

WALKING TOUR OF NEWPORT ART DECO

An easy half hour walk of about 10 blocks.

Start at **City Hall** (Coast Hwy at Angle St.) to see the renovated deco style interior including the light fixtures and details. Now head South down Coast Hwy, across Angle Street to the **Salvation Army**. Note the corner entry, vertical columns and slanted front windows. Walk South on Coast Highway, cross Lee Street and turn left. About a half block down, note the scalloped concrete entry way of the **Ocean Unity Church**. Right next door is **Northwest Radiator** with its corner window and green on green tones.

Turn right on 9th street down to Hurbert St. Across the intersection is the rounded corner and recessed entry way of the **Oregon Parks Dept**. Cross over to inspect the stainless steel door and push plate.

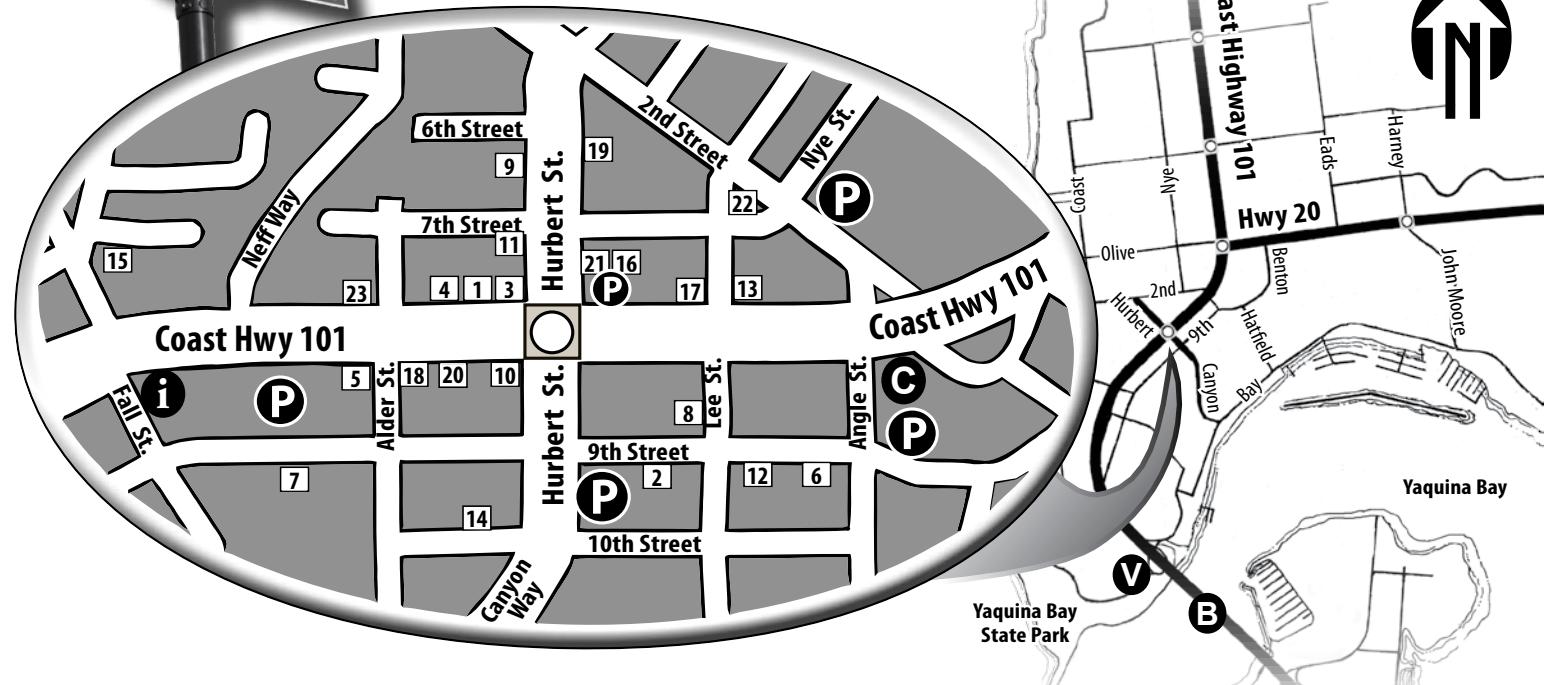
Continue down 9th Street to Alder St. On the left is the **Yaquina Broadcasting Center** with its columned front. About half a block further down 9th is the Victorian style **Oregon Coast History Center**. Go inside to see exhibits about local history and the development of the bridge.

Back on Alder Street is the Old City Hall built in 1925 that now houses the **Pig N' Pancake** with Fish and Wildlife offices upstairs. Note the vertical columns, decorative brick inlays and tonal paint design. The opposite

side of the street facing Coast Hwy is the **Lincoln County School District**. Originally built as the Bank of Newport in 1936, note the bas-relief windows, faux columnade, horizontal window design and accordianed pillars above the entrance.

Immediately next door and built at the same time as the bank is the former Midway Theater, note the stepped ziggurat tower, porthole windows, recessed entry and curved portico. Directly across the Hwy is the former Tip Top Motors, now **Bushnell Stationers**, with its fluted corners and recessed entry. Continue on Coast to Hurbert noting the **Kite Company's** curved corner, tile and recessed entries. Cross Hurbert and continue back toward City Hall. About mid-block, to the left across the street is the columned facade, tile and recessed entries of the **Oregon Coast Community College**. At the corner of Lee and Coast is the curved concrete shelf of the **Red Cross/Legal Aid**.

No tour would be complete without visiting the **Yaquina Bay Bridge**. A great view is available on the North side at the base of the bridge near the art deco pedestrian plaza. Note the fluting of the curved stairway. Now hike up the bridge to inspect the art deco stylized cast concrete pylons and a nice view of the city & ocean. *Enjoy!*

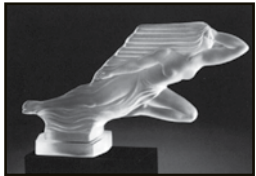


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|---|---|---|---|---|
| C City Hall | 4 Moby Dick's Seafood & Spirits
448 SW Coast Hwy 541.265.7847 | 9 Jonah's Whale
614 SW Hurbert St. 541.265.8569 | 14 Desert Springs Spa
422 SW 10th Street 541.574.9887 | 19 McCarthy Hamilton LLC
605 SW Hurbert St. 541.574.4399 |
| B Yaquina Bay Bridge | 5 Pig 'N Pancake
810 SW Alder St. 541.265.9065 | 10 The Kite Company
407 SW Coast Hwy 541.265.2004 | 15 Dolphin Real Estate
547 SW 7th St. 800.365.6638 | 20 Rae Crook Insurance
443 SW Coast Hwy 541.265.2211 |
| V Bridge Pedestrian Plaza | 6 9th Street Gallery
217 SW 9th Street 541.265.8930 | 11 Rags to Riches
724 SW Hurbert St. 541.265.5541 | 16 Hairs The Thing
715 SW Hurbert St. 541.265.2546 | 21 Scanners Digital Solutions
715 SW Hurbert St. 541.574.3333 |
| 1 Bier One
424 SW Coast Hwy 541.265.4630 | 7 Oregon Coast History Ctr.
545 SW 9th St 541.265.7509 | 12 Sandcastle Toys
255 SW 9th Street 541.574.1901 | 17 Holistic Counseling Ctr.
306 SW Coast Hwy 541.265.5500 | 22 State Farm Insurance
313 SW 2nd Street 541.265.2011 |
| 2 La Maison
315 SW 9th Street 541.265.8812 | 8 Coast Hearth & Home
828 SW Lee St. 541.265.8390 | 13 Bank of the West
248 SW Coast Hwy 541.265.9444 | 18 Lincoln Co. School Dist.
459 SW Coast Hwy 541.265.4403 | 23 West Coast Bank
506 SW Coast Hwy 541.574.1131 |
| 3 Mazatlan Restaurant
404 SW Coast Hwy 541.265.8595 | | | | |



ABOUT ART DECO

Art Deco is the popular name for a style of artistic expression that flourished from the 1920s to the early 1940s. During its time it was called the modern style, the new style or streamline style... it was the contemporary style of the period.



Art Deco is a unifying concept encompassing art, architecture, graphics and industrial design. When combined

with new materials - aluminum, bakelite, fiberglass and neon - it creates a unique 20th Century streamlined look.



Art Deco expresses a belief in progress, futurism and the beneficial relationship between man and machine. Design characteristics suggest speed, power and stylized beauty.

Art deco was not just a style of design, but a movement that penetrated contemporary life so deeply that it molded fashion, work, leisure, transportation and modern popular culture. Art Deco is a marvelously modern, lyrically lovely, and a not-so-remote period of modern American history well worth preserving.



ABOUT THE DECO DISTRICT

When the Yaquina Bay Bridge opened in 1936, Newport joined the modern age of highway transportation. This shift to an auto-oriented culture invigorated and reoriented Newport's central business district. As this area developed along the new Highway 101, the bridge's modern, art deco styling influenced many of the new buildings constructed from the



Yaquina Bay Bridge five months before opening to traffic.

Photo: Lincoln County Historical Society



Photo: Lincoln County Historical Society

late 1930s to the 1950s. To honor this unique history and provide a focus for revitalization, the Newport City Council unanimously approved official designation of the district as an **Art Deco Heritage Area** in June 2007.

Of the many buildings within the district, notable art deco structures include the original Midway Theater and Bank of Newport, built side-by-side at the same time in 1936 at the corner of Alder Street and Coast Highway.



Midway Theater/Bank of Newport in 1938

While there is still much to do, today this corner serves as the center of the Deco District's revival. CCNA's color/design consulting team is working with property owners to realize the vision of a unique and vibrant historic district in the art deco style.



The center of the Deco District revival is the former Midway Theater, Bank of Newport and City Hall.

ABOUT THE CITY CENTER NEWPORT ASSOCIATION

The Deco District is represented by the **City Center Newport Association, Inc.**, a 501(c)(3) non profit corporation registered with the Oregon Cultural Trust.

The volunteer members of CCNA are committed to preserving Newport's unique art deco heritage, promoting the art deco era



CCNA special events promote the art deco culture.

popular culture and serving as a voice for the business district on city policies and common concerns.

For more information about the Deco District or to find out how you can help to preserve this unique art deco heritage, visit

citycenternewport.com