

1993 Historic and Cultural Resource Inventory

A Historic Context Statement
for the

City of Jacksonville, Oregon

*including additions
to the
Jacksonville Survey of Historic and Cultural Resources
adopted in 1980*

August 1993

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Jacksonville and the Rogue River Valley, looking northeast from Britt Hill, c. 1905
(SOHS Neg 14174)

INTRODUCTION:

The City of Jacksonville, Oregon has long been hailed as one of the most historically significant communities in the western United States. A scant thirty years after the area was originally settled during the gold rush heyday of the 1850s, geography, technology, and circumstance all combined to halt the forces of change that typically destroyed the historic integrity of other mid-19th century communities. By the turn of the 20th century, however, Jacksonville's physical appearance was essentially defined—there was comparatively little drive, and even less reason, to modernize, build anew, or otherwise intrude upon the city's 19th century landscape. As nearby communities prospered and grew in a dramatic fashion, isolated Jacksonville struggled to maintain its population and economic base, generally with little success. So, for the first half of the twentieth century, despite occasional individual bursts of energy, Jacksonville essentially remained a static landscape.

By the early 1930s, following various failed attempts at revitalizing the city's economy, Jacksonville's community leaders slowly recognized that their city's primary advantage was its remarkable affinity with the past. Community groups promoted events that celebrated the city's pioneer history and Jacksonville gained increased notoriety. Museums that exhibited early relics and interpreted the city's "glory" days became popular attractions. As awareness of the city's history spread so too did an appreciation for the significant role its buildings played in preserving the character of the community. Academic interest in the area's architecture culminated with the listing of a major portion of Jacksonville's core as a National Historic Landmark in 1966.

The success that came to Jacksonville with the recognition of its historic significance brought with it many of the same pressures whose absence had preserved the town to begin with. Today, as a successful residential community with a thriving tourist economy, preservation in Jacksonville, where virtually every aspect of the built environment impacts the area's rich historic significance, creates a natural conflict. Planning for and allowing change and progress is a constant balancing act in Jacksonville—individual decisions are often contentious and usually debated publicly. Yet the unique character of Jacksonville is that it is, and insists upon remaining, a city—a place where people, live, work, occasionally prosper, and continually strive to improve their quality of life. Though a historic community, one that respects and honors its past, Jacksonville is not a museum and firmly resists being treated as such.

Documentation is, of course, an integral part in any informed decision-making process and Jacksonville's leaders have long recognized the need to understand and assess their city's historic and cultural resources as a tool to help guide appropriate development. Over a decade ago, Jacksonville carefully documented the buildings of its core Landmark District, creating a useful and analytical study of many of the town's most significant resources. Now, recognizing the continued development pressure the city and its urban growth

boundary are likely to experience in the coming decade, as well as the increasingly important role that other, non-built, resources play in the city's character, Jacksonville has determined to increase the scope of its documentation of historic and cultural resources to include those areas of the city outside the Landmark District. Recent controversy and various legal opinions regarding land use planning ordinances that concern Jacksonville's Goal 5 resources have created an additional impetus for the present project.¹

The 1993 Survey project, began under contract in Autumn 1992 as an expansion of the process that was begun in 1980 by Gail Evans, the lead researcher for Allen, McMath-Hawkins Architects, of Portland. This 1992-93 report has the parallel goals of 1) expanding the study area beyond the Landmark District proper, and 2) to document for the first time the non-built resources that create the setting for Jacksonville and contribute to the community's historic character.

The original 1980 project, due to method of the survey and inventory process at that time, lacked a "Historic Context Statement." This document establishes the logical framework by which historic and cultural resources can be assessed and evaluated within the specific development history of the City of Jacksonville. Thus researching and writing a context statement became the necessary initial task of the 1993 project. A draft statement was submitted for comment and approval to both the City of Jacksonville and the State of Oregon Historic Preservation Office in December 1992. Following positive review, the fieldwork component of the project began in January 1993 and continued throughout the Spring and early Summer months. The specific methodology employed during fieldwork to identify and document resources included in this survey is detailed in Part III. During the fieldwork phase, the consultant met with either the Historical and Architectural Review Commission or the City Planner at various times to discuss progress or the direction and preliminary findings of the survey.

Beginning in April 1993, fieldwork on the viewshed component began and the documentation method for those resources was developed in consultation with the SHPO, City Staff, and other knowledgeable parties. The final report, including the revised and completed context statement, the individual site forms, indexes, and graphic information was generated and prepared for submission during late June and July with the project being completed and transmitted to the City of Jacksonville in August 1993.

The study of historic and cultural resources in Jacksonville provides both opportunities and challenges that are virtually unique within the State of Oregon. Few, if any, other community places such a priority on maintaining its historic character as does this one, the state's only National Historic Landmark to encompass an entire cityscape. In Jacksonville, as our understanding and appreciation of the past evolves, most everything is either

¹ For a detailed account of the present LCDC situation regarding Goal 5 Resources see "Enforcement Order" packet, containing pertinent communications between the Land Conservation and Development Commission and the City of Jacksonville.

intrinsically "historic" or "significant" itself, or is located within the immediate vicinity of some resource that is. It is especially satisfying to see the growing recognition of non-built resources as an integral component of Jacksonville's understanding of its own past. The smaller pieces of history are no less an important part of the overall character of this community simply because they are only beginning to be seen as such. Finally, while this survey is the most recent, it is certainly not destined to be the last attempt to document the wide variety of elements that combine to maintain Jacksonville's historic character and charm.

No project such as this would be possible without the support and assistance of a wide variety of individuals. In addition to the members of the Jacksonville City Council, Planning, and Historical Architectural Review commissions, City Recorder Doris Crofoot, Assistant Recorder Kathy Hall, and City Planner Paul Wyntergreen have all provided the project with their help and advice. Brad Linder, Jeanette Merriman, Carol Harbison and others at the Southern Oregon Historical Society have searched for historic photographs, early memoirs and other primary sources that added greatly to the ability of this project to accurately assess the often quixotic course of Jacksonville's history. Access to the Jacksonville Courthouse cupola, besides providing a wonderful (and generally inaccessible) view of Jacksonville was of great benefit in development of the viewshed component of the study. City residents who answered my questions, discussed their families and pointed me in the right direction provided invaluable information in documenting their homes. And finally, to Gail Evans, whose well-researched and well-documented 1980 Survey established a benchmark of academic quality which this project only hopes to equate. To all, my thanks.

PART I: HISTORIC OVERVIEW:

1.1 PROJECT BOUNDARIES

The following geographically defined Historic Context Statement of the City of Jacksonville extends the 1980 Evans survey beyond the "Landmark District" of the central core area and encompasses the entire urban growth boundary as currently defined by both city and county land use planning studies. The base map for the project is the map of the city of Jacksonville prepared by The Wyntergreen Company in January 1991.

Within the defined study area, all above-ground resource types (buildings, objects, structures, markers, and other built resources) have been evaluated.² Additionally, natural features of identified cultural significance and viewsheds, some of which by nature extend beyond the UGB, have also been identified and evaluated for their contribution to the overall character of the Jacksonville community. Temporal limits for the study have been set at c. 1851-Present, based upon the initial wave of gold-inspired settlement that resulted in the establishment of the city. The primary focus however, based upon the so-called "Fifty-year rule" as used in National Register evaluations, is limited to resources built prior to 1943.³

1.2 HISTORIC BACKGROUND:

1.2.1 Geographic character:

*A more picturesque place it has scarcely ever been my fortune to behold.
It is nestled in a cove at the foot of the hills in an enchanting landscape.⁴*

The City of Jacksonville is located in the Rogue River Valley, a broad plain of arable land within a mountainous ring drained by the Rogue River and its many tributaries. The valley stretches from Ashland to Grants Pass in both Jackson and Josephine counties. The major inhabited area of the Jackson County portion could perhaps more properly be called the Bear Creek Valley after the tributary stream [known historically as Stewart Creek] that runs from the foothills southeast of Ashland and joins with the Rogue River some twenty miles north, in the area of Lower Table Rock.

² The majority of the buildings within the Landmark District were included in the 1980 Study. Please see "Previous Surveys, in Section II, "Identification" of this context for more information.

³ Please refer to Section 1.4, "Historic Themes" for a complete discussion of the applicable Broad Themes and chronological periods as utilized in this context.

⁴ J.F. Davis, "Trip to Southern Oregon," *Oregonian*, as quoted in the Oregon Sentinel, 4-April-1885.

Situated between two great valleys, the Willamette and the Sacramento, that were goals of considerable migration during the middle decades of the 19th century, the importance of the Rogue River Valley in West Coast history has been greatly overshadowed. (Merriam 1941)

The City of Jacksonville is located in a sheltered corner of the Rogue River Valley proper, nestled in the foothills at the base of what is known as Timber Mountain. While the main portion of the community lies on the essentially flat lands of the valley floor, to the south development continues along a narrow finger-like valley that drains Daisy Creek, an area known as Rich Gulch. Cemetery Hill, nestled in the foothills northwest of the town center, rises some 100 feet above the city's 1,569 foot elevation.⁵ The narrow Jackson Creek drainage area extends the town to the west, by defined the mountainous ridges that line Oregon State Highway 238, heading toward the Applegate Valley.

Three major transportation routes connect Jacksonville to the surrounding area. South Stage Road, as its name implies, dates from the city's earliest settlement, connecting Jacksonville and the Pacific Highway [Highway 99] to the southwest, just north of Phoenix. Running through the center of the commercial district, Oregon State Highway 238 connects Medford to Jacksonville, turning into Fifth Street, heading west along California through the center of the commercial district and then heading out toward Ruch, the Applegate Valley and, eventually, Grants Pass. Old Stage Road follows Oregon Street heading north out the city and winds toward the communities of Central Point and Gold Hill, eventually linking into Interstate 5, the major north-south automobile route of the Pacific Northwest.

1.2.2 History and Development:

Before 1851-52

The Rogue River Valley, ringed by forbidding mountain ranges and steep snow-covered passes for much of the year, was relatively unaffected by the infusion of white settlers to the northern portions of the Oregon Territory that began in the 1840s. The mountains and streams provided the traditional homes of various bands of Takelman and Shastan-related peoples. In the 1820s and 1830s, a few trappers and explorers passed through the area or briefly camped in the valley to hunt or forage.⁶ Even these short visits often resulted in bloodshed and the Rogue Valley, named after the war-like reputation of its natives, quickly gained infamy among the white settlers flocking to the northern portions of the

⁵ This "official" elevation is based upon USGS Benchmark Y199, located at the intersection of Third and California Streets. Various portions of the city are located at both higher and lower elevations.

⁶ The first Euro-American to pass through the Rogue Valley is generally thought to be Peter Skene Ogden, leading a party of trappers for the Hudson's Bay Company. See LaLande, *First Over the Siskiyou*, OHS: 1990.

Oregon Territory. However the area offered a logical north-south route between Oregon and California and increasing numbers of travelers chose to brave its dangers on their way to the lush Willamette. "By 1846 a regular seasonal progression of travelers passed through the Rogue country each year."(Atwood 1991:4)

In 1846, brothers Jesse and Lindsay Applegate, pioneers who had first arrived in Oregon in 1843 as a part of the so-called "Great Migration," became a part of a team determined to open a "Southern Immigrant Route." This second avenue into the Oregon Territory would bypass the Hudson's Bay Company outposts at Fort Hall and Walla Walla, and provided an alternative to the treacherous crossing of the Columbia River. Arriving at Fort Hall in late Summer 1846, Jesse Applegate enticed a train of forty-two wagons to try the new route along the Klamath River and into the Rogue and Umpqua Valleys by promoting it as a shorter and easier route into the Oregon Territory. "There were two serious errors in his sales pitch." (Haines 1967:13) The crudely located trail was neither prepared or easy, as Applegate implied, nor was it in fact any shorter than the Oregon Trail proper. The hardy band of emigrants who set out behind Applegate would have a difficult journey ahead of them.

[They] found it a long one, almost devoid of grass and water until they reached Goose Lake. They suffered severely and their cattle, half-starved and feeble, could scarcely pull the wagons along; nor was this the end, for upon reaching the canyons of the Umpqua mountains they found it almost impossible to proceed and many them remained a long time...while others only reached the Willamette by abandoning everything.(Walling 1884:149)

Despite this initial experience, and the blame that would be laid on Applegate for the train's hardships, the Southern Emigrant Route, or Applegate Trail as it soon became known, was gradually improved and gained in popularity. With this improved access, Anglo activity slowly increased in the Rogue Valley during the last half of the 1840s and increased dramatically early in the next decade. "In March 1851, gold was discovered at Yreka, California...[and] the shortest route to this newest of gold strikes was the Southern Emigrant Route."(Haines 1967:28)

With the gold rush in Yreka, pack train traffic rapidly increased through the Rogue Valley, as goods were shipped across the Siskiyou into the booming mining towns of northern California. According to a series of articles published in the *Oregon Spectator* in the 1848 and 1849, Oregon, in effect, saw itself as the "breadbasket" that would supply the mining towns of California. While much of the territory's agricultural product was sent south by ship, some was off-loaded at Scottsburg, an inland port on the Umpqua River, and then packed through the Rogue Valley to Yreka and extreme northern California. "It was a beautiful valley, that of [the] Rogue River, and a paradise of packers, the tall grass affording of forage for mules."(Duncan 1878) Still, as late as 1851, settlement in the Rogue Valley was limited to a few hardy outposts. "The Rogue Valley, still very much

the realm of Indians, had a few isolated cabins—those of Perkins, Evans and Skinner."(Beckham 1971:72) Both Perkins and Evans were operating ferries across the Rogue River to take advantage of the growing packer traffic through the valley. Skinner, the Indian Agent, had a small log cabin at the base of Lower Table Rock, on what is reportedly the first Donation Land Claim in the Rogue Valley. The true settlement of southern Oregon, however, dates from the Winter of 1851-1852 and the discovery of gold.⁷

Gold!

Considerable confusion surrounds the actual discovery of gold in the Jacksonville area. Some sources date the event as early as Spring 1851 but the most popular view seems to be that a group of packers, including James Cluggage and James R. Pool, essentially stumbled across a rich placer deposit west of the primary north-south trail through the valley in February 1852.⁸ A large body of information, however, indicates that gold was actually discovered in the Jacksonville vicinity some time before Cluggage and Pool's "Rich Gulch" find. Pioneer sources that concern the event generally relate a somewhat different role for Cluggage and Pool, and indicate that gold was first found on Jackson Creek by Mr. Sykes, a young man in the employ of Alonzo Skinner, the area Indian Agent.

Following the Spring 1851 discovery of gold at Yreka, California, miners fanned out all over the drainages on either side of the Siskiyou Range, looking for gold throughout the Klamath, Rogue, and Umpqua River Valleys. In July, 1851 the *Alta California* relayed a report from an Oregon paper;

"A gentleman arrived here last evening, ten days from the Shasta Mines and eight days from the Rogue River county....*New diggings have been discovered on the Rogue River*, which are said to pay better than the Shasta Mines. About three hundred miners came on with to work them;

⁷ By Winter 1851 primary sources generally indicate a higher degree of settlement than Beckham indicates. Judge L.J.C. Duncan, who arrived in the Rogue Valley in October 1851, reports Perkins' Ferry (by then operated by Long), Evans Ferry, a settler named Bills (who was soon driven off for consorting with the Indians), N.C. Dean at Willow Springs, and Skinner as all residing in the valley at that time. Duncan himself established a farm on Bear Creek, near Wagner Creek, twelve miles southeast of what would Jacksonville following the discovery of gold. Walling reports some twenty-seven residents in the area by December 1851.(Walling 1884:327)

⁸ Various accounts refer to Pool as "John" while others spell his surname with a terminal "c" as Poole. Historical accounts contain examples of both uses and the actual spelling is in dispute. Since Pool's Donation Land Claim was filed under "James R. Pool" that form is assumed to be correct and used in this study. Pool, who was apparently illiterate, likely was unaware of the inconsistent spelling of his name during the period. See Cox-Hanley correspondence on this issue in the "Poole" vertical file of the SOHS Collection, Medford.

and about one hundred came through to the valley.(Boggs 1942:89, emphasis added)

These discoveries, apparently referring to the finds at what is now "Althouse," located in the Illinois River valley of Josephine county, sparked even greater efforts to locate additional deposits along the creeks tributary to the Rogue River. Sometime in either very late 1851 or early 1852, Mr. Sykes, perhaps with others, struck gold on Jackson Creek.⁹

Mr. Sykes, who worked for Judge Skinner, was one of the two or three who first found the diggings on Jackson Creek. Cluggage and Pool were packers. Many think they were the discoverers of gold on Jackson Creek but this is not so. It was not in 1851 that Cluggage and Pool discovered Rich Gulch nor was Rich Gulch the place where gold was first discovered in the Rogue River Valley... the Sykes discovery... [came] first.(Duncan 1878)

At least two other historic references support Duncan's essential premise that Cluggage and Pool arrived at the Jacksonville area only after others had identified its potential riches. Thomas Frazar, who arrived in Jacksonville in June 1852 reports:

We looked 'round a while and then went 'round to some of the diggings. Went to the first that was discovered in 1850 or 1851 by a packer by the name of George Frazier. He was packing goods from Scottsburg to Yreka, California.(Frazar 1982:42)¹⁰

While Frazar's account introduces even further confusion to the issue of gold discovery, it does fail to mention either Cluggage and Pool at any point, thus indicating less than universal recognition of their role in the Jacksonville strike only a few months after its supposed occurrence. Another period report, that from the diaries of Herman Francis Reinhart, is more specific. Reinhart, a miner himself, traveled around much of the northern California gold country during the period 1851-1852.

When we were at Minersville (apparently a camp in what is now Scotts Valley, California, west of Yreka)...some packers from Oregon came there and stayed a few days till they sold out [their goods]....The packers' names were Pool and James Cluggage...I got well acquainted with them both.

⁹ James Skinner, the son of Asa Skinner, is often mentioned in primary sources as the original locator of gold on both Jackson Creek and at Daisy Creek, in Rich Gulch. As to the exact date of the find, the most specific information available merely indicates that the Jackson Creek find occurred sometime prior to February 1852.

¹⁰ No additional information on George Frazier was located for this study nor does he appear in any other located primary source.

They told that there had been some new diggings discovered in Rogue River Valley just close to Jacksonville. A gulch called Rich Gulch had been discovered by their partner named Skinner. He was the son of the then Indian Agent of the Rogue River Indians. (Reinhart 1962:33-34.)

While the actual sequence of events may never to be fully understood, Judge L.J.C. Duncan provides what is likely the most reasonable, and reliable, view of the discovery of gold in southern Oregon.¹¹

Stopping at Skinner's about the first of February 1852, Cluggage and Pool heard of the discovery made by Sykes and company. They then drove their mules from Skinner's situated on Bear Creek six miles northeast from Jacksonville, on to the present site of Jacksonville where they turned them loose and began prospecting. They soon discovered rich diggings which took the name of Rich Gulch. (Duncan 1878)

With the exception of the actual time, Duncan's report gives in substantive detail with that reported in Walling in 1884;

It was in December 1851 or January 1852 that Rich gulch was struck, the first being taken out near the present crossing of Oregon Street. *Gold had been found somewhat earlier on Jackson creek, nearly opposite the present City brewery, by two young men, who communicated the fact to James Cluggage and J.R. Pool who were traveling through the valley. The result was the discovery of Rich gulch by Cluggage and Pool.* (Walling 1884:359, emphasis added)

Much of the basis for the Cluggage and Pool claim as Jacksonville's original discoverers of gold stems from a May 1852 letter, that Cluggage wrote to *The Shasta Courier*. As reported in the *Alta California* three days later;

John Flynn of Johnson's line of stages, has received a letter from Mr. James Cluggage on Rogue river, stating that he and his two partners owned a claim out of which they had taken on an average of seventy ounces per day

¹¹ Judge Duncan related his pioneer experiences to historian H.H. Bancroft in 1878. As a resident of the Rogue Valley before the discovery of gold, and one whose recollections were recorded prior to Jacksonville's decline in fortune that began in the early 1880s, Duncan provides an uniquely authoritative view of the city's early development. Subsequent histories, many related at a period in which it was clear that Jacksonville's glories lay behind her, are suspect of the wide variety of enhancement and selective portrayal that is common to such recollections. Please see Section 1.3 for additional biographical information on Duncan

for *ten weeks*. This is certainly one of the richest claims we have heard of for a long time.(Boggs 1942:127, emphasis added)

Without comment upon the apparent incongruity of a miner reporting in so public a fashion his find, Cluggage's letter does provide evidence of the actual beginning of Jacksonville and that, for the purposes of the present study, has been the primary research avenue. The actual discovery of gold in the Jacksonville area, its chronology and the personalities involved, is here of interest solely as it inspired settlement and the eventual establishment of the City of Jacksonville. On this point there is no doubt that Cluggage, and to a lesser extent Pool, should be credited as the leading figures. The confusion and debate surrounding his exact role and the discovery of gold in Jacksonville, while of interest and deserving further clarification, is essentially tangential to the present topic.

In conclusion then, from all the various accounts, it appears that gold was first discovered in late 1851 or early 1852 on Jackson Creek, not in Rich Gulch, by Sykes, either with or without James Skinner. Cluggage and Pool, at best, were drawn to the area by word of that find and, either on their own or with others, made a second strike in the area, along Daisy Creek, in early February 1852. It was this *second* find, soon made widespread, that provoked the flood of prospectors to the area and the flurry that sparked the formation of what would become Jacksonville.

That boom period created an opportunity for the founding of the town, and the fact that the original mining camp evolved into a permanent community, plays a crucial role in Jacksonville's character. Many of the individuals involved with the discovery of gold at Jacksonville were by nature transient prospectors who followed the lure of a big strike from one mining camp to the next. Cluggage and Pool, for whatever reason, stayed. Both filed Donation Land Claims in the region and established themselves as successful businessmen both during and after the original boom.¹² Cluggage would later develop the wagon road to Crescent City while Pool established a partnership with Henry Klippel in a variety of pursuits and his own "Pool and Klippel" addition to Jacksonville encompasses most of the eastern portion of the city.¹³ In this regard, the personalities of these two plays a role in understanding their relatively atypical behavior. The useful reminiscences of Judge Duncan provide a glimpse of the dynamics of the Cluggage and Pool partnership.

Pool was a natural miner and prospector. Cluggage was a packer and happened to be a partner of Pool.(Duncan 1878)

From their packing experiences, both Cluggage and Pool were familiar with the bounty of the lush Rogue River Valley and probably, at least to some degree, aware of its potential for settlement. With the discovery of gold, one or both likely realized the need for, and

¹² Cluggage filed DLC Claim 37 on 160.11 acres covering virtually all of Jacksonville's western half. Pool's 306.94 acre Claim 90 was located immediately to the east.

¹³ See JackCty Roads, 1.118, filed 26-April-1868.

the potential profit in, a permanent town in the otherwise sparsely settled valley. Only a few weeks before their February discovery, the region had been formed into Jackson County, a county in need of a seat that would benefit from the influx of government monies. In this light, Cluggage's immediate Donation Land Claim application, coupled with his seemingly strange desire to publicize the gold strike at Rich Gulch, make sense and speak to his business acumen rather directly.

Just as uncertainly surrounds *who* first discovered gold in Jacksonville, so too is the actual location of the strike a continuing cause of academic discussion. In 1852, Cluggage, Pool and associates James Skinner and James Wilson staked a claim that ran 400' along the banks of the stream christened somewhat hopefully "Rich Gulch."¹⁴ In 1932, this location was approximated and a small concrete marker was raised to commemorate the discovery of gold. At that time, reports note that the gold discovery site was "...situated in Rich Gulch just below the Miller Ranch near the old Jacksonville Hill Road."(*JvlMiner* 5-August-1932) Historically, more detailed information relates the discovery of gold by Sykes, which, as detailed above, can more accurately be claimed as the first discovery of gold in the Jacksonville region.¹⁵

Sykes' discovery on Jackson Creek [was] close to where the west line of the present incorporated town of Jacksonville now lies, and about half a mile north of where Cluggage and Pool made their discovery on Rich Gulch. (Duncan 1878)

As with much of the mining era, the actual events of early 1852 in Jacksonville may never be completely understood. What *is* clear about this period is that by early 1852, as word of the strike at Rich Gulch spread, miners flocked to Rogue Valley from throughout the northwest, searching the streambeds and gulches for gold. According to Walling, by "...late February 1852 every foot of the gulch was staked out and claimed and by March the surrounding hills and gulches were, in spite of the evident hostility of the Indians, filled with the rapidly swelling population..."(*Walling* 1884:359) That same month, and possibly earlier, Appler and Kenney of Yreka had arrived in the little community that was growing on the plain below Rich Gulch and opened a mercantile store in a tent, the area's first house of commerce. W.W. Fowler is credited with the construction of the community's first log building shortly thereafter. "It was probably a store or saloon because no one was going to invest that kind of money in a place to live."(*Haines* 1967:9)

¹⁴ A variety of secondary sources refer to this original mining claim although the primary record was not located for this study.

¹⁵ The occasional claims that Jacksonville marks the initial gold discovery in Oregon are not true. As noted above, gold had been discovered along the Illinois River by mid-1851 and other, minor claims had also been reported in the northeastern portion of the Territory prior to the strike at Jacksonville. (see Scott 1917 and Spruen 1939)



Figure 1.1 An early view of Jacksonville, looking northeast from Britt Hill, c.1858. Note wagon road heading east, toward Ashland and Yreka. (SOHS 1728)

Jacksonville's gold continued to attract miners to the area and, not far behind came merchants, professionals, and their families, adding a growing sense of permanence to the little community. Mining continued and more rudimentary wooden buildings were erected until what was became known as "Table Rock City" developed into a compact little community around the diggings. Still, as late as June 1852, Thomas Frazar described the city as having "... few families ... [it was] more of a mining camp." (Frazar 1982:41)

Harsh winters and a lack of supplies stalled Jacksonville's growth in late 1852-1853 but with Spring, more miners arrived to the site. Increased tension with the Rogue River Indians, occasioned no doubt by the dramatic influx of Anglos into the previously sparsely settled valley, resulted in another outbreak of the so-called Rogue Indian Wars. Despite occasional flare-ups and skirmishes with the natives, the mines continued to be productively worked and Jacksonville, aided by its status as the local seat of government

for much of the southern half of the territory, became more established. During the winter of 1854-1855 surveyors Ives and Hyde set about locating the township and section lines for the area around Jacksonville under contract for the Surveyor General's Office. Their field notes, documenting work they began on Christmas Day 1854, includes comments that the North Fork of Jackson Creek, on the west boundary of Section 31, had "...extensive gold diggings...which extend for some distance above and down to Jacksonville." In nearby sections the surveyors noted that "... the surface of all the ravines in this mile have been dug over by miners in search of gold." (JackCtySurvy, 37S-2W, p. 13)

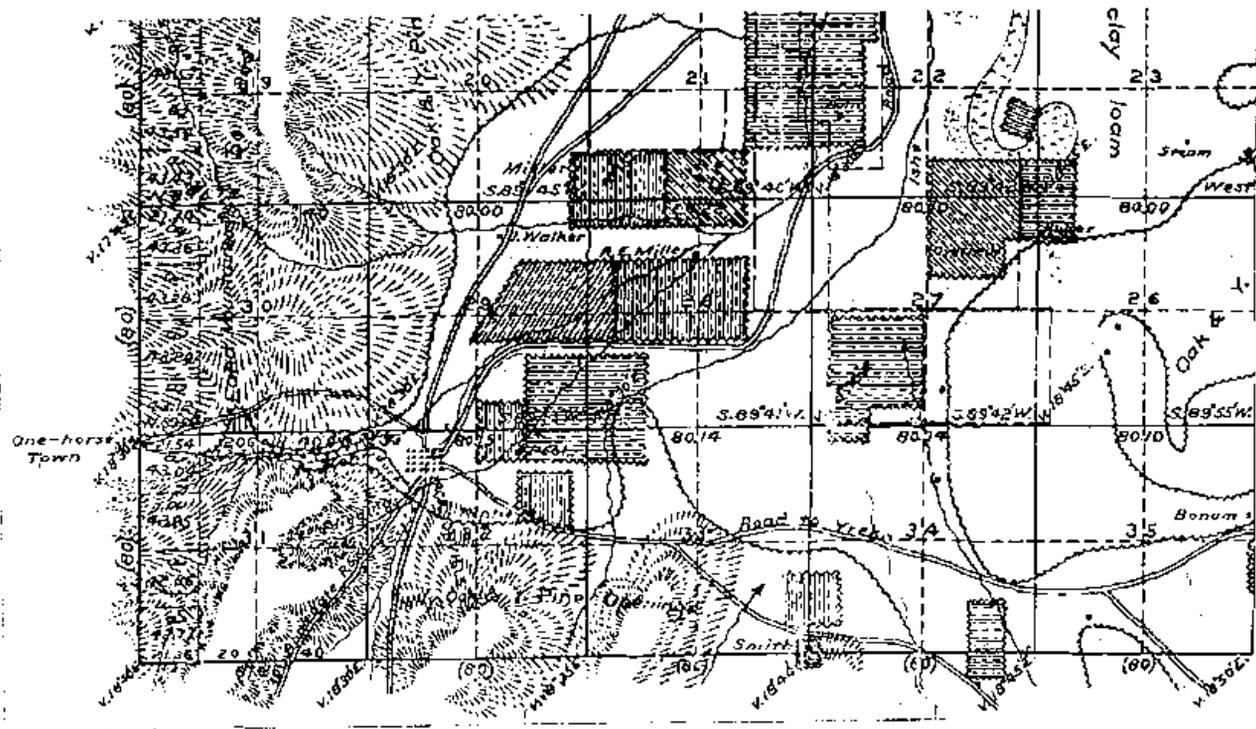


Figure 1.2 First Federal Survey of Township 37S-2W, December 1854 (JackCtySurvy)

Fueled almost entirely by the success of Jacksonville's gold fields, by Fall 1855 Jackson County, whose population numbered only twenty-seven in December 1851, "...had attained the foremost place in the list of Oregon's counties, being the most populous and wealthy of all." (Walling 1884:343) Jacksonville became known far and wide as the "queen city" of the southern half of the state. In December 1854, one early visitor described a substantial, permanent, community at the base of the diggings.

I got to Jacksonville the last day of December, and that night it snowed. Jacksonville was quite a town—seven stores, two fireproof buildings. She is on the edge of the Rogue River Valley, with the mines just at the edge of town or back from it two or three miles. [Mickey c.1918]

Politics and Government

In January 1852, before the widespread knowledge of gold in the area, "Jackson County" had been created out of the "Yamhill and Champoeg" Districts, encompassing much of the southern portion of the Oregon Territory.¹⁶ Although other communities had begun to develop in the Rogue Valley by the early 1850s,¹⁷ the lure of gold made "Table Rock City" the largest and wealthiest of the towns. After it was named the county seat, the city's name was changed to "Jacksonville."¹⁸ The first board of officers appointed to oversee the affairs of the new county consisted of gold discoverer/town founder Cluggage, early settler N.C. Dean, and Abel George, apparently another early settler. As the comparative impact of mining on the major segment of the population declined in Jacksonville, politics and the various activities of government were to assume a major role in shaping the community. Many of Jacksonville's most prominent early citizens, although typically first drawn to city by the lure of gold, were soon more actively involved in business or governmental activity. And, as representatives of the state's largest and wealthiest city, many Jacksonville residents would play influential roles in the formation of the a state government following Oregon's 1859 entrance into the Union.

Jacksonville's control of the government contracts for the huge area served by the county seat created many opportunities for the town's well-connected citizens. Service on various County bodies offered remunerative possibilities to augment farming, mining, or other business pursuits that considerably increased the area's wealth. Road construction, in particular, created many patronage opportunities as there were contracts for construction let, land to be purchased, and routes to survey. Each county road project was overseen by a panel of three "road viewers" who reported on the project to the commission, helped determine just compensation for affected property owners, and then dispersed funds to the contractors. Such activities gave well-connected "disinterested parties" affiliated with the political party in power the chance to add substantially to their income by going on the government payroll at high wages.

¹⁶ Jackson County's boundaries would expand and contract over the next two decades including, at various times, much of what is now Josephine, Klamath, and Lake counties in addition to the present Jackson County area.

¹⁷ Ashland, located south of Jacksonville on the banks of Ashland Creek, was also founded in 1852 around a saw mill built by Abel Helman. Other communities included Althouse, sectioned off to Josephine County with its formation in 1856, a small group gathered near Fort Lane, at the base of the Table Rocks, and what would become Phoenix, around the claim of Samuel Colver.

¹⁸ Although the name of the county is almost always claimed to be in honor of Andrew Jackson, a story persists that the name Jacksonville comes from Jackson Creek, itself named after a miner who mined gold along its banks.(McArthur 1982:392, see also *Jacksonville Post* 19-November-1910 and *Oregonian*, 1-August-1927)



Figure 1.3 Jacksonville from Cemetery Hill area, looking Southeast. Railroad tracks and facilities in left foreground, c. 1900 (SOHS 14179)

Transportation Routes

The Stage Route

Jacksonville had originally been located some distance from the rudimentary trail that served as the major link between Oregon and the California gold fields. Although some reports indicate that the route passed near the future townsite and it was while camping beside it that Cluggage and Pool (or whoever) first discovered gold, the actual relationship between Jacksonville and the early trail is unclear. Following the strike, and sudden development of southern Oregon's first "city" the trail certainly did link Jacksonville to its neighbors north and south.

In 1854 the first GLO Survey of the Jacksonville area shows six wagon roads centered on the community. (See Figure 1.2.) What is now "Old Stage Road," running north from the city along Oregon Street was designated as "Road to Umpqua Valley." South Stage Road, leaving south from California Street was the "Road to Yreka." A road roughly following what is today the Jacksonville Highway, heading to Medford, was designated "Road to Fort Lane" while another road, probably what is now "Old Military Road" left the Umpqua Valley Road just north of the city center and headed west to the Applegate

Valley and what the surveyor called a "One Horse Town."¹⁹ At the southern end of Oregon Street two roads left Jacksonville. One, designated "Applegate Trail" headed west while the undesignated second route likely headed toward what is now the Sterlingville/Buncom area.²⁰

Establishing communication and transportation links throughout the vast area of Jackson County was a primary responsibility of the county government during the first few decades after its formation. Indeed, the first three volumes of the Board of Commissioners Journal are aptly labeled "Road Records" by the County Recorder despite their basic function of recording all the activities of the Commissioners. Typical of the entries from this period is the following petition to the Board in 1857:

...the citizens of Butte Creek and vicinity respectfully represent that they are destitute of any direct thoroughfare or public road from their portion of the County to their County seat... They therefore ask that you will grant them a County road commencing at Fleming's Saw Mill on Big Butte, crossing Little Butte...thence [following] the most practical route to....Jacksonville.(J CtyRoads 1:66)

The Commissioners granted this request and the earlier "Fort Lane Road" was improved and extended to the Butte Creek area. Henceforth referred to as the "Butte Creek Sawmill Road, and later as "the Valley Road," it is now, essentially, the route followed by the Jacksonville Highway into Medford.

By 1859, the United States Bureau of Topographic Engineers mapped the "Emigrant Trail" as running from present Phoenix to both Fort Lane and Jacksonville, connecting to Fort Jones in California and Roseburg to the north. Branch trails left Jacksonville and headed both west, toward the Applegate Valley and southwest, ending just short of the Smith River, in the vicinity of present-day Happy Camp, California. In February of that year, the Siskiyou Mountain Wagon Road, south of Ashland, was opened.

It was steep, narrow and winding but made it possible for the California-Oregon Stage Company to operate between Sacramento and Portland with what posters described as 'comparative comfort, speed, and safety.'(O'Harra 1986:15)

¹⁹ In the fieldnotes for this survey the "One Horse Town," located at the western edge of Section 31, was described as "a small mining town of log houses" and contained at least four structures which were used as reference points. (JackCtySurvy, 37S-2W, pg. 12) While at first the name might seem to be a generic, or even mildly disparaging, one, the diary Moses Williams, the pioneer minister, includes comments about "One Horse Town" that indicate its was simply the accepted name of the community, one that was used as would be the name of any other town.

²⁰ As early as April 1857 the "Applegate Road" was also referred to as the Jacksonville-Crescent City Road, presumably an less-improved version of the wagon route described later in this section.(See J CtyRoads 1:11)

Jacksonville, as the area's metropolis, was naturally along all of these roads. "In summer 1860 a wagon road from Waldo, in Josephine County, to Crescent City, in California, was opened for travel, and prices in Jacksonville were materially reduced owing to the greater facilities for transportation."(Walling 1884:370)²¹ The ubiquitous James Cluggage, now in partnership with a Mr. Drum, quickly established a semi-weekly line of stages between Jacksonville and Crescent City, the latter rapidly growing into the major shipping point for goods headed into the Rogue Valley, superseding Scottsburg, along the Umpqua River. Now sited at the intersection of the major north-south route between Oregon and California, and having comparatively direct access to the shipping port at Crescent City, Jacksonville's importance as a trade center grew dramatically, adding to the already considerable wealth created by the local mines and government. For most of the next two decades the wagon and stage routes, expanded with additions east into Klamath County and continually improved, would remain the primary link between the Rogue Valley and the rest of the northwest, establishing Jacksonville the hub of regional trade.

The Railroad

By the 1870s, the Oregon and California Railroad had pushed as far south as Roseburg, some 100 miles north of Jacksonville and the Rogue Valley. The company's goal was to link the Willamette Valley and its bountiful agricultural region with the growing population centers of Sacramento and San Francisco. The old stage route, itself essentially following the path of the Applegate Trail, seemed the logical location for the new roadbed once it arrived and Jacksonville happily awaited this next phase in its prosperous development.

Various financial difficulties delayed the advance of the line into the Rogue Valley until early 1883 when, under the guidance of Henry Villard the rails again began to push south, over the mountains separating the Umpqua and Rogue Valleys and, ultimately, toward the Siskiyou Range that divides Oregon and California. Existing towns up and down the stage line buzzed with excitement at the coming prosperity the new transportation link would assuredly bring.

During the settlement of the Oregon Territory, city locations were fundamentally tied to natural features; rivers or year-round creeks provided motive power for pioneer industry, larger rivers with ocean access provided shipping points for agricultural products. Surface transportation routes, whether trails or later improved wagon roads, naturally focused upon these predetermined community locations and the access to water transportation or power they offered. In Jacksonville's case, however, the city was located near the "diggings," a convenient point for the surrounding miners to gather for goods, recreation, and the services of local government. In simple terms, Jacksonville had not been located along a logical transportation route but near the gold.

²¹ This was probably an improvement of an earlier existing route. See Note 16, above

"Moderate and unobtrusive, half crowning a low range of hills, half hidden in the edge of the valley, at its southwestern extremity, people wonder why [Jacksonville] was built in an apparently isolated situation but the story is simple. In the early days the whisper of a marvelously rich gold discovery was heard...soon the silent hills and gulches were...whitened with the tents of thousand of eager hunters; the luxuriant grasses and wild flowers that had sheltered the timid deer and antelope...were trampled into dust... [and] the hills and gulches [were] seamed and scared the miner's pick (Walling 1884:360)

The creek beds that had provided this impetus for Jacksonville's founding were nestled among foothills at the edge of the otherwise flat plain that bordered Bear Creek. When transportation was by foot, horse, or even stage, the route to Jacksonville was not overly difficult and the lines that entered the Rogue Valley focused upon the city despite its relative geographical seclusion. When the railroad survey crews began to scout southern Oregon, Jacksonville's leaders assumed that as the leading city in the entire southern half of the state, the community *had* to be on the main line. They were wrong.

The economics of railroad construction were far different than that of a wagon road. The railroad had the power to literally "make" a town anywhere along its right-of-way, without regard to geography or earlier settlement pattern and, more to the point, they were entirely aware of the fact. Jacksonville's expectation that the line would deviate from the easiest path simply to accommodate the existing settlement was not reasonable in this new era. For example, in Josephine County to the north, Grants Pass overnight became that area's most important community solely on the basis of the railroad.²² In 1883 as survey crews moved through the Rogue Valley and depot locations were designated at Woodville [Rogue River], Gold Hill, and Central Point, it became apparent that the main line was going to bypass Jacksonville and the difficulties of its sheltered site. The railroad would simply continue directly south across the flat, easily traversed, valley floor. Jacksonville, the largest city in the area, the county seat, would be some five miles distant from the main line.

Various reports imply that at some time prior to the actual construction of the railroad, representatives of the company came to Jacksonville and notified the merchants of the difficulty in routing the line to the city. Supposedly, the railroad offered to pursue the more costly and less expedient course only if Jacksonville would compensate it with a "bonus" to offset increased expenses.

²² Grants Pass was actually a part of Jackson County when the railroad first arrived there in December 1883. Its final location was not left to chance but rather was the doing of its influential founder, Jonathan Bourne, of Portland, who probably had "inside" information as to where the line would go. Bypassed entirely by the new route, Josephine County soon conspired to have its eastern boundary line shifted to include the new community and by 1885 Grants Pass had become the Josephine County seat.

An ultimatum was presented;...the road demanded between \$30,000 and \$40,000 cash and a free right-of-way for a number of miles near by."(Hazen 1916)

Jacksonville's leaders, presiding over the leading city in the region, failed in disastrous fashion to comprehend the new dynamic of railroad transportation. Secure in their position, they foolishly, in retrospect almost arrogantly, refused to pay the bonus, confident that no line could succeed were it to bypass the county seat.

They were the metropolis of southern Oregon. The railroad *had* to come to them because they were so important. They were a rich community. They had gold. They were the county seat!(Haines 1967.98)

Despite Jacksonville's prominence and entirely contrary to the historic development pattern of the Rogue Valley, the surveying crews followed Bear Creek, not the stage road, and charted a line that took the easy route down the middle of the valley, heading directly south from Central Point, toward Phoenix and Ashland. Five miles east of Jacksonville, on the flat, undeveloped plain of the valley floor, an entirely new community was established by the railroad.

A visit to the new town of Medford, four miles below Phoenix...revealed to us that the "foundations of the city" are already being laid...The town site... comprised 160 acres, which was owned in equal shares by C.C. Beekman, C.W. Broback, C. Mingus and — Phipps. To induce the railroad company to locate a depot there, these gentlemen offered to give the company half the land.(Tidings 21-December-1883)

In public, as the cost of its frugality and pride in failing to secure the railway became apparent, Jacksonville tried to maintain a hopeful assessment of its future. Some no doubt took great solace in the comments of George Hearst, "the capitalist and prominent citizen of California" who visited Jackson County in September 1883 and cheered Jacksonville's leaders with his assessment of their situation.²³

Your people need not worry that the nearest railroad depot will be five miles off, that will not injure your town; there is too much wealth and business energy here for any other place in the county to supersede you. Jacksonville will continue to grow and prosper and much more rapidly than heretofore.(JvlDemTimes 21-September-1883)

²³ George Hearst, the noted newspaper publisher, was the father of William Randolph Hearst and the original founder of the Hearst publishing empire.

Contrary to Hearst's prediction and the city's hopes, the lack of a railroad would rapidly accelerate the decline of Jacksonville as the metropolis and commercial center of southern Oregon. As animosity over the city's plummeting prominence grew, much of it was vented at Beekman and company, locals who had in the popular mind "conspired" with the railroad to bypass the town for their own monetary gain.

Personalities to the contrary, little could have saved Jacksonville from its fate. Once the railroad arrived to the Rogue Valley, the agriculture interests which had long vied with mining as the area's primary industry were catapulted into ever more dominance as improved freight capability offered the region's farms larger markets. Ashland, Central Point, Talent, and the new upstart Medford, all grew as the bountiful harvests of their surrounding fields were collected and shipped north. Jacksonville, at best out of the core of the county's most arable lands, at worst tucked off in a land locked, mountainous corner overlooking the plain, had little available agricultural land. Located entirely contrary to the criterion for town placement in the railroad-age, the city would now pay the consequences of its mining-based past.

A modest lull delayed the full impact of Jacksonville's situation until December 1887 when the technical challenges of the rugged Siskiyou Mountains were finally overcome and the entire Pacific Coast, from Washington to California was finally directly linked by rail.²⁴ For Medford, and the other cities along the main line, spurred by the opportunities of the even larger markets to the south, greater growth was eminent and there would be no looking back as the railroad transformed the formerly isolated Rogue Valley into a major agricultural center. For Jacksonville, although it did not become immediately apparent, looking back was all that remained.

Decline

The Rogue River Valley Railroad

isolated off the main rail line, by the late 1880s Jacksonville's hold as the local metropolis grew increasingly tenuous and its citizens watched as younger towns with railheads grew and prospered. Jacksonville's primary industry remained the county government. This had been protected by a preemptive 1883 decision to build an elaborate, and comparatively expensive, new courthouse. While criticized as a last-ditch ploy to assure that no "railroad town" would aspire to rob the city of its rightful place of county leadership, the \$50,000 brick structure did, in fact, make the removal of the county seat to Medford or Ashland less economically viable. With the importance of the mining industry in decline, the lack of available agricultural land in the city, and increasingly irritating commercial competition

²⁴ The line from the north was extended to Ashland by May 1884. Stage routes continued over the Siskiyou into California for the next three years until the line from the south was finally completed.

from Medford, the county government was at least something for Jacksonville to build upon.

At first, the Jacksonville's leaders were confident that after the initial north-south route was established, the Southern Pacific would undertake a spur line to connect Jacksonville with the main line through the valley.²⁵ By late 1889, however, it was clear the SP had no such plans and, fearful of being completely isolated, leaders in Jacksonville organized their own line, to provide a regular connection to Medford and points beyond. Thus began the rather quixotic saga of what eventually became the Rogue River Valley Railroad.



Figure 1.4 View of Jacksonville, looking southeast, 1917. (SOHS 1877)

Much has been written regarding the failings of the Rogue River Valley Railroad to fulfill the promise with which its construction was greeted.²⁶ Underfunded, poorly designed, and cursed with woefully inadequate running stock, the small line almost immediately failed in its primary purpose of providing an inexpensive and regular passenger and freight link between Jacksonville and the main road. The small locomotives could barely pull a single car up the grade of the Medford-to-Jacksonville run and insufficient Jacksonville-to-Medford traffic existed to justify additional expenditures to improve the service. Hauling freight, despite some modest efforts in that regard, was essentially out of the question. By 1893, W.S. Barnum of Medford had taken over the line's operation. Its sporadic service soon resulted in a general perception of ineptitude and even derision, as locals jokingly

²⁵ The initial railroad into the region was developed by the Oregon and California Railway Company. Later, following a reorganization, the line would be operated by the Southern Pacific.

²⁶ See, for example, Culp, *Stations West*, or Webber, *Railroading in Southern Oregon*.

referred to it as the "Jacksonville Cannonball." Barnum, and various others who ran the line before defaulting and returning it to him, tried to overcome these obstacles and make a success of the line.²⁷

Apparently something of a caustic individual to begin with, Barnum and his small railroad soon became a scapegoat for Jacksonville's declining fortunes. By 1908 one local editor, so disappointed in the small depot used as the Jacksonville terminus of the line, fumed

[Barnum has]...erected a fire trap in the heart of the city, where the fumes will be a detriment to progress...and the building an eye sore to every citizen....Have the Barnums done anything to develop the city? No! Most assuredly NO! I would like to know what class of people could be induced to invest in this city of the strength those old wooden buildings in the railroad yards?(JvlPost 19-September-1908)

In spite of such apparent lack of support and faced with only minimal economic potential, the Rogue River Valley Railroad did make modest attempts to improve service and maintain a rail link with Medford. In 1916 the line was electrified, becoming the Southern Oregon Traction Company and continued to provide passenger service to the county seat.(Culp 1978:167) By most accounts, though, traffic on the line was almost entirely limited to courthouse business such as the filing of deeds or marriage license applications. With the construction of an all-weather road between Medford and Jacksonville and the increased availability of automobiles after World War I, whatever need for the rail line that had existed evaporated. In 1925, the Jacksonville-Medford railroad was closed and most of its right-of-way reverted to private uses. In what have been the ultimate insult to Jacksonville's pride, the City of Medford purchased all the remaining property of the railroad from Barnum, including all its buildings, rolling stock, even the company's office equipment and ticket books.²⁸ While many of the RRVRR rails ended up as sign posts in Medford, some of which remain in use at this writing,²⁹ much of the railroad's holdings were sold for scrap or, in the case of the depot and repair facilities in Jacksonville, simply abandoned. In 1929 the Jacksonville City Council formally petitioned Medford to either clean up its holdings in Jacksonville, or at minimum pay the back taxes on the properties.

It developed during the discussion... that rather than pay big sums of unpaid taxes on the old Barnum residence and the depot building, the Medford city council got rid of the structures and all responsibility pertaining to them by allowing the county to take them over for back taxes.

²⁷ Much is made of Barnum's use of family members to operate the line economically, including a son who was reportedly the youngest conductor in the nation.

²⁸ Jackson County Deed 166:397-402. This rather lengthy deed describes in great detail the various holdings of the railroad at that time.

²⁹ See, for example, the street sign at the intersection of Minnesota and Geneva streets, in east Medford.

[Amid much laughter] it was decided to accede to the naive request of Jacksonville [and remove the buildings] as soon as possible.³⁰

"Home City of Southern Oregon"

The first decade of the 20th century was marked by an incredible burst of population and economic growth in the Rogue Valley. Late 19th century improvements in transportation and shipping offered greater markets to the agricultural products of the valley and orchards quickly developed into a boom industry. Construction of homes and businesses in Medford, Ashland, and Central Point reached dramatic proportions as new wealth was brought to the area by outside investors. Between 1900 and 1910 Medford's population grew to 8840, an increase of 392% for the decade, the second highest growth rate in the entire nation according to one report.(MMT 1-December-1910) Growth in Ashland, now bypassed as the largest city in Jackson County by its booming neighbor, was also substantial during this period and even Central Point, with a population of 761 was closing in on Jacksonville's total of 789 citizens as the county's third largest city.

As early as 1909, upstart Medford was openly arguing that "the retention of the county seat at Jacksonville has been an unnecessary burden and inconvenience since the advent of the railroad....The time has come for a change. The present courthouse has long since been outgrown and its antiquated facilities are a disgrace to a county as wealthy as this." (MMT 6-July-1909) Some of Medford's leaders even went so far as to suggest that not only would all be better served by a new and larger courthouse in their city but that it would be most practical for Jacksonville itself to be unincorporated and assimilated into the larger town as a suburb! (JvlPost 10-July-1909) Proud Jacksonville was having none of that.

As to being made a suburb of Medford; 'not any in ours, thank you!' In many things it is in the best interest of both towns to work together in harmony, whatever benefits the one, either directly or indirectly helps the other...the people of Jacksonville are ready and willing to assist in any legitimate project for the advancement and improvement of both towns, but prefer to maintain a separate corporate existence.(JvlPost 31-July-1909)

³⁰ "City Rail Relics at Jacksonville to be Removed," *Medford Mail Tribune*, 3-April-1929.

Trying to capture some of the development that was occurring throughout the rest of the county in the first decade of the 20th century, Jacksonville's leaders changed tactics. Attempts at promoting manufacturing had failed miserably due to lack of a rail connection and it was obvious that the city was not destined to become an industrial center.³¹ While some attempt at promoting agriculture, primarily in connection with the "Tokay Grape" was made, this seems to have had little success as well.³² Instead, Jacksonville, with its beautiful setting, would become "The Home City of Southern Oregon."

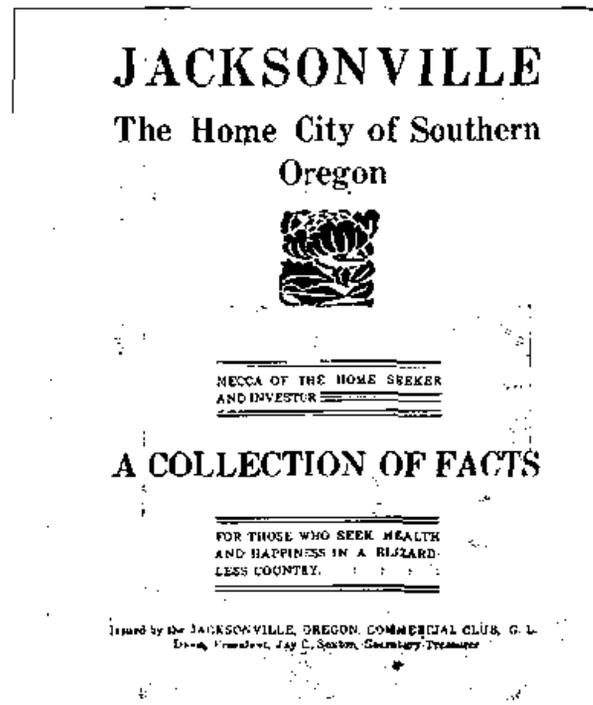


Figure 1.5 Title Page from "Jacksonville, The Home City of Southern Oregon," 1909 Commercial Club Promotional Brochure

In 1907 a group of local merchants and civic leaders banded together as the "Jacksonville Commercial Club" modeled after the clubs that were springing up in other towns with the assistance of the Southern Pacific Railroad and its *Sunset* magazine promotional division. Claiming that "Jacksonville has natural advantages as a residential city not possessed by any other town in the valley," the group, aided by the newspaper, sought to attract home buyers to the area.

Enclosed on three sides by the foothills, nature's invincible barriers, [Jacksonville] is amply protected from the winds and storms to which less favored localities are exposed. Elevated about 1500 feet above sea-level, the atmosphere is pure and invigorating, not so rare as at greater elevations nor so dense as at lower ones, but just right for free and easy breathing,

³¹ Large scale quartz mining had mixed success and early attempts at quarrying were stymied by expensive freight costs. In the early 20th century the Jacksonville Brick Company likely faced a similar problem.

³² Peter Britt is generally credited with first realizing the potential for grape harvest in the Rogue Valley and other mentions of earlier grape growing in the 1860s and 1870s can be located. Virtually all of Jacksonville's promotional literature from this period, however, refers to apples, pears, grapes and other crops grown "near Jacksonville" and were illustrated with photographs of land more logically associated with Medford.

affording plenty of oxygen without exhausting the human system.(JvlPost 1-May-1909)

Probably spearheaded by the Commercial Club, Jacksonville in the era of the 1907-1912 actively attempted to improve its attractiveness to new capital, residents, and industry. The local paper, *The Jacksonville Post*, documents a wide variety of civic improvements including a new municipal water supply, additions to the city (most notably the Holman Addition) and increased efforts to secure a electric railway that would link Jacksonville more effectively to Medford than did the Rogue River Valley Railroad. The promise of the electric system, and the potential it offered to the city, was not lost to the local editor;

The lesson taught the people of Jacksonville when the Oregon and California road was put through will long be remembered and should never be allowed to happen again. The [electric] road will be put through and if the people of Jacksonville want it they must act.(JvlPost 13-March-1909)

Surrounded by a booming regional economy, Jacksonville was filled with hope and enthusiasm, apparently for the first time since the late 1880s. The Commercial Club's brochure on Jacksonville was widely requested and the local business community seemed confident that the city was again to blossom.³³

A spirit of exceptional development seems to have seized the upon this city. Improvements is *[sic]* everywhere noticeable. Progress is the watchword. Enterprise and activity go hand in hand and are apparent on all sides.(JvlPost 27-March-1909)

The Courthouse Removal

Despite these hopeful efforts, Jacksonville's star continued to decline in the face of challenges from the growing cities of Ashland and Medford. Between 1910 and 1920, virtually all of the valley's communities declined in size with the end of the orchard boom. Medford and Ashland populations dropped sharply to 5,700 and 4,200 citizens respectively. But Jacksonville lost almost 40% of its population, dropping from 789 to 485 inhabitants. Even worse for the city was that the idea of moving the county seat had again gained favor and, as time passed, the investment in the elaborate 1883 Jacksonville Courthouse became less of a deterrent. At Medford's behest the Oregon Legislature had revised state law to allow the decision on the "removal" of a county seat to be made by the

³³ See JvlPost, 27-July-1907 which reads, in part, "...before another year has passed the Commercial Club will no doubt have secured several new enterprises for the city and added materially to its population."

voters in the area.³⁴ With its huge population, this essentially gave Medford the county seat, if it could organize its citizens to vote as a block. Medford's leaders, of course, tried to do just that.

Jacksonville's status as a legitimate location for the county seat was dramatically effected in August 1920 with the sudden failure of the Bank of Jacksonville, the city's sole financial institution.

The fall of the bank is a severe blow to Jacksonville. All the business houses are hard hit by it and many of our citizens have deposited life-time savings there.

The bank was one of Jacksonville's remaining vestiges of commercial leadership in the valley and compounding the critical financial loss and confusion the failure represented, the city was overcome with a loss of confidence. The previously highly regarded bank president, W.H. Johnson, "...who was universally considered a man whose integrity could not be questioned..." was arrested and admitted to falsifying reports on the bank's financial condition for more than three years. Initial estimates of the losses were over \$60,000 in personal deposits and some \$100,000 of Jackson County government funds, increasing concerns countywide regarding Jacksonville's suitability as the seat of local government.³⁵

Those concerns grew over the next few years as the sordid story of the Bank of Jacksonville failure remained front page news throughout the valley. While development was greatly stymied within the city as property ownership was complicated and financing was only available from other towns, the city's reputation and energy declined.

In 1922, much to Jacksonville's dismay, a measure was placed on the ballot that would sanction the removal of the county government to Medford. Despite Jacksonville's claims that simple municipal jealousy, not reason, was the primary motivation for the proposal, there was at least some recognition locally of the validity of such a move.

No one could deny the shift in population and the lack of space, the inadequate fire protection and limited water supply in Jacksonville, as well as improperly housed records and the fact that Jacksonville had no bank and county funds had to be transported to Medford anyway...."(SOHSfiles, n.d.)

Jacksonville, apparently frantic at the potential loss of its sole surviving municipal distinction, not to mention the city's primary economic base, fought the courthouse

³⁴ Previously such action had required a legislative vote.

³⁵ "Bank of Jacksonville Closes Doors," *Jacksonville Post*, 14-August-1920, 1:5.

removal with an infrequently heard harmony behind the leadership of Colonel H.H. Sargent.³⁶ Finally, when all the ballots were counted, the measure was defeated by a scant 90 votes.

Never since those early days of wild mining excitement had the little town been the scene of such revelry as it was on the night it gave a celebration in honor of its victory. The entire countryside was invited to share its joy over the defeat of the measure.(Cook 1926)

Jacksonville's joy was short-lived. According to local legend, the reason for the 1922 measure's failure lay predominately in Ashland's resentment of Medford's rising domination of county politics and thus voting against giving that city any further clout. Medford's leaders solved this situation, so the story goes, by agreeing to support Ashland in its attempt to secure the State Normal School. In Summer 1926 a petition drive put a new courthouse removal proposal, Ballot Measure 500, before the electorate. The Medford City Council had earlier voted to provide a "new concrete building" to the county rent-free for five years should the government move from Jacksonville. Extensive campaigns on both sides of the issue, led by C.E. "Pop" Gates of Medford and William Briggs of Ashland on the pro-Medford side and J.B. Wetterer and Wilbur Cameron for the pro-Jacksonville forces, debated the proposal throughout the Fall. The first indication of Jacksonville's impending doom came with the endorsement of the *Ashland Daily Tidings*, in recognition of Medford's help in securing the Normal School.(MMT 28-September-1926)³⁷ When all three Jackson County Commissioners came out in favor of the move, Jacksonville's fate was apparently sealed. The final vote on November 2, 1926 passed by almost 1500 votes. Still, Jacksonville could take some solace in the distribution of the vote. Ashland voted only 697-527 to move the courthouse, hardly a ringing endorsement, and the vote was proportionally similar in many of the other incorporated cities. Virtually all the rural precincts in the county had sided with Jacksonville. All was for naught however in face of the 2463 to 398 plurality for the move in Medford itself.(MMT 4-November-1926)³⁸

After the election, Jacksonville fell into mourning. Shorn of its last vestige of glory, the town's prospects looked dim indeed.

³⁶ Sargent, a military leader of some note and broad influence. was married to Alice Applegate Sargent, and had retired to Jacksonville.

³⁷ The doors of what has since evolved into Southern Oregon State College opened on June 21, 1926.

³⁸ Phoenix, Talent, and Butte Falls voted for Medford by similar margins as Ashland. Eagle Point voted 129-63 for Jacksonville and Rogue River (113-45) and Gold Hill (158-63) also voted to maintain the status quo. The vote total in much of the rural area, such as Sams Valley, Wimer, Applegate, and Rock Point was similarly lop-sided in Jacksonville's favor. The vote countywide was 4774 to 2998. Medford's total accounted for roughly 60% of the votes cast, about the margin by which Measure 500 passed.

As an aged mother mourns the departure of her best loved child, so mourns the old town of Jacksonville today over the loss of her courthouse and the distinction of being the county seat of Jackson county....It was inevitable that the county seat would eventually be taken from the little town...tucked off in a far corner of this large county....But it is tragic—it is heart-breaking to Jacksonville, which now has only its memories of past grandeur to live on.(Cook 1926)

The town's final burst of glory as the seat of local government was the trial of the infamous DeAutremont brothers, charged with the brutal 1923 train robbery at Tunnel 13, south of Ashland. The three brothers eluded capture and a nationwide manhunt generated intense interest about the crime. After capture they were extradited to Jacksonville to stand for their crimes and were convicted in late June 1927. It was somehow ironic that the railroad, whose initial construction had signaled the end of Jacksonville's promise, should play a role in what most assumed would be the little town's last hurrah.

The Depression

Sometime after the 1926 election, most of the business of county government was transferred to temporary quarters in Medford pending the completion of the county's new, modern building.³⁹ When the new Medford courthouse was officially dedicated, the Jacksonville papers noted the passing of era. The stately 1883 building, so long the pride of the community, was now relegated to grange meetings, dances, and various public gatherings. "Like the abandoned railroad tracks which skirt the courtyard of the older, historic, landmark, Jacksonville's courthouse stands as an impressive reminder to all who pass of the glorious colorful past that was hers."(JvlMiner 22-July-1932)

Without the county government, Jacksonville's decline became even more dramatic. Some even began to murmur the term "ghost town" in connection with the once-thriving community. Coupled with the ravages of the Great Depression, more and more of its structures were abandoned. Many, including the U.S. Hotel, were simply left to the county for back taxes as owners and residents moved from the city. Jacksonville's population continued to shrink in size and with it the city's energy.

³⁹ The large courthouse at Oakdale and Main streets was completed in 1932 and is now listed on the National Register of Historic Places

**It's Time to Call
a Halt**

Why travel an extra 10 miles to transact County business at Jacksonville?

The people of Jackson County are spending nearly \$50,000 extra per year for the privilege of having the County seat at Jacksonville.

THIS IS THE AGE WHEN SERVICE COUNTS
If the County officials are to give the best service to the people of this County at the least expense, they should be located at Medford, which is the most convenient place for ninety-five per cent of the citizens of the County to transact County business.

You cannot afford to let the present unsatisfactory situation continue.

The courthouse at Jacksonville is overcrowded with half the county officials forced to maintain offices in Medford now, at extra expense to taxpayers.

If we want efficient service and safe conduct of County business, we must change this condition.

VOTE 500 (X) YES for removal of county seat to Medford.

FOR ADVERTISING, SEE THE MEDFORD MAIL TRIBUNE.

Figure 1.6 Pro-Medford Courthouse Advertisement, 1926 (Medford Mail Tribune)

With the election of 1932 and the beginning of The New Deal, there was a massive infusion of Federal money available to local governments. As the Jackson County Commissioners looked at potential locations to house indigent families, Jacksonville's abandoned housing, much of it now actually owned by the county itself, seemed the most cost effective solution to the problem. As a result, Jacksonville's population grew for the first time in decades. And the tight economic times had a second effect. With money scarce, and labor cheap, the lure of gold once again aided Jacksonville. "Backyard" mining became a major industry as homeowners and others began digging shafts and tunnels not only near Jacksonville but right within the heart of the city! County government, seeing an opportunity to lessen its responsibility for relief, actually hired experienced miners to teach proper techniques to the unemployed with the expectation that they could then help pay their own way by tapping into Jacksonville's mineral wealth.

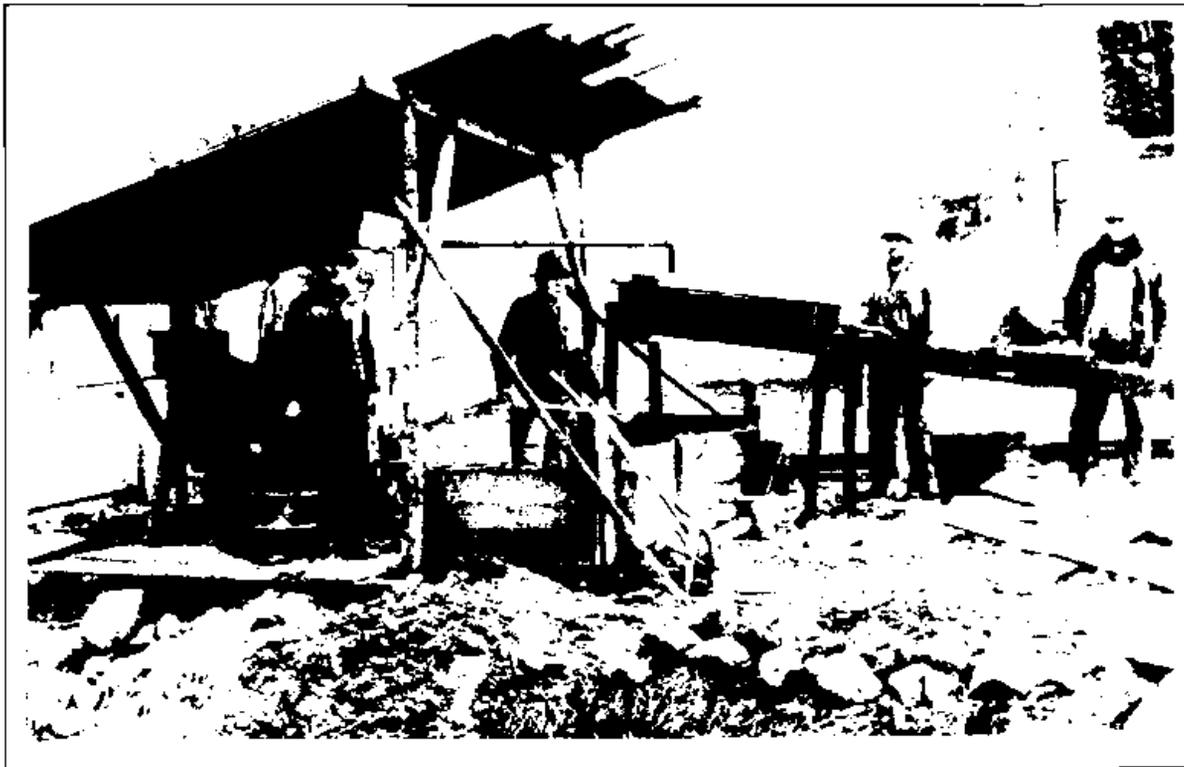


Figure 1.7 Backyard Mining in Jacksonville, 1932 (JvlMiner, 12-February-1932)

Jacksonville's permanent citizens appear to have been of two minds on this resurgence in mining activity. Large scale, more traditional operations, made economically viable by the drop in wage rates, were of course greeted enthusiastically as the development of the industrial base the city had so long hoped for.⁴⁰ Progress at the Opp Mine, as well as renewed efforts along Jackson Creek, were reported with great interest in the local press. A city-funded effort was begun to provide land that would enable the construction of a stamp mill that could be shared among the smaller ore producers, encouraging development. In 1935, Jacksonville's gold production actually neared the 1880 high-water mark for the area. "...One Jacksonville quartz mine is now producing and treating ore at an annual rate almost equal to that of all quartz ore treated from all mines in Jackson County for the entire nine-year period from 1904 through 1912!"(JvlMiner 4-January-1935). On a smaller scale, the backyard mining appealed to Jacksonville's pride in its individuality. The local editor gloated "...where else can a home-owner burrow in his backyard and produce [money for] ham, bacon, beans and other condiments?"(JvlMiner 12-February-1932)

⁴⁰ The widespread availability of trucks and improved road construction had largely eliminated the freight connection problems that had stunted Jacksonville's earlier attempts at industrial development.

In general, however, the backyard mining operations created rather unique problems for a city that was for the first time in many years experiencing a modest boom. The proposal by the County to promote mining by area unemployed was strongly resisted. "...If enough gold lay under these lots to relieve four or five hundred men,...it is odd that experienced miners, droves of them who are unemployed themselves and already on the spot, have made no effort to recover the treasure." Further, Jacksonville was again entertaining visions of becoming a successful residential community. The local editor, based on what can at best be considered a modest trend, boldly proclaimed Jacksonville as "the coming residential center."

Real proof that Jacksonville is destined to become the residential choice of valley people is already in evidence by the fact that, since the first of the year, at least *half a dozen* families have moved here, either buying property, building, or renting.....There is no escaping the fact that for legend, present interest, and location, Jacksonville has no rival as the future homesite for the southern Oregon neighborhood. A truly as the world travels in cycles, will this city again become the Mecca for hundreds of people—folks who want to live here for just what the town is—the most friendly, comfortable, and pleasant place in the state.(JvlMiner 19-February-1932, emphasis added)

However promising this "boomlet" appeared, Jacksonville's attraction was seriously threatened by the burgeoning backyard mining operations. Profitable, and in keeping with the town's unique character or not, the rampant prospecting was creating an unsightly and often dangerous, landscape. As more and more shafts were sunk and tunnels honeycombed the land below the city center, Jacksonville's leaders grew concerned over the impact on what today would be called the city's "livability."

City officials have been muchly worried of late about gaping holes and great piles of unsightly gravel strewn about the neighborhood. As a rule, these [shafts] are left just as when the lure of gold died... Many are unmarked, unprotected and filled with water. Children at play would have little chance to crawl out once they had fallen in...(JvlMiner 22-January-1932)⁴¹

Nevertheless, backyard mines did become a common sight in Jacksonville. More than forty such sites were identified in one later study of the phenomena. During the Depression period, backyard mining must have literally transformed the sleepy community with a burst of long absent activity. "The scene, as one man remembered it, was of the early morning quiet, 'shattered by the ringing of the blacksmith anvils as picks and drills

⁴¹ See also "City Council to Condemn Holes," and "Cave-In Bares Drift Network," both published in *The Jacksonville Miner* on 29-January-1932.

were sharpened for the day's work. Then the motors began throbbing, pumping out the water that accumulated overnight in the shafts and using it to wash the pay dirt hauled up from the depths the day before."(Webb 1979) Long after the era of backyard mines, Jacksonville would be plagued by the effects of this underground burrowing—streets would cave in, building foundations would settle, and, in at least one case, a portion of a house "sunk into a mine shaft."(Lichti 1978)

The Future is in the Past

The economic boom that began during the Depression in Jacksonville, produced a surge of activity by local government and community leaders. In January 1932 *The Jacksonville Miner*, the city's new newspaper, its first since the demise of *the Jacksonville Post*, began publication under the direction of Leonard N. Hall. That same year Jackson County deeded 1240 acres of land, "a tenth of the entire watershed" to the city after it had been acquired for back taxes.(*JvlMiner*, 2-December-1932) The Jacksonville Chamber of Commerce announced a plan to develop a "Beauty Spot" on the highway near the site of the old brewery(*JvlMiner*, 24-March-1933) Discussions with the Public Works Administration offered the promise of an updated and improved system to end the city's chronic water problems and, finally, Ben Beekman, son of the town's first banker, led of group of landowners in the donation of four acres adjacent to Jacksonville School District for use as a public baseball field.(*JvlMiner*, 20-July-1934)⁴² Progress, and more importantly a renewed energy, had returned to the community and many new plans offered a hopeful and prosperous future.

Perhaps the most long-lasting effort to arise during the early 1930s was Jacksonville's recognition of the town's past as a potential tourist attraction. The city's history had of course been long noted, even before Jacksonville's decline had approached truly threatening proportions. A 1915 guidebook to Oregon noted the "many historic associations from early mining days when Jacksonville was one of the principal gold mining camps of the Pacific Coast." In 1910, another published description of the city commented "Here you may walk in the footsteps of men who made early Oregon, listen to tales of Indian life and legends, Indian peace and warfare, of gold discoveries, of quick justice and pioneer rule." Even Walling, in 1884, noted that "the county seat of Jackson county is the oldest town in southern Oregon, and a point of the greatest historical interest."⁴³

For much of Jacksonville's earliest period, its citizens were surprisingly conscious of the historic importance of their activities. Documents, artifacts, and other materials relating the town's history were saved and honored. "Curiosity Cabinets" sprung up at local

⁴² As to the water situation, see *Jacksonville Miner*, 25-May-1932, relating a two-day shut off due to roots clogging the old wooden main lines.

⁴³ See, in the order cited, Chapman 1915:165, SoPacific 1910:48, and Walling, 1884:359.

saloons to display Indian artifacts, mining mementos and other items of interest. By the 1930s, many of these had been consolidated and formalized into semi-academic "museums" that attempted to present a history of Jacksonville and its role in the development of southern Oregon. The most prominent, the Museum of Southern Oregon, was so bold as to call itself "one of southern Oregon's most important drawing cards, ranking with Crater Lake and the Oregon Caves." City leaders, no doubt noticed the success of such establishments (the museum drew over 4000 visitors between May 1932 and February 1933) and determined to parlay Jacksonville's past into an organized boost for the city.

In 1932, the Chamber of Commerce organized a celebration of the town's past, dubbed the Gold Rush Jubilee, as "...a one day attempt to recapture the spirit of Jacksonville's golden past...without making a museum of the place."(Haines 1967:139) In preparation for the event, a marker was placed to commemorate the spot "where gold was first discovered in Oregon, situated in Rich Gulch, just below the Miller ranch near the old Jacksonville hill road. The scene of discovery... is thought to be at the spot where a small spring gushed from the boulder strewn creek bed near the center of town."(JvMiner, 5-August-1932)⁴⁴



Figure 1.8 1932 Gold Discovery Marker, on Oregon Street (SOHS)

The 1932 Jubilee was an immense success. Townspeople dressed in period costume, in some cases in outfits handed down from their own parents and grandparents, and for the

⁴⁴ The 1932 gold marker fell prey to vandalism and in 1967 the Jacksonville Garden Club replaced it with a replica which survives. Please see Survey Site #716. As noted above, the actual site of the Rich Gulch discovery and consequent accuracy of this marker's location is a cause of some debate.

first time in many years Jacksonville's proud past was shared and enjoyed by the entire valley. The Chamber of Commerce knew a good idea when they saw one and determined to make the Jubilee an annual event. "The Gold Rush Jubilee for 1933 was an even grander attraction."(Haines, 1967:139) It seems, however, that this ended the city-wide celebrations for the time being. The Depression wore on and such festivals likely grew increasingly difficult for the community to organize.

During World War II, Jacksonville, like every other community in Jackson County and most of southern Oregon, was inundated with the hordes of workers, wives, and soldiers that arrived as the result of Camp White, a U.S. Army Cantonment that was constructed on the Agate Desert, east of Medford. Jacksonville residents obtained jobs at the base as guards, cooks, or secretaries and the city's housing, as with virtually every other habitable structure in the area, were pressed into service for the thousands contractor and military families that Camp White drew into the area.(Kramer 1992:14-16)

With the end of World War II, as the entire nation prospered during the postwar period, the Rogue Valley experienced a period of growth unmatched since the orchard boom of 1910. This time, however, the automobile permitted some of the valley's new citizens to consider Jacksonville's residential areas. Between 1940 and 1950 the city's population grew from 761 to 1,193, and increase of over 50 percent.(Appling 1961:327) Perhaps more important to Jacksonville's long-term prospects, the citizens of Jackson County, flush with the prosperity of the war and perceiving the changes the coming years would bring to the valley, had grown increasingly aware of Jacksonville's historic significance. By 1946, the success of the various small museums in Jacksonville had led to the creation of the Southern Oregon Historical Society [SOHS]. In 1948, following a special act of the Oregon legislature to allow such a move, Jackson County voters passed a measure that created a permanent "historical fund" to insure the preservation of the county's past. The old Jacksonville courthouse, mostly vacant since the government had moved to Medford, was spruced up and converted into a museum, to be operated by SOHS. The new historical society gave Jacksonville a stable, well-funded, agency whose sole mission was to promote and record the history of the area, an economic shot-in-the arm of no small proportion.

Other groups, notably the Jacksonville Lion's Club and, after 1956, the Siskiyou Pioneer Sites Foundation, also took leading roles in promoting and protecting Jacksonville's historic character. The Lions reactivated the Jubilee idea that had been so successful in the early 1930s. "The 1951 Gold Rush Jubilee was estimated to have drawn 12,000 people into the old town."(Haines 1967:145) The Jubilees remained a regular feature of the city for the next five years but by then the idea had worn thin. In 1959, in honor of Oregon's statehood centennial, the celebration was again revived, this time featuring George McCune and a full-length re-enactment of the Oregon Trail passage from Missouri.

Also in 1959 the City suffered a blow to its independence with the consolidation of the Jacksonville School District, District No. 1, with Medford, part of the creation of what is now 549C. (Neshiem 1976:200) The lack of local school control, so often the final blow to community autonomy, in Jacksonville's case came late enough that such a result was avoided. Nevertheless, the closing of the high school was indicative of a shift in the population base as more retired people, and professionals past the child-bearing years, moved to the community.

Growing awareness of the unique character and significance of Jacksonville's buildings gained notoriety from a 1953 article written by University of Oregon professor Marion Dean Ross. Ross, nationally known as a founding member of the Society of Architectural Historians, wrote that "...the town possesses, in a singularly well-preserved state, the character of a Western town of the third quarter of the 19th century." (Ross 1953) Such recognition of the importance of the built environment in maintaining Jacksonville's historic character, and the growing acceptance of the historic preservation movement on a national level, gave rise to increased concern over the fate of Jacksonville's 19th century architecture.

This growing notice of their "old buildings" gave Jacksonville outside confirmation of what the locals had always known. Their city was special; it had just taken longer than they had hoped for the rest of the county to realize it. Slowly, interest in restoration and preservation of the long-neglected homes and commercial buildings of Jacksonville began to take hold. Professionals and merchants from Medford purchased the dwellings of the county's first successful leaders and rehabilitated them to their once proud appearance. The early 20th century promotion of Jacksonville as "A City of Homes" was now, finally, becoming a reality.

Jacksonville's ancient commercial buildings were the focus of renewed interest as well. The U.S. Hotel, the massive brick building that occupied half a block of the city's main street had, by 1960, become a vacant, decaying, relic. The Siskiyou Pioneer Sites Foundation began to agitate for its restoration. The Lion's Club pledged the funds of the 1959 Jubilee toward the project and work began to repair the leaking roof and the crumbling front porch. The Beekman House, and the old Beekman Bank itself, had both come into the possession of the University of Oregon following Carrie Beekman's death. When the University proposed selling the land, the Siskiyou Pioneer Sites Foundation and the Jackson County Commissioners worked together to secure the protection of the properties. Eventually The Foundation opened the house as a living history museum and operated it for a few years before turning the project over the Southern Oregon Historical Society. Later the Foundation and others including the Medford Women's Garden Club would play a leading role in the transformation of the Peter Britt estate, just south of downtown, into a public area. After a tragic fire destroyed the Britt House itself, the elaborate gardens were cleaned up and maintained. In 1963, with the establishment of the Peter Britt Music Festival, Jacksonville had a second, cultural, attraction to add to its growing historic-based tourist economy.

In 1961 another formal step in the commercial recognition of Jacksonville's history occurred with the construction of a log "stage station" at the eastern entrance to town. In partnership with Dick Carter, George McCune established the station as the starting point for various horse-drawn excursions and exhibits that related Jacksonville's pioneer history and settlement. Eventually McCune assumed sole control and the facility was expanded into a palisaded frontier fort dubbed "Pioneer Village." Historic buildings from all over Jackson County were gathered and moved to the site, and the village remained a popular tourist attraction through the mid-1980s.⁴⁵

Since 1963

The flurry of interest in Jacksonville's history, and the infusion of new and active citizens, had dramatically changed the city's self-image by the early 1960s. Jacksonville now was a growing cultural center, rivaling Ashland and its long-established Oregon Shakespearean Festival. Tourism, based on history, the music festival, and a growing colony of artists drawn to the area's scenic and architectural beauty, provided a comparatively stable economy to the city. With the completion of Interstate 5 through the Rogue Valley in 1963, superseding the Pacific Highway as the main north-south automobile link along the Pacific coast, tourism to Jackson County, and Jacksonville, continued to rise.

Jackson County itself continued to grow. The Applegate Valley gained new citizens and, as the local timber industry expanded during the late 1950s and early 1960s, the primary route connecting the timber rich area west of Jacksonville with the mills and commercial center at Medford, ran directly through Jacksonville. By 1963 the Oregon State Highway Commission had announced plans for a four-lane highway through Jacksonville to replace the smaller road then in use. Jacksonville, having finally found an attractive and economically viable industry in tourism, having gained some recognition for its unique history, feared the new road would destroy the town's character. The debate grew heated as the State essentially refused to budge on the route, which was to replace Highway 238 down California Street, right through the heart of the city's historic commercial district.

If the Highway Department insists on driving a wide ribbon of blacktop down the creek where many a bewhiskered prospector panned the gold dust he subsequently spent in the Table Rock Billiard Saloon and Bakery, much of Jacksonville's nostalgic charm inevitably will be destroyed. (Oregonian 13-May-1963)

⁴⁵ Maudie Ziegler. "Overland Stage Atmosphere Settling Over Jacksonville Again." *Medford Mail Tribune*, 20-August-1961, 6B. Both the original log station, built by Norris Porter of the Alpine Log Company, Talent, and the expanded fort were included in the 1980 Survey as "Compatible." (Site 242)

Amid considerable controversy, and a revitalized local preservation effort led by, among others, Robertson Collins, the Highway Department delayed action as alternative routes for a new highway could be explored. Today, almost thirty years later, the location of the "bypass" in Jacksonville has yet to be determined.

The debate over the proposed highway project solidified Jacksonville's commitment to historic preservation and the role that the town's past would play in its future. In 1966, the National Park Service declared a major area of the town core as a National Historic Landmark District. Jacksonville remains one of an elite group of communities in the nation so distinguished, a testament to the national importance of the town's history and architecture.⁴⁶

Within the State of Oregon, Jacksonville's unique development resulted in a early institutionalization of preservation and restoration concerns by city government. The Historic Architecture Review Committee, set up as a specialized component within the City's land-use planning program, was given charge of overseeing development within the Landmark District to assure the protection of the city's historic resources. New construction, most notably the U.S. Post Office and the branch office of Jackson County Federal Savings were designed to compliment the surrounding historic architecture. As national notice of Jacksonville's preservation success, and its failures, increased, the City developed an wide reputation for its ground-breaking efforts in integrating historic preservation and tourism while maintaining a living, dynamic residential setting. The continued threat represented by the existence of Highway 238 through the center of what is arguably the most intact 19th Century commercial district in Oregon remains. Other controversy regarding open space, lot density, and the future development of long-vacant parcels on the periphery of the Landmark District add yet another layer to planning Jacksonville's future while respecting its past. Today, the challenges that face the city are no less than they have been in last fifty years. The pressures for growth, and the potential threat it may bring to the fragile character that defines this city show no sign of abating.

⁴⁶ Jacksonville, as a National Historic *Landmark*, as opposed to the more common National Register District, represents a elite, and within Oregon, *unique* resource. The comparative rarity of Jacksonville's status nationwide, often reported as one of only a handful of town so recognized, is, in *truth*, not so rare. While perhaps more unusual due to the high percentage of privately owned dwellings, as well as the fact that almost *the entire town* is included, many other National Historic Landmark communities do exist. On the west, the mining-related communities of Skagway, Alaska, Jerome, Arizona, Columbia City, California and Virginia City, Nevada all share NHL status and similar mining-boom associations with the City of Jacksonville.

1.3 SIGNIFICANT INDIVIDUALS:

Beekman, C.C. (1828-1915) Cornelius Beekman was a prominent Wells Fargo agent and banker who first arrived in Jacksonville in 1853. He served in a variety of important positions in the city, including mayor. In 1878 Beekman was the Republican nominee for the Governor of Oregon, losing election by less than fifty votes. Beekman's bank, at the corner of 3rd and California was the main financial establishment of Jacksonville for over fifty years. In 1883 Beekman was one of the individuals associated with the founding of Medford.

Britt, Peter (1819-1905) An early arrival in Jackson County and established a Donation Land Claim on the outskirts of Jacksonville. Britt was a painter and photographer who is credited with the first photograph of Crater Lake. His many views of the City of Jacksonville, taken from his own to the west of the City's center, detail the development of the community from the 1850s until his death. Britt was also a noted horticulturist and he established Jackson County's first vineyards and orchards on his property, the beginnings of the immensely significant pear industry in the Rogue River Valley. Historically Britt has also been credited as the "father of the Rogue Valley grape industry." A renaissance man by many standards, Britt's photographs continue to provide a valuable record of pioneer life in southern Oregon and remain one of the most significant records of the change in landscape man has brought to this region. Donated to the State of Oregon by his children, the Britt home site now houses the annual Britt Music Festival.

Britt, Emil (1862-1952) The eldest son of Peter Britt, with his sister Molly (1865-1954), Emil played an active role in Jacksonville's 20th century development. A longtime Mayor and City Councilman, Emil was widely recognized as a community leader and played a role in the unsuccessful "Courthouse Removal" fight of 1926. Britt received national recognition for his longtime association with the U.S. Weather Service, having served as an observer for over half a century.

Bybee, William (1830-1908) Bybee settled near Jacksonville in 1854 and became one of the county's largest landholders in the 19th century with ranch and agricultural holdings throughout the county. He served as county Sheriff 1878-1882. His home, at Bybee Corner, east of Jacksonville, survives and the Bybee Bridge, across the Rogue River on Table Rock Road also bears his name.

Cluggage, James (1824-1886) With James Pool, Cluggage is usually credited as the first to discover gold on Rich Gulch, spurring the settlement and development of the city of Jacksonville. His Donation Land Claim, filed in 1852 and patented in 1863 comprised much of what eventually became the town's commercial district. Cluggage was involved in the Crescent City wagon road and other important ventures during Jacksonville's first two decades. He suffered from "neuralgia," and apparently lost much of his mental acuity, Cluggage died in Ohio during a recuperative trip to his family home in 1886.

Day, Silas J. (1826-1910) Silas Day arrived in Oregon in 1851. Active in mining and other interests, he served a term as Jackson County Judge [Commissioner] and owned and operated the Rogue Valley Abstract Company among his many other business ventures.

Dean, Nathaniel Cobb (1818-1876.) Dean arrived in Jackson County in 1851 and was a prominent farmer and landowner until his death. He established a Donation Land Claim along what is now Old Stage Road, north of Jacksonville. Generally known as N.C. Dean, he served Jackson County on its first Board of Commissioners.

Dowell, Benjamin F. (1826-1897) An attorney, Dowell arrived in Oregon in 1851, first settling in Portland and establishing a legal practice. Following a brief attempt at mining, Dowell returned to the legal profession in Jacksonville in 1857, becoming quite successful. He was the chief litigator in the years long controversy between the U.S. Government and the many "veterans" of the Rogue Indian Wars over back pay. For a time, Dowell practiced with his daughter, one of Oregon's earliest female attorneys.

Fick, Peter Nicholas (1839-c.1940) Arriving from Germany in the early 1870s, Fick owned considerable acreage along the Valley Road between Jacksonville and Medford by the early 1880s. Following Nicholas' death, his son Peter J. Fick (1883-1975) continued the family's agricultural activities through the late 1930s and was a local civic leader.

Ganung, Zany (1818-1888) "Auntie" Ganung arrived in Jackson County in 1854 with her husband and lived here the remainder of her life. She is most prominently remembered as the staunch Republican who, in an oft-repeated local legend, chopped down a flagpole in Jacksonville from which brazenly flew the Confederate "Stars and Bars."

Hoffman, William (1801-1885) After arriving in Oregon 1853 by wagon train, Hoffman served as auditor under the Territorial government prior to Oregon statehood. In the 1860s and later he served as Jackson County Clerk and as a U.S. Land Commissioner. In 1866, in partnership with H. Klippel he established a hardware business. Hoffman is also notable as the father of numerous marriageable daughters, a fact which brought him considerable respect in Jacksonville's earliest years.

Holt, Mrs. Jeanne DeRobahm (1820-1884) Of French descent, Mrs. Holt operated various hotels and boarding houses in Jacksonville's first decades, the most notable of which were the "Franco-American" and the U.S. Hotel, which survives as Site No. 11.

Kahler, Charles W. (1841-1904) An attorney, Kahler arrived in Jacksonville in October 1852 and was long a prominent citizen. The Kahler Family included many other prominent citizens included brother Robert and father William, who had a DLC near the foot of Table Rock.

Klippel, Henry (1833-1901) Born in Germany, Klippel migrated to the United States with his parents when he was four years old. In 1851, he crossed the plains to Oregon,

settling first in the Willamette valley and then moving to Yreka, California to pursue mining. Klippel arrived in Jacksonville in February 1852 looking for gold on Rich Gulch. Trained as a surveyor, Klippel established the "Klippel and Pool" addition along James Cluggage's DLC that added substantially to the area of the City. In 1868, following other mining pursuits in Idaho, Josephine County and Gold Hill, Klippel established a prominent hardware store in Jacksonville in partnership with William Hoffman. After 1874, Klippel continued to be involved in a variety of mining operations for the remainder of the century. He served terms as Jackson County Sheriff, and County Clerk.

Kubli, Kaspar (1830-1897) Born in Switzerland, Kubli arrived in Jacksonville in October 1853. After short stints at mining, he ran a pack train in association with Peter Britt, Viet Schutz and others. In 1872 he established what would become a prominent hardware store, which he operated until his death. Kubli was twice elected Jackson County's Treasurer.

Linn, David (1826-1912) A prominent contractor and cabinetmaker, Linn was responsible for many of Jacksonville's structures during the 19th Century. His furniture manufacturing plant, located at the intersection of Oregon and California streets, was an influential and successful firm in the city. The company buildings were destroyed by fire. Linn first arrived in Jacksonville in 1851.

McCully, John (1821-1889) McCully was an early physician and landowner in Jacksonville. He arrived in the city in 1851-52, searching for gold but soon returned to medical practice. Active in a variety of speculative land ventures, McCully suddenly left Jacksonville in 1883 and left most of his affairs in financial ruin. His wife Jane (see below) sold most of the property to satisfy creditors.

McCully, Jane Mason (1824-1899) The second woman to arrive in Jacksonville in 1851-52, Mrs. McCully reported gave birth to one of the city's first native born white children, James Cluggage McCully (1853-1903) the following year. After her husband's sudden departure, Mrs. McCully operated a boarding house and a school, remaining a prominent area resident for the remainder of her life.

Miller, James Napper Tandy (1826-1900) J.N.T. Miller was a farmer and stockgrower who arrived in Oregon with his parents in 1845, moving to Jacksonville in 1854. Long prominent, Miller was one of Jackson County's early successful grape growers, fought in the Rogue River and Modoc Indian Wars, and served as an Oregon State Senator from 1866 to 1870. The Jacksonville Cemetery is located upon land Miller donated to the City for that purpose.

Muller, Max (1836-1902) Born in Germany, Mueller was a prominent merchant in Jacksonville following his arrival in 1855. Mueller was one of the community's many Jewish citizens. He served as both the Jackson County Treasurer and the local Postmaster.

Nickell, Charles (1856-1922) Nickell arrived in Jacksonville in 1871 and by 1874 was the sole proprietor and editor of the successful and influential *Democratic Times*, one of the most important and long-lived of Jacksonville's many early newspapers.

Orth, John: (1834-1890) Born in Germany, Orth arrived in Jacksonville in 1857, establishing a butcher shop. Orth served as a Jacksonville Councilman and is now best remembered for the elaborate home and commercial block that he constructed.

Plymale, William J. (1837-1904) Plymale arrived in Jacksonville with his parents in November 1852, where he was educated in local schools. Plymale was a rancher and resided in Jacksonville, becoming a prominent citizen. He twice served as County Surveyor and was elected to the Oregon Legislature in 1874.

Pool, James R. (1819-1868) Credited with the discovery of gold at Rich Gulch along with James Cluggage, Pool also established an early DLC on land in what is now the City of Jacksonville. Pool apparently did not remain in Jackson County to the extent of his mining partner and died at a young age in Santa Clara County, California. Please see Footnote 5, above for discussion on the spelling of Pool's surname.

Prim, Paine Page (1822-1880) An attorney, Prim arrived in Jacksonville in 1852, first trying his hand at mining but soon establishing a law practice. Prim served as a delegate to the Oregon Constitutional Convention and was later appointed to serve in various judicial positions. He served in the Oregon Legislature and in 1882 was an unsuccessful Democratic nominee for United States Senator.

Reames, Thomas Givings: (1838-1900) First arriving in Jacksonville in 1852-53, Reames mined on Jackson Creek and later served as both Deputy Sheriff and Sheriff of Jackson County. Opening a dry goods store "Reames and Sachs" which then evolved into "Reames Brothers," he and his brother Evan also opened the first store in the Klamath County area. In 1887, Reames joined C.C. Beekman as a partner in the former's banking business and served in that concern until his death. Reames' son Alfred served as one of Oregon's U.S. Senators in the 1930s and another son, Charles, was a prominent local attorney and jurist.

Robinson, Dr. James (1850-1938) Called the "last of Jacksonville's pioneer physicians," Dr. Robinson arrived in the city in 1878 and established a medical practice. He also owned a drug store. Active in local politics, Robinson served as Mayor and City Councilman. His daughter Dorland, though she lived but a short time, remains a highly regarded artist.

Royal, Thomas Fletcher (1821-1892) An influential Methodist minister, Royal arrived in Jacksonville in 1853 and helped in the establishment of Jacksonville's Methodist Church. Royal played an important role in the development of Jackson County's earlier educational

system and served as its first Superintendent. He later taught at the Umpqua Academy in Wilbur, Douglas County.

Schutz, Viet: (1823-1892) Born in Germany, Schutz first mined in the Jacksonville area after his arrival in 1852 and then joined with Peter Britt and Kaspar Kubli in a packing business. By 1856 he had established a brewery in Jacksonville which grew to be one of the largest in the Oregon.

T'Vault, William G. (1809-1869) Publisher and editor of an early newspaper, T'Vault served as the first Attorney General, and the first Postmaster, of the Oregon Territory. Following statehood, he was elected to the Oregon House where he served as Speaker. T'Vault died during the smallpox epidemic of 1869, shocking the community.

Wendt, Henry Sr. (1846-1916) A native of Germany, Wendt emigrated to the United States at age twenty and arrived in Jacksonville in 1888. He was a well-known resident, operating a stage line between Jacksonville and the Applegate as well as one of the area's first dairies. Wendt established a large farm on the eastern edge of town.

Williams, Moses A. (1811-1897) A traveling Presbyterian minister, Williams established the first church of that faith in Jacksonville in 1858 and for the remainder of his life remained an widely heralded religious and community leader throughout the Pacific Coast region. His voluminous diary entries constitute a unique day-to-day chronicle of life in Oregon during the second half of the 19th century.

1.4 HISTORIC THEMES:

1.4.1. *Statewide Themes:*

No resource type can, or should, be studied in isolation. By comparing similar resource types, integrity, relative scarcity and the pattern of occurrence, reasoned determinations of significance within any given context can, to the greatest extent possible, be quantified and, if required, defended. The chronological and thematic categories developed for Oregon's Statewide Inventory of Historic Places [SIHP] therefore provides the organizational framework by which resources surveyed as a part of this project are assessed. This system, utilizes ten "Broad Themes" and eight chronological periods. These are;

THEMES:

1. Prehistory/Archaeology
2. Exploration & Fur Trade
3. Native American & Euro-American Relations
4. Settlement
5. Agriculture
6. Transportation & Communication
7. Commerce & Urban Development
8. Industry and Manufacturing
9. Government
10. Culture

CHRONOLOGICAL PERIODS:

- | | | |
|----|--------------|---------------------------------------|
| 1. | (1543)-1811 | "Exploration" |
| 2. | 1812-1846 | "Fur Trade & Mission to the Indians" |
| 3. | 1847-1865 | "Settlement, Statehood, & Steampower" |
| 4. | 1866-1883 | "Industrial Growth and Development" |
| 5. | 1884-1913 | "Railroads & Reform Movements" |
| 6. | 1914-1940 | "The Motor Age" |
| 7. | 1941-1967 | "War and the Postwar Era" |
| 8. | 1968-Present | "Contemporary Era" |

Within the southern Oregon region, the temporal boundaries for individual periods of development may be somewhat different than the above however the SIHP system provides the basic reference against which resources have been evaluated.⁴⁷ The overall temporal boundaries of the Jacksonville Survey have been established as c.1851 to the

⁴⁷ Information on the SIHP thematic framework may be found in *Historic Preservation and the Oregon Land Use Planning Program*, SHPO (May 1990).

present, beginning with the first Euro-American settlement and the discovery of gold in the study area. *In general*, evaluation of resources is limited to those constructed prior to 1942, the standard "50-year" rule typically applied to cultural resource assessment.

Further, while early exploration and fur trading efforts, as well as the activities of various native peoples, did occur within the study area prior to 1851, no attempt has been made to document or identify resources related to those periods within the present study. Few, if any, are considered likely to exist. Specific broad themes, the general types of resources associated with them, and the typical significant resources remaining within the Jacksonville Survey area are;

Mining and Settlement:

The initial discovery of gold in the Jacksonville area in late 1851 by Sykes and/or Skinner reached "gold rush" boom proportions only following the Cluggage & Pool strike on Daisy Creek in February 1852. The ensuing development of the Jacksonville townsite, including building construction, physical layout [streets, roads, etc.] as well as the establishment of Donation Land Claims, all occurred within this framework. Related thematic units include government, resulting from the establishment of Jackson County and the development of the county seat at Jacksonville, and transportation, as the stage routes into the city were established. Previously identified resources related to this period include early wood-frame residential construction (Such as Sites 78, L.J.C. Duncan House, and Site 108, M.G. Kennedy House) as well as second-generation brick commercial buildings within the commercial core area such as the Brunner Building (Site 44) and the Haines Brothers Store (Site 39).

Agriculture

Following the rush of mining-related development, the establishment of agricultural activity in the area surrounding the Jacksonville townsite became a significant element in the local economy. By 1910, with the advent of the orchard boom on the more easily accessible lands of the valley floor, agricultural uses within the Jacksonville vicinity had reached their greatest extent and began to decline. Limited to the Landmark District proper, previously surveyed sites connected to agricultural development are primarily the in-town homes of early area farming families. (See, for example, Site No. 84. Outside the landmark area, Sites 1001-1003, as well as 1012, are all related to Jacksonville's agricultural heritage.)

Transportation

Significant transportation related-resources in Jacksonville may stem from both the earliest stage routes and the subsequent development of the Rogue River Valley Railroad in 1890 as a reaction to the lack of a mainline rail connection. Early roadways, including those extending from Oregon Street to the south, as well as those other routes that have since

been transformed into South Stage, Old Stage and Highway 238 may all contain significant resources relating pre-railroad transportation patterns in the area. The 1925 abandonment of the RRVRR line and re-use of its resources, is also a significant event in Jacksonville's development. Previously identified sites related to the RRVRR were essentially limited to the RRVRR Depot (Site No. 82) to which the railroad Right-of-Way, Site 1011, can now be added,

Commerce

The early commercial structures, concentrated along California Street in the Landmark District, have previously been identified and adjudged significant architecturally. Some residential resources may have associated value to the commercial development through connection with prominent merchants of the area. Post-1920s development along Highway 238/Fifth Street would also be of significance although no identified resource was located that clearly demonstrated that period.

Government/Community

The establishment of Jacksonville as the county seat resulted in a number of county-government related resources, most notably the Jacksonville County Courthouse (Site No. 98), the so-called "Gwin House" (Site No. 319) and the Jackson County Jail. City government related resources included the Jacksonville City Hall (Site No. 73a). Civic infrastructure improvements such as municipal wells, reservoirs, street furniture, commemorative markers, drinking fountains and other resources may also prove significant. Many identified resources retain significance to the creation of local and state governmental entities through associative connection as the homes of early Judges, commissioners or other officials.

1.4.2. Specific Jacksonville Themes:

Jacksonville's unique pattern of development has resulted, quite naturally, in some specific areas of potential significance that do not easily mesh within the standardized "Broad Theme" categories. These resources, where they survive, play an important role in relating the city's history. Therefore, the following periods and associated resource types have been considered in the evaluation of the study area.

Railroad Response: Resources, including the Rogue River Valley Railroad, that are connected to Jacksonville's campaign to stave off the impact of the railroad bypassing the city.

Boosterism: Resources related to the "City of Homes" and other civic attempts, both successes and failures, at maintaining Jacksonville's viability in the late 1890s and early 1900s. Typical types include early

park improvements, abandoned subdivisions, and surviving early civic improvements.

Depression: Resources related to the economic boom in Jacksonville during the Great Depression period. Typical resources include rental conversions, substandard construction and additions, and backyard mining sites. (See, for example Site Nos. 456 or 455a)

Pre-WWII Tourism: Early commemoratives, auto courts, tourist sites and other resources related to Jacksonville's first attempts at encouraging tourism as a major industry.

Preservation: Postwar history-based tourism efforts, attractions, early restoration, adaptive re-use projects, and other resources related to the development of Jacksonville's preservation movement and the establishment of the Landmark District as a defining entity of the community character. To a lesser degree, secondary tourist related development associated with the music and visual arts should also be evaluated within the context of Jacksonville's more recent tourist development period.

1.4.3 Setting:

Much of Jacksonville's significance is related to its setting in a remote, mountain encircled-corner of the Rogue River Valley. The scenic quality of Jacksonville's location was cause for comment early in the community's history. As early as 1859, I. J. Benjamin, a German national traveling through the west, wrote eloquently of the young city and its surroundings.

Jacksonville is a settlement consisting half of miners and half of farmers; it lies in one of the world's most beautiful valleys...From whatever spot one looks at it, it affords a most charming and picturesque view. Its slopes always green; the hills covered with the most splendid trees; the well-cultivated farms showing the dark soil newly ploughed; the fresh pale-green of wheat just beginning to grow above the ground — in short, everything created the impression of a landscape for which beauty of nature and the industry of man have cared in like measure. In the midst of this amphitheater full of charm and splendor lies the flourishing little town of Jacksonville....(Benjamin 1859:162)

Perhaps more importantly, at least at a determinant in Jacksonville's development history, was the City's comparative physical isolation and resulting immunity to the general economic growth of the Rogue River Valley. Historic accounts recognized Jacksonville's

seclusion from the activities of the valley floor. Typical is Welborn Beeson's diary entry for 4-September-1853, describing his arrival in Jacksonville;

...the town is wedged up into the mountains but the mines are all stopped... (Webber 1987:70)

Nestled in the foothills, Jacksonville has always afforded a spectacular overview of the development beyond it.⁴⁸ In 1905 the editor of the *Rogue River Courier* wrote of a visit to "the old town" and commented upon its setting;

The townsite is admirable, having a diversified, rolling surface, so desirable for a residence town. There is open to view a broad valley covered with farms rich in fields of grain, orchards loaded with luscious fruit with fine herds of cattle grazing here and there, while from a slight eminence a little back of the town the picture is enlarged to an expanse 11 to 20 miles wide, reaching across the Rogue River Valley at great distance to the foothills.⁴⁹

As in the old real estate maxim regarding the importance of "Location," the setting of Jacksonville has, from the beginning of the city's Anglo-American settlement, played a pivotal, and unusually determining role, in both the city's success and failures. Sheltered on two sides by the rugged mountains at the edge of the Rogue River Valley, Jacksonville's site was originally a result of nothing more than its proximity to the mineral wealth of the surrounding drainages. And, due to incredibly good timing, the phenomenal ore-inspired growth of Jacksonville in 1852 resulted in the fledgling town's designation as the seat of local government. Thus, what otherwise would have almost certainly been little more than a typical boom-and-bust mining camp achieved a permanence essentially at odds with its geography. In a horse-powered era, the various wagon routes that converged upon Jacksonville from points beyond added to the city's stature and wealth and solidified its place as the "Queen City" of southern Oregon throughout the 1860s and 1870s.

In 1883, however, setting conspired against Jacksonville when the financially, as opposed to politically, motivated railroad bypassed the county seat, and ran its line through the valley center. This immediately isolated Jacksonville from the region's major transportation corridor and relegated the city to second class commercial status in comparison to Medford or Ashland. As rail gave way to automobile, which also followed the natural centrally-located route, Jacksonville's decline accelerated. The city was only minimally able to enjoy the prosperity of surrounding areas during the boom 1910-era and

⁴⁸ The Jacksonville townsite is of considerably higher elevation than most of the surrounding communities. Medford, at 1,382 is almost 200 feet below the commercial core, and even more below the surrounding hills to the west. Central Point is 100 feet lower than Medford and Gold Hill, at just over 1,000 feet is almost 500' feet lower than Jacksonville's commercial core.

⁴⁹ "Jacksonville, One Oregon's Old Towns," *Rogue River Courier*, 15-September-1905.

suffered disproportionately the recession that followed. Only the sheer tenacity of the city, coupled with general area inertia, allowed Jacksonville to retain the county government for over forty years before succumbing to the inherent inappropriateness of its location.

In the 1930s, as history and preservation slowly grew in importance in defining Jacksonville's character, the city's isolation from the rapid growth of the surrounding area proved its savior. Prior to the development of a good all weather road, Jacksonville remained unattractive to development and in some ways assumed ghost town characteristics with continually declining populations and a growing number of vacant and abandoned buildings. Preservationists often refer to "preservation by neglect" where an uncaring owner who refuses to upgrade or change with the times, inadvertently maintains a high integrity to a resource's historic appearance. In Jacksonville, the entire city was essentially primarily first preserved by lack of interest. Had Jacksonville been closer to Medford, or more easily accessible, its decline would have presented greater opportunities for investment. The "modernization" of the 1940s would have been economically viable and the 19th century buildings that remain would likely do so in considerably lesser numbers.

As a result of the inter-relationship between setting and Jacksonville's history, the retention of the "theme" of physical separation from the surrounding region, assumes a historically significant role in defining Jacksonville's integrity, much the same as its architecture does. It is this quality which provides the primary significance of much of the documented viewsheds apart, and distinctly separate, from their scenic qualities.

1.5 RELATED STUDY UNITS

As a second study of historic and cultural resources in Jacksonville, expanding upon the 1980 survey of the Landmark District, the present project essentially completes the review of Jacksonville's historic built environment *at this time*. As stated above, the temporal limits of the project (c.1851-Present) by implication do not include the first three of Oregon's "Broad Themes" (i.e. Prehistory/Archaeology, Exploration & Fur Trade, and Native American relations). Other logical topics for future study include a more thorough analysis of mining development in the Jacksonville region, early industrial sites (predominately quarries), the Tokay grape and vineyard establishment, as well as additional research into the early horse-powered transportation routes that served Jacksonville.

Jacksonville, as one of the earliest examples of a city-wide concerted preservation effort on the western coast of the United States, also offers an opportunity for the documentation of the history of preservation itself. The pattern of awareness, erection of commemorative monuments and markers that celebrate buildings no longer standing, early attempts at renovation, and the various other resources associated with the beginnings of

addition to their already acknowledged architectural and historic values. Buildings such as the U.S. Hotel, for example, are already recognized as important architectural and historical resources for the connection to Jacksonville's 19th century past. Soon, the U.S. Hotel will be increasingly significant as the focus of one of the city's, and the western United States', first publicly funded restoration efforts. In short, as historic preservation itself achieves broader recognition as an important movement within the history of the American culture, comparable, for example, to the City Beautiful movement of the 1900-1920 period, Jacksonville's role as a preservation "pioneer," and the structures that relate that effort, will gain substantial significance through that connection.

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PART II: IDENTIFICATION

2.1 PREVIOUS SURVEYS

Many of Jacksonville's built resources have been previously identified and documented. The original Historic American Building Survey in Oregon included three wood-frame dwellings in Jacksonville or vicinity.(HABS 1941:310)¹ In July 1965 Mrs. Dwight L. Houghton provided some preliminary inventory documentation to the Historic American Buildings Survey² and then, in 1966, the National Park Service recognized Jacksonville as a National Historic Landmark. It appears that there was little, or no, formal documentation or descriptive information that clearly related the specific nature or boundaries of Jacksonville's significance at that time.

To rectify the lack of documentation, the Oregon SHPO, working with the National Park Service, began the formalization of the Jacksonville Historic Landmark area. In the early 1970s a more thorough HABS document was prepared under the guidance of University of Oregon Professor Marion Dean Ross, assisted by Christopher Owens. Photographs were taken by Jack E. Boucher, of HABS staff. The following year this document was revised and expanded by Owens under the auspices of the Southern Oregon Historical Society. Finally, the HABS effort was edited and finalized for formal submission to the Library of Congress under the direction of HABS writer-editor Ursula Theobald and HABS historian Emily J. Harris. Work on the HABS document was at last completed in 1979.³

A concurrent project focusing upon the delineation of specific boundaries for the district was begun in 1970 by Elisabeth Walton Potter and the Oregon SHPO. This resulted in the identification of two parcels, totally some 324 acres that encompass the bulk of the downtown core area. A third parcel, extending south from 8th Street along California, was formally added to the district in December of 1977 and it is these three areas, totaling 326.2 acres combined, which were then included in the National Register of Historic Places nomination form prepared by NPS historian Cecil McKithan. McKithan's nomination covers an area of some 800 buildings and specifically identifies 27 primary buildings within the commercial core and 49 "other significant buildings." The

¹ The survey, undertaken in 1934 by the WPA, documented the Combest House (160 W C Street), the Reed House (250 North Oregon) and the Bybee House, 1.5 miles east of Jacksonville.

² Mrs. Houghton was a board member of the Siskiyou Pioneer Sites Foundation and was an ardent supporter of preservation activity in Jacksonville during the late 1950s and 1960s.

³ John Poppeliers, Chief, HABS Division, National Park Service. Letter to Chief Prints and Photographs Division, Library of Congress., 31-July-1979. (Copy in Oregon SHPO Files).

Jacksonville Cemetery and the Peter Britt estate were included as "Other Significant Sites. [Please see Appendix A for a copy of the McKithan nomination]"⁴

Subsequent to the designation of the National Landmark District, two additional properties in the Jacksonville vicinity have been individually listed on the National Register of Historic Places. These are the Walter Brown House [1845 Old Stage Road] and the Frank E. Bybee House [4491 Jacksonville Highway].⁵ A third property, the John Orth House [105 East Main St., Site No. 67] although within the Jacksonville Landmark District, was separately listed upon the Register in 1972.

In the mid-1970s as recognition of the importance of historic resources in Oregon grew, the State Historic Preservation Office commissioned the first statewide survey of historic and cultural resources. Undertaken by historian Stephen Dow Beckham, this survey identified sixty-two resources in Jacksonville, including seven "non-built" resources, all commemorative markers or monuments. The seven non-built monuments included in that survey are listed below.

1. National Historic Landmark monument, 3rd & California
2. Masonic Lodge monument, Courthouse grounds
3. Oddfellows-Rebekah marker, Oregon and Main
4. Rich Gulch/Gold Discovery monument, S. Oregon Street
5. RRVRR monument, C & Oregon
6. Joseph Smith marker, Episcopal Church grounds
7. Rev. Moses Williams marker, 6th and California

A true, site-by-site survey of the Jacksonville NHL began in July 1978 under the direction of Gail E.H. Evans, primary researcher for the Portland architectural firm of Allen, McMath Hawkins. This massive project, the Jacksonville Historical Survey, not finalized until April 1980, undertook the documentation and identification of all properties located within the Jacksonville National Historic District boundaries as delineated in 1971. The Evans survey identified 597 properties containing a total of 627 individual resources. After archival review, Evans evaluated resources for historic significance against the following criteria:

⁴ For reasons not entirely clear, the Pioneer Village, built 1961-65, was included in the Landmark District nomination as a significant site [No. 37] despite its lack of antiquity.

⁵ Both of these properties are located in unincorporated areas of Jackson County although they have Jacksonville addresses. The Bowne House is included as site 234 in the Jackson County Survey of Historic and Cultural Resources (Clay/Atwood, August 1992). The Bybee House is listed as site 258 and its watertower was included as a separate resource as site 495.

PRIMARY: All buildings built prior to 1884, regardless of presently existing architectural or historical integrity, and buildings built 1884-1920 which are of exceptional architectural or historical value. [102 resources identified by Evans]

SECONDARY: Buildings constructed between 1884 and 1920 which are of routine architectural value, or which suffer a substantial loss of interior or exterior historical or architectural integrity, or which have within them intrusions which substantially impair or detract from the historical quality of the property. [28 resources]

COMPATIBLE: Buildings erected since 1920 which, by material, scale, and architectural detail, tend to support the ambient historical quality of the Jacksonville Historic District. [276 resources]

Non-Compatible: Buildings which are in no way compatible with the ambient historical quality of the Jacksonville Historic District. [103 resources]

Vacant: Unbuilt parcels within the survey area [116 resources]

All of the 1980 surveyed are included in the indices compiled as a part of the 1993 Survey and are attached as Appendix B.⁶

2.2 RESOURCE TYPES: BUILT

Generally resource types relating the previously listed "Themes" (Section 1.4) may be of a wide variety and each chronological period will, by definition, have its own peculiar related structures. The most common types for each of the major historic themes encountered in Jacksonville are listed below. For a complete listing as delineated by the Oregon State Historic Preservation Office please refer to the *Handbook for Historic Preservation Planning in Oregon*.

⁶ For a detailed discussion of the resource numbering strategy used in the 1993 survey please refer to the introduction to the index section of this document.

Settlement/Mining:

Homesteads, early dwellings, mining sites, landscapes, and similar features that related the earliest period of Jacksonville's development.

Commerce and Urban Development:

Stores, shops, warehouses, manufacturing facilities, industrial sites, and power generation facilities that date from virtually all periods.

Agriculture

Farms, outbuildings, irrigation features, landscapes [orchards, fields, gardens] that relate both the early establishment of an agricultural economy in outlying areas as well as subsequent attempts at the development of orchard or vineyard production in the years leading up to shortly after 1900.

Transportation and Communication

Stage routes, trails, railroad right-of-ways and related structures, early paved roads, automobile facilities, gas stations, repair shops, bridges, crossings and other resources that represent the evolution of transportation into Jacksonville.

Government/Community:

Local and regional government structures and improvements (such as municipal water systems, sewer systems, sidewalks, parks, street lights, and other similar amenities. Surviving structures associated with significant political figures and leaders, religious-related facilities such as churches, meeting halls, fraternal lodges, rectories, manses, parsonages, church-based schools would also be included under this heading.

Culture:

Architecturally significant structures that relate the various periods in the Jacksonville's past that hold little or not associated values under other criterion. Community-service related structures such as meeting halls, fraternal buildings, lodges, churches or structures which were used for recreation such as dance halls, theaters, or similar uses.

Other:

Tourist attractions, civic improvements, commemorative markers and monuments that relate the Booster period of in Jacksonville or the development of the history and cultural arts based post-war tourism economy.

2.3 ARCHITECTURAL STYLES AND OCCURRENCE

Built resources may be essentially grouped into two types: Residential and Commercial. To minimize the use of jargon and maintain consistency with previous attributions, the following discussion of architectural styles is largely based upon the terminology used in the Evans Survey and, especially pertinent to residential styles, the systematic definitions included in the *Design Guidelines for Jacksonville, Oregon* by The Architectural Resources Group, last revised in August 1989 and currently available only in draft form. Individual stylistic comments, with the exception of text within brackets "[...]" is taken verbatim from the *Design Guidelines*.⁷

2.3.1 "Historic" Residential Styles:

VERNACULAR STYLE: The vernacular style is typified by simple rectangular building forms that frequently intersect form an "L" or "T" with central ridges and gable roofs. The facades are sheathed with wood siding and have little ornamentation.

QUEEN ANNE STYLE: A varied and rich decorative style note for asymmetrical compositions of many forms; textures, materials, and colors. Buildings frequently have turrets, towers, tall chimneys, projecting balconies, and bays. [The Nunan House (635 North Oregon) was defined as Queen Anne in previous studies. However, the house should more properly be considered "Eclectic" and certainly does not represent a "typical" Queen Anne dwelling within the Jacksonville context. A more modest, and appropriate, example would be the Jean DeRobam House (Site 21) at 390 East Californian Street].

FEDERAL STYLE: The Federal style is typified by a low pitched gable or hip roof, smooth facade, large glazed areas and elliptical fanlight over the main entry with thin sidelights. Windows and doors are symmetrically placed on the facades. The basic building form is a simple rectangular box, sometimes with small symmetrical flanking additions located to the sides of the main facade.

ITALIAN VILLA STYLE: A simple rectangular building mass with a symmetrical facade. Smooth and uniform surfaces of stucco or brick, with a roof that is gabled, hipped, or both. The eaves may project considerably and may be supported by brackets. Frequently, a cupola or glazed belvedere is found on a projecting tower at one corner of the main building. [As defined here, the major difference between the Italian Villa and the Federal Style seems limited to roof configuration and the relative prominence of the porch. While cupolas or belvederes are historically associated with this style, few such examples likely existed in Jacksonville and even

⁷ For more complete definitions please refer to that document, pages 32 to 48, inclusive.

less survive today and thus the feature should not be considered a defining element.]

ITALIANATE STYLE: The style is a rectangular, and sometimes nearly square, building with broad eaves supported by overscaled regularly spaced brackets under a hipped roof. The building has a formal symmetry and centrally located entry and porch. [As defined by the *Guidelines*, the Italianate Style is a larger, more elaborate, and more ornamented version of the Italian Villa. Popular during the 1870s-1880s period of Jacksonville's greatest wealth, the Italianate Style was probably a popular choice for the homes of civic leaders.]

BOARD AND BATTEN STYLE: Variation on the "Vernacular Style" listed above. The primary difference is a facade of vertical boards whose joints are covered with narrower vertical battens. The roof is a simple gable, steeply pitched. [An early exterior building surface treatment, "Board and Batten" is often associated with in-town agricultural structures as well as very early settlement-era dwellings. Care must be exercised to differentiate between the true early examples of this construction and other "retardinaire" or pre-nostalgic uses from the turn-of-the-century period. See, for example Site 204, the Minnie Lewis House, at 105 East D Street, built in 1908]

"CRAFTSMAN" STYLE: Roofs are broad with a gentle pitch projecting eaves and rafters and purlins projecting beyond the eaved frequently supported by diagonal struts or brackets of straight stickwork. A low gable roof usually covers an open or screened porch with a larger gable above the main form of the house. The bungalow was developed as a simple inexpensive and functional house in contrast to earlier houses where servants were prevalent. [The confusion and often interchangeable use of "Craftsman" and "Bungalow" is a constant source of debate among architectural historians. "Craftsman" is most properly applied to either two-story, essentially rectangular volume, dwellings. Few buildings meeting this definition are known to exist within Jacksonville although the Judge Tou Velle House (455 North Oregon, Site 143) exhibits a blend of both Craftsman and Bungalow traits. "Bungalows," range from the comparatively elaborate Arts and Crafts-influenced dwelling at 545 North Oregon (Site 149) to the simple structure at 380 East E (Site 220). Other modest single story structures built between 1900 and 1930, such as 265 South Oregon, while exhibiting some relationship to the bungalow style, should more likely be classified as a form of 20th century vernacular cottages, devoid of any over-riding stylistic attribute].

2.3.2 *Other Residential Styles:*

Other pre-1942 residential styles occurring with the Jacksonville Context and not included in the *Design Guidelines* or treated within the Evans Survey are;

COLONIAL REVIVAL & "COLONIAL" STYLE: Colonial Revival, most common from the late 1890s to World War I, reflects traditional New England designs including saltbox roof configurations, exterior shutters, doric column porches (often with open, semi-circular pediments) and multiple roof gable or hip roof dormers. A sub-variant called simply "Colonial" was built over a somewhat longer period. A less elaborate version, with even less historic precedent, known as "Cape Cod," remained popular well into the 1950s.

HISTORIC PERIOD REVIVAL STYLES: Typically built during the 1920s-1930s, these dwellings are based upon earlier architectural forms, utilizing both American and European precedents and include English Cottage, Spanish Colonial, Norman Farmhouse and "Tudor" among other similar styles. Only modest examples are likely to exist within Jacksonville given the city economy during the 1920-1930 period although some structures, notably Site 153a (525 North Oregon) were identified in the 1980 survey.

MODERN STYLES: For the most part beyond the temporal scope of this study, and present within the context, Art Deco, Art Moderne, or International Style dwellings would represent the evolution of residential development within Jacksonville despite their lack of connection to the pre-determined period of significance for the Landmark District proper. Inter-war vernacular, as well as late 1940s and later developments such as "ranch," minimal tract, Northwest Regional or other "modern styles" that relate Jacksonville's belated post-war emergence as "The Home City of Southern Oregon," will gain in significance as increased historic perspective on those periods are reached.

2.3.3 *Commercial Styles:*

A large percentage of Jacksonville's commercial architecture can be effectively grouped into a limited number of stylistic categories that accurately mirror the city's historic development pattern. The previous studies cited above again provide the basis for the nomenclature utilized, here somewhat augmented by standardized terminology employed by the Oregon State Historic Preservation Office.⁸

⁸ See "How to Prepare Nominations to the National Register of Historic Places," (September 1992), p.80.

ITALIANATE: Commercial buildings in what is referred to as the Italianate style were constructed during virtually all of Jacksonville's 19th century period. While each of these structures can be appropriately referred to simply as "Italianate," two major sub-categories more accurately describe the design of the individual buildings that were constructed during the 19th century in Jacksonville.

EARLY COMMERCIAL "ITALIANATE": Essentially plain-front brick structures, often with repetitive arched facades built as second-generation buildings following the fires that destroyed Jacksonville's original wooden commercial core. Typical are the Haines Brothers Store (Site 39), Table Rock Bakery (Site 45) and the Bruner Building (Site 44). Some wood-frame Italianate, also from Jacksonville's earliest period, also survives, most notably the Beekman Bank (Site 10).

LATER ITALIANATE: Larger and typically more elaborate buildings than Jacksonville's earlier commercial buildings, the later examples of the Italianate style, built almost exclusively of brick, date from the 1870s-1890s period of Jacksonville's greatest wealth and prosperity. While sharing the essential characteristics of the earlier structures, these buildings have more elaborate detailing such as heavy, projecting cornices, stringcourse or dentils, stepped and decorated pediments and other elements that bespeak of the relative prosperity of their period of development. Typical examples include the U.S. Hotel (Site 11), Jackson County Courthouse (Site 206) and the Redman's Hall/Kubli Building (Sites 32 & 33).

FUNCTIONAL/20TH CENTURY STYLES: Not surprisingly, little commercial development occurred in Jacksonville between 1900 and World War II. Much that did was of a utilitarian nature (Site 41, the C. R. Ray Substation) or the County Jail, adjacent to the Courthouse. Various other development, such as the Jacksonville Lumber Company buildings and similar utilitarian structures represent the bulk of commercial architecture built during this period of decline and shrinking population in Jacksonville's history.

STRIP DEVELOPMENT/HIGHWAY ARCHITECTURE: Following WWII and emergence of Jacksonville's residential and tourist economy, modern construction, especially along Fifth Street as it heads east from town toward Medford, represents the first major period of deviation from the original 19th Century building stock. Such development, much of geared toward the automobile, includes grocery stores, banks, and miscellaneous small retail storefronts designed in modern styles and built from concrete block, modern wood-frame or other non-historic styles. Set back from the street to permit parking areas, such development is clearly differentiated from all previous commercial architecture in the Jacksonville context.

PRESERVATION STYLE: The most recent commercial developments within Jacksonville might most appropriately be collectively referred to as "Preservation Style," where exterior treatment and design is based upon a conscious interpretation or mimicry of historic architectural forms to meet modern needs. Varyingly successful structures of both brick and wood construction, including buildings such the U.S. Post Office (Site 175), the Addition to the Boyer Store (Site 4) and more the recent construction of the Stage Lodge hotel [830 North Fifth] are examples of the "preservation" style as employed in Jacksonville in the last thirty years.

2.4 NON-BUILT HISTORIC AND CULTURAL RESOURCES

The second major goal of the present study is to expand the identification process of historic and cultural resources within the Jacksonville Urban Growth Boundary to include "non-built" resources that play a previously undocumented role in the creation and maintenance of the historic integrity of the community. These basic resource types, as identified both within the Landmark District as well as in the portions of the city outside of it, are:

2.4.1 Sites

Sites of historic and cultural importance include the locations of events or human activity such as early transportation routes and trails, mining sites and debris, historic or prehistoric below-ground resources, or any other identified locations of significant events that no longer retain any built resources. "Site" as herein defined also includes *natural* features such as Daisy and Jackson creeks (1993 Site 701 and 704) which have significant connection to the history of Jacksonville

2.4.2 Views

Much of Jacksonville's development history is the direct result of its setting and location adjacent to the original "diggins" and distant from the easily traversed valley floor. Selected vistas, both internally and externally, were important during the 19th century and the subject of frequent photographic documentation and literary comment. Thus, the historic "sheltered" aspect of Jacksonville's site bears a direct relationship to the retention of the overall historic character of the community and its ability to effectively convey its historic significance. Identified scenic viewsheds that add to the integrity of the community are, as a result generally considered of primary significance.

Essentially, two basic types of viewsheds were identified as significant during the fieldwork component of this project. Views which encompass wide-angle arcs of

the surrounding countryside or narrow, "tunnel" vistas created by either the built or natural landscape that frame resources of especially high significance (such as the courthouse or the commercial district) play a highly significant role in establishing and maintaining Jacksonville's integrity.⁹ All these "external" views (i.e. beyond the City looking toward it) are accessed via traditional routes of approach to the City. As such, they play a highly significant role in providing a background and transitional zone that maintains Jacksonville's historic isolation and seclusion from the surrounding valley. Some viewsheds, notably the South Stage Road approach, provide an focused first glimpse that builds a sense of anticipation, heightened by the sudden appearance of the city within the otherwise predominately pastoral landscape, that adds to the awareness of Jacksonville's unique history.

The second type of viewshed documented here are *internal*, from within the city looking outward. While some historic internal views are clearly significant, such as that looking south from the courthouse cupola, they are not readily accessible to the public and hence not documented. The views designated as Site 9005 and 9006, both looking down residential streets from California and the view from Cemetery Road (9007) are "internal" viewsheds.

2.4.3 *Landscape Features*

As differentiated from "views" as defined above, "landscape features" is here used to define *man-made* spaces¹⁰ or features such as parks, gardens, irrigation systems, historic trees or specific smaller plantings of note. In general, landscape features, as opposed to views, are definable within the traditional legal descriptions of real property, being either wholly contained within a single tax lot, as in the case of a garden or orchard, or traversing an easily identifiable path across a number of adjacent lots, as in the case of irrigation ditches, mill races, or other man-made waterways. Landscape resource documented during fieldwork for this project is Site 1011, the right-of way of the Rogue River Valley Railroad and the Veterans Memorial, Site 714.

2.4.4 *Monuments and Markers*

Monuments including commemorative plaques, and other similar items are prevalent throughout Jacksonville, a result of the City's post-1932 awareness and celebration of its history. Sites 703, 706 and 709 are all typical of this resource type.

⁹ Please refer to Section 1.4.3 "Setting" of this document for historic background on the importance of setting in the history of Jacksonville.

¹⁰ The term "man-made" is used to denote activity that modifies the natural state of the land whenever undertaken by humans of all gender, both male and female.

2.4.5 *Objects and Structures*

In general, objects and structures may range from large, movable resources of historic note such as locomotives or mining equipment to small street furniture such as the water pump outside the Beekman Bank. In Jacksonville, surveyed resources of this type include both the 1943 wooden street signage that marks the intersections of much of the city and a number of early advertising graphics that play an important role in the character of the city. [See Sites 702, 710 or 715, for example)

Structures, here used to refer to non-inhabitable built resources, such as spring houses, well-houses, pump-house, watertowers, outhouses and the like, when *not* associated with an extant primary dwelling, are substantially not extant in Jacksonville. The sole such example is Site 704, the Emil Britt Bridge. A resource in the 1980 Survey, Site 313, an early Jackson County Public Works facility, is included as a secondary resource.

PART III: EVALUATION

Given the detailed base data provided by the 1980 Jacksonville Survey, much the historic information and preliminary evaluation context for the City of Jacksonville was available prior to the actual development of the draft Historic Context Statement that was presented for review to the city in December 1992. With approval of that document, the fieldwork and identification component of the historic and cultural resource survey of the UGB area formally began in early 1993.

The initial step in field identification of historic and cultural resources for the 1993 Update was the creation of a computerized database of all tax lots located within the study area. Raw data, including owner information, tax identification numbers and approximate date of construction, from the Jackson County Assessors Office was entered into a Dbase-compatible format. This process created a base of approximately 1050 individual resources.¹

Following the above, additional information on the 627 individual properties contained in the 1980 Jacksonville Survey was correlated into the database, marking entries with both their Jacksonville Survey Number [JVLnumber] and evaluation ranking as assigned by that study. The remaining properties, by definition all those resources beyond the landmark district boundary, were then flagged for further review and each given temporary JVLnumbers. These included a small number of tax lots *within* the district not included in the 1980 survey (flagged with the JVLnumber "700") while remaining tax lots outside the district were each designated by JVLnumber "1000."² Sites surveyed as "VACANT" in 1980 which now were taxed with an improvement by the Assessor were marked with as "Post-1980 Built" and dropped from further study.

Like most tax offices, the Jackson County Assessor includes an approximate date of construction as part of its documentation. This information, as noted above, was included in data entry. These 400+ tax lots still under review following the above process were then sorted for entries dated 1955 or earlier.³ This yielded 56 properties tentatively identified with the designation "Pre-1955 Structure" and scheduled for on-site evaluation and potential inclusion in the survey update. Sites surveyed as "vacant" during the 1908 project and now showing an improved according to Assessor's records were marked

¹ Data was entered into Alpha 4, v.2.1, published by the Alpha Software Corporation, Burlington, Mass.

² The majority of the non-surveyed properties *within* the district area were small, oddly shaped, vacant parcels such as small walkways between resources, remnant parcels presumably remaining from earlier lot splits, municipal parking lots, and similar.

³ Assessors data is often inaccurate in determining estimated dates of construction. Thus 12-year margin of error from the 1943 cut-off for the NR "fifty-year rule" was used here as a precaution.

"Built Post-1980" and so appear in the attached indexes. During fieldwork additional resources, especially non-built resources, were added for study as appropriate.⁴

3.1. EVALUATION PROCESS

Fieldwork:

Resources identified by the process detailed above were each visited and visually assessed for additional study and potential significance. Built resources dated by the Assessor's office as pre-1955 that were adjudged to be clearly less than 50-years old were, in general, removed from further archival study and most are included in the accompanying documentation as "compatible" properties, retaining the preliminary "Pre-1955" designation assigned earlier.

Remaining properties, as well as non-built resources first identified during fieldwork, that were still under study were photographed, mapped and documented as required to complete the standard State Inventory of Historic Places format. Separate archival research documented the transfer of ownership, significant associations and, to the greatest extent possible, remaining integrity of the individual resources to provide information for the evaluation and assessment process.

Methodology:

Following the identification of potentially significant resources through the fieldwork and archival research phase of the study, each property must be assessed for historic and architectural integrity. This evaluation procedure involves weighing each resource against the previously identified themes as outlined in Section 1.4 of the Historic Context Statement. The Jacksonville historic themes are specifically linked to the particular development trends and resource types associated with the history of the city.

Significance:

The base evaluation model for historic resource significance employs the standards of significance and integrity set forth by the National Park Service and detailed in *Historic Preservation and the Oregon Land Use Planning Program*. Resources are individually assessed for comparative significance with the context within three broad categories, as follows:

HISTORICAL ASSOCIATION: Association with a *person/group/organization*, an *event*, that has made a significant contribution, or is illustrative of

⁴ Non-built resources, by definition, do not appear as individual tax lot entries for taxation purposes and thus were invisible to the preliminary identification process.

broad *pattern* of cultural, social, political, economic, or industrial history of the community, state or nation.

ARCHITECTURE: Significance as an example of particular architectural *style/building type/convention*, having *design or artistic quality*, utilizing a particular *material/construction method*, having high *integrity or rarity* as one of the few or only remaining examples of its type

ENVIRONMENTAL: Significance as a *visual landmark*, in *setting*, or as an element in the *continuity or character* of the street, neighborhood or community.

Under each of these areas of potential significance, resources were evaluated against a four-part scale of "Excellent, Good, Fair, or Poor."

Buildings that have been moved from their original setting, religious properties, cemeteries, and building less than 50 years old are generally not considered under the NPS criteria. There are exceptions, however, of interest here specifically for resources that have gained significance within the last 50 years. The SHPO handbook comments;

As a general rule, properties eligible for inclusion in the Statewide Inventory of Historic Properties are at least fifty years old. Properties less than fifty years of age may be included if they are exceptionally noteworthy and meet one or more of the criteria under each of the essential headings; integrity, distinction, and educative\associative value.⁵

Architectural Integrity:

Potentially significant resources are further evaluated according to their architectural integrity, or the intactness of historic form and original construction materials. Three levels of integrity were used:

1) Intact/Virtually Intact--if the building retains its original appearance and fabric, including massing, architectural detail, surface treatment, windows, and doors;

2) Minimum Modification--if minor alterations have taken place that are reversible, or that are in keeping with the construction technique and the stylistic character of the building's period(s) of significance; and

⁵ SHPO, *Historic Preservation and The Oregon Land Use Planning Program*, May 1990, p. 16.

3) Major Modification--if a high percentage of original form and materials has been significantly altered with modern details so that the building detracts from the original architectural continuity of the streetscape.

Assessment of integrity by definition must allow for the innate character of a particular resource type. Where change and alteration is intrinsic to the resource, as in a natural feature or agricultural facility, such was factored into the evaluation process.

Ranking:

Following the evaluation of integrity and significance, properties were divided into rankings of relative contribution within the historic context. A standard three-tier ranking system was used which divides resources into the following categories:

PRIMARY: Historic resources of high associative or architectural significance and integrity that play a substantial individual role in the historic landscape of the project area. Resources designated as "primary" are those that significantly contribute to the understanding of the broad patterns of historical development of the city, are excellent examples of a specific period of architecture, or are associated with notable figures who played an instrumental role in the region's development

SECONDARY: Historic resources of some associative or architectural significance that play a lesser but still important individual role in the historic landscape of the project area. These properties are often virtually intact architecturally or display minor architectural modifications but represent less important aspects of development within the context.

CONTRIBUTING: Historic resources that have little individual associative or architectural significance yet provide a valuable contextual element within the historic landscape of the project area. Buildings considered as "contributing" have generally been modified architecturally yet do not diminish from the historic continuity of the streetscape.

All resources found to be at minimum of "contributing" quality are included within the 1993 Survey Additions. Remaining properties, generally all those identified as with the blanket JVL numbers of either "700" or "1000" are of non-contributing or non-compatible level and have not been further documented at this time.

It should be noted that those properties included in the Beckham survey but absent from the 1980 Jacksonville Cultural Resource Survey, which includes all seven of the commemorative markers listed in Section 2.1, were by definition given a rank of "Primary" and fully documented for inclusion here.

Views:

Following the identification and assessment of individual resources, the various viewsheds that are part of the Jacksonville context, each comprised of multiple tax lots, were documented both for historic significance and ability to continue to relate the *historic geographic setting of the City of Jacksonville*. Identified views, both internal and external, were assigned JVL numbers beginning at "9000" and the individual tax lots that form the foregrounds of each *external* view were entered as "9000.01, 9000.02." It should be noted that some properties are as a result listed under two JVL numbers, 1) as an individual resource and 2) as a component in an external viewshed. Internal viewsheds, composed entirely of property within the City of Jacksonville, were assigned "9000" series numbers but not broken down into their component resources.

In recognition of the highly significant role viewshed resources play in maintaining the integrity of Jacksonville's historic character, all views have, *by definition*, been assigned a "Primary" ranking.

3.2 THE CONTINUAL SURVEY PROCESS:

Although this survey adds to the geographic area of the Jacksonville Historic and Cultural Resource Inventory it is, by design, inherently limited. Temporal restrictions preclude the comprehensive review and assessment of the vast majority of resources built within the city since 1943. Cultural bias and lack of historic perspective impede our ability to accurately assess the trends and contribution of the recent past and, although this survey process includes every effort to fairly assess newer resources, many have likely been missed. As a result, any survey and inventory process must be an ongoing activity, one that requires revision and reassessment on a regularly scheduled basis.

With the completion of the 1993 update, The City of Jacksonville has wisely expanded the scope of its historic and cultural resources program to cover the entire Urban Growth Boundary. However, no survey is final as long as change and development continue within the context and our cultural attitudes regarding the significance and understanding of the past evolve. The likelihood of a particular resource shifting from one ranking category to another, both gaining and losing significance, is endemic and, as a natural consequence, this document makes no pretense, and should not be considered, as the "final" evaluation of the City of Jacksonville's historic and cultural resources.

PART IV: TREATMENT

As the location of one of the earliest city-wide efforts at historic preservation on the west coast of the United States, the City of Jacksonville has a long tradition of managing the development of its historic resources both to protect the community's integrity and to maintain the crucial role historic character plays in the local economy. The primary governmental entity that oversees Jacksonville's preservation program is the Historical and Architectural Review Commission [HARC]. This body, with the support of the City Planner, serves in advisory role to the City Council and will be responsible for the adoption and integration of the 1993 Survey into the city's planning process. Naturally, a primary requirement for the continued adequate protection and reasoned management of identified significant resources within the survey area will be the completion of the Goal 5-required ESEE analysis to comply with Oregon's Statewide Land Use Planning program. In addition to completing that process in a timely fashion, the following suggest actions would add to the ability of Jacksonville to protect and retain its various significant resources and, within the overall Land Development ordinance, continue the balanced management of Jacksonville's unique historic character.

4.1 General Programmatic Recommendations:

- A) The City of Jacksonville, in addition to the formal adoption of the 1993 Survey, should also use both it and the original 1980 Survey as the basis for the creation of a "*Jacksonville Landmark Inventory*." Such a list, comprised of all identified built resources as well as other resource types which may not yet be of the type or quality required for listing on the State Inventory of Historic Properties, would provide a locally reviewable process for the management of Jacksonville's resources. Presently, the majority of Jacksonville's preservation program is based upon the National Historic Landmark district designation and is accordingly keyed to state and federal government review. Additions to the NHL District are only possible after considerable review and documentation, with the corresponding time constraints such documentation engendered. Other significant resources, built after the 19th century period that is the primary focus of the Landmark District, may be excluded from such status. A locally controlled designation process, which offers Jacksonville the ability to include locally significant resources not yet eligible for inclusion at the Federal level

due to age, type or other factors, may offer a desirable flexibility to the city and thereby aide in the protection of locally significant landmarks.¹

B) In Jacksonville, to the extent of few other communities in Oregon, preservation, historic, and cultural resource issues, are a key concern of both the regulatory process and the typical citizen. Given this, education and the creation of an awareness of the goals of the Jacksonville preservation program should be a constant goal in the City's planning agenda. HARC should publish, or republish if applicable, educational materials on the role of Jacksonville's built and non-built environment in relating the city's historic character, procedures for development review, and the long term goals for the city's future preservation efforts that can be disseminated city-wide. Portions of this document may be appropriate and are readily available for such dissemination. Future educational efforts should target both individual property owners and contractors as to appropriate practice in the development and maintenance of Jacksonville's historic properties. Some potential education strategies might include:

1. Sponsoring a "Rehab Fair" highlighting approved restoration methods or products and featuring local builders, suppliers and owners of successful rehab projects. Demonstrations of preferred energy retrofit strategies, landscaping, painting or other areas could be used as a focus for an annual event that might be coordinated with other local governments, the Southern Oregon Historical Society, SHPO, or the Historic Preservation League of Oregon;
2. A restoration award program, perhaps with an associated prize, that recognizes exemplary projects;
3. A periodic mass-mailing of survey data, along with information on the HARC review process, to all properties for which the commission has oversight.

¹ A good example would be the Pioneer Village, Site 242 of the 1980 Survey. Built in two phases between 1961 and 1964, this site is clearly a local landmark and worthy of preservation as a primary element in Jacksonville's "Preservation" theme. While potentially eligible for SIHP status, or even National Register listing, local recognition of the resource as a "Primary" property, rather than its present "compatible" status, would provide greater opportunity to protect the site in the future.

Mailings should either be re-done at regular intervals or, through the cooperation of local real estate firms, integrated into the transfer of ownership to greatest extent possible;

4. Expanded training sessions for HARC members including the creation of a lending library of source materials for reference in project review;
 5. A "Town Meeting" on the role and importance of the historic environment in maintaining Jacksonville's cultural and economic vitality to build consensus or discuss specific issues as they arise.
- C) By definition, the 1993 Survey update looks at "non-built" resources in addition to those previously surveyed within the City of Jacksonville. As a result much of the city preservation program language will require modification to included varied resource types such as painted wall graphics, views, natural features, and other significant resources not previously protected by the code. The expansion of code oversight and, most importantly, integrating the opportunity for review of proposed change to these newly recognized resource types is critical to their retention within the City.
- D) As a large percentage of land use planning in Jacksonville revolves around the management of historically significant resources and integration of new consecution within the overall historic character, the City may creating a part-time or contract "Preservation Planner" position with the city government to provide the appropriate expertise in dealing with those resource types.

4.2. Regulatory Actions:

A primary motivation and function of the 1993 Survey of Historic and Cultural Resources in Jacksonville is to fulfill the requirements LCDC Compliance Acknowledgment 91-ACK-738, which specifically excludes those portions of the city's comprehensive plan relating to Goal 5 Historic Resources as provided in 91-DEN-740. Toward obtaining acknowledgment of this portion of the city's land use plan, Jacksonville is currently in the process of revising its Historic Protection Ordinance. The following suggestions might be integrated into that process.

Design Standards:

Jacksonville must adopt a comprehensive set of design standards that clearly spell out acceptable construction and renovation practice both for designated historic resources and new projects. *The Design Guidelines* prepared by The Architectural Resources Group (Rev. 1989) provide a good basis for such a document but should be re-evaluated and revised to recognize Jacksonville's less elaborate architecture as well as its "high" style buildings. Please refer to Section 2.3 for more comment on suggested modifications.

Design standards need to recognize the impact of new construction outside the landmark district on Jacksonville's overall character. Although the *Guidelines* include recognition of the need to blend development beyond the district area, a more detailed, illustrated, document would likely prove more useful in achieving the desired goal.² Standards must also recognize the impact of minor "appurtenances" such as fencing, utility connection, satellite dishes and similar structures and provide guidance as to placement and design.

Following the adoption of design standards, HARC should as soon as possible make this information available in an accessible and clearly illustrated pamphlet form that includes graphic examples of both acceptable and non-acceptable practices. A handout should be made available to area builders, designers and architects as well as to property owners as early in their project's development process as is possible.

Subdivision Standards:

Much of Jacksonville's character is largely defined by differentiation—a comparison and recognition of the city's variance from the "typical" development found in other, less uniformly historic, communities. While in larger cities, the separation of "new" and "old" districts is possible or even desirable, the compact nature of Jacksonville generally creates less distinct divisions, with new and old resources intermingling city-wide. Clearly visible boundaries between developments may not be preferable and the importation en toto of standard community development practices from generic planning models or the code of more traditional cities, while expedient, may not be in the best interests of preserving Jacksonville's historic character.

As a result of the above, Jacksonville may consider re-evaluating portions of its land development ordinance that are seemingly beyond the scope, or out of the

² See *Guidelines*, Section VIII, "Guidelines for Areas Outside of the National Historic Landmark Area."

area of concern, of a typical historic preservation programs. Much of the non-compatible construction within the Jacksonville city limits is contained in post-1960s subdivision areas, often built to standardized requirements contained within city or uniform building code that governs street width, curb design, materials, and other character defining features. Such portions of code are often adopted en banc from generic code language available through professional planning organizations, the state, or other communities. A revised subdivision standard, utilizing a performance-type incentive or other mechanisms to achieve the desired goals, might include concepts such as:

1. Narrower street widths without sidewalks or full curb detailing. Much of Jacksonville's core area lacks these types of site development and their non-presence is itself a "character-defining" aspect of much of the landmark district;
2. Elimination or relaxation of fencing requirements that isolate any large project from surrounding community and serve to balkanize the city visually;
3. Limitations on the replication of similar designs within a fixed geographic area. Repeated construction of a limited number of facade styles within a small area, as is typical of standard subdivision, is at odds with the mixture of architecture that marks much of the city.
4. Flexible setback and building envelope standards, including zero lot clearance for secondary buildings to promote non-uniform development within the project
5. Varied height, building size, materials (particularly roofing) and building orientation to the street
6. Increased landscaping requirement including the suggestion of appropriate tree species, hedges, and other plant materials that will shelter the development visually.

Many of these concepts may be perceived as cost-benefits to the developers of a given project, particularly those that lessen the site development costs of roads and curbs. Those savings can then be utilized toward other more appropriate amenities such as larger trees and more expensive construction practices. Via a performance standard, increased density, and thus increased revenue, may also be possible on a

given parcel provided such is accomplished in a manner consistent with the intent of the newly revised subdivision guidelines.³

The suggested intent of altering subdivision standards within the City of Jacksonville is, at its most elemental level, two-fold. First, Jacksonville's character is to a large extent defined by its uniqueness — to the extent it assumes *any* standardized development model it will potentially alter that quality. Secondly, particular to subdivision development, Jacksonville's building history is generally one of individual or very small scale projects of less than two or three structures. Modern, larger-scale, subdivisions, by nature tending toward uniform design, uniform setback, and uniform materials are, by definition, counter to the city's character. Standards that promote a non-uniform, non-monolithic, streetscape would engender development more consistent with the historic character of the community and might be required through code and encouraged via developer incentives.

4.3 Government-Owned and Controlled Resources

If the present study documents anything, it should serve as a basis for the appreciation that the historic character of Jacksonville is the sum of its parts, no particular type of resource being intrinsically more essential to the maintenance of the city's character than any other. Cities are incredibly complex, often symbiotic, organisms, whose pieces work together in mysterious and often undefinable ways. Portions of Jacksonville's landscape, including roadways, sidewalks, street furniture, man-hole covers, grates, signage, monuments, and a variety of other elements not specifically inventoried here are nevertheless intrinsically a part of the city's character. To the extent that these features are changes, removed, improved or altered, the character of the city will change. It is improvident for such change to occur without an opportunity for City review and comment.

Much of Jacksonville's landscape is owned and controlled by government agencies, including the City itself as well as State, Federal or County bodies. HARC should encourage an awareness of the value of these resource types and negotiate Memorandums of Agreement with other agencies where appropriate to maintain the character-defining features of the city's infrastructure. Specifically these features include, but are not necessarily limited to:

1. Street Signs and related features: Directional and information sign design and placement play a significant

³ Numerous cities employ a performance standard concept to achieve community goals of increased open space, affordable housing, or higher-than-standard energy efficiency.

role in the historic streetscape. Standards which require city crews to maintain or replicate historic signs, and govern the design of any new installations, should be developed and implemented. Outside agencies, such as Jackson County Public Works and ODOT should also be encouraged to recognize the impact of their signage within Jacksonville's landscape.

2. Roadways and Street Furniture: Right-of-ways, and road materials, sidewalks, curbs, utility features, benches, drinking fountains, monuments, and other items may have historic significance or potential impacts.
3. Surrounding landscapes, particularly wooded hillsides and waterways, are predominately under the jurisdiction of governmental agencies. Harvest, road-building, trails, and other development which may have visual impact on the City of Jacksonville that is to occur within these areas should be monitored so as to minimize the impact upon the city's character.

4.4 Viewshed Protection:

With the adoption of this inventory, the City of Jacksonville will expand its recognition of significant historic and cultural resources to include, in addition to the role that *individual* resources play in the creating the city's character, a broader outlook regarding the collective nature of streetscapes, natural, and man-made areas that combine a wide variety of types. These *collective* resources have been designated as Viewsheds in the 1993 Survey.

By nature, the external viewsheds identified in the 1993 Survey continue beyond the corporate limits of the City of Jacksonville. Some viewsheds may contain properties which clearly are of little intrinsic historic merit, are vacant, or have already been listed as historic resources individually. And it important to note that this study assessed "historic" viewshed and corridors as opposed to the more standard "scenic" viewshed. While many of the historically significant viewsheds documented in the survey are also areas of exceptional scenic quality, they are included here for their ability to relate the historic character of Jacksonville as an isolated community rather than their beauty.

Management strategies which recognize the inter-relationship between adjacent uses within a given viewshed, coupled with the goal of maintaining development opportunity, needed services, and products, as well as preserving the integrity of the significant viewshed itself, are elemental in providing for retention of this resource type. This project had *identified* various significant viewsheds in the Jacksonville area, it does not contain a complete documentation of the features of each viewshed. A comprehensive survey, including assessment of view character factors such as "landscape diversity," "seen areas," "visual absorption capability, and others will provide data for the graphic definition of each viewshed and aide in the development of the management strategies suggested below.⁴ The completion of such a document is highly recommended.

As the natural result of the comprehensive documentation of historically significant viewsheds both within and surrounding the City of Jacksonville, new sections of code will necessarily be required to insure the protection of these resources to the greatest extent possible.⁵ For view resources *within* the City and the UGB, potential strategies may include:

1. Limitations on building by elevation, requiring more stringent control or site improvement on higher, more visible, properties;
2. Increased shading and landscape standards with the goal of screening new projects from view;
3. Stringent limitation on permissible building materials, particularly roofing, to promote non-reflective surfaces that blend into the background;
4. Building footprint limitations, encouraging small massing or varied rooflines that can hide beneath existing foliage, or requiring the planting of compatible tree-cover that will screen new development from the city;

⁴ The language used here is based on the model provided by the Management Plan for the Columbia River Gorge National Scenic Area (Adopted 15-October-1991). See Chapter One, *Resource Protection and Enhancement*; "Scenic Resources."

⁵ Various other viewshed management strategies exist. The reader is referred to the plans of Whidbey Island, Washington and the draft models of Sedona, Arizona as potential models for Jacksonville.

5. Prohibitions on development within corridor setbacks and stringent tree removal standards to avoid destruction of existing street canopies;
6. Down-zoning to limit density on particularly sensitive parcels;
7. Out-right acquisition of *development right* through easements or purchase for open space maintenance and viewshed protection;
8. Acquisition of property either by the city or in conjunction with appropriate outside agencies to retain the character of a Viewshed.

Given Jacksonville's comparatively compact area, much of the land documented as part of the significant viewshed is actually beyond the Urban Growth Boundary and thus outside the realm of jurisdiction. As these areas have been determined to play a significant role in the protection and maintenance of Jacksonville's historic character, the City needs to gain the cooperation of various other government entities to preserve these resources. This may be accomplished, in part, through

Expansion of the city area via annexations and urban growth boundary adjustments that bring the viewshed area within city purview

Working with adjacent government to assure a consistency of plan in maintaining existing scenic character utilizing similar strategies as those adopted to control in-city resources.

Through areas of mutual concern with Jackson County, providing information to augment the Scenic Inventory required under Goal 5 and gain recognition of those viewshed areas outside the Jacksonville city limits as significant resources within the County's own land use management program⁶

⁶ Section 7 of the *Goal 5 Resources; Background Document*, prepared by the Jackson County Planning Department in 1990, lists inventories of Outstanding Scenic Roadways, Views, and Streams within Jackson County but none recognizes the significance of the viewsheds documented as a component of the present study.

4.5 Future Areas of Study:

The present project, temporally limited to post-1851 development, lacks any documentation of pre-historic native sites or later historic archaeological areas that may yield information regarding Jacksonville's pre-history. Historic archaeology may be of especial value in those areas first settled by Chinese miners or other ethnic enclaves who did not leave built evidence of their time in the city.

While Jacksonville is by far better documented than the typical Oregon town from a historic and cultural resource standpoint, certain future projects or revisions would certainly benefit the management of the city's built and non-built environment. Perhaps most pressing is a comprehensive review of the individual resource rankings assigned in the 1980 Survey. Temporally driven, and essentially limited to pre-1900 resources, many potentially significant sites built prior to World War II are currently ranked at "compatible" or lower within that document. A re-evaluation of those properties, based on the now available Historic Context would provide a broader base of resources that more accurately represents all eras of Jacksonville development within the Landmark District.



Figure 4.1 Jacksonville, looking North, c. 1915 (SOHS 13449)