

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Sundance Natural Foods

other names/site number	N/A
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Name of Multiple Property Listing N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

street & number 748 E 24th Avenue ☐ not for publication

not for publication

city or town Eugene ☐ vicinity

vicinity

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state Oregon      code OR      county Lane      code 039      zip code 97405
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3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: national statewide X local

Applicable National Register Criteria: X A B C D

Signature of certifying official/Title: Deputy State Historic Preservation Officer	Date
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Date _____

Oregon State Historic Preservation Office

State or Federal agency/bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting official	Date
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Date _____

Title	State or Federal agency/bureau or Tribal Government
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4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

____ other (explain:) _____

Signature of the Keeper

Date of Action

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5. Classification

Ownership of Property

(Check as many boxes as apply.)

☒	private
☐	public - Local
☐	public - State
☐	public - Federal

Category of Property

(Check only **one** box.)

☒	building(s)
☐	district
☐	site
☐	structure
☐	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>		buildings
		site
		structure
		object
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE: specialty store

Current Functions

(Enter categories from instructions.)

COMMERCE: specialty store

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

OTHER: Contemporary

OTHER: Mansard

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: WOOD: weatherboard, plywood

CONCRETE

roof: WOOD: shake, SYNTHETIC

other: BRICK

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Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

Summary Paragraph

Located within Lane County in south Eugene, the Sundance Natural Foods building is a one-story rectilinear commercial building constructed in 1959 on the south side of East 24th Avenue just east of Hilyard Street.¹ The store serves as part of a commercial block of small local businesses that functions as a community node alongside other community organizations. The building was originally developed as a small 4-unit commercial strip and has housed Sundance Natural Foods since 1971, when the store first occupied a single storefront before gradually expanding to encompass the full building.² The building reflects its original mid-century contemporary commercial style in its low-pitched side-gable roof, street- and parking lot-facing storefront, and horizontal emphasis, while later alterations from the period of significance including the faux-mansard overhang covered in unpainted, roughly textured wood shake, and other details like the wooden doors with lattice windows, contribute greatly to the building's vernacular cottage-like appearance and express the rustic, natural aesthetic associated with natural foods retailing. The primary north elevation combines brick, wood-framed storefront glazing, and clerestory windows along the wall that reflect both the building's original multi-unit arrangement and its later adaptation into a single business. Similarly, inside, the building is now a unified grocery space but still preserves evidence of its earlier divisions through its sequence of connected rooms. The interior retains the layout and many of the wooden shelves and finishes from the period of significance. Overall, the building retains features of its mid-century contemporary commercial architectural style and form from the period of construction while also expressing the incremental adaptations and eclectic character accumulated through more than five decades of continual use as a local natural foods retail store, giving it a distinctive handcrafted and locally evolved character that contrasts with the standardized design and fixtures characteristic of corporate supermarket chains. It retains integrity of location, setting, design, materials, workmanship, feeling, and association sufficient to convey this significance.

Narrative Description

SETTING

Sundance Natural Foods occupies a neighborhood commercial site on the south side of East 24th Avenue in South Eugene (Figures 1-2). The property sits within a busy local activity node where commercial, institutional, recreational, and residential uses converge. The surrounding area includes the Eugene Family YMCA, Roosevelt Middle School, the Very Little Theatre, and Amazon Park, while nearby streets transition quickly into the South University and Amazon residential neighborhoods. This combination of uses gives the property a setting that is characteristic of a long-established neighborhood center serving nearby residents in their daily routines. The property is also located approximately one-half mile from the University of Oregon. As a result, the surrounding neighborhood and the store's customer base include a mix of university staff and students and other community members, especially families. The surrounding residential area is composed primarily of single-family houses, except for the large Spencer View apartment complex that houses university students with families.

¹ Lane County Tax Assessor, property record for 125 W. 11th Avenue, Eugene, Oregon.

² "Buy Local from Sundance: Individuals Nourishing Community Nourishing Individuals," interview with David ResSeguie, *KEPW 97.3 Whole Community News*, February 24, 2026.

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The built environment here is low in scale: buildings in the surrounding area are generally one or two stories in height and are separated by parking areas and landscaped setbacks. Directly south of Sundance and extending west toward the intersection of East 24th Avenue and Hilyard Street is another strip of commercial storefronts (2429 Hilyard Street, former site of Humble Bagel) with parking extending from the storefronts to the street. Behind that are a few additional small commercial buildings and strips, all occupied by local businesses. Several other nearby buildings now house other functions of the Sundance business, including Sundance Wine Cellars and warehouse (2441 Hilyard Street), Sundance Kitchen (2470 Alder Street), the "House of Gray" used for storage (2476 Alder Street), and the Sundance administrative office (upstairs of 2495 Hilyard Street).

In this context, Sundance reads as a neighborhood-serving commercial building rather than oriented to the wider city. This setting is important to understanding Sundance Natural Foods not only as a commercial building but also as a long-standing local institution. Its architectural character, scale, and continued use remain closely tied to the neighborhood setting in which it developed and became significant.

SITE

The nominated area consists of the single 0.23-acre commercial tax lot parcel with the Sundance Natural Foods building, its associated paved asphalt parking area, sidewalk approaches, and landscape features (Figure 4). The site is organized with East 24th Avenue forming the north edge of the property, the parking lot occupies the front portion of the lot, and the building sits to the south, facing north across the lot toward the street. The parking area therefore functions as a practical customer amenity, reflects the period of development where there was an increased dependence on personal automobiles, and serves as the foreground from which the building is viewed and approached.

The site is generally level and appears to have been planned primarily for car and pedestrian circulation rather than ornamental landscape design. Most of the area north of the building is paved, and a driveway and alley entrance serve as auto access for the twelve parking spots that are lined up in front of the store. There is a large black bike rack between the parking and the building, affixed to the sidewalk. A strip of landscaping at the northwest corner separates Sundance's parking from the neighboring lot. Also in this corner, under the shade of a large tree, is an area with three metal picnic tables, and a memorial set in the ground near the sidewalk ("Amazon Neighbors celebrate the life of Alice B. Soderwall 1914-1993, founder of the Glass Station"). Another landscaped strip with raised planter beds sits across from the sidewalk along the street frontage, although these features are outside the property boundaries. The south and east sides of the building are more utilitarian, accommodating service and mechanical access. Along the east elevation, however, the site includes wooden planter boxes, trellises, climbing vegetation, and other plant material that soften the alley-facing side of the building and visually screen utility functions. At the rear, there is a narrow, paved strip separating Sundance from the neighboring building. There are no detached secondary buildings within the nominated area.

EXTERIOR

The Sundance Natural Foods building is a one-story, elongated rectilinear commercial building on a poured concrete slab foundation. It occupies a footprint of approximately 3,546 square feet and is oriented east-west, with its principal elevation facing north toward East 24th Avenue (Photo 1). The building shows its original mid-century contemporary commercial style in both form and materials, but the dominant character comes from later changes that give the building its distinctive rustic character, expressed through natural materials, exposed wood elements, and handcrafted details that create a picturesque, cottage-like appearance. It is covered by a low-pitched side-gable roof. The roof surface is finished with white rolled or built-up roofing material, and multiple mechanical systems are located on top of the building. These rooftop elements are partially screened from the main approaches by one of the

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building's most distinctive features: a faux-mansard overhang attached along the north and west roof edges rising above the roofline and projecting outward to form a pronounced band. It is clad in unpainted wood shake shingles and edged at the top with a strip of small marquee-style bulbs. Beneath it, large exposed wooden rafter tails project out from the gable structure, supporting the overhang (Photo 8).

Most of the exterior walls are concrete, identified in assessor materials as tilt-up, with wood framing and additional cladding used in some sections, and a glass and brick storefront system consistent with commercial construction of the late 1950s. Each side of the building expresses a somewhat different function, with the north elevation serving as the principal public storefront, the south and east elevations accommodating deliveries and utilitarian functions, and the west elevation acting to relay the visual identity of the property on a non-permeable side that is highly visible from the right-of-way.

North Elevation

The north elevation is the primary elevation, visible from the street and parking lot, and contains the primary public entrance to the store. It consists primarily of a storefront system of wood-framed glass, brick infill, clerestory glazing, and entry doors arranged in a series of bays formed by the equal spacing of the structural posts and rafters. The storefront bays are irregularly filled, reflecting the building's original division into separate storefronts, with later adaptations corresponding to the interior layout and functions of the store as it expanded and adapted over time. It consists of, from west to east: a full-height brick section; a bay with a clerestory window above a three-quarter-height brick wall; a bay with a clerestory window above a three-quarter section that is obscured; another bay with a clerestory window above a three-quarter-height brick wall; a similar bay in which the lower brick infill appears newer; another full-height brick section where there is an interior partition wall; a former entry bay now split with glazing above and a painted infill panel below; two full-height glazed panels above brick bases, the lower half of the glass painted over with a colorful design; three bays of full-height glazed panels above brick bases; two mirrored sidelight-and-door entry bays with clerestory windows above; a fully filled painted panel bay; a fully glazed bay above a brick base; and the rest of the wall contains the cooler addition. This cooler addition is a rectangular projection that extends forward beyond the line of the overhang and is covered by a short, shed roof with a gutter. Clad in horizontal board unfinished wood siding with corner boards, it occupies what would have been sidewalk frontage, and replacing the storefront system at the east end of the elevation. On its west wall is a large metal service door, with a small horizontal window, that provides employee access to the space behind the aisle-facing cooler shelving.

The two entry doors, which sit slightly east of center, are wooden and are one of the elements contributing to the building's vernacular and cottage-like character (Photo 2). Each has a lower portion with a diagonally braced X-pattern and an upper glazed section divided by a lattice-like arrangement of small lights. Substantial turned wooden pulls are mounted vertically on the exterior, and metal lock plates are set at hand height. Above and to the west of the doors, hung on the mansard overhang, is a large carved wooden sign that reads "SUNDANCE NATURAL FOODS" in large yellow letters on a teal surface. In a salmon color is a thin border, two small salmon-colored flowers, and in a partial circle projecting above the store's name, the swirling form of a sun.

Of note, there is an array of bulletin boards that line five of the westernmost bays (Photo 7). These feature an assortment of local community flyers from, for example, benefit concerts, dance lessons, art exhibits, business cards, job postings, and community celebrations.

West Elevation

The west elevation is marked by the continuation of the faux-mansard overhang from the north elevation at the roofline and by a large mural covering much of the wall surface below (Photo 6). The mural depicts a stylized landscape with a river, waterfall, forested ground, and a radiant central sun encircled by concentric rainbow-like rings. The wall itself appears to be plywood, which conceals a thick layer of insulation foam applied to the outside of the concrete wall. In the lower right corner it is signed by Tori

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Pope. Sitting on top of the roof, facing out west, is a large wood-framed sign with a printed panel surface that reads, "Sundance NATURAL FOODS, OPEN 7AM-11PM DAILY" over a warm yellow background with a colorful border of cartoon vegetables. So, though this elevation has little practical function, it serves as surface to assert the store's identity on a highly visible side.

East Elevation

The east elevation faces Alder Alley (Photo 3). Unlike the north and west elevations, it has little roof-level ornamentation beyond a short return of the overhang at the front. Under the gable peak is a clerestory formed by four trapezoidal windows arranged across the triangular field beneath the roof slope. These windows are framed in wood and capped by plain bargeboards. The upper wall area around them is clad in plywood or similar sheet material. Below this gable end feature, the wall is exposed painted concrete. Much of the wall surface is covered by wooden planter boxes, trellises, and climbing helping screen utility features along the alley-facing side of the building.

South Elevation

The south elevation is the rear service area of the building and is the most utilitarian in appearance, revealing the practical side of the structure and recording the piecemeal evolution of the rear service area in response to changing operational needs (Photos 4-5). It contains an irregular profile of projecting and recessed wall sections than the comparatively planar elevations of the building's other three sides. The wall line steps in and out to accommodate platforms, ramps, storage areas, utility connections, secondary doors, and additions associated with different portions of the store.

A poured concrete platform, approximately three feet in depth, runs across much of the rear elevation and appears to represent an original loading or service surface. At either end this platform remains visible, while at the center it is partly enclosed or overlapped by later additions and service structures. One large central projection, approximately 30 feet in length, at the rear extends about two feet farther south than the platform and rests on a different concrete foundation profile, which angles outward slightly where it meets the ground.

INTERIOR

The interior of Sundance Natural Foods is arranged to facilitate retail grocery, with the public area consisting of the majority of the floor area, running the full length east to west, entered from the north (Figure 5). One of the defining architectural features of the interior is the exposed roof form that has a large central beam supported by wood posts. From the beam, large wood rafters extend through the walls to the store's exterior (Photo 12). Sitting atop those is naturally finished tongue-and-groove decking.

The store is generally arranged with a large main room with pantry, bulk, supplement, and checkout areas, a smaller produce room in the middle, a deli and beverage room at the west end, and narrow service rooms along the south end. The walls separating the produce and deli rooms are the clearest surviving evidence of the earlier separate store units (Figure 6). These are now joined to the east part of the store by wide brick-lined arches.

Interior finishes are functional and closely tied to the operation of the store. The floor has tan-colored linoleum tiles, and wall surfaces are often obscured by display units, making the full extent of finishes difficult to assess. Available building information indicates that the partition walls are wood framed, and according to employees, there is evidence of commercial washer and dryer outlets on the walls behind some of the bulk bins.³ In the large eastern room in the portion east of the registers, and in the deli room

³ Lane County Tax Assessor. Tax Assessor Appraisal Card for 748 E. 24th Avenue, Tax Lot 18-03-05-31-04900, 1980–1994. Lane County, Oregon. ; David ResSeguie. Interview by Cheyenne Dickenson. April 17, 2026. David is longest serving current employee of Sundance Natural Foods, starting in 1985, and was able to share his knowledge about Sundance, and especially its alterations since the 1980's, over a series of in-person, email, and phone conversations.

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there are fluorescent lighting panels spaced evenly in between each rafter across the ceiling except where there are skylights on the south side of the gable. Throughout the store there are small black spotlights mounted on tracks of varying lengths. Above the registers, supplements, and produce, have pendant lights shaded by scalloped-edged rattan baskets. These shades were replaced in kind, ca. 2020, for those that were there in the 1980's and are the only type of contributing light fixture.⁴

Most of the interior furnishings in the large eastern room, many of which are built into the walls and floors, are made of naturally finished wood. This includes shelving, counters, display units, and check-out stands, most of which date to the period of significance and are still in the areas of the store they were originally placed (Figures 16-18). Of the check-out stands, there are two configurations formed by a rectangular arrangement of wooden counters with a small opening for cashiers to enter (Photo 11). Each has two register stations that face out to the sides to serve four aisles of customers. In the produce room there are two long open produce merchandise coolers, with many small assorted wooden stands and shelves for non-refrigerated produce. In the deli room there is a wall of shelving along the north wall for juices, a long band of built-in coolers along the west wall, an open cooler with prepared foods on the east partition wall, and a partial wall at the east with an open commercial kitchen area behind. At the center of the room is a large, refrigerated salad bar.

ALTERATIONS AND ADDITIONS

The building's architectural character is defined by the combination of its original 1959 commercial form and the alterations made during the period of significance. At its core is a strip commercial building whose form, low-pitched side-gable roof, broad glazed storefront, and timber and concrete structure reflect the mid-century contemporary style. These qualities remain visible in the site layout, form, organization, and structural materials of the building. Set around this are later features that give the building its distinctive appearance. The faux-mansard overhang, natural wood finishes, lattice-glazed wooden doors, hand-carved sign, contribute to a more rustic and vernacular visual character. Although not readily classifiable as a revival style, the building's adapted appearance suggests cottage-like and broadly northwestern European rural vernacular associations. This quality is especially meaningful in relation to the use of the building as a local natural foods store. The building's appearance visually aligns with values frequently associated with such a business—handcraft, domesticity, tradition, and a certain rejection of anonymous corporate commercialism. In this way, the alterations made during the period of significance are important character-defining features.

Alterations During the Period of Significance (1971–1986)

During the period of significance, the building was altered incrementally as Sundance Natural Foods expanded into the building. Chief among these was between 1973 and 1977 with the addition of the faux-mansard overhang along the north and west elevations, and the wooden doors (first seen in Figure 9). Previously, there were low-profile eaves and plain solid doors (Figure 12).

1985-86 was the store's largest renovation, when the store units were connected from the interior via the removal of the easternmost partition, and the brick archways added. However, it appears that the two western entrances were merely blocked by furniture at this time. Speaking of furniture, most of the wood shelving, counters, display units, and register areas were installed as part of this expansion, built by a local carpenter. This is also when the projecting cooler addition at the northeast corner of the store was added, along with "the lip," the long service storage room that projects out at the south service side of the building. According to staff, this encroachment onto the neighboring lot was allowed through a "handshake deal" with the owners of Humble Bagel.

⁴ David ResSeguie. Personal communication. April 17, 2026.

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Alterations After the Period of Significance (1987–Present)

There has continued to be small to moderate alterations to the store building, consistent with its continued use, and associated wear, as a retail store:

1990 – 2000's: The present deli room was, during the period of significance, a separate storefront, then, in an experimental business move, became the first iteration of Sundance's wine shop in 1984 (Figure 20).⁵ In 1990 the wine shop outgrew the room and moved to 2470 Alder St. Turning that space into a salad bar and prepared foods section was a continuation of using that space for experimental ventures, but did come with alterations including opening of the south wall to expose the back kitchen (Figure 22). In the later 1990's a cooler was installed in the deli room along the far west wall, which would overheat from the sun exposure on that wall, so a few years later insulating foam was added to the wall's exterior and covered with plywood.⁶ While this material was added, the outward appearance with a colorful painted mural remained consistent.

2006: To improve plumbing and drainage, portions of floor were removed in the west deli room to dig under the building.⁷ The flooring, a speckled beige linoleum tile, was done in a similar, though lighter, color (Photo 17). At this time "The lip" addition was reinforced and rewired.⁸

2018: One of the bays (where the former produce room entrance was) was removed and rebuilt overnight to replace a malfunctioning produce cooler – one of the original 1980's coolers; the other cooler remains.⁹ While the replacement is a modern model with a different profile and color, it is of very similar dimensions and occupies the same footprint (Figure 23a-b, Photo 15).

2017: The current mural on the exterior west wall dates to this time, painted over a previous mural. There was at least one other mural on the original wall surface.¹⁰

Ca. 2020: In-kind replacement of the scalloped basket pendant light shades.¹¹

Unknown years: Other changes to the storefront system where some bays were infilled in whole or in part with brick or wood panels. Replacement of the shake shingles on the faux-mansard overhang was done in kind, and a replica replacement made of the carved wooden sign.¹² Additional minor changes appear to have occurred in the rear service area, such as the wooden water heater enclosure. The skylights placed around the south side of the gable are also not to the period. It is unclear whether the interior fluorescent lighting is to the period of significance or if it was added later; a comparison of Figure 18 and Photo 12 suggests that the lighting at the east end of the store was a domed metal shade style. The parking lots and sidewalks have been repaved, and the bike racks added.

INTEGRITY

The Sundance Natural Foods building retains integrity sufficient to convey its significance as an early local natural foods store whose character developed through incremental adaptation as the business became more established. Although some minor alterations have been made beyond the period of significance, the property continues to express the physical form, spatial organization, and distinctive

⁵ "Sundance Natural Foods," advertisement, *What's Happening* (Eugene, OR), May 3, 1984.

⁶ David ResSeguie. Personal communication. April 17, 2026.

⁷ Ibid.

⁸ David ResSeguie. Personal communication. June 2, 2026.

⁹ David ResSeguie. Personal communication. April 24, 2026.

¹⁰ David ResSeguie. Personal communication. June 29, 2026.

¹¹ David ResSeguie. Personal communication. April 17, 2026.

¹² Most of these alterations were assessed through visual observation. For information on the mansard shakes: David ResSeguie. Personal communication. April 17, 2026.

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visual qualities through which it became identified with Sundance Natural Foods and with the surrounding community.

Integrity of location is retained. The building remains in its original place on East 24th Avenue just east of Hilyard Street, and Sundance Natural Foods continues to occupy the same site where it established itself in 1971. The resource has not been moved, and its relationship to the street, parking lot, alley, and surrounding neighborhood remains unchanged.

Integrity of setting is also retained. The immediate area continues to function as a mixed neighborhood center composed of residential, commercial, recreational, and institutional uses. Although Roosevelt Middle School was rebuilt and a new YMCA building added, these are retained uses in a different arrangement. The building still reads as part of that pattern and continues to derive meaning from its close association with the neighborhood.

Integrity of design remains and is strong. The essential characteristics of the 1971 to 1986 period survive, particularly the shingled faux-mansard overhang, exposed rafter tails, wood entry doors, and layered storefront treatment. The interior likewise retains design integrity through the continued legibility of the building's original four-storefront arrangement within the now-unified plan. The layout and arrangement of the store's sections through the placement of purpose-built stands and displays also contributes to the store's design.

Integrity of materials is retained, though affected. Some exterior materials have been replaced or overlaid, including in-kind replacement shingles on the overhang, modifications to the material composition of portions of the storefront, and the insulated panel treatment at the west wall. Interior finishes have also experienced replacement and updating, including tile flooring in the west deli room, and the basket pendant lights. There has been an effort here to replace as much in-kind or to have a similar appearance even though the new material is apparent, such as color variation in the replacement flooring in the west room, and the brick section where the produce fridge had to move through – even the basket pendant shades look almost identical to the period. Nevertheless, the building still retains substantial historic material in its structure, storefront elements, overhang, built-in furniture and other interior fixtures.

Integrity of workmanship is preserved in both the original building fabric and the handcrafted adaptations from the period of significance that define the store's identity. The building continues to display the workmanship of the original construction, especially the interior wooden roof structure, while the later carved wood doors, overhang and rough natural shakes, natural stained wooden built-ins, and other crafted features reflect a secondary layer of workmanship tied directly to Sundance's period of occupancy.

Integrity of feeling is retained. The building continues to convey the atmosphere of a neighborhood-scale natural foods store shaped by decades of continuous use. Features dating to the period of significance remain evident, including the unified interior created from formerly separate storefronts, the brick archways connecting those spaces, the exposed timber structure, and the wood checkout counters, shelving, bulk bins, produce displays, and other built-in fixtures. The historic arrangement of these features, including long-established areas for produce, bulk goods, supplements, and publications, remains legible and continues to organize the retail space much as it did during the period of significance. Distinctive exterior elements added during the period of significance, including the faux-mansard overhang, carved wooden signage, and vernacular wood detailing, also remain in place. Because the principal spaces, materials, and features associated with the property's historic use survive, the building continues to evoke the appearance and character of Sundance Natural Foods during its formative years.

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Integrity of association is likewise retained. The building remains directly associated with Sundance Natural Foods and with the history of that business's growth from a single storefront into the full building. The property therefore continues to communicate its long-standing association with local natural foods retailing and with the social and cultural meanings that accrued around that use.

Integrity of association is retained because the building continues to possess the physical features through which it is linked to the historic development of Sundance Natural Foods. The building remains in its historic location and continues to serve as the principal Sundance store. Again, this can be seen with its orientation and arrangement as a neighborhood retail space with the associated fixtures for that purpose. Exterior features like the carved and painted signs clearly link the building back to the business, and the active bulletin boards and colorful mural link the building to the community.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☐ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "X" in all the boxes that apply.)

Property is:

- | | |
|-------------------------------------|--|
| ☐ | A Owned by a religious institution or used for religious purposes. |
| ☐ | B removed from its original location. |
| ☐ | C a birthplace or grave. |
| ☐ | D a cemetery. |
| ☐ | E a reconstructed building, object, or structure. |
| ☐ | F a commemorative property. |
| ☒ | G less than 50 years old or achieving significance within the past 50 years. |

Areas of Significance

(Enter categories from instructions.)

COMMERCE

SOCIAL HISTORY

Period of Significance

1971-1986

Significant Dates

1971: establishment of Sundance

1986: store expansion and stabilization

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

N/A

Architect/Builder

unknown

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Period of Significance (justification)

The period of significance begins in 1971 with the founding of Sundance and its establishment at the eastern storefront of 748 E. 24th Avenue¹³. The closing date of 1986 reflects the conclusion of Sundance's formative era, when expansion within the building concluded, and the adoption of a guiding mission statement stabilized the business and transitioned it from an experimental venture into a community institution.¹⁴ While Sundance has continued to operate successfully beyond 1986, this later period represents continuity rather than the initial development of the characteristics that convey the property's significance.

Criteria Considerations (explanation, if necessary)

Criteria Consideration 'g' applies because the period of significance for Sundance Natural Foods extends to 1986, less than fifty years before the present. Eugene's counterculture and associated natural foods movement had an enduring influence on the city's social and economic development, shaping patterns of food consumption, small business formation, environmental stewardship, and community-based commerce that remain defining characteristics of Eugene's identity. The movement's lasting impact extends beyond a transient cultural trend and represents a formative chapter in the city's history.¹⁵ Sundance Natural Foods serves as a clear and well-documented example of this movement. The store was locally influential within Eugene's natural foods economy during the 1970s, contributing to the development and persistence of alternative food practices and community identity. Furthermore, partly because of their experimental nature, many buildings and businesses important to this early counterculture period no longer exist or retain integrity despite the relative recency of this period of history.¹⁶ Comparative analysis of other Eugene-area natural foods retailers demonstrates that Sundance Natural Foods possesses the strongest combination of historic integrity, longevity, continuity of use, and documented association with the development of the local natural foods movement, making it the most representative surviving property associated with this important aspect of Eugene's countercultural history. Within this framework, Sundance's association with these patterns of history conveys significance that is exceptional at the local level and satisfies the requirements of Criteria Consideration 'g'.¹⁷

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

Sundance Natural Foods is locally significant under Criterion A in the areas of Commerce and Social History for its association with the early natural foods movement and Eugene's counterculture community during the late twentieth century. The natural foods movement emerged from broader countercultural critiques of industrialized food systems, consumer culture, and conventional approaches to health, and helped introduce practices and products that later became common features of mainstream grocery retail. In Eugene, the movement was closely intertwined with a locally distinctive counterculture that has become a defining aspect of the city's cultural identity, influencing patterns of consumption, business development, environmental values, and community life. As one of the city's earliest and longest-operating natural foods stores, Sundance provides a tangible link to this important period of local history. Founded in 1971 and continuously operating at 748 E. 24th Avenue, Sundance is an early and long-operating independent natural foods store that developed from countercultural approaches to food, health, and economic practices at a time when such retail efforts were often informal, experimental, or short-lived.¹⁸ During its period of significance from 1971 to 1986, Sundance

¹³ ResSegueie, "Buy Local from Sundance."

¹⁴ *Sundance Natural Foods Staff Handbook*, 2023, sec. III, "History" (Eugene, OR: Sundance Natural Foods, internal document).

¹⁵ Suzi Prozanski, *Fruit of the Sixties: The Founding of the Oregon Country Fair* (Eugene, OR: Coincidental Communications, 2009), 17.

¹⁶ See Comparative Analysis.

¹⁷ Marcella Sherfy and W. Ray Luce, "Guidelines for Evaluating and Nominating Properties that Have Achieved Significance Within the Past Fifty Years", National Register Bulletin 22 (Washington, D.C.: U.S. Department of the Interior, National Park Service, 1979 [rev. 1990, 1996, 1998]), 1.

¹⁸ ResSegueie, "Buy Local from Sundance." ; Prozanski, *Fruit of the Sixties*, 146.

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established and sustained a central role in Eugene's natural foods economy by making organic and minimally processed foods available and by participating in a network of locally based businesses that supported the development of alternative food and retail systems. Over this period, Sundance expanded within its building, stabilized its operations, and became a familiar neighborhood site where Eugeniens encountered countercultural values as part of everyday life. In this way, the store demonstrated not only the viability of a values-based retail model but also the capacity of such a business to take on a durable social role within the local community. Unlike many comparable businesses that closed, relocated, or transitioned into cooperative or corporate models, Sundance has remained independent and in its original location, adapting its building to support grocery use and maintaining the principles that defined its early years. As a result, Sundance reflects both the growth of natural foods commerce and the everyday expression of countercultural values in Eugene during the period of significance.

 **Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

THE NATIONAL NATURAL FOODS MOVEMENT

The modern natural foods movement that took shape in the 1960s and 1970s was closely intertwined with the national counterculture, which questioned industrial society and consumer capitalism and treated food purchasing, preparation, and distribution as meaningful forms of everyday political practice.¹⁹ Health foods had long been associated with alternative lifestyles and reform, including nineteenth-century vegetarianism and later commercial health food industries, which helped normalize the idea that diet could carry moral meanings. In the mid-twentieth century, the national food system shifted rapidly toward consolidation, industrial scales, and chemical inputs, including fertilizers, herbicides, pesticides, and additives.²⁰ By 1960, the typical supermarket carried thousands of corporately-branded products, reflecting the growth of processed and packaged foods and the normalization of convenience and standardization.²¹ At the same time, anti-Vietnam War activism, civil rights struggles, and environmentalism, rejected not only political institutions but also everyday practices associated with mainstream American life, including patterns of consumption and diet.²²

Public concern about food purity, chemical exposure, and environmental damage increased as these systems became more visible. Books and popular media in the early 1960s and 1970s, such as Rachel Carson's *Silent Spring* (1962), circulated critiques of pesticides and industrial food processing, and these critiques became part of a broader cultural reevaluation of everyday consumption and Frances Moore Lappé's *Diet for a Small Planet* (1971) became one of the best-known popular texts linking diet to environmental and social responsibility.²³ Within the counterculture, growing, buying, and eating natural foods became a practical way for adherents to live out political values, and as a way of building the kind of world they sought to live in.²⁴ 'Natural foods' was a generalized term to describe the host of food trends that grew in the mid-20th century, incorporating health foods with organic, local and whole foods.²⁵ Vegetarian and plant-based eating also gained cultural traction in this period, tied to both health claims and to environmental and ethical critiques of industrial meat production.²⁶ These early natural foods trends spread quickly largely through the personal networks of growers, retailers, and consumers involved in the movement. College towns and smaller cities became significant nodes, building dense clusters of co-ops, bakeries, wholesalers, and vegetarian restaurants.²⁷ Travel, visiting, and word of mouth made it possible for ideas about bulk foods, organic growing, and cooperative retail to circulate rapidly,

¹⁹ Maria McGrath, *Food for Dissent* (Amherst: University of Massachusetts Press, 2019).

²⁰ Gina Renée Misiroglu, "Health Foods," in *American Countercultures: An Encyclopedia of Nonconformists, Alternative Lifestyles, and Radical Ideas in U.S. History* (Armonk, NY: Sharpe Reference, 2009).

²¹ McGrath, *Food for Dissent*, 16.

²² Misiroglu, "Health Foods."

²³ Ibid.

²⁴ McGrath, *Food for Dissent*, xi.

²⁵ McGrath, *Food for Dissent*, x.

²⁶ Misiroglu, "Health Foods."

²⁷ Jonathan Kauffman, *Hippie Food: How Back-to-the-Landers, Longhairs, and Revolutionaries Changed the Way We Eat* (New York: William Morrow, 2018), 15.

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even without mass media coordination. There were a few books, articles in local newspapers, underground publications and informational pamphlets that circulated, but by and large it was the interpersonal relationships that spread and sustained the movement, showing the sometimes-difficult task of tracing a movement with no central location, leader, or authoritative record.²⁸

Growth of the natural foods movement during the late 1960s to early 1970s was rapid and geographically widespread. Health and natural foods stores of all varieties increased dramatically during this period, going from 500 stores nationwide in 1965 to 3,000 in 1973, reflecting both expanding consumer demand and the development of alternative distribution networks.²⁹ A defining feature of the counterculture movement was its emphasis on alternative economic and organizational models. Food cooperatives became especially prominent because they linked purchasing with collective labor, participatory governance, and shared ethical commitments, though single-proprietor businesses often had similar approaches. These co-ops and storefront natural foods retailers often functioned as community information hubs, facilitating information exchange, organizing efforts, and educational outreach alongside commercial activity. Bulletin boards, newsletters, and informal interactions within these spaces connected consumers to wider networks of activism and alternative practices.³⁰ Natural foods retail therefore occupies a central position in daily community life where establishments not only function as places of exchange, but also as sites of identity formation.

The expansion of natural foods in the 1970s coincided with major economic disruption, including the 1973–74 oil embargo and the wider stagflation of the decade.³¹ These conditions affected consumers concerned about rising costs and uncertainty, and retailers who were sometimes caught between idealistic food sourcing and affordability, with wholesaling and cooperative buying serving as tactics to access high quality foods.³² Later in the decade, as the popularization and demand for organic and natural products continued to rise, natural foods needed a consistent supply and reliable business management. This combination of growth and pressure pushed parts of the natural foods economy toward professionalization and consolidation, straining the relationship it had to the ideals, like non-industrialized processes, that inspired these enterprises in the first place.³³ By the 1980s, many early enterprises dissolved or transitioned into more conventional business structures, while others were absorbed into emerging natural foods corporations: “To trace the natural-foods movement from 1980 to the present is a dull slog compared to the foment of the 1960s and 1970s: an interminable string of start-ups and acquisitions, legislative gains and losses, changes often measured in million-dollar increments.”³⁴ At the same time, consumer demand for organic and natural foods continued to increase, eventually contributing to the mainstreaming of products that had originated within counterculture networks.³⁵ Despite this shift, some early natural foods businesses retained their original principles and community-oriented focus, remaining closely associated with the historical moment in which they were founded; Sundance Natural Foods would prove to be one such example.

THE COUNTERCULTURE IN EUGENE, OREGON

The development of the counterculture and natural foods movement in Eugene, Oregon reflects both national trends and distinctive local conditions that fostered the concentration and persistence of alternative institutions. During the late 1960s and early 1970s, Eugene emerged as a significant regional center of countercultural activity, shaped by its role as a university town, its geographic position within Oregon's Willamette Valley, and its reputation as a politically progressive community.³⁶

²⁸ Kauffman, *Hippie Food*, 16.

²⁹ McGrath, *Food for Dissent*, 106

³⁰ Kauffman, *Hippie Food*, 252-254.

³¹ McGrath, *Food for Dissent*, 107.

³² Kauffman, *Hippie Food*, 255.

³³ Kauffman, *Hippie Food*, 274.

³⁴ Kauffman, *Hippie Food*, 277.

³⁵ Misiroglu, “Health Foods.”

³⁶ Prozanski, *Fruit of the Sixties*, 17.

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As in many American university towns, the University of Oregon served as a focal point for anti-Vietnam War activism and related social movements. Beginning in the mid-1960s, students and faculty organized rallies, teach-ins, and demonstrations opposing U.S. involvement in Vietnam with the draft directly impacting college-aged people. These activities intensified around 1970, when protests escalated in response to national events including the expansion of the war into Cambodia and the shooting of students at Kent State University by National Guard troops.³⁷ Local demonstrations included sit-ins, marches, and confrontations with law enforcement, reflecting a deep political engagement amongst the Eugene community.³⁸

At the same time, Eugene became a destination for individuals seeking alternatives to mainstream society. Following the peak of countercultural activity in San Francisco in 1967, many participants in the back-to-the-land movement migrated northward in search of more sustainable and communal ways of living.³⁹ Oregon's mild climate, relatively low land costs, and progressive political environment made it especially attractive. By the early 1970s, thousands of counterculture migrants, often young people from more conservative locations around the country, had settled in Eugene and its surrounding rural areas, forming communes, agricultural collectives, and cooperative enterprises.⁴⁰ This influx contributed to a full-page story in the town's main newspaper that stated:

"Eugene and its sprawling rural surroundings have become remarkably attractive to a large group of people like the youthful hitchhikers, often called 'hippies,' 'longhairs' and radicals' by those who resent them. For lack of a better tag, they prefer to be called 'freaks', and they say there's a freaky revolution going on. Participants in this movement - mostly white but spanning the economic classes- are trying to forge what some call an 'alternative society' in a nation run by 'straights.' Some believe this new society, or counter-culture, may someday save America's soul. Others call it a 'hippie movement' and fear it will bring the country's ruin."⁴¹

This community was characterized by experimentation with new forms of social organization and economic activity, extending from private and rural settings into the urban fabric of the city through the creation of more visible businesses, nonprofit organizations, and cultural institutions.⁴² Eugene's reputation was further reinforced by Oregon's progressive environmental policies. During the late 1960s and early 1970s, the state enacted a number of landmark environmental protections, including the Oregon Beach Bill which guaranteed public access to all the state's oceanfront beaches, the nation's first bottle deposit law, and regulations addressing pollution and land use.⁴³ These policies aligned with and supported the values of the countercultural community, strengthening the region's identity as a center for environmental awareness and alternative living.

A range of organizations established during this period illustrates the breadth of this institutional development. The White Bird Clinic, founded in 1970, offered community-based health services rooted in countercultural values of accessibility and mutual aid.⁴⁴ The Eugene Saturday Market, established the same year, created a venue for local artisans and producers to sell goods directly to consumers, reinforcing economic relationships based on local production and exchange.⁴⁵

Informal social spaces were equally important in shaping Eugene's countercultural landscape. Coffeehouses such as the New World Coffee House and the Odyssey Coffee House functioned as gathering points for

³⁷ Prozanski, *Fruit of the Sixties*, 19.

³⁸ Ibid.

³⁹ Prozanski, *Fruit of the Sixties*, 13.

⁴⁰ Prozanski, *Fruit of the Sixties*, 18.

⁴¹ Doug Bates, "'Freaks' Come to Eugene Because It's So 'Mellow,'" *Register-Guard* (Eugene, OR), August 8, 1971.

⁴² Prozanski, *Fruit of the Sixties*, 24.

⁴³ Prozanski, *Fruit of the Sixties*, 23.

⁴⁴ Prozanski, *Fruit of the Sixties*, 20.

⁴⁵ Julie Winsel, "Movin' & Groovin': Local Community Pillars That Have Been in Business for More than 50 Years," *Eugene Magazine*, 2019, <https://eugenemagazine.com/feature-stories/movin-groovin/>.

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activists, artists, and organizers.⁴⁶ These spaces facilitated communication, collaboration, and the development of new initiatives. The Odyssey Coffee House in particular served as an incubator for a wide array of organizations, including the Lane Free School, a community-run alternative education program, the Eugene Saturday Market, and early organizing efforts for the Oregon Country Fair, a nationally recognized counterculture renaissance-style fair held annually beginning in 1969.⁴⁷

Food-related enterprises were central to this network and closely tied to national developments within the natural foods movement, but also to the existing local context. The Willamette Valley's fertile soils and long agricultural history made the Eugene area especially receptive to small-scale farming and Eugene had an established tradition of direct producer-to-consumer exchange through the Eugene Producers' Public Market, an earlier farmer's market which operated from 1915 to 1959.⁴⁸ The revival of the farmer's market in 1979 at the same location as the Eugene Producers' suggests that later interest in local and alternative food systems drew on older regional patterns of exchange spurred by new countercultural values. Within this setting, enterprises that linked regional production to alternative retail and distribution networks found especially favorable conditions for development. Chief among them, The Springfield Creamery was founded in 1960 by Chuck and Sue Kesey, longtime Lane County residents that came from a dairy working family. Springfield Creamery became an early example of a natural foods producer that operated within and contributed to the countercultural economy. Its products, Nancy's Yogurt chief among them as one of the region's earliest and most widely distributed natural foods products, were distributed through emerging local co-ops and natural foods stores, forming part of a regional supply network.⁴⁹

Local natural foods retail in the form of co-ops, natural foods stores, and similar enterprises clustered near the University of Oregon and in adjacent neighborhoods, serving a population that was both ideologically committed to, and proximally reliant upon, alternative food sources. These businesses often operated with limited capital and relied on volunteer labor, cooperative management, and strong community support to remain viable. The Willamette People's Food Co-op, opened in January 1970, provided a cooperative model of food distribution based on shared labor and membership participation, and is recognized as the first grocery co-op in the Pacific Northwest (Figure 7).⁵⁰ The local underground counterculture magazine *The Auger* documented the its development: "Disgust with present means of food procurement resulted in the first meeting of a Food Co-op group....Why not create our own grocery stores co-operatively and cut out the profit. Sell food at 30 per cent mark up and use the smaller profit just to pay the rent, wages, and upkeep to improve the services."⁵¹ After it opened, it described itself as, "reminiscent of a traditional country store" and "not just a place to buy groceries – it is a cultural experience."⁵² However organizers recognized, "that other similar food stores such as the one in Berkeley have turned into hip supermarkets. To avoid this, members plan to expand to small related co-ops instead of enlarging the existing store."⁵³ Accordingly, a few new natural foods stores opened in Eugene over the next year. It was within this context that Sundance Natural Foods was established in the fall of 1971.

By the mid-1970s, Eugene had developed a cohesive network of countercultural organizations that extended beyond the initial period of protest and experimentation. While some early ventures dissolved, others persisted and adapted, creating a durable infrastructure of alternative organizations that have come to be a defining

⁴⁶ Prozanski, *Fruit of the Sixties*, 22.

⁴⁷ Prozanski, *Fruit of the Sixties*, 63.

⁴⁸ Rebecca Landis, "Farmers' Markets," *The Oregon Encyclopedia*, accessed June 11, 2026, https://www.oregonencyclopedia.org/articles/farmers_markets/.

⁴⁹ Prozanski, *Fruit of the Sixties*, 143. ; Winsel, "Movin' & Groovin'."

⁵⁰ Lane County History Museum, "Willamette People's Co-op," Catalog No. 223.001.

⁵¹ "Food Co-op," *The Auger*, October 14, 1969.

⁵² "Stop Shopping at Safeway: Food Co-op Opens," *The Auger*, January 6, 1970.

⁵³ "Stop Shopping at Safeway: Food Co-op Opens," *The Auger*, January 6, 1970.

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feature of Eugene's culture. This legacy has increasingly been recognized as an important part of the area's history, as reflected by the Oregon Country Fair's designation as an Oregon Heritage Tradition in 2019.⁵⁴

SUNDANCE NATURAL FOODS HISTORY

Mid-Century Development and the Neighborhood Context, 1959–1970

The building at 748 E. 24th Avenue was constructed in 1959 as part of a broader pattern of postwar commercial expansion in Eugene. It is within an area platted as the Driverton Addition, envisioned as an exclusively residential suburban subdivision promoted in the early twentieth century as a refined and desirable neighborhood near the University of Oregon and in proximity, especially by car through the wide streets, to downtown shopping.⁵⁵

During this post-war period, this neighborhood intersected with the trend of commercial decentralization. As Eugene expanded, small-scale retail development increasingly sprawled with residential growth, resulting in commercial development along neighborhood corridors.⁵⁶ This trend produced the building type known as strip commercial, characterized by linear arrangements of small storefronts within a single structure, typically oriented to the street with ample parking.⁵⁷ The Sundance building was designed according to this model. It consisted of a single-story, rectangular structure divided into four small retail bays, each with its own entrance facing the parking lot which in turn fronted the street, providing flexible retail space for small neighborhood-oriented businesses. Early occupants illustrate the building's role as a conventional neighborhood commercial center. The first tenants from 1960 included Do-It-Yourself Laundry, Van Dyke Gardens, and Dixie's Hair Fashions.⁵⁸ Subsequent occupants included McAyeal's Wardrobe Cleaners, Coiffures by Happy, Fashionette Beauty Salon, Jean's Knitting Center, and The Basket Shack gift shop.⁵⁹ A 1967 leasing advertisement further confirmed the building's identity as a conventional commercial space by marketing it to a range of potential uses including fabric shops, barbers, shoe repair, florists, and offices.⁶⁰

Founding of Sundance and the Emergence of a Counterculture Business Cluster, 1971–1978

Transformation of the building's association began in November 1971 when Bob and Janice Crolene opened the Sundance Natural Food Store. Bob had been a graduate student in physics at the University of Oregon, worked for NASA on the Gemini and Apollo missions, and was employed by the Navy in Southern California when he and Janice decided to join the counterculture in Eugene.⁶¹ They opened Sundance just months after their arrival.⁶² The idea for the store started, "with the idea that the universe is a flow. It goes forward with energy, hence, the twirling sun symbol."⁶³ The store occupied one section of the building alongside other newly established tenants including Leyva's Flowers and the 24th Avenue Bike Shop.⁶⁴ The building had reportedly been vacant for approximately two years prior to their arrival, reflecting negative economic conditions that perhaps show both a demand for more affordable goods, and a supply of real estate for experimental ventures.

Sundance operated according to principles that differed substantially from the building's prior tenants and conventional grocers of the time. By contrast, most grocery stores during the 1970s emphasized nationally distributed branded products, increasing quantities of processed and packaged foods, centralized supply

⁵⁴ "Oregon Country Fair Designated as Oregon Heritage Tradition," KLCC, June 5, 2019, <https://www.klcc.org/arts-culture/2019-06-05/oregon-country-fair-designated-as-oregon-heritage-tradition>.

⁵⁵ "Visit Driverton Tomorrow," *Eugene Daily Guard* (Eugene, OR), May 3, 1910.

⁵⁶ Sally Wright and David Pinyerd, *Eugene Modernism 1935–65* (Eugene: Eugene Planning and Development Department, 2003).

⁵⁷ *Modern Commercial Architecture, 1930–1975* (Olympia: Washington Department of Archaeology and Historic Preservation, November 2021).

⁵⁸ Polk's Lane County Directory, 1960, scan 683, U.S., Lane County, Oregon Directory, Ancestry.com.

⁵⁹ Business names and dates compiled from several different ads and articles in the *Register-Guard* and *Daily Emerald*.

⁶⁰ "For Lease," *Register-Guard* (Eugene, OR), November 12, 1967.

⁶¹ "3 New Firms Open in Shopping Center," *Register-Guard* (Eugene, OR), November 26, 1971.

⁶² *Sundance Staff Handbook*, Section III, "History" (Eugene, OR: Sundance Natural Foods, 2023).

⁶³ Bob Crolene, email to David ResSeguie, December 14, 2011.

⁶⁴ "For Lease."

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chains, and conventional employer-employee business structures that offered little direct involvement by customers or workers in the operation of the business.⁶⁵ The store emphasized bulk foods, local sourcing, and direct engagement between customers and products (Figure 8). A 1974 *Daily Emerald* article described patrons scooping grains, nuts, and oils from large containers, bringing their own jars and sacks, while also browsing books and pamphlets about health and nutrition.⁶⁶ The store also carried garden seeds, and information encouraging customers to grow their own food, reflecting values of self-sufficiency and ecological awareness and presenting food not simply as a commodity, but as part of a broader social and ethical framework. The store's operation reflected these priorities. The Crolenes built Sundance's first wooden shelves, counters, and bulk bin barrels, and sign themselves (Figure 12-13).⁶⁷ And, and though it was officially structured as a conventional owner-operated business, daily profits were divided among workers.⁶⁸

Sundance's presence attracted like-minded businesses, as the other conventional ones moved out, and in this way the rest of the building was incrementally taken over by counterculture commerce. Only months later in 1972, the Book & Tea shop opened in the space immediately adjacent addressed 746 E 24th Ave; this store had a selection of books with a focus on feminism, children's literature, and philosophy and was a partner in many of the same community causes as Sundance.⁶⁹ Then, Just Produce, an independent organic produce store, moved in 1976 in the next storefront at 742. Down to Earth Home and Garden store completed the lineup, moving in 1977 to the westernmost storefront, 740, now a large home goods store still in operation that distributes nationally.⁷⁰ In the neighboring building immediately south, Humble Bagel moved in around this time too; a Jewish natural foods bakery and deli owned and operated by the Katz family. These businesses collectively transformed the corner into a cluster of alternative retail activity. This was recognized in contemporary accounts: A *Daily Emerald* article in 1977 (Figure 9) described the intersection of 24th and Hilyard as an "interesting nest of stores," where "a vegetarian could easily take care of all his/her shopping needs," specifically identifying Sundance, Just Produce, and Humble Bagel as part of a network of "alternatives to the ordinary shopping routine, places that are warm and personable, priced competitively, and that emphasize high quality merchandise."⁷¹ The counterculture predilection of these stores was more than a surface-level commonality; it also manifested in cross-business cooperation. More simply, the store supported local publications, buying ad space in the university's student newspaper the *Daily Emerald*, local feminist magazine *Women's Press*, and local counterculture magazine *The Auger*. Or, while Just Produce was in business, Sundance did not carry produce. A more notable example is from early when Sundance first opened with the donation of a large commercial refrigerator from the Springfield Creamery, linking the store directly to one of Eugene's foundational natural foods producers and illustrating the collaborative relationships that sustained the movement at a local scale:

"Then one afternoon, Chuck Kesey pulls up (Ken's brother) from the Springfield Creamery, tunes blaring, and asks, "You guys need a refrigerator?" An hour later we're trying to muscle this giant, floor-to-ceiling refrigeration unit past planks, tools, horses, piles of scrap, and up against the far wall from the door. That made the store more possible."⁷²

Additionally, in 1978, the Organically Grown Company was founded by a cooperative of local farmers that supplied Sundance and Just Produce, initiating operations off the back end of the building.⁷³ Organically Grown Company would grow to become the largest distributor of organic produce in the region.⁷⁴ This

⁶⁵ Misiroglu, "Health Foods."

⁶⁶ Vickie-Lu McCallum, "Trade Gut Bombs for Wholesome Food," *Daily Emerald*, September 25, 1974.

⁶⁷ Bob Crolene, email to David ResSeguie, December 14, 2011.

⁶⁸ Sundance Staff Handbook, "History."

⁶⁹ Cheryl Rudert, "Browsing in Eugene's Bookstores," *Oregon Daily Emerald* (Eugene, OR), April 22, 1976.

⁷⁰ *Sundance Staff Handbook*, "History." ; David ResSeguie, interview by Cheyenne Dickenson, April 17, 2026.

⁷¹ Melody Ward, "Grocers Challenge Chain Store Image," *Daily Emerald* (Eugene, OR), September 22, 1977.

⁷² Bob Crolene, email to David ResSeguie, December 14, 2011.

⁷³ ResSeguie, "Buy Local from Sundance."

⁷⁴ "Can Mission-Driven Food Companies Scale Up Without Selling Out?," *Civil Eats*, December 19, 2019.

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development underscores the building's role as more than a retail site. It functioned as a node within a growing system of production, distribution, and cooperative enterprise that extended beyond Eugene.

At the same time, the store and its neighboring tenants established the building as a site of daily social interaction. Customers, many of whom were affiliated with the University of Oregon or the nearby neighborhood, engaged with staff and one another in ways that blurred the boundary between commerce and community.⁷⁵ Many of the store's employees, dubbed "Sundancers", started as regular neighborhood patrons of the store.⁷⁶ And the store offered 10% everyday discounts to current and retired employees, pregnant people, and seniors – all programs unheard of in the traditional grocery industry.⁷⁷

Expansion, Consolidation, and Stabilization, 1979–1986

For Sundance, the late 1970s and early 1980s marked a period of instability followed by consolidation and growth. During this time, Sundance experienced financial difficulties under successive ownership, reflecting some of the broader struggles with sustainable business models faced by early natural foods enterprises.⁷⁸ According to a history in the 2023 Sundance employee handbook:

"After a few years, Bob realized that he couldn't take adequate care of his growing family by running Sundance, so in 1975 he sold the business to Anthony (Tony) Stahelski, who grew alfalfa sprouts for local stores and cafes. Anthony later married an employee named Judith Marshall and they owned the business together until their divorce several years later. Anthony retained ownership of Sundance and agreed to pay Judith \$38,000 for her share of the business. Unfortunately, Anthony stopped taking care of the store. He stopped paying vendors and employees. Instead of paying Judith the money he owed her, he gave her ownership of the business and left town. At this point the landlord was about to foreclose, closure by the health department was imminent, most vendors wouldn't deliver product and the staff was quitting."⁷⁹

A turning point occurred in 1983 with the entry of Gavin McComas and his father, Gordon McComas, who invested capital to help Judith stabilize the business. Gavin had a degree in comparative literature and a "personal interest in natural foods" as a vegetarian and former worker/member of both the Grower's Market and the Willamette People's Co-op. Despite the McComas' relative lack of business experience, their involvement enabled the repayment of debts, the rebuilding of inventory, and the introduction of more systematic management practices.⁸⁰

During this time the building continued to function as a part of a larger collaborative node. A 1980 advertisement for the "24th & Hilyard St. Marketplace" (Figure 10) listed numerous businesses associated with the site, including Sundance, Down to Earth, Humble Bagel Co., Jeans Knitting Center, Opus 5 Gallery of Crafts, The Cyclery, Allann Bros. Coffee Co., Andrea's Cloth and Clothing, and Pocketdeli Delicatessen.⁸¹ But, as neighboring businesses eventually decided to close or relocate, Sundance expanded to operate from adjacent storefronts, gradually occupying the entire building. The structure supported a degree of experimentation, as its multi-bay configuration allowed experimentation with new product offerings to be introduced in individual sections without disrupting overall operations. In 1983 a "wine room" had been

⁷⁵ Sundance Staff Handbook, "History."

⁷⁶ David ResSeguie, interview by Cheyenne Dickenson, April 17, 2026. ; Bob Crolene, email to David ResSeguie, December 14, 2011.

⁷⁷ David ResSeguie, personal communication with Cheyenne Dickenson, June 12, 2026.

⁷⁸ Sundance Staff Handbook, "History."

⁷⁹ Ibid.

⁸⁰ Miriam Freifeld Reinhart, "Sundance Natural Food Store: A New Age Enterprise," *What's Happening* (Eugene, OR), August 20, 1987. ; *Sundance Staff Handbook*, "History."

⁸¹ "24th & Hilyard St.," advertisement, *Daily Emerald* (Eugene, OR), January 30, 1980.

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established within the western portion of the building, partially as an effort to expose a new clientele to natural foods.⁸²

Eventually Sundance's occupation of all of the building's storefronts culminated in a major remodeling campaign in 1985–1986, during which the building layout was unified.⁸³ The resulting interior layout retained traces of the building's original divisions while functioning as continuous interior space. Specifically, the wall was removed between the two bays on the east side, and the resulting large main room was connected through a large brick-bordered arch to the produce section (absorbed mostly as-is from its time as Just Produce), and to the westernmost bay via a matching arch, which at this time housed the new wine room. These renovations also included the cooler addition, and the installation of new shelves, bins, and counter, built by local woodworker Peter Mischka.⁸⁴ Although financial investment made these changes possible, the physical transformation of the building depended equally on collective labor. Staff and community volunteers contributed extensively to clean and remodel the store, often working long hours after closing.

Amid this effort, in October of 1985, Judith sold her share of the business to Gavin. Under his leadership, a management structure was established that emphasized shared financial transparency and collective decision-making. Within six months, however, internal tensions erupted in a significant organizational crisis marked by mistrust and conflict among staff. In response, community activist and counselor Vern Ho facilitated a store-wide intervention aimed at rebuilding cohesion. The store closed for an afternoon so that all staff could participate in an extended and intensive discussion about shared values and purpose. Out of this process emerged a formal mission centered on the principle of "individuals nourishing community nourishing individuals". This mission has continued to guide operations, shaping decisions about product selection, workplace culture, and customer engagement.⁸⁵

This moment represents Sundance's achievement of financial stability and the solidification of their purpose, aligning with the completion of major physical changes to the building. Importantly, this stabilization occurred during a period when many similar enterprises either failed or were absorbed or evolved into more conventional or corporate forms. Sundance's survival as an independent locally owned business distinguishes it within the broader history of natural foods retail and reinforces the significance of the building as a site of sustained alternative economic practice.

Sundance's Continued Importance and Growth After 1986

In the late 1980's, the natural foods sector expanded rapidly, and Sundance's development illustrates how an originally countercultural model matured into a durable neighborhood enterprise without severing its roots. A 1987 profile described Sundance as a "full-line" natural foods store with an unusually deep selection of bulk goods and organic produce, guided by a "fair and conscientious" workplace culture and making a concerted effort to educate the public and have charitable giving to environmental and human rights causes.⁸⁶

As natural and organic foods moved from the margins toward the mainstream, Sundance remained a consistent point of access for students and neighborhood residents, especially as alternative groceries faced increasing pressure from large retailers. Contemporary reporting in the early 1990s noted that Sundance's appeal was not reducible to price: shoppers valued its proximity to campus, customer service, and "store ambiance," and the store was "no longer just a 'hippy haven' as it once was known," drawing a broad cross-section of the University population.⁸⁷ In the following decades, the store's prepared-food offerings became widely recognized community features, described as "local treasures" by the *Eugene Weekly*.⁸⁸ This continuity

⁸² "Sundance Natural Foods," advertisement, *What's Happening* (Eugene, OR), May 3, 1984. ; Reinhart, "Sundance Natural Food Store."

⁸³ David ResSeguie, interview by Cheyenne Dickenson, April 17, 2026.

⁸⁴ David ResSeguie, email to Cheyenne Dickenson, May 24, 2026.

⁸⁵ Sundance Staff Handbook, "History."

⁸⁶ Reinhart, "Sundance Natural Food Store."

⁸⁷ Karen Engels, "Survey Compares Food Prices, Waremart Wins," *Daily Emerald* (Eugene, OR), March 10, 1992.

⁸⁸ Vanessa Salvia, "Hot & Cold Quickies," *Eugene Weekly* (Eugene, OR), April 28, 2005.

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has been reinforced by Sundance's public stance on local, independent commerce. In 2002, owner Gavin McComas characterized small business survival as "a political and social act," explicitly linking Sundance's operations to the preservation of community identity amid consolidation in the grocery sector.⁸⁹ More recently, the store's transition into a perpetual purpose trust in 2023 formalized that long-standing orientation by legally embedding community benefit and mission adherence into its governance structure.⁹⁰

Sundance's significance in Eugene can be shown through the more tangible ways noted above, but it is probably best understood through the less tangible collective memories and sentiments of the community. A counterculture cookbook memoir released in 2023 called *Free Food*, has a passage by artist and writer Nicole Lavelle that recounts:

"I felt emotional at being back in my old home. I needed support and sustenance. I took us to Sundance, perhaps the most natural food store of all the natural food stores. I stepped inside and it felt like a hug: the cool, dim, quiet of the produce room, the tight aisles of blonde-wood shelves. I wanted to eat the whole salad bar, and the whole hot bar. Every soup. I filled my waxed cardboard box, as I've done a hundred times before: broccoli salad all mixed up with sesame noodles and tahini sweet potatoes, kale salad on top and warm short-grain brown rice at the bottom.

Liz, my sister's best friend from high school was at the register, and we hugged, and she cried. We hadn't seen each other in years. "I thought you were your mom," she said. Of course she did; my mom has been dead for eight years, but I am 37 and Liz met my mom when she was 40. "I'm a mom now," I told her, blinking through tears. I stood by the register talking with her as she checked. Your local natural food store is always more than a place to buy food: it's a center for connecting, a thread of continuity in the health of a community."⁹¹

COMPARATIVE ANALYSIS

Eugene, Oregon contains a high concentration of natural foods retailers and cooperatives that emerged from the counterculture movement. These organizations together illustrate the development of alternative food systems at the local level. While many remain important to Eugene's identity, no buildings convey the combination of characteristics that contribute to Sundance's significance. The following comparative analysis focuses on well-documented natural foods retail operations throughout Eugene open between 1971 and 1986:

Willamette People's Co-op, 1391 E 22nd Ave: This is considered the first grocery co-op in the Pacific Northwest, inspired by co-ops in the California Bay Area during the 1960's, and active in the wider co-op community during its time (Figure 7).⁹² Willamette People's Co-op helped sell products from early natural foods producers like Springfield Creamery, and supplied stores like Sundance and Corvallis' First Alternative Natural Foods Co-op.⁹³ It started with conventional and natural foods, then transitioned to exclusively natural foods in 1972 and was active in supporting other community causes.⁹⁴ Its main location at 1391 E 22nd Ave, former location of Emerald Street Grocery, still stands. But after the co-op closed in 1981, the building was converted for residential use, and it does not retain the features that convey its association as a retail store.⁹⁵ There may

⁸⁹ Jillian Daley, "Students Have Grocery Options," *Daily Emerald* (Eugene, OR), September 23, 2002.

⁹⁰ ResSegueie, "Buy Local from Sundance."

⁹¹ Andrew Barton, *Free Food* (Two Plum Press, 2024). ; Mirandah Davis-Powell, "'Free Food' and Eugene's Hippie Cuisine," *Eugene Weekly*, October 16, 2025.

⁹² Lane County History Museum, "Willamette People's Co-op," Catalog No. 223.001.

⁹³ First Alternative Natural Foods Co op, "How It All Began," accessed May 25, 2026, <https://firstalt.coop/how-it-all-began/>.

⁹⁴ Cynthia Anderson, "Willamette People's Grocery Has New Image — and Big Debt," *The Register-Guard*, February 3, 1972. ; "White Bird Journal Asks Help, Articles," *The Register-Guard*, February 14, 1973.

⁹⁵ South University Neighborhood Association (SUNA), "History," *SUNA: South University Neighborhood Association*, accessed June 2, 2026, <https://www.sunaeugene.org/explore-south-university-historic-district/>. ; Cynthia Anderson, "People's Food Co-op Planned in Eugene," *The Register-Guard*, December 14, 1969.

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have been a second location opened in 1971 around 2nd and Washington, but there was no evidence found that could verify that was a sustained venture.⁹⁶

The Kiva: From its inception in 1970 The Kiva was located at 136 E 11th Ave inside the Scarborough Faire building, sometimes called the “hippie mall”, and remained there until 1983.⁹⁷ The building, which housed other like-minded shops and a performance venue, was then the site of John Henry’s Tavern from 1993 to 2003, before it was demolished for the present-day Aurora Building.⁹⁸

The Kiva’s present building at 125 W 11th Ave was constructed in 1972 and home to Porter’s Foods Unlimited until 1980.⁹⁹ A ‘nutrition store’ with specialty imported foods, Porter’s appears to be more associated with the earlier health foods movement and specialty store commerce than counterculture natural foods, so the building does not carry the direct association with the early part of the movement.¹⁰⁰

Grower’s Market, 454 Willamette St: The Grower’s Market is a cooperative food buying club established in 1971 and first located at 301 Lincoln Street before moving a year later in 1972 to its current location on Willamette.¹⁰¹ The co-op renovated the building to use the lower floor, and made the upstairs available for community service nonprofits, which it has done consistently to the present day.¹⁰² The building appears to retain integrity to this early period of significance, conveying its association with Eugene’s early counterculture history.¹⁰³ However, the Grower’s Market is based on an order and distribution model, meaning that it is not an in-store shopping retail store use. Furthermore, the store is located downtown, surrounded by other commercial uses, in contrast to being embedded in a neighborhood as a fixture in everyday life. So, while potentially eligible in its own right, the Grower’s Market represents a different aspect of natural foods commerce.

New Frontier Market, 1101 W 8th Ave: A small neighborhood store since the 1920’s, New Frontier took residence as a convenience-store-meets-natural-foods-store around 1973, two years after Sundance. However, it does not reach the same level of local significance to the natural foods movement as Sundance, holding importance for a smaller segment of the community and with apparently weaker ties to the local counterculture retail network, as there has been far fewer, if any, articles in local publications about its operations or advocacy as compared to Sundance. Importantly, there was a large fire in 1990 that calls to question the building’s integrity.¹⁰⁴

Community Natural Food and General Store: This was a store with similar offerings as Sundance, offering bulk goods, dairy, and produce, though not books and vitamins. The original site of the store from 1973 to 1980 was 444 Lincoln St, in a building originally constructed in 1928 for Lamb’s Grocery.¹⁰⁵ However, that building was heavily altered in 2022 and no longer retains integrity of materials, design, or workmanship. Its larger

⁹⁶ Prozanski, *Fruit of the Sixties*, 146.

⁹⁷ Vickie-Lu McCallum, “Trade Gut Bombs for Wholesome Food,” *Daily Emerald*, September 25, 1974.

⁹⁸ Serena Markstrom, “Spotlight on Local Jazz, Rock, Hip-Hop,” *The Register-Guard*, September 14, 2003. ; “St. Vincent Gets Ready to Build,” *The Register-Guard*, April 24, 2002.

⁹⁹ Lane County Tax Assessor, property record for 125 W. 11th Avenue, Eugene, Oregon.

¹⁰⁰ Porter’s operated from 1949, and its earlier iteration as the Health Food Center was at 787 Olive St, in a building since demolished. “Porter’s Foods Out of Business After 33 Years,” *The Register-Guard*, April 5, 1982. ; “Health Food Center” (advertisement), *The Register-Guard*, February 28, 1954.

¹⁰¹ Jerry Uhrhammer, “Poor People’s Market Finds Itself Locked Out,” *The Register-Guard*, September 15, 1972.

¹⁰² Growers Market, “About Growers Market,” accessed May 25, 2026, <https://www.growersmarket.net/>.

¹⁰³ Lauren Lezell, Liz Carter, and Doug Card, survey for “454 Willamette St., Eugene, Oregon,” Oregon Historic Sites Database, June 13, 1989.

¹⁰⁴ Ann Portal, “Neighborhood Store Rises from Ashes,” *The Register-Guard*, July 2, 1991.

¹⁰⁵ Vickie-Lu McCallum, “Trade Gut Bombs for Wholesome Food,” *Daily Emerald*, September 25, 1974 ; D. Kaiser and E. Culhain, 444 Lincoln St, Oregon Cultural Resource Inventory (Eugene, Oregon, 1993), Oregon Historic Sites Database.

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second location was downtown at the Vitus Building 140 E 5th Ave from 1980 to 1985, but that building was demolished for a Gordon Lofts parking lot in 2021.¹⁰⁶

Oasis, 2489 Willamette St: Located in south central Eugene, Oasis Fine Foods Marketplace opened at this location in 1986.¹⁰⁷ This popular local chain of natural food stores sold out to the corporate Wild Oats chain, shut down, then shortly after the building was bought out by former Oasis workers who reformed and reopened as Capella Market, which occupies the building to the present.¹⁰⁸ Aside from the later time frame, the building's association with a natural foods chain separates it from countercultural business practices. The building was previously occupied by conventional grocers, but it may retain integrity and carry significance as an early example of a purpose-built supermarket form with an art moderne style.

These comparisons demonstrate that Sundance Natural Foods is not the only example of natural foods retail in Eugene, but it is a uniquely intact and representative one of the early countercultural period. It is distinguished by its intact historic integrity, adaptation of a conventional building to suit its purpose, and its association with a sole proprietor business model that resisted transition to a corporate model, reflecting the countercultural movement's emphasis on locally controlled enterprise, personal relationships, and alternatives to large-scale corporate systems. Beyond its role in commerce, Sundance also represents the social dimensions of Eugene's counterculture. Through its promotion of natural foods, alternative economic practices that strengthened employee relationships, and connections to a broader network of like-minded businesses and organizations, the store functioned as a place where countercultural values were encountered and practiced in everyday life. Its significance therefore derives not only from the goods it sold, but also from its role in fostering and expressing a distinct social identity that became an important part of Eugene's cultural history. Within a local context where many comparable properties have been altered or lost, Sundance stands out as a surviving representation of this history.

¹⁰⁶ "Organic Store Quits Business at End of Sale," *The Register-Guard*, September 14, 1985. ; Google Maps, Street View, 444 Lincoln St. and 140 E. 5th Ave., Eugene, Oregon, accessed May 25, 2026.

¹⁰⁷ Vanessa Salvia, "Legacy Businesses: Celebrating One of Eugene's Long-lasting Local Pillars," *Eugene Magazine*.

¹⁰⁸ Capella Market, "About Us," accessed May 25, 2026, <https://www.capellamarket.com/about/>.

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Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☒ Local government
☒ University
☐ Other

Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

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10. Geographical Data

Acreage of Property Less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1	<u>44.033193°</u>	<u>-123.081381°</u>	3	_____	_____
	Latitude	Longitude		Latitude	Longitude
2	_____	_____	4	_____	_____
	Latitude	Longitude		Latitude	Longitude

Verbal Boundary Description (Describe the boundaries of the property.)

The Sundance Natural Foods property is located on the south side of E 24th Avenue, west of the intersection at Hilyard Street, located in the city of Eugene, Oregon. The boundary is more specifically described as follows: Beginning at a point 33 ft. South and 153 ft. East of a lead plug marking the intersection of the centerlines of 24th Ave. East and Hilyard St. in Eugene, Lane County, Oregon, thence 120 ft to the West line of Agate Alley, thence along said alley 83.4 ft, thence following the irregular foundations and dripline of the south side of the building 120 ft, thence 83.4 ft to the beginning point.¹⁰⁹

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the entirety of the Sundance Natural Foods Building and the rest of tax lot 1803053104900, which has been associated with the buildings since its construction in 1959. However, the building's boundary exceeds the tax lot at the south, where additions have been added over the concrete loading dock and beyond in an irregular fashion into tax lot 1803053105100.

11. Form Prepared By

name/title	<u>Cheyenne Dickenson</u>	date	<u>6/2/2026</u>
organization	<u>University of Oregon</u>	telephone	_____
street & number	<u>1190 Franklin Blvd.</u>	email	_____
city or town	<u>Eugene</u>	state	<u>OR</u> zip code <u>97405</u>

Additional Documentation

Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**

¹⁰⁹ Lane County Tax Assessor, property record for 125 W. 11th Avenue, Eugene, Oregon. Accessed July 27, 2026.

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- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property:	<u>Sundance Natural Foods</u>		
City or Vicinity:	<u>Eugene</u>		
County:	<u>Lane</u>	State:	<u>OR</u>
Photographer:	<u>Cheyenne S. Dickenson</u>		
Date Photographed:	<u>April 2026</u>		

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photograph 1 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0001**
Overview of Sundance Natural Foods, showing primary north elevation and parking lot. Camera facing south.
- Photograph 2 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0002**
Detail of north elevation showing customer entries and sign. Camera facing south.
- Photograph 3 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0003**
View of the east elevation. Camera facing west.
- Photograph 4 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0004**
Oblique view of the east and south elevations showing the loading dock area. Camera facing northwest.
- Photograph 5 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0005**
Oblique view of the south elevation and service entries. Camera facing east.
- Photograph 6 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0006**
View of the west elevation with wall mural and roof signage. Camera facing east.
- Photograph 7 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0007**
Detail of the north elevation showing storefront, community billboard and publications. Camera facing south.
- Photograph 8 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0008**
Detail of northwest corner showing the underside of the eaves and faux mansard overhang. Camera facing southwest.
- Photograph 9 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0009**
View of parking, driveways, picnic areas, and street setting of 24th Avenue. Camera facing northeast.
- Photograph 10 of 17:** **OR_LaneCounty_SundanceNaturalFoods_0010**
Setting to the west of the building. Camera facing east.

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Photograph 11 of 17: OR_LaneCounty_SundanceNaturalFoods_0011

Interior view of entry and register area. Camera facing northeast.

Photograph 12 of 17: OR_LaneCounty_SundanceNaturalFoods_0012

Interior view of the ceiling and roof structure. Camera facing east.

Photograph 13 of 17: OR_LaneCounty_SundanceNaturalFoods_0013

Interior view of supplement area. Camera facing southeast.

Photograph 14 of 17: OR_LaneCounty_SundanceNaturalFoods_0014

Interior view of entry and register area with a view of the arches and into the other rooms. Camera facing west.

Photograph 15 of 17: OR_LaneCounty_SundanceNaturalFoods_0015

Interior view of the center produce room. Camera facing north.

Photograph 16 of 17: OR_LaneCounty_SundanceNaturalFoods_0016

Interior view of the western deli room with kitchen visible to the left. Camera facing southwest.

Photograph 17 of 17: OR_LaneCounty_SundanceNaturalFoods_0017

Interior view from the center room with a view through the brick arch to the western room. Camera facing northwest.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

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N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 30

List of Figures

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all document should be inserted with the top toward the top of the page.

Figure 1: Regional Location Map

Figure 2: Local Location Map

Figure 3: Tax Lot Map

Figure 4: Site Plan

Figure 5: Current Floor Plan

Figure 6: Historic Floor Plan, 1980 - 1993

Figure 7: Willamette People's Food Co-op at 1391 E 22nd Ave, 1975

Figure 8: Early advertisement for Sundance Natural Food Store, December 1971

Figure 9: Article featuring Sundance and Just Produce, September 1977

Figure 10: Advertisement for 24th & Hilyard St. businesses, January 1980

Figure 11: Advertisement for block party, May 1987

Figure 12: Exterior, main north elevation, 1973

Figure 13a-b: Interior, Bob and Janice Crolene with the shelves and counters they built, 1973

Figure 14: Exterior, main north elevation, 1987

Figure 15: Exterior, bulletin board, 1987

Figure 16: Interior, wooden checkout stands and wall shelving, 1987

Figure 17: Interior, display of diverse publications for sale, 1987

Figure 18: Interior, northeast coolers, 1987

Figure 19: Interior, produce section, 1987

Figure 20: Interior, west room as wine store, Nov. 1986

Figure 21: Interior, produce section, ca. 1992

Figure 22: Interior, west room as kitchen with salad bar, ca. 1998

Figure 23a-b: Cooler replacement, 2018.

United States Department of the Interior
National Park Service

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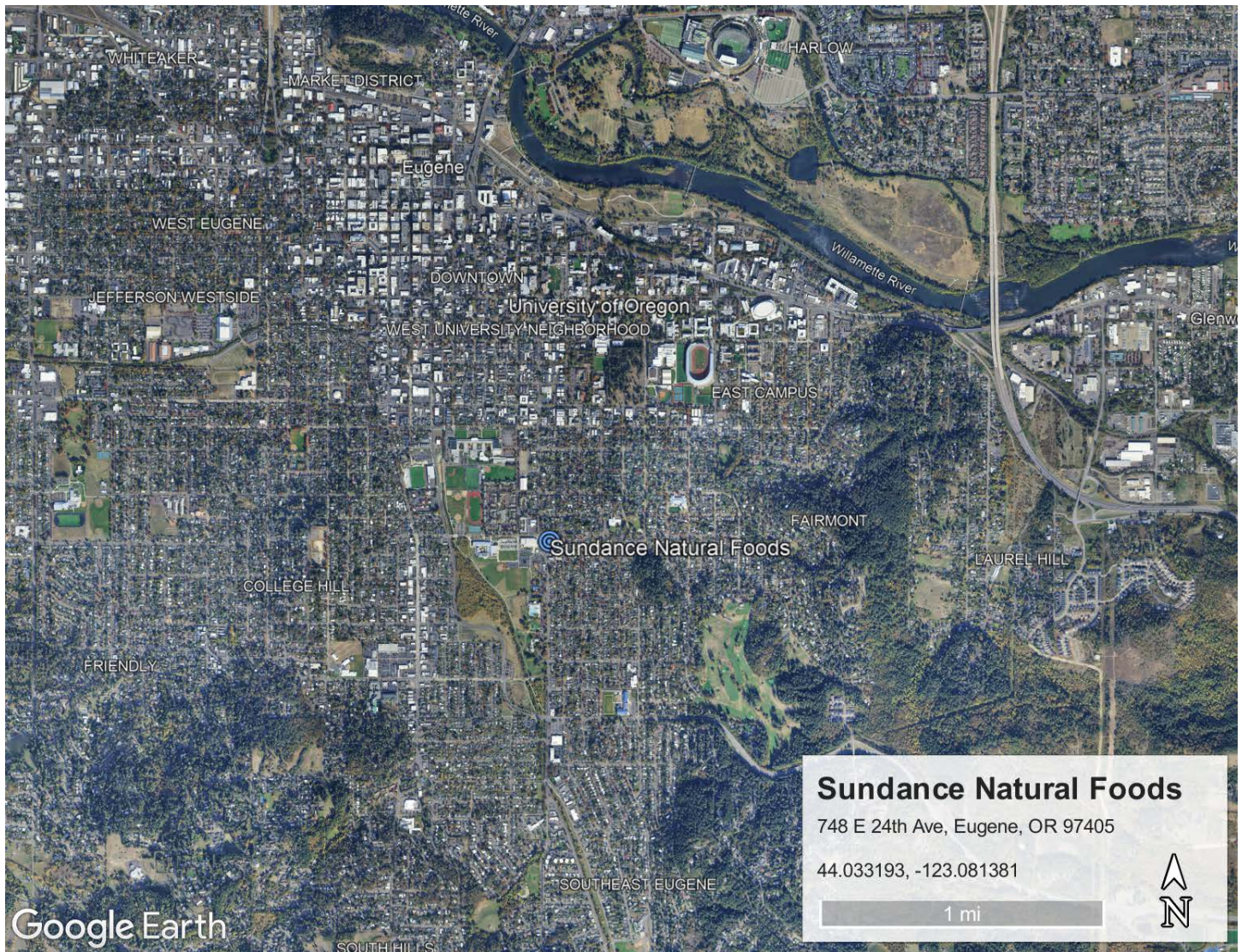
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Figure 1: Regional Location Map



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Figure 2: Local Location Map



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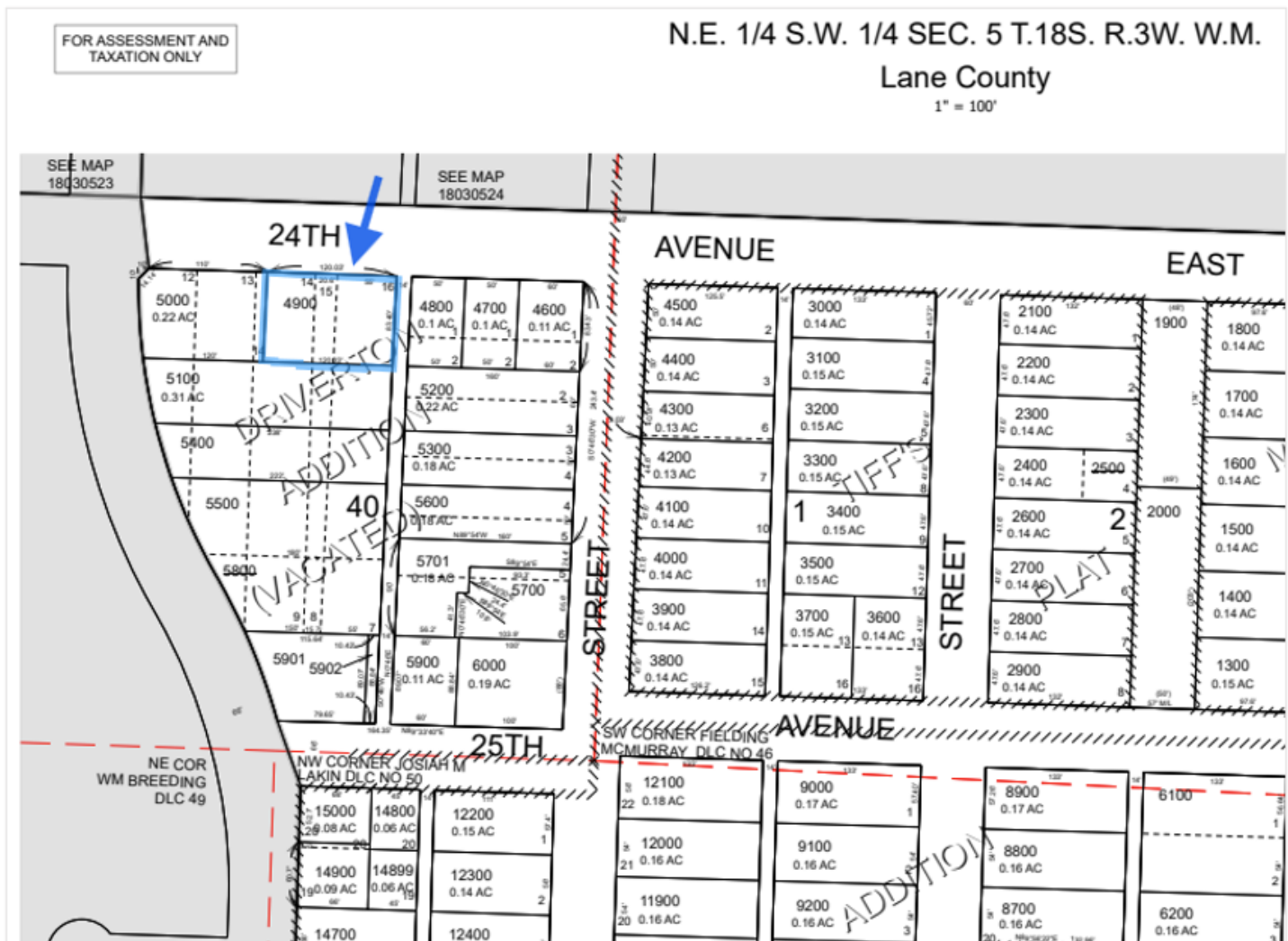
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Figure 3: Tax Lot Map

Blue arrow points to Sundance Natural Foods, tax lot 4900.



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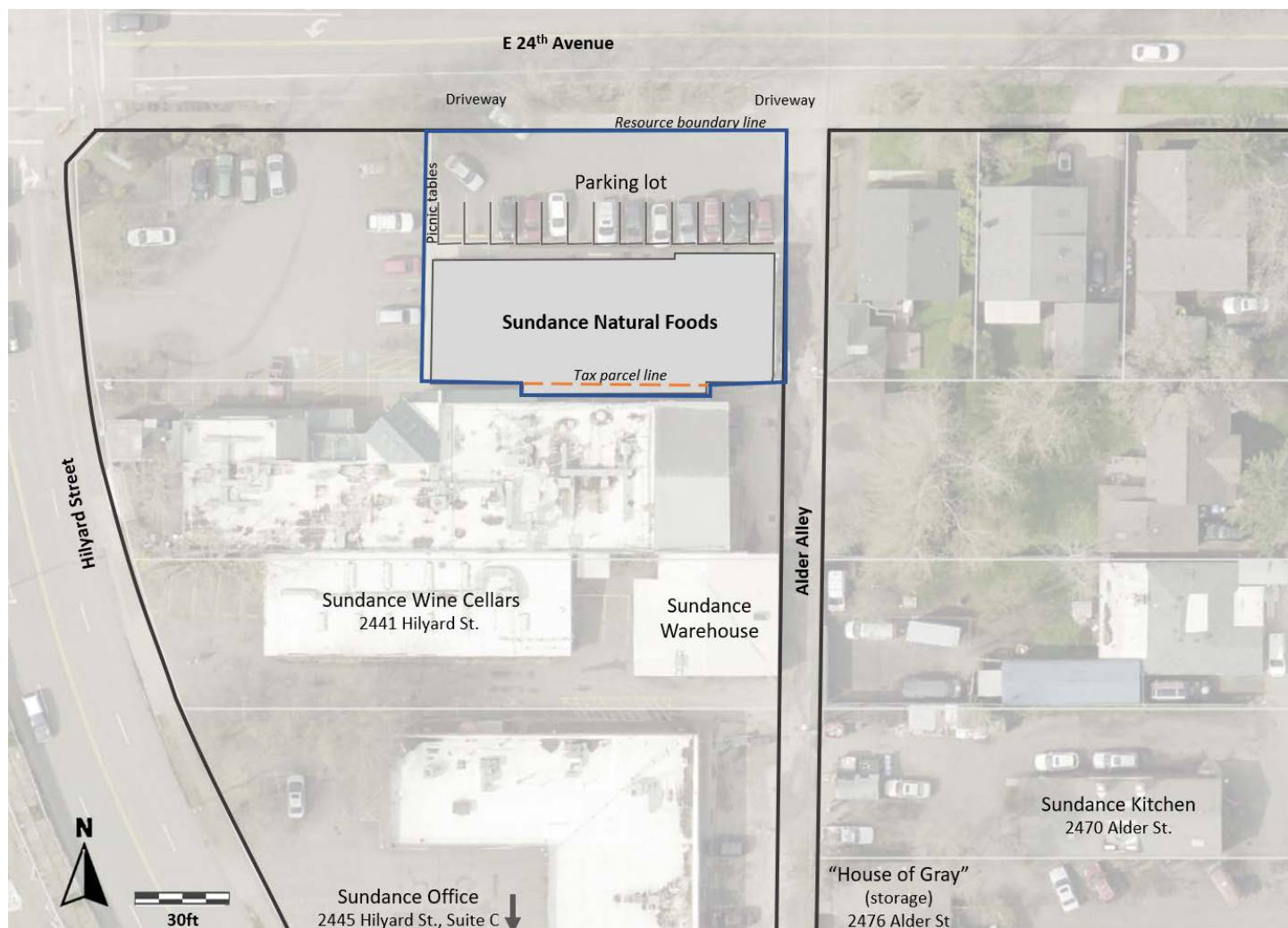
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Figure 4: Site Plan, boundary line to south is approximate, all Sundance-related properties noted.



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Figure 5: Approximate current interior floor plan, not to scale.



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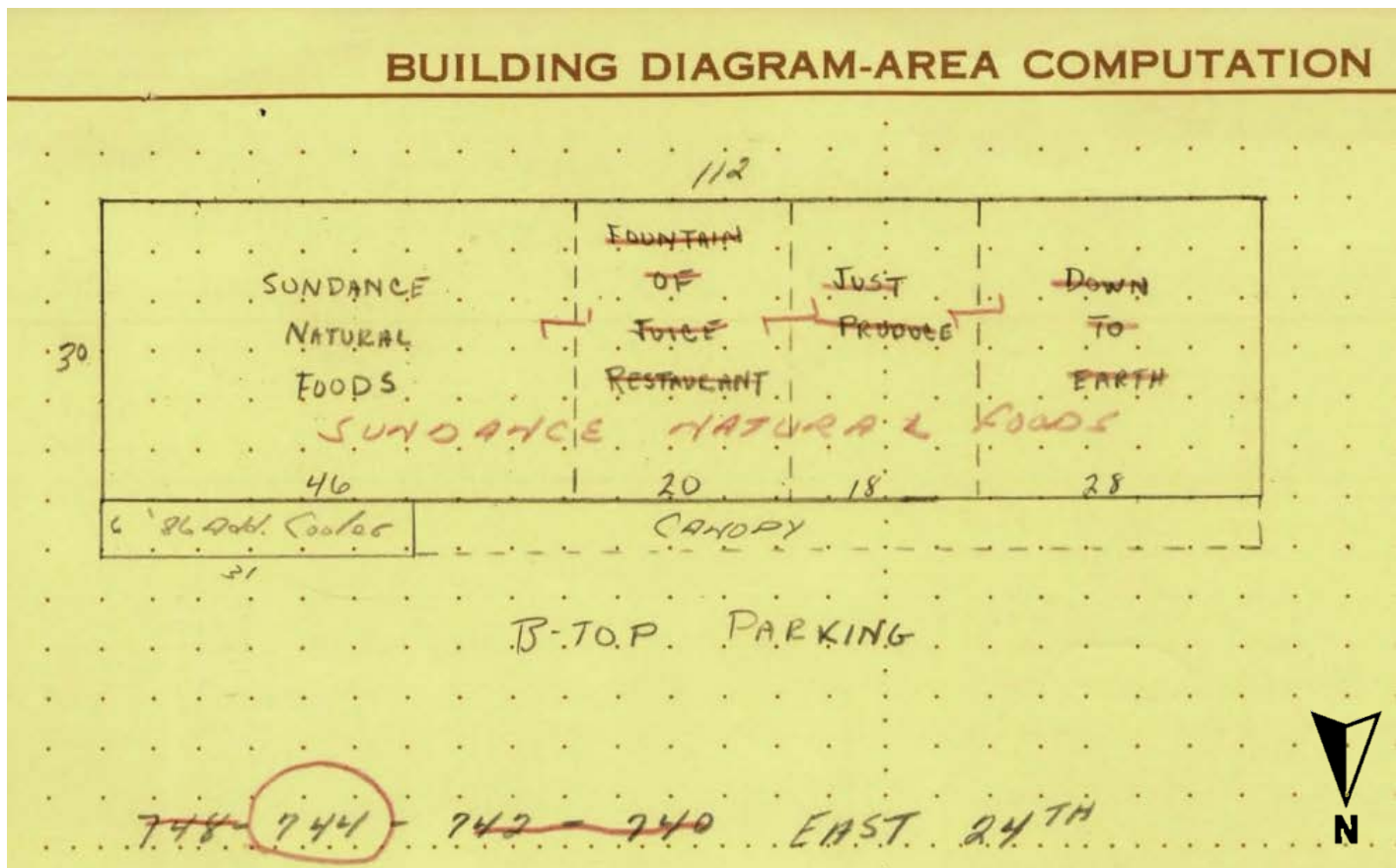
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Figure 6: Historic Floor Plan, 1980 – 1993

Shows transition from four storefronts to the consolidated plan with joined store spaces, ca. 1980 building occupants, size of original store footprints, and the 1986 cooler addition. (Commercial appraisal card, Lane County)



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Figure 7: Willamette People's Food Co-op at 1391 E 22nd Ave, 1975 (South University Neighborhood Association)



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Figure 8: Early advertisement for the Sundance Natural Food Store, December 1971 (The Register-Guard)



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Figure 9: Article featuring Sundance and Just Produce, September 1977 (Oregon Daily Emerald)

Grocers challenge chain store image

Personable shops offer real choice

By MELODY WARD
Of the Emerald

Just because it covers most of a city block (all of one if you count the parking lot) doesn't mean a chain grocery store is the place to get the most out of your food budget.

Eugene abounds with alternatives to the ordinary shopping routine, places that are warm and personable, priced competitively, and that emphasize high quality merchandise. In fact, the person who expends a minimum of personal energy can probably save a considerable sum by shopping around these places rather than trying to do it all in one supermarket.

Five stores in the campus area and five more across town, near the railroad station, are representative of the kind of place that is designed with these kind of goals.

University students are automatically members of the University Food-Op. Located across from Hayward Field, within close reach of dormitories at 1535 Agate St., the Food-Op is a non-profit, student-run enterprise.

It's a small, cedar covered building that once housed married students, and it sports a sign reading "general store." Directors Kathy Bolons and Jim Spevak say it offers very low prices on cheeses.

They buy many brands, like Jarsberg swiss, and also carry some raw cheeses. The Food-Op is a good place to take care of regular purchases. The store carries a limited supply of sundry items, but plenty of produce and meats. The Food-Op is presently working on ways to reach more students, which will be in effect soon.

Food-Op will be open Monday, the first day of classes.

Willamette Valley People's Co-Op Grocery (343-6594) is located at 22nd Avenue and Emerald Street, across from Edison Elementary school. It was formed in 1969 to provide whole-some food at the lowest possible cost, the first store of its kind in this area.

Open Monday through Saturday, the store is open to the general public. There is no work requirement, although people who do receive \$1 credit for each hour worked toward grocery purchases. When they have accumulated enough hours, they become voting members of the corporation.

One of the outstanding features of the store is an incredible array of herbs and spices, which are displayed in large glass containers. Customers bring in their own bottles and buy seasonings in whatever amount they desire.

Over at 24th Avenue and Hilyard Street there is an interesting nest of stores. Among them are Sundance Natural Foods, Just Produce and The Humble Bagel Co.

Sundance (343-9142) probably has the widest selection of dried goods, ranging from carob chips to dried Hawaiian pineapple and spinach lasagne. Every conceivable size and shape of pasta (and color — organic of course) is available along with grains and legumes too numerous to list. Sundance also stocks imported beers, raw milk (including goat milk) and honey yogurt. A vegetarian could easily take care of all his/her shopping needs between Sundance and Just Produce.

Just Produce (343-5393) occupies the same building as Sundance and lives up to its name. Compact, the store is rather like a miniature indoor version of a French open-air market. And the produce is in excellent condition, with prices running 10 cents or more below neighboring retail chains. The managers make every attempt to ensure top quality vegetables and fruits.

Humble Bagel Co. (484-1142) opened about three months ago, and can be found just behind Sundance. Seven kinds of bagels and salt stix are available fresh at least three times daily, and challah is baked on Fridays. Lox, cream cheese and other bagel fixings are sold at the bakery. Bagels cost 15 cents each, with frozen six-packs available for 60 cents.

This is definitely the lowest price in town.

Across town are two other important grocery outlets: Grower's Market and the Fifth Street Public Market.

Grower's Market is a true cooperative; members must spend an hour working at the store.

In turn, they receive an "energy coupon" which entitles them to take out an order. No groceries are available at the store unless they have been pre-ordered. Prices are nearly wholesale and it will be hard to find better buys on cheese, Genesis juices, or some kinds of seafood.

The office is between 4th and 5th avenues on Willamette Street. Orders are placed on Wednesday and can be picked up between 4:30 and 7:30 p.m. on the following Thursday. Their phone number is 686-1145.

Fifth Street Public Market (5th Avenue and High Street, 484-0383) houses four excellent food stores as well as a variety of special shops that make the grocery shopping journey extra delightful.

Northwest Wine and Cheese (343-0536) features offerings from Oregon and around the world — from Henry Weinhard's private reserves to Hofbrau Bavaria or Heineken beers and from the Hillcrest vineyard to Vendicac Bordeaux. They are the only store that cannot take food stamps. The selection of cheeses would please any gourmet.

Next to Northwest, J&J Meats (344-6353) displays a lengthy case containing fine cuts of meats. Here, you get what you pay for. While some prices may seem high, the quality is well worth any extra expense. And as the sign says, if you don't see it, ask and they can probably arrange a special request.

Public Market Produce (342-3011) offers another opportunity to purchase high quality fruits and vegetables at reasonable prices. And if it's mushrooms you're hunting, no one sells them cheaper than here — as low as 89 cents per pound.

But perhaps the most outstanding of all is Storm's Seafoods (344-1927), which boasts the most complete selection of seafood to be found in one store in this state. Fresh fish from the Oregon coast, scallops, shrimp, squid and prawns are ready to go. The freezer yields lobster tails from Australia and Brazil, frozen frog legs, and Alaskan king crab. Whole salmon are usually always available, and so is smoked salmon, herring and other kinds of fish.

Photo by Lenora Greenwood

Resembling a French open-air market, Just Produce sells top quality fruits and vegetables. The tiny shop is one of 10 alternatives to the conventional supermarket that can be found in the area.

HAIR TODAY

Downstairs in the EMU
Close to the recreation area — 687-1347

561 E. 13th Ave.
Across from Max's — 344-1714

NATURAL HAIR DESIGNS FOR WOMEN & MEN!

\$6.00
includes shampoo, moisturizing conditioner, hair cut designed for you, and air-waved — a completed easy care style

\$8.50
a wet cut designed for you and your hair for easy care and air-waved — a completed style to go anywhere.

\$11.50
a dry cut for those who prefer dry cuts — designed for your hair and you. Remember: we carry the finest of professional hair care products for you to use

REDKEN

John Mack

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Figure 10: Advertisement for 24th & Hilyard St. businesses, January 1980 (Oregon Daily Emerald)

24TH & HILYARD ST.



**Warm up Your Living Space
with a Hand-Made Afghan!**

Materials
Patterns
Helpful Hints

*Jeans
Brittens
Center*

2475 Hilyard Street
343-9916




OPS
5 GALLERY
OF CRAFTS

*Fine
Handcrafts*

2469 Hilyard Street
Eugene, OR 97405
(503) 484-1710
Hours: Mon-Sat 11-5 p.m.

SUNDANCE
NATURAL FOODS

- Raw Milk
- Organic Produce
- Bulk Food
- Vitamins
- Ginseng
- Bulk Herbs
- Juices
- Imported Beer
- Local Wines
- Natural Ice Cream

748 E. 24th 343-9143

OPEN 7 DAYS A WEEK
9-10 Mon-Sat
10-10 Sun

corner of 25th and Hilyard

the
Cyclery

2491 Hilyard • Eugene • 97403

WINTER SPECIAL

Pac-Foam Rain Ponchos
Reg. 20.95 **NOW 14.95**

Rain Chaps
Reg. 13.95 **NOW 8.00**

ALSO!! Union Generator Sets **13.50**
Blumel Fenders Popular **12.50/pr.**
Club Special **13.50/pr.**
Esge Chrom-Plastic Fenders **15.95**

Quality Sales, Service, and Repair 345-0477

HUMBLE BAGEL CO.



Also Served in the EMU

Fresh Bagels
Cheese Cake
Cookies

Cinnamon
Rolls on Sunday
Challah on Friday
Cheese, Meats, Fish

24th and Hilyard M-Sun 7:30-7 pm 484-1142

coffee co.

ALLANN BROS.



24th & Hilyard
344-0221

**FRESH
ROASTED
GOURMET
COFFEE.
IMPORTED
CHOCOLATES.**

Mugs, Coffee Grinders, Teapots and More.
Open 7 days a week 9 - 7, Sundays 11-5:30

ANDREA'S

Cloth and Clothing

Imported and
Domestic Fabrics

Imported Clothing and
Andrea's Designs

Patterns and Notions Custom-Fitted Bikinis

African and Indonesian Panels Indian Bedspreads

Andrea's Baby Pack

2441 Hilyard 345-1324

*DOWN
TO
EARTH*



740 E. 24th Ave.
345-7954

**Complete Kitchenware
Baskets
Organic Gardening
Supplies**

Free With This Coupon

1 - 15" Tapered Candle

One Coupon per Customer, Please.

POCKETDELI DELICATESSEN

25c OFF

ANY SANDWICH
with this coupon

Featuring choice meats,
imported & domestic cheeses
Gourmet Sandwiches
Beer & Wine
(NOW 10% OFF!!!)

One Sandwich per Coupon. Good thru end of Feb.
2445 Hilyard Street 344-5171 We cater and deliver. Orders to go.



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Figure 11: Advertisement for block party, May 1987 (What's Happening)

YOU'RE INVITED TO OUR PARTY

SATURDAY, MAY 16th, 10-6

Guess: how many bagels are in the convertible

Win: \$100 gift certificate \$50 gift certificate \$25 gift certificate

Winners: announced at 5:00 p.m.
(need not be present to win).

Plenty of extra parking available.

OREGON HOMEGROWN MEATS **HUMBLE BAGEL** **SUNDANCE NATURAL FOODS**

24th & HILYARD

- ★ **FREE BALLOONS**
- ★ **FREE FOOD TASTINGS**
- ★ **FACE PAINTING**
- ★ **CONTESTS & PRIZES**
- ★ **50¢ HOT DOGS & HAMBURGERS**
- ★ **GOOD DEALS, DISCOUNTS & FUN FOR ALL.**

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Figure 12: Sundance exterior, 1973 (Sundance Natural Foods)



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Figures 13a and 13b: Interior, Bob and Janice Crolene with the shelves and counters they built, 1973



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Figure 14: Exterior, main north elevation, 1987. (Sundance Natural Foods)



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Figure 15: Exterior, bulletin board with blocked produce room door behind, 1987. (Sundance Natural Foods)



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Figure 16: Interior, wooden checkout stands and wall shelving, 1987. (Sundance Natural Foods)



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Figure 17: Interior, display of diverse publications for sale, 1987. (Sundance Natural Foods)



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Figure 18: Interior, northeast coolers, 1987. (Sundance Natural Foods)



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Figure 19: Interior, produce section, 1987. (Sundance Natural Foods)

Just Produce storefront entry still visible, but blocked by displays.



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Figure 20: Interior, west room as wine store, Nov. 1986. (Sundance Natural Foods)



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Figure 21: Interior, produce section, ca. 1992. (Sundance Natural Foods)



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Figure 22: Interior, west room as kitchen with salad bar, ca. 1998. (Sundance Natural Foods)



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Figure 23a and 23b: Cooler replacement, 2018



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Lane County: OR



Photograph 1 of 17: OR_LaneCounty_SundanceNaturalFoods_0001

Overview of Sundance Natural Foods, showing primary north elevation and parking lot. Camera facing south.



Photograph 2 of 17: OR_LaneCounty_SundanceNaturalFoods_0002

Detail of north elevation showing customer entries and sign. Camera facing south.

Photograph 3 of 17:OR_LaneCounty_SundanceNaturalFoods_0003
View of the east elevation. Camera facing west.



Photograph 4 of 17:OR_LaneCounty_SundanceNaturalFoods_0004
Oblique view of the east and south elevations showing the loading dock area. Camera facing northwest.



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Photograph 5 of 17: OR_LaneCounty_SundanceNaturalFoods_0005
Oblique view of the south elevation and service entries. Camera facing east northeast.



Photograph 6 of 17: OR_LaneCounty_SundanceNaturalFoods_0006
View of the west elevation with wall mural and roof signage. Camera facing east.



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Photograph 7 of 17: OR_LaneCounty_SundanceNaturalFoods_0007

Detail of the north elevation showing storefront, community billboard and publications. Camera facing south.



Photograph 8 of 17: OR_LaneCounty_SundanceNaturalFoods_0008

Detail of northwest corner showing the underside of the eaves and faux mansard overhang. Camera facing southwest.



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Photograph 9 of 17: OR_LaneCounty_SundanceNaturalFoods_0009

View of parking, driveways, picnic areas, and street setting of 24th Avenue. Camera facing northeast.



Photograph 10 of 17: OR_LaneCounty_SundanceNaturalFoods_0010

Setting to the west of the building. Camera facing east.



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Photograph 11 of 17: OR_LaneCounty_SundanceNaturalFoods_0011
Interior view of entry and register area. Camera facing northeast.



Photograph 12 of 17: OR_LaneCounty_SundanceNaturalFoods_0012
Interior view of the ceiling and roof structure. Camera facing east.



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Photograph 13 of 17: OR_LaneCounty_SundanceNaturalFoods_0013
Interior view of vitamin area. Camera facing southeast.



Photograph 14 of 17: OR_LaneCounty_SundanceNaturalFoods_0014
Interior view of entry and register area with a view of the arches and into the other rooms. Camera facing west.



Photograph 15 of 17: OR_LaneCounty_SundanceNaturalFoods_0015
Interior view of the center produce room. Camera facing north.



Photograph 16 of 17: OR_LaneCounty_SundanceNaturalFoods_0016
Interior view of the western deli room with kitchen visible to the left. Camera facing southwest.



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Photograph 17 of 17: OR_LaneCounty_SundanceNaturalFoods_0017

Interior view from the center room with a view through the brick arch to the western room. Camera facing northwest.

