

Historic Resource Survey Report

Phase I: Downtown Core

Longview, Gregg County, Texas



Prepared for
The City of Longview, Texas
and
The Texas Historical Commission
Certified Local Government Program

by
Preservation Central, Inc.,
Historic Preservation Consultants

September 30, 2016

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Abstract

This *Historic Resource Survey Report* describes the activities, findings, and recommendations of an intensive-level survey of historic resources conducted in downtown Longview, Texas, in the spring and summer of 2016. The city undertook the survey to fulfill its obligation as a Certified Local Government (CLG), an inter-governmental program that provides funding and professional expertise for qualified historic preservation projects. As a CLG, the city is required to establish and maintain a system for identifying, documenting, and evaluating historic resources within its jurisdiction. This survey was part of a two-tiered project to begin that process.

The city hired Preservation Central, Inc., a historic preservation consulting firm, to complete a two-part historic resource survey project. The first task was to develop a *Historic Resource Survey Plan* that would outline the steps and procedures needed to complete the citywide survey. The *Survey Plan* organized the city into survey sectors and set priorities for conducting field investigations. The second part of the project was to implement the first phase of the plan by conducting a survey of the city's downtown core.

This *Historic Resource Survey Report* documents the activities and findings of the survey. It contains a Historic Context that briefly describes the city's growth and development from its inception as a railroad stop to its emergence as a regional leader in East Texas. It describes the research methods, field investigations, and findings of the downtown survey and recommends a course of action for preserving and protecting significant historic resources.

Historian Terri Myers served as Project Director for both the Survey Plan and the Survey of Longview's downtown core. She is the principal author of this report. Historic preservation consultants, Architect Karen McGraw, and Architectural Historian Kristen Brown, contributed to the survey project and this report.

This project was funded in part through a Certified Local Government Grant from the National Park Service, U.S. Department of the Interior, as administered by the Texas Historical Commission.

The contents and opinions, however, do not necessarily reflect the views and policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

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2016 Historic Resource Survey: Longview, Gregg County, Texas

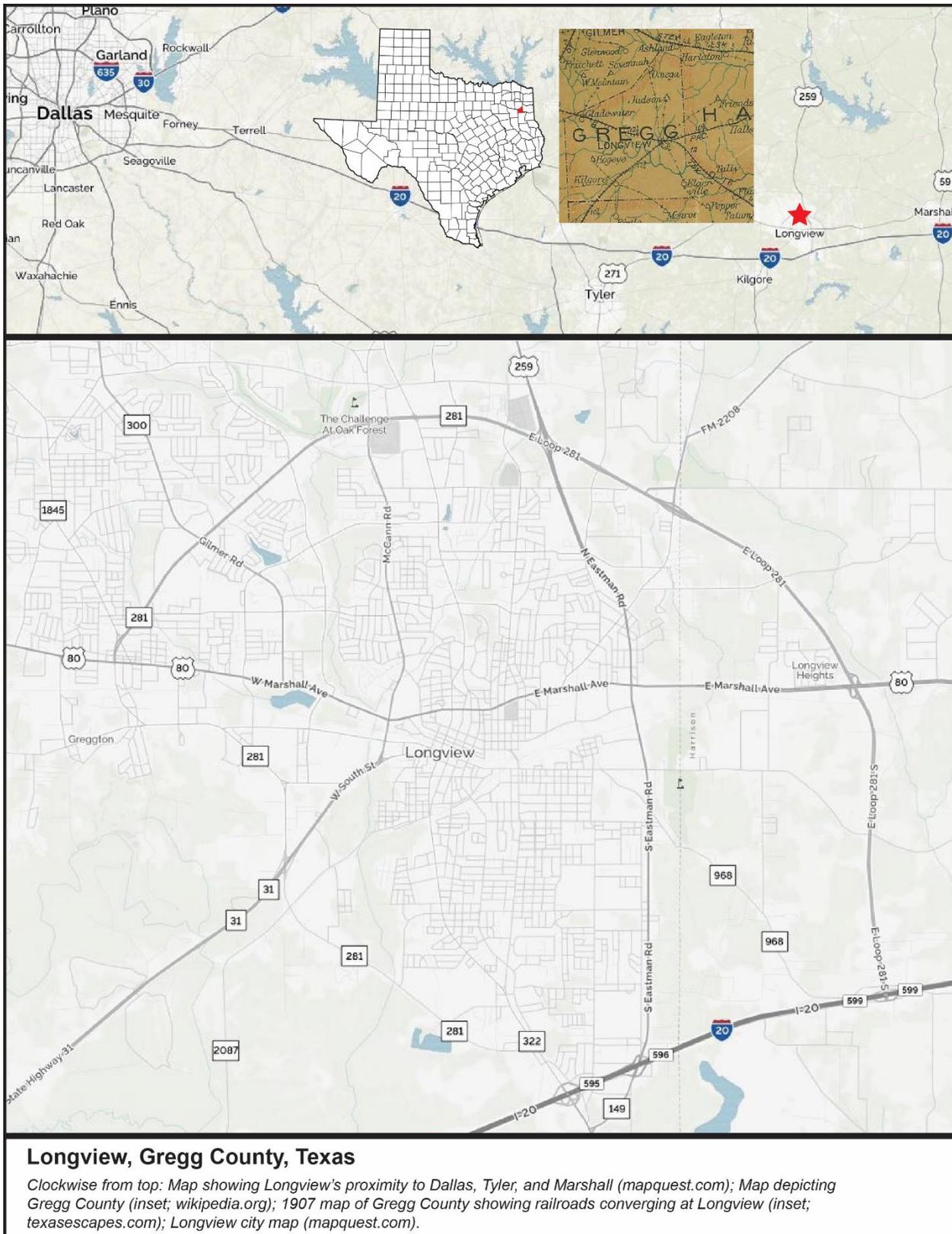


Figure 1: Longview, Gregg County, Texas

Introduction

On February 17, 2016, the City of Longview, Gregg County, Texas contracted with Preservation Central, Inc., an Austin-based historic preservation consulting firm, to undertake preservation planning and architectural survey activities as part of a citywide effort to document all historic-age resources (buildings, structures, objects, and sites 50 or more years of age) within its corporate limits. The two-part project consisted of: 1) the development of a *Historic Resource Survey Plan* to guide the comprehensive survey program; and 2) a *Historic Resource Survey* of one or more areas identified by the plan as having high historic and/or architectural significance.

The *Historic Resource Survey Plan* is a separate document that outlines the steps and procedures necessary to complete a citywide survey of Longview's historic resources. In brief, the plan recommends a multi-year, multi-phase program of field investigations to be implemented over a period of six years. The consultants divided the city into six sectors based on location, geographic boundaries, numbers and distribution of historic-age resources, and shared historic or thematic development. They prioritized the sectors based on historic associations, architectural merit, and potential threats to their preservation. The *Survey Plan* identified three adjacent parts of the city's downtown core as the first priority for survey and the consultants documented properties in that sector, designated Sector 1, for this initial phase of the project.

This *Historic Resource Survey Report* describes the activities, research methods, field investigations, results, and recommendations of the intensive-level survey of the downtown core in Phase I of the proposed multi-phase project. The downtown core includes the original "Hundred Acre" Longview townsite, the adjoining South Main residential district, and the area known as "the Junction" east of downtown. These areas were assessed as high priorities for survey based on the age and historic and/or architectural significance of their resources and the potential for loss due to neglect, unsympathetic renovation, demolition, redevelopment, or other threats.

Sector 1 – the "downtown core" – is roughly bounded by Marshall Avenue/E. Methvin Street on the north, the I.&G.N. railroad tracks/E. Cotton Street on the south, High Street on the west, and Green/S. Ninth Street on the east. Two teams conducted a pedestrian survey within the sector where they identified and recorded 353 historic-age resources. Of the total, 41 properties were evaluated as high preservation priorities based on their known historic associations and/or architectural significance. The consultants also identified three potential historic districts in Sector 1; they are White City, the South Main residential district, and the 800 block of E. Methvin Street in "the Junction." The report recommends further research to designate high priority sites and districts to appropriate levels of distinction.

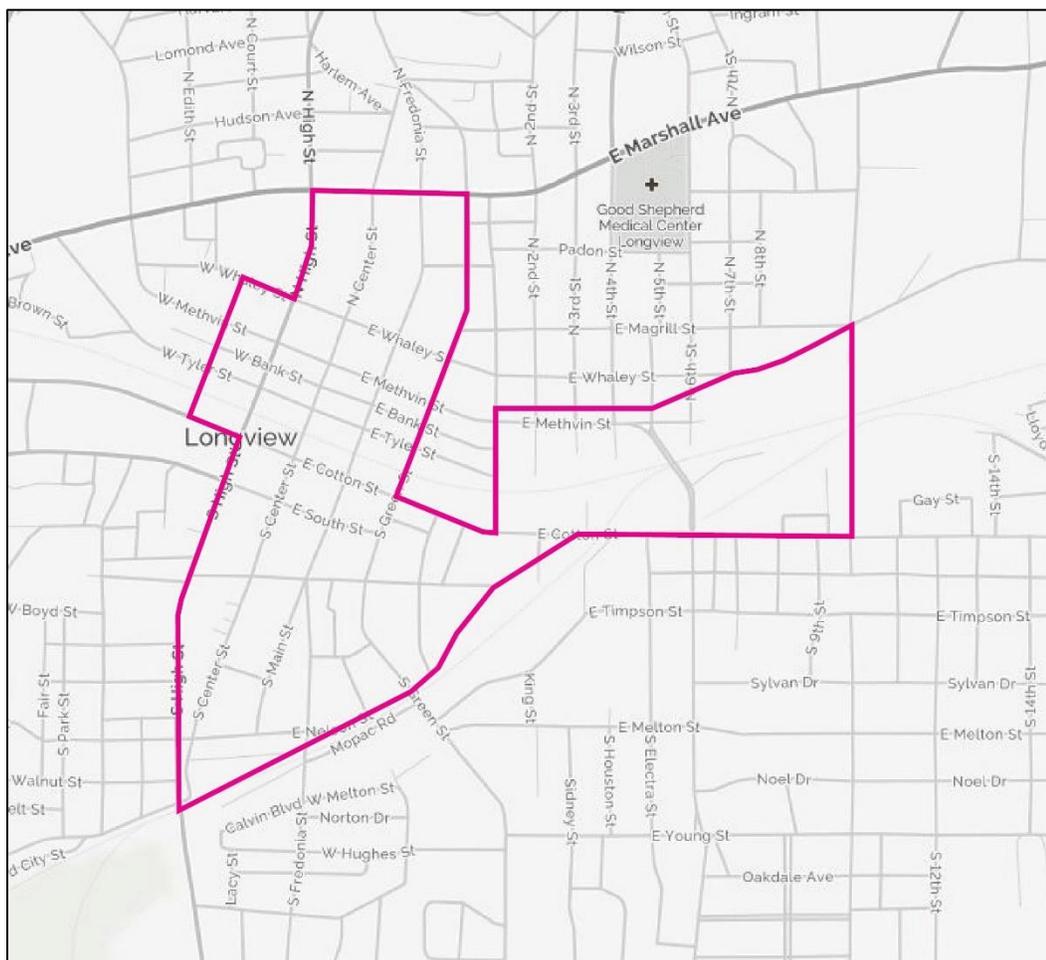


Figure 2: The Sector 1 survey area - the "downtown core" (base map from mapquest.com)

Professional and Public Input

Professional Contacts

Upon Notice-to-Proceed, the consultant arranged a meeting with Leslie Wolfenden, Survey Coordinator for the Texas Historical Commission (THC), and a telephone conference with Angela Choy, Planner for the City of Longview and liaison to the city's Historic Preservation Commission. The consultant maintained contact with Ms. Wolfenden and Ms. Choy throughout the course of the project.

On February 3, 2016, the consultant met with Ms. Wolfenden to discuss the types and distribution of historic properties in Longview. Most particularly, they looked at potential survey areas for intensive-level documentation as part of the current Survey Project. Ms. Wolfenden expressed a preference for surveying the downtown business district where many historic properties still exist though their original brick facades have been obscured by the application of "slipcovers" in modernization efforts. She also provided the consultant with some preliminary information on the origins and early growth of the city.

Before making her first site visit to Longview, the Project Director consulted with Ms. Choy to address details of the survey project and plan a "kick-off" meeting with the city's Historic Preservation Commission and other interested parties. Ms. Choy echoed the THC Survey Coordinator's recommendation to document the downtown business district in the initial phase of the project because property owners in the area were interested in restoring and revitalizing their buildings. The identification and assessment of historic properties in the area could help in funding such projects through tax credits and other preservation incentives.

The consultant also met with Historic Architect Karen McGraw on February 7, 2016, before traveling to Longview. They discussed the goals and desired outcome of the public meeting and Ms. McGraw's role as a survey team leader following Ms. Myers' initial Windshield Survey.

The Project Director traveled to Longview for a "kick-off" meeting with the city's Preservation Commission and to conduct a Windshield Survey to identify a project area for the initial survey.

Public Meeting

The public meeting was held in the city's Planning and Development conference room on February 11, 2016. It was attended by members of the city's Historic Preservation Commission, members of the Gregg County Historical Commission, and other local parties interested in the preservation of historic properties in Longview. Those present included Lori Keebaugh, Chairman of the Longview Preservation Commission, Debbie Hancock, Vice-chairman, Ann Heaston, Cherry Sikes, Chuck Vanderbilt, Nancy B. Griffin, Ellen Gordon, Gerald Bratz, and Gem Mecham. Representing the City Planning and Zoning Department were Angela Choy and Sharon McCord. Angela Choy, City Planner and staff liaison for this project, helped guide the discussion.

The consultant introduced the project and opened the meeting with a PowerPoint presentation produced by Preservation Central on different types of surveys such as "landmark," "windshield," reconnaissance-level, and intensive-level documentation projects, their goals and uses, methods of identifying and documenting historic resources, and the benefits of a comprehensive cultural resources survey to a citywide preservation plan.

The consultant distributed a questionnaire that solicited volunteers to accompany team leaders for the intensive-level survey and asked for feedback on the current state of historic preservation in the city. She led a discussion on the following topics:

- Types of historic properties: buildings, structures, objects, sites, and districts
- Types of historic designations: National Register, Recorded Texas Historic Landmarks, Official Texas Historic Markers, etc.
- Names and locations of individual historic properties in Longview
- Areas that are considered "historic"
- Obstacles to preservation in Longview
- Areas or locations historically associated with particular ethnic groups or minorities

Much of the discussion involved identifying historic properties, historic commercial and residential areas, and establishing priorities for the initial survey. Properties considered to be high priorities for documentation included the brewery on W. Cotton Street, the home of H.G. Moseley House, a Prairie School style house on the south side of Highway 80 near Fisher Road, the old ice house in "the Junction," Anne Lohman's red brick house in the downtown core, and a frame I-House on Teague Street which was believed to be one of the city's oldest buildings, pre-dating the founding of Longview.

The group discussed particular historic neighborhoods or concentrations of historic resources including the historic "Hundred Acre" Longview townsite and commercial and industrial properties located in "the Junction." Older residential areas in the central city included the South Main district which lies adjacent of the original townsite on the south, White City, a

block of similar frame houses associated with railroad construction, and the Bivens Addition, east of downtown. Several agreed that the South Main residential district should be considered a high priority for survey because it contains a good concentration of Victorian-era houses, some of which are architecturally significant and because it faces potential threats from the expansion of Kilgore College and area churches.

Most of those present felt that more historic properties were to be found to the south/southwest of downtown Longview. Among places mentioned as high priorities for documentation were Electra Street, Covington (Surrey Place), and Brownwood, an upscale subdivision developed in the 1960s. Mobberly Place, however, was generally considered to be the area's most significant historic neighborhood due to its good concentration of fine, architect-designed homes associated with the oil boom of the 1930s.

Historic areas north of downtown included Northcutt Heights, to the north of Highway 80 around Edith Street, and Nuggett Hill, just northeast of the central business district. While all agreed that Nuggett Hill, a National Register historic district, is a premier historic neighborhood in Longview, it should not be considered as a high priority for survey in this initial effort. It has been thoroughly documented for the National Register and is not in any danger from demolition or redevelopment. Preacher's Hill was another area suggested for documentation.

The group discussed "hot button" issues including obstacles to historic preservation in Longview. Nearly everyone agreed that apathy was the greatest impediment to preservation that the city faced in trying to preserve and promote its historic and architectural resources. Many local residents simply lacked interest in preservation. There was consensus that most city residents had little need or opportunity to spend time in the downtown section; they lived in newer neighborhoods far from the center of town. They shopped, banked, and attended school in their suburban neighborhoods and had little concern for the city's historic properties or downtown core. Neglect was mentioned as an obstacle that accompanied apathy or lack of education about the benefits of preservation; many property owners lacked an interest in preserving their properties which were neglected as a result. Still, some thought that preservation issues had gained ground in the city in recent years.

The discussion shifted to areas that were threatened due to redevelopment, neglect, severe alterations, or demolitions. South Main was again mentioned as a neighborhood that was threatened by the expansion plans of nearby institutions where houses were being demolished for parking lot construction. There was also concern about the Greggton area along Highway 80 at Loop 281 West, and about "the Junction" where abandoned industrial and commercial resources suffered from neglect and vandalism. Participants also noted places that associated

with the city's African American and Hispanic communities, including St. Mark's CME Church, Temple Terrace, near Sapphire Street and MLK, and Sapphire and Rayburn streets.

Attendees also identified the Longview Public Library's genealogy room and the Gregg County Historical Museum as good sources for archival information, historic documents, and other research materials. They identified books on Longview and Gregg County history by Eugene McWhorter and Van Craddock, Jr. as good general sources on the city's founding, growth, and development.

Historic Context Organization

A Historic Context entitled *Historic and Architectural Resources of Longview, Texas: 1870-1970*, was developed for the city and is included in this report. The context describes Longview's growth and development from its origins as a railroad town in 1870, to its role as a regional leader in industry, medicine, education, and government by 1970. The context is intended to be used as a tool to evaluate the significance of historic properties in this and subsequent phases of the comprehensive survey effort.

This context is organized chronologically and divided into seven sections reflecting major historic development trends in Longview (1870-1970). These sections are further organized according to historic themes, significant people or events, and characteristic development campaigns of the period. Some overlap exists between the following seven sections:

- 1) Railroad and Early Development: 1870-1880
- 2) Growth and Prosperity: 1880-1900
- 3) Longview's Progressive Era: 1900-1919
- 4) Decline and Stasis: 1919-1929
- 5) East Texas Oil Boom: 1930-1941
- 6) World War II Projects: 1941-1945
- 7) Postwar Development Trends: 1945-1970

Historic Context

Historic and Architectural Resources of Longview, Texas: 1870-1970

Longview is a classic example of a 19th century Texas railroad town. It was created, platted, and initially promoted and developed by the Southern Pacific Railroad Company which began laying track through the thick woods of East Texas after the Civil War. In the spring of 1870, the railroad halted at O. H. Methvin's farm in what was then part of Upshur County. There, Methvin and the railroad officials hammered out an arrangement by which the farmer gifted 100 acres of land to the company which would, in turn, build its depot and plat a townsite on the tract. Both parties stood to gain from the deal; the railroad would profit from the sale of its town lots and Methvin would benefit as one of the town's founding investors in what promised to become a regional transportation and agricultural hub. According to local lore, railroad company surveyors climbed to the top of Rock Hill¹ where they were struck by the "long view" from that vantage point. Thus, they named the town "Longview."

1) The Railroad Comes to East Texas

In the late 1860s, when Southern Pacific Railroad officials were planning their route across rural Upshur County, they had not yet chosen a site for its terminus. Several locations were considered, including the existing hamlet of Earpville, about a mile east of present Longview, but local farmer O. H. Methvin presented the railroad company with a tempting offer. A Georgia native, Methvin and his wife had lived and farmed in Upshur County since the 1840s, making them among the earliest settlers in the region. They lived in a three-story house on the side of Rock Hill, the highest point for miles around, and raised corn on the flat land that would become the courthouse square. Upon learning of the railroad's plan to push into the county, Methvin offered to give the company 100 acres of his farm land for townsite and depot development. Methvin correctly predicted that his remaining property would increase in value with the development and the railroad company stood to profit from lot sales in the new town. The deal was struck.

The arrangement was typical of the time. As railroad companies began laying track across Texas in the 1870s and 1880s, they wielded extraordinary power over land development in their paths. Speculators, government entities, and individual property owners competed to attract rail transportation to their doors and thus ensure their success. They generally offered free land and development rights to railroad companies in exchange for rail access. In town-building, railroad

¹ Also known as "Methvin Hill" for O. H. Methvin. Methvin's nephew, William Wyatt Pierce, later recalled "...I often heard him say that the name of Longview was applied to the newly platted townsite from the fact that standing on Rock Hill, as it was commonly called, a long distance view could be seen . . ." (Centennial Book Committee, *Longview, Texas Centennial: The Long View of a Hundred Years: 1870-1970* (Longview: n.p., 1980): 4.

companies enriched themselves from lot sales in the new towns that sprang along their tracks, while area landowners realized the benefit of easy and inexpensive rail transportation in their midst. Many towns and cities throughout Texas owe their existence to the railroads and many others disappeared from the landscape when they were bypassed in favor of more lucrative land deals. Longview is a good example of how such gambits played out; Southern Pacific officials readily accepted Methvin's offer, an act that almost guaranteed success for the as-yet-unnamed townsite. On May 17, 1871, less than a year after it was surveyed, the railroad settlement was officially chartered as the Town of Longview.²



Figure 3: Teague House, Earpville (photo from Craddock, Longview, pg. 10)



Figure 4: S&P Depot, c. 1874, photo c. 1908 (photo from Craddock, Longview, pg. 9)

When the Southern Pacific railroad steamed in to present Gregg County in November of 1870, it passed through an almost entirely rural landscape dotted with solitary homesteads surrounded by cultivated fields, pastureland, and unimproved timber tracts. The tracks bypassed the tiny community of Earpville, which consisted of only a few frame houses, one of which survives at 322 Teague Street (Figure 3) and came to a stop in the middle of Methvin's farm. The terminus lay one mile east of P. Pipkin's fields, a mile south of L. T. Butts' farm, and a mile west of T. Dudley's farm. There, the company established a depot (Figure 4) and its surveyors platted the 100-acre townsite around the terminal station, its extent "being one half mile North, South, East and West from the centre of the depot."³ The original townsite came to be known as "the 100 acres" and Longview residents still use that term to describe their original downtown business district.

² Eugene McWhorter, *Traditions of the Land: The History of Gregg County, Texas* (Longview, Texas: Gregg County Historical Foundation, 1989), 53.

³ Centennial Book Committee, *Longview Texas Centennial* (Longview, Texas: Longview Chamber of Commerce, 1970), 9.

Longview Townsite: 1870

The 1871 plat shows that the city was laid out in a slightly skewed grid pattern (Figure 5). It consisted of ten parallel and intersecting streets lying between North (present Whaley Street) and South streets. Green Street defined the city's eastern boundary while Court Street marked its western limit. Center Street, which ran roughly north-south, divided the city into eastern and western halves. Tyler Street led west out of town, toward the city of Tyler, and Cotton Street was reserved for dense commercial development.⁴ The city's streets measured 100 feet wide with 30' alleys between them. Blocks relegated for commercial use measured 400' by 150' and were divided into narrow 50' by 150' lots for more intensive development. Such lots commanded higher prices but were in great demand as would-be entrepreneurs seized the opportunity to build businesses on the city's new commercial streets.⁵

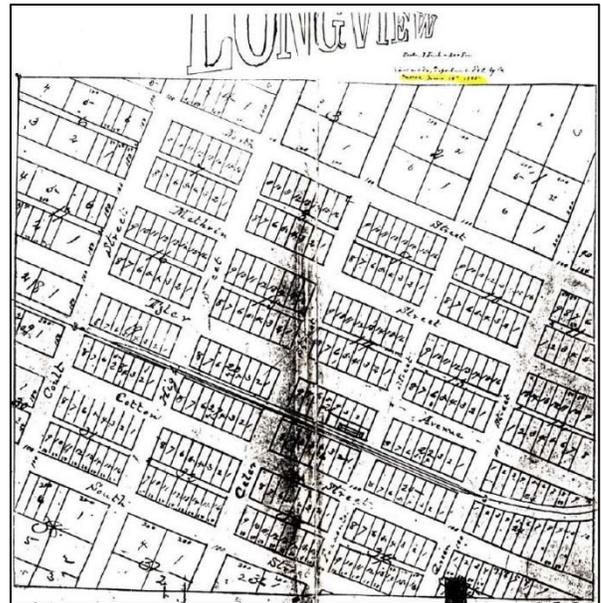


Figure 5: S&P's Longview plat, 1871

Closely following the Southern Pacific Railroad's arrival in Longview, two additional railroad companies installed track to the fledgling town; in 1872, the International and Great Northern Railroad (I. & G.N.) built a line linking the town to Palestine and the Texas and Pacific Railroad (T. & P.) began laying track from Longview to El Paso, and on to California (Longview Centennial 1970: 8). The T. & P. operated out of the Longview depot but the I. & G.N. built a second, rival, depot about six blocks east of downtown at "Longview Junction." I. & G.N. officials hoped to lure development to their site so that "the Junction" would eventually eclipse the original townsite and enrich its own coffers. Although the Junction did attract considerable commercial and industrial construction, it never surpassed downtown Longview as the central business district. A row of brick commercial buildings along E. Methvin Streets (Figure 6) survive from its heyday at the turn of the 20th century.



Figure 6: 800 block E. Methvin St.

⁴ Longview Chamber of Commerce, "Celebrating a Century: 1916-2016," *Uniquely Longview* (Longview, Texas: Hudson Printing & Graphic Design, 2016), 18.

⁵ Centennial Book Committee, *Longview Texas Centennial*, 9.

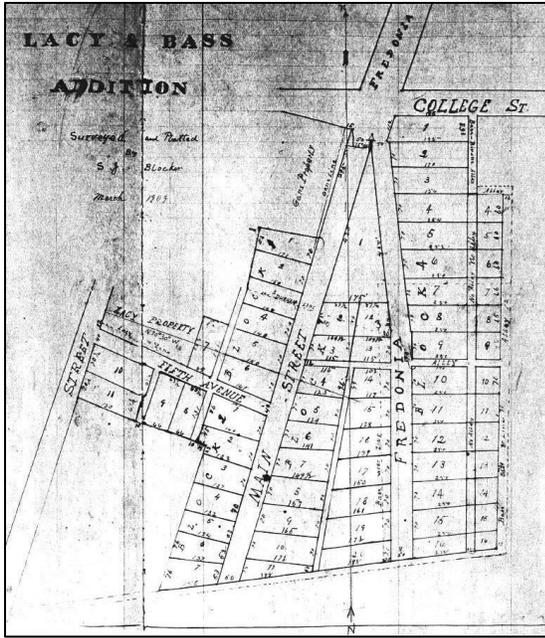


Figure 7: Lacy and Bass Addition, 1909

The railroad presence only heightened excitement about Longview's prospects, drawing many to invest in its future growth. Some, including Jere Clemens Turner, Jackson Connor Howard, John S. Lacy, and Oliver Hazard Perry Pegues, purchased large tracts of real estate adjoining the railroad town in hopes that their land would appreciate as the city expanded beyond its townsite boundaries. Turner bought land just northeast of the city where the Nugget Hill Addition would one day be developed. Howard came to the area in 1870 and bought up several farms north and west of the proposed townsite in anticipation of Longview's success. He cultivated cotton and peanuts on his farms before eventually selling them for suburban development. Lacy established a 19-acre homestead tract just south of the city; it would become one of Longview's first additions in 1909 (Figure 7). The area

was developed over several decades and is probably the city's best concentrations of historic houses, including Victorian-era frame dwellings, Craftsman bungalows, and Tudor Revival cottages.

Some early settlers formed banks and stockholding companies, gambling large that the city would exceed expectations. Thomas A. Flewellen, who came to Longview in 1871, was such a man. He was an original stockholder in several enterprises including the First National Bank, the city's first electric company, and the Longview Cotton Oil Mill. He was also a partner in the Brown and Flewellen Lumber Company. Philip Arthur Pegues was one of the largest stockholders of the Commercial Guaranty State Bank and later served as a member of the board of directors of the Rembert National Bank. Pegues hedged his bets by building the Pegues Cash Store, a variety store, and by developing Gregg County's the first commercial nursery.⁶ A. A. Womack opened a mercantile business in the heart of the business district and served as an officer and director of the First National Bank. In 1876, he built a large Victorian style house on S. Center St.⁷

Others were content to build successful businesses. Willis Early Booth, who arrived as the tracks were being laid, established a hardware and buggy store. William George Northcutt came to Longview the very month the city was platted. He established Northcutt Hardware and Furniture Company which was a huge success. The impressive 2-story building drew people from miles around to gaze at its well-stocked storefronts. Northcutt also owned the brickyard where the first

⁶ Pegues later became known for establishing the city's first auto dealership, a business that is still in existence.

⁷ Centennial Book Committee, *Longview Texas Centennial*, various references.



Figure 8: Whaley House, 101 E. Whaley St.

bricks in Longview were made. Franklin Lucilius Whaley also arrived in Longview in 1870 and the following year he built one of the first houses in the city (Figure 8). He was in the hardware business and was elected mayor in 1891. North Street was renamed Whaley Street in his honor.⁸ The newspaper was also an early business in Longview. The Longview News, a tri-weekly, three-column paper was edited by former Texas governor, Stephen H. Hogg. The first issue came out on September 1, 1871.⁹

The County Seat

As Texas' population increased dramatically after the Civil War, there was a movement to create new counties to better serve a greater constituency. On January 17, 1873, Bluford W. Brown introduced a bill into the state legislature to create a new county he named "Roanoke" from parts of Upshur, Rusk, and Harrison counties. Political wrangling and amendments followed, but Brown's House Bill 23 ultimately passed with several noteworthy changes. The new county was formed solely from Upshur County and its name was changed to "Gregg County" in honor of secessionist John B. Gregg who rose to the rank of brigadier general before dying for the Confederate cause. Texas Governor Edmund J. Davis approved the bill on May 21, 1873. The following year, Rusk County contributed another 141 square miles to Gregg County.¹⁰

In their first county election, Gregg County voters overwhelmingly chose Longview as the county seat, an act that almost guaranteed its success. As the center of county government and at the junction of competing railroad lines, Longview immediately attracted a horde of government workers and businessmen to its door. Among them were civil servants, attorneys, and the so-called "terminal merchants" who set up retail stores in promising stops along Texas' newly-laid railroad lines. Frame houses appeared throughout the city; among the first were the F. L. Whaley House, built in 1871 at 101 E. North (Whaley) Street (Figure 8), and the Brown Birdsong House, built in 1873 at 104 E. North (Whaley) (house relocated in 2011).¹¹ Government offices, hotels, livery stables, grocery and dry goods stores, pharmacies and restaurants, flew up along the city's main commercial streets, Tyler and Fredonia. Within a year of Longview's incorporation, the Methodist, Presbyterian, Baptist, and Christian congregations had formed and erected houses of worship. About the same time, educators built the Longview Male and Female Institute in a predominantly residential section on the east side of Green Street.¹²

⁸ Ibid, 4.

⁹ Ibid,10.

¹⁰ McWhorter, *Traditions of the Land*, 64.

¹¹ Ibid, 54, 59.

¹² Ibid, 69.

Longview owed its initial success to its status as county seat and its position as the local railroad hub, but its continued growth and prosperity rested on the region's ability to develop its agricultural and industrial potential. As luck would have it, a surge in national demand for cloth and lumber coincided with local gains in cotton production and timber industries just as Longview was getting off the ground. At the same time, cattle ranching increased in the region; Longview shipped some 200,000 hides from its rail yards in 1876 alone.¹³ At the time, Longview was far and away the county's most important town both as the county seat and as the shipping center for local agricultural products and manufacturing goods. Supported by a relatively diverse and stable economy, Longview's prospects for the future appeared to be excellent.

Hopes for the new town fell, however, when an early morning fire broke out in a local restaurant on October 4, 1877. Fanned by strong winds, and feeding on stacks of dry lumber and cotton bales piled along the railroad siding, the flames quickly spread to neighboring buildings, nearly all of which were built of wood. A bucket brigade saved the Longview depot and several businesses near the courthouse square, but more than half of the buildings in the downtown district burned to the ground. Among the losses were the Nelms Hotel, John Maddin's restaurant, a dry goods store, two drug stores, two groceries, and a jewelry store. Damages were estimated at \$100,000. Though deeply discouraged, the population of about 1,000 vowed to rebuild the central business district, this time with brick and stone.¹⁴

Rebuilding: 1877-1880

Longview recovered quickly from the fire, and within a few years its 100-acre downtown district was repopulated with new commercial buildings, most of them built with brick or stone. An October 1877 article published in the *Texas New Yorker*, a railroad-backed periodical that promoted Texas lands to potential investors, reported favorably on Longview's prospects only months after the fire destroyed much of the central business district. It declared that Longview had some 30 brick and stone commercial buildings, a brick courthouse and jail, and four churches. The article touted Longview as a regional shipping hub for the booming East Texas timber industry, with some 50 carloads of milled lumber leaving the city by rail each day.¹⁵ In fact, one of the county's largest early timber operations was Longview Junction's Barner Brothers' sawmill which produced as much as 20,000 board feet per day in 1877.¹⁶ Longview was also heralded as a shipping point for the county's agricultural products including corn, cotton, sugar cane, potatoes, ground peas (peanuts), artichokes, tobacco, cattle, and hogs. Cotton and livestock were the mainstays of Gregg County's early economy with 200,000 hides and 18,000 bales of locally-compressed cotton shipped from

¹³ Ibid.

¹⁴ Van Craddock, Jr., *Historic Gregg County: An Illustrated History* (San Antonio: Historical Publishing Network, 2006), 17.

¹⁵ McWhorter, 69.

¹⁶ Ibid, 75.

Longview's rail yards in 1876 alone, but by 1880, lumber had risen to become the county's top exports.¹⁷

As investment capital, manufactured goods, and immigrants poured into the city after the fire, its streets filled with new businesses and new construction. In 1879, the county dedicated a new brick courthouse on the former site of O. H. Methvin's corn field, in the center-north block of the city (Figure 9). To the south of the courthouse lay the city's principal commercial zone, concentrated in a 10-block area roughly bounded by Tyler on the north, Cotton Street on the south, Fredonia Street on the east, and High Street on the west. The main shopping



Figure 9: 1879 Courthouse (photo from Craddock, Longview, pg. 13)

district lay at the intersection of Tyler and Fredonia streets where several dozen closely-packed 1- and 2-story commercial buildings lined the streets for two or three continuous blocks. On those narrow lots, retail merchants sold a wide variety of goods and wares, including groceries, fancy foods, books, meats, drugs, hats, jewelry, and toys. Travelers could find lodging in boarding houses and meals in the restaurants wedged between retail stores in the district, as well. Entertainment was also available in the form of an opera house, numerous saloons and billiards parlors, and even a roller skating rink.¹⁸

By 1880, most of the county's urban population lived in Longview. While Gregg County's early residents were largely Protestant farm families with roots in Virginia and North Carolina, its postwar composition was a varied mix of refugees from the war-ravaged South, Northerners who gravitated to Texas for new opportunities, and European immigrants. Many of these newcomers settled in Longview where they assimilated into the local Southern Democrat culture, established businesses, opened banks, invested in real estate, and worked in its small industries. After a few years, they were distinguished more by their religious affiliations than by their origins.

Four Protestant churches were among Longview's earliest landmarks, occupying prominent corner lots at the edges of the central business district.¹⁹ At least six Jewish families lived in Longview by 1880. In 1888, Catholic residents founded St. Anthony's Parish on the city's east side, where its descendant church remains at the edge of the Nuggett Hill neighborhood.²⁰

¹⁷ Ibid, 69.

¹⁸ Sanborn Fire Insurance Company, *City of Longview*, maps: 1885, 1890, (New York: Sanborn Map Company).

¹⁹ Ibid, 1885.

²⁰ McWhorter, *Traditions of the Land*, 71.

2) Period of Growth and Prosperity: 1880-1900

After the heady days of the railroad boom, Longview settled into a period of slow, but steady, growth and modest prosperity in the 1880s. As a regional transportation hub, the city naturally attracted industries to locate alongside its railroad sidings and loading docks. The dominant industry in all of East Texas in the 1880s was timber. By 1884, several saw and planing mills lay just inside the city limits, and six others operated in the woods nearby and shipped from Longview's railyards. By the late 1880s, sprawling lumber yards with boards stacked 5' high shared rail frontage with warehouses filled with baled hay and cotton.²¹ Their close proximity to the city's many frame dwellings may have compelled residents to finally form a volunteer fire company in 1885.

Longview's most enduring industry came to the city by accident. In 1882, after fire destroyed his plow manufacturing plant in Jefferson, Marion County, G. A. Kelly relocated his business to the up and coming city of Longview (Figure 10). Jefferson's loss was Longview's good fortune.

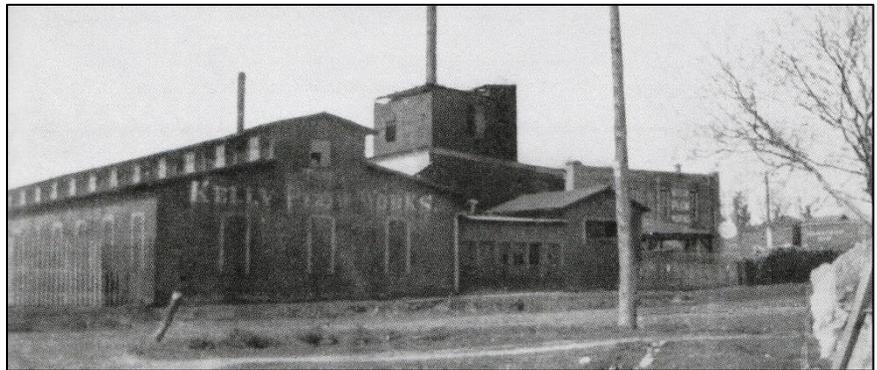


Figure 10: Kelly Plow Works, c. 1908 (photo from Craddock, Longview, pg. 11)

With only minor exceptions, the Kelly Plow Works was considered to be Gregg County's only industry that was not timber-related as late as 1890. The company grew to become a national leader in the manufacture of plows and other agricultural implements, as well as tools and various machines. The Kelly Plow Works was a major employer in Longview and contributed greatly to its economic health until closing in the 1970s, nearly 100 years after it was founded.²²

In the 1880s and 1890, industries in Longview generally occupied large lots on the north side of the railroad tracks, beyond the high-value commercial blocks at the intersection of Tyler and Fredonia streets. Kelly Plow Works replaced the former Southern Pacific terminus complex bounded by Center, Cotton, and High streets. The manufacturer filled an entire city block and eventually extended west past High Street. Several smaller industries and building trades, including a marble works, a sash and door factory, and a plumbing store, located on or close by the railroad tracks.²³

²¹ Sanborn Fire Insurance Company, *City of Longview* maps: 1889.

²² Craddock, *Historic Gregg County*, 17.

²³ Sanborn Fire Insurance Company, *City of Longview* maps: 1885.

Residential Development

While the commercial node was well-defined and essentially built-out along Tyler and Fredonia streets, residential areas were not clearly delineated and remained only sparsely developed by 1885. Small groupings of a few houses apiece appeared to be scattered almost randomly around the outer edges of the central business district. By 1890, however, residential enclaves became more evident, especially in the northern and southern sections of the city. Homes on the north side of town largely survived the fire and subsequent residential development occurred around the Whaley and Brown-Birdsong homes on North (Whaley) and Methvin streets. Methvin Street, in particular, emerged as an almost exclusively residential street; it had grown from only eight houses in 1885, to eighteen by 1890.²⁴

At the same time, adjacent Cotton and South streets, on the city's south side, also developed almost exclusively as a residential section. By 1890, Cotton and South streets were entirely built out with dozens of single-family homes and the 50-room Magnolia Hotel complex. Most of the early houses in both sections were modest 1-story frame dwellings consisting of only two or three rooms and a



Figure 11: Rembert-Harrison House, 316 S. Fredonia St.

front porch. The more fashionable among them sported bay windows and Folk Victorian “gingerbread” porch rails and posts. Among the early Folk Victorian style houses in the southern section were the J. J. Flewellen House, on S. Green at its intersection with South Street (demolished), the Thomas A. Flewellen House, built in 1879 at 206 S. Center Street, and the F. T. Rembert home at 316 S. Fredonia Street (Figure 11). The house named for Rembert was actually built by John W. Bateman and Rembert, an early cotton merchant, developer, and entrepreneur, purchased the house in 1879.²⁵

Even so, there was little distance between these residential enclaves and the commercial and industrial zones with their noise, smells, and congestion. Livery stables and wagon yards could be found in the same block as family houses and hotels in the 1880s and 1890s. This inhospitable living situation may account for the number of noteworthy Longview-area homes built just beyond the city limits during this period. Some pre-dated the city's founding, including local farm houses and the Teague House (see Figure 3), which was part of the former community of Earpville, to the east of the town boundaries. Others, though, were built by members of Longview's newly-established business class who set their impressive houses on large “suburban” lots or multi-acre

²⁴ Sanborn Fire Insurance Company, *City of Longview* maps: 1885, 1890.

²⁵ Centennial Book Committee, *Longview Texas Centennial*, 31.

parcels that served as a “buffer” from the city proper. Early “suburban” neighborhoods of this type developed to the east of the city, stretching toward Longview Junction, and south of South Street, which was already residential in character.

Among the early east side attractions was the city’s public high school, a ten-room, three-story, Second-Empire style edifice built near the intersection of Green and College streets in 1884. The school was an instant draw to families with school-aged children and the blocks between downtown Longview and the Junction quickly filled with substantial frame houses in the years that followed. Among them was the W. E. Booth House at the corner of Teague Street and Marshall Avenue.²⁶

Suburban growth also spread south below Cotton and South streets, in what is now known as the “South Main” district. Some of the city’s earliest homes, including the 1876 house built by A.A.



Figure 12: Campbell House, 433 S. Center St., under restoration by Preservation Longview

Womack at 411 S. Center Street, lie in the area.²⁷ One of the oldest and most impressive in the South Main district is the Rucker-Campbell house, built in the Queen Anne style by Asa and Mary Welborne Rucker in 1872 (Figure 12). It was purchased by Judge James Nathaniel Campbell and his wife Lottie Isham in 1898. In 1903, the Campbells extensively remodeled the house, replacing the one-story Folk Victorian style porch with a grand two-story portico supported by full-height fluted columns. In 2008, Preservation Longview rescued the house from demolition. The organization is currently undertaking its restoration.²⁸

African American Presence in Longview

African Americans actually pre-date the arrival of the railroad and the establishment of Longview. About 1867, former slaves organized St. Mark CME Church (Colored Methodist Episcopal, changed to Christian Methodist Episcopal in 1954) and worshipped in a brush arbor on present Magrill Plaza, north of the original Longview townsite. In 1871, landowner John R. Magrill sold the one-acre natural timber tract known as “the Grove” to church trustees O. J. Taylor, Silas Billup, and Alick Berry for use by the congregation. By 1876-1877, the congregation built a two-story church

²⁶ Ibid, 14.

²⁷ Ibid, 27.

²⁸ Preservation Longview, *Preservation Newsletter* (Longview: November 2015), 1-2.

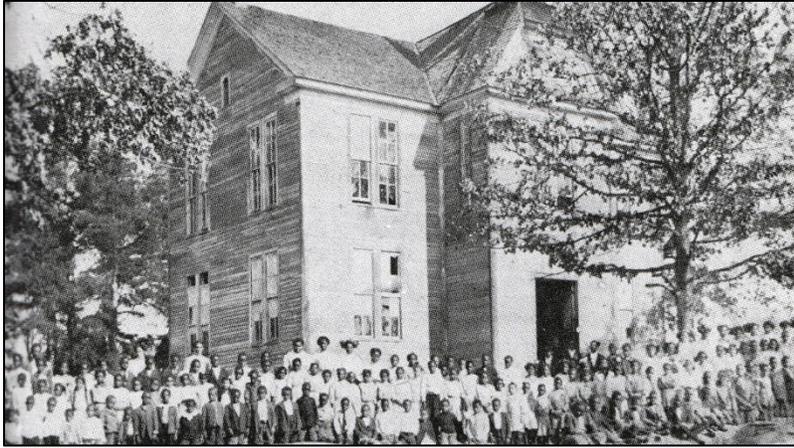


Figure 13: Longview Colored High School (photo from Craddock, *Longview*, pg. 15)

building on the site and a substantial African American community grew up around it.²⁹ They likely lived and worked on area farms as did most African Americans in Gregg County after Emancipation. In 1888, Longview school officials authorized the construction of a four-room frame school building for the black community on nearby E. Marshall Avenue. It was eventually enlarged to two stories and became known as the Longview Colored High School (Figure 13).³⁰ The

presence of the church and school in the area attracted more black residents to the north side, which grew to become the largest African American community in the Longview area by the turn of the century.

African Americans who gravitated to the city of Longview by the 1880s, found jobs in sawmills and other small industries, or as domestic help. Sanborn maps from 1890 show small clusters of “Negro” dwellings scattered throughout the city, mostly on the outskirts of town or behind work places such as hotels, boarding houses, and restaurants. Some lived in marginal areas close to the railroad tracks or in commercial nodes. No “Negro” institutions had been established within the city limits by the end of the 19th century.³¹

The Junction

As Longview’s downtown merchants were rebuilding after the fire, a second, competing commercial district began to develop half a mile to the east at “the Junction”. When it laid track and built a depot east of the Longview townsite, the International & Great Northern (I. & G.N.) Railroad Company also platted an addition that stretched east from Green Street, Longview’s eastern boundary, to Eighth Street (Figure 14). The 30-block addition was laid out in a grid pattern at a slight angle to the Longview townsite, with numbered streets running north and south and named streets extending east along the established Marshall, North (Whaley), and Methvin streets. A drawing done in 1881 showed only two buildings at the Junction that year, but after a mule-drawn

²⁹ Texas Historical Commission, Official Texas Historical Marker, “The Grove” and “St. Mark CME Church”; Sanborn Fire Insurance Company, *City of Longview* maps: 1916.

³⁰ McWhorter, *Traditions of the Land*, 70, 86.

³¹ Sanborn Fire Insurance Company, *City of Longview* maps: 1885, 1890, 1903.

streetcar line was installed along Methvin and Fredonia streets, linking the two depots in 1883, development really took off in the area.³² By 1885, scores of small frame L-plan houses lined North and Methvin streets.³³

Though development increased at the Junction, it appeared to be a rather motley collection of dwellings, saloons, and hotels that had coalesced on E. Methvin, between Fifth and Seventh streets. Commercial buildings included several mercantile stores and groceries, billiard parlors, saloons, drug stores, and boarding houses. Several frame houses denoted as “Negro tenements” lay along Methvin, in the commercial zone, and near the railroad tracks.³⁴

Several sets of railroad tracks cut across Methvin Street on the east. Loading docks, freight and passenger depots, oil and water storage structures, and the round house lay along the rails. Immediately south of the tracks several hotels and boarding houses shared space with saloons and stock pens in a tract called Oak Grove. In their midst, Sam Moberly built his lavish Moberly Hotel in 1884 (Figure 15). It was said to be the finest hotel between New Orleans and El Paso. Moberly may have built it in part to showcase the property he owned and would soon develop for housing starts in the area.

By 1890, the city’s original 100-acre site was largely built out, with few vacant lots to be found in the downtown district. Early development in the city appeared haphazard, an incompatible mix of commercial, industrial, and residential properties. Single-family residences could be found among

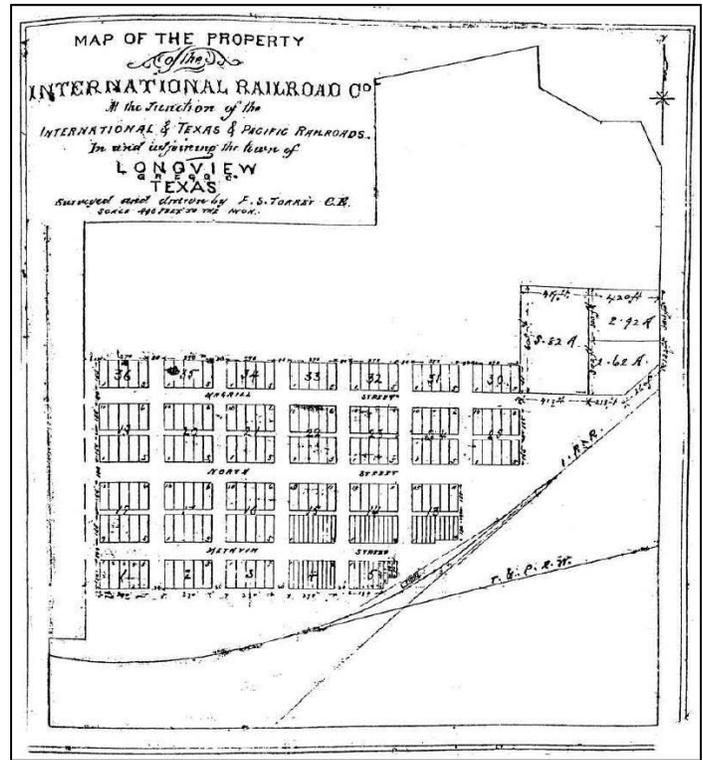


Figure 14: I. & G.N. Railroad Addition - "The Junction"



Figure 15: 1884 Moberly Hotel (photo from Craddock, Longview, pg. 15)

³² McWhorter, *Traditions of the Land*, 79.

³³ Sanborn Fire Insurance Company, *City of Longview* maps: 1885.

³⁴ *Ibid*, 1885, 1890.

commercial and industrial properties and open-flame industrial works, like foundries and blacksmith shops, lay perilously close to residential enclaves filled with frame houses and outbuildings.³⁵

On closer examination, however, the city appeared to follow some basic “zoning” tenets. At its core was a dense concentration of commercial buildings along its main east-west (Tyler Street) and north-

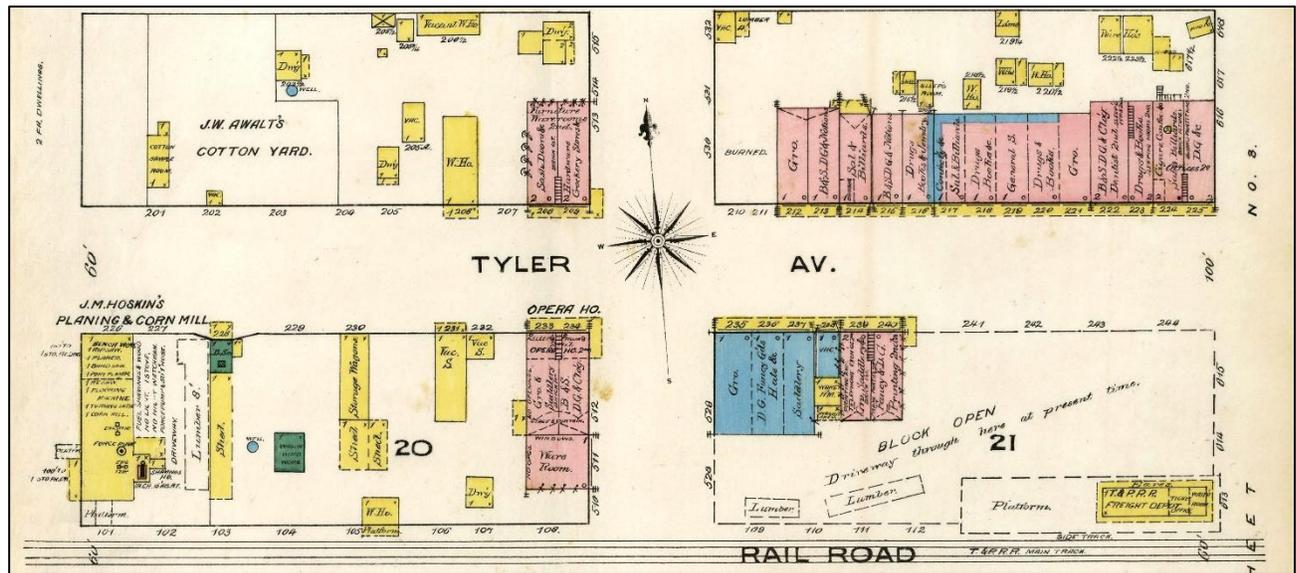


Figure 16: 1885 Sanborn Map showing dense commercial development along Tyler Ave.

south (Fredonia Street) corridors (Figure 16). These streets were packed with retail stores and service businesses such as restaurants and saloons. The adjacent blocks were also largely commercial in nature, but they were less densely developed. Building supply businesses requiring more space, such as the marble works, sash and door manufacturers, and plumbing supply companies, lay at the periphery of the business district, possibly to facilitate loading. Lumber yards, cotton compresses, gins, and foundries lay along the railroad tracks that divided the city into northern and southern halves.³⁶

Still, although the residential areas lay primarily at the city’s outer edges, most houses lay within a block or half-block of commercial and even industrial enterprises. Within a single block face one could find a wagon yard, a couple of houses, and a meat market or grocery. Around and among the dwellings and commercial buildings were large manufacturing businesses and storage warehouses including L. Letcher’s wagon yard at the northeast corner of Fredonia and Methvin, J. M. Johnson’s cotton yard, lumber planing operation and corn mill on West Tyler Street, and G. A. Kelley’s Foundry and Machine shop at the corner of Central and Cotton streets. Several large, open, lumber yards fronted onto the railroad tracks that ran east to west through the center of the city.³⁷

³⁵ Ibid.

³⁶ Ibid, various dates.

³⁷ Sanborn Fire Insurance Company, *City of Longview* maps: 1890.

Early Additions to the City of Longview

The city's initial expansion beyond its original townsite boundaries and the I. & G.N. Addition, was primarily to the south. Early Longview real estate mogul Sam Mobberly was at the forefront of this southward expansion. In the 1880s, he began buying up large tracts of land south of the railroad tracts, between S. High and S. Green streets, where he later platted Mobberly's South Addition to the city of Longview. He may have built his Mobberly Hotel in 1884, in part, to attract development to his property on the south side of the Junction. In 1895, Mobberly purchased a 117-acre farm tract below the railroad tracks. It stretched from S. Green/First Street on the west, to what ultimately became S. Sixteenth Street on the east. Mobberly and his son, H. G., platted part of the tract as Mobberly's East Addition and construction commenced there by the turn of the 20th century. As the original section filled, the Mobberlys opened subsequent phases of Mobberly's East Addition to development. In the 1930s, they developed the exclusive Mobberly Place additions between S. Fifth (Mobberly) and S. Sixteenth streets.

By the close of the 19th century, Longview was a typical East Texas county seat with a busy commercial district, small but thriving industries, and expanding residential districts. Apparently the city was successful enough in 1894 to entice the Dalton Gang to hold up the First National Bank in one of its last heists, ending in a shoot-out in the streets. More positive indicators of the town's achievements at the time were the establishment of the Lacy Telephone Company, in 1896, and the completion of a new, larger, courthouse in 1897.³⁸ Designed by Fort Worth architect, Marshall Sanquinet, the dark redbrick Romanesque-style courthouse served the county until the oil boom of the 1930s warranted a larger building on the same site.³⁹

3) Longview's Progressive Era: 1900-1919

As the 20th century dawned, cotton remained the largest cash crop in Gregg County, followed by cattle, but the timber industry had come to dominate the county's economy (McWhorter 1989: 73). Since the 1870s, the East Texas timber industry had grown in response to the increased national demand for lumber in the expanding post-Civil War economy. By 1900, an army of lumber men were working to clear the region's old growth forests such that ten years later, Gregg County sawmills and planing mills produced more than 370,000 board feet per day, or 111,000,000 per year.⁴⁰ Timber remained the county's most valuable industry, in terms of product value, until oil was discovered in 1931.⁴¹ The city of Longview prospered along with it.

³⁸ McWhorter, *Traditions of the Land*, 81.

³⁹ Craddock, *Historic Gregg County*, 20.

⁴⁰ McWhorter, 73.

⁴¹ *Ibid*, 75.

As the regional shipping point for lumber and other timber products, Longview enjoyed steady growth and continued prosperity at the turn of the century. By 1910, two sawmills lay within the city limits and six others operated nearby, shipping from its many rail sidings. The largest among them was the R. G. Brown & Company sawmill, near the intersection of present W. Cotton and Grigsby streets. Other Longview industries at the turn of the century included a Coca-Cola bottling plant, Graham Manufacturing Company, the state's largest box and crate manufacturer, and the locally-famed Atkinson Pickling Company.⁴² All made use of the rail lines for statewide distribution.

The rise of timber did not entirely diminish the importance of agriculture in Gregg County but as more land was cultivated in the early 20th century, the soil became depleted, yielding less product per acre. The big money to be made in cotton was found further west, on the Texas blackland prairie, and the crop began to diminish in importance in the eastern part of the state. As cotton declined in the early 20th century, Longview boosters promoted the county's other crops, including corn, alfalfa, sweet potatoes, peaches, and other fruits instead.⁴³

Bodie



Figure 17: Downtown Longview in c. 1904 (photo from Craddock, Longview, pg. 22)

In the new century's first decade, Longview made considerable progress to becoming a modern city. Its population had grown from 1,525, in 1880, to 2,700 in 1900. That number nearly doubled over the next ten years, reaching 5,155 by 1910. Much of the increase came from expanding the city boundaries to include the Junction in 1904, but the rest resulted from commercial and industrial growth during the decade.⁴⁴ The general prosperity led to the construction of grand new houses, impressive schools and churches, multi-story bank buildings, and a

multitude of brick commercial buildings (Figure 17). Longview made great strides toward civic improvement during this period, as well, with improved city services and amenities. Social welfare issues were also addressed as the national spirit of progressivism gained traction at this time; citizens against liquor scored a victory for their cause when the county voted to "go dry", putting twelve Longview saloons out of business in 1903.⁴⁵

⁴² McWhorter, *Traditions of the Land*, 75.

⁴³ *Ibid*, 76.

⁴⁴ *Ibid*, 79.

⁴⁵ *Ibid*, 81.

In this climate of relative growth and prosperity, Longview elected a charismatic and enlightened leader who initiated a series of civic improvements for the city. Gabriel August Bodenheim “Bodie” (1873-1957) took office in 1904 and, except for two years in the middle, served in that position until he stepped down in 1920 (Figure 18). Bodie was a charming and energetic Jewish cotton broker who moved to Longview from Vicksburg in 1898. He reportedly converted to Methodism after meeting his future wife, local girl Willie Bass. In his first year as mayor, Bodie negotiated to annex the Junction and expand the city limits to a radius of one mile around the downtown depot, an act that increased the city’s population by 1,000 people.⁴⁶



Figure 18: Mayor Bodie, photo c. 1915
(photo from Craddock, *Longview*, pg. 44)

Under Bodie’s leadership, the city embarked on a modernization campaign that included a municipal water works below “Rock Hill” (1904), a sanitary sewer system (1910), a program to pave streets and erect streetlights in the central business district, and a baseball field and grandstand for its semipro team, the Longview Cannibals.⁴⁷ Bodie also led the charge to establish a paid municipal fire department and to purchase the state’s first automobile fire engine.⁴⁸ The mayor so inspired the city’s citizens that they named the park at the corner of Fredonia and Tyler streets “Bodie Park” in his honor.⁴⁹

Business and Industrial Expansion

By 1910, Longview claimed a total of 14 downtown commercial blocks, with another six at the Junction. As a whole, the city boasted six department stores, three hardware stores, three furniture stores, three groceries, three jewelry stores, three millinery stores, six drug stores, four cafes, two noteworthy hotels, four “lesser” hotels, six law firms, three banks, an opera house, a motion picture theater, and a number of “miscellaneous businesses.”⁵⁰ Among the larger downtown retail stores were T.D. Coupland’s Dry Goods, advertised as the “Fashion Headquarters – If it is new, it is here”, and Pinkham Merchandise, which sold everything from “milk pails to birdcages”.⁵¹

⁴⁶ Ibid, 82.

⁴⁷ The team name came from a newspaper article that reported its defeat of a professional Texas League club 7-0. Reporter C. B. Cunningham wrote, “The Longview Cannibals ate up the San Antonio Missionaries here today” and the name stuck.

⁴⁸ Craddock, *Historic Gregg County*, 23-24,

⁴⁹ A 35’ monument with a marble statue of a Confederate soldier was placed in the park on June 3, 1911. The park was redeveloped in 1931 during the oil boom to make room for an office building. The monument was moved to the lawn of the new county courthouse when it was completed in 1932.

⁵⁰ McWhorter, *Traditions of the Land*, 82.

⁵¹ Craddock, *Longview*, (Charleston, South Carolina: Arcadia Publishing, 2010), 24-25.

Longview attracted more industry in this decade, as well. In 1900, the Longview Ice and Light Company supplied electricity to the city for the first time. In 1903, the Graham Box Factory opened on the railroad siding west of downtown, between the Kelly Plow Works and R. G. Brown's sawmill (Figure 19). The company used local timber to make wooden crates and baskets for shipping fruit and vegetables. It was described as "the biggest and best box and crate factory west of the Mississippi River." That same year, the Longview Iron Works was founded in the city. It manufactured sawmill machinery, gasoline engines, and general foundry products. The Longview Mattress and Bedding Company, which made the "Rip Van Winkle" brand, opened for business in 1910.⁵² Major additions to Longview's industrial development were the Longview Cotton Compress Company and the Longview Cotton Oil Company, located on Cotton Street near the I. & G.N. railroad tracks. Established in 1909, the Cotton Compress produced 35,000 bales of cotton for shipment in its first year of operation (Figure 20).⁵³



Figure 19: Graham Box Factory, photo c. 1911 (photo from Craddock, Longview, pg. 25)

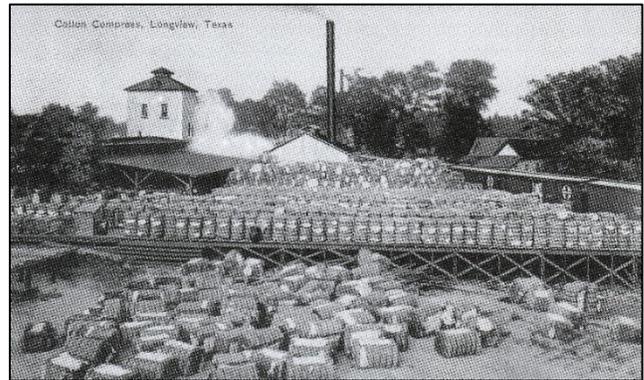


Figure 20: Longview Cotton Compress, photo c. 1912 (photo from Craddock, Longview, pg. 30)



Figure 20: Everett Building, 214-216 N. Fredonia St.

The city's prosperity in the decade was reflected in the construction of two new bank buildings, the People's State Bank, built in 1908, and Citizens National, which became known as the Everett Building, completed on Fredonia Street in 1910 (Figure 21). Two years later, the five-story First National Bank, rose in the heart of the business district, at the intersection of Tyler and Fredonia streets.⁵⁴

Other signs of progress during the period included road improvements. Automobiles made their appearance in

⁵² McWhorter, 78.

⁵³ Craddock, Longview, 30.

⁵⁴ Ibid, 43.

Longview during this era. F. T. Rembert reportedly brought the first car – a Buick – to town in 1903. At the time, Longview’s streets – and cities throughout much of East Texas – were merely packed earth that turned to mud in wet weather. The advent of the automobile and the great popularity of “pleasure touring”, or Sunday driving, led to street paving projects in the city and the

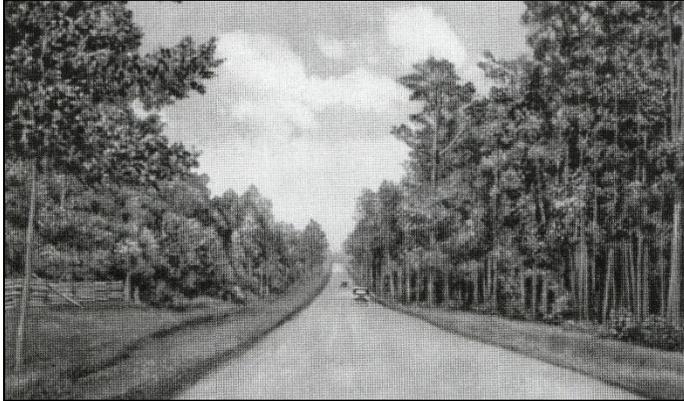


Figure 21: c. 1918 rendering of the Jefferson Highway (photo from Craddock, *Longview*, pg. 49)

construction of new and better highways throughout the county. Road improvements included paving the first mile of the Jefferson Highway (along Marshall Avenue, now U.S. Highway 80) along the city’s northern periphery in 1914.⁵⁵ Within a few years, the road was paved with gravel across the county (Figure 22). Other county roads were graded. Other transportation advances included the replacement of the city’s mule-drawn streetcar with an electric line in 1912.⁵⁶

Residential Growth, Architectural Trends, and Additions

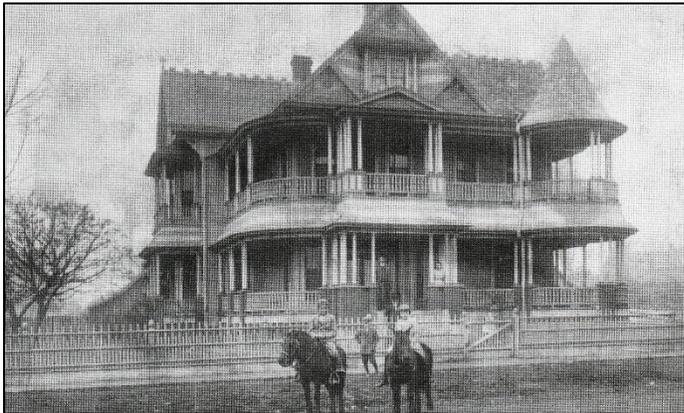


Figure 22: Northcutt House (photo from Craddock, *Longview*, pg. 22)

Substantial residential growth occurred in Longview this decade. For the wealthy class, it was a period of grand and elaborate late Victorian era homes. Some, like the 1902 Dr. William Davis Northcutt House at 313 S. Fredonia Street, were rendered in fantastical Queen Anne styles with two or more stories, intersecting gables, 2-story wraparound porches supported by clusters of turned porch posts, and corner turrets (Figure 23). Others adopted then-

contemporary Neoclassical designs with symmetrical facades and massive 2-story columns. Some older homes, like the Judge J. N. Campbell House built on S. Main in 1872, were extensively remodeled in the elaborate styles of the Gilded Age.⁵⁷

At the same time, Longview real estate developers began eyeing land adjacent to the original townsite boundaries for new residential subdivisions. As early as the 1870s, some of Longview’s most prominent citizens had established homesteads south of the city limits, perhaps securing the

⁵⁵ Craddock, *Longview*, 49.

⁵⁶ McWhorter, *Traditions of the Land*, 79.

⁵⁷ Preservation Longview, *Preservation Newsletter*, 2015: 1.

area's reputation as a desirable residential district. Confederate veteran and early mercantile businessman, John S. Lacy, was typical of the trend, building on his 19-acre homestead on present S. Center Street about 1873. Other influential men who built south of the city included Judge Campbell (S. Main, moved to 433 S. Center Street in 2008, see Figure 12), cotton merchant F. T. Rembert (316 S. Fredonia), and First National Bank director, A. A. Womack (411 S. Center).⁵⁸ By the turn of the century, the south side "suburban" zone was nearly built out with Queen Anne style frame houses sporting wraparound porches, turned porch posts, and decorative woodwork. Some large lots were subdivided to make room for new housing starts between the older pioneer homes on College, S. Fredonia, and S. Main streets.

The area's continued reputation as an exclusive, upscale neighborhood in the 1900s prompted John Lacy and his neighbor to subdivide their homestead tracts to the south as an addition to the city of Longview. In 1909, Lacy and his neighbor, a Mr. Bass, hired S. F. Blocker to survey and map the "Lacy and Bass Addition" for residential development (see Figure 7).⁵⁹ The irregular-shaped addition was wedged between the Lacy homestead on the northwest and the Bass place on the east. It commenced at College Street and extended from the east side of S. Fredonia to the east side of S. High Street. Within a few years, from about 1910-1915, the addition filled with 1- and 2-story frame Classical Revival houses and early Craftsman style bungalows. Good, extant Classical Revival style houses survive at 406 S. Center, 434 S. Center, 424 S. Main, and 443 S. Main (Figure 24). Early Craftsman style bungalows appeared in the addition by 1910 and excellent examples include those at 437 S. Center Street and 408 S. Fredonia Street (Figure 25).



Figure 23: Classical Revival house at 424 S. Main St.



Figure 24: Craftsman house at 437 S. Center St.

By 1916, the Northcutt Heights Addition was platted on former farmland northwest of downtown Longview. The sprawling addition was bounded by W. Marshall Avenue on the south, Yale Street on the north, N. Center Street on the east and McCann Road on the west. At its center was Northcutt Heights School, an elementary school built on a block at the T-intersection of Northcutt Avenue and N. Court Street in 1912. Expecting continued growth in the city, its developers carved out more than

⁵⁸ Centennial Book Committee, *Longview Texas Centennial*, various references.

⁵⁹ S. F. Blocker, *Lacy and Bass Addition* plat, March 1909.

200 building lots in the section.⁶⁰ As Longview's economy took a turn for the worse toward the end of the 1910s, however, the addition remained only modestly developed until the oil boom of the 1930s.⁶¹



Figure 25: Lake Lomond, photo c. 1910
(photo from Craddock, *Longview*, pg. 37)

Another addition was in the works to the west, this time with an added attraction. In 1909, the same year that Lacy and Bass filed their plat, Longview businessmen F. T. Rembert, R. F. Echols, and Echols' son Hugh, formed the Lomond Lake Corporation to develop a tract of land about a mile west of the city limits. Because it was so far from city employment and services, they built a lake to draw prospective builders and homebuyers to their new addition (Figure 26). Lake Lomond, named for Scotland's Loch Lomond, was built in 1909 and 1910

and featured a bath house and pavilion, motor launch rides, and fishing.⁶² The lake became a popular local recreation spot but the addition didn't draw many prospective homeowners at the time, probably due to its distant location.

Closer to the center of town, H. P. Mobberly and wife Laura platted the first of what would become several phases of Mobberly's East Addition, in June, 1911. The addition was carved from the 117-acre farm tract Sam Mobberly had acquired in 1895. The tract lay south of Longview Junction and east of S. Fifth Street, now Mobberly Avenue. Its location, beyond several sets of railroad tracks, was not immediately attractive to prospective home buyers whose children would have to skirt trains on their way to and from school.⁶³ Though a handful of frame Classical Revival houses and modest Craftsman bungalows were built in Mobberly's East Addition in the 1910s, it remained only sparsely developed until the great oil boom of the 1930s.

African American Additions: Mobberly's South and Rembert's "Old Field"

By the turn of the 20th century, the African American community to the north of downtown Longview had grown considerably since its humble beginnings as a gathering place and brush arbor church at "the Grove" (Magrill Plaza), following Emancipation. The establishment of major institutions, including St. Mark's CME Church on "Negro" (Padon) Street, just east of the Grove, the black school on E. Marshall Avenue, and the "Negro" Hall on N. Second Street, drew African Americans to the community bounded roughly by N. Green Street on the west, N. Second Street on

⁶⁰ *Northcutt Heights Addition* plat, n.d. on file at the City of Longview.

⁶¹ Sanborn Fire Insurance Company, *City of Longview* maps: 1911, 1916, 1923, 1932.

⁶² McWhorter, *Traditions of the Land*, 96.

⁶³ Gregg County deed record Vol. Z:1, Gregg County Clerk's Office, Longview, Texas.

Civic Progress

Longview’s citizens improved their major institutions during the decade, starting with the construction of new churches. In the year 1900 alone, three of the city’s largest churches – First Baptist, First Presbyterian (replaced 1940), and Kelly Memorial Methodist –built new brick sanctuaries in central Longview. They were followed shortly by the First Christian Church in 1906. All of these new masonry church buildings adopted a Gothic Revival style. In 1907, the Episcopal congregation built its first church building at the intersection of Fredonia and Whaley streets.⁶⁷ Two years later, the Methodists added Baracca Hall, an imposing 2-story Neo-Classical Sunday school classroom annex to their campus across from the Episcopalians.⁶⁸

African Americans also built churches during this period. A “Colored” Methodist Episcopal (CME) Church had long stood at the center of a large African American community northeast of downtown Longview. But in the 1910s, additions to the south and southwest of the original townsite were platted and developed for black residents and black institutions were soon established in those communities. By 1916, Galilee Baptist Church stood at 116 W. Nelson in Mobberly’s South Addition. It may have been associated with the African American community as the addition was almost exclusively occupied by black residents since its inception. Two blocks further west, at 312 W. Nelson, was “McKade’s Chapel” labeled as a “Negro ME Church” in fire insurance maps published in 1916.⁶⁹



Figure 28: 1910 Longview High School (photo from Craddock, Longview, pg. 39)

The decade closed with the formation of the Longview Independent School District and the completion of a new \$50,000 high school on E. College, just east of Green Street, in 1910 (Figure 29). By that time, the city’s school population numbered more than 1,300 pupils and they had outgrown their earlier building. The new 3-story brick and quarried stone high school building combined Second-empire, Romanesque, and Prairie School architectural styles with a 4-story turreted tower, a 4-story mansard tower, hipped dormers, and bands of round-arched windows on the second story.⁷⁰ In 1912, the district

⁶⁷ Cherry Sikes, “RE: Promoting Recognition of Trinity Church as Historic Organization.” Message to Angela Choy, City of Longview. E-mail, August 25, 2016.

⁶⁸ Craddock, *Longview*, 32-34.

⁶⁹ Sanborn Fire Insurance Company, *City of Longview*, maps: 1911, 1916.

⁷⁰ McWhorter, *Traditions of the Land*, 82; Craddock, Longview, 39.

completed four new elementary schools in suburban areas of the city including Northcutt Heights, Campus Ward, and First Ward schools, and one for black students on E. Marshall Avenue.⁷¹

New schools were built for black students during this period, as well. The black community on the city's north side had grown along with the rest of Longview and by the turn of the century its students had outgrown their 1-story, four-room school on E. Marshall Avenue. About 1908, the building was enlarged to two stories. Between 1911 and 1916, a long, 2-story wing was added to the rear of building.⁷² This may have been the "Northside Elementary School for Negroes" that was built along with some suburban elementary schools in 1912. Though some records show it as a new building, it was likely this addition at the rear of the existing school on the site.

4) Longview in Decline: 1919-1929

Longview's "Feel Good" era waned in the latter half of the 1910s, due in part to the failing cotton industry in East Texas. High demand for cotton during World War I had stimulated crop production by artificially inflating prices. When the war was over, cotton prices plummeted. East Texas cotton already suffered from depleted soils and low per-acre yields, but the precipitous drop in prices forced many area farmers to give up the plow and seek work elsewhere. Though Longview wasn't entirely dependent on cotton, as many regional communities had been, the impact was strong, reverberating throughout the local economy. As a result, many modernization and development projects planned for the city were shelved until conditions improved. That would not happen until the oil boom of the 1930s.

Longview Race Riot of 1919

As Longview's citizens dealt with a flagging economy, they also had to contend with racial unrest that resulted in violence in 1919. It was part of a larger trend that spread throughout the country in the early postwar years. Many African Americans who served in the military returned home with a new sense of pride in their contributions to the war effort and an expectation that they could forge better lives for themselves and their communities upon returning to the civilian world. Veterans and their families organized to achieve better living conditions, voting rights, employment opportunities, and equal treatment in all aspects of American life. They were met with strong resistance from whites who feared their determination to stand up for themselves and especially to pursue equal rights as American citizens. These opposing attitudes led to conflict between blacks and whites throughout the nation during that time. Some escalated into what were then-described as "race

⁷¹ "Longview Independent School District," *A Picture Postcard History of Longview, Texas*, July 2009, (http://freepages.history.rootsweb.ancestry.com/~katloregen/SC_LISD.html), accessed July 31, 2016.

⁷² Sanborn Fire Insurance Company, *City of Longview*, maps: 1911, 1916.

riots,” the most notorious of which occurred in Tulsa, Chicago, Knoxville, Omaha, Washington D.C. and Longview, Texas.⁷³

The Longview “race riot” was less dramatic than some others of the period but its legacy haunted race relations in the city for decades. The so-called riot was sparked by the beating and murder of a black man, Lemuel Walters, who had been accused of making “indecent” advances toward a white woman. Her brothers were incensed at Longview’s black leaders, teacher S. L. Jones and physician Dr. Calvin P. Davis, for submitting the story of Waters’ murder to the nationally-distributed black civil rights newspaper, *The Chicago Defender*. On July 10, 1919, after the article was published, the brothers caught Jones on Methvin Street, across from the Gregg County Courthouse, and beat the teacher severely. Dr. Davis rescued Jones from the street and took him back to his office for treatment. As more whites learned about the “incendiary” article and blacks gathered at Davis’ office to hear of the attack on Jones, tensions erupted. Both whites and blacks formed gangs of men who roamed the streets in search of vengeance. Some twelve to fifteen whites descended on Jones’ house, at the corner of W. College and Harrison Streets in southwest Longview, and were met with gunfire from inside the house. Three white men were slightly wounded but it was enough to incite the mob to greater violence.⁷⁴

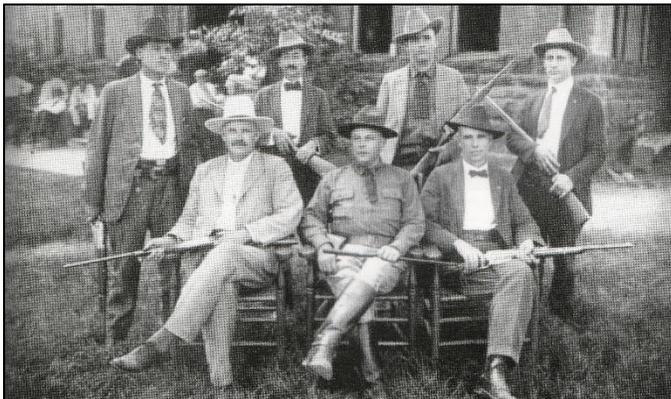


Figure 29: National Guardsmen and Texas Rangers called to the race riot, 1919 (photo from Craddock, Longview, pg. 53)

Whites burned a number of buildings in the black neighborhood, starting with Jones’ and Davis’s, and including Quick Hall, a dance parlor. A white gang whipped a black man and woman when they tried to save their homes. Continuing skirmishes and armed resistance to law enforcement led local officials to request assistance from the state. The next day, as fires in the black community were still burning, Governor William P. Hobby imposed martial law in the county and called out the National Guard and the Texas Rangers to restore order (Figure 30). Several more days of sporadic violence ultimately ended in the arrest of 17 whites for attempted murder and nine others for arson. All of the white men were released on a \$1,000 bond each. None of their cases ever went to trial. Twenty-one blacks were arrested on charges of assault with attempt to murder. They were first jailed, and then exiled from the county “for their own good” with the warning that they would be arrested and tried should they ever return. Two African Americans,

⁷³ Kenneth R. Durham, Jr., “The Longview Race Riot of 1919,” *East Texas Historical Journal*, ed. Archie P. McDonald, Vol. XVIII, No. 2 (Nacogdoches, Texas: Stephen F. Austin State University, 1980), 1.

⁷⁴ *Ibid*, 6.

including Davis's 60-year old father-in-law, Marion Bush, were killed during the conflict.⁷⁵ The events of that summer ended further agitation for black civil rights in Longview for decades to follow and its neighborhoods and institutions remained segregated into the 1970s.

Lingering Malaise in the 1920s

The economic slump that befell the city in the late 1910s, continued through the 1920s, a time when most of the country enjoyed general prosperity. Longview leaders tried to attract positive attention to the city. Several "booster" organizations formed to promote the city as a forward-thinking, business-friendly community. The Longview Chamber of Commerce had formed in 1916 but the movement didn't really take off until after the war and in response to the lingering economic malaise. The Rotary Club organized in 1920 and in 1926, a regional association, the East Texas Chamber of Commerce, formed in Longview with R. Marvin Kelly of the Kelly Plow Works, as its first president. On March 23, 1928, the chamber opened its new headquarters building just east of the business district, next to the post office. Paid for by the city of Longview, the two-story Spanish Eclectic style office and assembly building was clad in stucco with red clay tile roof accents.⁷⁶ The chamber was dedicated to promoting East Texas, and Longview in particular, to potential businesses and industries that would invest in the area's future and shore up the local economy.

The chamber and other booster organizations held numerous promotional events, published and sent brochures touting area attractions to potential investors around the country, and hosted visiting businessmen and industrialists to encourage interest in the area but little came of it in the 1920s. New construction was largely limited to filling vacant lots in existing commercial and residential districts in the city but few new subdivisions or large-scale commercial enterprises were launched in the 1920s.



Figure 30: 1929 Longview High School, 410 S. Green St.

By the end of the decade, however, the economy began to improve slightly and several noteworthy projects were undertaken in the city. Longview's school-age population had increased enough to warrant several new school buildings in the late 1920s. A new high school was started in 1927 and completed in 1929 (Figure 31). The Mediterranean style building occupied a 6.3-acre campus at 410 S. Green Street, just south of E. College Street. At the same time, the

⁷⁵ According to Durham's map of the events, most of the violence, including shootings and fires, took place in the new African American neighborhoods on the city's southwest side, in Carter's and Moberly's South Additions, below College Street and west of High Street.

⁷⁶ Craddock, *Longview*, 58.

school board built Northside Elementary (renamed Janie Daniel Elementary) for African American children. It opened for classes on E. Marshall Avenue, between N. First and Second Streets, in Longview's historic black neighborhood, in 1929.⁷⁷

In 1929, the First Baptist Church finished a three-story education building with classrooms, assembly rooms, offices, and a kitchen to serve its growing congregation in 1929.⁷⁸ At the same time, several local businessmen managed to raise \$200,000 to build a first-class hotel in downtown Longview. The five-story, 64-room Gregg Hotel was the largest ever built in the city. The project was a gambit to impress outside investors in Longview's future. The hotel was later acquired and enlarged by Conrad Hilton.⁷⁹

Just as the city seemed to be pulling out of its slump, however, the Texas and Pacific Railroad Company announced its decision to move the Longview terminal to Mineola in January, 1929. Along with the business, the company took with it some 700 employees, their families, and a million dollar payroll.⁸⁰ It was a stunning blow to the city and its citizens would always equate the announcement with the start of the Great Depression in Longview, rather than with the stock market crash that came later that fall. In the months after the railroad's decision, Longview suffered high unemployment, a major drought, a drop in cotton prices, decreased timber production – and then, the onset of the Great Depression.⁸¹ Many of the gains made in the early years of the century were lost in the 1920s, and many doubted that the city would recover. That bleak future was about to change.

5) Oil!: 1931-1941

On October 3, 1930, inveterate wildcatter, seventy-year-old “Dad” Joiner struck oil after many years of failed attempts at his Daisy Bradford No. 3 well in nearby Rusk County. Less than three months later, a second well southwest of Kilgore came in strong, giving rise to hopes that a larger-than-expected pool lay beneath the surface. On January 26, 1931, an estimated 15,000 people watched as a third well, the F. K. Lathrop No. 1, hit a gusher near Longview, confirming the existence of a

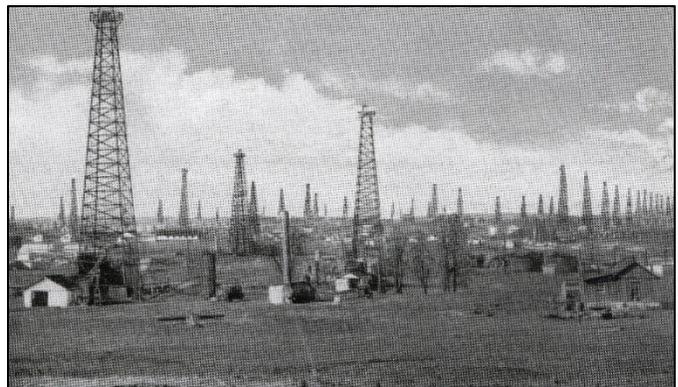


Figure 31: East Texas Oil Field c. 1935 (photo from Craddock, *Longview*, pg. 67)

⁷⁷ “Longview Independent School District” *A Picture Postcard History of Longview, Texas* (July 2009), (http://freepages.history.rootsweb.ancestry.com/katloregen/SC_LISD.html).

⁷⁸ Craddock, *Longview*, 57.

⁷⁹ *Ibid*, 59.

⁸⁰ *Ibid*, 52.

⁸¹ Craddock, *Historic Gregg County*, 27.

vast sea of oil beneath the East Texas clay. The East Texas Oil Field, as it became known, ran 42 miles long and eight miles wide, and was thought to be the largest oil field in the world (Figure 32).⁸² In the span of a few short months, Gregg County found itself in the oil business and the boom was on.



Figure 32: Longview boomed after oil was discovered; Street scene c. 1931 (photo from Craddock, *Longview*, pg. 65)

Thousands of people descended on East Texas almost overnight, anxious to get a part of the rich find (Figure 33). Among them were geologists, petroleum engineers, refiners, wildcatters, roughnecks and roustabouts, some of their families, and innumerable hangers-on. Kilgore's population rose from 500 before the strike, to nearly 10,000 only weeks after it was announced. Longview's population, which had actually declined from 5,713 residents in 1920 to just at 5,000 in 1930, nearly six

decades after the founding of the city.⁸³ During the oil boom, the city's population nearly tripled to 13,758 by 1940, a phenomenal achievement!⁸⁴ Some came to work the oil field while others hoped to profit from the boom in other ways. The county was flooded with construction workers and lumbermen. Trees left standing in the once-dense pine forests of East Texas were felled to build wooden oil derricks and makeshift shelters. Existing buildings, from barns to banks, were torn down and replaced with wells, while new ones were erected to house the tide of oilfield workers and others who flocked to the region in search of a paycheck or more.⁸⁵

At the periphery of the oil field, Longview was not as swamped by vast numbers of new arrivals as were the former sawmill communities of Kilgore and Gladewater. Nevertheless, as the only city of any size in the county, Longview was almost instantly populated by a legion of land men, financiers, and others involved in the business of oil. At the same time, countless attorneys, law clerks, clerical staff and others necessary to the oil industry set up shop in Longview where they had access to county archives with the deed, tax, and court records necessary to complete land sales and oil leases. They clamored for any available housing and office space and any vacancies left by the T & P employees were quickly grabbed up by the first arrivals.

⁸² Ibid, 27-29.

⁸³ McWhorter, *Traditions of the Land*, 104.

⁸⁴ Craddock, *Longview*, 68.

⁸⁵ Craddock, *Historic Gregg County*, 28.

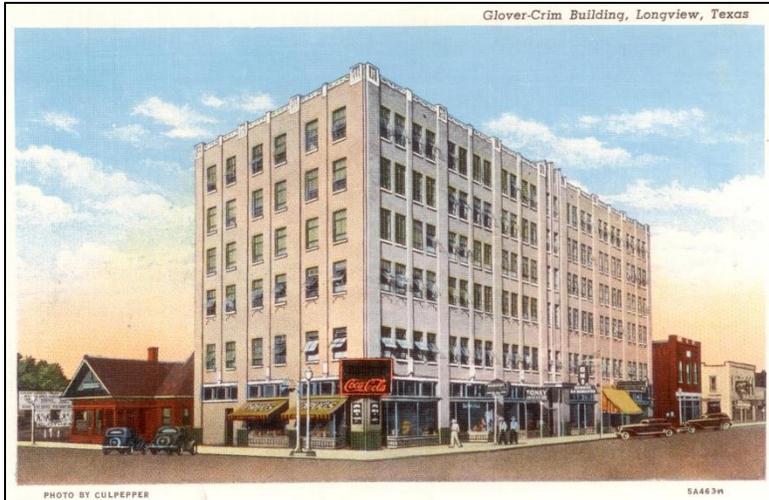


Figure 33: Glover-Crim Building, c. 1940 postcard (photo from UNT's Portal to Texas History)

The impact on Longview's economy and development was immediate and profound. Builders flocked to the city to meet the demand and within just a few months, Longview was awash in new housing starts, commercial development, and government projects. As downtown property increased in value with the boom, many small-scale buildings were torn down and replaced with larger, more impressive edifices befitting the city's new-found prosperity. Chief among them was the six-story Glover-Crim Building, which replaced Bodie Park

at the intersection of Fredonia and Tyler Streets in 1933 (Figure 34).⁸⁶ Two years later, another six-story structure, McWilliams Hardware and Furniture Building, was built at 208 N. Green Street, the former site of the First Christian Church. Some older buildings, including the Gregg Hotel, received extensive makeovers in the 1930s. When Conrad Hilton purchased the downtown hotel in 1935, he immediately doubled its size to accommodate the movers and shakers of the petroleum industry and changed its name to the Longview Hilton. Its success inspired Hilton to acquire other hotels and ultimately create one of the world's largest and most famous hotel chains.⁸⁷

While the Longview Hilton attracted the oil elite to its doors, numerous motor courts sprang up along city thoroughfares to provide "service and comfort without extravagance" to the less-advantaged classes drawn to the area for work in the 1930s. Many, including Mission Courts, a collection of stucco cottages with arched entries and shaped parapets, and Jackson Courts, designed in a Tudor Revival motif, appeared on busy U.S. Highway 80 (Marshall Avenue) through the city (Figure 35). Longview motor courts of the period typically consisted of individual or linked cottages that formed a "horseshoe" pattern around a larger, central office/dining hall; they were generally rendered in popular architectural fashions of the period, including Spanish, Mission, and Tudor



Figure 34: Mission Courts, c. 1940 postcard (photo from Craddock, Longview, pg. 83)

⁸⁶ Originally only two stories, four additional floors were added to the building in 1935 (Craddock 2010: 80).

⁸⁷ Craddock, *Longview*, 81.

Revival styles. Some offered kitchenettes and on-site cafes or diners serving hot meals to their transient tenants.⁸⁸



Figure 35: 1932 Gregg County Courthouse (photo from Craddock, Longview, pg. 72)



Figure 36: Longview Municipal Building/City Hall (photo from Craddock, Longview, pg. 82)



Figure 37: (Moberly Avenue Fire Station (photo from Craddock, Longview, pg. 76)

City and county governments undertook civic improvements during the 1930s. The most ambitious project was the construction of a new County Courthouse completed in 1932 to handle the enormous increase in county business since the start of the oil boom (Figure 36). Designed by the Wichita Falls architectural firm of Voekler and Dixon, the Art Deco style brick, terra cotta, and marble building replaced the 1897 courthouse on the same site. Annex buildings constructed in 1958 and 1982 flank the courthouse at the center of the square. At the same time, Longview voters approved the construction of a new city hall on the site of the old Magnolia Hotel. Contractor A. M. Campbell built the Mediterranean Revival style municipal building and adjacent fire station complex in 1936 (Figure 37).⁸⁹ New fire stations designed in Period Revival styles were built in growing suburban neighborhoods during the 1930s. A stucco-clad Spanish Eclectic style fire station appeared at the edge of upscale Nuggett Hill, in Turner's Addition, northeast of the central business district, by the mid-1930s. At the same time, a Tudor Revival style station sporting faux half-timbering in its gables, was built on Moberly Avenue to serve the fashionable Moberly additions southeast of the city (Figure 38).

The great wave of new residents overwhelmed the city's existing school facilities; school enrollment more than doubled between 1930 and 1932, increasing from under 2,000 to 4,400 in only two years. The district launched a new building campaign to avert a crisis. Longview High School was only three years old when it was found to be too small. The 1929 building became a junior high and a new three-story Art Deco style high school was erected on Whaley Street (demolished in 1988), east of the central business district. In 1932, Longview residents W. R. and Ethel Nicholson funded the construction of a new Mediterranean style

⁸⁸ Ibid, 83.

⁸⁹ Ibid, 82.

library on a lot adjacent to the 1929 high school at S. Green and College Streets (Figure 39). The couple dedicated the new 5,220-square-foot Nicholson Memorial Library to their late son, Ronald, who died at the age of twelve (Craddock 2010: 74). The Longview School District scrambled to build schools to serve the growing suburban areas around the city. The original Northcutt Heights School at 515 N. Court Street that was destroyed by a tornado, was rebuilt about 1933 in time to serve the growing neighborhood that surrounded it. It was followed in 1934 by the South Ward Elementary School on Mobberly Avenue and in 1936 by Southside Elementary School for African American students.⁹⁰



Figure 38: Nicholson Memorial Library, 400 S. Green St.

Other community projects begun during the oil boom developed into major institutions that today employ thousands of people in the city. One of the most significant and far-ranging of these was the establishment of Gregg Memorial Hospital, a small county-owned facility built on Marshall Avenue (U.S. Highway 80) in 1935. Gregg Memorial grew to become the present 425-bed Good Shepherd Medical Center, at the center of a sprawling medical complex that includes the Longview Regional Hospital and serves patients from throughout East Texas and beyond.⁹¹

Suburban Expansion in the 1930s

Although much of the East Texas oil boom population was transient, many who relocated to Longview decided to stay and make it their home. As a result, Longview's population tripled during the 1930s. Hotels, boarding houses, and motor courts were wholly insufficient to address the housing needs of those who flooded into the city with the oil boom. Builders immediately descended on existing additions like Mobberly's East, south of the city, and Northcutt Heights, to the northwest, both of which had languished since they were first platted in the 1910s. Even so, it wasn't enough to satisfy the housing demand and speculators looked to the fields and forests at the fringes of the city for fresh development opportunities. Area farmers whose fields had grown less and less productive with the passing years realized that the time had come to sell at a reasonable price rather than just walk away from their mortgages. For the first since the 1910s, property owners began platting new subdivisions from former homesteads that would define the city's character and growth patterns for years to come. A dozen new additions – more than were created in the previous six decades combined – were filed in the county courthouse between 1931 and 1938. As soon as

⁹⁰ "Longview Independent School District" *A Picture Postcard History of Longview, Texas* (July 2009), (http://freepages.history.rootsweb.ancestry.com/katlorengen/SC_LISD.html).

⁹¹ Craddock, *Longview*, 74.

they were platted – and sometimes before the ink was dry – contractors went to work building thousands of new homes in these 1930s additions.

Houses of this period ranged widely in type and style, depending on the neighborhood and market. Gone were the Craftsman bungalows and Classical Revival dwellings of the 1910s and 1920s. The great majority of oil-boom dwellings were modest, side-gabled frame houses with minimal design features. Most were geared to the multitude of working class families who poured into the city for work and, while some followed Minimal Traditional or Early Ranch design models, others were simple box-like houses with no appreciable style. In more middle-class neighborhoods, frame and brick Tudor Revival style houses were built by the score. Toward the end of the 1930s, some good examples of Early Ranch style houses made their appearance in these additions. More elaborate and romantic Spanish Eclectic (Spanish Colonial Revival) and Mediterranean-inspired styles were found in upscale additions like the North Longview's Nuggett Hill and South Longview's Surrey Place (Covington) and Mobberly Place. Several prominent downtown churches relocated during this period to the Nuggett Hill area where they built new sanctuaries in these more romantic architectural styles. Among them were St. Anthony's Catholic Church, the First Christian Church, and Trinity Episcopal Church (Figure 40).

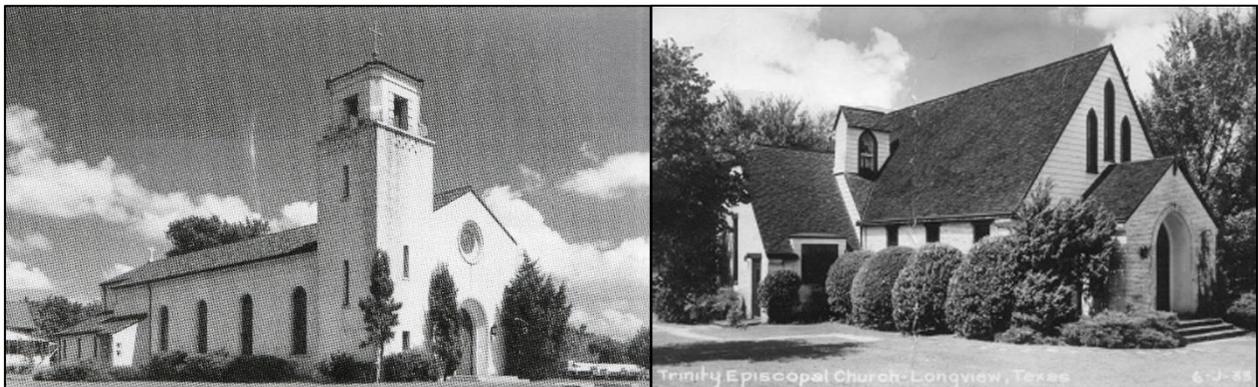


Figure 39: 1941 St. Anthony's Catholic Church (left; photo from Craddock, Longview, pg. 93) and 1935 Trinity Episcopal (right; photo courtesy of Gene McWhorter)

North Longview Additions

Marshall Avenue transformed from a sleepy country road through the community at the turn of the 20th century to a busy arterial across the north through the city as part of U. S. Highway 80 in the 1930s. When the oil field was discovered in the region in 1930, it was one of the only paved roads through Gregg County. Consequently, it instantly became the county's main transportation corridor for oil field traffic. And, as such, it attracted substantial commercial development including motor courts, restaurants, gas stations, auto repair businesses, and other commercial development along its path. It was particularly so on the Marshall Avenue section of U. S. Highway 80 through Longview.

As downtown property increased in value with the oil boom, it wasn't long before some began looking at the African American neighborhood that lay between Marshall Avenue and the downtown

business district for potential redevelopment. Efforts to acquire “the Grove” for oil production ultimately failed⁹² but pressure continued to mount on the rest of the close-in community whose principal institutions, including schools, churches, and social halls, lay north of Magrill (Padon) Street and Marshall Avenue. As Longview continued to grow, it started to encroach on the community with major projects like the new Longview High School and Gregg Memorial Hospital built on its north side.

Extensive new subdivisions carved out of former homestead tracts also appeared on the north side during the oil boom years. Among the largest was the nine-block Melrose Addition carved out of the former 40-acre Ingram homestead north of Marshall Avenue. The addition extended from Seventh Street, on the west, to Tenth Street, on the east, with a total of 202 building lots that soon filled with modest frame houses. The undated plat map featured a hand drawn picture of an oil derrick spewing crude from its shaft, a graphic reference to the boom.⁹³ In 1932, property owner Mrs. M. A. LeDuke teamed with the Trentman Company to develop Marshall Heights, a 43.54-acre parcel that lay north of Marshall Avenue. The large addition was bounded by Wilson Street on the south, Russell Street on the north, Second Street on the west and Fourth Street on the east, and contained hundreds of new building lots. Northcutt Heights, which was originally platted in the 1910s, was revised in March, 1931, to take advantage of the oil-driven demand for housing. It, too, was a large addition with some 200 building lots between N. Center Street on the east and McCann Road on the west.⁹⁴

One of Longview’s most architecturally significant additions was developed in the early, heady days of the boom. In 1931, Harry Turner platted the Nuggett Hill subdivision from his earlier Turner’s Addition northeast of the city limits. At the time, it was Longview’s most exclusive address with



Figure 40: 1935 Stuckey House (photo from Craddock, Longview, pg. 75)

deed restrictions requiring that houses in the addition cost a minimum of \$5,000 and be constructed of masonry, brick, stone, or stucco. Most of the addition’s elaborate Spanish, Mediterranean, and Tudor Revival style homes were designed by Dallas-area architects, including Clifford Hutsell who designed the Spanish Eclectic style house at 814 Charlotte Drive for James F. Stuckey (Figure 41). The two-story brick and stucco-clad dwelling featured a tower, sweeping wing walls, arched entryways and windows, a complex clay tile roof and wrought iron

⁹² Clear title to the land proved impossible to obtain. The city of Longview eventually purchased the site and adopted it as a park now known as Magrill Plaza (OTHL).

⁹³ *Melrose Addition*, Gregg County plat records, Vol. 183: 255.

⁹⁴ *Marshall Heights Addition*, Gregg County plat records, Vol. 76: 245.

balconets, railings, and light fixtures. The Stuckey House and several others in the addition are individually listed in the National Register of Historic Places.⁹⁵ Today, Nuggett Hill remains a spectacular residential enclave with some of the city's most beautiful Period Revival style homes. To date, it is Longview's only National Register Historic District.

Later in the decade, another north side addition was opened as an exclusive residential district. In 1938, the Bramlette Investment Corporation filed its Green Acres Addition, platted from the J. W. Yates tract on Judson Road, north of Longview. The 35.3-acre parcel had deed restrictions that mandated certain architectural standards and prohibited anyone but a person of the "Caucasion [sic] race" – except servants – from living in the subdivision.⁹⁶ Though houses were built in the subdivision in the late 1930s, it wasn't built out until after World War II.

Southside Additions

Significant development occurred on the city's south side during the 1930s, as well. Sam Mobberly and his son H. B. were the undisputed subdivision "kings" of South Longview from the late 19th century through the early 1930s. Sam Mobberly started developing property in South Longview when he built the Mobberly Hotel at the Junction in 1884. He then bought a 117-acre farm tract that he platted into numerous subdivisions south of the city, starting with Mobberly's South Addition in the early 20th century and Mobberly's East Addition, south of the Junction, in 1911.⁹⁷ Early development in Mobberly's East Addition was sporadic, with vacant lots outnumbering the Craftsman-influenced bungalows and Classical Revival houses before the oil strikes. When the boom hit, however, the west side of the addition was soon jammed with late bungalows, Tudor Revival, Minimal Traditional and, later, Early Ranch style houses.

The eastern half of Mobberly's south side property remained relatively untouched until 1935 when W. D. Willott filed the plat for Mobberly Place (No. 1), an exclusive subdivision of beautiful Revival style homes created out of H. P. Mobberly's original Mobberly's East Addition. The revised addition lay south of Cotton Street and was bounded by Mobberly (S. Fifth Street) on the west and Clover Street on the east, and by the north side of E. Melton on the north to E. Young Street on the south. Though the land all around had been intensely developed in the early boom years, this tract lay amid two small ponds with a creek passing through it; it was likely flood-prone and swampy during the wet season. To develop the first phase of Mobberly Place, the developers drained the ponds and built an earthen dam on the creek to form a "lake" between E. Melton Street and Noel Drive.⁹⁸

The seven-block residential addition featured large, spacious sites with 100-125 feet of street frontage and yards that stretched from 150 to 289 feet deep. Early construction in Mobberly Place

⁹⁵ Craddock, *Longview*, 75.

⁹⁶ *Green Acres Addition*, Gregg County deed records Vol. 234: 465.

⁹⁷ *Mobberly's East Addition*, Gregg County deed records Vol. O: 12-14.

⁹⁸ Mobberly Place Addition plat map, November 19, 1935, on file at the City of Longview, Texas.

consisted of elaborate Spanish Eclectic (Spanish Colonial Revival) houses with stucco walls, rooftop terraces and balconets with wrought iron railings, and imposing brick Tudor Revival dwellings with high-pitched, staggered rooflines and faux half-timbering in stuccoed gable ends. Many of the houses in the first phase were set on small rises or hills above gently curving streets through the addition. Many featured matching garages and servants' quarters. The addition was only partly built out when World War II erupted and nonessential domestic construction was halted for the duration of the war. After the war, the addition retained its appeal but fashions had changed and much of the later houses were designed in Colonial Revival, Georgian Revival, or Greek Revival styles, with a few elegant Ranch and Postwar Modern houses in the mix. Final build-out occurred about 1960. By the 1960s, most high-end residential development had shifted to the city's north side but Mobberly Place, with its outstanding Period Revival style architecture and gracious landscaped lots remained a desirable place in which to live. Today it is considered one of the city's most significant historic neighborhoods.

Two additional phases of Mobberly Place were opened in 1937 (Mobberly Place No. 2, July 30, 1937; Mobberly Place No. 3 September 2, 1937). Mobberly Place No. 2 extended the Mobberly Place No. 1 streets from Clover (Eleventh) east to Sixteenth Street and from Sylvan Drive on the north, to Young Drive on the south. Mobberly Place No. 3 consisted only of the north side of Sylvan Drive. Houses in these later phases were large and stylish but not to the level of those built in the original Mobberly Place Addition. They were geared to middle- and upper-middle class families rather than the city's elite.

Surrey Place (Covington), a contemporary of the Mobberly Place Additions, was another high-end subdivision platted in South Longview by 1934.⁹⁹ The addition lies south of downtown Longview, between the I. & G.N. Railroad tracks and S. Green Street. It appears to have been part of the Horace Ware homestead. Surrey Place was a small addition of just thirty lots on two meandering streets accessed from S. Green Street. The plat map portrayed the addition as a tree-studded haven bounded by "Stratford Creek" at the edge of a park. The street names – Covington Drive and Winchester Lane – are written in calligraphy, as is the title block "Surrey Place, A Residential Addition to the City of Longview," designed, apparently, to illustrate its status.¹⁰⁰ In fact, Surrey Place is indeed comprised of a gallery of fine homes designed in popular Period Revival styles of the time. It remains an enclave of large, architecturally significant houses surrounded by a much larger working- and middle-class neighborhood.

As the oil boom frenzy subsided somewhat toward the end of the 1930s, several significant development projects were underway. In 1939, under the Works Progress Administration (WPA), plans were initiated for a new Gregg County Airport to be built in the Longview area. Ground was

⁹⁹ The original plat date is unknown but the addition appears on a map of Longview from 1934. A revised plat of the subdivision was filed for record in 1936 (Surrey Place November 1936; Gregg County deed record 209: 208).

¹⁰⁰ *Surrey Place* revised plat, 1936, on file at the City of Longview, Texas.

broken for the 521-acre facility in April, 1941 but the project was temporarily shelved when America entered World War II.¹⁰¹ Another WPA project gave Longview a new Greek Revival style downtown Post Office in 1940 (Figure 42). That year the city also welcomed a new Longview National Bank at the corner of Tyler and Fredonia Streets and the completion of an attractive new passenger depot for the Texas & Pacific Railroad at the Junction (Figure 43).¹⁰² As the decade closed, Longview business leaders laid plans for new industrial development in the city, but those projects were shelved for the duration of the war. They would resurface in the early postwar years, sparking a second “boom” period in Longview’s history.

In retrospect, the oil boom had a phenomenal – and mostly-positive – impact on Longview’s growth and development. The city had entered the 1930s with its population, business prospects, and agricultural base in decline. By the end of the decade, Longview had been transformed into a modern, bustling city with good prospects for future growth and prosperity. Historian Eugene McWhorter imagined that Gregg County’s residents saw the oil boom era as something out of a “fairy tale, [in which] they had been rescued from the very jaws of the Great Depression and the decline of local agriculture.”¹⁰³

In Longview’s case, the city realized the indirect benefits of the boom – an influx of outside capital, welcome commercial development, and new families – without the multitudes of disorderly oil field workers and camp followers who descended on towns like Kilgore and Gladewater by the thousands, creating chaos in their wake. Instead, oil money gave the city “high-rise” buildings like the Glover-Crim and McWilliams Hardware in the downtown commercial district. It funded major civic and institutional improvements including a new county courthouse, post office, municipal complex, and

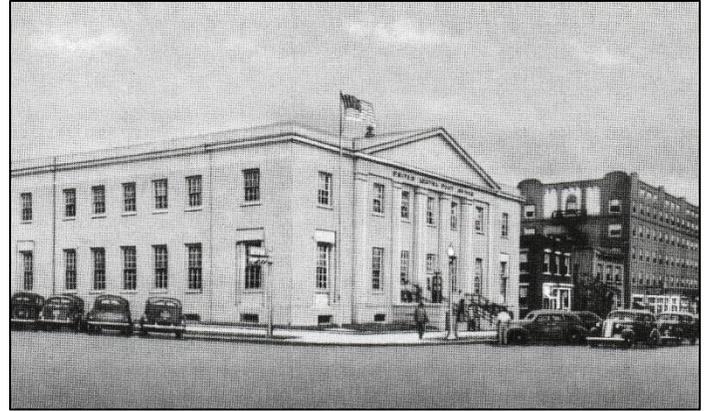


Figure 41: 1940 U.S. Post Office, postcard from c. 1944 (photo from Craddock, *Longview*, pg. 98)

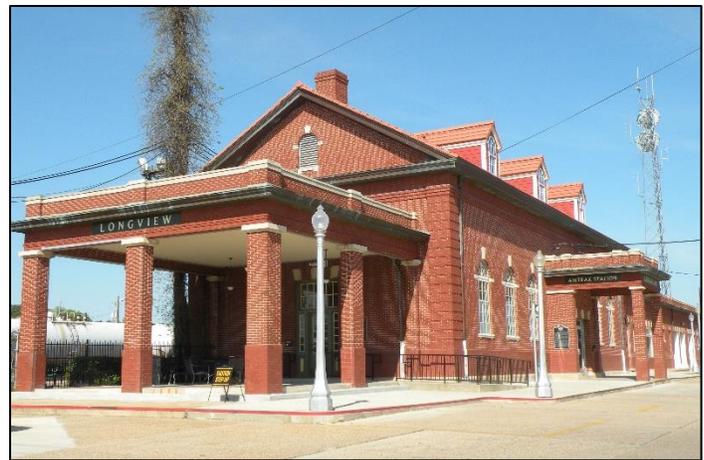


Figure 42: Texas & Pacific Depot

¹⁰¹ After the war, the site grew to include more than 800 acres. The new airport was dedicated on July 15, 1947.

¹⁰² Today, the depot serves passengers on Amtrak’s American Eagle line. It was listed in the National Register of Historic Places.

¹⁰³ McWhorter, *Traditions of the Land*, 119.

numerous schools throughout the city. And, it spawned a dozen new subdivisions that vastly increased the city's footprint by the end of the 1930s.

6) World War II Projects: 1941-1945

When World War II erupted in December, 1941, the government imposed a nationwide moratorium on all “nonessential domestic construction” for the duration of the war. Across the country, work was halted on private construction and government-funded projects alike, unless they could be proven to directly serve in the national defense. Longview succeeded in attracting two major defense spending projects to the area, landing work to build Harmon General Hospital and to develop the “Big Inch Pipeline.”



Figure 43: Harmon General Hospital, photo c. 1944 (photo from Craddock, *Longview*, pg. 94)

Harmon General Hospital was typical of war-era defense projects that were spread in communities across the country. Local business and civic leaders worked tirelessly to bring hefty defense contracts to the area in the build-up to the war. Their efforts were rewarded when the government established Harmon General Army Hospital on a 160-acre site on south of the city, on Mobberly Avenue (Figure 44). The site was transformed almost overnight into a fully-equipped 1,700-bed army medical complex housed in 220 buildings. Between

December 1942 and December, 1945, an estimated 23,000 wartime patients were treated at the hospital. It also served as a camp for about 200 German POWs.¹⁰⁴



Figure 44: LeTourneau Technical Institute, photo c. 1955 (photo from Craddock, *Longview*, pg. 95)

Harmon General Hospital was a boon to Longview's wartime economy, employing hundreds of area construction workers in the building campaign and numerous other local workers who served the facility in support roles over the course of the war. It continued to serve the community after the war when it was converted to civilian use as a major technical training school and industrial plant, LeTourneau Technical Institute (Figure 45). The school and manufacturing plant attracted hundreds of students and

¹⁰⁴ Craddock, *Longview*, 94.

workers, as well as suburban development, to its south Longview location. Gradually, the wooden barracks and other temporary military buildings were replaced by a modern campus that grew to become present LeTourneau University.

The Big Inch Pipeline was anything but a typical wartime project (Figure 46). It was developed and built to carry massive amounts of oil overland. When America entered the war, tanker ships transported 99% of the nation's crude oil – 90% of which originated in Texas – to East Coast refineries. In February 1942, German submarines began sinking oil tankers en route from the Gulf to the East Coast. Petroleum shipment dropped from over 1 million barrels per day to only 70,000 barrels per day. Searching for a safer way to transport oil, Secretary of the Interior Harold Ickes conceived of a plan to build the largest pipeline in history. The Big Inch Pipeline measured 24 inches in diameter and extended 1,476 miles from Longview to Norris City, Illinois, and eventually to refineries in the East. Capable of delivering over 3,000,000 barrels of oil each day, the pipeline had a tremendous impact on the war effort.¹⁰⁵

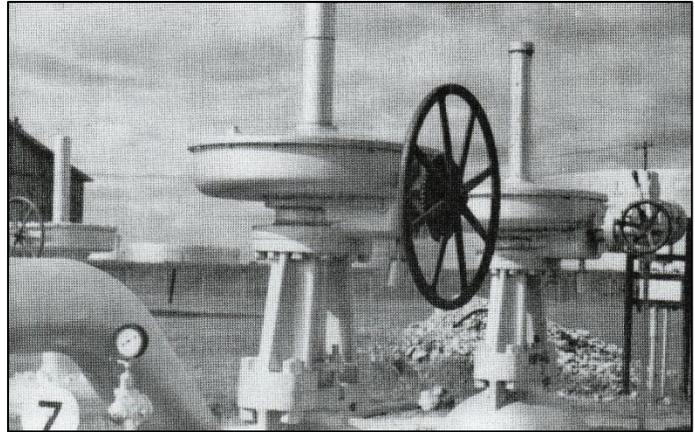


Figure 45: Big Inch Pipeline, photo c. 1954 (photo from Craddock, *Longview*, pg. 96)

7) Postwar Development Boom: 1945-1966

When the war ended and the troops returned to East Texas, Longview faced questions about the direction it should take to prosper in the postwar economy. Agriculture could no longer sustain Gregg County; its early 20th century downward trend was exacerbated by reduced markets and back-to-back crop failures during the Great Depression. The oil boom of the 1930s contributed further to its demise as Gregg County farmers realized that they could do better by selling out to oil interests than they could from a lifetime of drudgery on unproductive farms.¹⁰⁶ Agriculture continued to decline through the 1940s, as veterans left the farm and moved to cities and industrial areas where they found work in factories, learned trades, or pursued professional careers. The trend was so pervasive that by 1950, nearly all of the county's farms had been abandoned or reduced to hay and pasture.¹⁰⁷

The collapse of agriculture and the mercurial nature of the oil industry left Longview's leaders searching for new avenues to develop a stable, healthy economy going into the future. Even before

¹⁰⁵ Craddock, *Historic Gregg County*, 36.

¹⁰⁶ McWhorter, *Traditions of the Land*, 120.

¹⁰⁷ *Ibid.*

the war, Longview advocates like the *News-Journal* publisher Carl L. Estes had begun making plans to attract greater and more industries to the city. Reportedly, Estes played an instrumental role in bringing the army's Harmon General Hospital to Longview during the war. As the war drew to a close, he then brokered a deal between local businessmen, the U. S. government, and inventor/entrepreneur R. G. LeTourneau to redevelop the site as a technical plant that ultimately became LeTourneau University.¹⁰⁸



Figure 46: Eastman Chemical Plant, postcard c. 1976 (photo from Craddock, *Longview*, pg. 125)

After the war, Estes and other city leaders launched aggressive, well-organized campaigns to bring other businesses and industries to Longview. They worked to secure adequate water sources and establish dedicated industrial park zones just outside the city limits.¹⁰⁹ Their efforts paid off when they enticed the Texas Eastman Company, a branch of the Eastman Kodak Company, to build a new plastics and industrial

chemical manufacturing plant just east of Longview, in Harrison County (Figure 47). Ground was broken on the company's 2,400-acre site in 1950 and operations commenced in January 1952. The plant grew to become Texas' largest inland chemical complex and the Longview area's largest employer.¹¹⁰

In the same period, Gregg Memorial Hospital launched an \$800,000 expansion of its facilities between Fourth and Sixth Streets at E. Marshall Avenue. In 1960, the growing hospital was renamed Good Shepherd Medical Center. Its state-of-the-art physical plant and reputation attracted other healthcare industries to Longview and the city became known as a leader in East Texas medicine. In 1980, Longview Regional Medical Center joined Good Shepherd on N. Fourth Avenue.¹¹¹ The area around them has grown into a major medical complex in downtown Longview with entire city blocks dedicated to treatment and research.

¹⁰⁸ McWhorter, *Traditions of the Land*, 124.

¹⁰⁹ *Ibid*, 122.

¹¹⁰ The company employed more than 2,000 local workers in 2005 (McWhorter, *Traditions of the Land*, 125).

¹¹¹ Craddock, *Longview*, 74.

City leaders continued to promote Longview as a business and industry “friendly” environment into the 1960s. In a promotional brochure published by the Chamber of Commerce about 1960, Longview was described as the “City of Planned Progress” with six industrial parks located within “easy driving distance” of its “skilled and cooperative labor supply.”¹¹² In 1966, the Schlitz Company established a brewery and associated container factory in Longview. The plant later made Stroh beer and grew to become the largest brewery in Texas, producing an estimated 4,000,000 gallons per year.¹¹³

Housing and Subdivision Development

In response to Longview’s postwar boom, developers platted dozens of new additions, extending the city’s reach well beyond its pre-war boundaries. The locations of new industries and businesses on the city’s outskirts attracted new subdivisions and housing projects in those areas. For example, the establishment of the LeTourneau Technical Institute on the former site of Harmon General Hospital, far south of the city limits, resulted in a flurry of new additions and hundreds of modest homes between the older Mobberly Place additions and the campus in the early postwar years. Likewise, the Texas Eastman plant with its many employment opportunities directed the city’s expansion into Harrison County, to the east of Longview.

The “baby boom” also played a major role in Longview’s great suburban expansion after World War II when legions of returning veterans and other young people came to the city ready to marry and start raising families. While job and training opportunities were largely responsible for bringing these young families to Longview, it was the location and reputation of public schools that influenced where they lived. In the automobile age, workers could easily commute to job sites from any part of the city, but people with families wanted to live in places where their children could attend good neighborhood schools. Eschewing the past, they equated “good” with “modern” and “new” and in postwar Longview, as with most of America, modern new schools were built in the suburbs rather than the central city. In the dozen years following World War II, Longview ISD enlarged some of its existing schools and erected a new high school for black students, but it built nine brand new schools to accommodate the flood of families to the city suburbs. The locations of these schools reflected the city’s growth patterns at the time but they also helped determine the direction of subsequent development.

Longview ISD’s initial response to the city’s increasing school-age population was to enlarge its existing facilities; a major addition to Longview High School was built in 1945, followed by another addition in 1955. Likewise, the district approved a major addition to South Ward Elementary School in 1947 and another in 1954.¹¹⁴ South Ward School was originally built in 1934 to serve the many

¹¹² Longview Chamber of Commerce, *Longview, Texas*, promotional brochure, c. 1960.

¹¹³ Eugene W. McWhorter, “Longview, TX,” *Handbook of Texas Online*, accessed July 3, 2016, <http://www.tshaonline.org/handbook/online/articles/HDL03>.

¹¹⁴ “Longview Independent School District” *A Picture Postcard History of Longview, Texas* (July 2009), (http://freepages.history.rootsweb.ancestry.com/katloregen/SC_LISD.html).

neighborhoods that sprang up with the oil boom; its additions were a stop-gap effort to accommodate yet another population boom – this time attracted to LeTourneau Technical Institute and other employers that had located to the city’s south side after the war.

Longview ISD’s first entirely new postwar campus in 1948, as a replacement for the African American high school on E. Marshall Avenue that had been destroyed by fire two years earlier. Instead of rebuilding on the school’s historic E. Marshall Avenue site, however, the district located the new building in the city’s southwest quadrant.¹¹⁵ The decision to move the high school from its north-central location may have been made, in part, as a response to the African American community on the southwest side, but it also may have been made in an effort to encourage blacks to relocate from the north side to segregated sections on the city’s south side. In the early 1950s, the district built several black elementary schools – Pinewood Park in 1950 and Rollins Elementary in 1953 – on the city’s south side, but none on its north side. As the baby boom continued through the 1950s and into the 1960s, the southern and southwestern sections of Longview became increasingly associated with people of color, while the northern and eastern sections were identified largely with whites.

Other new schools tracked the direction of suburban development to the north and east of Longview. Valley View Elementary School, built on Alpine Road in 1953, and Forest Park Junior High School, built on Lake Drive in 1957, reflected the influence of the new Texas Eastman Company on suburban development to the east of the city. Erskine Bramlette Elementary, built in 1956 off Judson Road, helped attract white families to the city’s northern suburbs.¹¹⁶

Residential design in Longview followed national trends with the modern Ranch Style house dominating its suburban landscape. In 1960, the Brownwood Residential District was platted in a section of south Longview that had been essentially built out since the oil boom of the 1930s. Surrounded by early 20th century bungalows and Minimal Traditional style houses, the new upscale addition was filled largely with modern brick Ranch Style and Colonial Revival houses on wide grassy lots set along streets that looped through the neighborhood. Similar subdivisions of this type began to cover large swaths of former farmland and timber tracts around the city, but especially on its north side, in the 1960s. Some contained boxy side-gabled Early Ranch style houses with little exaggeration to its modest linear form. Others, especially additions off N. Fourth Street, featured long, low “True” Ranch style houses that stretched the length of their wide suburban lots.

While the population of Gregg County, as a whole, dropped by a third between 1940 and 1960, the population of Longview nearly tripled in that period, rising from 13,758 to 40,050. The increase was due in large part to Longview’s annexation of several nearby communities which added thousands of

¹¹⁵ In 1959, the high school was renamed Mary C. Womack High School in honor of the educator.

¹¹⁶ “Longview Independent School District” *A Picture Postcard History of Longview, Texas* (July 2009), (http://freepages.history.rootsweb.ancestry.com/katloregen/SC_LISD.html).

people to the city's population in the early postwar era. Greggton, on U.S. Highway 80 west of the city, was among them (Figure 48).

Originally named Willow Springs, the community had formed around a water station on the Texas and Pacific Railroad when tracks were laid through the county in the 1870s. The hamlet was little more than a local shipping point for agricultural products until the 1930s. Only 180 residents were enumerated at the post office in 1920 but that number

grew to more than 1,500 in 1936, during the height of the East Texas oil boom. Longview's postwar growth expanded to encompass the community and in 1959, it was included in the city's largest annexation effort since 1904.¹¹⁷ A row of brick commercial buildings dating from the oil boom era still lines the highway through the community. Several are good examples of the Art Deco architectural style.¹¹⁸



Figure 47: Greggton in c. 1947 (photo from Craddock, Longview, pg. 101)

The annexation of Spring Hill in the 1980s was more controversial than Longview's earlier land acquisitions. Spring Hill was a widely-scattered community that coalesced around present Farm-to-Market Road 300, northwest of downtown Longview, sometime before 1900. Several oilfield camps in the area temporarily boosted the community's population in the 1930s but by the end of the decade those numbers had declined. In 1940, only 140 residents called Spring Hill home. Following World War II, however, Spring Hill lay in the path of Longview's northward suburban expansion and developers subdivided former farmland between the city and the community for new housing starts. Hundreds of families with children were attracted to the Spring Hill school district because it lay outside Longview's taxing authority and because its schools enjoyed a good reputation. Though its residents fervently resisted the move, the city of Longview annexed the district on October 7, 1983.¹¹⁹

In 1964, Loop 281 was planned to arc around the city's northern perimeter to serve the growing commuter traffic in that area. It became a major arterial attracting retail and discount stores, restaurants and hotels, and eventually a large shopping mall to locate on its frontage, especially on the city's northern and western sides. As it relieved traffic on the north side, it also facilitated continued residential expansion and commercial development in that area, drawing the city's

¹¹⁷ Craddock, *Historic Gregg County*, 40.

¹¹⁸ <http://www.texasescapes.com/EastTexasTowns/Greggton-Texas.html>

¹¹⁹ Christopher Long, "Spring Hill, TX (Gregg County)," in *Handbook of Texas Online* accessed September 09, 2016, <http://www.tshaonline.org/handbook/online/articles/hjs22>.



Figure 48: 1975 Longview High School (photo from Craddock, Longview, pg. 121)

population further away from the downtown core. The city's population grew so significantly northward in the 1960s that the school district decided to build the new Longview High School on Tomlinson Parkway, off Loop 281 (Figure 49). The school was completed in 1975.¹²⁰ In 1966, Interstate 20 came through Gregg County passing by Longview to the south.¹²¹ Although it aided commuter traffic in that area, it did not instill suburban expansion to the degree achieved by Loop 281 on the north side.

Downtown Longview in the Postwar Era

The early postwar period saw considerable redevelopment in downtown Longview where a number of modern new office buildings replaced historic commercial structures in the central business district. The Bramlette Building (1949) and the Petroleum Building (1956) stand out for their Modern commercial design with asymmetrical massing and sleek



Figure 50: First National Bank Building (photo from Craddock, Longview, pg. 113)

horizontal lines interrupted by dramatic vertical bays (Figure 50). Another significant addition to the downtown business district was the ten-story First National Bank (now Citizens National Bank), built in 1956 and considered to be Longview's first "skyscraper" (Figure 51).¹²² Later downtown development of the period included sprawling chain retailers like the Sears Roebuck Store on S. High Street and Dillard's Department Store on W. Tyler Street.

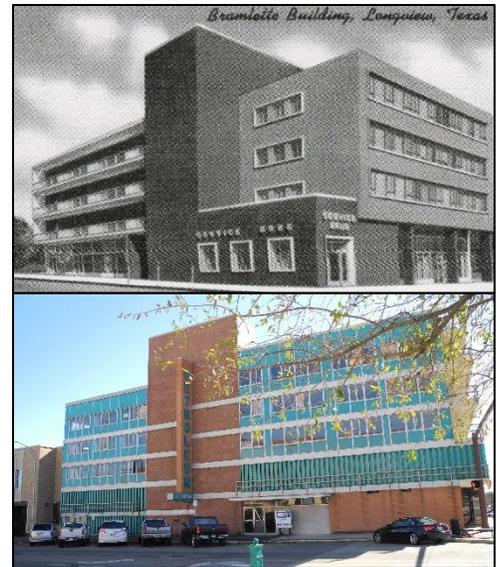


Figure 49: Bramlette Building (top; photo from Craddock, Longview, pg. 98) Petroleum Building (bottom)

¹²⁰ Craddock, *Longview*, 121.

¹²¹ Craddock, *Historic Gregg County*, 41.

¹²² *Ibid*, 39.



Figure 51: First Baptist Church 1951 sanctuary (photo from Craddock, Longview, pg. 112)



Figure 52: Miracle Tabernacle House of Prayer at 206 E. Nelson St.

At the same time, some of the city's founding churches built new sanctuaries, parochial schools, and religious education classroom buildings, putting considerable investment into their downtown sites. The First Presbyterian congregation had already built a new sanctuary on its historic location in 1940, and in 1958, they added a large education building on the same site. St. Anthony's Catholic Church had also built a new church in its Nuggett Hill location before the war. In 1949, the church added St. Anthony's School and in 1968 it built St. Mary's School, all in the same block. In 1951, the First Baptist Church dedicated its new sanctuary and three years later it added a children's building to the complex (Figure 52). The First Methodist Church dedicated a new sanctuary on the site of its 1909 building in 1952. Four years later, they added a \$500,000 children's building on their corner.¹²³ The Miracle Tabernacle House of Prayer, an African-American church constructed in 1947, expanded in circa 1960 in response to a growing congregation (Figure 53). These churches greatly altered the

fabric of downtown Longview but, with the passage of time, these constructions have achieved historic significance of their own as reflections of postwar architectural trends in religious buildings.

Despite these new arrivals, the downtown area began to decline as the central shopping district. As suburban growth continued to draw the city's population away from the central core, retailers began to move with them. The advent of conveniently-located suburban strip shopping centers further drained retail business from downtown Longview.¹²⁴ For a time, the large chain stores continued to attract shoppers to the downtown district but they, too, made the move to the suburbs when a new mall opened on Loop 281, in far north Longview. The loss of these major retailers hastened the demise of downtown as the city's principal shopping venue. Now, the



Figure 53: Kilgore College, 300 S. High St., in former Sears building

¹²³ Craddock, *Longview*, 112.

¹²⁴ *Ibid*, 107.

Dillard's building is the home of Network Communications and the Sears site is occupied by a branch of Kilgore College (Figure 54).

Downtown Longview remains home to the city's founding churches, some with kindergartens, auditoriums, and multiple classroom buildings. It is also the location of major financial and business institutions. In recent years, an interest in historic preservation and alternative development has helped to stimulate activity in the downtown district as a center for festive community events, boutique retail shopping, and unique local dining and entertainment venues. In that process, efforts have been made to preserve and restore historic buildings in the district for these adaptive uses.

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- Marshall Heights Addition, plat map.
- Green Acres Addition, plat map and deed record.
- Mobberly East Addition, plat map.
- Mobberly Place, plat map, November 19, 1935.
- Surrey Place Residential District, plat map, November 1936.
- Brownwood Addition, plat map, 1960.

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City Map and Street Guide: Longview, Texas. Longview, Texas: Longview Chamber of Commerce, Hudson Reprographics, Inc., c. 1964.

Historic Resource Survey

In accordance with the findings of the *Historic Resource Survey Plan*, three adjacent sections of Longview’s downtown core were recommended for initial survey in Phase I of the proposed multi-year, multi-phase documentation program. The area includes the original “hundred acre” Longview townsite, the neighboring South Main residential district to the south, and part of the area known as Longview Junction, or simply “the Junction” to the east along the I.& G.N. railroad tracks. This central downtown core is identified in the *Survey Plan* as Sector 1; five additional sectors radiate outward from the core to the c. 1966 city limits.

Historian and Preservation Central principal, Terri Myers, served as Project Director for the survey effort. She was accompanied in the field by Historic Architect and preservation consultant, Karen McGraw. Together they led survey teams that identified, documented, and evaluated historic resources in downtown Longview in Phase I of a proposed multi-phase survey of Longview, Texas. Longview resident Nancy Griffith and City Planner Angela Choy volunteered to assist the team leaders in the survey efforts. They helped identify and document historic resources in the “Hundred Acres” portion of the survey.

Research Methods

This section of the survey report discusses the Research Methods used to identify and document Longview’s cultural resources and develop an appropriate historic context for understanding and evaluating their relative significance. Early in this project, a formal, annotated *Research Design* was developed to help the consultants achieve these goals. The consultants collected and reviewed a wide array of sources including previous survey reports, books, journal articles, newspaper files, maps, photographs, and ephemera housed in a variety of repositories such as state, local, and university libraries, Texas Historical Commission holdings, county archives, online web sites, and eBay.

Researchers also obtained valuable information and insights from knowledgeable informants including THC and City of Longview professional staff, members of Longview’s Historic Preservation Commission, other interested parties, and local residents encountered in the field during the course of this Survey Project. The Research Methods section is divided into general and advanced research strategies.

General Research

Preservation Central conducted general research at the outset of the project to gain a basic understanding of city's history and typical cultural resources prior to starting field investigations. The most useful sources and repositories in this initial research effort are listed here.

Internet articles and databases

The Research Assistant first searched the internet for general information on the project area. The *Handbook of Texas Online* yielded numerous articles on the history and development of Longview and Gregg County, and the importance of the East Texas timber industry and oil discoveries to the city's growth and development. Relevant pieces were printed for use in the development of the historic context.

Next, consultants searched the Texas Historical Commission's Historic Sites Atlas online to locate information on previously documented cultural resources within the Longview city limits. The online Atlas contains abbreviated listings for National Register properties and districts, Recorded Texas Historic Landmarks, Official Texas Historical Markers, State Archeological Landmarks, Historic Cemeteries and Courthouses, Surveys, and other designations. These listings are organized by county and information on those located in the city of Longview was recorded for further use.

The consultants also reviewed Texas Digital Sanborn Maps online to print and study a series of overview maps depicting the city's patterns of growth and development from 1885 to 1946. Overview maps were printed and used to identify the original townsite boundaries, early additions to the city, and changing development trends over time.

Texas Historical Commission

The Texas Historical Commission's library is the agency's main repository for information on the state's National Register properties, Recorded Texas Historic Landmarks, Official Texas Historical Markers, State Archeological Landmarks, and other designated historic sites. Though the names, locations, and brief information on these properties and sites were obtained from the online Texas Historic Sites Atlas, property and marker files housed at the library often contain additional support documentation, including narrative histories, historic photographs and maps, and correspondence related to the sites. The Research Assistant made photocopies of additional information, photographs, articles, maps, and other relevant information for this study.

The Project Director also reviewed previous survey reports, survey cards, and related documentation on file at the agency's History Program office. She subsequently obtained a CD from the Survey Coordinator with a copy of the Gregg County Survey conducted in 1986 by historic preservation consultants, Victor & Victor, which contains information on significant properties in the City of Longview. This information was used to help document and assess changes that had occurred in properties documented in the current effort since 1986.

Longview Public Library

Upon arrival in Longview, the Project Director visited the city's public library in the downtown municipal complex. Research was conducted in the library's special collections and genealogy room where many vertical files containing newspaper clippings, biographies, family narratives, term papers and theses, and a myriad of ephemera on local residents, buildings, and neighborhoods were housed.

Some of the items were themselves historic, such as articles cut from editions of old local or regional periodicals that might not otherwise be available to the researcher. Among the most useful of these was a collection of historic promotional booklets and brochures published in the early 20th century by local boosters to attract new residents and investment to the city. Some had good dated photographs of downtown commercial buildings and homes of prominent families, some of which are still standing and were documented in the survey. They offered "snapshots" of Longview and Gregg County at pivotal points in their development. During this initial site visit, the Project Director cataloged and prioritized the most important files for advanced research in future site visits.

The special collections room also featured a small number of informative books on the history of Longview, Gregg County, and the entire East Texas region. As a group, they were well-written and researched, and contained good photographs and illustrations portraying people, places, and events of significance in the city's history. Bibliographical information for each source was recorded for use in obtaining copies for further research.

Gregg County Historical Museum

The Project Director visited the Gregg County Historical Museum on her initial trip to Longview. Although the archives section of the museum was not open, she was able to purchase several of the books found in the library for advanced research. Ms. Myers made future appointments for advanced research with archivist Kelly Green.

City of Longview Planning and Development Office

The Project Director met with City Planner Angela Choy at the Planning and Development Office and obtained several good maps of Longview's downtown district and surrounding historic neighborhoods. Among them was a current city map depicting building outlines and addresses to use in conducting the windshield survey. Ms. Choy copied a historic plat map of the original "Hundred Acres" for Ms. Myers and gave her several handouts on the city's preservation program and heritage sites in and around Longview.

Advanced Research

As the project progressed, Preservation Central conducted advanced research to gain a greater understanding of the city's history, growth, and development, and to more precisely document individual properties surveyed in this effort. The following sources and repositories contributed to that study.

Books

While conducting general research, the consultant found several good histories of Longview and Gregg County. She purchased copies of Van Craddock Jr.'s *Historic Gregg County: An Illustrated History* (2006), the *Centennial Book Committee's Longview, Texas Centennial: The Long View of a Hundred Years, 1870-1970* (1970), and Eugene W. McWhorter's *Traditions of the Land: The History of Gregg County, Texas* (1989) for study in this project. She also obtained several books published by the East Texas Chamber of Commerce including *East Texas: The First Fifty Years* (1976) and *Celebrating a Century* (Longview Chamber of Commerce, 2016).

Of particular use in this project was Van Craddock's 2010 publication entitled simply *Longview*, which chronicled the city's history through "picture postcards" featuring scores of good photographs and informative narratives of the city's most prominent historic buildings and structures, good views of the downtown commercial district over time, and scenes in older neighborhoods. Craddock provided construction dates and names of architects and builders, when known.

Advanced Internet Research

The Project Director also conducted advanced internet research and found several articles of importance to understanding African American community development in Longview. One was Kenneth R. Durham, Jr.'s article "The Longview Race Riot of 1919" published in the *East Texas Historical Journal* (Volume XVII, No. 2) in 1980 and accessed via the internet for this project. The article outlined the causes, events, and results of racial violence that erupted in Longview as part of a larger phenomenon that occurred throughout the country following World War I. It contained a map that depicted crowd movements and events of the "riot" and showed the location of a substantial black community in the city's southwest quadrant by 1919.

Another important document found through an internet search was a history of the "Longview Independent School District" accessed by the Project Director on July 31, 2016, from http://freepages.history.rootsweb.ancestry.com/~katloregen/SC_LISD.html. The article discussed the district's building campaigns from the 1880s through the 1950s, with particular attention to schools built specifically for African Americans. By tracing the construction of segregated schools over time as detailed in the article, the Project Director was able to track changes in African American settlement patterns and neighborhood development in the historic period.

The Project Director also conducted advanced research in the online Texas Digital Sanborn Maps collection to analyze the direction of the city's growth over time, to identify African American schools and churches, and to more accurately determine construction and alterations dates for surveyed properties.

Gregg County Historical Museum

Advanced research was conducted in the archives of the Gregg County Historical Museum. The Project Director met with archivist Kelly Green to see if the museum collection contained any documents, photographs, maps, or other items relevant to the Survey Project. Mr. Green proved to be an excellent source of information about the city's historic neighborhoods, the locations of historic minority communities, and development patterns since 1945. He produced a series of city maps dating from the mid-1930s through the mid-1960s, and made photocopies of those useful to the survey and research for this project. Mr. Green used the maps to illustrate how and to what extent Longview expanded into the surrounding countryside, first with the oil boom, and then in the postwar period.

Longview Public Library

The Project Director conducted advanced research in the Special Collections section of the Longview Public Library during survey trips to the city. Using the catalog made while conducting preliminary research in the library, she accessed, reviewed, and copied vertical files, articles, books, and other materials of specific interest to this project.

City of Longview Planning and Development Office

Advanced research was conducted at the City of Longview Planning and Development office that holds many historic plat and addition maps. The Project Director culled the city's subdivision files and copied plat maps and deed records for additions lying in the current project area and in areas proposed for future survey efforts. The map and addition records identified the names of original property owners and developers, subdivision boundaries, and deed restrictions.

Gregg County Clerk's Office

Minimal research was conducted in the office of the County Clerk as the city's subdivision files contained most of the information needed for this project. An unsuccessful search was made for a good map of the original Longview townsite.

Survey Methods

The *Historic Resource Survey Plan* prepared in the first part of this two-part project established boundaries and priorities for conducting a comprehensive multi-year, multi-phase survey of Longview's historic resources. Survey areas were defined by geographic region relative to the central downtown core and were prioritized according to their historic associations, architectural character, and potential threats to their preservation. The Project Director conducted general and advanced research, completed a windshield survey of the city's oldest commercial and residential neighborhoods, and consulted with preservation advocates, including the THC's Survey Coordinator Leslie Wolfenden, Longview City Planner Angela Choy, and members of the Longview Historic Preservation Commission, to select a good candidate for intensive-level documentation in Phase I of the Survey Project.

Windshield Survey

In her initial site visit (February 10-13, 2016), the Project Director conducted a vehicular "windshield survey" of Longview to gather information on the city's historic built environment and identify a good candidate for the initial intensive-level survey. She focused her survey on areas inside Loop 281 that encircles the city and contains its traditional downtown commercial district, its early residential neighborhoods, and many of its historic properties. Though early resources are known to exist outside the Loop, they are few in number and can be documented as part of their geographic region in future phases of the survey.

Armed with a current city map, the Project Director drove through sections of Longview identified by City, THC staff, and participants in the kick-off meeting as priorities for Phase I of the Survey Project. She marked areas with good concentrations of historic resources on the map and took notes on their property types, styles, development periods, and architectural styles. Results of the initial windshield survey encouraged the Project Director to focus on the downtown business district and its immediate neighbors. Specifically, she identified the original "Hundred Acre" Longview townsite, the adjacent South Main residential district, and a largely commercial section known as "the Junction" as likely candidates for further survey efforts (See Figure 2).

The Project Director conducted a resource count on a block-by-block basis in these three areas. She found approximately 130 historic-age resources in the "Hundred Acres", about 120 in the South Main district, and 88 properties in "the Junction," for an estimated 338 properties in the combined region.¹²⁵ This figure was somewhat less than the number proposed for intensive-level documentation in this phase of the project and could be accommodated within the present scope of work.

¹²⁵ The final number totaled 353 properties surveyed.

The Project Director discussed her findings with Ms. Choy and Ms. Wolfenden. She recommended that all three areas be surveyed in the initial phase of the project. She explained that they met the criteria for priority consideration as outlined in the *Historic Resource Survey Plan*. They each possess high concentrations of historic buildings, structures, objects, and sites that: 1) date to the earliest periods of Longview’s development, 2) have associations with significant people, trends, and/or events in Longview’s history, 3) are outstanding, unique, or rare examples of an architectural style or property type, and 4) may be endangered by neglect, insensitive renovation or remodeling efforts, impending demolition, redevelopment initiatives, or other tangible threats to their preservation. Furthermore, these areas were consistently identified by local residents, professional staff, Longview Preservation Commissioners, librarians, archivists, and other interested parties as among the city’s most significant, and potentially most vulnerable, historic areas.

She further recommended that the remaining field work slated for this phase of the project be conducted as an abbreviated reconnaissance-level survey to identify and prioritize other concentrations of historic resources for future intensive-level survey efforts. These recommendations were accepted and the consultant proceeded with the intensive-level survey of the downtown core.

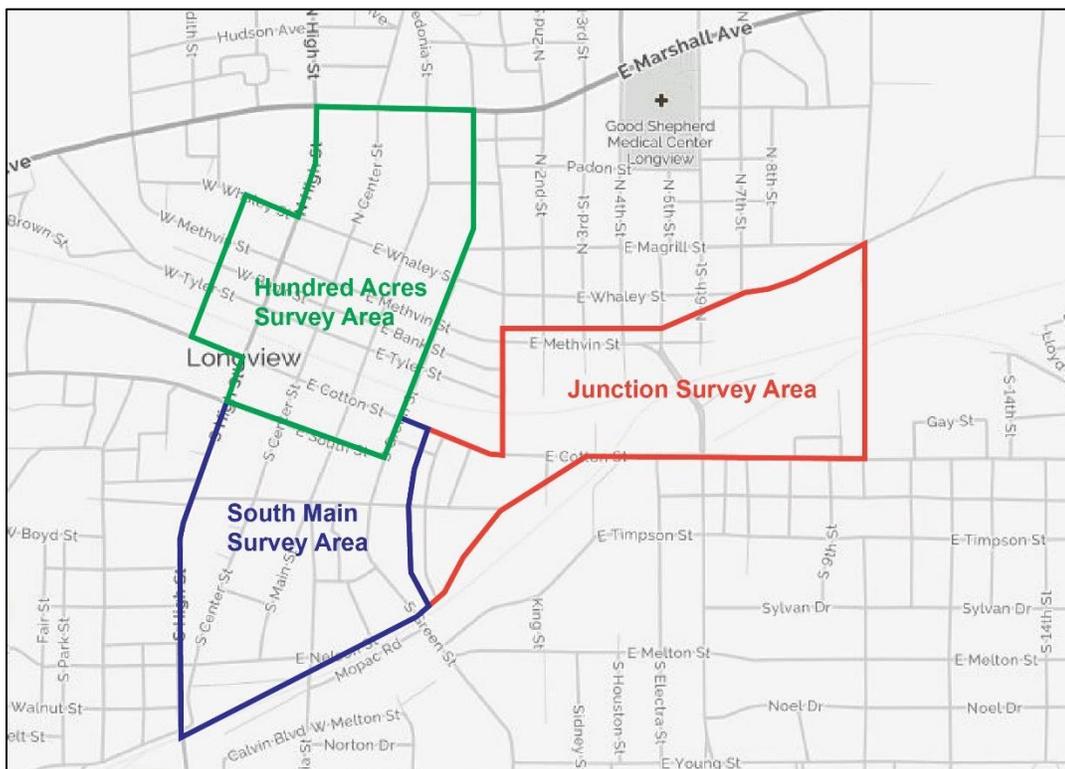


Figure 54: Downtown core survey area (Sector 1)

The Downtown Core Project Area

The intensive-level survey of the “downtown core” commenced on February 25, 2016 when Project Director Terri Myers and Historic Architect Karen McGraw traveled to Longview to begin field work starting with the original “Hundred Acres.” Over the course of a week, they systematically identified, described, photographed, and evaluated all historic-age (pre-1966) cultural resources found within the survey area. They repeated the process for the South Main district and part of “the Junction” during the week of March 23-27, 2016. Finally, Ms. Myers returned to Longview and completed the survey of “the Junction,” and went on to conduct a reconnaissance-level survey of Longview’s remaining historic sections within Loop 281 in the week of May 15-20, 2016.

A brief description of the historic and architectural characteristics of each survey area and their boundaries follows (see Figure 55).

- **The Hundred Acres**

The “Hundred Acre” townsite is at the heart of both the historic and modern city of Longview and by most criteria was considered the top priority for survey in this effort. Though many of Longview’s retail stores, restaurants, hotels, and other commercial properties have located outside the downtown core, in malls and shopping centers largely along Loop 281, city and county offices, legal firms, major banks, and assorted businesses remain in the downtown district. In addition, some of the city’s oldest and most prominent churches lie in, or close by, the original “Hundred Acres.” Its historic resources include some of the city’s earliest frame Folk Victorian style houses, numerous turn-of-the-20th century brick commercial buildings, though many are clad in slipcovers, a grand Neoclassical bank that now houses the Gregg County Historical Museum, a Depression-era municipal hall and fire station, and a number of industrial warehouses along the central railroad sidings.

According to an 1895 map of Longview, the original townsite consisted of twenty-eight blocks in an area bounded by North Street (now Whaley) on the north, South Street on the south, Court Street on the west, and Green Street on the east. The Project Director expanded the survey area to extend north of Whaley Street to Marshall Avenue (U.S. Highway 80), a major arterial that passes through the city from east to west and divides it into north and south halves. Thus, the boundaries ranged from the south side of Marshall Avenue on the north, to the north side of South Street on the south, and from the west side of Court/Horaney Street on the west, to the west side of Green Street on the east.

- **The South Main District**

The South Main district is the name by which an early fashionable “suburb” of Longview is known. As early as the 1870s, members of the Lacy, Bivens, and Bass families established multi-acre homesteads to the south of the city. By the turn of the 20th century, several prominent families including the Northcutts and Campbells built elaborate Queen Anne and Neoclassical style homes in the area. In 1909, the Lacy & Bass Addition was platted out of the old homestead tracts, and soon early 20th century Classical Revival houses and Craftsman and Tudor Revival bungalows appeared on lots along S. Fredonia, Main, and College streets that were largely built out in the 1930s. In the same period, more modest dwellings including frame shotgun houses, two-room cottages, and front-gabled vernacular “company” houses were built along White City and in Mobberly’s South Addition in the southern part of the district.

For the purpose of this survey, the Project Director established the boundaries for this area as South Street on the north, Ware Street/MoPac Railroad tracks on the south/southeast, the east side of S. High Street on the west, and the east side of S. Green Street, including the former Longview High School, on the east. The boundaries correspond to the historic city limits where the townsite ended and South Main commenced, the Lacy & Bass subdivision, physical limits such as the railroad tracks and natural drainages on the south, southwest, and southeast, and High Street, which retains historic fabric only on the east side.

- **The Junction**

The area known as “the Junction” is a part of the International and Great Northern (I. & G.N.) Railroad Company’s Addition platted east of the Longview townsite by the early 1880s. The railroad company hoped that it would compete with and possibly replace the original townsite as the center of local development. By the turn of the 20th century, the addition was filled with fairly modest frame Folk Victorian and vernacular dwellings, and was home to both white and black residents, though in separate enclaves. Numerous frame and brick commercial buildings lined E. Cotton and E. Methvin streets and clustered near the railroad tracks. Over time, Craftsman style bungalows and Classical Revival houses dating from the 1910s through the 1930s filled in the streets south of E. Cotton Street. Today, the area remains a mixture of domestic, commercial, and some industrial resources with a significant grouping of 1- and 2-part brick commercial buildings, some possibly dating to the 19th century, in the 800 block of E. Methvin Street at its juncture with the I. & G.N. railroad tracks.

As defined for this project, “the Junction” extends primarily along E. Cotton, E. Methvin streets, and Pacific and College avenues, from Avondale and Hoskins Streets (near Green Street) on the west to S. Ninth Street on the east. It includes a small residential section that lies between E. Cotton and the I. & G.N. railroad tracks. It does not include the entire I. &

G.N. addition, which remains to be surveyed in future phases of the project. Its shape is irregular and the survey somewhat inconsistent due to multiple sets of railroad tracks and arterial streets that angle across the region against the grid. Some industrial resources in the area were not surveyed because they are set along railroad tracks that are inaccessible to the public and distant from the public right-of-way.

Field Investigations

Field investigations consisted of a pedestrian survey of all historic-age properties within each of the three zones. Team leaders documented historic-age properties on separate streets starting at the southwest corner of the “Hundred Acres” that is laid out on a slightly skewed grid. They began with the east-west streets and then proceeded to the north-south streets until all blocks in the survey area were covered. They surveyed alley resources as they encountered them. Non-historic properties were not surveyed unless they were found to be within a few years of the recommended 50-year age standard for National Register listing.

From their past experience with similar properties, the surveyors were able to identify historic-age resources by their physical traits, such as plan type, massing, roof form and pitch, style, decorative elements, and other distinguishing characteristics. They assigned unique site numbers to each property and plotted their locations on current city street maps. They recorded the physical attributes, known historic associations and designations, and brief architectural descriptions for each resource on Texas Historic Sites Survey forms. Documentation included property address, property type and subtype, dates of construction and alteration, style, porch type, window and door types, and landscape features. When working with volunteers, the team leaders dictated the information to their assistants, who conveyed it to the forms and plotted the resources on the map. Nancy Griffith and Angela Choy assisted with field investigations for the “Hundred Acres.”

Each surveyed resource was photographed with multiple views whenever possible. In most cases, surveyors photographed resources at an oblique angle to capture the front and at least one side elevation. Additional photographs were taken to show unusual or distinguishing features, such as decorative architectural details or construction methods. In some cases, photographs depict resources within their physical context, such as commercial buildings in a downtown streetscape. Resources were photographed in color digital JPEG format at 300 dpi resolution. Digital photographs are 1200 x 1800 in size and are submitted on DVD-R. Images were later renamed according to address.

Team leaders also assigned “preservation priorities” of High, Medium, or Low in the field. Properties assessed as High priorities are almost always excellent examples of a recognized type or style of architecture or they are associated with significant events, trends, or people in Longview’s history. High priority resources may be eligible for individual listing in the National Register of Historic Places and should be contributing elements in a potential historic district. Medium priority

resources are usually good or typical examples of their architectural type or style and, while perhaps not individually eligible for National Register listing, should be considered contributing elements of a potential historic district. Low priority resources are either non-historic or are historic-age properties that have been altered so that they no longer convey a good sense of history. Low priority properties should be considered noncontributing elements within a potential historic district. Some priorities were later changed when new information, such as historic significance, came to light.

This process was repeated for the South Main district and “the Junction” with minor variations. In the South Main district, most of the resources lay along the north-south streets and these were surveyed before the east-west streets. In “the Junction,” E. Cotton and E. Methvin streets were surveyed first and secondary streets followed. Otherwise, the survey methods were the same for each area.

Upon completion of the field work, all survey data was entered into a Microsoft Access database compatible with that of the Texas Historical Commission. Photographic images were linked to properties so that they appeared on the Image page for each one. Resources are organized by street address in the database.

Reconnaissance-Level Survey

Preservation Central also conducted a reconnaissance survey during the week of May 15-20, 2016. This survey was done specifically to identify additional historic neighborhoods, industrial parks, and commercial nodes for future survey efforts in the city. The Project Director traveled within the city’s 1966 corporate limits which are roughly described by Loop 281 on the east, west, and north, and Harrison Road/Interstate 20, on the south. Her findings form the foundation of the separate *Historic Resource Survey Plan* which recommends a program for completing a multi-phase comprehensive survey of Longview’s historic resources.

She conducted a street-by-street vehicular survey to determine the number and type of historic resources located throughout the city’s c. 1966 city limits. She identified clusters or concentrations of historic properties and recorded their:

- Locations relative to the downtown core
- Approximate dates or periods of construction
- Predominant architectural styles and resource types
- Known historic associations
- General conditions

The Project Director identified six distinct areas around the downtown core that had good concentrations of historic-age resources and shared historic or thematic development patterns. These “sectors” are described and discussed in more detail in the separate *Historic Resource Survey Plan*

prepared in this initial phase of the overall survey project. The Project Director minimally documented the following historic areas and subdivisions in the reconnaissance survey:

1. South/Southeast of the Downtown Core
 - Mobberly's East Addition
 - Mobberly Place Addition(s)
 - Surrey Place (Covington)
 - Brownwood
 - Electra Street
 - Rayburn and Sapphire Streets
2. East of the Downtown Core
 - I. & G.N. Railroad Addition to Longview
 - Nuggett Hill
3. West/Southwest of the Downtown Core
 - Mobberly's South Addition west of S. High Street
 - Carter's Addition
 - Rembert's Addition (Rembert's old field)
4. Northeast of the Downtown Core
 - Marshall Heights
 - Melrose Addition
 - Forest Hills
5. West/Northwest
 - Northcutt Heights
 - Green Acres Addition

Though a reconnaissance survey was not conducted in the following areas, they should be included in any subsequent survey efforts:

- Pine Tree
- Spring Hill
- Greggton

The Project Director used the results of the reconnaissance survey to develop a plan for completing a multi-year, multi-phase survey of historic resources throughout the City of Longview. She divided the city into six sectors for future survey efforts. The reconnaissance survey is discussed in greater detail in the separate *Historic Resource Survey Plan* prepared as part of this project. The following map depicts the six survey sectors as outlined in the plan (Figure 56).

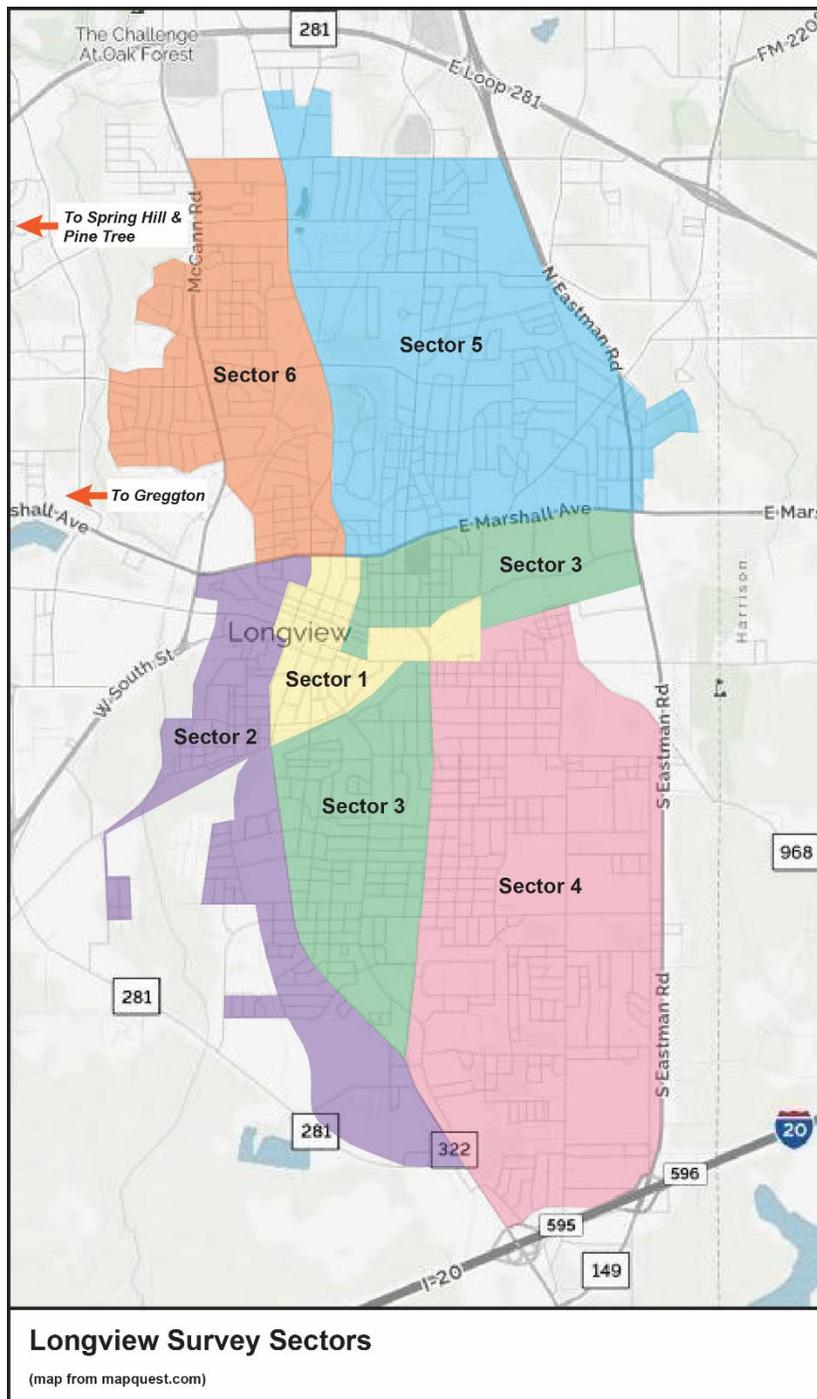


Figure 55: Survey Sectors

Results

Property Types

A total of 353 historic-age resources (50 years old or older) were documented at the intensive level of survey for this project. The great majority of those – 334 resources – were buildings, but thirteen structures, four objects, and two sites were also surveyed.

Nearly half of the resources – 163 – were classified as domestic properties. Most were single-family houses or duplexes in the South Main district and the “Junction” but some apartment buildings and garage apartments were also found. A few domestic resources still survive in the “Hundred Acres.”

A total of 129 resources were historically associated with commerce or trade. Since the city’s historic downtown business district constituted a large part of the survey area, that was an expected outcome. One resource was associated with both domestic and commercial activities. Scores of 1- and 2-part brick commercial buildings line the streets of the historic central business district. In addition, “the Junction” has good, relatively intact late 19th/early 20th century commercial buildings along E. Methvin Street.

Eleven properties were identified as religious or social resources. This category includes downtown and neighborhood churches, a Masonic Lodge on N. Center Street, and the Knights of Pythias Hall. Eight properties were classified as government or civic resources. This category includes the Gregg County Courthouse, the Nicholson Memorial Library, and the 1936 Municipal Hall and Fire Station. The former Longview High School built in 1929 at 410 S. Green Street was the only educational resource surveyed in the project area.

Fifteen resources historically functioned as infrastructure and/or transportation. They include the Art Deco style railroad bridge on S. Green Street, the 1940 depot on Pacific Avenue, and the brick streets in the 800 block of E. Methvin Street.

The few remaining properties were historically associated with industry, recreation and culture, and healthcare. Three state historical markers were classified as commemorative properties. Two properties could not be identified with any particular historic function.

Construction Dates

Dates of construction ranged from 1871, when the city was founded, to 1972. Most were estimated according to property type, architectural style, or evidence found through research. A few were dated from builders’ plates or sign panels mounted on the resources. In general, the surveyors were conservative with their estimates. Only six were dated to the 19th century though others may exist. Sixty-one appeared to have been built between 1900 and 1919. Another 76 properties were dated to

the 1920s. Surveyors dated 89 properties to the oil boom era between 1930 and 1941. Postwar properties included 67 built between 1944 and 1959 and another 53 constructed between 1960 and 1971.

These numbers give a somewhat skewed perspective of Longview's growth and development. For example, while the period between 1900 and 1919 was one of sustained growth, only 61 properties survive from that time compared with 76 in the 1920s when development slowed. This is likely due to the age of the property; older urban resources are often demolished for new construction as fashions or uses change with time. More "modern" resources tend to remain. This appears to be the case in this part of Longview.

Architectural Styles

Architectural styles found in Phase I are primarily associated with domestic properties. Commercial properties tend to be classified only as "commercial" or as having "no style." Many of the properties surveyed for this project exhibit more than one stylistic influence; some were found to have both Victorian and Classical elements or both Tudor Revival and Craftsman features. Among early resources, nine were identified as "Classical Revival," three as "Neoclassical" or with part of the building as "Neoclassical." Eight were identified as "Folk Victorian" and only two were considered as "Queen Anne."

During the 1920s, the Craftsman style was extremely popular and 31 properties were identified with the Craftsman style. Properties built during the oil boom of the 1930s were found in a wide variety of design types including Tudor Revival (18), Art Deco (11), Mediterranean Revival (2), and Art Moderne (4) styles. Postwar styles in the project area were generally classified with "Modern" (4), "Postwar Modern" (6), "International" (7) influences. Only one Ranch Style house was surveyed and it had "Contemporary" influences.

Seventy-nine properties were classified as having a "Commercial Style" but that term is vague and covers a wide variety of commercial types and uses. Many commercial buildings in the project area displayed little or no architectural style and were identified simply as having "No Style."

Many properties surveyed for this project could not be identified with any particular architectural style; 150 resources were categorized as having "No Style" but that does not diminish their significance. Most historic resources were built largely for function or use, rather than aesthetics. If properties exhibited even modest stylistic design or embellishment, they were categorized according to their architectural influences.

Priority Assessments

Surveyors assigned preservation priorities to properties during field investigations and then reevaluated their assessments with regard to their historic context, other surveyed resources, and any

additional information that may have come to light during the course of the project. Each property was evaluated according to its integrity of location, setting, feeling, design, materials, workmanship and its contextual association to determine its preservation priority. A general historic context, *Historic and Architectural Resources of Longview, Texas: 1870-1970*, was developed to assist in identifying and evaluating the historic-age resources surveyed for this project.

Of the 353 properties surveyed, 41 – nearly 12 percent– were assessed as High preservation priorities based on their architectural merit and/or their known associations with significant people, events, or trends in Longview’s history. Such properties may be eligible for individual listing in the National Register of Historic Places or as designated City of Longview landmarks. They should be considered contributing to any designated local or National Register historic district.

A majority of the resources surveyed – 210 properties or over 59% of the total – were identified as Medium priorities; these properties were considered good or typical examples of a type or style and would be contributing resources within a potential historic district.

Finally, 102 historic resources – almost 29% -- were evaluated as Low priorities, generally due to severe alterations that detract from their historic appearance and character. Low priority properties should be considered noncontributing to any potential historic district.

Three properties could not be assessed due to an obstructed view such as heavy vegetation or distant location from the public right-of-way.

Potential Historic Districts

Results of the survey indicate that three sections within the Survey Area may qualify for designation as local and/or National Register historic districts. They are the “White City,” “South Main,” and the 800 block of E. Methvin Street in “the Junction.”

Each of these areas possess a good concentration of related historic-age resources with few nonhistoric intrusions. Each has a positive ratio of contributing to noncontributing properties, exceeding 50% of the total resources within the proposed district boundaries. Each has well-defined boundaries based on historic associations and concentrations of historic resources. Each area conveys a strong sense of history.

The first is the “South Main” district, a residential section that includes late Victorian-era and early 20th century houses in what was, at the time of their construction, considered to be a “suburban” enclave of the city (Figure 57).

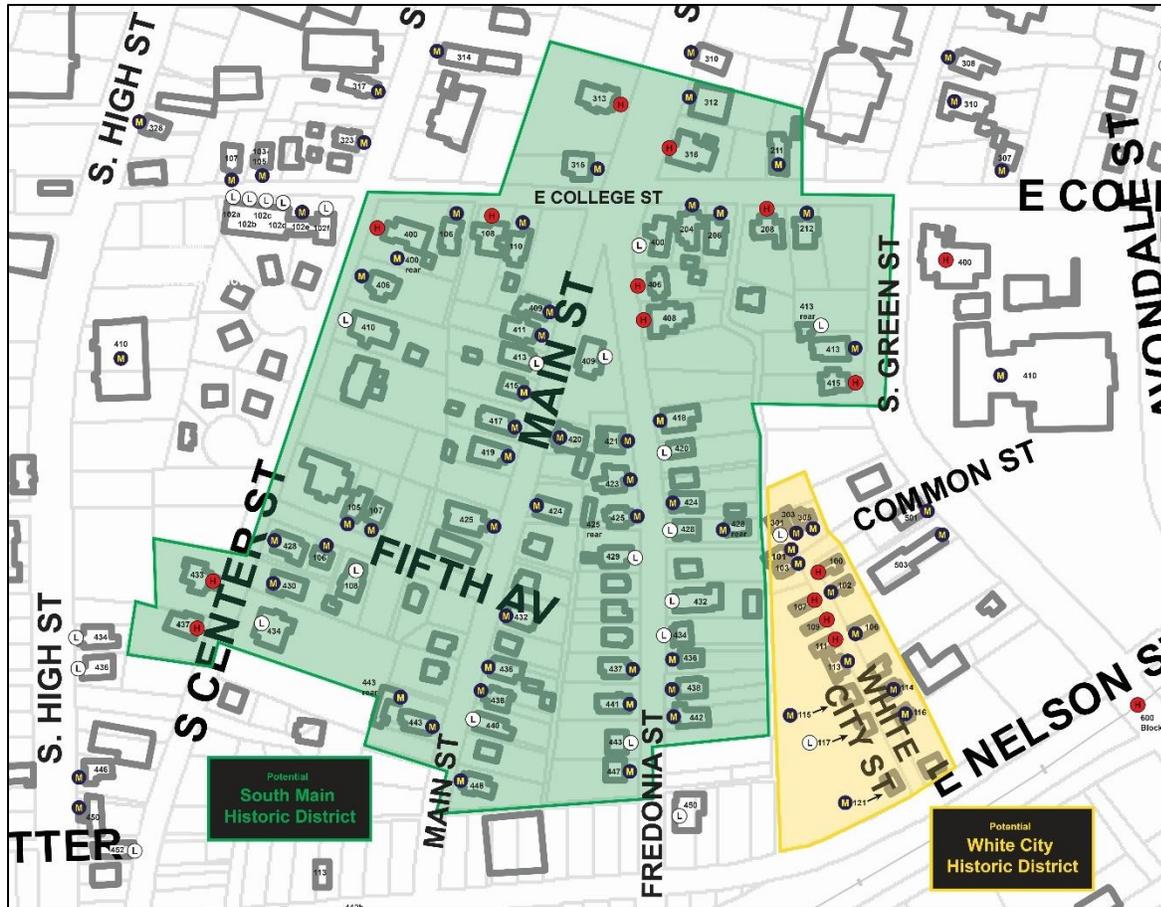


Figure 56: Proposed South Main and White City Historic Districts

The potential “South Main” historic district lies adjacent to and south of the original “Hundred Acre” townsite. It is roughly bounded by South Street on the north, “Short Main” on the south, S. High Street on the west, and S. Green Street on the east. It includes noteworthy Queen Anne and Folk Victorian style houses dating from the late-19th and early years of the 20th century (Figure 58). They are among the city’s oldest and most significant historic resources.



Figure 57: Lewis-Bivens House, 208 E. College St., built 1885 or 1895

As the city grew outward in the early 20th century, new additions cropped up around its borders. In 1909, the Lacy and Bass Addition was platted from homesteads south of the city and the majority of properties in the proposed “South Main” historic district date from that development effort, spanning the 1910s and 1920s. Good examples of Classical Revival, Neoclassical, and Craftsman style houses are found in this section (Figure 59).



Figure 58: c. 1930 Neoclassical apartment building at 406 S. Fredonia St.

Though some recent redevelopment has occurred in the area, most of the replacement buildings are compatible with the historic resources in property type (houses), size, scale, and design, with many of them resembling early 20th century bungalows. However, the majority of resources found in the proposed district boundaries date to the historic period (pre-1966) and retain their architectural integrity to a good degree.

The second potential district is comprised of modest frame houses on White City and adjoining lots on Common Street (See Figure 57). Although the proposed “White City” historic district lies adjacent to the South Main district on the east, it possesses a very different type of building stock and history. It is comprised entirely of very early 20th century vernacular two-room and “Shotgun” houses that line the narrow White City Street and intersecting Common Street (Figure 60).



Figure 59: White City Street, 100 block

While in only fair to poor condition, the frame houses convey an extraordinary sense of place and time. All were built in the historic period, dating to c. 1910-1920; all are intact with only minor alterations; all are recognizable to their period of significance; and all share a common history as “company” houses, reportedly built for railroad workers. Further research is needed to flesh out its history but it is clear from their design, fenestration, materials, and siting that the buildings were constructed as part of a planned development program.

The third proposed historic district was identified along E. Methvin Street in “the Junction” (Figure 61). It consists primarily of attached 1- and 2-part brick buildings, some of which appear to date from the late 19th century. While most are vacant with boarded windows and doors, their original

facades, fenestration, and brick detailing have not been obscured by modern “slipcovers” or layers of stucco like many of their contemporaries in the “Hundred Acres” (Figure 62). As a result, the 800 block of E. Methvin conveys a good sense of its railroad-related late 19th/early 20th century history. The exposed brick street also contributes to the district’s historic character.

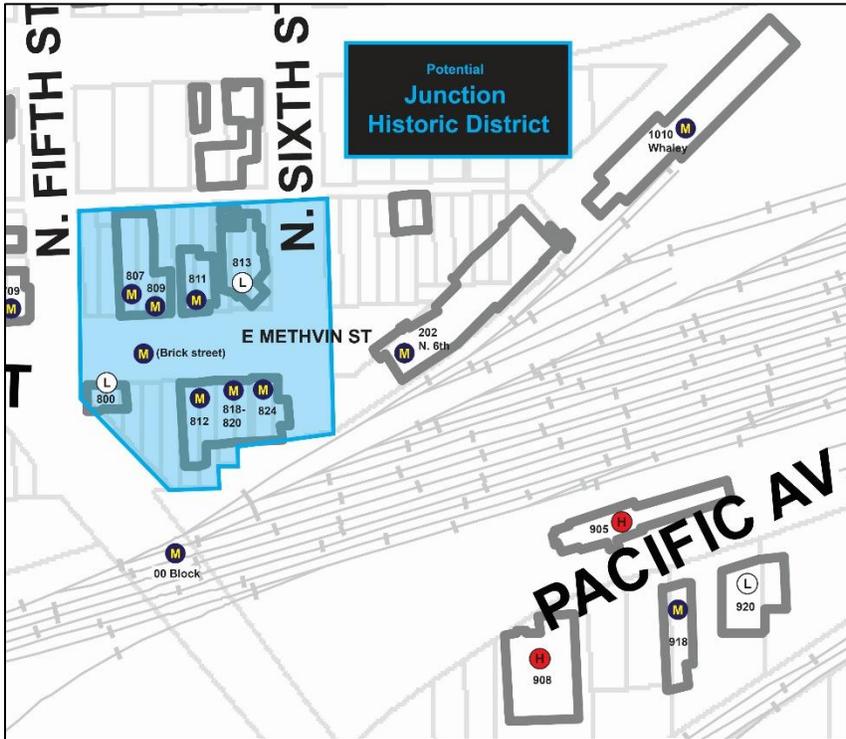


Figure 60: Proposed Junction Historic District



Figure 61: 800 E. Methvin Street in the Junction

Recommendations

Future Survey Efforts

First and foremost, the consultants recommend that the City of Longview maintain its commitment to historic preservation by following the program laid out in the *Historic Resource Survey Plan*. The Phase I survey conducted for the current project identified, documented, and evaluated historic resources in the city's original downtown commercial district, the South Main residential section, and part of "the Junction." Because this area was identified in the plan as the highest priority, it was documented in this initial effort but many other significant properties and potential districts exist elsewhere in the city as outlined in the *Survey Plan*.

The *Survey Plan* defines additional areas for survey and documentation in the coming years. When completed, the proposed multi-year, multi-phase survey will provide the city with a comprehensive inventory and evaluation of its historic resources to be used as a planning tool for future development and redevelopment in Longview. It will also identify individual properties and potential districts that may be eligible for historic designation and financial incentives.

Historic Designations

In the current project, Preservation Central recommends that the City of Longview pursue official historical designations at the appropriate local, state, and/or national levels as a means to preserve and protect the irreplaceable historic resources identified in Phase I of the survey. Such designations would highlight their historic and architectural significance, thereby providing them with some degree of protection or oversight for the education and enjoyment of future generations.

Properties assessed as High preservation priorities may be good candidates for designation as local landmarks or listing in the National Register of Historic Places. Those listed as High priorities on the basis of architecture may be eligible for recognition and preservation as Recorded Texas Historic Landmarks.

High Priority Resources

The consultants identified 41 resources as High preservation priorities in the Phase I survey area consisting of the original "Hundred Acre" Longview townsite, the South Main district, and "the Junction."

High priorities range from vernacular "company" houses on White City and the Folk Victorian F. L. Whaley House at 101 E. Whaley Street, to the elaborate 2 ½-story Queen Anne style Northcutt House at 313 S. Fredonia Street and the grand Neoclassical style Everett Building at 214-216 N. Fredonia Street. Excellent examples of the Art Deco, Period Revival, Postwar Modern, and Art Moderne architectural styles are also listed among the city's High priority properties. Though not all

display “high style” architecture, they are the most significant historic resources found in the project area. They are either rare or excellent examples of an architectural type or style, or have significant associations with persons, trends, or events of great importance to the city’s history. In all cases, they must possess a high degree of historic and architectural integrity.

The High priority properties listed in the table on the following pages are among the city’s oldest, rarest, and most important historic and architectural resources and should be preserved and protected as an integral part of its municipal heritage. Preservation Central recommends that further research should be conducted for these properties and attempts made to highlight their significance. It may be appropriate to seek local, state, and national designations for high priority resources as City of Longview Landmarks, Recorded Texas Historic Landmarks, and National Register listing.

High Preservation Priority Properties

Address	Name	Date of Construction	Description
204 Boring St.		c. 1915	Classical Revival house with columned porch
108 E. College St.		c. 1920	Brick Craftsman house with wraparound porch and porte cochere
208 E. College St.	Lewis-Bivens House	1885 or 1895	Folk Victorian house with Queen Anne decorative elements
400 Block E. College St.		c. 1920	Blue and white mosaic tile street signs on several curbs
100 E. Cotton St.	Longview Municipal Building and Central Fire Station	1936	Neoclassical masonry building with connected Italianate fire station
319 E. Cotton St.		c. 1948	1940s Modern commercial building with a mix of commercial, office, and warehouse spaces
101 E. Methvin St.	Gregg County Courthouse	1932	Six-story Art Deco courthouse
201 E. Methvin St.	United States Post Office	1939	Two-story Greek Revival post office
406 E. Methvin St.		c. 1915	Large Craftsman bungalow
101 (Front) E. Methvin St.	Confederate Monument	1911	35-foot tall Confederate soldier statue sculpted by Frank Teich of Llano, Texas

2016 Historic Resource Survey: Longview, Gregg County, Texas

Address	Name	Date of Construction	Description
206 E. Nelson St.	Miracle Tabernacle House of Prayer	1947	One-story church with physical alterations
140 E. Tyler Ave.	Grover-Crim Building	c. 1932	Six-story Art Deco commercial building
211 E. Tyler Ave.	Citizen's National Bank	c. 1954	10-story Art Deco bank building
101 E Whaley St.	F.L. Whaley House	1871	Folk Victorian house with Late Victorian stylistic elements
202 E. Whaley St.	Petroleum Building	1956	Five-story Postwar Modern office building
206-208 Hoskins St.		c. 1925	Mission Revival duplex
301 N. Center St.	First Presbyterian Church	1940	Church with Gothic Revival form and Art Deco details
431 N. Center St.		c. 1938	Two-story, yellow brick, Spanish Eclectic/Monterey style house
436 N. Center St.	Masonic Lodge	1949	One and a half-story Art Deco building built with large cut limestone blocks
440 N. Center St.	Stone wells	c. 1900	Two historic stone wells
211 N. Fredonia St.		c. 1910	Two-story former bank building with brown brick walls, wood windows, and dentiled cornice
400 N. Fredonia St.	First United Methodist Church	1933-35; 1951	Italianate church with Spanish Colonial bell tower
214-216 N. Fredonia St.	Citizens National Bank (now Gregg County Historical Museum)	1910	Neoclassical building with pink granite details and curved corner entry
905 Pacific Ave.	Longview Train Depot/Texas and Pacific Railway Passenger Station/Missouri Pacific/Union Pacific	1940	One and a half-story red brick train depot in Colonial Revival style
908 Pacific Ave.	Sidney Bell Willis Transit Facility (Greyhound Bus Station)	c. 1946	Moderne former commercial building/warehouse
400 S. Center St.		c. 1935	Tudor Revival house with multicolored brick and stone details

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Address	Name	Date of Construction	Description
433 S. Center St.	Judge J.N. Campbell House; Asa B. Rucker House	c. 1872	Large house originally built in Queen Anne style but renovated to Neoclassical in the early 1900s
437 S. Center St.		c. 1910	Frame Craftsman bungalow with full-façade inset porch
313 S. Fredonia St.	Northcutt House	1902	Two and a half-story Queen Anne house with central hipped roof and multiple gabled ells
316 S. Fredonia St.	Rembert-Harrison House (Frank Taylor and Kate Womack Rembert)	1877-1879	Queen Anne house with Classical modifications and wraparound porch
406 (A-D) S. Fredonia St.		c. 1930	Two-story Neoclassical apartment building
408 S. Fredonia St.	Bodenheim House	c. 1915	Large 1 1/2-story Craftsman bungalow with full-façade inset porch
210 S. Green St.	Welch Funeral Home	c. 1937-1939	Two-story Colonial Revival building with connected Greek Revival chapel
400 S. Green St.	Nicholson Memorial Library	1932	One-story, cross-gabled Mediterranean Revival/Spanish Eclectic building
415 S. Green St.		c. 1915	Large two-story house with Prairie influences
600 Block S. Green St.	Texas and Pacific Railroad Bridge	c. 1930s	Art Deco concrete railroad bridge
110 W. Methvin St.		c. 1927	Two-story former apartment building with Tudor Revival elements
100 White City St.		c. 1910	Shotgun house
107 White City St.		c. 1910	Shotgun house
109 White City St.		c. 1910	Shotgun house
111 White City St.		c. 1910	Shotgun house

Potential Historic Districts

The Phase I survey also identified three areas that may be eligible for local or national designation as historic districts. Their distinctive attributes and boundaries are discussed in greater detail in the Results section of this report. They are the South Main residential district south of the downtown business district, White City, an enclave of related “company” dwellings on White City and Common streets, and the commercial resources in the 800 block of E. Methvin Street in “the Junction.”

Each of these potential historic districts possesses good concentrations of intact, related resources with high levels of architectural integrity and positive ratios of contributing to noncontributing properties. Minimal research and minor survey work is recommended to determine the number of nonhistoric properties within the proposed boundaries and to gauge the effect of their presence on the overall integrity of the potential districts.

The “Hundred Acres”

While the “Hundred Acre” downtown business district retains numerous historic-age buildings, too many have been severely compromised by insensitive alterations to recommend a historic district designation. Many historic commercial facades in the downtown core have been covered with metal siding, cement stucco, and even plastic. Some have replaced or infilled their storefronts that make it difficult to identify them as “historic.” In an effort to modernize their buildings, some property owners have removed, replaced, or obscured their most significant and distinguishing architectural features. In other cases, some have tried to make their buildings look “more” historic by adding anachronistic details. In some cases, character-defining window and door openings have been enlarged or truncated so that the fenestration pattern is no longer evident.

This assessment is subject to change if a sufficient number of properties are restored to reveal their original facades and architectural detail. Many of these buildings can be redeemed by the removal of slipcovers and the replacement or restoration of historic fabric and design elements. Enough historic building stock still survives in the downtown core to make a reversal effort feasible and render the area eligible for designation as a historic district. It is recommended that the city launch a concerted campaign to reclaim its historic “Hundred Acres” by funding, incentivizing, and promoting restoration projects to reveal its authentic character.

In addition to nominating individual resources as local or state landmarks, and local or national historic districts, the City of Longview should apply for Official Texas Historical Markers for significant sites identified in the survey. Subject markers may be the appropriate way to highlight historic sites or events. Properties possessing exceptional levels of architectural significance may also be candidates for designation as Recorded Texas Historic Landmarks (RTHL). Several buildings in the survey area already designated RTHLs, but others identified in this survey may also qualify for RTHL status.

Deliverables

This Survey Report was written to record the objectives and activities of the project. It contains a brief overview of Longview and describes the research and field methods used to identify, document, and evaluate historic properties in three sections of the city's downtown core. The report includes the total number of historic resources recorded, and the numbers of High, Medium, and Low priority properties surveyed for the project. It identifies 41 resources assessed as High priorities for preservation and suggests the boundaries of potential historic districts. It also provides some strategies for highlighting and preserving significant resources and districts identified in the survey. Recommendations include nominating High priority resources to the National Register of Historic Places and pursuing local or National Register designation for potential historic districts

Included with the report as appendices are a comprehensive inventory of properties, individual site forms and photographs for all surveyed resources, and maps identifying the resources according to preservation priority.

Final products include four bound copies and one unbound copy of the survey report containing the inventory of properties and maps. It is recommended that one bound copy of the report be submitted to the Longview Public Library. The City of Longview should retain the unbound report for reproduction. Digital versions of the report, database, and photographs have been submitted to the Texas Historical Commission and the City of Longview on DVD-R.

Photographs

Color digital photographs were taken of all historic-age properties and transferred to the THC and the City of Longview on DVD-R. In most cases, multiple views of each property were photographed.

Survey Maps

All surveyed sites are located on a base map provided by the City of Longview GIS Department. Maps are of sufficient size to identify surveyed sites. All surveyed properties are indicated on the map by address and priority.

Computer Data

All survey data was entered into a Microsoft Access database and copied onto a DVD-R as a work product. The database includes a Texas Historical Commission Historic Resources Survey Form including labeled photographs for each surveyed resource. All work products including digital copies of the Survey Report, maps, inventory, historic sites forms, and color photographs have been submitted to the THC and City of Longview on a DVD-R.

Specifications

The *Historic Resource Survey Plan* and *Historic Resource Survey* were conducted in compliance with applicable Texas Historical Commission (THC) and U.S. Department of the Interior standards. The survey followed the *Secretary of the Interior's Standards and Guidelines for Identification and Evaluation* for reconnaissance level surveys. This project was funded in part through a Certified Local Government (CLG) grant from the National Park Service, U.S. Department of the Interior, as administered by the Texas Historical Commission. The contents and opinions, however, do not necessarily reflect the views and policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

This program receives federal funds from the National Park Service. Regulations of the U.S. Department of the Interior strictly prohibit unlawful discrimination in departmental Federally Assisted Programs on the basis of race, color, national origin, age or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of Federal assistance should write to: Director, Equal Opportunity Program, U.S. Department of the Interior, National Park Service, P.O. Box 37127, Washington, D.C. 20013-7127.

All major tasks were performed by Preservation Central, Inc. Preservation Central is in compliance with all terms and provisions of the Equal Employment Opportunity Commission and Title VI of the Civil Rights Act (49 U.S.C. 5200d). Preservation Central does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran in any of its projects.

All designations and codes set forth by the THC are used in the forms, inventory, and project report. Architectural styles and terminology conform to those developed by Virginia and Lee McAlester, John J.G. Blumenson, and Steven J. Phillips. The inventory will be reviewed by the Travis County Historical Commission designee and THC.

The survey report complies with the Texas Historical Commission (THC) and State Historic Preservation Officer's (SHPO) directives and shall be consistent with the *Secretary of the Interior's Standards and Guidelines for Identification and Evaluation*. All activities and deliverables conform to the requirements set out in the Scope of Work submitted with the Project Proposal.

Appendices (in separate binders)

- Appendix A: Inventory of Properties Organized by Address
- Appendix B: Historic Resource Survey Forms
- Appendix C: Labeled Digital Photographs
- Appendix D: Survey Maps

Appendix A: Inventory of Properties
(Separate Appendix Binder)

Appendix B: Historic Resources Survey Forms
(Survey Form Binders)

Appendix C: Labeled Digital Photographs
(Separate Appendix Binder)

Appendix D: Survey Maps
(Separate Appendix Binder)