



INTEGRATION AND FUTURE

Goals and Priorities

The Historic Context Statement creates a framework for identifying, evaluating and protecting historic resources within Eugene's urban growth boundary. Although historic significance is a key criterion in directing future research and activities, other local considerations may also be important. By establishing goals and strategies, context based planning attempts to balance the importance of historic properties against these other factors.

The first step in this process was the identification of local considerations that may affect historic preservation efforts in the community. This includes both local conditions and parties that may influence the development or outcome of preservation activities. The second step involved the establishment of goals and objectives, and a discussion of possible strategies for accomplishing them. The final step in the process involved setting priorities for future historic preservation activities. However, these priorities will evolve over time, based on the changing needs and goals of the Historic Review Board and the community. As such, this section of the Historic Context Statement should be revisited and revised periodically to respond to changes in local conditions and considerations.

Identifying Considerations

These considerations include the people and conditions most likely to have an impact on local historic preservation activities, whether favorably or unfavorably. There will always be specific threats and opportunities directing preservation efforts, but an awareness of the general constraints and prospects that exist in a community will help guide these efforts most effectively.

The first step in determining these considerations is the identification of stakeholders. These are people or groups who are in a position to influence the outcome of local preservation activities or whose interests will be affected by the process. This includes, but is not limited to, Eugene residents, property owners, business owners, staff and officials of the City of Eugene and the Eugene Parks and Recreation Department, the Eugene Planning Commission, the Lane County Planning Commission, the Eugene Historic Review Board, the board of the Shelton-McMurphy-Johnson House, the Masonic, Pioneer and Mulkey Cemetery groups, the East Skinner Butte Historic District organization, the Blair Boulevard Historic Commercial Area organization, the Lane County Historical Society, the Oregon Historical Society, the Historic Preservation League of Oregon and the State Historic Preservation Office. Additional stakeholders

include the University of Oregon, Northwest Christian College, Lane Community College, the Eugene 4J School District, the Eugene Chamber of Commerce, the Lane Transit District, the *Register-Guard*, and the Eugene Board of Realtors.

The next step in determining other considerations is the identification of threats to local preservation efforts. Threats may be direct or indirect, such as the impending demolition of a significant resource versus public apathy or indifference. Specific threats include lack of guidelines regarding community involvement, and fear and resistance based on lack of education and information. Indirect threats include the lack of funding for preservation activities, lack of support from key city officials, and the requirement of owner consent for the designation and protection of a significant historic resource.

Identifying opportunities for preservation is the final step in determining considerations. Like threats, these can be both specific and general in nature. Specific opportunities include the local presence of the Lane County Historical Museum and the University of Oregon's Historic Preservation Program. Indirect opportunities include participation in Historic Preservation Week activities, increasing public education, and ongoing survey and inventory.

As local public support can be either the greatest threat or the greatest opportunity for historic preservation efforts, citizen participation is key. The community should not only be informed of preservation activities, but also be involved in the process. This will help to build support and create alliances, a necessary component in reaching the goals identified herein.

Strategies

Using a strategic planning approach will help meet the objectives and realize the goals identified by the Historic Review Board. As a means to this end, the Oregon State Historic Preservation Office (SHPO) has identified the following strategies:

Networking: Encourage attendance by interested persons, members of city staff, or other preservation-minded individuals at a historic preservation conference or workshop. SHPO and the National Trust for Historic Preservation offer several opportunities annually to exchange ideas and learn about preservation-related problems and solutions.

Partnerships: Develop working relationships between property owners, business organizations, City officials, and/or others to work together on specific preservation activities. This might involve the identification and nomination of historic resources to the National Register or the planning of Historic Preservation Week activities. Logical partners include the Lane County Historical Museum, organizations representing the local historic districts, neighborhood groups, and the University of Oregon Historic Preservation Program.

Piggybacking: Work with other organizations to disseminate information about historic preservation activities through the organizations' newsletters. Likely groups include the

Lane County Historical Society, the Shelton-McMurphy-Johnson House Associates, and Eugene's Masonic Cemetery Association.

Volunteers/Interns: Solicit volunteers and interns from local historic groups, service organizations, public schools, the University of Oregon Departments and Programs of Historic Preservation, Planning, Art History, History, Folklore, and Anthropology, and Lane Community College for special preservation-related projects and activities. Volunteer and interns can help conduct surveys, perform research, and prepare National Register nominations. Walking tours, interpretative displays, and oral histories may also be developed with their assistance.

Grants: Make use of grant funding for preservation-related projects when possible. Use appropriate city staff, volunteer, and Historic Review Board member time to match grants from SHPO and other organizations and foundations.

Repackaging: Use the Historic Overview section of this document to create a web page or publication for use as a community educational tool or fund-raising effort.

Coalitions: Combine efforts with those working on other efforts involving historic resources. Examples include natural resource managers trying to preserve historic rural landscapes threatened by development or downtown development groups who might capitalize on the presence of historic commercial resources.

Leveraging: Use money or resources to help insure a favorable result from preservation efforts by others.

Mentoring: Connect new historic homeowners with those that have already restored or rehabilitated their own historic homes.

Modeling: Register key historic resources in the National Register or local landmark register. Rehabilitate or restore the buildings to demonstrate how the process can benefit others in the community.

As different approaches may work better in certain situations or under particular circumstances, the City of Eugene is encouraged to evaluate ways to combine these strategies. Due to time and fiscal constraints, such strategies may be crucial to accomplishing the identified goals and objectives.

Integration

The activities of other agencies and organizations have an impact on historic resources. Therefore, it is important to consider their long-term plans for particular sites and landscapes. In addition, other groups may have already conducted research or prepared contexts which support local preservation efforts. As such, it is important to determine how this context can be integrated with other local preservation planning efforts.

Connection with Other Plans

The City of Eugene has developed several neighborhood analysis and refinement plans that may interface with historic resources. These include the South Hills Study (1972), the Bethel-Danebo Neighborhood Analysis (1976), the West University Refinement Plan (1980), and the Eugene Area Neighborhood Analysis (1995). In addition, the City co-developed the comprehensive Eugene-Springfield Metro Plan, in accordance with statewide land-use planning Goal 5. This goal encourages planning for historic and cultural resources using the National Park Service's context-based model, upon which this document is modeled.

State law requires state agencies and political subdivisions, such as counties and fire districts, to develop programs to preserve significant historic properties that they own or for which they are responsible. These documents may be internal and should be requested when the possibility of such a plan exists.

Specific resources, such as the Ferry Street Bridge, may be included in transportation plans developed by the Oregon Department of Transportation (ODOT). This agency is also responsible for the maintenance and improvement of Highway 99, which runs through Eugene and is lined with numerous historic resources.

Connection with Other Historic Contexts

The City of Eugene has developed four historic context statements to date: the Willakenzie Area (1989), the Downtown Core Area (1991), the City of Eugene (1996), which spans the city's initial development through the mid-1940s, and Eugene Modernism 1935-65 (2003). Two other historic contexts overlap geographically and thematically with this document. These are the 1986 *Cultural and Historic Landscapes of Lane County* and the 1989 *Oregon's Agricultural Development: A Historic Context 1811-1940*. In addition, a Multiple Property Submission, *Residential Architecture in Eugene from 1850 to 1950* was written.

The historic context on agriculture development is the most pertinent thematic context to date for the River Road area. However, it is possible that other topics, such as the timber industry or dairying in Lane County, will be developed in future contexts. As such, copies of such documents should be reviewed for references to Eugene resources.

Related Future Studies

This historic context statement has identified key events, activities, and resources that have contributed to the development of the River Road area. However, by its own definition, it is a general overview and not comprehensive in nature. Therefore, during its preparation certain historic themes emerged as requiring more intensive study.

For example, additional research is recommended regarding the history of Eugene's Asian and Latino communities and the development of early residential subdivisions. Further study would also determine the impact of the University of Oregon's School of Architecture on local design, especially residential architecture constructed after World War II. Studies on particular architects or architectural firms would also be warranted, such as on Clare Hamlin, who designed nine local public schools as well as partnering on the plans for the 1959 Eugene Public Library and the 1959 Lane County Courthouse.