicative of subterranean work some areas of paving have been cut out and repaved.

Alterations

- Metal gates on Orchard & Walnut Street entrances.

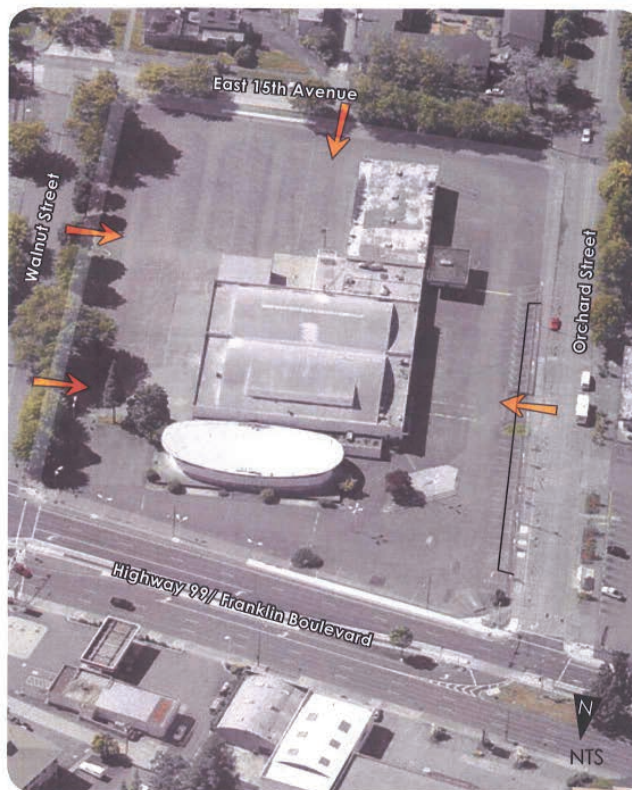


Figure 3.10: Circa 2005 Aerial. Source: Bing.com Maps (Circa 2005).



Figure 3.11: The sidewalk along Orchard Street lacks any street trees or landscaped parking strip. Source: Photograph by Author.



Figure 3.12: The sidewalk along Walnut Street includes a row of street trees within a grass parking strip. Source: Photograph by Author.



Figure 3.13: The sidewalk along East 15th Avenue includes a few street trees within a grass parking strip. Source: Photograph by Author.



Figure 3.14: Metal gate off of Walnut Street. The same type of gate is found off Orchard Street. Source: Photograph by Author.



Figure 3.15: The southernmost curb cut along Walnut Street and entrance from east 15th Avenue are blocked with concrete barriers. Source: Photograph by Author.

HISTORIC STRUCTURES REPORT DEVELOPMENTAL HISTORY - CARL WILLIAMS

The Coca-Cola Bottling Plant

1949 marked the construction of the Coca-Cola Bottling Plant on the dealership site.³¹ The plant established a functional connection between the site and transportation link, as goods produced could be shipped quickly and efficiently to Franklin Boulevard and beyond. The original bottling plant included one section of what would be two reinforced concrete structures with wood truss ceilings. The southern half of the site was left intact with residential structures and open lots. The plant, painted a light green color, featured a parking lot abutting the north facade and a loading area that was accessed from Walnut Street.



Figure 2.18: 1957 photograph of Coca-Cola Bottling Plant. Source: "Coca-Cola Bottling Company" from University of Oregon Library's University Photographic Collection.)

Car Dealerships

With the end of World War II and return of the GIs, the United States saw unparalleled growth and expansion in industrial output, construction of homes and of course, the unquenchable need for automobiles. And those individuals who fabricated these automobiles were reliant on the thousands of car dealerships that dotted cities and marked smaller towns:

Dealer were an important aspect of the overall automobile business, however, and a critical function in the long chain between raw materials used in making cars and the consumers who ultimately purchased them. With every new model year, the dealership became a place of great excitement. Windows were covered with paper to hide the new cars, and often hundreds of would-be consumers stood outside, trying to get a peek at the new autos before the paper was taken down and the showroom floor opened to the public. It was a major community event, particularly in smaller towns."³²

Eugene, like the towns described above, was no different; in 1956 there were just under 70 new and used car dealerships in Lane County.³³ One individual who capitalized on the continued growth of auto sales was Lew Williams, who on October 11, 1957 established his original Eugene car dealership on the corner of 11th Street and Olive Street.³⁵



Figure 2.19: Close up view of Coca-Cola Bottling Plant from the 1952 aerial photograph. Source: City of Eugene Aerial Photographs, 1952. University of Oregon: Knight Library, Map and Aerial Photography (MAP) Library.

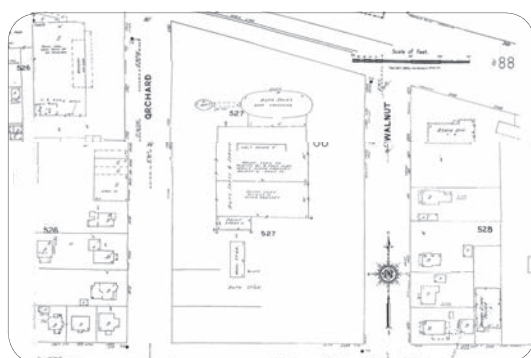


Figure 2.20: 1968 Sanborn Map. Source: Sanborn Fire Insurance Map. City of Eugene, OR, 1968. <http://sandborn.umi.com/>. (Accessed via University of Oregon Libraries, April 10, 2011).



Figure 2.21: Photograph of Wendell Kaufman (sales manager), Lew Williams (owner) and Joe Romania (general manager) from a April 12, 1960 article in the Eugene Register-Guard. Source: Dean, Rea. "Automotive Agency at New Location on Franklin Blvd.," Register Guard, August 12, 1960. p. 14B.

1957 - 2004:

The Lew Williams Dealership

Lew Williams owned his first car dealership in 1936 in Billings, Montana and by 1957 he owned the downtown Eugene location as well as ones in Sacramento, California and Corpus Christi, Texas. It didn't take long before the sales of the downtown Eugene dealership doubled and so in 1958 Lew Williams took out an option to purchase the Coca-Cola Bottling Plant and 4.5 acres at 2020 Franklin Boulevard.³⁵ This site provided greater exposure, increased traffic and featured an existing building that could accommodate some of the services associated with a car dealership. But what the site lacked and what Williams wanted was a defining building to showcase the newest Chevrolets. Williams hired Balzhiser, Seder and Rhodes, a local Eugene architectural firm to design the display pavilion or what is now known as the Showroom. The principle architect was Grant Seder.³⁶

Grant Seder

Grant Seder, moved to Eugene from Chicago, Illinois in the 1950s and first worked with Wilsem & Endicott before becoming a partner at Balzhiser, Seder and Rhodes. He served as a partner there until 1968 when he moved to another Eugene firm Unthank, Seder and Poticha Architects from 1968 to 1984. From 1986 to 1990 he was employed by the US State Department and worked in Hong Kong and the Middle East. During his professional career Seder designed other buildings in Eugene including the Unitarian Church in south Eugene, the Lane County Chapter of the American Red Cross Building and University of Oregon buildings that included the University Health Services and Clinical Services buildings.³⁷ But it was at Balzhiser, Seder and Rhodes in the late 1950s and early 1960s that he designed the Showroom for Lew Williams.

Seder called for a oval plan with a curving roof that rose to the east and west, giving passing drivers a full view of the interior Chevrolet vehicles. The roof, originally designed as a tension structure, was altered due to budget constraints to a more conventional support system with steel columns, girders and beams. Further exposing and displaying the interior goods was the use of the curtain wall with large windows interrupted only by thin aluminum vertical and horizontal supports. The curtain wall wrapped around the east, north and west facades with the south connected to the existing Coca-Cola Bottling Plant. Set on a concrete plinth, the Showroom included three main entrances, one from the north, east and west. And like any respectable and modest car dealership, the Lew Williams Dealership, featured a massive and brightly lit neon sign that beckoned the passing and potential driver and client. Grant Seder, the architect said this of the Showroom design:

...on the subject of the Chevrolet Showroom- actually Lew Williams Chevrolet when it was built. The service area was an existing building that had been a Coca-Cola bottling plant. Luckily, the front of the site had been left as a truck-loading area so the solution was pretty obvious. The only question was how to relate the building with its east-west orientation, dictated by the existing building and the available site area, to people approaching at a slight angle, slightly uphill at 30 mph on Franklin Boulevard. An elliptical floor plan could maintain the east-west axis and still not give a cold shoulder to Franklin Boulevard. The gently-curving ceiling helped direct the eye down to the cars on display and was consistent with the elliptical building shape. Lighting was not subdued but not dramatic- as "natural" I guess, as possible. "Outdoorsy" as appropriate to sedans and station wagons. If the dealership were selling Porsches or Mercedes the lighting would have been more dramatic; maybe deeply-recessed pinhole spot down lights.³⁸



Figure 2.22: 1960 photograph. Source: Collection of TGB Architects/Planners/Inc. Grant Seder Architect.



Figure 2.23: 1960 photograph. Source: Collection of TGB Architects/Planners/Inc. Grant Seder Architect.

The Joe Romania Dealership

In 1969, the dealership went through a change of ownership as Joe Romania, the general manager and vice president purchased the business from Lew Williams. Romania and Williams' relationship started in 1947 when Romania was hired as a salesman at the Lew Williams Chevrolet in Billings, Montana. Eventually promoted to manager of used cars, Romania followed Williams to Eugene, in 1957, after Williams purchased the Julio Silva downtown Eugene Chevrolet dealership.

Joe Romania built upon the success of Williams and was even awarded the "Quality Dealer Award" by Time Magazine and the National Automobile Dealers Association in 1979. At the time of the award the dealership was the largest Chevrolet dealership in the State of Oregon with 142 employees, 5,000 sq ft of showroom space, a 31,000 sq ft service area, 12,800 sq ft parts department and 5,500 sq ft of office space. Known for community service Romania was awarded the Pioneer Award by the University of Oregon in 1988 for his numerous civic causes. Romania retired from the dealership in 1994 when he sold the dealership to his son, Steve Romania.

The dealership remained in the Romania family's hand until 2002 when it merged with the Kendall Automotive Group and finally completely sold off in 2005 to Kendall.⁴⁰



Figure 2.25: Article about Joe Romania in the May 25, 1979 in the Eugene Register-Guard. Source: Tims, Marvin. "I believe in putting something back...", Register Guard, May 25, 1979, p. B1.



Figure 2.26: Aerial photograph circa 2005. Source: Google Maps (Circa 2005)

2005 - Present:

University of Oregon & National Register of Historic Places

In 2005, the dealership was purchased by the University of Oregon Foundation who then transferred ownership to the University of Oregon in February of 2007. Although all the structures remain extant the internal functions of each changed. The Showroom and associated office spaces are currently being utilized for studio space for the School of Architecture and Allied Arts while the remainder of the spaces are used for storage of both personal files and furniture surplus.

Currently, the Showroom and service buildings are being considered by the Keeper of the National Register of Historic Places for listing on the National Register. The nomination, completed by University of Oregon Historic Preservation graduate, Adrienne Donovan-Boyd, with assistance from Showroom advocate, Andrew Fisher, was recommended for consideration for listing by Oregon's State Advisory Committee on Historic Preservation on February 18th, 2011.

APPENDIX D - SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The Standards for Rehabilitation (codified in 36 CFR 67 for use in the Federal Historic Preservation Tax Incentives program) address the most prevalent treatment. "Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

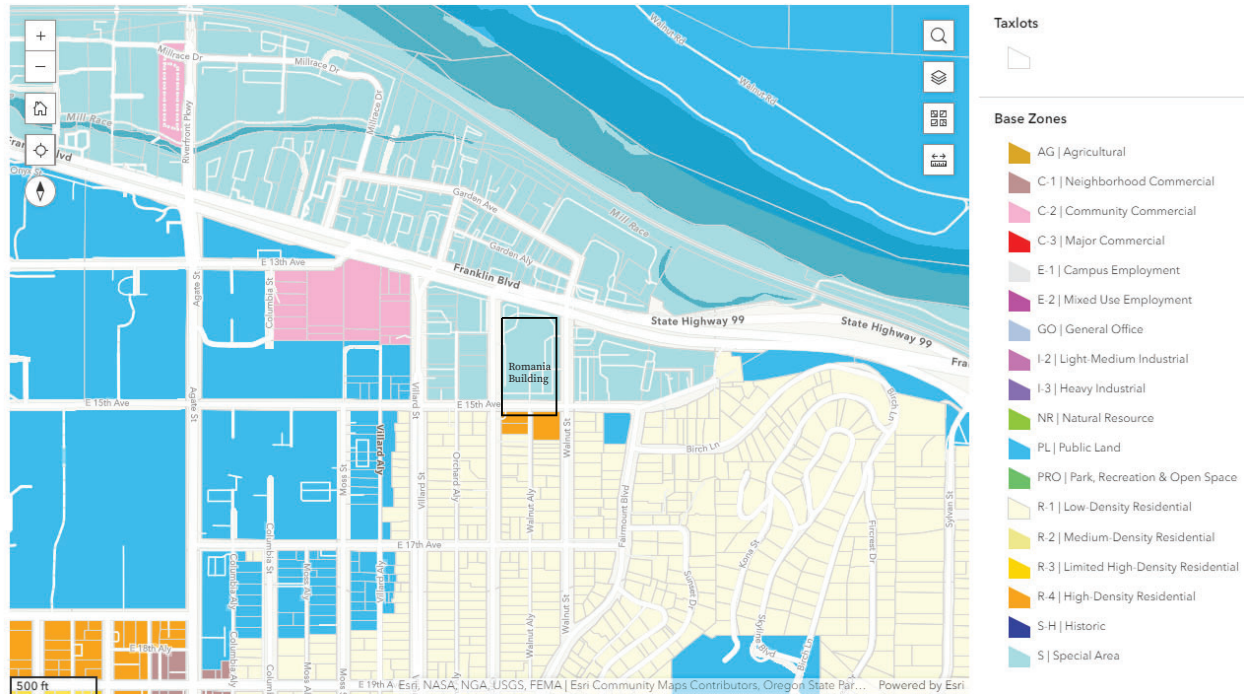
THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

APPENDIX E - CITY OF EUGENE ZONING MAP FOR ROMANIA



Romania is located within the following City of Eugene zones:
S - Special Area

APPENDIX G - SIGNIFICANT PERSONS ASSOCIATED WITH ROMANIA

Excerpts from Carl Williams Lew Williams/Joe Romania Showroom Historic Structures Report & National Register of Historic Places Registration Form

Coca-Cola Bottling Plant

The Coca-Cola Bottling Plant was built in 1949 and established a functional connection between the property and transportation link. The Coca-Cola Company of America began in 1886 and became one of America's most popular fountain drinks. Coca-Cola began operations in Eugene in 1947 and operated as such until the sale to Lew Williams in 1957. The bottling plant then moved to the northeast area of Eugene on Highway 99. Before the construction of the plant there were several residential homes on site.



Coca-Cola Bottling Plant, Oregon Digital 1957

With the end of World War II, the United States saw significant growth and expansion in the output of homes, and the need for an automobile. Dealerships were an important part of the automobile business.

Lew Williams

On October 11, 1957 Lew Williams purchased his original dealership in downtown Eugene. Due to an increased demand in automobiles at the end of World War II, his business at this location had doubled. Williams decided to move the dealership to a more suitable location and in 1958 took out a loan to buy the Coca-Cola Bottling Plant. Williams desired a showroom to showcase the Chevrolet cars, and hired the firm of Balzhiser, Seder and Rhodes to develop plans for the new display pavilion and site improvements. The showroom was an addition to the existing Coca-Cola Bottling plant. Williams converted the bottling plant into the dealership's service center and later came the paint shop, body shop, and collision repair center.

The dealership's grand opening was held the weekend of August 12th in 1960. The new dealership was one of the first to have been built outside of the downtown area.

Grant Seder

Grant Seder moved to Eugene in the 1950's and worked with Wilsem & Endicott before becoming a partner at Balzhiser, Seder and Rhodes until 1968. Seder was the chief architect for the firm and thought the shape of the building needed to reflect the dealership's spatial relationship to Franklin Boulevard. He gave the building a "potato-chip styled" roof that rose to the east and west, giving passing drivers a full view of the Chevrolet vehicles inside. The showroom was designed in a vernacular that is akin to the futuristic "Googie" style that was popularized by the car-focused culture of Southern California in the 1950's.

The roof, originally designed as a tension structure, was altered due to budget constraints to a more conventional support system with steel columns, girders and beams. Further exposing and displaying the interior goods was the use of the curtain wall. The dealership featured a massive and brightly lit neon sign that beckoned the passing and potential driver and client.

Joe Romania

Joe Romania was the general manager of the dealership under Lew Williams, and in 1969 Williams sold the dealership to Romania. Romania started as a salesman at the Lew Williams Chevrolet in Billings, Montana and followed Williams to Eugene in 1957. The dealership remained in the Romania family until 2002 when it merged with the Kendall Automotive Group. In 2005 the property was sold to the University of Oregon.



DeNorval Unthank, Otto P. Poticha, Grant Seder, Wikimedia Commons

University of Oregon

The University of Oregon Foundation bought the property and transferred ownership to the University of Oregon in 2007. The showroom was boarded up with partial wooden planks along the curtain wall while the structure remains. The showroom and office spaces were previously utilized for studio space for the School of Architecture and Allied Arts. In 2011 the showroom was listed on the National Register of Historic Places.