

United States Department of the Interior
National Park Service

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 Taylor's Coffee Shop

other names/site number Taylor's Tavern, Old Taylor's, Taylor's Bar & Grill

Name of Multiple Property Listing N/A

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

2. Location

street & number 894 E. 13th Avenue ☐ not for publication

city or town Eugene ☐ vicinity

state Oregon code OR county Lane code 039 zip code 97401

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

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

Title State or Federal agency/bureau or Tribal Government

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	
1		buildings
		site
	1	structure
		object
1	1	Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: restaurant

COMMERCE/TRADE: specialty store

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH & 20TH CENTURY REVIVALS

OTHER: French Eclectic

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: STUCCO

CONCRETE BLOCK

roof: METAL

other: WOOD/ columns and pilasters, eave

corbels, half-timbering

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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

Taylor's Coffee Shop is a commercial building located at 894 E. 13th Ave. in Eugene, Lane County, Oregon, directly to the west of the University of Oregon campus. Constructed in 1930, it is situated prominently at the southwest corner of E. 13th Avenue and Kincaid Street along a mostly low-density commercial street featuring other restaurants and shops.¹ The one-story wood-frame building rests on a concrete foundation, is largely rectangular in footprint, and was originally designed in a French Eclectic architectural style, which like many other Revival styles, was popular in the 1930s. Elements of the style are still reflected in the turret above the main entrance; stucco cladding with hand-troweled, curving texture; turned wood columns and pilasters; wood eave corbels; and half-timbering, extant during the period of significance of 1950 to 1970. Original windows have been replaced within existing fenestration openings, and the original wood shake roof has been replaced with a standing seam metal roof, though it appears to retain the original mansard form based on historic documentation. A freestanding, non-contributing kiosk structure was added to the northeast corner of the property in 1993.² The historic 1930 building was originally divided into two separate commercial spaces, with Taylor's Coffee Shop occupying the east portion along Kincaid and a drug store occupying the west portion. In 2005, Taylor's fully expanded into the west portion, occupying the entirety of the building.³ Although Taylor's closed in 2020 and the building now houses a retail tenant, the wood bar counter and booth seating are still extant at the interior and continue to reflect the property's history as a college bar. The building retains integrity of location, setting, feeling, and association, and even with alterations, retains sufficient integrity of design, materials, and workmanship to remain recognizable to those who visited the establishment during the period of significance.

Narrative Description

LOCATION AND SETTING

Situated on the southwest corner of E. 13th Avenue and Kincaid Street, Taylor's Coffee Shop is directly west of the University of Oregon campus (Photo 1). Both the west entrance to the campus and academic building Condon Hall are located across Kincaid to the east, while The Duck Store, the university's official bookstore and retail space, is located across 13th to the north. The Alpha Omega sorority house is located to the south, and a vacant two-story commercial building is located to the west. Lined by mostly one-to-two story buildings containing university-serving cafes and restaurants, 13th is a low-density commercial street terminating at Alder Street to the west.

EXTERIOR

Due to its location on a street corner, Taylor's Coffee Shop has two street-facing elevations (Photo 2). The primary façade is located at the north elevation facing 13th and contains the two entrances into the building (Photo 3), with the historic main entrance to Taylor's located diagonally beneath a decorative turret roof. The east elevation faces Kincaid and continues the decorative elements seen on the primary façade (Photo 4). The west elevation is not fully visible due to construction of an adjacent commercial

¹ Eugene Planning and Development Department, Permit No. 5853, June 24, 1930.

² Eugene Planning and Development Department, Permit No. 93 05223 01 B 01, September 14, 1993.

³ Eugene Planning and Development Department, Permit No. 05-03311-01, September 23, 2005.

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building, and the south elevation is minimally visible and faces a small alleyway at the rear of the building.

Character-defining features present at the exterior of the building include those elements that were part of the original French Eclectic architectural design and were present during the 1950 to 1970 period of significance, including the turret above the main entrance; mansard roof form; stucco cladding with hand-troweled, curving texture; turned wood columns and pilasters; wood eave corbels; and half-timbering. Note that these original elements are primarily concentrated on the east portion of the building that housed the original volume of Taylor's Coffee Shop when it opened in 1930 and during the period of significance from 1950 to 1970. The exterior of the west portion of the building, which housed a separate retail space, was later altered to match in style, as described further in this nomination.

Exterior walls are clad in stucco characterized by a hand-troweled, curving texture, consistent with the original 1930s construction. The mansard roof is covered with standing seam metal, which replaced previous wood shakes sometime between 1987 and 2004 (Photo 5), though historic wood corbels still line portions of the eaves. Above the main entrance is a historic cone-shaped turret clad in copper and topped with a weathervane (Photo 6). Elevated two steps above the sidewalk, an altered concrete slab patio surfaced in scored pavers spans the north elevation, with steps accessing it located at the northeast corner of the property. A contemporary metal picket fence serves as a guardrail along the north edge of the patio. While there are some weeds and shrubs growing alongside the property, there is no designed landscaping.

PRIMARY FAÇADE, NORTH ELEVATION

As the building was originally constructed for two commercial spaces, the following north elevation description separates these distinct portions (Figure 5). The character-defining east portion, housing the original extent of Taylor's Coffee Shop during the period of significance, contains the main entrance to Taylor's, angled diagonally towards the intersection beneath the turret. It features a non-historic yet compatible single panel wood door with single light and paneled transom all within a wood frame. Non-historic, colored, diamond-shaped tiles are imbedded into the stucco surrounding the entry. Two historic slender, turned wood columns, whose appearance is similar to the turned wood pilasters displayed along the east elevations, support the turreted canopy.

To the east of the angled main entrance, the north-facing wall previously contained another door that was infilled sometime after 1987 (Photo 7). Though the contractor at the time attempted to match the surrounding stucco texture, it was applied less elegantly, and thus the extent of the original opening is still visible due to the difference in application. The historic awning with turned wood brackets remains attached to the wall above the infilled opening. West of the main entrance, a similar but larger awning with turned wood brackets shades a service window. The previous multi-light window at this location was replaced at an unknown date in its existing opening with a metal roll-up window that opens to the interior bar. A non-historic stainless-steel counter is attached to the wall below the window, and a box sign is attached to the roof over the canopy. Both canopies have enclosed soffits that appear to be the historic condition.

The west portion of the north elevation, which originally housed a separate retail space, also features an entry door set into an angled wall (Photo 8). The door is similar in design to the one at the east portion and set within a wood frame anchored by turned wood pilasters. Beyond this entry, the western portion of the north elevation is sheltered by an attached, mansard-roofed canopy that extends almost to the sidewalk along 13th and is supported by slim, rectangular, metal posts. Beneath the canopy, turned wood pilasters define three bays of wood-framed windows and a westernmost bay of unbroken painted brick veneer. Like most of the other windows at the property, these windows contain faux muntins wedged between single panes of glass to give the appearance of a multi-light window. The plaster panels below

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the window have a smooth texture rather than the hand-troweled, curving texture on the east portion. Immediately east of the west entry, a door was removed and replaced with a window, also with faux muntins.

EAST ELEVATION

Unlike the north elevation, which is set back from the street, the east elevation facing Kincaid directly abuts the public sidewalk. Comprising nine bays in total, this elevation features seven equally sized bays defined by character-defining half-timber framing and turned wood pilasters (Photo 9) plus an additionally irregularly sized bay at either end. Five bays containing large windows with faux muntins illuminate booth seating on the interior (Photo 10). Two bays at the south end of this grouping do not have any windows and just have stucco-clad walls, likely because restrooms are located behind them. The northernmost bay at the east elevation consists of a stucco-clad wall with wood vent. The southernmost bay entirely consists of a concrete block addition clad in stucco, built to serve as a storage cooler for the building. Wood corbels punctuate the roofline along this elevation.

SOUTH AND WEST ELEVATIONS

As previously noted, the other elevations are minimally visible from the street due to adjacent construction. The south elevation faces a small hedge-lined alleyway accessed from the east sidewalk. There are no decorative features at this elevation and various electrical and mechanical equipment are attached to the surface of the wall. A plywood panel covers a rear entrance to the building that leads to back-of-house spaces including the cooler and kitchen. The west elevation adjoins the neighboring building to the west and does not contain openings. The adjoining building obscures all but the upper portion of the mansard roof over the west elevation from view.

INTERIOR

Though Taylor's stopped operating in 2020, the interior organization and finishes continue to reflect the building's historic use as a restaurant and bar. When Taylor's opened at this location in 1930, it occupied the east portion of the building along Kincaid while the Oregon Pharmacy (later Claypool's Drug Store), managed by Sid Claypool, occupied the west portion of the building using the address 886 E. 13th Ave. During the period of significance of 1950 to 1970, Taylor's still only occupied the east portion of the building, with Claypool's Drug Store closing in 1975. The extent of the original character-defining Taylor's portion can still be interpreted by the solid wall behind the bar and the wood-framed opening that serves as a threshold between the original east portion and the expanded west portion space (Photo 11).

At this east portion of the building, the historic faux wood post-and-beam construction is visible (Photo 12). The ceiling is clad in plaster between the wood beams, while hardwood flooring covers most of the public space. An L-shaped wood bar counter of uncertain age is situated near the main entrance at the north with unfixed stool seating. Contemporary kitchen appliances and equipment are still located behind and along the counter. A row of wood posts with paneled, decorative bases separates the open counter area of the room from the lower ceilinged seating area to the east. Shallowly boxed, wood, faux beams rise from the columns to span the counter room ceiling, supported on the opposite (west) wall by triangular wood braces resting on urn-shaped corbels. The seating area contains both unfixed tables and chairs as well as fixed booths, separated by head-high wooden partitions, along the exterior wall (Photo 13). Wood paneling covers the walls of the seating area, and the wood booths sit on a raised wood platform. Two restrooms are located at the rear of the building along with the back-of-house cooler and kitchen.

There is a large, flat-headed opening with a wood frame in the west wall of the counter area, punctuated by additional wood posts; the opening serves as a threshold into the west portion of the building that

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originally housed the separate retail space. A current retail tenant occupies this space. The west portion of the building is visually split into two distinct sections marked by differences in ceiling height that largely correspond with the two expansions of Taylor's into this space (Figure 5). A smaller, secondary bar counter is located at the rear (south), along with additional back-of-house storage, electrical rooms, and restrooms. Towards the front (north) of the west portion is a raised platform with metal guardrail that appears to have been used as a stage (Photo 14). Part of the northwest corner of the building has been enclosed as a fitting room. Though most of the space has wood flooring, the westernmost portion of the room has a painted concrete floor. Boxed posts and a boxed beam separately mark the main higher ceilinged area at the east from the lower ceilinged area to the west containing additional booth seating along the west wall of the building (Photo 15). Contemporary brick veneer covers this wall, and contemporary wood planking covers the lower ceiling. The interior alterations at the west portion of the building do not date to the 1950-1970 period of significance for the property.

ALTERATIONS AND ADDITIONS

Following the original construction of the building in 1930, two historic additions were constructed shortly after in 1932⁴ and 1934.⁵ Though city permit records are not clear on where those additions occurred, one was likely the rear cooler space made up of concrete block at the southwest corner of the building. As described in the 1987 Oregon Cultural Resource Inventory form for the property, "the current form of the building was essentially complete by 1936,"⁶ and a 1962 Sanborn map confirms a similar general footprint evident today (Figure 7).⁷ Since the 1987 survey, additional alterations have occurred, most notably the replacement of the wood shake roof cladding with standing seam metal and the replacement of multi-light windows with single-pane windows with wedged faux dividers. One door at the north elevation servicing the east portion was infilled while another door at the west portion was replaced with a window, though the main entrance to Taylor's remains in place at its original location beneath the character-defining turret.

A 1986 photo reveals that while the east portion of the building containing Taylor's has always retained its French Eclectic design at the time, the west portion containing the separate retail space had a more contemporary storefront at the north elevation with angled metal double doors and single-pane plate glass windows set in a brick wall (Figure 15). This portion of the building was subsequently altered to better match the east portion of the building at an unknown date, though likely as part of the 2005 expansion of Taylor's into the entirety of the building. The angled double doors were replaced with a single, angled wood door and the plate glass windows and brick portion below were replaced with windows that more closely matched the appearance of those on the east elevation. Whereas the windows on the east elevation have the historic textured stucco below, the windows at this altered west portion of the north elevation have smooth stucco below instead.

In 1993, the small wood kiosk (a noncontributing structure) was added at the northeast corner of the property.⁸ It has a metal standing seam roof to match the Taylor's building, which likely was reroofed at this time. The kiosk was rented out to various tenants who sold food or coffee, but it is now vacant and being used as a bulletin board showcasing student events. Based on available building permits, the outdoor patio was also repaved at this time.

When Taylor's Coffee Shop opened in 1930, it only occupied the east portion of the building, as also shown in the 1962 Sanborn map (Figure 7). As mentioned, the Oregon Pharmacy (later Claypool's Drug

⁴ Eugene Planning and Development Department, Permit No. 7026, April 13, 1932.

⁵ Eugene Planning and Development Department, Permit No. 8944, December 5, 1934.

⁶ Oregon Cultural Resources Inventory, City of Eugene, "Taylor's," May 25, 1987.

⁷ Library of Congress, "Sanborn Fire Insurance Map from Eugene, Lane County, Oregon," Sanborn Map Company, February 1962, <www.loc.gov/item/sanborn07358_009/>.

⁸ Eugene Planning and Development Department, Permit No. 93 05223 01 B 01, September 14, 1993.

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Store) occupied the west portion of the building from 1930 until 1975. Likely in the 1980s or 1990s, Taylor's made an initial expansion into the west portion space to provide additional table seating, a small stage area, and a secondary, smaller bar counter. A 1981 building permit notes interior alteration to the restaurant.⁹ In 2005, Taylor's further expanded to encompass the entirety of the present building, with alterations at the west portion including replacement of a north elevation door with a window.¹⁰ The 2005 expansion included construction of additional booth seating along the westernmost wall of the building and new restrooms. Even as Taylor's has expanded its footprint, the original volume of the east portion of the building which Taylor's occupied during the period of significance can still clearly be interpreted due to the extant wall behind the bar and the wood-framed opening serving as a threshold between the east and west portions of the building. The separate volumes are indicated in Figure 5.

No historic interior photos of the building dating to the period of significance have been found, so it is unclear what interior features are original and what have been changed, but the presence of a bar and booth seating in the original east portion of the building are character-defining as they help to convey the significance of the property.

INTEGRITY

Location and Setting

Taylor's Coffee Shop remains in its original location at the southwest corner of 13th and Kincaid directly across the street from the University of Oregon campus. The setting remains intact with adjacent commercial buildings along 13th and university buildings across Kincaid. As further described in the statement of significance, location and setting are the most important aspects of integrity for this property as it is the proximity to the University of Oregon campus that led to the events that impart the significance of the property. Taylor's Coffee Shop retains integrity of location and setting.

Design, Materials, and Workmanship

As described in the *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*, integrity of design and workmanship might not be as important to significance for properties eligible under Criteria A and B, and a basic integrity test is whether a historical contemporary would recognize the property as it exists today.¹¹ Original materials and workmanship related to its 1930s French Eclectic architectural design and extant during the period of significance of 1950 to 1970, such as the stucco cladding with a hand-troweled, curving texture, turned wood pilasters and columns, wood eave corbels, and half-timbering are still present at the original character-defining east portion of the building that encompassed the original volume of Taylor's prior to and during the period of significance. While the roof material has changed, the roof form reflects its historic appearance, particularly with the conical turret roof above the main entrance. At the interior, the original volume of Taylor's at the character-defining east portion of the building can still be easily interpreted due to the partition wall behind the bar and a wood-framed opening serving as a threshold between the east and west portions.

Though the north elevation of the west portion of the building has been altered to better match the east portion in design and appearance, these alterations occurred at a portion of the building that has no direct ties to the significance of the property and is therefore not character-defining. Taylor's did not expand into the west portion of the building until after the period of significance; the exterior of the east portion of the building, which was the extent of Taylor's during the period of significance, is still largely intact. Even with the described alterations, the property continues to reflect its overall form and design,

⁹ Eugene Planning and Development Department, Permit No. 8152518-0001, August 31, 1981.

¹⁰ Eugene Planning and Development Department, Permit No. 05-03311-01, September 23, 2005.

¹¹ U.S. Department of the Interior, National Park Service, "National Register Bulletin: How to Apply the National Register Criteria for Evaluation," 1997, 48.

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and it is likely students who visited Taylor's Coffee Shop in the 1950s and 1960s would still be able to identify the building today. Taylor's Coffee Shop therefore retains sufficient integrity of design, materials, and workmanship to convey its significance.

Feeling and Association

Though no longer operating as a restaurant and bar, the property is still able to convey its feeling and association with this particular property type as interior features, including a bar counter and booth seating, remain. As described above, the original smaller volume of Taylor's during the period of significance can still be easily interpreted. Working in tandem with location and setting, the property continues to convey that it was more specifically a college bar that largely served the adjacent student population rather than the community at large. Taylor's Coffee Shop therefore retains integrity of feeling and association.

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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.)

POLITICS/GOVERNMENT

Period of Significance

1950-1970

Significant Dates

1950: "Beer-Mug Tempest"

1952: Start of the Dry Zone

1970: End of the Dry Zone

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

N/A

Architect/Builder

Walder, Ed (builder)

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Period of Significance (justification)

The period of significance for Taylor's Coffee Shop is from 1950 to 1970, encompassing the significant events that led to the rise and fall of the historic Dry Zone around the University of Oregon campus (Figure 8). In 1950, after an underage student was caught drinking beer at Taylor's Coffee Shop, the Oregon Liquor Control Commission held a hearing at Eugene City Hall to investigate what was sensationally being referred to in newspapers at the time as the "Beer-Mug Tempest."¹² The Oregon Liquor Control Commission subsequently established a Dry Zone around the University of Oregon in 1952 where no liquor licenses would be permitted. After nearly two decades of debate, Taylor's Coffee Shop became one of the first two businesses within the Dry Zone to be granted a liquor license to sell beer for on-premises consumption in 1970, effectively ending the Dry Zone.¹³ The 1950 to 1970 period of significance fully encompasses the span of the Dry Zone and the direct relationship of Taylor's Coffee Shop to the beginning and end of its implementation.

Criteria Considerations (explanation, if necessary)

N/A

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).

Taylor's Coffee Shop at 894 E. 13th Street in Eugene, Lane County, Oregon, is locally significant under Criterion A in the area of Politics/Government. The property is directly associated with the rise and fall of the historic Dry Zone around the University of Oregon campus that was established by the Oregon Liquor Control Commission in an attempt to regulate alcohol sales to minors in the area. Over the nearly twenty-year history of the Dry Zone, students, parents, local merchants, university representatives, city councilmembers, and even the State Attorney General provided their opinions on the legality and effectiveness of the Dry Zone.¹⁴ The period of significance is from 1950, the year of the sensational "Beer-Mug Tempest" which ultimately led to the implementation of the Dry Zone, to 1970, the year Taylor's Coffee Shop regained a liquor license to sell beer for on-premises consumption; as Taylor's was one of the first two businesses around the campus to be granted this license in nearly two decades, this event effectively marked the end of the Dry Zone. After nearly twenty years, changing attitudes from members of the Eugene City Council, University of Oregon students and faculty, and the local community contributed to the end of what the *Eugene Register-Guard* had referred to as "a peculiar kind of mini-prohibition."¹⁵ As described in this nomination, Taylor's Coffee Shop is the best and most intact property to represent this period in the history of Eugene and the University of Oregon.

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

CRITERION A: POLITICS/GOVERNMENT

The significance of Taylor's Coffee Shop is directly associated with the local regulation of alcohol sales in mid-twentieth century Eugene, Oregon after the national repeal of Prohibition on December 5, 1933. Soon after the repeal, the Oregon Legislative Assembly passed the Oregon Liquor Control Act to help regulate the manufacturing and sale of alcohol within the state. Also known as the Knox Law, the Oregon Liquor Control Act established the three-person Oregon Liquor Control Commission (OLCC) consisting of individuals appointed by the governor. Among the list of powers granted to the OLCC included the ability "to grant, refuse, suspend

¹² "Divergent Opinions Expressed at 'Beer Near Campus' Hearing," *Eugene Register-Guard*, November 17, 1950:

1.

¹³ Stahlberg, "OLCC erases UO dry zone with OK of 2 beer licenses," 21.

¹⁴ "Local Officials View Ruling on Dry Zone," *Eugene Register-Guard*, January 7, 1958: 1-3.

¹⁵ Mike Stahlberg, "OLCC erases UO dry zone with OK of 2 beer licenses," *Eugene Register-Guard*, June 12, 1970: 21.

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or cancel licenses and permits for the sale or manufacture of alcoholic liquor” and “to investigate and aid in the prosecution of every violation of this act, and other acts relating to alcoholic liquors.”¹⁶

Meanwhile, cities across Oregon were also trying to understand how to regulate alcohol at the local level, passing new ordinances to address the post-Prohibition culture of drinking. Only two months after the repeal of Prohibition, the City of Eugene passed ordinances to “facilitate policing and general control of the sale of liquor over and above the control exercised by the state liquor control commission.”¹⁷ An early ordinance involving banning the sale and consumption of alcohol in public spaces between 1 AM and 5 AM was considered an emergency act and came into effect immediately after adoption.

In March 1934, the Eugene City Council adopted an ordinance prohibiting the sale of liquor with more than five percent alcohol content in a university zone identified as “bounded on the north by the city limits, on the east by Agate street, on the south by Nineteenth and on the west by Patterson street,” smaller than the future Dry Zone that would be implemented less than two decades later.¹⁸ Officials from the University of Oregon had lobbied the city council to establish the zone, though students and local businesses at the time protested the decision. Even after this early “dry zone” was passed, city officials stated that they would not be putting much effort into actual enforcement of the ordinance. The OLCC chairman commented on the ordinance stating that “the state liquor commission is not hoping to get involved in a lot of legal entanglements by revoking licenses already issued in this district.”¹⁹ By the same time the following year, 1935, the city council voted to abolish the dry zone around the university, approving three license applications within the zone while passing a resolution informing the OLCC that “the council endorsed any official action the university authorities might see fit to take for or against licensing the sale of beer near the campus.”²⁰ University President Dr. C.V. Boyer decided not to appeal the decision, noting that he saw no reason for interference if retail beer establishments in the area operated in an orderly and careful manner.²¹

Taylor's Coffee Shop at the corner of E. 13th Avenue and Kincaid Street, directly across the street from the University of Oregon campus, became one of the regular and well-known sources of beer in the area. Though the earliest available newspaper records of Taylor's Coffee Shop applying for a liquor license date to 1938, Rod Taylor, son of Taylor's Coffee Shop owner Herschel Taylor, recalled bottled beer being served when the restaurant opened in 1931.²² While the building housing Taylor's Coffee Shop was constructed in 1930, the Taylors had been operating restaurants and confectionary stores around the university and Eugene since the 1920s, including the Ye Campa Shoppe at the corner of E. 12th Avenue and Alder Street, and Ye Towne Shoppe on Willamette Avenue, both no longer extant.

TAYLOR'S COFFEE SHOP AND THE “BEER-MUG TEMPEST”

In November 1950, Taylor's Coffee Shop was embroiled in a scandal which the *Eugene Register-Guard* sensationally coined as the “Beer-Mug Tempest.”²³ According to reports at the time, 19-year-old University of Oregon student Charles N. Covey visited Taylor's Coffee Shop with two other students, both of whom were over 21 years of age. One of the older students purchased three mugs of beer for the group, and Covey was subsequently caught drinking by investigators. Just across the street from Taylor's at the College Side Inn (no longer extant), investigators also caught an employee serving beer to a minor without checking for identification. To address these two incidents and hear testimony from the public on the state of alcohol

¹⁶ Oregon Liquor Control Act, 1933.

¹⁷ “Bar Hours Rule Passes Council,” *Eugene Register-Guard*, February 14, 1934: 1.

¹⁸ “Anti-Liquor Zone Will Be Returned,” *Eugene Register-Guard*, March 9, 1934: 1.

¹⁹ “Eugene's Dry Zone is Held But Gesture,” *Eugene Register-Guard*, April 11, 1934: 1.

²⁰ “Council Repeals Dry Zone Ruling,” *Eugene Register-Guard*, February 26, 1935: 1.

²¹ “University Plans no Action Anent Dry Zone Ruling,” *The Oregonian*, March 1, 1935: 6.

²² Carol Fraser, “Two Campus Restaurants Have Become ‘Institutions’,” *Oregon Daily Emerald*, October 4, 1962:

7.

²³ “Divergent Opinions Expressed at ‘Beer Near Campus’ Hearing,” *Eugene Register-Guard*, November 17, 1950:

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consumption around the university campus, the OLCC held an open hearing at the council chambers of Eugene City Hall on November 16, 1950.

Students, community members, and representatives from the university gathered at the OLCC hearing to listen to the commissioners discuss these events and voice their support for or opposition to the sale of alcohol at Taylor's Coffee Shop and the College Side Inn. Richard Reed, one of the OLCC commissioners, commented that he was not sure if it was possible to regulate the sale of alcohol to minors when there were taverns so close to the university, and University Director of Student Affairs Donald M. DuShane reported that the university had received concerned reactions from parents and alumni about students drinking at school events such as the annual homecoming game and bonfire.²⁴ University Assistant Director of Student Affairs James D. Kline added that "the fact that these places are near the campus, is a natural inclination to buy beer."²⁵

At the hearing, Herschel Taylor, owner of Taylor's Coffee Shop, appeared to focus the blame on the older students who were buying beer for minors, noting that the problem seemed to stem from the deferred living plan following the end of World War II which saw war veterans returning as students to the campus.²⁶ Veterans who had been sent to war at the age that they would normally have been taking classes at the university were returning to start or resume their education. This influx of older students now at a legal drinking age created a particularly prominent drinking culture during this period. Pauline Taylor, Herschel's wife, claimed that "the fault lies with the parents who fail to teach honesty and consideration for the rights of others."²⁷

The Association of American University Women, Eugene Ministerial Association, and the Eugene and Portland chapters of the Oregon Mothers' Club all voiced their support for greater control of alcohol in the neighborhoods surrounding the university, while local businessmen, including Sid Claypool, owner of the drugstore neighboring Taylor's Coffee Shop and located within the western portion of the same building, claimed that the university should not act as a police force and Taylor's employees "made a diligent effort to check on the age of those buying beer."²⁸

Nevertheless, in January 1951, the OLCC imposed several restrictions on Taylor's Coffee Shop and the College Side Inn to limit the alcohol sold by each restaurant. These restrictions included removing any beer signs visible from the street and forbidding the sale of beer before 4 PM on days when classes were being held or days "previously designated by university officials as likely to present a problem to the university or to the commission," such as football or basketball games.²⁹

THE UNIVERSITY OF OREGON DRY ZONE (1952-1970)

Later in 1951, the OLCC, in collaboration with the City of Eugene and the University of Oregon, established a formal Dry Zone around the University of Oregon campus where no liquor licenses would be permitted. While bars and taverns were the primary target for the Dry Zone, grocery stores in the area could also not sell beer or alcohol for off-site consumption. While not set up through ordinance or law, this informal policy would wind up changing the landscape of alcohol sales around the campus for nearly two decades. Rather than suspend existing liquor licenses within the area, none would be renewed at the end of the year. The Dry Zone came into effect on January 1, 1952, covering a wide area (approximately 604 acres) around the university bounded by Patterson Street to the west, the Willamette River to the north, Villard Street to the east, and 21st Avenue and Fairmont Boulevard to the south (Figure 8).

²⁴ Norman Anderson, "Liquor Commission Slate Open Hearing," *Oregon Daily Emerald*, November 16, 1950: 1.

²⁵ Bill Frye, "Students, Residents Crowd Council Room to Hear Talk Concerning Beer Question," *Oregon Daily Emerald*, November 17, 1950: 1, 3.

²⁶ Anderson, "Liquor Commission Slate Open Hearing," 1.

²⁷ Ibid.

²⁸ Frye, "Students, Residents Crowd Council Room to Hear Talk Concerning Beer Question," 1, 3.

²⁹ "Liquor Board Eases Ad Rule," *The Oregonian*, January 6, 1951: 4.

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Though the development of the Dry Zone was a partnership between the Eugene City Council, University of Oregon, and OLCC, cracks in its support already began to appear as early as 1954. At this time, members of the city council voiced concerns that the Dry Zone was providing unfair advantage to some stores over others depending solely on location. Local grocers were arguing that with the rise of "one-stop" shopping for goods, people who wanted to buy beer would simply go to other competing grocery stores outside of the Dry Zone. Even after noting the unfairness of the situation, the City Council felt that they "could do nothing but recommend denial for a beer license application from a grocery within the zone," claiming that it did not have the authority to overrule the OLCC.³⁰

University of Oregon leadership, however, remained vocal supporters of the Dry Zone. Donald M. DuShane, who had by 1957 become Dean of Students at the university, claimed that the Dry Zone "made the problem of controlling student drinking one the University could handle," further adding that the Dry Zone is "more than a local concern since students come from throughout the state."³¹ When the city council finally sought to endorse four liquor licenses for sale of packaged beer within the Dry Zone in November 1957, University President O. Meredith Wilson expressed his disappointment with the councilmembers for attempting to change the status quo.³² The liquor licenses were subsequently rejected by the OLCC.

With disagreement growing between the city council and the University of Oregon, State Attorney General Robert Y. Thornton was asked to review the Dry Zone policy and provide an opinion on the legality of its implementation. On January 6, 1958, Thornton ultimately ruled that the Dry Zone had no legal basis as it was established "not by law but by commission action," noting that the OLCC must review license applications on their individual merits under reasonable grounds.³³ According to Thornton, the OLCC could not reject a liquor license for a business for being located within the Dry Zone alone. If a legal Dry Zone was desired, it would need to be implemented formally through law.

Reaction to Thornton's opinion was varied. Eugene Mayor John M. McGinty expressed that his "greatest worry [was] that the university will press the matter to the Legislature."³⁴ University President Wilson once again expressed disappointment, issuing the following statement:

We deeply regret that according to the Attorney General's ruling the dry zone around the University has no legal basis. The zone was established by the Oregon Liquor Commission to eliminate flagrant violations of the law which developed prior to the time it was set up. Since then, the University has been interested in preserving the zone. In the absence of such a protective device, it is expected that the city council and the Oregon Liquor Commission will find other means of preventing illegal sale of liquor to minors at the University. Toward this end the University will lend complete support.³⁵

Though largely a local issue, authorities in other cities across Oregon commented on the Attorney General's decision. Corvallis City Attorney LaVerne Johnson told the Corvallis City Council that he did not believe the ruling would affect the existing dry zone around the city's Oregon State College, now Oregon State University, as it had been formally created through ordinance. The City of Corvallis had originally passed the ordinance only a year before, in 1957, with support from the university.³⁶ Johnson cited that "the difference between the situation as it exists in Eugene as compared to Corvallis appeared to be that the Eugene council has merely adopted as a policy the practice of not approving applications from near the university."³⁷ The distinction

³⁰ "'Side' to Challenge Campus 'Dry Zone'," *Eugene Register-Guard*, June 24, 1956: 1-2.

³¹ William Cook, "University's 'Dry Zone' Under Fire from Grocers," *Oregon Daily Emerald*, September 25, 1957: 2, 7.

³² "Council Disappoints Wilson," *Oregon Daily Emerald*, November 14, 1957: 1.

³³ "Local Officials View Ruling on Dry Zone," *Eugene Register-Guard*, January 7, 1958: 1-3.

³⁴ "Local Officials View Ruling on Dry Zone," *Eugene Register-Guard*, January 7, 1958: 1-3.

³⁵ "Thornton Protests Legality of Dry Zone," *Oregon Daily Emerald*, January 7, 1958: 1.

³⁶ Mike Chamness, "Council Committee to Recommend 'Dry Zone' Liquor Permit," *Corvallis Gazette-Times*, July 17, 1969: 1.

³⁷ "'Dry Zone' Believed Unaffected by Rule," *Eugene Register-Guard*, January 21, 1958: 10.

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between a policy and a legal framework became an important point. Corvallis City Council would ultimately repeal the dry zone ordinance on July 21, 1969, by voting unanimously to approve a package liquor-selling permit in the dry zone boundaries.³⁸ Upon repeal, Acting University President Roy Young said, "The attitude of the university is that though we (the administrators) may not favor such a decision...to be fair to citizens in the area, we cannot protest it."³⁹ The dry zone in Corvallis was established five years after the dry zone in Eugene and was in place for only 12 years total, compared to 18 years in Eugene. While there is record of Corvallis officials monitoring the activities in Eugene related to the Attorney General's opinion, there were no records found of officials in Eugene considering the dry zone in Corvallis as part of their own decision-making.

Though the Attorney General's opinion was thought to be the end of Eugene's Dry Zone, the OLCC continued to deny subsequent liquor applications from grocery stores and restaurants located around the university. With each batch of rejections, the OLCC claimed that each application was being judged on its own merits. Even with a petition of 333 supporters, the OLCC rejected a liquor license allowing Foodland Market to sell beer within the zone as it considered the outlet "not necessary to the public interest or convenience."⁴⁰

By 1962, Rod Taylor, son of Herschel Taylor, expressed doubt that Taylor's Coffee Shop would benefit greatly if the Dry Zone was lifted, stating that he has seen the change in student attitude over the years and "students are just more studious minded now."⁴¹ Both Taylor's Coffee Shop and the College Side Inn were still in operation across from the university campus, with the *Oregon Daily Emerald* calling the two restaurants "as familiar as Oregon rain and just as characteristic of the University of Oregon," adding that "if the past success of Taylor's and The Side is any indication, a need for such campus institutions will always be felt."⁴²

University students who had been spending their entire college careers living with the Dry Zone began to increasingly share their opinions in the University of Oregon student newspaper, the *Oregon Daily Emerald*. Junior Class President Tom Herman jokingly referred to the Dry Zone as "that great institution that has as much use as the electoral college" and lamented that "University officials found a valuable ally in the OLCC in the affrontery to the integrity of students."⁴³ Other students noted that the Dry Zone "has long outworn its usefulness" as more and more students were now living off campus and could easily walk or drive to any other establishment selling alcohol directly outside of the zone.⁴⁴ Not all students wanted to eliminate the Dry Zone altogether, though, with some calling for the Oregon legislature to consider formally permitting limited dry zones around college campuses around the state.⁴⁵

University students took a ceremonial step to advocate for the end of the Dry Zone on December 2, 1965, when the Associated Students of the University of Oregon (ASUO) Senate passed a bill sending ASUO President Steve Goldschmidt and senators Bill Dames and Jim Beat to a hearing of the City Council to request abolishment of the now 14-year-old Dry Zone.⁴⁶ The bill was passed 18-5-1 on a roll call vote with Freshman Representative Gunnar Lundeborg stating "All I know is what the students want. The students abhor the dry zone, so why don't we vote and join the tide."⁴⁷

³⁸ Mike Chamness, "City Council Repeals 'Dry Zone' Ordinance Near Campus," *Corvallis Gazette-Times*, July 22, 1969: 1.

³⁹ Ibid.

⁴⁰ "Beer Application Turned Down Second Time," *Eugene Register-Guard*, March 6, 1958: 1.

⁴¹ Fraser, "Two Campus Restaurants Have Become 'Institutions'," 7.

⁴² Ibid.

⁴³ Tom Herman, "Jr. Class President Gives His Opinion of 'Dry Zone,'" *Oregon Daily Emerald*, November 17, 1960: 2.

⁴⁴ "Beer Near, Not Here," *Oregon Daily Emerald*, March 2, 1964: 2.

⁴⁵ "A 'Dry Zone' is Needed," *Oregon Daily Emerald*, January 8, 1958.

⁴⁶ Phil Semas, "Senate Recommends 'Dry Zone' Abolishment," *Oregon Daily Emerald*, December 3, 1965: 1.

⁴⁷ Ibid.

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Two years later, in 1967, University of Oregon faculty followed the students and adopted a resolution by voice vote formally expressing opposition to the Dry Zone.⁴⁸ The Eugene City Council, in 1969, supported this message from the university faculty and approved a motion to "inform the Oregon Liquor Control Commission that the city supports university opposition to the ban on liquor and beer sales in a 'dry zone' around the campus."⁴⁹ In response, the OLCC appeared to stand its ground, with OLCC Control Officer William Fairlee stating that he did not expect the commission to lift the ban and emphasizing that "our chairman will maintain 'dry zones' around all the universities in the state."⁵⁰

Within the same month of Fairlee's announcement, April 1969, the OLCC quietly approved an application by Miller's Grocery (not extant) to sell beer for off-premises consumption – the first liquor license approved within the Eugene Dry Zone since its establishment in 1952.⁵¹ Though licenses for on-site consumption of alcohol within the Dry Zone were still being rejected, the cracks were starting to form in the boundary that was never codified by ordinance or law. Anticipating the potential for even further approvals, reporter Ed Kenyon of the *Eugene Register-Guard* prepared a history of the Dry Zone recounting the origins of the "Beer-Mug Tempest" and the subsequent collaboration and dissolution of the alliance between the Eugene City Council, University of Oregon, and OLCC. Kenyon ended his article reflecting on the future:

[The OLCC] admitted that they expect a flood of license applications from establishments in the area. And one of the applicants may be one Rodney Taylor. Taylor owns Taylor's Coffee Shop, just across the street from the university campus on 13th Avenue. And it was Taylor's Coffee Shop, then owned by Taylor's late father, which unwittingly served the mug of beer that put the dry zone on the map in the first place.⁵²

After nearly two decades, the Dry Zone finally fell on June 12, 1970, when the OLCC granted a liquor license to both Taylor's Coffee Shop and a new bar called The Side (not associated with the College Side Inn, which was demolished in 1964), allowing both restaurants to sell bottled beer for on-premises consumption.⁵³ The decision came after an appeal by Taylor's Coffee Shop owner Art Stone and his attorney William Frye, in which the two presented "a petition signed by 1,700 University students and personal letters of support from the University staff and faculty, the City Council and the Chief of Police" to the OLCC.⁵⁴ In celebrating the moment, the *Eugene Register-Guard* described that "a peculiar kind of mini-prohibition for the University of Oregon campus area came to an end."⁵⁵ The following year, Taylor's Coffee Shop was granted the ability to also sell draft beer on tap for on-premises consumption, regaining its abilities from before implementation of the Dry Zone.⁵⁶ With Taylor's Coffee Shop overcoming its obstacles to receive a liquor license, the *Oregon Daily Emerald* published an article called "Taylor's Owner Beats the System," noting that "the OLCC ruling in Stone's case set a precedent for the elimination of other campus dry zones within the state."⁵⁷ Stone told the newspaper, "And we did it by working within the legal system. We proved that a little guy can fight 'city hall' and win."⁵⁸

Taylor's Coffee Shop continued to be a local college restaurant and bar serving generations of university students for several decades following the end of the Dry Zone, later being managed under different names such as Old Taylor's and, most recently, Taylor's Bar and Grill. There continue to be many restaurants, grocery

⁴⁸ "UP Faculty Voices Opposition to Dry Zone Around Campus," *Eugene Register-Guard*, November 11, 1967: 13.

⁴⁹ "City Joins University in Opposing 'Dry Zone'," *Eugene Register-Guard*, March 27, 1969: 11.

⁵⁰ Charlene Yogi, "Dry zone to stay despite city proposal to lift ruling," *Oregon Daily Emerald*, April 3, 1969: 3.

⁵¹ Ed Kenyon, "Beer Application OK Cracks UO Dry Zone," *Eugene Register-Guard*, April 18, 1969: 1.

⁵² Ed Kenyon, "It All Began With a Glass of..." *Eugene Register-Guard*, April 20, 1969: 27.

⁵³ Stahlberg, "OLCC erases UO dry zone with OK of 2 beer licenses," 21.

⁵⁴ Joyce Bridges, "Taylor's owner beats the system," *Oregon Daily Emerald*, May 14, 1971: 3.

⁵⁵ Stahlberg, "OLCC erases UO dry zone with OK of 2 beer licenses," 21.

⁵⁶ "OLCC denies tavern at Coburg," *Eugene Register-Guard*, February 18, 1971: 27.

⁵⁷ Bridges, "Taylor's owner beats the system," 3.

⁵⁸ Ibid.

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stores, and bars within the historic boundaries of the Dry Zone that sell alcohol today. Taylor's, however, permanently closed on February 26, 2020, after losing its liquor license.

COMPARATIVE ANALYSIS

As Taylor's Coffee Shop is uniquely associated with events both in the rise and fall of the historic Dry Zone around the University of Oregon campus, it best represents this period in Eugene's history that impacted the local community for nearly two decades. Though the College Side Inn, which opened in 1944 across the street directly to the north of Taylor's Coffee Shop, was also associated with the start of the Dry Zone, it was demolished in 1964 to construct the University of Oregon Duck Store, which still stands at the northwest corner of E. 13th Avenue and Kincaid Street today.⁵⁹

A different business known as The Side, named to reference the older tavern, opened at 801 E. 13th Avenue in 1970 and jointly received a liquor license with Taylor's Coffee Shop to sell bottled beer for on-premises consumption. The Side was renamed Duffy's Tavern only a few years later and was replaced by Italian restaurant Guido's in 1984.⁶⁰ Several different sit-down and chain restaurants have inhabited the building in the decades since. While The Side is associated with the end of the Dry Zone, it has no relationship to its creation and the building in which The Side was located served a bar function for a much shorter span of the Dry Zone's duration than Taylor's. Now housing a Dave's Hot Chicken and a Jersey Mike's Subs, the building does not have a strong feeling or association to the period of significance for the Dry Zone. Miller's Grocery at 1065 E. 20th Avenue, which was the first business to receive a liquor license within the Dry Zone, is also no longer extant. The property is a single-family residence.

With an extant building that continues to convey its restaurant and bar function and its direct ties to both the start and end of the historic Dry Zone, no other property in Eugene is as associated with this context than Taylor's Coffee Shop. Unlike the other properties mentioned, Taylor's Coffee Shop continues to retain all aspects of integrity, including interior bar counter and booth seating that reflect its historic use. Other character-defining features that date to the building's original 1930s construction and were present during the period of significance of 1950-1970 are extant including the turret above the main entrance; stucco cladding with hand-troweled, curving texture; turned wood columns and pilasters; wood eave corbels; and half-timbering. These elements, together with the building's location and setting directly across from the University of Oregon campus, help to convey its significant association with the history of the Dry Zone better than any other property around the campus.

CONCLUSION

As described, Taylor's Coffee Shop meets National Register Criterion A at the local level of significance in the area of Politics/Government. The property is directly associated with the rise and fall of the historic Dry Zone around the University of Oregon campus that was established by the Oregon Liquor Control Commission in an attempt to regulate alcohol sales to minors in the area. Taylor's Coffee Shop uniquely represents events associated with both the implementation and eventual end of the Dry Zone that impacted students and local community for nearly twenty years, represented in the period of significance of 1950 to 1970. Taylor's Coffee Shop is the best and most intact property to represent this period in the history of Eugene and the University of Oregon campus.

⁵⁹ Dan Wyant, "Final Knell Tolls for 'Side,' *Eugene Register-Guard*, January 13, 1964, 11.

⁶⁰ "Mondale Plans Stop in Eugene," *Eugene Register-Guard*, October 11, 1984, 1.

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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>44.045312°</u> Latitude	<u>-123.078914°</u> Longitude	3	_____ Latitude	_____ Longitude
2	_____ Latitude	_____ Longitude	4	_____ Latitude	_____ Longitude

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

The National Register property is bounded by 13th Avenue to the north, Kincaid Street to the east, the rear alley in the south, and a commercial building that adjoins the property's west wall.

Boundary Justification (Explain why the boundaries were selected.)

The boundary encompasses the portion of Tax Lot 1703323102100 that is directly associated with Taylor's Coffee Shop.⁶¹ It excludes the adjacent commercial building, which, although located on the same tax lot, is physically separate with no internal connections and has no relationship to the Dry Zone or significant events described in this nomination.

11. Form Prepared By

name/title	<u>Alvin-Christian Nuval, Project Manager</u>	date	<u>June 30, 2026</u>
organization	<u>Heritage Consulting Group</u>	telephone	<u>(747) 338-0263</u>
street & number	<u>13417 Ventura Boulevard</u>	email	<u>anuval@heritage-consulting.com, projects@heritage-consulting.com</u>
city or town	<u>Sherman Oaks</u>	state	<u>CA</u> zip code <u>91601</u>

Additional Documentation

Submit the following items with the completed form:

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

⁶¹ Lane County Map Viewer, accessed June 12, 2026.

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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: Taylor's Coffee Shop
City or Vicinity: Eugene
County: Lane **State:** Oregon
Photographer: Alvin-Christian Nuval / Heritage Consulting Group
Date Photographed: May 29, 2026

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

- Photograph 1 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0001
Site context with University of Oregon in background, view southeast.
- Photograph 2 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0002
East (left) and north (right) elevations of Taylor's Coffee Shop, view southwest.
- Photograph 3 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0003
North elevation, view south.
- Photograph 4 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0004
East elevation, view west.
- Photograph 5 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0005
Raised entry area in front of east portion of building, view south.
- Photograph 6 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0006
Main entrance beneath turret roof, view southwest.
- Photograph 7 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0007
Infilled door below awning at north elevation, view southeast.
- Photograph 8 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0008
West portion of building with second entrance visible, view west.
- Photograph 9 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0009
East elevation, view southwest.
- Photograph 10 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0010
Detail of windows, turned wood pilasters, and eave corbels, view west.
- Photograph 11 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0011
Interior, bar at east portion, view southwest.
- Photograph 12 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0012
Interior, bar and entry at east portion, view north.

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- Photograph 13 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0013
Interior, booth and table seating at east portion, view southeast.
- Photograph 14 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0014
Interior, west portion expansion facing secondary bar, view south.
- Photograph 15 of 15:** OR_LaneCounty_TaylorsCoffeeShop_0015
Interior, west portion expansion with additional booth seating visible, view north.

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

National Register of Historic Places Continuation Sheet

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N/A

Name of multiple listing (if applicable)

Section number Additional Documentation

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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 of 17** Regional Location Map
- Figure 2 of 17:** Local Location Map
- Figure 3 of 17:** Tax Lot Map
- Figure 4 of 17:** Site Plan and Photo Key
- Figure 5 of 17:** Floor Plan and Photo Key
- Figure 6 of 17:** Comparison of Historic Aerials, 1944, 1952, 1974, 2026
- Figure 7 of 17:** Sanborn Map, 1962
- Figure 8 of 17:** Dry Zone Boundary Overlay with Taylor's Identified
- Figure 9 of 17:** Taylor's prior to period of significance with turret and turned wood columns visible, 1948
- Figure 10 of 17:** Political Cartoon Referencing Dry Zone, 1969
- Figure 11 of 17:** "It All Began With a Glass Of..." 1969
- Figure 12 of 17:** North elevation of Taylor's with shake roof visible and non-extant pole sign, 1969
- Figure 13 of 17:** Main entrance to Taylor's below turret roof, 1977
- Figure 14 of 17:** People sitting at tables in front of main entrance to Taylor's, 1981
- Figure 15 of 17:** East and north elevation of Taylor's looking southwest, 1986
- Figure 16 of 17:** North elevation of Taylor's looking south, 1987
- Figure 17 of 17:** North elevation of Taylor's after alterations to roof material, 2004

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Taylor's Coffee Shop

Name of Property

Lane Co., OR

County and State

N/A

Name of multiple listing (if applicable)

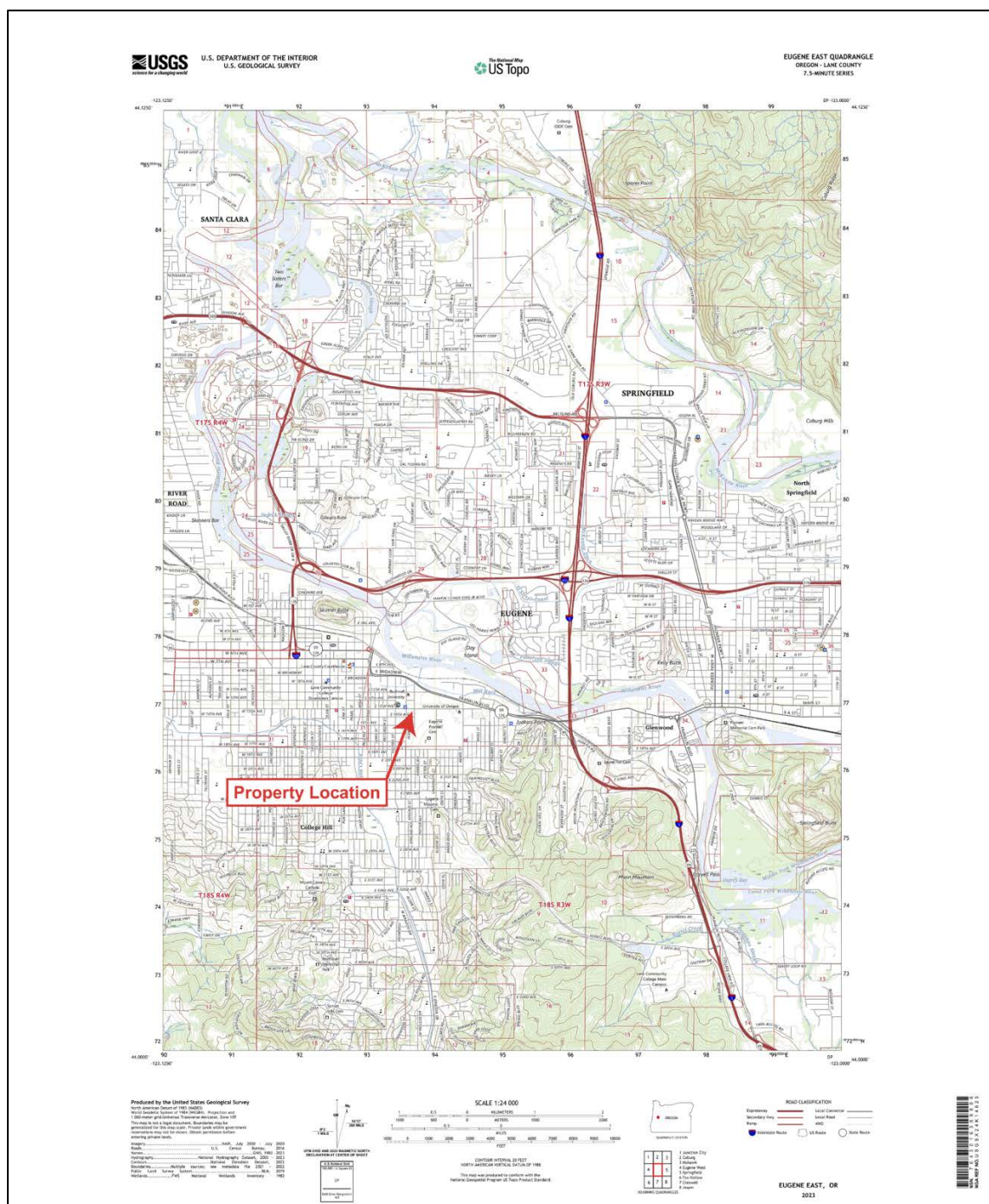
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Figure 1 of 17: Regional Location Map

Base map from United States Geological Survey (USGS), 2023

Coordinates: 44.045312°, -123.078914°



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Name of Property

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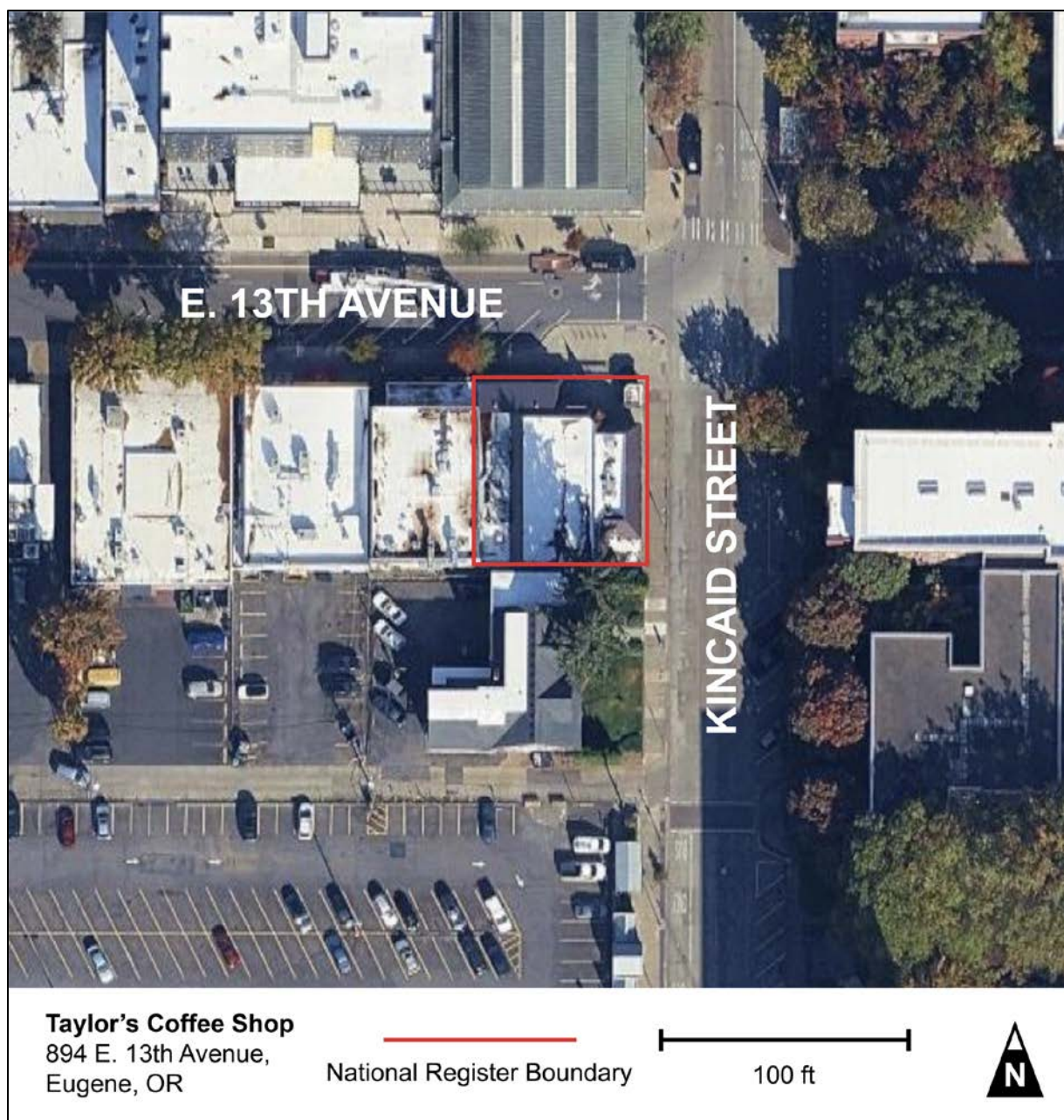
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Figure 2 of 17: Local Location Map

Base map from Google Maps, 2026

Coordinates: 44.045312°, -123.078914°



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Figure 3 of 17: Tax Lot Map

Base map from Lane County Map Viewer, 2026



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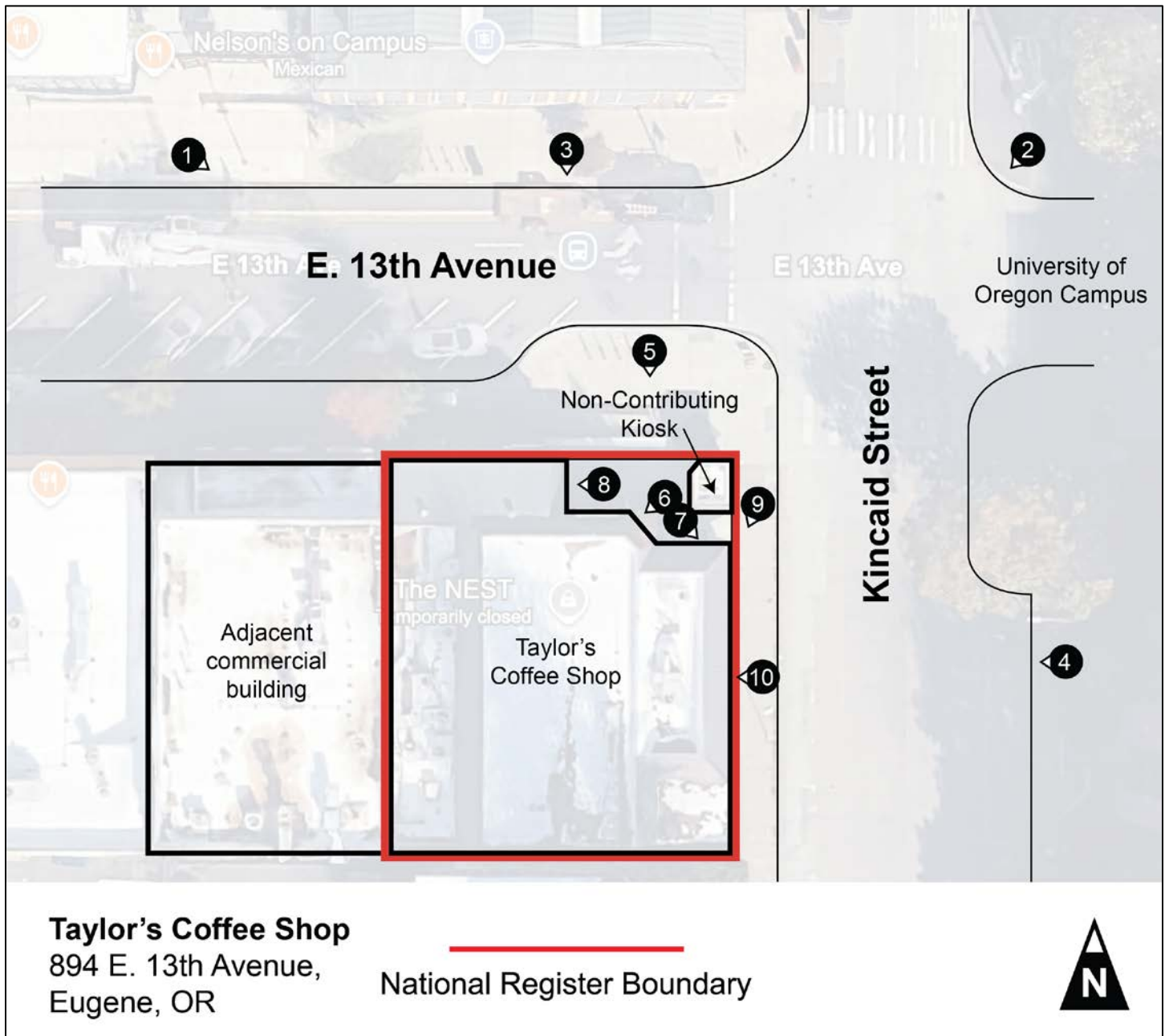
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Figure 4 of 17: Site Plan and Photo Key

Base plan from Google Maps with edits by Heritage Consulting Group. Not to scale.



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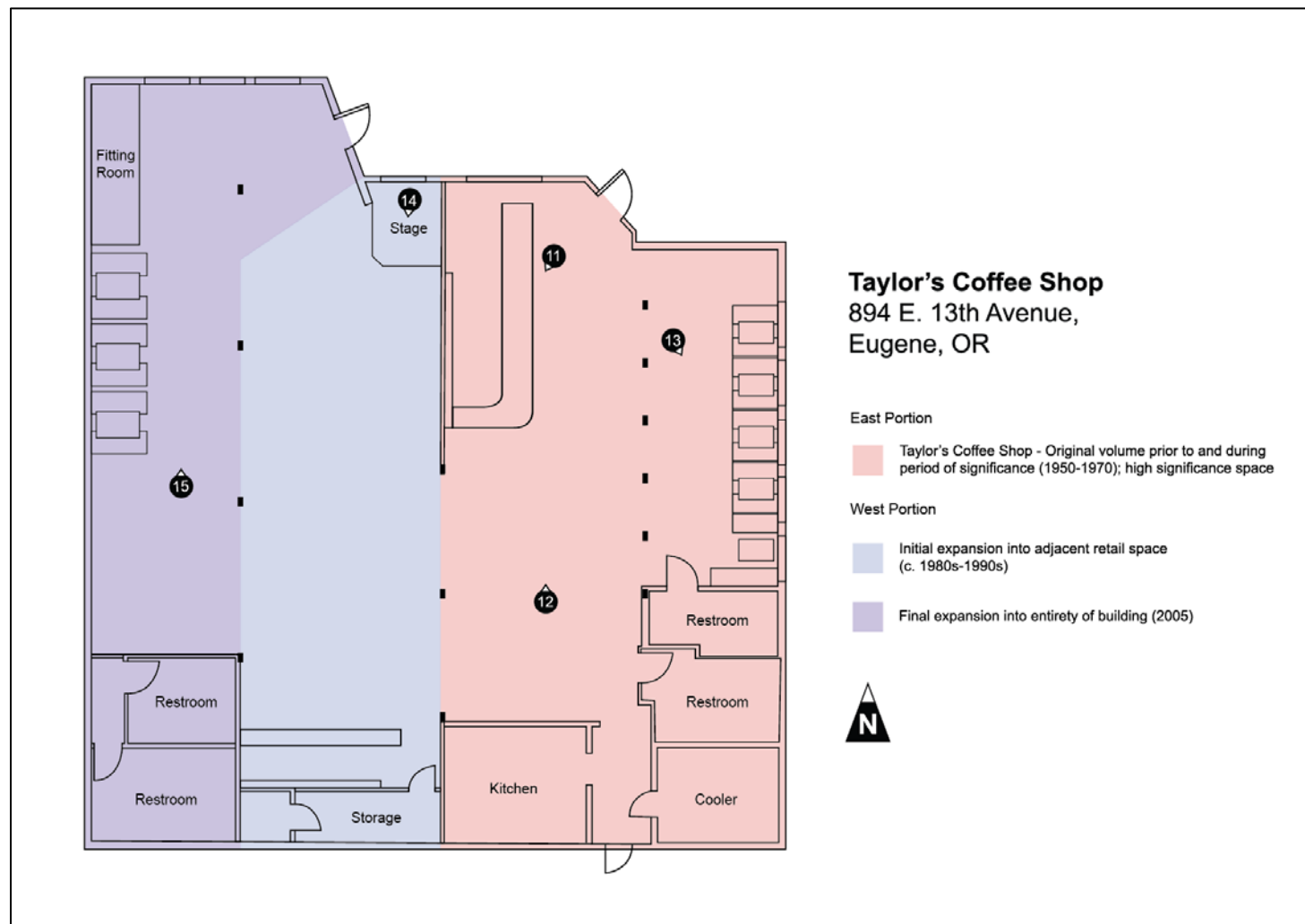
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Figure 5 of 17: Floor Plan and Photo Key

Base plan by Kevin M. Peterson Engineering P.C. with edits by Heritage Consulting Group. Not to scale.



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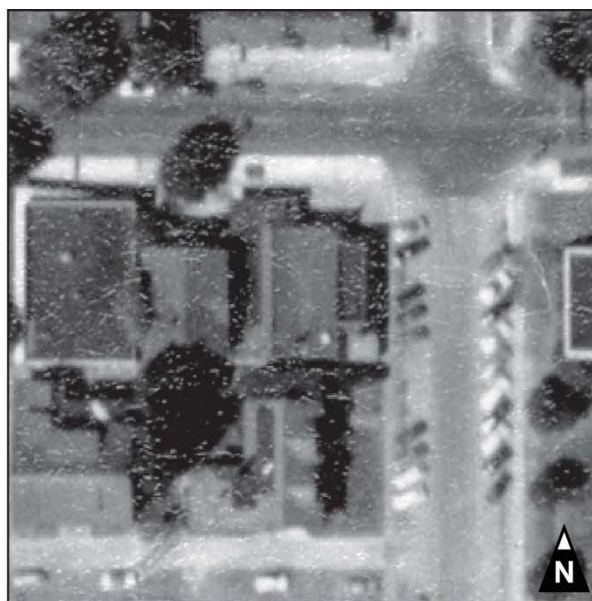
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Figure 6 of 17: Comparison of Historic Aerials

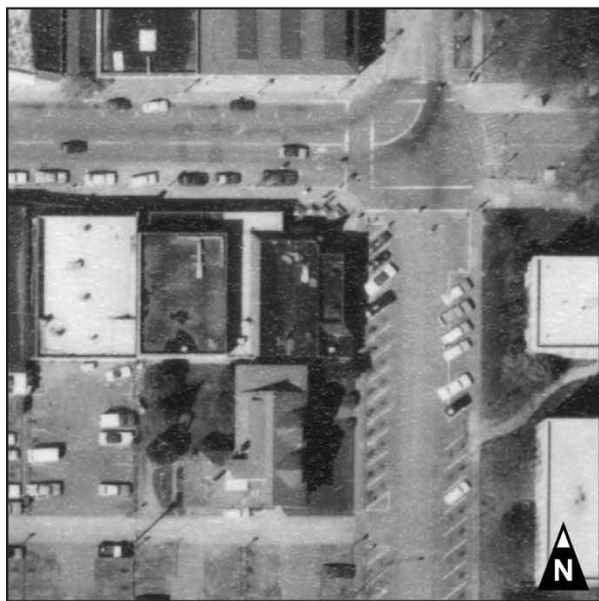
1944, 1952, and 1974 aerials provided by the University of Oregon Library;
2026 aerial from Google Maps



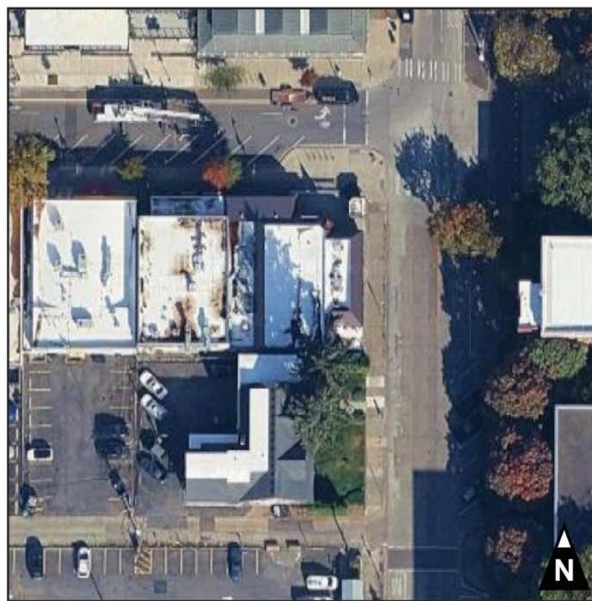
1944



1952



1974



2026

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N/A

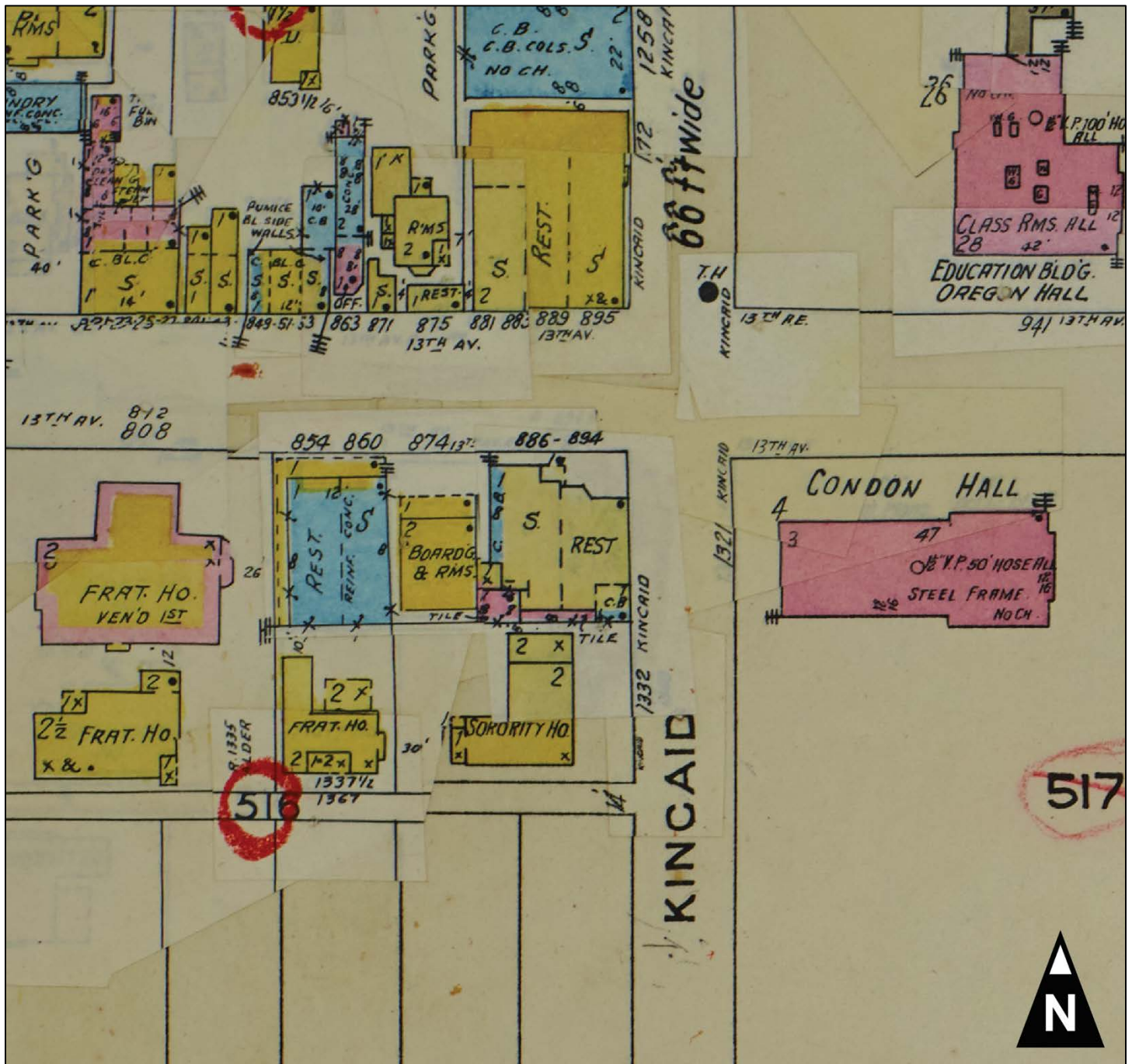
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Figure 7 of 17: Sanborn Fire Insurance Map, 1962

Map retrieved from the Library of Congress.



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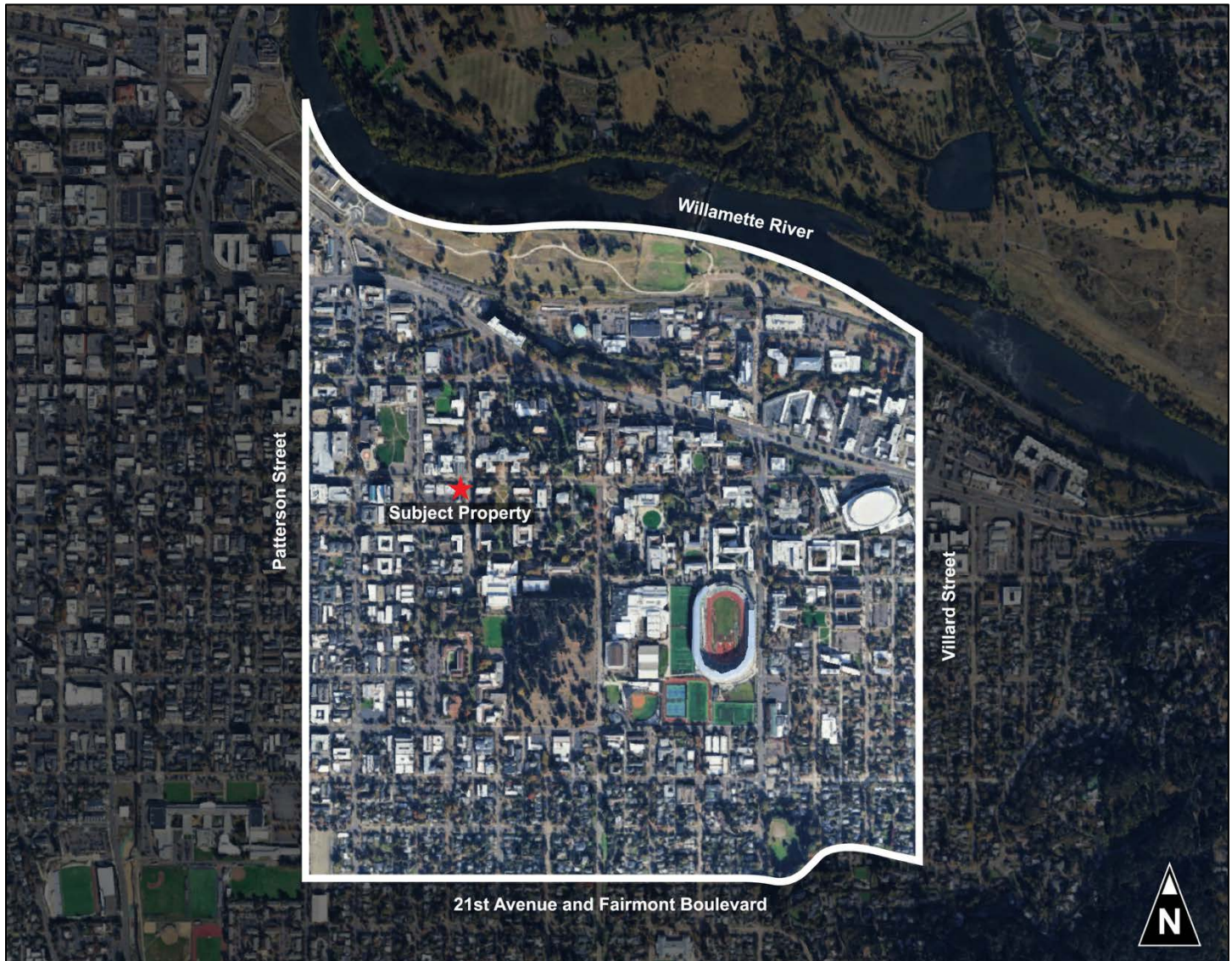
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Figure 8 of 17: Dry Zone Boundary Overlay with Taylor's Identified
Base map from Google Maps, 2026. Not to scale.



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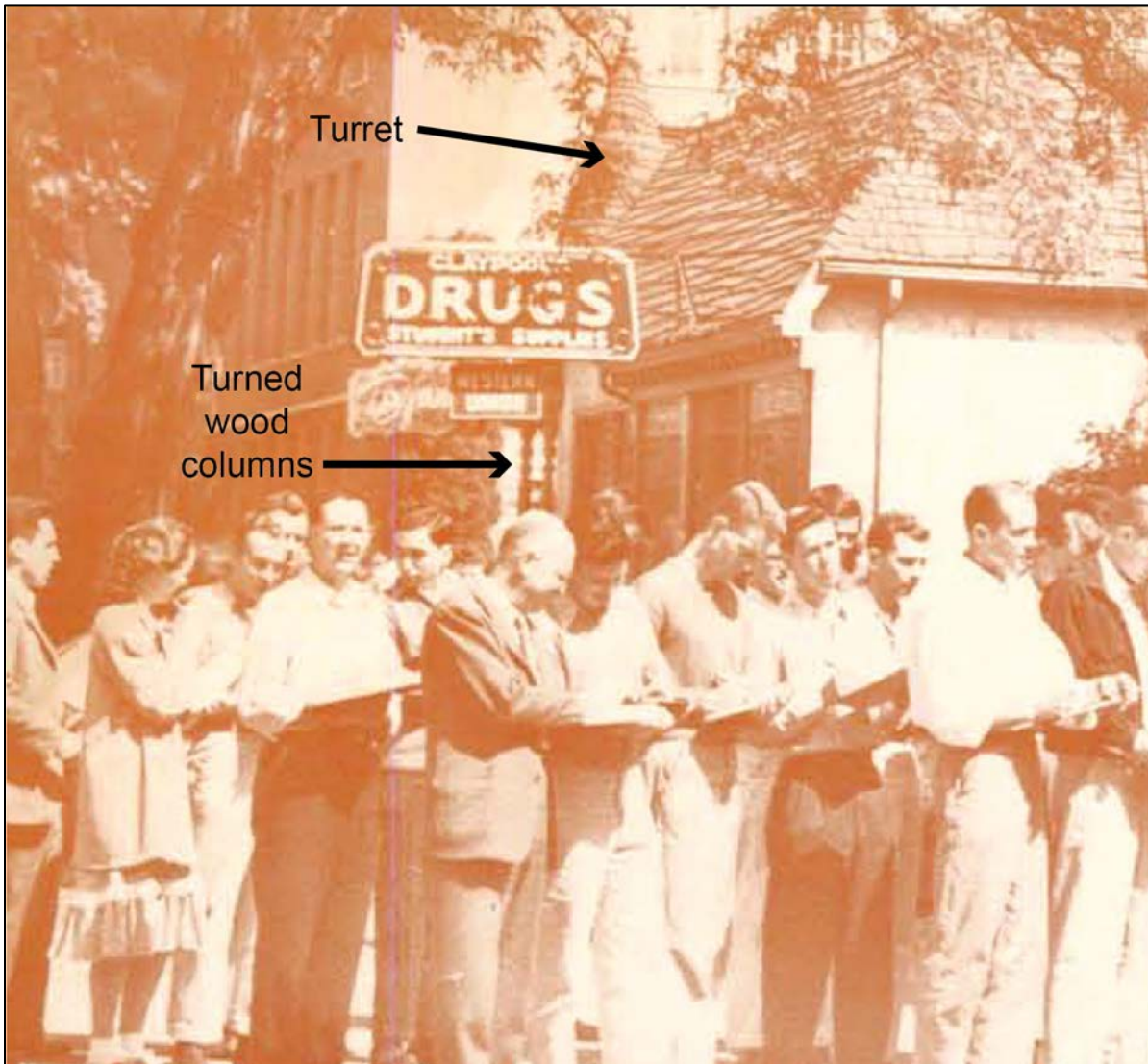
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Figure 9 of 17: Taylor's prior to period of significance with turret and turned wood columns visible
Oregana Yearbook, 1948



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Figure 10 of 17: Political Cartoon Referencing Dry Zone

This cartoon shows a man with an Oregon t-shirt holding a mug of beer across a line labeled Dry Zone;
Oregon Daily Emerald, 1969



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Figure 11 of 17: "It All Began With a Glass Of..."

Newspaper article describing the history of the Dry Zone with map included; *Eugene Register-Guard*, 1969

It All Began With a Glass of ...

By ED KENYON
Of the Register-Guard

One fine fall day in 1950, a 19-year-old University of Oregon student thirsted for a beer.

He asked a classmate of legal age to buy him a mug. And the owner of a restaurant adjoining the campus, by serving that mug, unwittingly started a controversy that has lasted nearly 20 years.

What newspapers of the day called the "beer mug tempest" led to a controversy that split Eugene into vocal camps of "wets" and "drys."

And the "wets" lost.

Influential groups, including the local ministerial associations and the university Mother's Club, forced a hearing of the Oregon Liquor Control Commission.

A spokesman for the ministerial association told the commission that he had been shocked during homecoming to see students passing bottles of beer out the window of the restaurant to companions outside.

A 21-year student named William Frye, later to become Lane County district attorney, was one of those who spoke in the restaurant's defense. He said he actually drank more coffee than beer, but decimated, "If you move the establishments out of town, you're going to move the students out of town, too."

The commission, however, decided to establish what was to become known as the dry zone. It became effective Jan. 1, 1952.

The area from the Willamette River and 23rd Avenue between Patterson and Villard Streets became a drinker's desert.

Initially supported by a three-way alliance of the city, the university and the state liquor commission, the dry zone was soon under attack.

Criticism came from establishments within the area, their supporters, and those thirsty students who didn't have a car to take them to wetter climes.

City council members made a break from the informal alliance as early as 1957, when the council approved a number of license applications in the dry zone, only to have them all turned down by the commission.

In the course of the ensuing dispute, the state attorney general ruled that an arbitrary dry zone was illegal. The liquor commission then started denying that any such thing as a dry zone existed.

But the commission still turned down a succession of applications for licenses from establishments within the "non-existent" zone. Grocery stores which wanted to sell beer for home consumption were included in the ban.

City council members continued to criticize what one member called "a sop to the Mother's Club." But university support of the zone — at least officially — continued until only last month.

It was then the university, in a letter written by Charles Johnson, acting president, declared it did not recognize the dry zone.

The university view had been solicited by the city council last summer when city fathers approved the application of a small grocery store on the southern fringe of the zone to sell beer. The application was turned down.

But owner George Scott tried again — for at least the third time in the six years he has owned Miller's Grocery at 1955 E. 20th Ave. This time — in a decision last Wednesday — the OLCC said "yes."

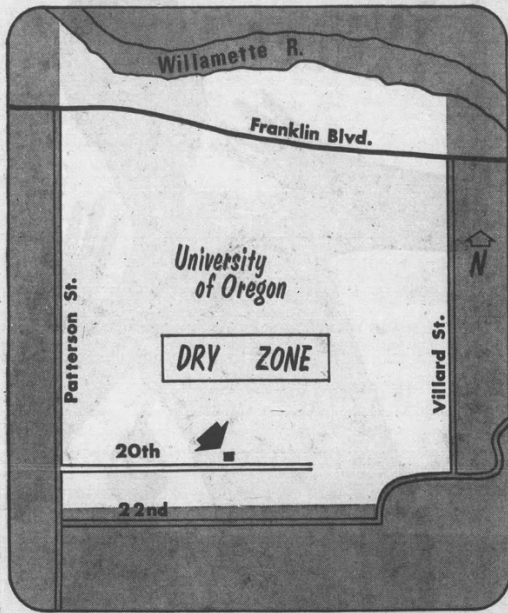
The chairman of the three-member commission and administrative staff members, both at Portland headquarters and in the OLCC's Eugene office, all tried to minimize the significance of the decision.

But they admitted that they expect a flood of license applications from establishments in the area.

And one of the applicants may be one Rodney Taylor.

Taylor owns Taylor's Coffee Shop, just across the street from the university campus on 13th Avenue.

And it was Taylor's Coffee Shop, then owned by Taylor's late father, which unwittingly served the mug of beer that put the dry zone on the map in the first place.



Register-Guard Map by Russ Morgan

Drinker's Desert Getting Wetter?

An oasis was created last week within what has been a drinker's desert. The Oregon Liquor Control Commission approved a beer license for Miller's Grocery Store (arrow), inside the boundaries of what has been a 19-year "dry zone" around the University of Oregon campus. In early years, the dry zone was part of an admitted OLCC policy. In more recent times, the OLCC has denied its existence, while perpetuating it. Now a flood of applicants are expected for additional licenses within the area. Whether the OLCC will grant them is a question still unanswered.

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Figure 12 of 17: North elevation of Taylor's with shake roof visible and non-extant pole sign
Oregon Daily Emerald, 1969



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Figure 13 of 17: Main entrance to Taylor's below turret roof
Oregana Yearbook, 1977



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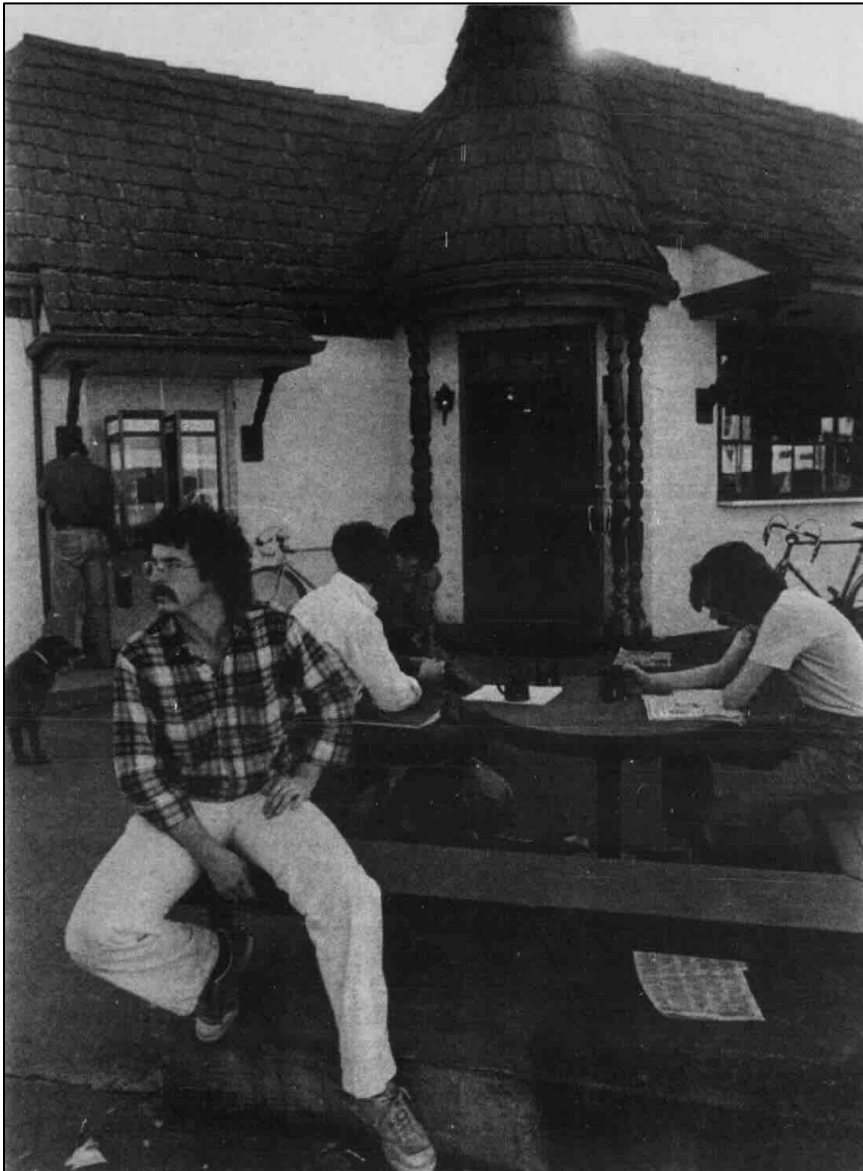
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Figure 14 of 17: People sitting at tables in front of main entrance to Taylor's
Oregon Daily Emerald, 1981



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Figure 15 of 17: East and north elevation of Taylor's looking southwest
Building Oregon, University of Oregon, 1986



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Figure 16 of 17: North elevation of Taylor's looking south
Oregon Cultural Resource Inventory, 1987



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Figure 17 of 17: North elevation of Taylor's after alterations to roof material
Oregon Daily Emerald, 2004





Photograph 1 of 15: OR_LaneCounty_TaylorsCoffeeShop_0001
Site context with University of Oregon in background, view southeast.



Photograph 2 of 15: OR_LaneCounty_TaylorsCoffeeShop_0002
East (left) and north (right) elevations of Taylor's Coffee Shop, view southwest.

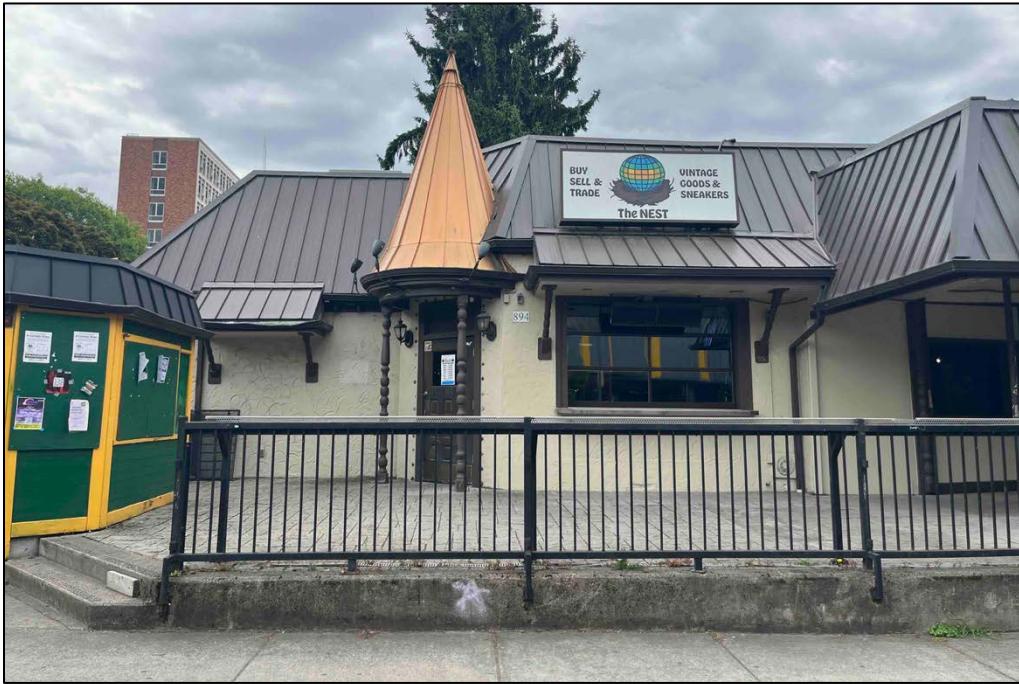
Taylor's Coffee Shop
Lane County: OR



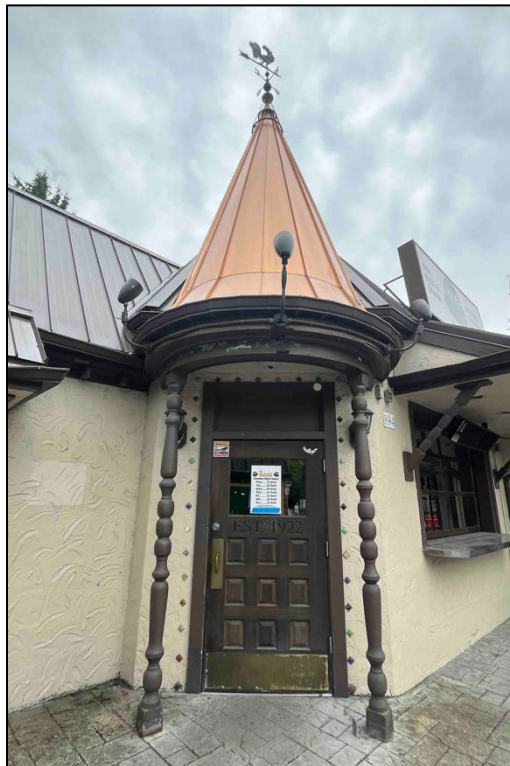
Photograph 3 of 15: OR_LaneCounty_TaylorsCoffeeShop_0003
North elevation, view south.



Photograph 4 of 15: OR_LaneCounty_TaylorsCoffeeShop_0004
East elevation, view west.



Photograph 5 of 15: OR_LaneCounty_TaylorsCoffeeShop_0005
Raised entry area in front of east portion of building, view south.



Photograph 6 of 15: OR_LaneCounty_TaylorsCoffeeShop_0006
Main entrance beneath turret roof, view southwest.



Photograph 7 of 15: OR_LaneCounty_TaylorsCoffeeShop_0007
Infilled door below awning at north elevation, view southeast.



Photograph 8 of 15: OR_LaneCounty_TaylorsCoffeeShop_0008
West portion of building with second entrance visible, view west.



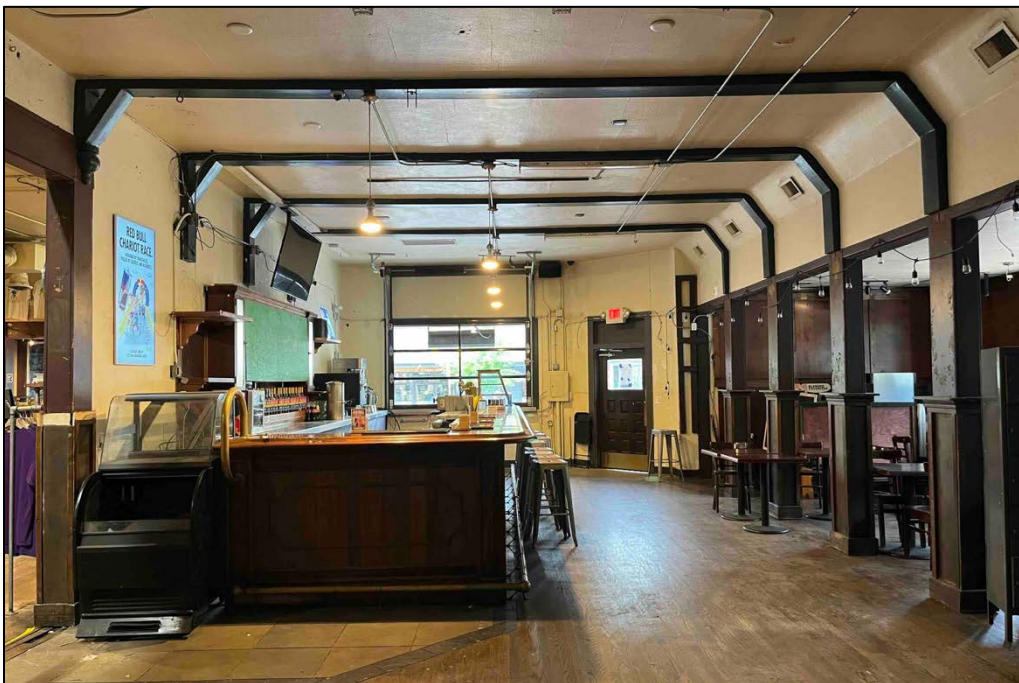
Photograph 9 of 15: OR_LaneCounty_TaylorsCoffeeShop_0009
East elevation, view southwest.



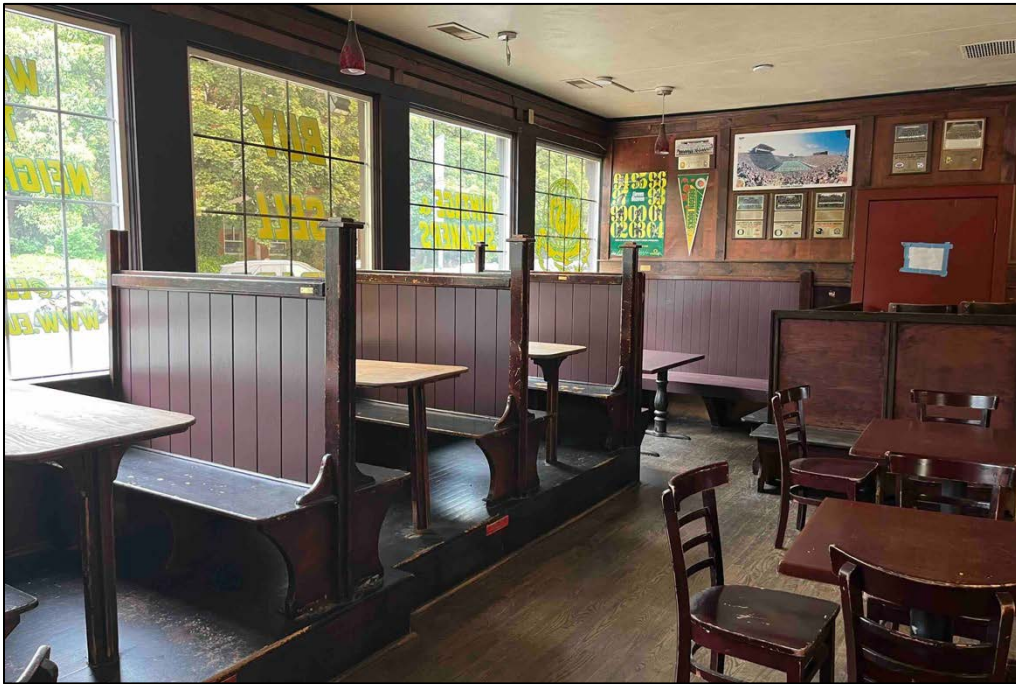
Photograph 10 of 15: OR_LaneCounty_TaylorsCoffeeShop_0010
Detail of windows, turned wood pilasters, and eave corbels, view west.



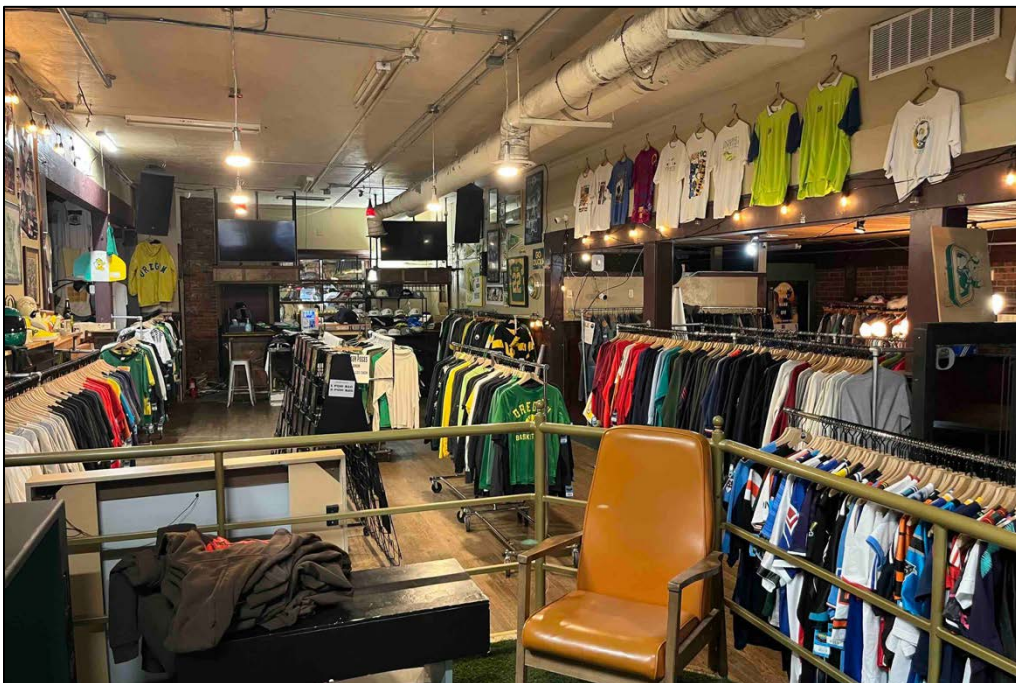
Photograph 11 of 15: OR_LaneCounty_TaylorsCoffeeShop_0011
Interior, bar at east portion, view southwest.



Photograph 12 of 15: OR_LaneCounty_TaylorsCoffeeShop_0012
Interior, bar and entry at east portion, view north.



Photograph 13 of 15: OR_LaneCounty_TaylorsCoffeeShop_0013
Interior, booth and table seating at east portion, view southeast.



Photograph 14 of 15: OR_LaneCounty_TaylorsCoffeeShop_0014
Interior, west portion expansion facing secondary bar, view south.



Photograph 15 of 15: OR_LaneCounty_TaylorsCoffeeShop_0015
Interior, west portion expansion with additional booth seating visible, view north.