

Resource Information

City of Longview
360.442.5022 | www.mylongview.com

Chamber of Commerce
360.423.8400 | www.kelsolongviewchamber.org/

Community Calendar
www.cowlitztoday.com

Other Available Publications:
Walking Tour of Downtown Longview

Pick up a copy at the Community Development Department at City Hall, or call 360.442.5092 and request a copy.



This publication is produced through the Longview Historic Preservation Commission, PO Box 128, Longview, WA 98632.

View our historical photo tour at www.mylongview.com/photogallery/

October 2008



Welcome to Longview . . . where history lives!

Longview is a planned city that was conceptualized between 1919 - 1922 when the Long-Bell Lumber Company purchased 14,000 acres of the Columbia River Valley bottom to build a mill site and accompanying town. Seventy thousand acres of timber were purchased from the Weyerhaeuser Timber Company in Lewis and Cowlitz Counties, and Longview was born.

Founding father Robert A. Long, Long-Bell Chairman, and engineer Wesley Vandercook envisioned a large-scale “planned” city that could accommodate 50,000 inhabitants. Construction of Longview began in 1922, and by 1927, much of the construction had been completed.

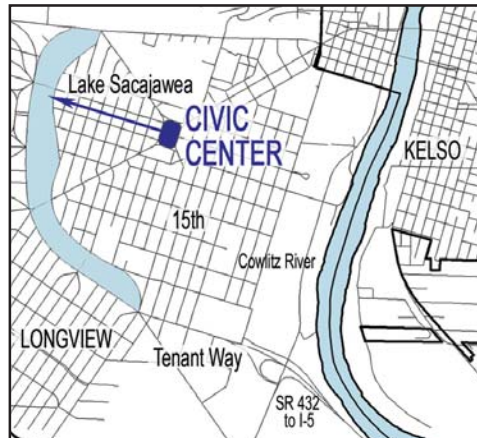
The City’s design, representative of the City Beautiful movement, designated residential and commercial districts adjacent to the Civic Center. Boulevards with esplanades and wide streets were laid in the fashion patterned after Rome and Paris. In the 1920s, the entire Long Bell investment for the timber mills, railroads, and city infrastructure totaled \$50 million. Many of R.A. Long’s contributions to Longview actively survive today.



Looking east down Broadway from the Monticello Hotel, circa 1926.

The Civic Center

The Civic Center is a National Register Historic District. It was planned to be the focal point and geographical center of Longview, bringing together governmental and cultural buildings surrounding a central park.



Tour of the Civic Center

Use the map on the left to chart your excursion.

1

Monticello Hotel**, 1923
1405 17th Avenue

Built before all other buildings in Longview, this classic Georgian Revival hotel served to showcase the “Planned City.” At the center of town “the Hotel,” as it is known locally, has long been the focal point of community and social activities. It has a ballroom, lounge, and restaurant. The hotel takes its name from the first pioneer community on the Cowlitz River, which was named after Thomas Jefferson’s plantation.

Joe Knowles Historical Paintings
Lobby of hotel

Renowned landscape artist Joe Knowles was commissioned to depict historical events of the Pacific Northwest through a series of beautiful oil paintings within the frieze of the lobby.



City Beautiful Vista
Front steps of hotel

At the beginning of the 20th Century, the City Beautiful Movement emphasized city parks, street trees and pleasing boulevards. When adopted here, Longview’s founders could look across Jefferson Square down Broadway to the railroad station, Washington Way toward Kelso, or Olympia Way toward Long-Bell lumber mills.

* On National Register of Historic Places

2

Monticello Convention
Monuments, 1963
18th Avenue & Olympia Way

Pioneer settlers from as far away as Port Townsend and Seattle gathered twice to petition Congress to create a new territory north of the Columbia River. In November 1852, they met at the nearby settlement of Monticello. Read the story of these Oregon rebels whose request was granted just three months later.



3

Squirrel Monument / Tree City
USA - 1985
1730 – Olympia Way

As a Tree City USA, Longview’s abundance of oak trees means a healthy population of kid-pleasing squirrels. The giant squirrel statue at this location replaces



the original one that split several years ago. Read more about our “squirrly” heritage under stop #5.



** On National and Local Registers

4

Longview Public Library**, 1926/1967 *1630 Louisiana Street*

A personal gift from Longview founder R. A. Long, the library represents the importance he placed of the city’s cultural and intellectual growth. Its graceful Georgian Revival style includes one of the few rooftop cupolas in the region. The style was maintained when voters approved a major addition in 1966. Stop and have your picture taken at the bronze statue of a young library patron reading to her cat before heading up the steps and into the main reading rooms.



Library Art and Reading Rooms
Gazing down are larger-than-life portraits of Mr. Long and his wife, Ella. In addition to art, the Friends of the Library group regularly contribute books, movies and other improvements. The library has one of the best genealogy collections in the state.

Longview Reading Room - 3rd Floor
Available by special appointment (360.442.5300), this room houses a unique collection of photos and documents from the formative years of the City of Longview. Most items are originals from the Long-Bell Lumber Company. This is a favorite location for local history buffs.

Koth Art Gallery, Teen Space, and Children’s Library
Take the stairs or the elevator to the ground floor and enjoy the ever-changing art exhibits in the Koth Art Gallery. Teens designed and painted their very own library-within-a-library in 2007. The Children’s Library sponsors a summer reading program each year.

Rose Garden
Exit out the door on the ground level to the rose garden. Started by volunteers from the local rose society, this fragrant garden features over 100 different varieties. Be sure to look to your left and see the new Rose Center for the Arts. From the garden, cross at the corner to continue your tour.



5

Nutty Narrows Squirrel Bridge, 1963 *1610 Washington Way*

Look up into the trees to view Longview’s unique bridge just for squirrels. Because of the high mortality rate for squirrels crossing Olympia Way, local contractor and philanthropist Amos Peters built the world’s smallest suspension bridge, bringing worldwide fame to Longview. After the anchoring trees fell to disease, the City moved the bridge to its present location. The bridge is usually adorned with a lighted tree at Christmas time.



6

Longview City Hall, 1941/76

1525 Broadway - Open Monday through Friday, 8 a.m. to 5 p.m.

Look up and to the left of the entrance to see the original crest of the City, done in bas relief on the brickwork. In a dramatic departure from the original Civic Center plan for Georgian Revival designs, the 1976 building remodel encases the old Art Deco style City Hall. Council chambers are on the 2nd floor, where the City Council sets policy and oversees the City Manager.



Historic Photos of Longview & Fountain, 1987

Historic photos detailing the early years of Longview line the first and second floors. Watch R. A. Long's Planned City grow before your very eyes. The Vernal Rill, a soothing bronze fountain, is an inverted double-headed axe, symbolizing logging and our natural environment. Take time to view the display case of gifts from our Sister City of Wako, Japan just inside the lobby doors.

7

Chamber of Commerce Building, 1949

1563 Olympia Way - Open Monday through Friday, 8 a.m. to 5 p.m.

This triangular brick building became the permanent home for Longview's chamber, originally located at Broadway and Commerce. Now it is home to the Kelso-Longview Chamber of Commerce, following the historic merger of the original chambers in 2004. Several brochures about Longview and local attractions are available here.

8

United States Post Office*, 1933

1625 Larch Street

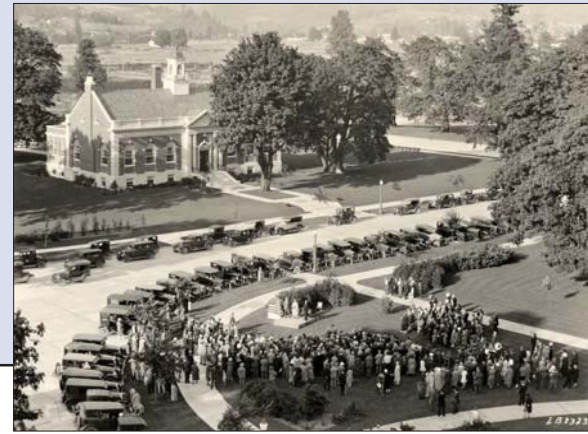
Constructed during the Great Depression, in part to aid the local economy, this building combines classical style with Art Deco accents. Its size certainly matches old buildings around the Civic Center. Check out unique features in the lobby: colored inlaid flooring, aluminum accents, gold leaf patterns in the walnut walls.



As you cross the street to enter the Civic Circle, watch for the first marker (A) on the southeast corner.

9

R. A. Long Park & Terrace**, 1928 *Civic Center*
From the beginning, the Civic Center was the focal point of the Planned City. Originally Jefferson Square, it was renamed R.A. Long Park in 1928. After R.A. Long's death, local residents wanted a statue on the terrace at the center of the park looking down Broadway. The bust was dedicated in 1942.



Automobiles line the circle during dedication of the "North to Olympia" marker in 1926 (see marker D information below). The library is in the background.

Inside the Civic Circle

F

Plymouth Rock Memorial, 1926
SW Civic Center & Washington Way



One of the most unusual monuments in Longview, this marker includes a piece of Plymouth Rock (of Pilgrim

fame) embedded in it along with patriotic prose dedicated to the motoring public.

E

Sundial, 1939



This beautiful piece was dedicated by the local Daughters of the American Revolution chapter in remembrance of the Monticello Convention of 1852 that was held near the mouth of the Cowlitz River. On your way back to your car, see if you can tell what time it is.

D

North to Olympia, 1926
SW Civic Center at Larch Street



The Olympia Kiwanis dedicated this marker to the memory of the early settlers of Monticello and those pioneers who blazed their way through to Olympia, the end of the Oregon Trail.

C

Catlin Family Memorial, 1926
NE Civic Center at Washington Way



A former Illinois state legislator, Seth Catlin settled his large family in the Cowlitz Valley in the early 1850s. He played an important role in Washington Territorial politics. The former community of Catlin is now West Kelso. Read more about Catlin and his wife Agnes on this memorial stone.

A

Huntington Family Monument, 1928
SE Civic Center at Olympia Way



Harry "Darby" Huntington was an early pioneer on the west bank of the Cowlitz River. He turned abandoned Hudson's Bay Company buildings into the riverboat town of Monticello in 1851. The town was host of the 1852 Monticello Convention where

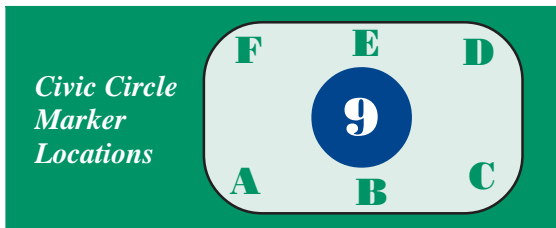
Washington territory was born. You can read more about this historic event at stop 2 on the Civic Center tour.

B

Veteran's Memorial, 2007
East Civic Center at Broadway



At the foot of the flagpole, this monument is the newest addition to the Civic Center and is lit around-the-clock. Commemorating the brave sacrifices of local members of our Armed Services, it was presented to the city by the Cowlitz Valley Veterans of Foreign Wars Post and Auxiliary #1045.



*Civic Circle
Marker
Locations*

This completes your walking tour. We hope you enjoyed it. For more information about Longview, go to www.mylongview.com.