

Midtown Blocks Historic Assessment

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Recent Planning for the Midtown Blocks

Over the last few years, the future of the Midtown Blocks has been uncertain and subject to public debate. In 1999, the City adopted *Concept Design: The Midtown Blocks*, which was a collaboration between the Portland Development Commission and the Portland Office of Transportation that focussed on streetscape improvements. In about 2000, the Park Blocks Foundation, a private non-profit group, began promoting a vision of linking the North and South Park Blocks by acquiring and demolishing the developed blocks between Taylor and Washington Streets. In the fall of 2000, the Mayor asked the Planning Director to convene an inter-bureau team to analyze urban design concepts and development opportunities for the Midtown Blocks. This resulted in the creation of an Advisory Council of Experts (ACE), which included nationally recognized professionals in design, development, and historic preservation. In its report (*Midtown Blocks Planning Study: Report of the Advisory Council of Experts* - May 2001) the ACE recommended an alternative development strategy that would preserve the historic buildings in the Midtown Blocks. Between 2002 and 2003, City agencies explored how to implement the design and development strategy for the Midtown Blocks. This work included a development opportunity strategy prepared by a team of consultants. Most recently, the Bureau of Planning produced *Park Avenue – Urban Design Vision (2004)*. This latest vision synthesizes the recent line of design and development thinking into a single, coordinated and phased strategy for creation of renewed vitality for the Midtown Blocks.

Historic Assessment

The Midtown Blocks Historic Assessment was prepared as background for development of the *Park Avenue – Urban Design Vision*. It also responds to recommendations found in the *Midtown Blocks Planning Study: Report of the Advisory Council of Experts*, which advises the City to “determine, in a focused manner, what specific historic buildings are important for Portland to safeguard today.” It also builds on the *Historic Overview of the Midtown Blocks* (January 2001) prepared by SERA Architects, PC, for the Portland Development Commission.

The study area for the Midtown Blocks Historic Assessment includes twenty-six blocks defined by the half-block Park Blocks between SW Salmon to the south and W Burnside to the north, as well as those blocks immediately adjacent west and east, from SW 10th to SW Broadway, respectively. The historic research for the project covers each property in this study area. Donald R. Nelson, research consultant, was hired by the City to provide historic information on the 74 individual properties.

Historic assessments have been included for the 20 properties that are located on Midtown Blocks 1, 2, 3, and 4, as well as Block 86 (bound by Oak, 9th, Stark, and Park) and Block 219 (bound by 10th, Yamhill, 9th, and Taylor). The assessment evaluates the buildings’ historic and architectural significance as individual buildings, as well as their contribution to the larger fabric of Portland’s downtown. This historic assessment report focuses on these properties because they are critical to the character of the area and are located on or in close proximity to the Midtown Park Blocks. These buildings are also the center of the discussion regarding possible redevelopment strategy for the Midtown Park Blocks.

See page 115 for a map of the study area. The buildings that have received an historic assessment are identified with a hatched boundary.

Elements of the Historic Assessment

1. Historic Context Statement

The statement is a written narrative that provides information on the historic trends, development patterns, social influences, and distribution of historic resources in the area. Several significant historic periods have marked the development of the Midtown Blocks.

1843-1852 The Midtown Blocks Formation

The Midtown Blocks represent a significant portion of the original 1843 “Portland” land claim of William Overton. One year after Portland’s incorporation as a city in 1851, a park strip extending through the city from north to south was deeded to the City for public use. The City of Portland failed to secure the deeds fully, and the Midtown Blocks remained in private hands.

1853-1904 Victorian Era

During this period, the City’s commercial district, which had started along the waterfront, gradually began to shift inland. Fires in 1872 and 1873 destroyed major sections along the waterfront, and spring flooding that occurred until the sea wall was constructed in 1929 created disincentives to locate new development near the river. On three separate occasions from 1871-1886 the City contemplated purchasing the Midtown Blocks. During this time the Midtown Blocks became the site of new residential and commercial uses that extended west away from the pioneer era downtown. Many of the city’s prominent leaders chose the park-like setting of the Midtown Blocks to locate their elaborate new residences. The Victorian Era ended with the *Olmsted Brothers Report* to the Portland Park Board of 1903 calling again for the City to acquire the Midtown Blocks for their intended use as public park space.

1905-1920 The Lewis and Clark Exposition & Portland’s Golden Age

Portland experienced a rapid period of growth following the Lewis and Clark Exposition of 1905. Many retail and office structures were built in Portland’s westward-shifting downtown, now centered from 5th to SW Broadway and along the SW Morrison and Washington streetcar lines. Glazed terra cotta became a popular ornamental element on many buildings after the Exposition and continued to be popular throughout the 1920s. The buildings constructed on and near the Midtown Blocks during this time are examples of some of the city’s earliest skyscrapers designed by many of the city’s most notable architects.

1921-1939 Downtown Growth & the Automobile

Portland experienced another prolific era of construction in the 1920s. By this time the Midtown Blocks were almost completely developed with commercial buildings, and the construction that occurred was mostly smaller infill buildings. The construction boom of the 1920s continued until the stock market crash of 1929. In the Great Depression years that followed, there was very little building activity in downtown. Although the streetcar system was in use through this time period, the city was also adjusting to the increasing popularity of the private automobile. As a result, new auto-oriented developments were increasingly evident downtown.

1940-1968 The Automobile & Downtown Redevelopment

The growing impact of the automobile on Portland's downtown included the demolition of many buildings in the Midtown Blocks area. Demolished sites were often used for surface parking lots or the construction of a growing number of parking garages. Automobile ownership also resulted in increased suburban development that competed with downtown for the commercial provision of goods and services. This era marks the point when downtown Portland was no longer the absolute hub of commercial activity and service needs for the region. The Zell Brothers' efforts to redevelop the increasingly blighted area of the Midtown Blocks were one of the few investments in the area at this time. Zell's Miracle Mile was defined to include all businesses between SW Broadway, SW 12th, SW Alder, and SW Yamhill Streets.

1969-2003 Ongoing Development & Historic Preservation

During the 1970s and 1980s, many buildings in the downtown area, including the Midtown Blocks were demolished as part of ongoing development. Several buildings on the Midtown Blocks were removed to build O'Bryant Square, dedicated in 1973. In response to the demolition, historic preservation activities gained in popularity, and many of the resources in the Midtown Blocks were called out as historic landmarks. The Terra Cotta Historic District and Bright Lights District, both overlapping the Midtown Blocks study area, were featured in the Portland *Central City Plan*; the Terra Cotta Historic District, however, was never established.

2. Data Sheets

Each building in the study area has a data sheet that provides information about property owners, tenants, physical description, and architectural and historical background. Each data sheet has a historic and current photograph or illustration of the building. The data sheets are divided into two groups:

- **Focus Area Properties (Blocks 2, 3, 4, 86, 219)**

In addition to the information described above, these data sheets include a final historic assessment and detailed historic and architectural information needed to make that historic assessment. These data sheets begin on page 25 of this report and are grouped by blocks.

- **Properties Outside of the Focus Area**

The data sheets for the remaining 54 properties outside of the focus area are included in Appendix C. These data sheets are arranged alphabetically by address and do not contain a historic assessment.

Findings

The findings result from both the Historic Context statement and analysis of each property's historic assessment:

☞ **Originally Platted for Park Blocks**

When Portland incorporated as a city in 1851, the original land claim owners agreed to preserve a park strip that extended through the city from north to south. Although intended to be part of this park strip, the Midtown Blocks were never secured by the City and eventually became fully developed. Throughout the years there have been discussions about reclaiming these blocks for public park space.

- In 1871, four of the six Midtown Park Blocks were for sale. Over a fifteen-year period, the City contemplated purchasing the Midtown Blocks on three occasions.
- The *Olmsted Brothers Plan* presented to the Park Board in 1903 called for limiting development on the Midtown Park Blocks to better safeguard the blocks for future public recreational use.
- O'Bryant Square was dedicated in 1973 and represented an effort by the City to gain public ownership of the Midtown Blocks and eventually link the North and South Park Blocks as they were originally platted.
- The Central City Plan, adopted in 1988, called for a park or urban plaza on Block 5 that would further link the North and South Park Blocks. All of the Park Blocks, including the Midtown Blocks were identified in the plan as a corridor for public art and special lighting.
- During the late 1990s, a parking garage was slated to be built on Block 5. The block was purchased and donated to the City with the stipulation that it be developed as open space. Block 5 is part of the Park Blocks Foundation's vision for connecting the South and North Park Blocks by transforming the Midtown Blocks to park use.

The reasons the City has never acquired the Midtown Park Blocks for park use are manifold. Early on, the initial purchase price was difficult to justify for a new city surrounded by open space. Later, pressure increased to develop the Midtown Blocks as Portland grew and the downtown commercial district needed to expand. As the blocks were developed, the value of the new buildings and the lost revenue of the buildings if the Midtown Blocks were turn over to park use had a significant economic impact on the City's future plans. As time has passed the notion has emerged that the Midtown Blocks have evolved into a special area of downtown in part due to their unique park platting that sets them apart from the surrounding typical block pattern.

☞ Urban Design

The Midtown Blocks, with its narrow streets and small blocks, are distinct from the rest of downtown. Along with this unique platting pattern, there are also typical characteristics of the buildings on the blocks that create an intimate pedestrian environment.

- The Midtown Blocks are 200 x 100, half the size of the surrounding blocks. Historically, these smaller blocks were often developed with four ‘corner’ buildings.
- The 50’ right-of-ways that surround most of the Midtown Blocks are narrower than those typically found in the downtown. The historic skyscrapers surrounded by narrow streets create a uniquely defined and proportional ‘urban room’ on some of the blocks.
- On most blocks the buildings are built up to the sidewalk and provide continuous ground floor retail with large storefront windows, awnings, and prominent corner or midblock entrances.
- Building details such as decorative brick, terra-cotta details, and elaborate cornices, are common throughout the area.
- The height of the buildings on the Midtown Blocks offers a transition between the taller buildings along Fourth, Fifth, Sixth, and Broadway, and the lower buildings west of Ninth.
- The majority of the buildings on the Midtown Blocks were built during the Lewis and Clark Exposition & Portland’s Gold Age (1905-1920), and so reflect similar architectural styles and building technology discussed below.

☞ Architecture

The Midtown Blocks contain a collection of buildings that are architecturally significant in the city of Portland.

- The Midtown Blocks house some of the city’s earliest skyscrapers. At the turn of the century, technological advancements such as steel framing and elevators allowed buildings to be constructed at unprecedented heights.
- The Midtown Block buildings represent the work of many of Portland’s most preeminent architects during the first half of the 1900s. These firms and individuals include William Whidden and Ion Lewis; A. E. Doyle, William Patterson and James Beach; Morris Whitehouse and Jacques Andre Fouihoux; John V. Bennes; Herbert Raymond and E. B. MacNaughton; Chester Houghtaling and L. L. Dougan; and H. Fred and William E. Claussen.
- The City’s only collection of Twentieth Century Baroque buildings exist in the Midtown Block area. Some of the buildings include the Cornelius Hotel, the Studio Building and the Guild Theatre.
- There is prominent use of terra cotta on the building façades in the Midtown Blocks area. Many buildings also share a consistent style characterized in part by similar decorative elements, such as overhanging cornices and palazzo style elements.

80 Subdistricts of the Midtown Blocks

Many of the Midtown Block buildings contributed to highly developed subdistricts; many of which are now no longer in existence. These subdistricts helped to define the commercial and transportation patterns of Portland's downtown development and often shaped the architecture of the Midtown Blocks.

- There is nothing left of the **first residential subdistrict** that existed on the Midtown Blocks in the late 1800s.
- Much of the early commercial development on and around the Midtown Blocks were hotels. The Eaton, Esquire, Cornelius, Richards, Gordon, Willard, and Benson Hotels were all built between 1905-1920. The **hotel subdistrict** expanded south of the Midtown Blocks with the construction of the Heathman Hotel in 1926.
- During the early 1900s, a **theater subdistrict** was established along Broadway. Some of the early theaters such as the Hippodrome, Liberty, and Rivoli Theatres, created a dynamic environment for entertainment-seeking Portlanders. These theaters were striking pieces of architecture that sported Oriental details and colorful marquees. The Guild Theater is the only remaining theater of this era.
- **Specialty retail**, such as the jewelry shops that began to concentrate at the intersection of SW Park and Morrison during the 1920s and 1930s, also characterize the area. In the 1950s, the Zell Brothers continued to strengthen this trend by expanding their jewelry business into the adjacent Hexter-Strause Building on the corner of Morrison and 9th. There have also been a number of clothing stores throughout the years in the Midtown Block area. Many of the retail businesses of the past were locally owned. This trend continues today.
- There are several buildings in the Midtown Blocks that were designed, or renovated, to provide customized **professional offices** for specific trades, including medicine, dentistry and law.

Recommendations

Based on the findings of the Midtown Blocks Historic Assessment, the Bureau of Planning recommends the following steps to protect the historic character of the area as part of the City's future development strategy for the Midtown Blocks.

1. Overall strategy

This historic assessment is part of the City's overall strategy to determine the future of the Midtown Blocks. The background analysis being used to generate and evaluate different scenarios for the Midtown Blocks includes an urban design framework analysis, a development potential and feasibility study, a parks issues analysis, and an assessment of the historic properties in the Midtown Blocks. Together these studies and their findings will be used to prepare a development strategy and urban design concept for the Midtown Blocks.

2. Identify urban design strategies that respect the historic character of the area

The Midtown Blocks area is a classic American downtown and office building environment. Urban design strategies should be identified for the Midtown Blocks area that respect its unique historic character and pedestrian oriented environment. With its narrow streets and small blocks, the Midtown Blocks area has a unique platting pattern. This platting pattern, together with buildings that have frequent storefront windows and prominent entrances along the sidewalk façades, creates an intimate environment not found in other parts of the downtown.

3. Offer to produce or assist in the production of development feasibility analyses for specific properties

On occasion, owners or subsequent owners of historic properties are unaware of financial, regulatory, or procedural incentives available to such resources. Sometimes owners are not even aware of the property's historic status. By offering to produce or assist in the production of an analysis that identifies potential redevelopment scenarios and the financing to implement the scenarios, the City starts a proactive discussion about historic preservation and sustainable development.

4. Nominate individual buildings for landmark status

By securing landmark status, owners of historic buildings have access to an array of fiscal and regulatory incentives that are otherwise unavailable to property owners. Historic designation also ensures that the building will receive regulatory protection intended to maintain its historic integrity.

Should owners pursue landmark status, listing in the National Register of Historic Places would be the most advantageous because the greatest number of incentives and regulatory protections are available to those properties, in comparison to those designated at the local or City level. However, a significant number of incentives are still available at the local or City level for individually listed properties, and designation at those levels should be considered. All designations for privately owned properties require the consent of the owner.

Candidates for individual building landmark status in the Midtown Blocks area include:

- Park Washington Building
- Woodlark Building
- Morrison Park Building
- Eaton Hotel
- Dental Arts Building
- Myler Building
- Pythian Building
- Studio Building and Guild Theatre
- Blanchard Building

5. Consider historic district listing

The historic context statement for this area provides many contexts by which an historic district may be created. For example, the Midtown Blocks illustrate an urban design pattern found nowhere else in the city. The area also contains the only concentration of Twentieth Century Baroque style buildings in Portland. Indeed, due to the number of themes identified in the Midtown Block's context statement, more than one historic district may be identified for the area.

As described previously, historic designation allows property owners access to many incentives so that the advantages that accrue to owners of individually listed buildings also accrue to owners of district properties. In fact, properties in historic districts often get an added benefit that individually listed buildings do not: design guidelines that apply to adjacent properties. Whereas individually listed buildings are subject to design guidelines that ensure their historic character properties adjacent to them are not. Therefore, the value of an historic resource can erode when an adjacent property does not respect the historic character of its neighbor. In an historic district, design guidelines apply to the entire area, thereby protecting the value of all properties within its boundaries.

Historic Context Statement

Today, the Portland Midtown Blocks are part of the core of the city's vibrant downtown business district. They have been central to Portland development since the very founding of the city. For the purposes of this study, the Midtown Blocks are the twenty-six blocks defined to include the half-block Park Blocks between SW Salmon to the south and W Burnside to the north, as well as those blocks immediately adjacent to their west and east, from SW 10th to SW Broadway, respectively.



Midtown Blocks, looking north along SW 9th.

Contributions of historic significance contained within the project area boundaries include: 1) a unique urban design distinct from the rest of downtown and which reflects Portland's earliest park grid, block pattern, and street layout; 2) commercial structures and subdistricts, including theater, hotel, and specialty retail and office subdistricts, that testify to the economic development of Portland's Golden Age during the first decades of the twentieth century; and 3) many of Portland's extant terra cotta and early skyscraper buildings.

The Midtown Blocks Formation 1843-1852

The Midtown Blocks represent a significant element of the original Portland land claim of William Overton, a frontiersman from Tennessee, in 1843. Overton traded half of his 640 acres to Asa Lawrence Lovejoy, an Oregon City lawyer, in exchange for filing the claim. In 1844, Overton sold his remaining interest to Francis W. Pettygrove, an Oregon City merchant. The city's early founding fathers, Lovejoy and Pettygrove, bestowed the Portland name. In 1845, Thomas Brown was hired to survey and develop a street grid for the first sixteen blocks of the city—reaching two blocks west of the river and eight blocks longitudinally. The street grid was bounded to the north and south by two primary connectors along which agricultural goods were transported from the valley to the port: Washington Street (connecting through to Barnes Road) and Jefferson Street (connecting through to Canyon Road).¹ Brown's design bequeathed to Portland two defining characteristics that remain integral to the city's downtown layout: the 200-square foot block, which was further divided into eight 50 x 100 foot lots, and a street alignment that paralleled the Willamette River rather than true points of a compass.

Neither Lovejoy nor Pettygrove hung on to their claims for very long, however. Asa Lovejoy sold his half-interest in the Portland claim to Benjamin Stark in 1845. The northern edge of the Midtown Blocks, between SW Stark, Burnside, 10th, and Broadway Streets, formed part of that sale. Those blocks chart the convergence of Brown's original street grid, which had expanded eight blocks westward by 1846, with the true north-south, east-west layout developed nineteen years later to the north of W Burnside. In 1848, Francis Pettygrove sold his half-interest to Daniel Lowndale, a tanner who had moved to Portland from Kentucky three years earlier. Within a year's time, Lowndale would sell half of his interest to Stephen Coffin. Lowndale and Coffin each subsequently sold a portion of their interests to William Chapman.² The Midtown Blocks area, however, remained under the ownership of Daniel Lowndale. In 1850, the city expanded another two blocks westward to further accommodate its 700 residents.

¹ Virginia Guest Ferriday, *Last of the Handmade Buildings: Glazed Terra Cotta in Downtown Portland* (Portland, Oregon: Mark Publishing Company, 1984) p. 9.

² Eugene E. Snyder, *We Claimed This Land: Portland's Pioneer Settlers* (Portland, Oregon: Binford & Mort Publishing, 1989) p. 32.

In 1851, Portland incorporated as a city, adopted Daniel Lowndale's plat, and received its official charter from the Territorial Legislature. Similarly, in 1852, the joint ownership of the original Portland claim by Lowndale, Coffin, Chapman (with a one-sixth interest each), and Stark (with a one-half interest) was divided to obtain donation land claim³ titles from the federal government, transferring legal ownership to each individual.⁴ It was at this time that claim owners agreed to preserve a park strip extending through the city from north to south⁵ and deeded the Park Blocks and two plaza (courthouse) blocks to the City of Portland for public use.⁶ The deeded park block strip consisted of 200 x 100 square foot blocks of steep, fir-covered land and were only half the size of the typical downtown block size. The City, however, failed to secure fully the park blocks that were part of Daniel Lowndale's land. Following Lowndale's death in 1862, his widow also failed to sign the deed over to the City. When the Lowndale heirs contested the transfer and a court agreed, the park blocks north of SW Salmon remained in private hands.

The Victorian Era 1853-1904

Agriculture, timber, and trade continued to stimulate Portland's growth. In 1855, a new ferry to the undeveloped east side of the Willamette River opened at SW Stark and expanded the port city's access to natural goods from both banks of the river. While the city's original downtown commercial district was established in immediate proximity to the Willamette River between the heavily developed riverfront port and SW 3rd, the Park Blocks were primarily residential in use. Many of Portland's wealthy political leaders, financiers, and merchants constructed elegant homes along the Park Blocks. Over the years, Park Blocks residents included Portland's political leaders and captains of industry, the "Henry Ladd Corbetts, Simon Bensons, Abraham Meiers, Ben Sellings, Sigmund Franks, Ralph Jacobs, C.A. Dolphs and Isaac Gevurtzes."⁷



Looking west and northwest along SW Alder and Washington Streets, 1892. (Nelson Photo Archive)

Sylvester Pennoyer, a successful lumberman and later mayor of Portland and governor of Oregon, purchased the property at SW 9th and Morrison in 1863 and, in 1881, constructed the mansion in which he would live until his death in 1906. While many formal Italianate mansions bordered the boulevard-like setting created by the half-block open space, the area was also characterized by more modest residential structures, as well as rental houses and some tenements.⁸ Two blocks north of Pennoyer's mansion was a modest house built by Henry Pittock, future owner of *The Oregonian* and real estate, banking, and timber magnate. In 1856, Pittock purchased the lot at SW 10th and Washington for \$300 and constructed a four-bedroom cottage on the site. He and his family would live there from 1864 to 1889.

Corresponding with such residential development was the founding of religious and fraternal institutions to service the neighborhood. Many of these institutions were constructed on lots deeded to them at the same time as the Park Blocks transfer. At the southeast corner of SW Broadway and Yamhill was sited the First Unitarian Church where Thomas Lamb Eliot was a well-known pastor. Another Portland

³ The Donation Land Claim Act of 1850 granted settlers ownership of land parcels in exchange for living on and cultivating the land for at least four years in a row.

⁴ Snyder, *We Claimed This Land*, p. 32

⁵ E. Kimbark MacColl, *The Shaping of a City: Business and Politics in Portland, Oregon 1885 to 1915* (Portland, Oregon: The Georgian Press Company, 1976) p. 13.

⁶ Ferriday, p. 9.

⁷ E. Kimbark MacColl, *The Growth of a City: Power and Politics in Portland, Oregon 1915 to 1950* (Portland, Oregon: The Georgian Press Company, 1979) p. 48.

⁸ Ferriday, p. 12.

institution founded at this time was the Arlington Club. Organized in 1867 and incorporated in 1881, the club's membership represented Portland's elite, including bankers, utility brokers, railroad magnates, and political officials. Many "major decisions affecting Portland's business and political life were actually reached during 'informal' discussions held within the club's portals."⁹ First leasing the Ainsworth House, the Arlington Club relocated to SW 9th and Alder in 1892 and, in 1910, moved to their current location at the southern tip of the commercial Park Blocks.

In 1866, four years after the City lost the title to the Lownsdale-owned Park Blocks, Pennoyer wrote a letter to the City encouraging the public purchase of the Park Block to the east of his home. His request went unheeded. Ten years later, City Council planted trees along the South Park Blocks then used as a roadway for wagons and carriages. The roadway was later covered over with grass. In 1871, four of the six Midtown Park Blocks were for sale at \$6,000 per block, while another two were already under development.¹⁰ The city's mayor, Bernard Goldsmith, instructed City Council to consider purchasing the available Lownsdale Park Blocks. Rather than spending \$24,000 on the Park Blocks, the City instead purchased portions of Washington Park.¹¹ Over a fifteen-year period, the City would contemplate purchasing the Midtown Park Blocks on three occasions, but with increasing demand for downtown real estate, the asking prices were considered too high and the public purchase would not succeed.

With the introduction of the railroad in the 1870s and the arrival of the first continental train in 1883, Portland's importance as a shipping and agricultural center continued to grow. As trade grew, so too did the size of the city. Between 1870 and 1880, Portland's population nearly tripled from 8,300 to 21,000. Most dense commercial development continued to occur along the riverfront in the Yamhill District. Fires and flooding, however, put new pressures on the emergent downtown. In 1872 and 1873, fires leveled much of the city's wooden structures. With regular spring flooding, downtown's proximity to the riverfront became a liability. In June 1894, the Willamette River experienced massive flooding, peaking at thirty-three and a half feet over the low water mark, blanketing the city's downtown as far west as SW 6th and Washington, and shutting down gas service to the entire city.¹²

Such natural forces coincided with advancing streetcar development in Portland and together helped push the city's downtown commercial district westward. While the Portland Street Railway Company began operating their first downtown horsecar lines along SW 1st in 1871, streetcar service truly took off in the 1880s. In 1882, the Multnomah Street Railway Company incorporated and provided horsecar service on SW 1st, Washington, and 13th Streets. This development further solidified SW Washington's importance as a city thoroughfare and expanded service into the Park Blocks area. Similarly, a streetcar loop along SW Morrison and Yamhill, between SW Front and 11th was started in 1886. The construction of the Morrison Bridge in 1887, linking downtown to the expanding residential neighborhoods of East Portland, further established the importance of SW Morrison as a primary commercial street in an emerging downtown core area. Over the next five years, additional bridges were built, further opening downtown Portland to the east side; the cities of Portland, East Portland and Albina consolidated as one municipality; and the streetcars servicing downtown were electrified and incorporated under the City & Suburban Railway Company and the Portland Consolidated Street Railway Company.

By 1900, Portland was the third fastest growing city in the country with 90,426 residents. The city's commercial downtown was shifting west, with SW Washington as the primary streetcar corridor to the outer west side and SW Morrison as the primary connector to the east. For example, the retail building,

⁹ MacColl, *The Shaping of a City*, p. 174.

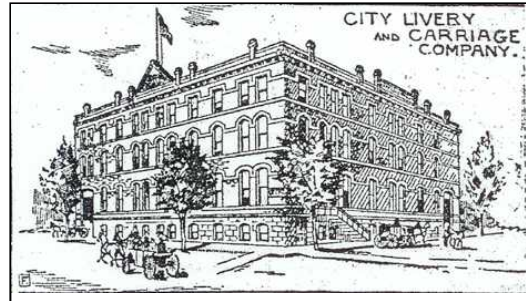
¹⁰ Heritage Investment Corporation, "Stevens Building" a National Register Property Nomination (1998) section 8, p. 3.

¹¹ Schablitsky, Julie. *A Brief History of South Park Block 5*. Portland, Oregon: Portland Development Commission, March 1999, p. 2.

¹² *ibid*, p. 168-169.

Olds & King Store, moved from 147 SW 3rd to the old Exchange Building at SW 5th and Washington Streets in 1891 when Samuel King sold his interest in the store to John Wortman. The Olds, Wortman & King department store then later commissioned a new building at SW 10th and Morrison Streets alongside the Midtown Park Blocks; today, the building is known as the Galleria. Each subsequent relocation signaled a shift of Portland's downtown as the flagship department store served to spur retail development in the area surrounding it.

While natural hazards and streetcar expansion played a significant role in such movement west, preexisting land uses and existing commercial development were also a major factor. Portland's original riverfront downtown was already "densely packed with three- and four-story buildings from Madison at the south to the Steel Bridge at Glisan on the north... Any large new commercial buildings constructed after about 1900 would logically replace frame structures to the west rather than the still-valuable masonry buildings in the riverfront commercial district."¹³ Thus, a new downtown commercial center slowly established just east of the Midtown Blocks, with the Federal Post Office,



1892 Illustration of the City Livery Building. (The Oregonian)

Portland Hotel, and Marquam Grand Opera House as its core. Built in 1888, the United Carriage building is the only structure in the Midtown Blocks project area to have survived from this pre-1900 period of downtown development. Its architecture provides a unique contrast to today's built environment. Located at 700 SW Taylor, it was originally called the City Livery and Carriage Company Building. It served as a horse and carriage stable.

Despite Portland's expansion and population growth from 1890 to 1900, a nationwide economic depression in 1893 slowed downtown investment and development, especially west of SW 5th where residents had adequate wealth to weather the economic downturn and maintain real estate ownership. The Midtown Blocks area would remain primarily residential for another few years. From the beginning of the depression to 1900, the total assessed value of property in Multnomah County decreased by almost half. The depressed values of downtown land, however, provided affordable and available real estate necessary for Portland to grow during the post-1905 boom years. In 1894, in an effort to revive the city's economy, Dan McAllen, a local dry goods merchant, suggested to Henry Pittock, then publisher of *The Oregonian*, that Portland sponsor an international fair. The suggestion was not immediately acted upon. Five years later, however, Henry Dosch, a manufacturer who had represented Oregon at expositions nationwide and who was inspired by the Chicago Columbian Exposition of 1893 and the Omaha Trans-Mississippi Exposition of 1898, submitted an article to the *Portland Telegram* in support of a Portland-based fair. In 1900, the Oregon Historical Society and the editor of *The Oregonian*, Harvey Scott, also publicly championed the fair.

The Lewis and Clark Exposition & Portland's Golden Age 1905-1920

In 1902, Guild's Lake, 406 acres of swampland (half of which was submerged under water) in northwest Portland, was selected as the site for the Lewis and Clark Exposition. The Olmsted Brothers were invited to Portland to develop both a landscape design for the exhibition site, as well as a general plan for Portland's park system. "In 1902, Portland owned only 136 acres of park land in 10 locations. Compared with Hartford, Connecticut which had 15 percent of its city area dedicated to public parks, Portland had only 1-1/2 percent."¹⁴ It is not surprising, therefore, that the resulting *Olmsted Plan*, presented as the report

¹³ Ferriday, p. 10.

¹⁴ MacColl, *The Shaping of a City*, p. 266-268.

of the Park Board in 1903, called for extensive expansion of the current park system. Part of this expansion included limiting development of the Midtown Park Blocks so as to better safeguard the blocks for future public recreational use. Unfortunately, the land's potential for private real estate development raised its value above the purchasing power of the City, and the City once again fell prey to the cycle Olmsted described in his report: "In the case of money borrowed for the acquisition of park land it should be borne in mind that the land is an asset that will be worth more in almost every instance, by the time the loan becomes payable, than the amount of the loan."¹⁵ In other words, the City balked at the current



Midtown Blocks, ca. 1910 (Nelson Photo Archive)

expense of the land without considering the certain increase of its value over time, thereby continually putting the land outside of the public wallet.

Ever increasing development in downtown Portland, which would eventually press onto the Midtown Park Blocks, was impacted by two major events occurring in 1904. First, the primary streetcar companies servicing downtown Portland and surrounding areas, the City & Suburban Railway Company and the Portland Railway Company, merged under the title Portland & Suburban Railway Company. Second, the first of Portland's building codes was adopted, acknowledging new construction technology and materials. New fireproof, steel-frame buildings were permitted to build to a height allowance of 201 feet (or 15 stories), 100 feet taller than nonsteel frame construction.¹⁶ Steel-framed

buildings ushered in a significant height increase in the westward shifting downtown and towered over the three-to-four-story buildings at the city's waterfront. The Midtown Blocks steel-framed skyscrapers helped form the western edge of what was Portland's first high-rise district. Thus, consolidated streetcar transit and modern construction technological innovations encouraged a tremendous change in Portland's downtown skyline with the Midtown Blocks at its core.

The stimulus caused by the Lewis and Clark Exposition of 1905 is directly linked to the popular success of the fair and its 2,500,000 attendees, including 135,000 visitors from east of the Mississippi River.¹⁷ The fair itself provided Portland a much sought after economic uplift, with \$8 million (\$135 million in 2000 dollars) introduced into the local economy and the creation of 5,000 new jobs.¹⁸ The exposition had long-term economic impact as well and resulted in what is considered Portland's "Golden Age" of economic prosperity.¹⁹

Following the influx of tourism, many people who had visited the fair and the burgeoning city determined to stay, relocate, or at the very least, capitalize on this promising venture. As a result, Portland experienced unprecedented outside investment and architectural and commercial growth over the next fifteen years. Unlike the previous decade's decline, the years between 1900 and 1910 saw property assessments increase in Multnomah County by over 500 percent and total real estate transfers increase from \$3.5 million to \$28.5 million.²⁰ Alongside real estate transfers, a construction boom "added 95 buildings to the city's downtown between 1905 and 1920. and total rentable space grew from 900,000

¹⁵ Portland Park Board, *Olmsted Plan* (1904), p. 21.

¹⁶ Ferriday, p. 19.

¹⁷ MacColl, *The Shaping of a City*, p. 261.

¹⁸ Heritage Investment Corporation, "Historic Resources in Downtown Portland, Oregon, 1906-1914" a Draft National Register Multiple Property Nomination (2003) p. E3.

¹⁹ Ann Fulton, "Mid-Town Blocks Reflect Portland's Golden Age," a Historic Context Statement presented January 28, 2001, p. 1.

²⁰ MacColl, *The Shaping of a City*, p. 313.

square feet in 1900 to 2,900,000 in 1920.”²¹ From the demand side of this equation, by 1910, Portland’s population increased to 207,214 persons, signifying a more than 125 percent jump in just ten years. Official predictions of continued staggering population growth encouraged city leaders to fund the *Bennett Plan*, authored by Edward H. Bennett in 1912, which called for public conservation of parkways and the waterfront.²² Although approved by public vote, Bennett’s recommendations were not followed. Rather, numerous commercial ventures including hotels, professional and medical offices, theaters, and various retail sites continued to flourish to satisfy the demands of the expanding populace. As opposed to the untaxed public parks recommended by Bennett, increasing commercial enterprises along the Midtown Park Blocks augmented the growing city’s tax base as well. Many enterprises developed along the SW Washington, Morrison, and Yamhill streetcar lines in order to maximize access for both urban residents, workers, and guests, as well as the large numbers of people living in Portland’s predominantly residential east side and throughout its west hills.

As the demand for new office and retail space boomed, Portland’s downtown continued to shift west from SW 5th to SW Broadway. At the turn of the century, midtown blocks that were previously used for single and multifamily residences or low-density commercial development were increasingly redeveloped as multistory office or large retail buildings. With a large number of residents relocating west to the King’s Hill neighborhood or Northwest Portland, homes were demolished to make way for higher-density development. According to one 1911 visitor to Portland, “A very large number of new business buildings have been erected, and inasmuch as the interests of the city are rather commercial than industrial, these new business edifices are not factories or furnaces, but office buildings and warehouses.”²³



Cornelius Hotel, 1909
(Nelson Photo Archive)

The Midtown study area has unique urban design characteristics that set it apart from other parts of the downtown. Its 100 x 200 square foot blocks are half the size of other downtown blocks, and its rights-of-way are fifty feet from property line to property line, whereas street widths in the rest of the city are sixty or eighty feet from property line to property line. Such a block pattern allowed merchants greater accessibility to the activities of the sidewalk by increasing the amount of storefront windows and allowing corner entrances that are accessible from two streets, both of which are distinct real estate advantages. The narrow streets continue to create a more intimate pedestrian experience by reducing the impact of the automobile and increasing the proportion of the right-of-way that is dedicated to sidewalk.

The downtown business district that emerged as a result of this real estate speculation and new construction explosion remains very much in evidence in the Midtown Blocks today. Also enduring are some of the era’s specialized commercial and office subdistricts. “A crescent-shaped hotel district grew up gradually between Park Avenue and Ninth and Washington and Oak Streets... In the office-retail core itself, neither Morrison nor Washington ever became *the* retail street. Each street specialized instead, with ladies’ shops predominating on Morrison and men’s shops on Washington.”²⁴ New office buildings were constructed such that their floor plan could be adapted for any number of professions or practices. Recognizing the market advantages of proximity, professional clusters began to take root in the downtown as well.²⁵

²¹ Fulton, p. 1.

²² MacColl, *The Shaping of a City*, p. 428.

²³ *ibid*, p. 391.

²⁴ Ferriday, p. 14.

²⁵ Heritage Investment Corporation, p. E5.

The hotel district that once dominated the two-block crescent-shape at the northwest corner of the Midtown Blocks remains evident in the many hotels that continue to populate the project area. The Eaton Hotel, Esquire Hotel, Cornelius Hotel, Richards Hotel (enlarged and remodeled as the Alder Park Building), Hotel Gordon (later converted to the Dental Arts Building), Hotel Willard (today’s Morrison Park Building), and the grand Benson Hotel—all built between 1904 and 1915—testify to the concentration of hotels that once existed. While certain hotels were intended to service the wealthy, others were developed to provide shelter for business-class traveling salesmen. The buildings remain as some of the most significant architectural products of Portland’s Golden Age.



*Cornelius Hotel, Main Lobby, 1909
(Nelson Photo Archive)*

Intertwined with this cluster of hotels was Portland’s theater district, indicating the city’s desire “to build housing close to the plan for a cultural center.”²⁶ Many theaters began as live performance venues and later converted to moving picture. In 1914, with the advent of full-length films, the area housed an approximately even number of vaudeville and silent drama film theaters. Primarily facing SW Broadway, venues built between 1910 and 1920 in the Midtown Blocks included the Heilig Theater (the original Fox Theater), the Empress Theater (later renamed the Orpheum), the Liberty Theater, and the Majestic



*The Liberty Theater (1919) was located where the Union Bank of California now stands.
(Nelson Photo Archive)*

Theater. Increasing in the teens and 1920s, theaters offered photoplay moving pictures with live, accompanying musical soundtracks. Photoplay films were screened at the Rivoli Theater on SW Washington near SW Park and the Peoples Theater at SW Park and Alder. A 1923 *Oregonian* article proclaims “Broadway to Jubilate: Street Promises to be America’s Brightest,”²⁷ as the street was lit with a \$120,000 illuminating system. The Guild Theater, the only surviving historic theater in the Midtown Blocks, would be built in 1927 as a further addition to a then thriving entertainment and cultural district.

Retail and office development were also closely linked in Portland’s booming downtown. “Typically, the office buildings were speculative with ground floor specialty retail and upper floor offices that featured the most modern amenities.”²⁸ While most office space in the Midtown Blocks area was leased to a wide array of Portland’s professional classes—from lawyers to bankers to wholesale manufacturers—some buildings, such as the Medical Building (today’s Park Building) and the Stevens Building—were originally designed to provide quarters specially tailored to specific trades, such as medicine and dentistry. The Park Washington Building, originally known as the Platt Building, was developed for the law firm Platt and Platt and housed a 3,500 volume law library available to its tenants. Similarly, downtown retail development was dominated by either large general department stores, such as the Olds, Wortman & King building, the Tull & Gibbs Department Store, or specialty retail stores. Specialty men’s and women’s clothing businesses, including furrier Nicholas

²⁶ Fulton, p. 2.

²⁷ *Oregonian*, 23 November 1923, p. 24.

²⁸ Heritage Investment Corporation, p. E5.

Ungar’s store on SW Alder and the Liebes & Co. women’s furnishings business, dominated the ground floor retail spaces that fronted onto streetcar corridors.

Complementing commercial, office, and retail development were notable social institutions that located to the Midtown Blocks in the early 1900s, such as the Arlington Club, the Aero Club, and the Masonic Temple. Private social clubs “were built in the Mid-town Blocks to offer their members places to socialize and to create business alliances close to their offices.”²⁹ Many of the newly developed commercial buildings’ owners and tenants held membership in these organizations. The close proximity of workplace to club benefited downtown growth.

The architecture of downtown buildings constructed between 1905 and 1920 also reflects the speculative nature of Portland’s commercial development. Flexible floor plans increased the likelihood that the space was rentable, while increased height and bulk maximized development capacity. Similarly, ground floor retail use with large storefront windows made “optimum display of retail goods to pedestrians.”³⁰ Marquees, canopies, and awnings were often used to promote further business and to provide additional design details. Many of the new office buildings were at least nine stories in height and towered above Portland’s previous cityscape. The Midtown Blocks displayed two of Portland’s earliest modern commercial skyscrapers, the Stevens and the Woodlark Buildings (extant), which incorporated some “of the most dramatic changes in modern commercial buildings—fire-resistant reinforced-concrete construction, fire-resistant steel frame construction, nonload bearing ‘curtain walls,’ and passenger elevators.”³¹ The buildings’ stature continues to mark the Portland skyline. Likewise, these buildings were constructed in a quarter- or half-block rectangular shape to conform to the urban form. In addition to maximizing space, such layout created a presence that conveyed the city’s economic stability, while their “symmetry and restrained decoration contributed to the sense of economic order and control.”³²



The Platt Building, 1921 (Oregon Historical Society File #1810)



The Woodlark, 1912 (Tom Robinson)

This area was further distinguished by the use of terra cotta as a building material. The turn-of-the-century popularity of terra cotta nationwide is evident in many of Portland’s buildings constructed between 1905 and 1930. Over one-third of the extant Midtown Blocks buildings built prior to 1930 are constructed or decorated with glazed and unglazed terra cotta, providing an unusually high concentration of terra cotta structures surviving today. The widespread use of architectural terra cotta consisted of handmade hollow blocks that were then pressed, glazed, fired, fitted, and installed as façades or decorative ornamentation.³³ The thriving use of terra cotta was as much functional as it was aesthetic. The increasing use of steel-frame construction and passenger elevators in high-density skyscrapers, such as the Stevens and Woodlark Buildings, required a lightweight yet fireproof, economic, yet attractive veneer material. Terra cotta was the material of choice.

²⁹ Fulton, p. 2.

³⁰ Ferriday, p. 19.

³¹ Fulton, p. 2.

³² *ibid.*, p. 3.

³³ Ferriday, pp. 37-39.

With Portland’s infamously wet climate, terra cotta’s lightness and sheen also offered architects a method by which to design buildings that could “resist the dulling effects of constant rain.”³⁴

While the Lewis and Clark Exposition was located well outside of the downtown commercial district and exhibition construction did not impact directly the downtown physical layout, the economic stimulus attracted by the fair left an imprint on Portland’s architectural aesthetic.³⁵ “Between 1895 and 1928, all the prestigious European revival styles—from Italianate to Georgian to French Second Empire—were represented in the urban landscape. By 1930, the city could best be described, perhaps, as an intelligently curated architectural museum.”³⁶ Prior to 1900, Portland had already become home to many prominent and distinguished architects educated on the East Coast and in Europe who brought with them the stylistic vocabulary of many architectural traditions. The Beaux-Arts School, tying form to function, was especially important during downtown’s post-1905 commercial development. Architectural expertise, coupled with immense capital investment, left an indelible mark on Portland’s downtown. Approximately one-half of existing Midtown Blocks buildings were constructed by such notable firms and individuals as William Whidden and Ion Lewis; A.E. Doyle, William Patterson and James Beach; Morris Whitehouse and Jacques Andre Fouilhoux; John V. Bennes; Herbert Raymond and E.B. MacNaughton; Albert Sutton and Harrison Whitney; Chester Houghtaling and L.L. Dougan; and H. Fred and William E. Claussen. Despite an economic downturn in 1913, the city’s most well known architects continued to receive commissions throughout the 1910s and 1920s, and buildings continued to rise in downtown Portland, though at a less rapid pace.

Downtown Growth & The Automobile 1921-1939

Two primary items characterized downtown development from 1921 to 1939: increased urban planning and the proliferation of the automobile. While planning in Portland continued to be dominated by real estate interests, the rise of the automobile had a much more immediate and tangible impact on Portland’s urban layout.

Building on the 1903 *Olmsted Plan* and 1912 *Bennett Plan*, urban planning activities before 1921 included the founding of the Portland City Planning Commission in 1918; the enactment of Portland’s first comprehensive code for automobile and pedestrian traffic; and the attempts by Charles Cheney, secretary of the California Conference on City Planning and hired by Portland as a consultant, to introduce a comprehensive zoning code in 1920. With heavy opposition by Portland’s realty interests, Cheney’s zoning code proposal—including a recommendation for the Midtown Blocks purchase and integration into Portland’s boulevard system—was soundly defeated by voters in November 1920. In 1924, however, a comprehensive zoning code was adopted, albeit “a diluted and simplified version” that had been “drafted by realty interests” and which “ignored all area, height and density controls.”³⁷

Downtown real estate development and construction continued to boom in the 1920s. While 1923 saw the most active building in Portland history, development would not peak until 1926 and 1927 when supply began to exceed demand. Most new commercial construction occurred south or west of the existing downtown core but continued to replace single-family residences or lower density development and to support the office, retail, and entertainment clusters that had emerged in preceding years. For example, the Guild Theater and Studio Building, both constructed at SW Taylor and 9th, helped foster the thriving theater district focused along SW Broadway. During the 1920s, major U.S. film studios were merged to

³⁴ Gideon Bosker and Lena Lencek, *Frozen Music: A History of Portland Architecture* (Portland, Oregon: Western Imprints, Oregon Historical Society, 1985) p. 40.

³⁵ *ibid*, p. 35.

³⁶ *ibid*, p. 7.

³⁷ MacColl, *The Growth of a City*, pp. 300-301.

establish the Big Five Studios [Warner Brothers, RKO (Radio-Keith-Orpheum) Pictures, MGM (Metro-Goldwyn-Mayer), Fox Film Corporation, and Famous Players-Lasky Corporation] and Little Three Studios [Universal Pictures, United Artists, and Columbia Pictures] which dominated the industry. The mergers had national impact. Portland’s Orpheum Theater, with both screened films and staged vaudeville acts, was owned and managed by RKO Pictures. In 1928, Portland’s Majestic Theater at SW Park and Washington was reopened as the United Artists Theater. By 1936, *Polk’s Portland Directory* listed at least eight theaters on or adjacent to a seven-block length of SW Broadway, from approximately SW Stark to SW Salmon.

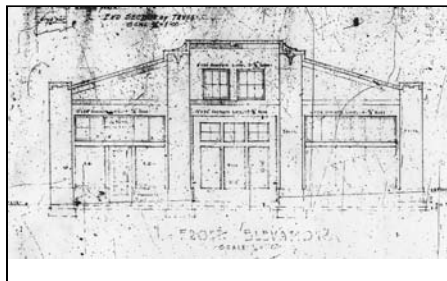


1919 photo of the Hippodrome Orpheum Theater (demolished) at SW Yamhill and Broadway. (Nelson Photo Archive)

The construction of the Heathman Hotel in 1926 expanded the hotel district south of the Midtown Blocks. Further hotel development, however, would be frozen by a 1925 study that found that most Portland hotels had only a 50 to 60 percent occupancy rate.³⁸ The New Virginia Café was one of the first tenants of the Park Yamhill Building (where the Virginia Café exists still today), constructed in 1922, and was advantageously located within easy walking distance to both hotel and theater subdistricts.

Professional and retail districts continued to expand as well. “Medical buildings concentrating doctors’ office and clinics were in demand.”³⁹ For example, the Blanchard Building at SW Yamhill and 10th was converted from printing use to the Dental Clinic Building in the 1930s. The Myler Building at SW Oak and 9th Streets offered additional office space at the north end of the Midtown Blocks. A burgeoning concentration of jewelry shops began to develop during the 1920s and 1930s, including the Margulis Jewelers and Carl Greve stores, and would locate at the intersection of SW Park and Morrison adjacent to many of the specialty clothing retailers. Today, a jewelry subdistrict continues to dominate this intersection of the Midtown Blocks.

During the mid-1920s, Portland’s “doubling of automobile ownership in four years created a strong demand for street extensions and widenings, auto sales outlets, garages, filling stations, restaurants and highway stops”⁴⁰ that would affect the city. An early garage in Portland, the Fashion Garage, was located at 818 SW 10th. This structure, today’s Pang Building, was later enlarged and converted to retail and office use. Towards the end of the 1920s, the downtown commercial core experienced a growing number of auto-oriented developments. Such developments included the construction of the Bates Motor Ramp Garage at the corner of SW Salmon and 9th. The garage marked the advent of mass parking which would eventually characterize many lots in the Midtown Blocks landscape. In 1922, the Fitzpatrick Building (today’s North Pacific Building at SW Oak and 9th) was constructed with predominantly automobile business tenants: an ignition company, a tire company, and a piston ring company. The Central Stage Depot, home to several



A 1918 illustration of the Fashion Garage. (City of Portland plans)

transportation companies, opened at SW Taylor and 9th in 1929. With the stock market crash of 1929 and the ensuing Great Depression, Portland’s Golden Age would end.

³⁸ *ibid*, p. 313.

³⁹ *ibid*, p. 312.

⁴⁰ *ibid*, p. 173.

In 1932, another planning effort, the *Bartholomew Plan*, was presented to the city by Harland Bartholomew and Associates of St. Louis and warned of the “dangers of allowing the automobile to force ever wider expansion of residential and business developments.”⁴¹ The *Bartholomew Plan*, like the Olmsted and Bennett plans, went unheeded, and Portland’s transportation developments increasingly catered to auto transit. The termination of streetcar use in Portland began in 1936 with the introduction of a new fleet of trolley buses. This marked the end of an era that had guided much of downtown and Midtown Blocks development. Five years later, Harbor Drive Freeway along Portland’s waterfront was built on the footing of Olaf Laugaard’s seawall, which protected Portland from the annual spring flooding that had originally driven downtown development west onto the Midtown Blocks. The introduction of a highway system to Portland’s waterfront signaled the predominance of the automobile in subsequent urban development.

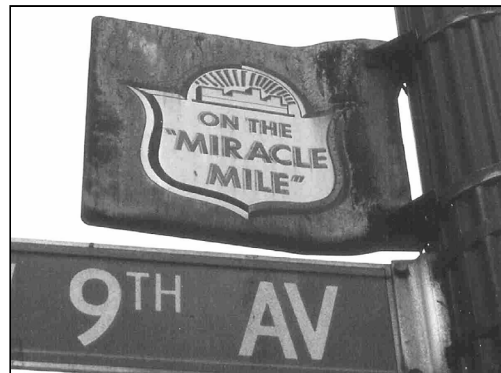
The Automobile & Downtown Redevelopment 1940-1968

The impact of the automobile was as widespread on Portland’s downtown cityscape as it was on American culture during the postwar years. Booming car ownership and mobility led to increasing suburban development and investment, while downtown properties associated with major street congestion began to stagnate.⁴² It is not surprising, therefore, that despite Portland’s tremendous population and economic growth during World War II, the Midtown Blocks experienced very little capital investment.

One of the few business owners to invest in development in this area during the 1940s and 1950s was Julius Zell. One of Zell’s development projects was the Hexter-Strause Building, originally constructed in 1916 and renovated by the Zell Brothers Jewelry Company in 1949. The Zell Brothers joined the existing Margulis Jewelers and Carl Greve stores at the “jewelers corner” at SW



Neon signs for Zulu Zombie, a lounge to the south of Zells Jewelers, 1950s. (Tom Robinson)



Miracle Mile sign, 2003

Morrison and Park Avenues. A 1949 *Oregonian* article

praised the Zells for relocating their store from SW Broadway to SW Morrison in an attempt to revitalize and modernize the now “blighted” downtown area. According to a plaque given to Julius Zell in 1954 by business associates, Zell was designated the mayor of the commercial district bounded by SW Broadway, Alder, Yamhill, and 12th. As mayor, Zell actively attempted to revitalize and maintain businesses in the Midtown Blocks commercial core by capitalizing on the area’s unique layout and design. He titled the area the “Miracle Mile,” mimicking the term coined by A.W. Ross in 1920s Los Angeles when he developed the Wilshire Boulevard commercial strip to better accommodate cars by widening streets and providing storefronts oriented toward automobile rather than pedestrian traffic.⁴³ Zell’s vision did not include strict automobile accommodation, as was developed along Wilshire Boulevard, but

⁴¹ *ibid*, p. 500.

⁴² *ibid*, p. 321.

⁴³ <http://www.miraclemilechamber.org/history.html>

rather aspired to revitalize downtown by improving one commercial subdistrict at a time. Building on existing downtown markets, Zell also transformed the Hotel Gordon into a professional building for dentists, the Dental Arts Building, in 1952. During the 1950s, a group of merchants and businessmen from between SW Broadway and 14th, SW Stark and Yamhill Streets, joined together to contribute \$8,000,000 for a construction and remodeling program to make the area a completely modern shopping section with an emphasis on specialty shops. The theater district underwent similar redevelopment in 1954 when the Heilig Theater was renovated and reopened as the Fox Theater with “a dazzling marquee and neon sign for the front façade”⁴⁴ that would not be missed by drivers along SW Broadway.



The United Artists Theater just prior to demolition, 1957. (The Oregonian)

and neon sign for the front façade”⁴⁴ that would not be missed by drivers along SW Broadway.

The need for automobile parking would have an even more sizeable physical impact on the Midtown Blocks. In order for downtown businesses and offices to compete with suburban commercial developments, which offered easy automobile access and large parking capacities, increased parking became a priority to downtown. Demolition provided a solution to the downtown parking shortage, especially along the city’s waterfront. “In the 20 year period from 1934 to 1954, two-thirds of the buildings in the 30 block section of the pioneer business district were torn down and replaced by either surface parking lots or parking garages.”⁴⁵ In 1957, the United Artists

Theater (located where the Union Bank of California now stands) was demolished to make way for a parking lot. During the 1950s, three parking structures known as pigeon hole parking were scattered throughout the Midtown Blocks area, including SW Park and Yamhill, as well as SW 9th and Alder. The pigeon hole name arose from the parking structures, tiered-style parking, which relied on an automated elevator to virtually stack several layers of cars. However, “once the dust of demolition cleared, the city’s developers found themselves in the tragicomic position of hosts who had cleared their home for a party to which no one came.”⁴⁶ Despite best intentions to maintain a thriving downtown in the face of suburban competition, commercial development in the Midtown Blocks would remain relatively stagnant until the 1970s.

Ongoing Development & Historic Preservation 1969-current

Commerce, planning, and transportation continued to play important roles in Midtown Blocks development. While some newer developments, such as Nordstroms, the Fox Tower, and the Paramount Hotel, reflect the historic retail, theater, and hotel uses contained within the Midtown Blocks since the early 1900s, others embody more modern commercial ventures, such as fast food and telecommunications. In 1973, the City purchased the park block between SW Washington and SW Stark and redeveloped it as a public open space, O’Bryant Square. Concurrently, in reaction to the demolition of many downtown buildings—such as Portland’s extensive collection of cast-iron structures—national and local preservation ordinances and incentives were passed to preserve historic resources. Preservation efforts have included many of the fine architectural examples of Portland’s Golden Age contained



Oregon’s first downtown fast food restaurant, 1982. (Stanley Parr Archives and Records Center)

⁴⁴ Bosker and Lencek, p. 148.

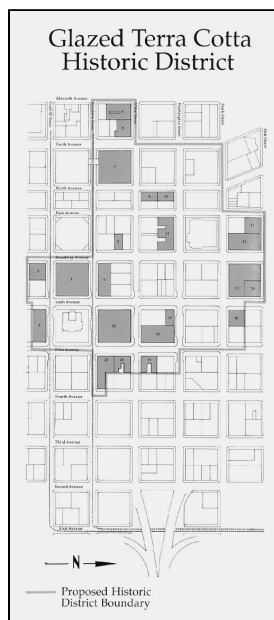
⁴⁵ MacColl, *The Growth of a City*, p. 555.

⁴⁶ Bosker and Lencek, p. 209.

within the Midtown Blocks in the hopes of ensuring their survival, a protection not afforded to the city's large collection of cast-iron architecture.

While automobile use and suburban retail development continued to impact the Midtown Blocks commercial viability—garages and surface level parking would have an ongoing presence in the area—the City introduced new planning activities in an effort to address downtown needs. The Portland *Downtown Plan*, adopted in 1972, encouraged increased transit usage and higher density development. The plan designated SW 5th and 6th Avenues as a consolidated transit mall. Specific office and retail use districts were located to the east and through the center of the Midtown Blocks, respectively, in the hopes of reestablishing downtown as a prime retail and commercial location. The late 1970s construction of the MAX line along SW Morrison and SW Yamhill reinforced continued investment along the same streets that had been commercially developed during the advent of the streetcar.

Higher density height and bulk allowances put new pressure on downtown redevelopment. In 1984, Portland's preservation community responded to such pressures by proposing to nominate a Terra Cotta Historic District for National Register designation. The district would have covered almost half of the current Midtown Blocks project area, protecting contributing structures and making additional funds available for rehabilitation. Although the district was never nominated, the proposed boundary area eventually developed into a walking tour by the Portland Development Commission and the Historic Preservation League of Oregon.



Proposed Terra Cotta Historic District

In 1988, Portland introduced the *Central City Plan*, which was intended to build upon the *Downtown Plan* and provide an updated vision for the city's future. The Terra Cotta Historic District was titled a possible historic or conservation district as part of the plan's historic preservation policy. Another vision policy agreed with past Portland plans in calling for increased parks and open spaces. This included developing the park blocks between SW Taylor and Yamhill and SW Stark and Oak for park, plaza, and open space use. A Bright Lights District was designated along SW Broadway as a corridor for public art and special lighting. The plan states that the "further lighting of building façades and signs along this street will enhance the excitement of the area."⁴⁷ Neon marquee additions and rehabilitation aimed to preserve the character that had once dominated SW Broadway and to restore downtown Portland as a thriving nexus of cultural and commercial activities.

Conclusion

As a central component to Portland's downtown, the Midtown Blocks contain many highly significant resources that testify to the city's history. First, the structures situated on or facing onto the Midtown Park Blocks have been developed within an urban environment of narrower streets and smaller blocks unique in Portland's downtown. Second, many of these structures stand as physical expressions of various commercial structures and subdistricts, including theater, hotel, and specialty retail and office subdistricts, that blossomed during Portland's economic boom of the early 1900s. Third, numerous structures were constructed by Portland's premiere architects at the turn of the century or are highly prized examples of extant terra cotta or early skyscraper buildings that were once venerated nationwide.



Midtown Blocks, looking east along SW Alder.

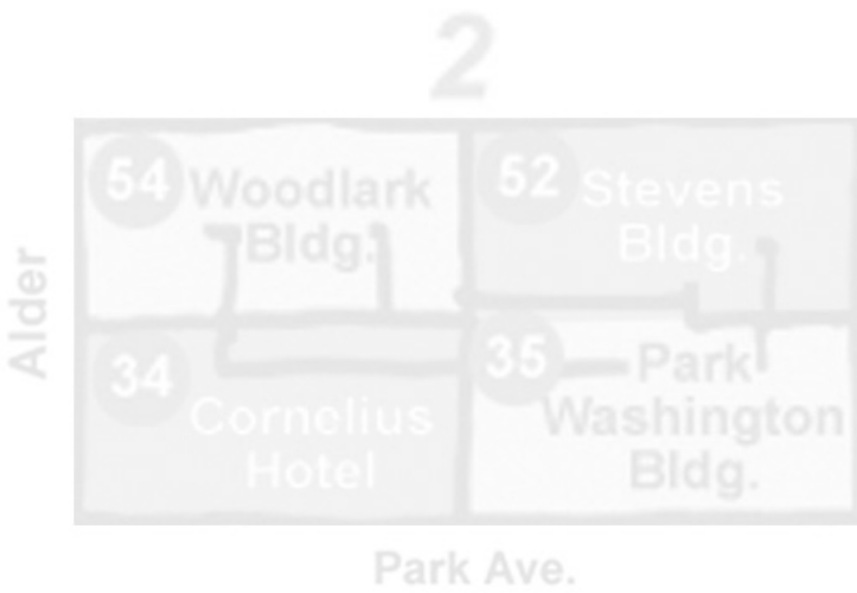
⁴⁷ City of Portland, Bureau of Planning, *Central City Plan* (1988), p. 6.

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**BLOCK 2
MIDTOWN BLOCKS FOCUS AREA**

Historic Property Assessment



CORNELIUS HOTEL

Site 801-809 SW ALDER ST
 Property ID 34

Setting
 1/4 Park Block, corner lot at northwest corner of SW Park & Alder. No landscaping.

Ground Floor Use Retail
Above Ground Use Vacant

Tenants
 Ground Floor: Pear Gallery, Vacant storefront
 Above Ground Floor: Vacant

Zoning CXd

Highest Historic Designation National Register

Historic Building Name Cornelius Hotel

Previous Addresses
 361 Alder
 365 Alder
 129 Park St.

Previous Uses Hotel

Previous Owners Dr. Charles W. Cornelius (1907), J.T. Radford & Colin Thorne (1920), Walker Estate (1943), John Beardsley (1974), Zell (1981)

Previous Tenants Cornelius Hotel

Historic Image



Postcard of the Cornelius Hotel, east and south facades, 1909. Source: Nelson Photo Archives

Current Image



Cornelius Hotel, 2003

Background

Construction of the Cornelius Hotel began in early May 1907. An article in *The Oregonian* on May 5, 1907, entitled “Progress on Buildings” reported that “excavation work has started... and during this week a steam excavator will be put on.” The hotel was designed by the Portland architectural firm of Bennes, Hendricks and Tobey, who exhibited

CORNELIUS HOTEL

drawings and photos of their project in the Portland Architectural Club Exhibit in March 1909.

Another article in *The Oregonian* dated February 23, 1908, with the headline “New Hotels Soon to be Completed,” stated “The Cornelius, for instance, represents others [hotels] that now await the closing of contracts... for early opening.” The hotel was open for business by early July 1908, as evidenced by an advertisement in the newspaper on July 4, 1908.

The hotel was built and operated by Dr. Charles W. Cornelius, until approximately three years before his death in 1923. By 1920, the hotel proprietor was W.C. Culbertson, who also operated the Hotel Seward, one block west of the Hotel Cornelius. In an advertisement in the 1923 City Directory, Culbertson listed his two hotels on the same page. Calling the Hotel Seward the “House of Cheer” and the Cornelius Hotel the “House of Welcome,” the proprietor emphasized their proximity to the “new \$1,000,000 Elks Temple,” the fact that they were both close to the city’s shopping and theatre districts and were conveniently located for Oregon Electric train service. In addition, hotel shuttle bus service was provided for a patron’s transportation from all trains.

Architect: John V. Bennes

John V. Bennes practiced architecture in Portland from 1906-1942. He designed the Cornelius Hotel with partners Eric Hendricks and Willard Toby, and with Hendricks, the Lowengart Building. A later partner was Harry Herzog. In private practice, he designed the Hexter-Strause Building in 1916 (Zell Bros.) and the Park-Yamhill in 1921 (Mercantile-Virginia Café). Another Midtown area building design was on a quarter block on the west side of Park Block Five, a two-story structure of 1922, which was torn down in 1954.

Sources

Much of this text was excerpted and condensed from the Cornelius Hotel National Register Nomination, 1986

Architectural Information

Architect	John V. Bennes	Building Shape	Rectangular
Architectural Plans	Bennes, Hendricks and Toby	# of Stories	6.5
Builder	Unknown	Roof Type	Mansard
Architectural Classification	Twentieth Century Baroque	Roof Material	Copper
Year Built	1908	Windows Ground	Fixed, Storefront
Condition	Poor	Windows Above Ground	One-over-one, Double-hung, Wood
Integrity	Excellent	Exterior Materials	
		Ground Floor	Above Ground Floor
		Brick	Brick
		Wood	Terra Cotta

Special Features

Mansard roof with pedimented dormers and bracketed cornice. Storefront windows on ground floor with transoms. Buff-colored brick walls. Flat brick arches with terra cotta keystones at windows. Decorative belt course above first floor.

Exterior Alterations

Doorway or storefront remodeled (1913, 1921, 1923)
 Storefront and entrance altered, exterior windows and door changed (1924)
 New storefront (1926)
 Storefront alteration (1954)

CORNELIUS HOTEL

New exterior facing (1962)
Entry remodeled (1970)

Ownership Information

State ID IN1E34CC 6400
Tax Account No. R667743200

Owner MOYER, THOMAS P

Owner Address 805 SW BROADWAY #2020
PORTLAND OR 97205-3360

Addition PORTLAND

Line PORTLAND
Block PARK BLOCKS
Lot

Line
Block 2
Lot 2

Quarter 3029

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

Final Assessment

This building stands as a physical expression of the development of hotel uses in the Midtown study area as it contributed to Portland's downtown development as it expanded westward during the early decades of the twentieth century. The concentration of hotel buildings in the Midtown Blocks remains today one of the most significant testimonies to the architecture and growth of Portland's Golden Age.

In addition, this building is an excellent example of the Twentieth Century Baroque architectural style, itself a rare design in the city. According to the 1984 Historic Resource Inventory, only seven buildings are classified in that style, with four of them located in the Midtown Blocks area. Along with the Esquire and Benson Hotels and the

CORNELIUS HOTEL

Studio Building and Guild Theater, the Cornelius Hotel contributes to a unique concentration of buildings designed in the Twentieth Century Baroque style. Furthermore, the Cornelius' design showcases the application of terra cotta as a building material during the early decades of the twentieth century. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a lightweight, yet fireproof, and economic, yet attractive, material.

This building is also notable for its association with the prominent architect, John Virginius Bennes. A native of Illinois, Bennes studied at the University of Chicago and moved to Portland in 1906. He is primarily known for his Beaux Arts designs of many buildings on the campuses of Oregon State University, Eastern Oregon State College, and Southern Oregon State College during his tenure as architect for the State Board of Higher Education. Locally, Bennes is known for his designs of the Hollywood Theater and the H. Liebes & Company Building.

With its high-density design, this building additionally exemplifies one of Portland's earliest modern commercial skyscrapers and embodies new building technologies of the early 1900s, such as fire-resistant concrete and steel-frame construction and elevators.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

PARK WASHINGTON BUILDING

Site 519 SW PARK ST
 Property ID 35

Setting

Landscaping includes street trees and hanging flower baskets from street lamps on SW Park. 1/4 Park Block, corner lot at southwest corner of SW Park & Washington, overlooks O'Bryant Square.

Ground Floor Use

Retail

Above Ground Use

Office, Vacant

Tenants

Ground Floor: Light Design Center, Picomart-Convenience Store

Above Ground Floor: Law Offices, former Governor Vic Atiyeh, Design & Art Firms. Some office space is currently vacant.

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Platt Building

Previous Addresses 127 Park St.

Previous Uses Law offices

Previous Owners Harrison G & Robert T. Platt (1913), Sylvan Durkheimer family, Wadhams & Kerr (1969), Atiyeh Brothers (1971)

Historic Image



Platt Building (Park Washington Building), 1921.
 Source: Oregon Historical Society, File #1810

Current Image



Park Washington Building, 2003

Background

Mention of this building first appeared in the *Oregon Journal* on February 16, 1913, when an article announced the construction of a six-story structure to be “used exclusively for lawyers... The structure will be the most complete building of its kind on the Pacific Coast.” Its construction was precipitated by the Platt & Platt law firm, who

PARK WASHINGTON BUILDING

located their office at the top floor of the building. The principals of the firm were brothers Harrison Gray Platt and Robert Treat Platt, who allowed other tenants of the building to access the firm's 3,500 volume law library.

Harrison Platt came to Portland after graduating from Yale in 1888. He spent a year teaching at Bishop Scott Academy in northwest Portland before returning to Yale to study law. In 1890, he returned to Portland where he finished studying law at the office of attorney George H. Durham, by reading from Durham's law library. Platt eventually formed a partnership with Durham.

Robert Treat Platt joined his brother in Portland after receiving a law degree from Yale in 1892. After Durham left in 1897, the firm became Platt & Platt, recognized in Joseph Gaston's history of Portland as "one of the strongest and ablest firms in the city." Robert Treat Platt left the partnership in 1936, relocating to the Porter Building. Harrison Gray Platt died in 1951, and his son, Arthur D. Platt, who had become a partner in his father's firm, relocated the office to another building in 1953.

Other tenants of the building included jeweler A. C. Feldenheimer, who occupied the storefront on Washington Street in 1913. He remained there before relocating to the Stevens Building next door in the early 1920s. Zell Bros. Jewelry took over Feldenheimer's location from 1926 to 1932.

In 1971, Atiyeh Brothers, a carpet store, bought the Platt Building and renamed it the Park-Washington Building. The Atiyehs decided to purchase the building when the city laid out its plans for O'Bryant Square Park with parking underneath. Their new building was just across the street from the proposed park. The move to the building marked the fifth move for the company. It was the first time they owned their own building. Victor, one of the Atiyeh Brothers, told *The Oregonian* in 1971 that "his firm would plant trees on the Platt building side of Washington Street and that remodeling will make the location compatible with the Morgan Building and the Bank of California." The carpet company moved to the suburbs of Washington County in 2001.

Architects: Whitehouse and Fouilhoux

Morris Whitehouse was a native of Portland. He graduated from MIT in 1905 and received the college's first Guy Lowell Travelling Scholarship. After a year of study in Rome, he came back to Portland in 1907. Engineer Bruce Honeyman was his architectural partner until 1909.

Jacques Andre Fouilhoux was born in Paris, France. He came to Portland in 1908. In 1909, Fouilhoux was a partner in the architectural firm of Lazarus, Whitehouse and Fouilhoux. A year later the firm became Whitehouse and Fouilhoux. Among their designs were the old Lincoln High School, Multnomah Athletic Club, and the Platt Building. Fouilhoux moved to New York in 1919 after military service in WWI. His firm, Harrison, Fouilhoux, and Abramowitz, was involved in designing Rockefeller Center. Whitehouse continued his architectural practice with various partners. Other projects he worked on were the Temple Beth Israel Synagogue in 1927, the US Courthouse in 1932, and the Oregon State Capitol from 1936-38.

- Sources**
- Oregon Journal*, 16 February 1913, sec. 2.
 - The Oregonian*, 30 April 1913.
 - The Sunday Oregonian*, 3 December 1913, sec. 4.
 - The Oregonian*, 1 January 1918, sec. 5.
 - The Oregonian*, January 22, 1951.
 - The Oregonian*, 14 January 1960.
 - Oregon Journal*, 15 January 1960.
 - Polk's Portland City Directory*. (Portland, OR: R.L. Polk & Co. Inc.).
 - Cole Directory*
 - The Oregonian*, 2 December 1971.
 - The Oregonian*, 3 February 2001.
 - Virginia Guest Ferriday, *Last Of The Handmade Buildings*. (Portland, 1984), p.114.
 - Joseph Gaston, *Portland, Its History and Builders V.2.*, p. 297-98.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), p. 135, 421-423.

PARK WASHINGTON BUILDING

Architectural Information

Architect	Whitehouse and Fouilhoux
Architectural Plans	Unknown
Builder	Unknown
Architectural Classification	Twentieth Century Classical
Year Built	1913
Condition	Excellent
Integrity	Excellent

Building Shape	Rectangular
# of Stories	6
Roof Type	Flat
Roof Material	Tar
Windows Ground	Fixed, Storefront
Windows Above Ground	One-over-one, Double-hung, Wood
Exterior Materials	
Ground Floor	Concrete
Above Ground Floor	Brick Terra Cotta

Special Features

Buff colored brick with cream colored terra cotta at upper stories. Decorative sheet metal cornice. Upper window spandrel panels of cast stone. Double-hung windows with wood sash at upper floors.

Exterior Alterations

New address sign on SW Park entrance, new storefront awnings (date unknown)
Storefront remodeled (1925, 1928, 1931, 1939)
Bulkhead and glass installed in storefront (1929)

Ownership Information

State ID	1N1E34CC 6500
Tax Account No.	R667743180
Owner	CHENG,KOU-PING TR-1/2 & CHENG,HSU-CHIN TR-1/2
Owner Address	WILLIAM WRIGHT PROP MGT 809 N RUSSELL ST STE 201 PORTLAND OR 97227

Addition	PORTLAND
Line	PORTLAND PARK BLOCKS
Block	
Lot	
Line	
Block	2
Lot	1
Quarter	3029

PARK WASHINGTON BUILDING

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance X

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship X

Integrity

Significant because it retains the original design features, materials, and character X

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city X

Final Assessment

This resource stands as a physical expression of the application of terra cotta as a building material during the early decades of the twentieth century, and its integrity has been excellently maintained. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a lightweight, yet fireproof, and economic, yet attractive, material.

This building is also notable for its association with the prominent architectural firm of Whitehouse & Fouilhoux. Morris Whitehouse, a Portland native, graduated from MIT, where he was the first recipient of the Guy Lowell traveling fellowship for outstanding design work. Andre Fouilhoux, a French immigrant, received architectural training at the Ecole Centrale des Arts et Manufactures. He moved to Portland in 1905 and formed a partnership with Whitehouse in 1910 that lasted for ten years. In that time, they designed such noteworthy buildings as the University Club (1225 SW 6th Avenue) and the Wickersham Apartments (410 NW 18th Avenue).

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

STEVENS BUILDING

Site 812-820 WI/ SW WASHINGTON
Property ID 52

Setting
 1/4 Park Block, corner lot at southeast corner of SW 9th & Washington. Built to lot line. Overlooks O'Bryant Square.

Ground Floor Use Retail
Above Ground Use Office
Zoning CXd

Tenants
 Ground Floor: Gifts with Attitude
 Above Ground Floor: Offices (Law, Architects, Real Estate)

Highest Historic Designation National Register
Historic Building Name Stevens Building
Previous Addresses 364 Washington
 368 1/2 Washington
 126 W Park
Previous Uses Offices, retail
Previous Owners Park Washington Association Ltd. (1973)
Previous Tenants Clark Woodward Drug (1922), Oregon Bank (1954)

Historic Image



*Stevens Building, north and west facades, 1914.
 Source: Nelson Photo Archive*

Current Image



Stevens Building, 2003

Background

By 1889, the park block on which this building is sited was subdivided into six parcels: two private residences on the southern side as well as in the middle of the block. The north lot contained wood-frame buildings with ground floor commercial with furnished rooms above. To the west was the Arlington Club and Hirsch & Selling Building.

STEVENS BUILDING

To the east was the Comstock Boarding House and Cordray's New Washington Street Theater.

By 1901, the north half of the block remained substantially the same. At the southeast, the Cornelius Hotel had been constructed. In the ensuing decade, however, the area experienced an unprecedented building boom. New structures included the Morgan Building, Platt Building, Benson Hotel, Pacific Telephone & Telegraph, and Pittock Block, all surrounding the Stevens.

In July of 1913, Theodore Wilcox announced plans for a new twelve-story reinforced concrete structure at the southeast corner of Washington and Park Streets. Designed by noted Portland architects Whidden & Lewis, the building was to serve physicians and dentists. Following the example of the Cobb Building in Seattle, the building would feature compressed air, gas, and electrical connections for the latest technological innovations in medicine. Corridors were finished in marble, and the building had three high-speed elevators. Above the sixth floor, the rooms were to have outside air and light, and all rooms below would face a 17-foot light court, created in conjunction with the Platt Building on the east. The projected cost was \$350,000.

Architects: Whidden & Lewis

Whidden & Lewis were responsible for most of the city's finest buildings of the turn-of-the-century period. Educated at MIT, both men launched their careers on the East Coast -- Whidden with the prestigious New York firm of McKim, Mead, & White, and Lewis with Peabody & Stearns in Boston. Established in Portland in 1890, Whidden & Lewis introduced up-to-date architectural fashions to the city, such as the Renaissance Revival style with their design of City Hall.

Sources

Much of this text was excerpted and condensed from the Stevens Building National Register Nomination, 1998

Architectural Information

Architect	Whidden & Lewis	Building Shape	Rectangular
Architectural Plans	Unknown	# of Stories	12
Builder	Brayton Engineering	Roof Type	Flat
Architectural Classification	Twentieth Century Classical, Skyscraper Style	Roof Material	Tar
Year Built	1914	Windows Ground	Fixed, Storefront, Aluminum
Condition	Excellent	Windows Above Ground	One-over-one, Double-hung, Casement, Fixed, Wood
Integrity	Good	Exterior Materials	
		Ground Floor	Above Ground Floor
		Stone	Brick
			Terra Cotta

Special Features

Ground floor material is stone tile. Greize colored brick. Off-white glazed terra cotta at upper two stories. Decorative terra cotta roof cornice with lion's heads, block modillions, egg and dart, and dentils. Double-hung windows with wood sash, floors 3-12. Glazed terra cotta window sills.

Exterior Alterations

Storefront windows on ground floor altered. Entrance facing SW Washington altered. (date unknown)

STEVENS BUILDING

New southwest door frame installed (1955)

Ownership Information

State ID	1N1E34CC 6200	Addition	PORTLAND
Tax Account No.	R667743240		
Owner	OCF JOSEPH E WESTON PUBLIC FOUNDATION (LSD ORE WESTON,JOSEPH E	Line	PORTLAND PARK BLOCKS
		Block	2
		Lot	4
Owner Address	2154 NE BROADWAY ST PORTLAND OR 97232-1561	Line	3.6% NONTAXABLE
		Block	
		Lot	
		Quarter	3029

Historic Assessment

<p>History <i>Person(s)</i> - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation</p> <p><i>Event(s)</i> - Associated with an event that has made a significant contribution to the city, state, or nation</p> <p><i>Pattern(s)</i> - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation</p>	<p>Architecture <i>Style</i> - Significant as an example of a particular architectural style, building type, or convention</p> <p><i>Architect/Designer/Contractor</i> - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance</p> <p><i>Materials/Construction/Artistic Quality</i> - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship</p>	<p>Integrity Significant because it retains the original design features, materials, and character</p> <p>Rarity Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction</p> <p>Environment Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Final Assessment

This building stands as a physical expression of the subdistrict of physician and dentist offices that developed within the Midtown Blocks area during the early decades of the twentieth century. Many of these buildings were specially designed to provide quarters tailored to the specific trades of medicine and dentistry.

This building is also notable for its association with the prominent architectural firm of Whidden & Lewis, who were responsible for most of the city’s finest buildings of the turn-of-the-century period. Both architects were trained at MIT and first worked on the East Coast. Together, they established the Portland firm of Whidden & Lewis in 1890.

STEVENS BUILDING

With its high-density design, this building additionally exemplifies one of Portland's earliest modern commercial skyscrapers and embodies new building technologies of the early 1900s, such as fire-resistant concrete and steel-frame construction and elevators. With excellently maintained integrity, this resource also stands as a physical expression of the application of terra cotta as a building material during the early decades of the twentieth century. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a lightweight, yet fireproof, and economic, yet attractive, material.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

WOODLARK BUILDING

Site 813-817 SW ALDER ST
 Property ID 54

Setting

1/4 Park Block, corner lot at northeast corner of SW 9th & Alder. Built to lot line.

Ground Floor Use

Retail

Above Ground Use

Office

Zoning CXd

Tenants

Ground Floor: Johnny Sole (shoes), Magpie Commercial Center Inc, Lainer Professional Services, WCB Mail Dept, Cascade Policy Institute, Acupuncture Center of Portland, Cogan Owens Cogan, City Realty Co., DS Consulting, Donna Silverberg

Highest Historic Designation HRI, Rank III

Historic Building Name Woodlark Building

Previous Addresses 375 Alder
 128 W Park

Previous Uses Pharmaceutical company offices

Previous Owners L. G. Clarke W. F. Woodward (1912), Scottish Rite Lodge, Dr. and Mrs. Omar Noles (1969)

Previous Tenants Glorea LaVonn Finishing, Modeling, Dress Designing School, Salon of Beauty and the Trimaway Salon (1959-1973)

Historic Image



Woodlark Building, south and west facades, 1912. Source: Tom Robinson

Current Image



Woodlark Building, 2003

Background

The Woodlark Building was built for the Woodard-Clarke & Company, a Portland medical company. The original spelling Wood-Lark is the conjunction of the founders names, (C.H.) Woodard and (Louis G.) Clarke. C.H. Woodard started in the pharmaceutical trade in 1865. Later, he started his own company and took L.G. Clarke as a partner. He later sold his company interest to W.F. Woodward.

WOODLARK BUILDING

In November 1911, *The Sunday Oregonian* announced the planned new building for the Woodard-Clarke & Company, “it is declared there are but few buildings in the country occupied by drug firms that will equal this structure. The contract for construction has been let to the Hurley-Mason Company. The building will be fully fireproof with steel columns and reinforced concrete. Besides the nine stories there will be a basement and sub basement.” The architects were announced as Doyle, Patterson and Beach.

An advertisement in 1912, just days after they opened, proclaimed “Woodard-Clarke and Company--America’s Largest Drug Store.” All eight floors were devoted to the business of the company. The mezzanine level was set up for their prescription department. It had departments of surgical instruments, dental supplies, electrical apparatus and equipment, optical goods, photograph and art goods.

The Clarke-Woodward Drug Company was sold to the Blumauer-Frank Drug Company in July of 1924. Also sold was the Woodard-Clarke and Company, retail druggists, to the Stout-Lyon Drug Company, which would occupy the basement and first floor. The upper floors were remodeled for offices. The building was retained by Woodward and Clarke.

A longtime tenant of the mezzanine of this building was the Glorea LaVonn Finishing School. Starting in 1959, Glorea LaVonn Kummer and husband, Arnold E. Kummer, operated the finishing school and added a modeling school, dress designing school, salon of beauty, and the Trimaway Salon for figure control. In 1973, the year they vacated the Woodlark Building, the figure control salon was their only business in the structure. They had moved their schools to SW Morrison between 11th and 12th several years earlier.

Architects: Doyle, Patterson, and Beach

In the 1890s, A.E. Doyle apprenticed at Whidden & Lewis, then Portland’s leading architectural firm. William Patterson was an engineer and had experience in high rise construction, having supervised the Wells Fargo building of 1906. James Beach was also an engineer. It is thought he was added to the firm because he brought the Benson Hotel project to the firm. Beach was the son-in-law of Simon Benson. Other buildings designed by Doyle, Patterson and Beach were the Hotel Oregon Annex (Benson Hotel), Northwestern Bank Building (American Bank Building), and the Woodlark Building.

- Sources**
- The Sunday Oregonian*, 5 November 1911.
 - Oregon Journal*, ca. June 1912.
 - The Oregonian*, 7 May 1916.
 - Oregon Journal*, 8 July 1924.
 - The Oregonian*, 9 July 1924.
 - Polk’s Portland City Directory*. (Portland, OR: R.L. Polk & Co., Inc. 1959-1973).
 - The Oregonian*, 6 May 1969.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 24, 111-2, 309-10.

Architectural Information

Architect	Doyle, Patterson and Beach	Building Shape	Rectangular
Architectural Plans	Doyle, Patterson and Beach	# of Stories	9
Builder	Hurley-Mason Co.	Roof Type	Flat
Architectural Classification	Twentieth Century Classical	Roof Material	Tar
Year Built	1912	Windows Ground	Fixed, Storefront, Aluminum
		Windows Above Ground	One-over-one, Double-hung, Fixed

WOODLARK BUILDING

Condition	Good	Exterior Materials	
Integrity	Good	Ground Floor	Above Ground Floor
		Brick	Brick
		Terra Cotta	Terra Cotta

Special Features

Smooth faced, buff-colored brick. Secondary material on ground floor is tile. Glazed terra cotta cornice above second floor. Sheet metal roof cornice. Terra cotta entrance on Alder with recessed archway. At second floor, windows are fixed above and double-hung, one-over-one below. Arched terra cotta detail at top of ninth floor windows.

Exterior Alterations

- Exterior door changed (1923)
- New entrance constructed (1946)
- Entrance altered (1953)
- Stuccoed exterior, canopy erected (1973)
- New entrance door (1979)
- New front window and door (1981)

Ownership Information

State ID	1N1E34CC 6300	Addition	PORTLAND
Tax Account No.	R667743220		
Owner	WOODLARK PARTNERS LLC	Line	PORTLAND PARK BLOCKS
		Block	2
		Lot	3
		Line	1.9% NONTAXABLE
Owner Address	222 SW COLUMBIA #1840 PORTLAND OR 97201	Block	
		Lot	
		Quarter	3029

WOODLARK BUILDING

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation X

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention X

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance X

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship X

Integrity

Significant because it retains the original design features, materials, and character X

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city X

Final Assessment

This building stands as a physical expression of the subdistrict of physician and dentist offices that developed within the Midtown Blocks area during the early decades of the twentieth century. Many of these buildings were specially designed to provide quarters tailored to the specific trades of medicine and dentistry.

This building is also notable for its association with the prominent, if short-lived, architectural firm of Doyle, Patterson and Beach. Albert E. Doyle moved to Portland from California when he was five years old. He apprenticed with the local architectural firm of Whidden & Lewis before studying architecture at Columbia University in New York, where he also worked at the office of Henry Bacon, designer of the Lincoln Memorial. Doyle opened his own office in 1907 and, for a time, formed a partnership with James G. Beach, engineer and son-in-law of Simon Benson, and Patterson. Both Patterson and Beach would leave the firm by 1915, though the firm was responsible for such remarkable buildings as the Northwestern National Bank Building and the Benson Hotel.

With its high-density design, this building additionally exemplifies one of Portland's earliest modern commercial skyscrapers and embodies new building technologies of the early 1900s, such as fire-resistant concrete and steel-frame construction and elevators. With excellently maintained integrity, this resource also stands as a physical expression of the application of terra cotta as a building material during the early decades of the twentieth century. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a lightweight, yet fireproof, and economic, yet attractive, material.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

**BLOCK 3
MIDTOWN BLOCKS FOCUS AREA**

Historic Property Assessment



MORRISON PARK BUILDING

Site 623 SW PARK AVE
 Property ID 30

Setting

Landscaping includes street trees along SW Morrison façade. 1/4 Park Block, lot at northwest corner of SW Park & Morrison.

Ground Floor Use

Retail

Above Ground Use

Multidwelling

Tenants

Ground Floor: Binyons
 Basement: Shoes on the Run, PCC Classrooms, Alteration Station
 Above Ground: Morrison Park Apartments

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Hotel Willard

Previous Addresses 151 Park St.

Previous Uses Hotel

Previous Owners Reverend Herbert S. Johnson, Shasta Investment Company (1912), Mr. & Mrs. Frank A. Clark (1921), Ancient Order of United Workmen (1924), CPI (1985)

Previous Tenants Whitehouse Company (1920), Ancient Order of United Grand Lodge of North Dakota, Southwood Shoes (ca. 1940s)

Historic Image



Hotel Willard (Morrison Park Building) under construction, ca. 1912. Source: The Oregonian

Current Image



Morrison Park Building, east and south facades, 2002

Background

Reverend Herbert S. Johnson of Boston purchased this property in December 1910 for \$200,000. A fifty-year lease was taken by the Princeton Trust Company and plans for a twelve-story, Class A, reinforced concrete commercial building, were developed.

MORRISON PARK BUILDING

The next year, the Shasta Investment Company announced plans for the same site and apparently took over the fifty-year lease. The Shasta Investment Company included Charles B. Hurley of the Hurley-Mason Company, who also built the building, and Gay Lombard, president of the Western Realty Company. A building of seven floors that would be used for hotel purposes was announced in *The Oregonian* on July 21, 1912. “There will be 115 rooms, all of unusually large dimensions. Between each suite of two rooms will be a bathroom with latest equipment. Each floor contains a general hallway leading from every room to the fire escape. The stairways will be enclosed as an additional protection from fire. The interior will be finished in selected Oregon fir. The exterior will be of deep red pressed brick, trimmed in Bedford stone. The windows will be of the Muntin design and will be of plate glass. The lobby will be artistically decorated and will be a special feature of the building. The structure will be completely fireproof.” On January 12, 1913, the *Sunday Oregon Journal* reported that the hotel “was constructed to allow the addition of three more stories if needed.”

The hotel, designed by Doyle, Patterson and Beach, was proclaimed in *The Sunday Oregonian*, July 21, 1912, as “one of the finest structures to be built on Morrison Street this year.”

Mrs. Louise E. Hamilton, who ran the Calumet Hotel (now the Esquire Hotel) across the street from the new hotel, leased the structure and named it the Hotel Willard in 1913. By 1914, the hostelry was renamed the Hotel Ritz.

In 1920, the Whitehouse Company, a clothing store, leased the basement and first floor of the hotel. According to a news account in *The Sunday Oregonian* on October 24, 1920, “The entire window frontage of the new location will be remodeled; balconies will be rebuilt in the storeroom and a marble staircase to the basement.”

The Ancient Order of United Workman Grand Lodge of North Dakota made interior alterations to the hotel in 1924 and 1940. In addition to the hotel name, it was also referred to as the AOOW building. During the 1930s, the hotel was renamed the Park Avenue Hotel. The 1943 directory advertisement stated that “LIVING AT THE PARK AVENUE HOTEL WILL SAVE YOU MONEY.”

In 1993, the hotel rooms were renovated into apartments. The building is now known as the Morrison Park Apartments.

Architects: Doyle, Patterson and Beach

In the 1890s, A.E. Doyle apprenticed at Whidden & Lewis, then Portland’s leading architectural firm. William Patterson was an engineer and had experience in high rise construction, having supervised the Wells Fargo Building of 1906. James Beach was also an engineer. It is thought he was added to the firm because he brought the Benson Hotel project to the firm. Beach was the son-in-law of Simon Benson. Other buildings designed by Doyle, Patterson and Beach were the Hotel Oregon Annex (Benson Hotel), Northwestern Bank Building (American Bank Building), and the Woodlark Building.

Sources *The Sunday Oregonian*, 9 April 1911.
 The Sunday Oregonian, 21 June 1912.
 Oregon Journal, 12 January 1913.
 Polk’s Portland City Directory, 1913-1916. (Portland, OR: R.L. Polk & Co., Inc., 1927).
 The Sunday Oregonian, 24 October 1920, sec. 4.
 The Oregonian, 13 October 1921.
 Building Permit #140623, May 27, 1924.
 Building Permit #250274, February 21, 1940.
 The Oregonian, 22 December 1985.
 Building Permit # 93-106988, November 23, 1993.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 24, 111-12, 309-10.
 QwestDex Directory, 2003.

MORRISON PARK BUILDING

Architectural Information

<p>Architect Doyle, Patterson and Beach</p> <p>Architectural Plans Unknown</p> <p>Builder Hurley-Mason Co</p> <p>Architectural Classification Twentieth Century Georgian</p> <p>Year Built 1913</p> <p>Condition Excellent</p> <p>Integrity Good</p>		<p>Building Shape Rectangular</p> <p># of Stories 7</p> <p>Roof Type Flat</p> <p>Roof Material Tar</p> <p>Windows Ground Fixed, Storefront</p> <p>Windows Above Ground One-over-one, Double-hung, Aluminum</p> <p>Exterior Materials</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Ground Floor</td> <td style="width: 40%;">Above Ground Floor</td> </tr> <tr> <td>Concrete</td> <td>Brick</td> </tr> </table>	Ground Floor	Above Ground Floor	Concrete	Brick
Ground Floor	Above Ground Floor					
Concrete	Brick					

Special Features

Decorative sheet metal roof cornice. Red brick with stone sills and belt courses. Brick details at seventh floor. Cantilevered metal entry awning on SW Park façade.

Exterior Alterations

Double-hung windows with wood sash replaced with aluminum sash. Store windows and entry remodeled, awnings altered. (date unknown)
 Storefront replaced (1927)
 Doors removed, new bulkhead installed (1951)
 New front installed and entry rebuilt (1976)
 New storefront (1979)
 Storefront improved and new handicap entrance added (1986)

Ownership Information

State ID 1N1E34CC 9100	Addition PORTLAND
Tax Account No. R667743280	
Owner MORRISON PK LTD PARTNERSHIP (C	Line PORTLAND PARK BLOCKS
	Block 3
	Lot 2
	Line 88% NONTAXABLE
Owner Address 1214 SW WASHINGTON ST PORTLAND OR 97205	Block
	Lot
	Quarter 3029

MORRISON PARK BUILDING

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation X

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance X

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship X

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city X

Final Assessment

This building stands as a physical expression of the development of hotel uses in the Midtown study area as it contributed to Portland's downtown development as it expanded westward during the early decades of the twentieth century. The concentration of hotel buildings in the Midtown Blocks remains today one of the most significant testimonies to the architecture and growth of Portland's Golden Age.

This building is also notable for its association with the prominent, if short-lived, architectural firm of Doyle, Patterson and Beach. Albert E. Doyle moved to Portland from California when he was five years old. He apprenticed with the local architectural firm of Whidden & Lewis before studying architecture at Columbia University in New York, where he also worked at the office of Henry Bacon, designer of the Lincoln Memorial. Doyle opened his own office in 1907 and, for a time, formed a partnership with James G. Beach, engineer and son-in-law of Simon Benson, and Patterson. Both Patterson and Beach would leave the firm by 1915, though the firm was responsible for such remarkable buildings as the Northwestern National Bank Building and the Benson Hotel.

With its high-density design, this building additionally exemplifies one of Portland's earliest modern commercial skyscrapers and embodies new building technologies of the early 1900s, such as fire-resistant concrete and steel-frame construction and elevators.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

ALDER PARK BUILDING

Site 800-808 SW ALDER ST
 Property ID 32

Setting

Landscaping includes street trees along SW Park façade. 1/4 Park Block, corner lot at southwest corner of SW Park & Alder.

Ground Floor Use

Retail

Above Ground Use

Office

Tenants

Reynolds Optical, Allied Health Care, Pico de Gallo (restaurant), Subway Sandwiches

Zoning CXd

Highest Historic Designation HRI, Unranked

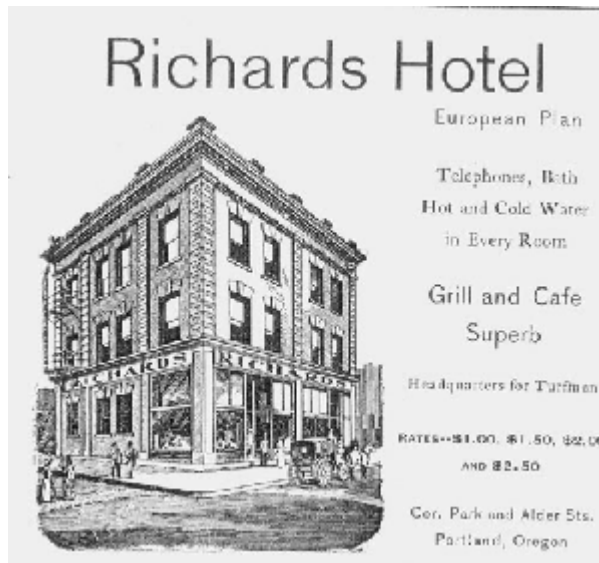
Historic Building Name Richards Hotel

Previous Addresses 362 Alder (1924)
 362 1/2 Alder (1931)

Previous Uses Hotel, retail

Previous Owners Lauritz Therkelsen (1906), Therkelsen Investment (1922), Therkelsen Estate (1923), First Federal Savings and Loan (1950)

Previous Tenants Crystal Hotel, Alder Park Hotel, Benjamin Franklin Savings and Loan (1958-1983), Sully's Gift Shop (1986)



Historic Image

Illustration of an ad for the Richards Hotel, 1905.

Current Image

Alder Park Building, 2003



Source: Stanley Parr Archives and Records Center

Background

Lauritz Therkelsen, a Danish immigrant, moved to Portland in 1871 after ten years in San Francisco. A carpenter and contractor, Therkelsen constructed numerous residential and commercial structures in early Portland. Eventually, his contracting firm became the largest in the city. He became a successful businessman, founding the North Pacific Lumber Company in northwest Portland, and also invested in real estate.

ALDER PARK BUILDING

Originally operating as the Richards Hotel, the Alder Park Building at the southwest corner of Alder and Park was one of Therkelsen’s real estate investments. Built in 1904, the hotel boasted “Telephones, Bath-Hot and Cold Water in Every Room, Grill and Café, Superb Headquarters for Turfmen,” according to a Fireman’s Souvenir document in 1905. Room rates ranged from \$1.00 to \$2.50. Thomas Richards was the proprietor of the hotel and the hotel grill room, and the hotel was considered a front for prostitution activities. Richards narrowly escaped prosecution in 1906. Deep in debt, he lost his liquor license in 1914, and the establishment came under the hands of others.

The three-story building was enlarged and remodeled in 1922 from plans by D.L. Williams. An addition was built directly behind the original building. The Alder Street side of the structure was also added onto. Carl Linde did another improvement in 1926 for shops on the upper floors. The structure was renamed the Alder Park Shoppes Building. Another renovation was undertaken in 1947 by architects Wick, Hilgers, and Scott.

Further renovations included one for First Federal Savings and Loan in 1955 and for Benjamin Franklin Savings and Loan in 1958. Benjamin Franklin Savings and Loan had a branch office in the Alder Park Building through 1983.

A tenant of the building in the 1980s and early 1990s was Sully’s Gift Shop. Reynolds Optical has been in the Alder Park Building since 1997.

1922 Remodel: David Lockhead Williams

Williams was the son of architect Warren H. Williams. After working with his father in the 1880s and a partnership with his brother Warren F. Williams and others, he went into private practice in 1896 until his retirement in 1934.

Sources

H.W. Scott, *History of Portland*. (New York, 1890), 585-586.
Fireman’s Souvenir, 1905.
Portland Block Book, 1907.
The Oregonian, 17 July 1914.
Oregon Journal, 25 October 1925.
 Bureau of Buildings Microfiche. April 26, 1922, D.L. Williams—Additions & Alterations to a three-story store and hotel building southwest corner Park and Alder
 HRI Inventory 1984
 E. Kimbark MacColl, *Money, Merchants, and Power*. (Portland, 1988), 391-392.
Polk’s Portland City Directories. (Portland, OR: R..L. Polk & Co., Inc., 1950-1987).
Cole Directories, 1988-2002
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 428-429.

Architectural Information

Architect Unknown
Architectural Plans Unknown
Builder Unknown
Architectural Classification Twentieth Century Classical

Building Shape Rectangular
of Stories 3
Roof Type Flat
Roof Material Tar

Year Built	1904	Windows Ground	Fixed, Storefront
Condition	Good	Windows Above Ground	Aluminum
Integrity	Poor	Exterior Materials	
		Ground Floor	Above Ground Floor
		Brick	Stucco
		Stucco	

ALDER PARK BUILDING

Special Features

Metal tile roof. Modillions at roof cornice. Blind arches of cement plaster. Cement plaster on walls with panel effect under windows and belt course above ground floor. Above ground windows are aluminum horizontal sliding windows.

Exterior Alterations

Original cast stone roof urn removed. Modified Chicago windows. Cast stone entrance and storefronts modified. Ground floor brick façade and first floor storefront alterations. (date unknown)
 Enlargement & remodel (1922)
 Storefront remodel, Carl Linde upper floor shops (1926, 1927)
 New storefront (1934)
 Doors recessed (1945)
 Interior alterations by Wick, Hilgers and Scott (1947)
 New Park Avenue side window (1951)
 Building face remodeled, new southwest door (1955)
 Entry remodeled (1968)
 Awning installed (1983)

Ownership Information

State ID	1N1E34CC 9000	Addition	PORTLAND
Tax Account No.	R667743260		
Owner	MOYER, THOMAS P	Line	PORTLAND PARK BLOCKS
		Block	3
		Lot	1
Owner Address	805 SW BROADWAY #2020 PORTLAND OR 97205-3360	Quarter	3029

ALDER PARK BUILDING

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

X

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

X

Final Assessment

This building stands as a physical expression of the development of hotel uses in the Midtown study area as it contributed to Portland’s downtown development as it expanded westward during the early decades of the twentieth century. The concentration of hotel buildings in the Midtown Blocks remains today one of the most significant testimonies to the architecture and growth of Portland’s Golden Age.

This building also receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Block area create a unique character that sets it apart from the rest of downtown.

RICH'S CIGAR STORE

Site 604 SW 9TH AVE
 Property ID 56

Setting

Landscaping includes small street trees on 9th Avenue side. 1/4 Park Block, corner lot at the southeast corner of SW 9th & Alder.

Ground Floor Use

Retail

Above Ground Use

Retail, Vacant

Tenants

Corner, Ground Floor: Rich's Cigars & Magazines
 The Showroom (clothing)
 Above Ground: Vacant

Zoning CXd

Highest Historic Designation HRI, Unranked
 Historic Building Name McDonalds
 Previous Addresses N/A
 Previous Uses Fast food restaurant
 Previous Owners McDonald's (1981)
 Previous Tenants McDonald's (1979-1998)

Historic Image



*Oregon's first downtown McDonald's, 1982.
 Source: Stanley Parr Archives and Records Center*

Current Image



Rich's Cigar Store, 2003

Background

The Pacific States Telephone & Telegraph Company built their three-story main office at West Park and Alder Streets in 1900. The building was still in use after the first portion of their high rise office building was built in 1914. The old telephone building was abandoned in 1926 when the last of its telephone equipment was moved to today's Capitol Building, which was completed in 1926. After being abandoned for years, the old telephone building was torn down. It was demolished to provide needed work for the unemployed in the early days of the Depression.

This site was used as a surface parking lot for many years before the erection of a pigeonhole parking lot in the early 1950s. Devised as a way to alleviate the severe parking problems of large cities, the pigeonhole parking structure originally was built in the early 1950s. It was one of three that stood in the midtown area. Looking much like the steel skeleton of a building, it was an automated way to virtually stack several layers of cars. An elevator carried the car to its destination. The parking structure was removed in 1978. In place of the parking lot, McDonald's, the first downtown fast food restaurant in Oregon, was built in 1979. The restaurant, built in an urban setting, had no drive-through service. Rich's Cigar Store took over the site in 1999.

RICH'S CIGAR STORE

Sources *Oregon Journal*, 8 January 1931.
The Oregonian, 1 February 1950.
The Sunday Oregonian, 2 May 1954.
The Oregonian, 21 January 1958.
The Oregonian, 17 August 1979.
Polk's Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1953-54).
Cole's Directories, 1978, 1979, 1999.

Architectural Information

Architect Ken Cole
Architectural Plans Unknown
Builder Westwood Construction
Architectural Classification New Brutalism

Year Built 1978

Condition Excellent

Integrity Good

Building Shape Rectangular
of Stories 2

Roof Type Flat
Roof Material Tar

Windows Ground Fixed, Storefront, Aluminum

Windows Above Ground Fixed, Aluminum

Exterior Materials
Ground Floor Above Ground Floor
Stucco Stucco

Special Features

Concrete block walls with raked plaster finish. Plate glass windows in aluminum frames. Continuous glass windows/glazing on north façade. Cantilevered metal awning above west façade entry. Geometric decoration at roof line.

Exterior Alterations

Awning installed (1981)

Ownership Information

State ID 1N1E34CC 9300
Tax Account No. R667743320

Owner RICH'S LAND CO L L C

ATTN MORAN, THOMAS

Owner Address 4733 SW SNYDER PL
PORTLAND OR 97221

Addition	PORTLAND
Line	PORTLAND PARK BLOCKS
Block	3
Lot	4
Quarter	3029

RICH'S CIGAR STORE

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

X

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

X

Final Assessment

This building is associated with the spread of the fast food industry in urban environments during the 1970s. Predominantly sited in suburban areas, fast food restaurants began to locate in cities during the 1970s for greater efficiency and volume. For example, with the establishment of a McDonald's in downtown San Francisco, the franchise was able to attract customers within a few blocks, in comparison to the typical two-mile radius for suburban locations, and usually earned more than their suburban brethren.

This building is also associated with McDonald's, perhaps the best known fast food restaurant in the world. Constructed in 1979, it represents the company's first building in an Oregon downtown and continued the nationwide trend during that decade of locating fast food restaurants in inner cities. The fast food giant may have expected to capitalize on the pedestrian traffic generated by the redevelopment of the Olds, Wortman and King department store into the Galleria three years earlier. Located across the street, the Galleria aided in the revitalization of the downtown area in the 1970s.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

EATON HOTEL

Site 620-626 SW 9TH AVE
 Property ID 57

Setting

Landscaping includes street trees along SW Morrison façade. 1/4 Park Block, corner lot at northeast corner of SW 9th & Morrison.

Ground Floor Use

Retail, Vacant

Above Ground Use

Multidwelling

Tenants

Vacant at corner (previously occupied by Mario's) Tasty Bento/Rice Junkies

Zoning CXd

Highest Historic Designation HRI, Rank II

Historic Building Name The Eaton, Hotel Eaton

Previous Addresses 150 W Park
 365-367 Morrison

Previous Uses Hotel, retail

Previous Owners Dr. E.H. Parker (1904-1906), A. B. Steinbach (1906), Steinbach Estate (1934), City of Portland (1988)

Previous Tenants The Eaton (1904)

Historic Image



Illustration of The Eaton, 1904.
 Source: Oregon Journal

Current Image



The Eaton Hotel, 2003

Background

Late in 1904, the Sunday *Oregon Journal* announced Dr. E.H Parker's soon-to-be completed, six-story, brick hotel, The Eaton. "It will be one of the finest hotels of its size on the Pacific Coast. The walls on Park and Morrison Streets are faced with light buff pressed brick brought from Sacramento. There are two store rooms on the Morrison Street side. There will be large double door entrances, and a spacious lobby and office, a ladies entrance and vestibule after the Turkish plan, and all these will be floored and wainscoted with tiling. Adjoining the lobby of the ladies entrance, will be writing and reading room for women, and off the office, a men's writing room. The building is fully equipped with elevators." The Eaton had seventy rooms and sixteen suites of rooms with baths. All rooms had hot and cold water and a telephone. The hotel was designed by Henry J. Hefty. The name Eaton came from the name of the first proprietor of the hotel, M. Eaton. The next year Eaton was gone, but the name stayed.

EATON HOTEL

In Gaston’s, *Portland: Its History and Builders*, Dr. E.H. Parker was acknowledged for building the hotel. Parker was active in real estate and building and was one of the projectors of the Board of Trade Building, which was built on his property. Dr. Parker came to Portland in 1892 and was known for his skills as a surgeon. He was affiliated with the Willamette University Medical School for a short time in the early 1890s and was a visiting surgeon at the Portland Hospital. He was also on the staff of Good Samaritan Hospital, starting in 1894. In April 1906, Dr. Parker sold the hotel to A.B. Steinbach for \$135,000. Parker had paid \$29,000 for the lot in 1904.

The 1927 *Polk’s Portland City Directory* advertised “75 Rooms of Solid Comfort-Reasons for living at this MODERN REFINED Hotel with its HOMELIKE Atmosphere. Located IN the Very HEART of Portland-ATTRACTIVE DAILY, WEEKLY, MONTHLY RATES.” In 1936, the directory advertisement stated, “Quiet~Orderly~Homelike- A Home Right Down Town-Modest Rates~~~Day or Week.” The 1943-44 directory description of the hostelry says it is conveniently located “In the Shopping District. *POPULAR PRICES* Coffee Shop--- Garage Facilities 622 S.W. NINTH AVENUE at MORRISON.” According to the directory in 1953-54, the Hotel Eaton was “Conveniently Located In the Shopping District. *POPULAR PRICES* Coffee Shop---Television 622 S.W. NINTH AVENUE at MORRISON, Telephone or Wire Reservations.”

During 1977-78, the Eaton Hotel was transformed from a sixty-four-unit hotel into an apartment house with twenty-three dwelling units.

Architect: Henry J. Hefty

Henry J. Hefty came to Portland in the early 1880s. His major designs include the St. Helen’s Hall of 1890 that stood on the block where the Vista St. Clair Apartments are today, the First Congregational Church, and a Portland City Hall design. (Construction was started, but not completed and was removed for Whidden and Lewis’ Portland City Hall.) Hefty passed away in the mid-1910s.

Sources *Oregon Journal*, 20 November 1904.
The Sunday Oregonian, 27 November 1904.
The Sunday Oregonian, 15 April 1906.
Polk’s Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1905).
Polk’s Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1927).
Polk’s Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1936).
Polk’s Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1943-44).
Polk’s Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1953-54).
Carla S. Crane, Richard A. Punzo, Jr., and Fran von Gerichten, *Portland Metropolitan Area Today*. (Urban Land Institute: Washington D.C., 1981), 29-30.
Gaston, Joseph, *Portland, Its History and Builders Vol. II*. (Portland, 1911), 566-568.
Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 170-171.

Architectural Information

Architect	Henry J. Hefty	Building Shape	Rectangular
Architectural Plans	Henry J. Hefty	# of Stories	5
Builder	Unknown	Roof Type	Flat
Architectural Classification	Twentieth Century Italian Renaissance	Roof Material	Tar
Year Built	1904	Windows Ground	Fixed, Storefront, Aluminum
		Windows Above Ground	One-over-one, Double-hung, Wood

EATON HOTEL

Condition	Excellent		Exterior Materials	
Integrity	Excellent		Ground Floor	Above Ground Floor
			Brick	Brick

Special Features

Decorative roof cornice. Dentils at cornice. Yellow brick, decorative brickwork includes round arches, corbel tables, and rustication. Stone at old Mario’s storefront. Double-hung windows with wood sash. “Eaton Building” entrance at 9th, stainless steel.

Exterior Alterations

Corner storefront altered. Original shop fronts removed. Fabric awnings added. Stainless steel “Eaton Building” entrance awning added at SW 9th. (date unknown)
 New storefront (1934)
 Four window openings closed (1953)

Notes

This building was determined to be eligible for the National Register during the preparation of the Banfield Light Rail Environmental Impact Statement. (ca. 1980)

Ownership Information

State ID	1N1E34CC 9200	Addition	PORTLAND
Tax Account No.	R667743300		
Owner	TOM MOYER THEATRES	Line	PORTLAND PARK BLOCKS
		Block	3
		Lot	3
Owner Address	805 SW BROADWAY #2020 PORTLAND OR 97205	Quarter	3029

EATON HOTEL

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

X

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

X

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

X

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

X

Final Assessment

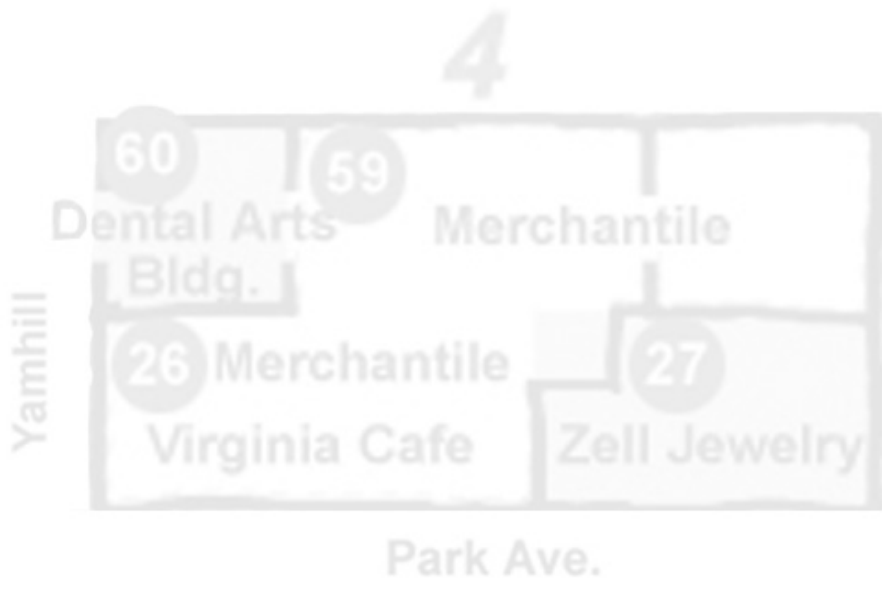
This building stands as a physical expression of the development of hotel uses in the Midtown study area as it contributed to Portland’s downtown development as it expanded westward during the early decades of the twentieth century. The concentration of hotel buildings in the Midtown Blocks remains today one of the most significant testimonies to the architecture and growth of Portland’s Golden Age.

This building is also notable for its Italian Renaissance style architecture, including decorative brickwork, arches, corbel tables, and rustication.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

**BLOCK 4
MIDTOWN BLOCKS FOCUS AREA**

Historic Property Assessment



MERCANTILE/VIRGINIA CAFÉ

Site 723-739 SW PARK AVE
 Property ID 26

Setting

Landscaping includes street trees along SW Park façade and planters on sidewalk. 1/4 Park Block, lot at northwest corner of SW Park & Yamhill. Frontage along light rail on SW Yamhill.

Ground Floor Use
 Retail

Above Ground Use
 Office, Vacant

Tenants

Virginia Café
 Mercantile (women’s clothing)

Zoning CXd

Highest Historic Designation N/A

Historic Building Name Park Yamhill Building

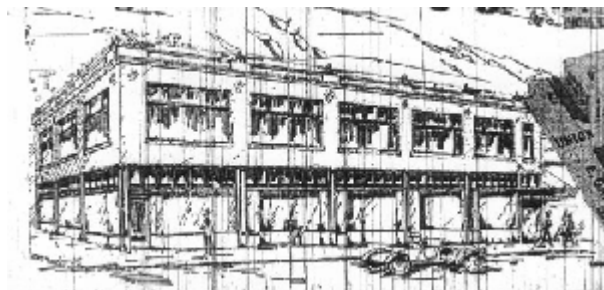
Previous Addresses 167-175 Park (1931)

Previous Uses School, billiard parlor

Previous Owners Kelly, Breitbarth, and MacLoud (1922), Julius Zell (1962), Malt Corp. (1975)

Previous Tenants Virginia Café (1922-present), Press Club of Oregon (ca. 1946-50), Zombie Zulu (1950-58), Embers Restaurant and Lounge (1959-81), Mercantile (1982-present)

Historic Image



*Illustration of Mercantile Building, 1921.
 Source: Oregon Journal*

Current Image



Mercantile Building, 2003

Background

On October 9, 1921, the Park Yamhill Building was illustrated in the Sunday *Oregon Journal*. The building was referred to in the article as the Kelly, Breitbarth, and MacLeod Building to reflect the original developers. The Park Yamhill Building opened in 1922.

The two-story building has been home to many well-known Portland eating and drinking establishments.

-- The Virginia Café has been a tenant in this building since it opened in 1922. Originally called the New Virginia Café, it was owned by the Dussin family, which already had a Virginia Café on 10th & Stark. In 1954, the restaurant was featured in an advertising section of *The Oregonian* about the revitalized shopping area in and around the midtown area called the Miracle Mile. The article featured details about its newly remodeled entrance.

MERCANTILE/VIRGINIA CAFÉ

Portland newspaper reporters.

-- The Zombie Zulu Beer Parlor and Lounge was located on the corner of Park and Yamhill from ca. 1950 though 1958.

-- The Ember’s Restaurant and Lounge took over the Park and Yamhill corner space in 1959. Later, Ember’s was only a restaurant, and the lounge was called The Rafters.

In 1982, a remodeling project expanded the retail space for Victoria Taylor’s Mercantile, a women’s clothing store that was located in the corner space of the Park Yamhill Building. This project connected the first floor of the corner of the Park Yamhill Building to the first floors of the Dental Arts Building and the Hudson Bay Company Building. The Mercantile women’s clothing store and this space configuration exists today.

Architect: John V. Bennes

John V. Bennes practiced architecture in Portland from 1906-1942. He designed the Cornelius Hotel with partners Eric Hendricks and Willard Toby and, with Hendricks, the Lowengart Building. A later partner was Harry Herzog. In private practice, he designed the Hexter-Strause Building in 1916 (Zell Bros.) and the Park-Yamhill in 1921 (Mercantile-Virginia Café). Another Midtown area building design was on a quarter block on the west side of park block five, a two-story structure built in 1922 and torn down in 1954.

Sources *Oregon Journal*, 9 October 1921, sec. 3.
 “Upper Morrison Miracle Mile,” *The Oregonian*, 5 April 1954.
 The Sunday Oregonian, Northwest Roto Magazine, 14 August 1954.
 The Sunday Oregonian, Northwest Roto Magazine, 5 June 1955.
 The Oregonian, 2 June 1960, sec. 2.
 The Oregonian, 12 November 1981, sec. D.
 Polk’s Portland City Directory. (Portland, OR: R.L. Polk & Co., Inc., 1950-1982).
 Virginia Café menu—history.
 The Oregonian, 1 July 2003.
 Bureau of Buildings Microfiche.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 36-37, 63-64, 108-109, 172-173.

Architectural Information

Architect	John V. Bennes	Building Shape	Rectangular
Architectural Plans	John V. Bennes	# of Stories	2
Builder	Teller & Allyn	Roof Type	Flat
Architectural Classification	Streetcar Era Commercial	Roof Material	Tar
Year Built	1922	Windows Ground	Fixed, Storefront, Aluminum
Condition	Good	Windows Above Ground	Fixed, Aluminum
Integrity	Poor	Exterior Materials	
		Ground Floor	Above Ground Floor
		Stucco	Stucco
		Brick	

Special Features

Neon “Virginia Café” sign on SW Park façade.

MERCANTILE/VIRGINIA CAFÉ

Exterior Alterations

Cornice stripped, transoms covered (date unknown)
 Skylight cut (1931)
 Marquee constructed and erected (1950)
 Building stuccoed (1962)
 Tenant remodel by SERA Architects (1981)

Ownership Information

State ID 1S1E03BB 5100
Tax Account No. R667743360

Owner MALT CORP
 MARTY ZELL & ASSOC

Owner Address 715 SW MORRISON ST #501
 PORTLAND OR 97205-3117

Addition PORTLAND

Line PORTLAND
 PARK BLOCKS
Block 4
Lot 2

Quarter 3129

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

Final Assessment

This building stands as a physical expression of the development of public and social buildings in the Midtown Blocks that contributed to Portland’s booming downtown expansion during the early decades of the twentieth century. Housing one of the oldest cafes still in continuous use in Portland’s downtown, this building provided, and still provides, a focal point for the area’s--indeed, the city’s--community network. This building is also located at the center of Julius Zell’s 1950s “Miracle Mile” retail corridor which aimed to revitalize “blighted” downtown

MERCANTILE/VIRGINIA CAFÉ

businesses and rejuvenate investment in Portland's commercial core.

This resource is additionally ornamented with neon signage characteristic of 1940s and 1950s America. Neon signs are attributed to Georges Claude, who is said to have introduced neon in 1910 in Paris. Neon first came to America in 1923 and was most prevalent in 1920s Southern California. By the 1940s, neon had become widely used across the nation as advertising beacons for commercial and retail businesses.

This building is also notable for its association with the prominent architect, John Virginius Bennes. A native of Illinois, Bennes studied at the University of Chicago and moved to Portland in 1906. He is primarily known for his Beaux Arts designs of many buildings on the campuses of Oregon State University, Eastern Oregon State College, and Southern Oregon State College during his tenure as architect for the State Board of Higher Education. Locally, Bennes is known for his designs of the Hollywood Theater and the H. Liebes & Company Building.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown. Taking advantage of this unique half-block layout, merchants along this block—first the Zell Jewelry Company in 1949 and later the Mercantile in 1982—have been able to expand into the ground floors of adjacent buildings in order to maximize their corner storefront window coverage.

ZELL JEWELRY

Site 800 SW MORRISON ST
 Property ID 27

Setting

1/4 Park Block, lot at southwest corner of SW Park Ave & Morrison. North façade fronts onto light rail transit. Street trees along SW Morrison, flower pots hanging from street corner lamp post.

Ground Floor Use
 Retail

Above Ground Use
 Retail, Office

Tenants

Zell Brothers
 Mercantile (shoes) on corner

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Hexter-Strause (1916)

Previous Addresses 360-362 1/2 Morrison
 165 Park (Hexter-Strause)

Previous Uses Retail

Previous Owners Louis Hexter & Lehman Strause (1917), Zell Brothers (1948)

Previous Tenants C.H. Baker Shoe Company (1922)

Historic Image



*Illustration of the Hexter-Strause building, 1917.
 Source: The Oregonian*

Current Image



Zell Brothers Jewelers, east and north facades, 2003

Background

Louis Hexter and Lehman Strause operated a butcher shop on the southwest corner of Park and Morrison before starting construction on a new building at the same location in 1916. The Hexter-Strause Building was completed in 1917. As designed by architect John V. Bennes, it was built “of reinforced concrete construction, with a face of white matte-glazed terra cotta. The first floor of the building will house three stores. The mezzanine floor has been designed for a cash store, while a restaurant will be located on the second floor.”

In 1922, C.H. Baker leased 5,000 square feet of the Hexter-Strause Building on the first and mezzanine floors. Remodeling was done by architects Ellis F. Lawrence and William Holford. The Morrison Street side of the store was to be for women’s shoes and hosiery. The Park Street portion was to be for the men’s department.

ZELL JEWELRY

The Zell Brothers Jewelry Company acquired the Hexter-Strause Building in the late 1940s. Many of the Zell brothers began their professions with the Silverman Brother Jewelers in the 1910s. Silverman Brothers Jewelers had started in 1912 on N 6th Avenue and was taken over by the Zell brothers in 1917. Upon purchasing the Hexter-Strause Building, the Zell Brothers Company hired architects L.L. Dougan, Morton H. Caine, and Bernard A. Heims for an extensive renovation and remodel that included joining the building to the adjacent Bennett Building to the west. This resulted in a continuous northern facade that subsumed the two formerly separate buildings. It also allowed the company more retail space, an opportunity noted by the media during the building's grand opening--local papers remarked that the store was four times larger than its original. The store joined other jewelry shops in the area, with Milton Zell additionally offering an optical department store on site.

During the renovation, Julius Zell found evidence of a moonshine operation in the building. There was a copper tank on the roof with tubing leading to medicine cabinets in the old building. A book with names of customers was also found. Some prominent names were within the book, and Zell chose to destroy it.

The Zells succeeded not only in renovating the building; they also succeeded in rejuvenating the area for retail. In 1949, *The Oregonian* praised the family for their contributions to business, charities, and civic activities and for moving off overcrowded Broadway Avenue and bringing prestige to Morrison Street. Indeed, by 1954, the "blighted" establishments previously characterizing the area were gone, replaced by a retail corridor known as Miracle Mile. Stretching from SW Broadway to SW 12th and from SW Alder to SW Yamhill Streets, the redeveloped area had its own informal mayor in the form of Julius Zell. The community leader made efforts to maintain quality businesses and to beautify the area.

Architect: John V. Bennes

John V. Bennes practiced architecture in Portland from 1906-1942. He designed the Cornelius Hotel with partners Eric Hendricks and Willard Toby and, with Hendricks, the Lowengart Building. A later partner was Harry Herzog. In private practice, he designed the Hexter-Strause Building in 1916 (Zell Bros.) and the Park-Yamhill in 1921 (Mercantile-Virginia Café). Another Midtown area building design was on a quarter block on the west side of Park Block Five, a two-story structure built in 1922 and torn down in 1954.

Sources *Polk's Portland City Directory*. (Portland, OR: R.L. Poke & Co., Inc., 1916).
The Oregonian, 4 March 1917.
Oregon Journal, 30 April 1922, sec. 2.
Oregon Journal, 8 September 1949.
The Oregonian, 8 September 1949.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 36-37, 63-64, 108-109, 172-173.

Architectural Information

Architect	John V. Bennes: Hexter-Strause D.L. Williams: Bennett Building	Building Shape	Rectangular
Architectural Plans	Unknown	# of Stories	3
Builder	Unknown	Roof Type	Flat
Architectural Classification	International Style	Roof Material	Tar
Year Built	1917	Windows Ground	Fixed, Aluminum
Condition	Good	Windows Above Ground	Casement, Aluminum
Integrity	Good	Exterior Materials	
		Ground Floor	Above Ground Floor
		Stone	Stone

ZELL JEWELRY

Special Features

Faced with polished limestone. Original 1917 building had a terra cotta exterior finish in the Twentieth Century Classical style. Steel sash windows set flush with façade. “Zell Brothers” sign. Clock on entrance column. Clock near east entrance to building has one large dial surrounded by twelve small dials for various time zones. It was brought from Germany by Bernhard Stone, a Portland jeweler from 1868-1885, and subsequently was purchased by the Feldenheimer Brothers and later the Zell Brothers.

Exterior Alterations

Storefront windows removed at northeast corner and main entrance added. Double-hung windows with wood sash replaced with aluminum sash. Store windows and entry remodeled. Corner column remains. (date unknown)
 Original terra cotta façade removed following 1948 purchase of building by the Zell Brothers, renovation by Dougan, Heims & Caine (1949)
 Concrete landing and ten concrete stairs added (1955)
 Addition to existing top floor (1965)
 Added onto penthouse (1979)

Notes Original building built in 1917, additional building built in 1949.

Ownership Information

State ID	1N1E34CC 9700	Addition	PORTLAND
Tax Account No.	R667743340		
Owner	ZELL INVESTMENT CO	Line	PORTLAND
	MARTY ZELL & ASSOC	Block	PARK BLOCKS
		Block	4
		Lot	1
		Quarter	3029
Owner Address	715 SW MORRISON ST #501 PORTLAND OR 97205-3117		

ZELL JEWELRY

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation X

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship X

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction X

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city X

Final Assessment

This building stands as a physical expression of the jewelry district that developed within the Midtown Blocks area and contributed to Portland’s specialty retail development and downtown’s booming expansion during the early decades of the twentieth century. Highlighting the building’s jewelry retail use is a decorative and intricate clock that was first brought from Germany by a Portland jeweler who practiced in the city in the late 1800s. The jewelry store was also at the center of Julius Zell’s 1950s Miracle Mile retail corridor which aimed to revitalize “blighted” downtown businesses and rejuvenate investment in Portland’s commercial core.

This resource is additionally ornamented with neon signage characteristic of 1940s and 1950s America. Neon signs are attributed to Georges Claude, who is said to have introduced neon in 1910 in Paris. Neon first came to America in 1923 and was most prevalent in 1920s Southern California. By the 1940s, neon had become widely used across the nation as advertising beacons for commercial and retail businesses.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown. Taking advantage of this unique half-block layout, merchants along this block—first the Zell Jewelry Company in 1949 and later the Mercantile in 1982—have been able to expand into the ground floors of adjacent buildings in order to maximize their corner storefront window coverage.

MERCANTILE

Site 722-728 SW 9TH AVE
 Property ID 59

Setting
 Mid-block development on west half of Park Block #4

Ground Floor Use **Above Ground Use**
 Retail N/A

Tenants
 Mercantile (storefront windows for Zell's on north portion of building)

Zoning CXd

Highest Historic Designation N/A

Historic Building Name Hudson Bay Fur Company & Bennett Building

Previous Addresses 160-162 W Park
 372-374 Morrison
 160-162 W Park (Bennett Building)
 166-170 W Park (Hudson Bay Fur Company)

Previous Uses Retail, boarding house

Previous Owners Bennett Building: Thomas H. Bennett (1903), Mrs. Florence E. Bennett (1922), Zell Brothers (1948)
 Hudson Bay Company Building: Mrs. Florence A. Bennett (1922), Zell Brothers (1949), Malt Corp. (1966)

Previous Tenants Hudson Bay Fur Company (1922 - Bennett Building addition), Hazel Robb Interior Design, Florence Knowlton Art (1936 - Hudson Bay Building), Zell Brothers (Bennett Building)

Historic Image



The Belltone, Nutrition, and Curry Shoes storefronts, 1952. Source: Tom Robinson

Current Image



Mercantile storefront, 2003

Background

In 1903, Thomas H. Bennett built a three-story brick building built at the southeast corner of SW 9th and Morrison Streets. The original plans, by D.C. Lewis, included retail space on the first floor, with the second and third floors utilized as a boarding house.

In January 1922, it was announced in a Sunday *Oregon Journal* article that a lease was given to the Hudson Bay Fur Company by Florence E. Bennett. The lease included the Bennett Building and the property to the south next to the

MERCANTILE

Dental Arts Building. On the vacant property to the south of the Bennett Building, the Hudson Bay Fur Company built a one-story building for retail use, with space for five stores. The structure was planned by Strong and MacNaughton.

The Sunday *Oregon Journal* of July 30, 1922, reporting on the developing retail district on Morrison Street, announced that the Hudson Bay Company had secured a seven year lease on the Bennett Building at the southeast corner of West Park and Morrison. The store was equipped to handle a large volume of business, and skilled operatives were busy in the workshop on the second floor of the building making up fur garments for the winter demand. A 15 x 54 foot steel and concrete vault for the storage of valuable peltry was one of the largest on the Pacific coast, according to Milton Gumbert, manager of the store. Gumbert later had a fur company of his own at the same location until 1948. In the *Capitol's Who's Who of Oregon in 1948-49*, it was stated that "the business has been built by personal reputation that has endured through the years."

The Zell Brothers Jewelry Company acquired the Hexter-Strause and Bennett Buildings in the late 1940s. They hired architects L.L. Dougan, Mortan H. Caine, and Bernard A. Heims for an extensive renovation that included joining the two buildings together. This resulted in a continuous northern façade that subsumed the two formerly separate buildings. It also allowed the company more retail space, an opportunity noted by the media during the building's grand opening -- local papers remarked that the store was four times larger than its original. The store joined other jewelry shops in the area, with Milton Zell additionally offering an optical department store on site.

During the renovation, Julius Zell found evidence of a moonshine operation in the Bennett Building. There was a copper tank on the roof with tubing leading to medicine cabinets in the old building. A book with names of customers was also found. Some prominent names were within the book, and Zell chose to destroy it.

The Zells succeeded not only in renovating the building; they also succeeded in rejuvenating the area for retail. In 1949, *The Oregonian* praised the family for their contributions to business, charities and civic activities, and for moving off overcrowded Broadway Avenue and bringing prestige to Morrison Street. Indeed, by 1954, the "blighted" establishments previously characterizing the area were gone, replaced by a retail corridor known as Miracle Mile. Stretching from SW Broadway to SW 12th and from SW Alder to SW Yamhill Streets, the redeveloped area had its own informal mayor in the form of Julius Zell. The community leader made efforts to maintain quality businesses and to beautify the area.

The adjoining one-story building to the south of the Bennett Building was also remodeled in 1949 and again in 1966 and 1982. In 1982, a remodeling by SERA architects expanded the retail space for Victoria Taylor's Mercantile, a women's clothing store that was located in the corner space of the Park Yamhill Building. This project connected the first floor of the corner of the Park Yamhill Building to the first floors of the Dental Arts building and the Hudson Bay Company Building. The Mercantile women's clothing store and this space configuration exists today.

Bennett Building Architect: D. C. Lewis

Lewis was the son of pioneer merchant, Cicero H. Lewis, and the grandson of Captain John H. Couch, early donation land claim owner of much of northwest Portland. Lewis also designed Trinity Episcopal Church in northwest Portland.

Hudson Bay Fur Company Architect: E.B. MacNaughton

MacNaughton had formerly been part of the architectural firm of MacNaughton, Raymond and Lawrence. They designed the Breske Building, known today as the Modish Building. The firm continued as MacNaughton and Raymond after Ellis Lawrence left the firm in 1910. E.B. MacNaughton left the active practice of architecture in 1920 but still designed some small structures after that. Later MacNaughton was involved in realty and financial concerns with Robert H. Strong as the Strong, MacNaughton Trust Company. MacNaughton was involved with First National Bank starting in 1928 as vice-president and then was president from 1932-47. He was later made chairman of the board.

Sources *The Oregonian*, 24 July 1902.
 The Oregonian, 23 February 1903.

MERCANTILE

The Oregonian, 4 March 1917.
The Sunday Oregonian, 16 October 1921, sec. 1.
Oregon Journal, 22 January 1922, sec. 3.
Capitol's Who's Who of Oregon in 1948-1949, p.19B
The Sunday Oregonian, Northwest Roto Magazine, 14 August 1954.
The Sunday Oregonian, Northwest Roto Magazine, 5 June 1955.
Oregon Journal, 16 February 1958.
The Oregonian, 2 June 1960.
The Oregonian, 12 November 1981.
 Bureau of Buildings Microfiche
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 265-266.

Architectural Information

Architect	D.C Lewis-Bennett Building 1903	Building Shape	Rectangular
Architectural Plans	Strong & MacNaughton - Hudson Bay Co Building 1922	# of Stories	3; 1
Builder	Unknown	Roof Type	Flat
Architectural Classification	Streetcar Era Commercial	Roof Material	Tar
Year Built	1922	Windows Ground	Fixed, Storefront
Condition	Good	Windows Above Ground	N/A
Integrity	Good	Exterior Materials	
		Ground Floor	Above Ground Floor
		Stucco	
		Concrete	

Special Features

Ground floor has textured concrete.

Exterior Alterations

- New storefront (1922)
- Storefront doorway closed (1929)
- Front glass moved higher (1930)
- Door removed (1934)
- Storefronts remodeled (1937)
- Zell Brothers remodel by Dougan, Heims and Caine (1949)
- West side of building sandblasted and renewed with marbledcrete (stucco) (1980)
- Mercantile remodel by SERA Architects (1981)
- Awning added (1985)

Notes The original Bennett Building, a three-story brick building, was built in 1903.
 The Hudson Bay Fur Company, a one-story building, was added to the south in 1922.

MERCANTILE

Ownership Information

State ID IN1E34CC 9600
Tax Account No. R667743400

Owner MALT CORP
 BY ZELL MILTON

Owner Address 715 SW MORRISON ST #501
 PORTLAND OR 97205

Addition PORTLAND

Line PORTLAND
Block PARK BLOCKS

Lot

Line N 1/2 OF
Block 4
Lot 3

Quarter 3029

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

Final Assessment

This building is significant for its role as an urban headquarters for the Hudson Bay Fur Company. In 1825, the Hudson Bay Fur Company established a post at Fort Vancouver, the first settlement in the Pacific Northwest. For the next sixty years the company continued to play a leading role in the region’s economic growth. This site was central to the company’s retail and manufacturing operations in Oregon during the first decades of the twentieth century.

This building also stands at the center of Julius Zell’s 1950s Miracle Mile retail corridor, which aimed to revitalize “blighted” downtown businesses and rejuvenate investment in Portland’s commercial core.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown. Taking advantage of this unique half-block layout, merchants along this block—first the Zell Jewelry Company in 1949 and later the Mercantile in 1982—have been able to expand into the ground floors of adjacent buildings in order to maximize their corner storefront coverage.

DENTAL ARTS BUILDING

Site 732 SW 9TH AVE
Property ID 60

Setting
 1/8 Park Block, lot at northeast corner of SW 9th & Yamhill. Frontage along light rail on SW Yamhill. Planters on sidewalks and hanging from street lamp.

Ground Floor Use
 Retail

Above Ground Use
 Office, Vacant

Tenants
 Mercantile

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Hotel Gordon

Previous Addresses 174 W Park St.

Previous Uses Hotel, printing company, school

Previous Owners Herbert Gordon (1906), S. Morton Kohn (1916), Central Realty Co. (1916)

Previous Tenants H.C. Browne Printing (1916), Guardian Building and Loan Association (1927), George Doll - Wholesale Wood Dealer (1936)

Historic Image



*Hotel Gordon (Dental Arts Building), 1915.
 Source: Tom Robinson*

Current Image



Dental Arts Building, 2003

Background

The Hotel Gordon was built by Herbert Gordon, a furniture dealer in Eugene from 1897-1907. Gordon bought the property in 1906 with the intention of establishing a furniture business on the site. This never happened, and he continued in real estate investments. Gordon was in the state legislature from 1917-1933 and was also a Regent of the University of Oregon from 1921-1929. He died in 1957.

DENTAL ARTS BUILDING

A fire in the basement of the Hotel Gordon caused less than \$10,000 damage to the structure and its contents in 1916. The fire started in the basement of the H.C. Browne printing company when the building furnace backfired and caught fuel briquettes on fire. There was also smoke damage to the upper floors in use at the time as a boarding house.

In 1925, architect A.E. Doyle was commissioned to design a remodel of the basement and first floor of the Gordon Hotel. The changes were made for the Pacific States Fire Insurance Company. The front of the building was changed. New fixtures and vaults were also installed. The Guardian Building and Loan Association moved into the structure about 1927. In 1936, George Doll, a dealer of wholesale wood and coal, and the General Insurance Company had an office and residence at the Gordon Hotel.

The Gordon Hotel is one of several buildings revitalized by Julius Zell of Zell Brothers Jewelry. He gained a reputation as “Mr. Pygmalion,” taking old run down buildings and revitalizing them for a specific use. The Hotel Gordon was transformed by Zell into the Dental Arts Building in 1952 as a professional building for dentists. Other structures revitalized by Zell include the Stadium Court Apartments which had been used for auto-related businesses and burned in 1941 but was renovated by Zell in 1943. Another of Zell’s projects was the old Montclair Hotel on SW 10th and Burnside, which was renovated in the late 1950s.

In 1982, a remodeling project by SERA architects expanded the retail space for Victoria Taylor’s Mercantile, a women’s clothing store located in the corner space of the Park Yamhill Building. This project connected the first floor of the corner of the Park Yamhill Building to the first floors of the Dental Arts Building and the Hudson Bay Company Building. The Mercantile women’s clothing store and this space configuration exists today.

Architect: John Hunzicker

John Hunzicker, a Eugene, Oregon architect, started his practice in 1903. Among the buildings he designed were the Eugene Hotel and the Douglas County Courthouse.

- Sources**
- The Sunday Oregonian*, 24 June 1906.
 - The Oregonian*, 10 February 1907.
 - The Sunday Oregonian*, 22 November 1925, sec. 2.
 - The Who's Who of Oregon 1936-1937*, 222-223.
 - Oregon Journal*, 16 February 1958.
 - The Oregonian*, 2 June 1960, sec. 2.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 201-202.

Architectural Information

Architect	John Hunzicker	Building Shape	Square
Architectural Plans	John Hunzicker	# of Stories	5
Builder	Unknown	Roof Type	Flat
Architectural Classification	Second Renaissance Revival	Roof Material	Tar
Year Built	1908	Windows Ground	Fixed, Aluminum
Condition	Good	Windows Above Ground	Casement, Fixed, Aluminum
Integrity	Good	Exterior Materials	
		Ground Floor	Above Ground Floor
		Concrete	Brick
			Terra Cotta

DENTAL ARTS BUILDING

Special Features

Ground floor is painted concrete with tiles. Exterior finish of brick with rusticated second story. Brick detail is intact. Terra cotta at cornice. Piers rising from above second through fourth story. Sheet metal cornice with block modillions and dentil frieze. Fixed windows are arched.

Exterior Alterations

Windows altered, storefront transoms covered, and arched entries constructed over original ground floor façade. (date unknown)

First floor remodel by A.E. Doyle (1925)

Entry changed (1929)

Aluminum sun shades installed (1955)

Storefront remodel (1981)

Ownership Information

State ID 1S1E03BB 5200
Tax Account No. R667743380
Owner MALT CORP
 BY DENTAL CERTS BLDGS INC
 MARTY ZELL & ASSOC
Owner Address 715 SW MORRISON ST #501
 PORTLAND OR 97205-3117

Addition PORTLAND

Line PORTLAND
 PARK BLOCKS
Block
Lot

Line S 1/2 OF
Block 4
Lot 3

Quarter 3029

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

DENTAL ARTS BUILDING

Final Assessment

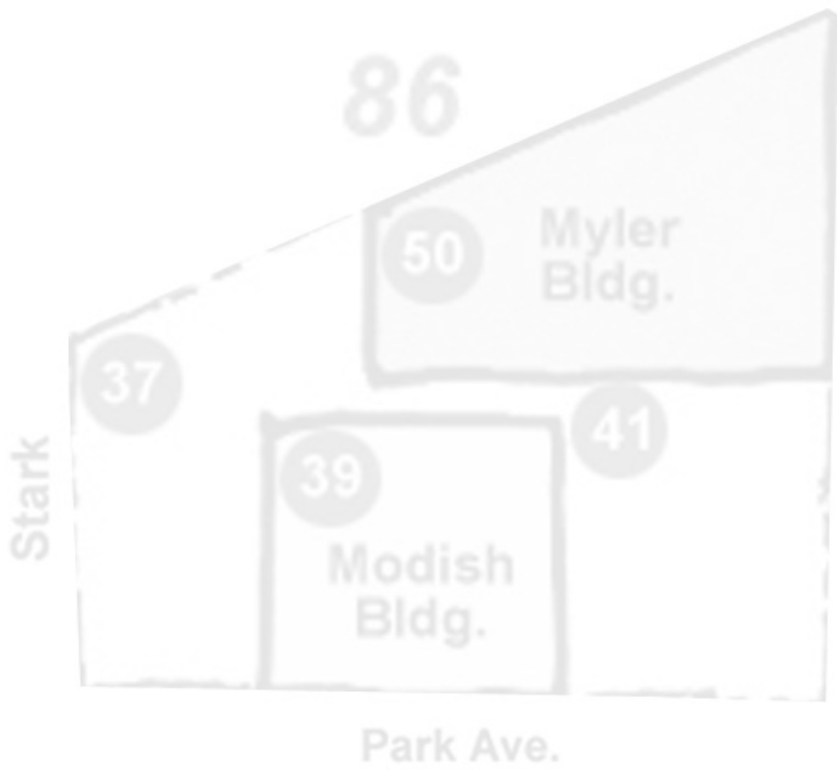
This building stands as a physical expression of the development of hotel uses in the Midtown study area as it contributed to Portland's downtown development as it expanded westward during the early decades of the twentieth century. The concentration of hotel buildings in the Midtown Blocks remains today one of the most significant testimonies to the architecture and growth of Portland's Golden Age.

This building additionally contributes to the subdistrict of physician and dentist offices that developed within the Midtown Blocks area during the early 1900s. Many of these buildings were specially designed to provide quarters tailored to the specific trades of medicine and dentistry.

This resource is also a physical expression of the application of terra cotta as a building material during the early decades of the twentieth century. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a lightweight, yet fireproof, and economic, yet attractive, material.

Finally, this building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown. Taking advantage of this unique half-block layout, merchants along this block—first the Zell Jewelry Company in 1949 and later the Mercantile in 1982—have been able to expand into the ground floors of adjacent buildings in order to maximize their corner storefront window coverage.

**BLOCK 86
MIDTOWN BLOCKS FOCUS AREA**



Historic Property Assessment

SURFACE PARKING @ 801 SW STARK

Site 801 SW STARK ST
 Property ID 37

Setting
 Asphalt surface parking lot facing SW Stark between SW 9th and SW Park.

Ground Floor Use N/A
Above Ground Use N/A

Tenants
 N/A

Zoning CXd

Highest Historic Designation N/A
Historic Building Name N/A
Previous Addresses N/A
Previous Uses Parking
Previous Owners Murhard family (1952)
Previous Tenants Davis Pigeon Hole Parking (1957)

Historic Image



Pigeon hole parking structure, west and south facades, 1954. Source: Tom Robinson

Current Image



Surface parking lot, 2003

Background

This property between SW 9th and Park on Stark Street was the location of a pigeonhole parking lot from 1952 into the 1970s.

Pigeonhole and surface parking lots developed in response to the increasing use of the automobile and growing competition from suburban commercial developments.

Sources *Polk's Portland City Directories.*
Oregon Journal, 23 November 1976, p. 1.

SURFACE PARKING @ 801 SW STARK

Ownership Information

State ID IN1E34CC 3200
Tax Account No. R667708910

Owner DOWNTOWN DEVELOPERS
 TO GOODMAN, DOUGLAS

Owner Address 920 SW 6TH AVE #223
 PORTLAND OR 97204

Addition PORTLAND

Line EXC E 80'-S 1/2
 OF

Block 86
Lot 6

Line
Block 86
Lot 7

Quarter 3029

Historic Assessment

History
Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

X

Architecture
Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity
 Significant because it retains the original design features, materials, and character

Rarity
 Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

X

Final Assessment

This lot receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

This site is also associated with the rise of the automobile as the dominant mode of transit for most Americans, as well as the growing competition between urban and suburban commercial markets after World War II. By 1958, each household in America had more than one truck or car, most of which traveled in or from suburbia every day. Suburban retail centers offered easy access for their auto-oriented clientele and boasted substantial parking opportunities. In Portland, downtown businesses countered their competition by demolishing buildings and constructing “pigeon-hole” parking structures and developing surface parking lots, such as this site.

Although surface parking lots stand as a physical expression of the growing impact of the automobile on Portland’s downtown development and cityscape, the lots do not contribute to this historic assessment analysis.

MODISH BUILDING

Site 333 SW PARK AVE
 Property ID 39

Setting

The Modish Building is located on the west side of Park Avenue, mid-block between SW Oak and Stark Streets.

Ground Floor Use

Retail

Above Ground Use

Office

Tenants

Klub Z

Zoning CXd

Highest Historic Designation HRI, Unranked

Historic Building Name Breske Building

Previous Addresses 91 Park St.

Previous Uses Publishing, manufacturing, retail

Previous Owners F. Breske (1908), George Kelly (1927), Harold Kirschner (1971)

Previous Tenants The Pacific Monthly (1907-13), Bushong & Company (1907-early 1950s)

Historic Image

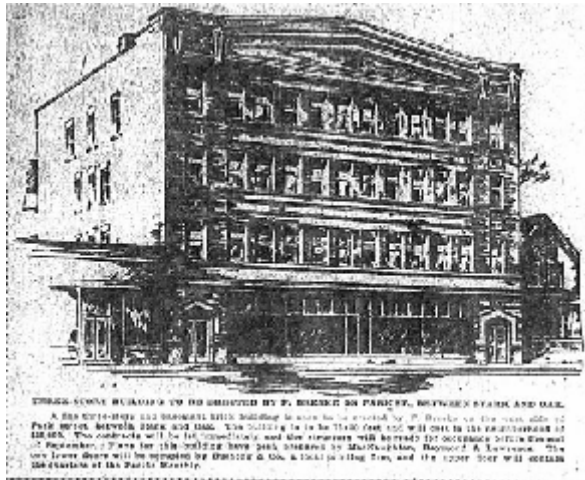


Illustration of the Breske Building (Modish Building), 1907. Source: *The Oregonian*

Current Image



Modish Building, 2003

Background

The Modish Building was originally built for Fred Breske, a real estate broker. It was built before Oak Street was extended from Park to 10th Street between 1911-1914. *The Sunday Oregonian* article on June 23, 1907, tells of the soon-to-be-built Breske Building, "A fine three-story and basement brick building is soon to be erected by F. Breske on the west side of Park and Oak." The structure was to be 75 by 100 feet with the approximate cost of \$85,000. The plans were designed by MacNaughton, Raymond and Lawrence.

The top floor was occupied by the *Pacific Monthly*, a periodical started in Portland in 1898 and later taken over by *Sunset Magazine*. Bushong & Company, a printing company, used the two lower floors of the building. A postcard ca. 1908 shows the logo of the Pacific Monthly painted on the back side of the Breske Building. *Sunset Magazine*, which was owned by Southern Pacific Railroad, bought the *Pacific Monthly* in 1912 and renamed it *Sunset: The Pacific Monthly*. By 1914, the Portland branch of *Sunset* relocated into the Wells Fargo and Company Building.

MODISH BUILDING

In the early hours of March 31, 1927, a disastrous fire, which started on the second floor lithography room, spread to the third and fourth floor of the building. Rebuilding began two weeks later.

Bushong and Company began in 1879 as the Lewis and Dryden Company. The firm, C.H. Crocker Company, was the successor to Lewis and Dryden; William Bushong was the business manager. After William Bushong and Milton Markewitz purchased the business in the early 1900s, it was renamed Bushong and Company. The business relocated to North Portland in the early 1950s.

The Modish Coat and Suit Company, a manufacturer of women's clothing, first occupied a portion of the structure about 1952. The first listing of the building as the Modish Building is the *Polk's Portland City Directory* in 1958. The building was to be removed when plans for a two-block park were proposed in 1970. The park was also to include the present O'Bryant Square on the block to the south. The announcement that the city had purchased all needed property for the park brought the response from Hymen M. Kirshner that his Modish Building had not been purchased. There was no further park development beyond O'Bryant Square.

An all-ages gay club now occupies the building.

Architects: MacNaughton, Lawrence and Raymond

The team of E.B. MacNaughton, Ellis Raymond, Herbert E. Raymond, and Ellis Lawrence were in partnership from 1906-1910. Herbert Raymond was an engineer. Raymond and Ellis were trained at MIT. Ellis Lawrence founded the School of Architecture at the University of Oregon and Allied Arts and was the Dean of Architecture from 1914 to 1946. E.B. MacNaughton left the active practice of architecture in 1920 but still designed several small structures after that. Later MacNaughton was involved in realty and financial concerns with Robert H. Strong. MacNaughton was involved with First National Bank, starting in 1928 as vice-president and then as president from 1932 to 1947. He was then made chairman of the board.

Sources *Polk's Portland City Directory*. (Portland, OR: R.L. Polk & Co., Inc. 1898-1899, 1901-1902, 1952, 1959)
The Sunday Oregonian, 23 June 1907.
Oregon Journal, 31 March 1927.
 Building Permit April 11, 1927.
The Oregonian, 1 April 1927.
The Sunday Oregonian, 11 September 1949 sec. 2.
Oregon Journal, 16 June 1967.
The Oregonian, 17 June 1971.
 HRI Inventory 1984
http://sunset-magazine.stanford.edu/html/eras_2.html

Architectural Information

Architect	MacNaughton, Raymond & Lawrence	Building Shape	Square
Architectural Plans	MacNaughton, Raymond & Lawrence	# of Stories	4
Builder	Unknown	Roof Type	Flat
Architectural Classification	Streetcar Era Commercial	Roof Material	Tar
Year Built	1907	Windows Ground	Fixed, Storefront
		Windows Above Ground	One-over-one, Double-hung, Aluminum

MODISH BUILDING

Condition	Good	Exterior Materials	
Integrity	Fair	Ground Floor	Above Ground Floor
		Stucco	Stucco
		Wood	Brick

Special Features

Stucco front, brick on sides. Awning windows on south façade. Sets of two windows.

Exterior Alterations

Storefront windows covered from inside. Transoms covered above storefront windows on ground floor.
 Front parapet removed. (date unknown)
 Extension added (1952)
 First floor expansion (1960)

Ownership Information

State ID	1N1E34CC 3100	Addition	PORTLAND
Tax Account No.	R667708860		
Owner	MODISH COAT & SUIT MFG CO	Line	S 1/2 OF
		Block	86
		Lot	5
Owner Address	P O BOX 1004 LAKE OSWEGO OR 97034	Line	E 80' OF
		Block	86
		Lot	6
		Quarter	3029

Historic Assessment

History

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Rarity

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Environment

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MODISH BUILDING

Final Assessment

This building receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

SURFACE PARKING @ 810 SW OAK

Site 810 SW OAK ST
 Property ID 41

Setting

Asphalt surface parking lot facing SW Oak between SW 9th and SW Park.

Ground Floor Use

N/A

Above Ground Use

N/A

Tenants

N/A

Zoning CXd

Highest Historic Designation N/A
Historic Building Name N/A
Previous Addresses 326 Oak St.
Previous Uses Parking
Previous Owners Anchor Properties Inc.
Previous Tenants Covey Motor Co. (1924)

Historic Image



*Structures at SW Oak and Park, ca. 1920s.
 Source: The Oregonian*

Current Image



Surface parking lot, 2003

Background

In the 1920s, an automobile garage was located on the site owned by the Burchardt Estate. Other previous structures on this site include a gas station in the 1940s. In 1946, the site was owned by Nate Kesselman. Today, the property is a surface parking lot.

Sources Sanborn Insurance Map, 1926
 Permit records

SURFACE PARKING @ 810 SW OAK

Ownership Information

State ID 1N1E34CC 3000
Tax Account No. R667708840

Owner ANCHOR PROPERTIES INC

Owner Address 4300 NE ALAMEDA ST
 PORTLAND OR 97213-1243

Addition	PORTLAND
Line	LAND ONLY
Block	
Lot	
Line	
Block	86
Lot	4
Quarter	3029

Historic Assessment

History

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X

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Environment

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X

Final Assessment

This lot receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

This site is also associated with the rise of the automobile as the dominant mode of transit for most Americans, as well as the growing competition between urban and suburban commercial markets after World War II. By 1958, each household in America had more than one truck or car, most of which traveled in or from suburbia every day. Suburban retail centers offered easy access for their auto-oriented clientele and boasted substantial parking opportunities. In Portland, downtown businesses countered their competition by demolishing buildings and constructing “pigeon-hole” parking structures and developing surface parking lots, such as this site.

Although surface parking lots stand as a physical expression of the growing impact of the automobile on Portland’s downtown development and cityscape, the lots do not contribute to this historic assessment analysis.

MYLER BUILDING

Site 302-324 SW 9TH AVE
 Property ID 50

Setting

The Myler Building is located on the northwest corner of SW Oak Street and 9th Avenue.

Ground Floor Use

Office

Above Ground Use

Office

Tenants

Salvation Army Street Youth Church; New Avenues for Youth; Youth Access Center (Greenhouse Kids)

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Myler Building

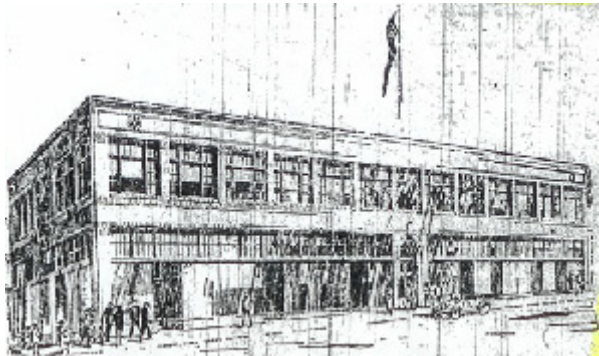
Previous Addresses 84 W Park

Previous Uses Offices

Previous Owners James T. Barron (1922), Herman & Elsa Lowen (1946)

Previous Tenants Thlinket and Nooksack Packing Companies (1923), Chester A. Houghtaling (1936)

Historic Image



*Illustration of the Myler Building, 1922.
 Source: The Oregonian*

Current Image



Myler Building, 2003

Background

The Sunday Oregonian stated on July 31, 1921, “Portland is to have a new five-story office building at Ninth & Oak Streets, the first building of that character to be erected in the downtown district for a number of years.” The article went on to tell that two floors would be built in the fall of 1921 and the remaining three floors would be added in the spring. Although the three floors were never built, the foundations and walls were built to support all five stories. The building was to have the interior finished “with marble and tile and have hot and cold water and other conveniences.” In the same article, Bernard Metzger of the Metzger-Parker Company, which arranged for the construction of the Myler Building, believed this construction would be the “beginning of a big downtown construction programme which is now getting started.” The building covered 135 feet on 9th Avenue and 98 feet on Oak. Nine suites of rooms were to occupy the second floor. The first floor was to have nine storerooms. The building was to be built of brick and concrete.

The Myler Building was constructed for James T. Barron, president and general manager of the Thlinket and Nooksack (salmon) Packing Companies. Myler was Barron’s mother’s maiden name. An article in *The Oregonian*

MYLER BUILDING

of 1921 stated, “This will be the second building to be erected recently in the city by Mr. Barron, who made his money in the Alaska canneries.” His son-in-law, T.M. Fitzpatrick, built the neighboring Fitzpatrick Building, now known as the North Pacific Building.

A 1922 article in *The Oregonian* mentioned the buildings under construction in the area, which included the Myler and Fitzpatrick Buildings. “Building activity in the vicinity of Ninth and Oak is significant of the steady encroachment of the business section upon the district immediately to the west of it, and likewise of the growth of the city.”

Architects: Houghtaling & Dougan

Chester A. Houghtaling and L.L. Dougan had a partnership from 1913-1925 and designed the Medical Arts Building and Washington High School, as well as the Fitzpatrick and Myler Buildings. He had an office in the Myler Building in 1936. Dougan designed the Studio Building while in private practice. His later firm, Dougan, Heims and Caine, designed the remodel of two old buildings for Zell Bros. on Morrison Street. He retired in 1965 and died in 1983. According to Richard E. Ritz’s *Architects of Oregon*, “Houghtaling was the design engineer for the Ross Island and Burnside Bridges.” Houghtaling died in 1940.

- Sources**
- The Sunday Oregonian*, 31 July 1921, sec. 4.
 - The Sunday Oregonian*, 23 April 1922, sec 4.
 - Who’s Who in the NW*, Vol.1, 1911.
 - Who’s Who in the NW*, Vol 2, 1917, 10.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 108-109, 193-194.
 - Pandora Fitzpatrick. Email correspondence May 28, 2003.
 - Building Permit Records.

Architectural Information

Architect	Houghtaling and Dougan	Building Shape	Trapezoidal
Architectural Plans	Houghtaling and Dougan	# of Stories	2
Builder	Unknown	Roof Type	Flat
Architectural Classification	Streetcar Era Commercial	Roof Material	Tar
Year Built	1922	Windows Ground	Fixed, Storefront, Vinyl
Condition	Excellent	Windows Above Ground	Casement, Vinyl
Integrity	Good	Exterior Materials	
		Ground Floor	Above Ground Floor
		Brick	Brick

Special Features

Exterior finish of brick. Frieze of ceramic tile ornamentation below cornice. Round-headed entry with cast-stone facing and keystone. Base of storefronts finished with glazed ceramic tile. Recessed entrance on SW Oak Street with original tile work. Entrance on SW 9th with brick/tile details.

Exterior Alterations

Fenestration replaced (date unknown)
 Front entrance closed (1945)
 Reroof & seismic upgrade (1999)

MYLER BUILDING

Ownership Information

State ID IN1E34CC 2900
Tax Account No. R667708880

Owner THE SALVATION ARMY

Owner Address 715 SW MORRISON ST
 PORTLAND OR 97205-3122

Addition	PORTLAND
Line	EXC E 80'-N 1/2 OF
Block	86
Lot	6
Line	
Block	86
Lot	8&9
Quarter	3029

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

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Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

X

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

X

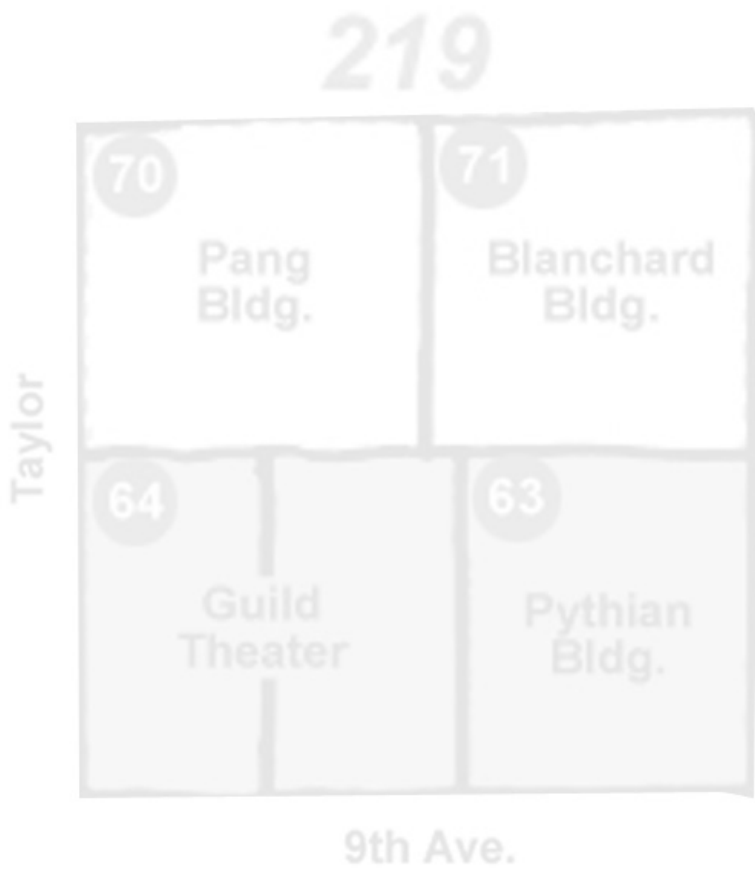
Final Assessment

This building is notable for its association with the prominent architectural firm of Houghtaling & Dougan. Chester Houghtaling, an Ohio native, studied construction engineering at the Lewis Institute of Chicago. He worked as an engineer and architect for various firms in Chicago before opening an office in Portland in 1913. Leigh L. Dougan, an Indiana native, worked at the offices of Frank Lloyd Wright and Louis Sullivan in Chicago and J. J. Glandfield in Tulsa before moving to Portland in 1911 to work with Aaron Gould and A. E. Doyle. He formed a partnership with Houghtaling in 1915, and both went on to design a number of remarkable buildings, such as Washington High School and the Marshfield Hotel in Coos Bay, Oregon.

This building also receives an environmental mark for its location on the Midtown Park Blocks. The narrow streets and small blocks of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

**BLOCK 219
MIDTOWN BLOCKS FOCUS AREA**

Historic Property Assessment



PYTHIAN BUILDING

Site 902-918 SW YAMHILL ST
Property ID 63

Setting

Across from light rail station on SW Yamhill. 1/4 block, lot at southwest corner of SW Yamhill & 9th. Landscaping includes street trees along Yamhill.

Ground Floor Use
Retail

Above Ground Use
Retail

Tenants

Ground Floor: Art Media
 Above Ground Floor: Body Moves, Movement Arts, NW Academy of Dance studios, Adrienne Hill Grand Ballroom, The Crown Ballroom

Zoning CXd

Highest Historic Designation HRI, Rank II
Historic Building Name Masonic Temple
Previous Addresses 380-388 Yamhill
 185-187 W Park
Previous Uses Social club, retail
Previous Owners Masonic Temple Association (1906), Knights of Pythias (1919)
Previous Tenants Masonic Temple Grocery

Historic Image



Postcard of the Masonic Temple (Pythian Building), ca. 1911. Source: Nelson Photo Archive

Current Image



Pythian Building, north and east facades, 2002

Background

In 1905, an article in the morning *Oregonian* announced plans for the new Masonic Temple. The new location would be served by nearby streetcar transit, but without the negative impacts of directly fronting onto the streetcar line. “The corner at West Park [SW 9th] and Yamhill where the grand lodge A.F. & A.M. will build is one block from Morrison and two blocks from the Eleventh Street line.”

PYTHIAN BUILDING

The Masonic Temple’s original design was to be similar to that of the Scottish Rite Cathedral, also a Masonic organization. Richard H. Martin Jr., a Scottish Rite Mason, was the architect of both the Masonic Temple and the Scottish Rite Cathedral. Changes were made to the exterior of the new Masonic Temple, but the interior plans were to stay the same.

An early tenant on the ground floor was the Masonic Temple Grocery.

The structure was traded to the fraternal order, Knights of Pythias, in 1919 in exchange for their building and was renamed the Pythian Building. The Pythian Ballrooms were used for many years for high school proms and as a music venue for psychedelic rock concerts in the late 1960s and 1970s. The Pythian Building was used primarily by its affiliated organizations and activities. The Knights of Pythias moved from the building in the mid-1980s. The Pythian Building ballrooms are still available for weddings and other activities.

Architect: Richard H. Martin, Jr.

Martin was the son of a building contractor. He worked for Warren H. Williams in the 1880s and was a partner with Alexander Milwain before affiliating with William F. McCaw. He was in private practice from ca.1898-1934.

Among the designs of his and in partnership were the Armory, the Dekum Building, and the Scottish Rite Cathedral. At the time of his death in 1950, his obituary stated that he had been the oldest living Scottish Rite Mason.

- Sources**
- Oregon Journal*, 6 August 1905.
 - The Oregonian*, 14 June 1906, morning edition.
 - The Oregonian*, 19 October 1906, morning edition.
 - The Oregonian*, 13 January 1907.
 - The Oregonian*, 13 December 1919, morning edition.
 - Polk’s Portland City Directory*. (Portland, OR: R.L. Polk & Co., Inc., 1931).
 - The Oregonian*, 8 November 1950.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, OR: 2002), 272-273.
 - <http://theregents.net/Pythian.html>

Architectural Information

Architect	Richard Martin, Jr.	Building Shape	Square
Architectural Plans	Richard Martin Jr.	# of Stories	5
Builder	Unknown	Roof Type	Flat
Architectural Classification	Second Renaissance Revival	Roof Material	Tar
Year Built	1906	Windows Ground	Fixed, Storefront, Aluminum
Condition	Fair	Windows Above Ground	One-over-one, Double-hung, Wood
Integrity	Excellent	Exterior Materials	
		Ground Floor	Above Ground Floor
		Stucco	Brick
			Terra Cotta

PYTHIAN BUILDING

Special Features

Sheet metal cornice with block modillions. Glass block windows along SW 9th Avenue. Tan brick. Brick decorative elements include quoins and voussoirs around windows. Cast stone decoration includes segmental and pedimented window heads, medallions, grilles, and composite capitals at tops of piers. Every story has a different window shape and surrounding brick pattern. Terra cotta details above third story windows and above central windows on top floor. Entrance on Yamhill intact with columns and arched window.

Exterior Alterations

New awnings (date unknown)
 W Park façade changed, front door moved (1928)
 Storefront repaired, window lowered (1931)
 Entrance replaced (1955)
 Entablature and balcony on consoles over entry removed, storefronts remodeled (1959)
 Exterior doors replaced with duplicates and awnings installed (1986)

Notes Determined eligible for inclusion in the National Register in 1980. (Historic Resources Inventory, 1984)

Ownership Information

State ID	1S1E03BB 5600	Addition	PORTLAND
Tax Account No.	R667723420		
Owner	PINE HILL CORP NORRIS & STEVENS	Line	
		Block	219
		Lot	1&2
Owner Address	520 SW 6TH AVE #400 PORTLAND OR 97204	Line	
		Block	
		Lot	
		Quarter	3129

Historic Assessment

History

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Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

PYTHIAN BUILDING

Final Assessment

This building is notable for its Second Renaissance Revival style architecture, including detailed cast stone and decorative brickwork, segmental and pedimented window heads, and composite capitals.

With excellently preserved integrity, this resource also stands as a physical expression of the application of terra cotta as a building material during the early decades of the twentieth century. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a lightweight, yet fireproof, and economic, yet attractive, material.

Finally, this building receives an environmental mark for its frontage onto the Midtown Park Blocks. The narrow streets of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

STUDIO BUILDING & GUILD THEATER

Site 901-919 SW TAYLOR ST
 Property ID 64

Setting

Studio Building: 1/8 block, lot at northwest corner of SW Taylor & 9th.
 Guild Theatre: Midblock on 1/8 block. Set between nine story building to south and five story building to north. Landscaping includes sidewalk planters.

Ground Floor Use

Retail

Above Ground Use

Office

Tenants

Ground Floor: Guild Theater and NW Film Center
 Above Ground Floor: Animal Legal Defense Fund
 Encounter Communication, Hollywood Theatre Holdings, Inc.

Zoning CXd

Highest Historic Designation HRI, Rank II

Historic Building Name Studio Building, Guild Theatre

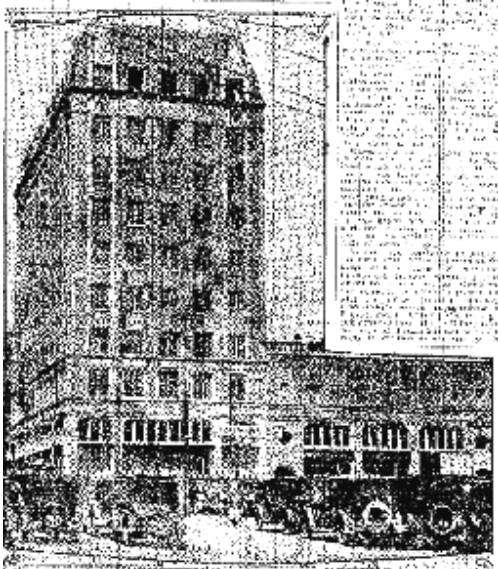
Previous Addresses 383-387 Taylor Street
 189-195 W Park

Previous Uses Creative and musical arts school, studios, theater

Previous Owners Colonel Henry E. Dosch (1870s -1918), Major C.E. Worden (1918), Ellison-White Conservatory (1920s), Willis H. Blakely & Partners (1942-1967), Stan Terry & G.F. Simmons (1967)

Previous Tenants Taylor Street Theater, Guild Theater

Historic Image



Medical Studio Building, or the Studio Arts Building, 1927. Source: The Oregonian

Current Image



Guild Theater and Studio Arts Building, 2003

Background

In 1927, the Ellison-White Conservatory of Music, located in northeast Portland, built the Studio Building on their quarter block at the northwest corner of SW 9th and Taylor. The Ellison-White catalog of 1925-1926 gives the following definition of their school: “The Ellison-White Conservatory is an institution for the serious study of music

STUDIO BUILDING & GUILD THEATER

and dramatic art. Neither effort nor expense have been spared to make this school pre-eminently first in the character of its faculty, surroundings and general equipment.”

The Studio Building property had originally been owned by Henry Dosch, who sited his family residence there in the 1870s. Dosch was the director-general for the Lewis and Clark World’s Fair in 1905. By 1918, there were two three-story, wood-frame apartment houses on the block when Dosch sold the property to Major C.J. Worden of Klamath Falls.

During the final stages of construction, *The Oregonian* reported that, “Progress on this structure is being watched keenly by musicians, artists and others engaged in the finer arts because the building will be one of very few in the country built and designed for their particular use. In this connection, Mr. Dougan (architect) has ordered the completion of extra thick-doors of special design with the object of making each studio as nearly soundproof as possible. The doors will be of solid construction, and they will rest upon metallic sound deadeners set in the casings.” Upon dedication of the building on September 7, 1927, Mrs. Clifford Moore, president of the Oregon Music Teachers Association, stated in her address, “As a profession, music is being noticed at last. With a building of our own, we can pursue our art without being surrounded by those who are not in sympathy with us.” In 1927, *The Oregonian* proclaimed, “Portland has an entire building devoted to the art of music. The 128 rooms of the eight-story building are all soundproof so that teachers and students in one room will not disturb the occupants of the one adjoining.” There was an adjoining auditorium (today’s Guild Theatre) for recitals and concerts. Known as the Studio Theatre, it was eventually renamed the Guild Theatre. In the early 1930s the Guild was used for local theatre stock company productions. In recent years, it has been used by the NW Film Center.

The Studio Building was later renamed the 919 Taylor Building. Upon purchase of the structure by Stan Terry and G.F. Simmons in 1967, the building was renamed the Medical Science Building. Currently, it is known again as the Studio Building.

Architects: Houghtaling and Dougan

Chester A. Houghtaling & L. L. Dougan had a partnership from 1913-25 and designed the Medical Arts Building and Washington High School, as well as the Fitzpatrick and Myler Buildings. Houghtaling had an office in the Myler Building in 1936. Dougan designed the Studio Building while in private practice. His later firm, Dougan, Heims and Caine, designed the remodel of two old buildings for Zell Bros. on Morrison Street. He retired in 1965 and died in 1983. According to Richard E. Ritz’s *Architects of Oregon*, “Houghtaling was the design engineer for the Ross Island and Burnside Bridges.” He died in 1940.

- Sources**
- Ellison-White Conservatory of Portland, Oregon, 1925-26.
 - The Sunday Oregonian*, 10 March 1918.
 - The Sunday Oregonian*, 4 July 1926.
 - The Sunday Oregonian*, 23 January 1927, sec. 2.
 - The Sunday Oregonian*, 20 March 1927, sec. 2.
 - The Sunday Oregonian*, 21 August 1927, sec. 3.
 - The Oregonian*, 8 September 1927.
 - The Oregonian*, 1 February 1967, sec .3.
 - Cecil Matson, *The Way It Was: Historical Theatre in Oregon from 1846 into the Present Century*. (Portland, 1988), 155-56.

STUDIO BUILDING & GUILD THEATER

Architectural Information

<p>Architect Houghtaling and Dougan</p> <p>Architectural Plans Unknown</p> <p>Builder Stebinger Bros.</p> <p>Architectural Classification Twentieth Century Baroque</p> <p>Year Built 1927</p> <p>Condition Good</p> <p>Integrity Excellent</p>	<p>Building Shape Rectangular</p> <p># of Stories Guild, 2; Studio Arts, 9</p> <p>Roof Type Mansard</p> <p>Roof Material Copper</p> <p>Windows Ground Fixed, Storefront, Wood</p> <p>Windows Above Ground Casement</p> <p>Exterior Materials</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Ground Floor</td> <td style="width: 50%;">Above Ground Floor</td> </tr> <tr> <td>Stucco</td> <td>Brick</td> </tr> <tr> <td>Terra Cotta</td> <td>Terra Cotta</td> </tr> </table>	Ground Floor	Above Ground Floor	Stucco	Brick	Terra Cotta	Terra Cotta
Ground Floor	Above Ground Floor						
Stucco	Brick						
Terra Cotta	Terra Cotta						

Special Features

The Studio Building has a mansard roof with gable roofed dormers and skylights on the north side. Cast stone and glazed terra cotta decorative elements include cartouches, medallions, busts of composers set in niches, panels with composers' names, putti, corbelled arcades, and round arches. The mezzanine level of storefronts is arcaded with twisted columns and round arches. Cast stone twisted pilasters and quoining at corners of building. Cherub terra cotta on ground floor columns. Casement windows are multipanel. Wood framed transoms on Guild Theater. Guild Theatre vertical neon sign at corner of building. Terra cotta entrance intact facing SW Alder. Sheet metal marquee over Guild Theatre entrance.

Exterior Alterations

- Marquee installed (1930)
- Storefront glass replaced (1932)
- Marquee moved to theater entrance (1939)
- New entrance door installed (1940)
- Theater entrance moved to SW Park, marquee installed (1946)
- Theater entrance remodeled (1951)
- One section of front on SW Taylor removed (1953)
- New front added (1954)
- New marquee installed (1956)
- Glass & trim removed (1959)
- New window wall added (1977)
- Doorway filled (1978)
- New front entrance built (2002)

STUDIO BUILDING & GUILD THEATER

Ownership Information

State ID 1S1E03BB 5700
Tax Account No. R667723440

Owner TOM MOYER THEATRES

Owner Address 805 SW BROADWAY #2020
 PORTLAND OR 97205

Addition PORTLAND

Line
Block 219
Lot 3&4

Quarter 3129

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

Final Assessment

This building is one of a very few constructed in the United States that was designed and built specifically for conservatory use. The construction that survives today was tailored to the needs of both music and performance art space.

In addition, this building is an excellent example of the Twentieth Century Baroque architectural style, itself a rare design in the city. According to the 1984 Historic Resource Inventory, only seven buildings are classified in that style, with four of them located in the Midtown Blocks area. Along with the Esquire, Cornelius, and Benson Hotels, the Studio Building and Guild Theater contribute to a unique concentration of buildings designed in the Twentieth Century Baroque style. Furthermore, the integrity of the design as exhibited by the Studio Building and Guild Theater showcases the application of terra cotta as a building material during the early decades of the twentieth century. The nationwide use of architectural terra cotta was as much functional as it was aesthetic as the increasing use of steel-frame construction and passenger elevators in high-density skyscrapers required a

STUDIO BUILDING & GUILD THEATER

lightweight, yet fireproof, and economic, yet attractive, material. With its high-density design, this building additionally exemplifies one of Portland's earliest modern commercial skyscrapers and embodies new building technologies of the early 1900s, such as fire-resistant concrete and steel-frame construction and elevators.

This building is also notable for its association with the prominent architectural firm of Houghtaling & Dougan. Chester Houghtaling, an Ohio native, studied construction engineering at the Lewis Institute of Chicago. He worked as an engineer and architect for various firms in Chicago before opening an office in Portland in 1913. Leigh L. Dougan, an Indiana native, worked at the offices of Frank Lloyd Wright and Louis Sullivan in Chicago and J. J. Glandfield in Tulsa before moving to Portland in 1911 to work with Aaron Gould and A. E. Doyle. He formed a partnership with Houghtaling in 1915, and both went on to design a number of remarkable buildings, such as Washington High School and the Marshfield Hotel in Coos Bay, Oregon.

This resource additionally stands as a physical expression of the entertainment district that contributed to Portland's booming downtown expansion during the early 1900s. Located two blocks west of the city's thriving theater corridor of SW Broadway Avenue, the Guild Theatre is a rare example of the entertainment uses that defined the area at the turn of the century.

Finally, this building receives an environmental mark for its frontage onto the Midtown Park Blocks. The narrow streets of the Midtown Blocks area create a unique character that sets it apart from the rest of downtown.

PANG BUILDING

Site 923 SW TAYLOR ST
 Property ID 69

Setting

Located on 1/4 block, lot at northeast corner of SW Taylor & 10th. West façade faces streetcar line on 10th. Landscaping includes one street tree along SW 10th.

Ground Floor Use

Retail

Above Ground Use

Office

Tenants

Willamette Week, PIP Printing
 The Energy Bar
 Hendrix & McGuire Dispensing Opticians

Zoning CXd

Highest Historic Designation N/A

Historic Building Name Pierce Wright Garage Storage

Previous Addresses 188-192 10th Street

Previous Uses Garage, retail

Previous Owners Morris Taylor (1916), C. Gritzmacher (1918), Grant Phegley (1922), Phegley and Gritzmacher (1923), J. S. Middleton (1926), C. H. Farrington (1939)

Previous Tenants Domestic Engineering Company (1927-28), Arch Electric Company (1929-32), G.W. Paulsen Company (1933-40), The Willamette Week (1994-present)

Historic Image

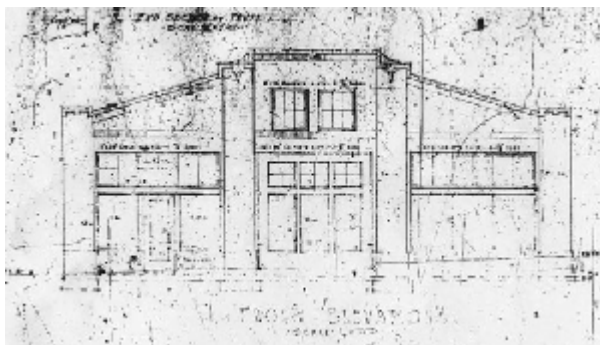


Illustration of the Fashion Stable (Pang Building), west façade, 1918. Source: City of Portland plans

Current Image



Pang Building, 2003

Background

A garage was built on 10th Street, near Taylor in 1916 or 1917, from plans by A. Nelson for Morris Taylor. It operated as the Pierce Wright Garage Storage, where there was day and night service and washing and polishing. In 1918, the garage doubled in size with an addition at the corner of 10th and Taylor. The Fashion Garage operated out of those structures.

Before auto ownership and driving ability became the norm, consumers rented cars with chauffeurs who knew how to navigate the emerging transportation technology. Credited with inventing the West Coast version of a rental car agency that allowed customers to lease vehicles without chauffeurs, Larry I. Sullivan opened The Fashion Garage at 188 10th Street with W.R. Couchman in 1918. The business was combined with a garage for repairs, washing, and polishing.

PANG BUILDING

W. R. Couchman was originally a blacksmith and had run a stage line to Mt. Hood before his involvement in the Fashion Garage. By 1920, he had left the Fashion Garage and had established his own in northwest Portland, the Couchman Garage.

In 1918, Sullivan’s residence was listed at the garage address of 188 SW 10th Street. The 1920 city directory listing advertisement read, “Fashion Garage, L.I. Sullivan prop., Be your own chauffeur, Autos Leased Without Drivers, General Repairing, Washing and Polishing 188-192 10th Opp, Public Library, Tel Marshall 232.” A 1922 biography of Sullivan stated, “The Fashion Garage is located at the corner of 10th and Taylor in Portland and is one of the most modern and up-to-date establishments of the kind in the city, enjoying a large and constantly increasing patronage as a result of the excellence of its service and the reliable and progressive methods employed by its owner.” By the next year, Sullivan went on to another auto livery business on Broadway.

In 1923, the building’s façade was embellished. A second floor was added in 1927, and the building was made into retail space. Domestic Engineering Company, an appliance company, occupied the corner at SW Taylor in 1927 and 1928. Arch Electric Company took over the corner in 1929 until 1932. The G.W. Paulsen Company, a dealer of floor coverings and window blinds, was a tenant in the building at 822 SW 10th from 1933-1940. The *Willamette Week* newspaper has been at 822 SW 10th since 1994.

Architects: A. Nelson, Edward F. Griffiths, William Luke Smith, Sr.

It is not known which A. Nelson drew the plans for the original building in 1916. Brothers-in-law Smith and Griffiths were architectural partners from 1915 through 1926. They both worked with established architects, such as Whitehouse and Fouilhoux and Emil Schacht and Son, before forming their own practice.

- Sources** *Polk’s Portland City Directory*. (Portland, OR: R.L. Polk & Co., Inc., 1917-1987).
Cole Directory, 1989-2002.
The Sunday Oregonian, 10 January 1926, sec. 2.
 Microfiche plans.
 Permit records.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 157, 366.

Architectural Information

Architect	A. Nelson, Edward F. Griffiths, William Luke Smith, Sr.	Building Shape	Square
Architectural Plans	A. Nelson	# of Stories	2
Builder	Unknown	Roof Type	Flat
Architectural Classification	Streetcar Era Commercial	Roof Material	Tar
Year Built	1916	Windows Ground	Fixed, Storefront, Aluminum
Condition	Good	Windows Above Ground	Fixed, Aluminum
Integrity	Good	Exterior Materials	
		Ground Floor	Above Ground Floor
		Brick	Brick

Special Features

Rough brick on ground and upper floor. Tripartite windows on second floor.

PANG BUILDING

Exterior Alterations

- Fabric awnings added (date unknown)
- Addition to south of structure by Smith & Griffiths (1918)
- Height extension added by E. Kroner (1922-23)
- Second floor added by Strong & MacNaughton (1927)
- Store door installed and storefront changed (1930-31)
- Windows extended, two entrance doors replaced with one (1935)
- New facing and storefront by A. Wigle (1950)
- SW 10th Ave entrance changed, new storefront (1958)
- Windows changed to metal (1964)
- Storefront windows installed (1982)
- Storefront remodeled (1990)
- New roof, windows and skylight installed (1993)

Ownership Information

State ID 1S1E04AA 200
Tax Account No. R667723460

Owner PANG,KWING KEI

Owner Address 11285 NW BLACKHAWK DR
 PORTLAND OR 97229

Addition	PORTLAND
Line	
Block	219
Lot	5&6
Quarter	3129

Historic Assessment

History

Person(s) - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation

Event(s) - Associated with an event that has made a significant contribution to the city, state, or nation

Pattern(s) - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation

X

Architecture

Style - Significant as an example of a particular architectural style, building type, or convention

Architect/Designer/Contractor - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance

Materials/Construction/Artistic Quality - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship

Integrity

Significant because it retains the original design features, materials, and character

Rarity

Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction

Environment

Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city

PANG BUILDING

Final Assessment

This resource stands as a physical expression of downtown commercial businesses, including garages and automobile business offices, that developed in response to the proliferation of the automobile in the early 1900s.

BLANCHARD BUILDING

Site 808-816 SW 10TH AVE
 Property ID 70

Setting

1/4 block, lot at southwest corner of SW 10th & Yamhill. West façade faces streetcar on SW 10th, north façade faces light rail along SW Yamhill. Landscaping includes street trees along SW Yamhill.

<u>Ground Floor Use</u>	<u>Above Ground Use</u>
Retail	Office

Tenants

Ground Floor: Finnigans (on Yamhill)
 Knepper Time/Art (on 10th)
 Above Ground Floors: New Avenues for Youth

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	Boyer Building
Previous Addresses	394 Yamhill Street
Previous Uses	Printing company
Previous Owners	Mrs. Anna B. Connell (1922-28), P. W. Blanchard (1935), Connell & Blanchard (1963)
Previous Tenants	Boyer Printing Company (1922-26)

Historic Image

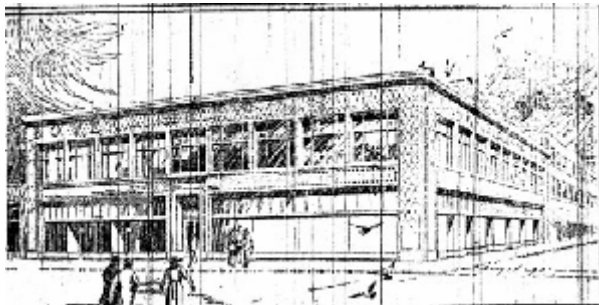


Illustration of the Boyer Building (Blanchard Building), west and north facades, 1922. Source: The Oregonian

Current Image



Blanchard Building, 2003

Background

The building site originally contained the home of Thomas and Anna Connell in the 1890s. Thomas Connell was an Oregon pioneer of 1852. He later is listed as a capitalist. Anna Connell continued to live in the home until 1921.

The building was built in 1922 for the Boyer Printing Company by Mrs. Connell. The printing company had a ten-year lease on the property. The announcement of the future building in *The Sunday Oregonian* of December 25, 1921, told of the construction plans: “The building will be of concrete with a buff brick finish and will cover 100 by 100 feet.” There was also to be room for six specialty stores on the main level facing 10th, two facing Yamhill Street. The Boyer Printing Company was to occupy the whole second floor. John Boyer, the company president, said that the reason for locating at the corner of 10th and Yamhill was “that he felt locating in that district would be locating in the path of the city’s growth.”

BLANCHARD BUILDING

Anna B. Connell died in 1928. She was survived by her children, Mrs. P.W. Blanchard and Elmer T. Connell, and two grandchildren, Thomas Connell Blanchard and William Steiwer Connell.

In the 1930s, the structure was known as the Dental Clinic Building, with entrances on both Yamhill and SW 10th.

Architects: Houghtaling and Dougan

Chester A. Houghtaling & L. L. Dougan had a partnership from 1913-25 and designed the Medical Arts Building and Washington High School, as well as the Fitzpatrick and Myler Buildings. Houghtaling had an office in the Myler Building in 1936. Dougan designed the Studio Building while in private practice. His later firm, Dougan, Heims and Caine, designed the remodel of two old buildings for Zell Bros. on Morrison Street. Dougan retired in 1965 and died in 1983. According to Richard E. Ritz’s Architects of Oregon, “Houghtaling was the design engineer for the Ross Island and Burnside Bridges.” He died in 1940.

- Sources** *Polk’s Portland City Directory*. (Portland, OR: R.L. Polk & Co., Inc., 1893, 1912, 1921, 1924).
The Sunday Oregonian, 25 December 1921, sec. 4.
The Sunday Oregonian, 4 June 1922, sec. 4.
The Oregonian, 10 January 1928.
 Building Permit records, February 4, 1935.
 Building Permit records, January 7, 1963.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 108-109, 193-194.

Architectural Information

Architect	Houghtaling and Dougan	Building Shape	Square
Architectural Plans	Unknown	# of Stories	2
Builder	Zanello Bros.	Roof Type	Flat
Architectural Classification	Streetcar Era Commercial	Roof Material	Tar
Year Built	1922	Windows Ground	Fixed, Storefront, Aluminum
Condition	Excellent	Windows Above Ground	One-over-one, Double-hung, Wood
Integrity	Excellent	Exterior Materials	
		Ground Floor	Above Ground Floor
		Stucco	Stucco

Special Features

Tile along base of building. Storefront windows with transoms. Upper floor windows in groupings of four.

Exterior Alterations

- Alterations to ground floor windows on corner, fabric awnings added, coping on cornice altered (date unknown)
- Storefront installed (1932)
- Entrance moved (1935)
- Front installed (1952)
- 10th Avenue entrance remodeled (1963)
- New entrance installed (1977)
- Awning installed (1989)

BLANCHARD BUILDING

Storefront restored (1991)
 Entry door added (1992)
 Windows replaced (2001)

Ownership Information

State ID	1S1E04AA 100	Addition	PORTLAND
Tax Account No.	R557723500		
Owner	CONNELL,ELIZABETH L & WILLIAM	Line	
		Block	219
		Lot	7&8
Owner Address	520 SW 6TH SUITE 400	Quarter	3129
	PORTLAND OR 97204		

Historic Assessment

<p>History <i>Person(s)</i> - Associated with the life or activities of a person, group, or institution that has made significant contribution to the city, state, or nation</p> <p><i>Event(s)</i> - Associated with an event that has made a significant contribution to the city, state, or nation</p> <p><i>Pattern(s)</i> - Associated with, and effectively illustrative of, broad patterns of cultural, social, political, economic, or industrial history in the city, state, or nation</p>	<p><input checked="" type="checkbox"/></p> <p><input checked="" type="checkbox"/></p>	<p>Architecture <i>Style</i> - Significant as an example of a particular architectural style, building type, or convention</p> <p><i>Architect/Designer/Contractor</i> - Significant as an example of work by an architect, designer, contractor, or craftsman of city, state, or national importance</p> <p><i>Materials/Construction/Artistic Quality</i> - Significant as an example of particular material, method of construction, quality of composition, or craftsmanship</p>	<p>Integrity Significant because it retains the original design features, materials, and character</p> <p>Rarity Significant as the only remaining or one of few remaining properties of a particular style, function, building, type, design, material, or method of construction</p> <p>Environment Significant because the property, and landscaping surrounding it, contribute to the character or continuity of the street or city</p>	<p><input checked="" type="checkbox"/></p> <p><input checked="" type="checkbox"/></p>
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Final Assessment

This building is notable as a good example of the Streetcar Era style of commercial architecture. While this style of building is often found in other areas of Portland, there are few left in the city’s central business district. The building’s integrity has been excellently maintained and evokes Streetcar Era architectural characteristics, such as large storefront windows and articulated bays.

This building is also notable for its association with the prominent architectural firm of Houghtaling & Dougan. Chester Houghtaling, an Ohio native, studied construction engineering at the Lewis Institute of Chicago. He worked as an engineer and architect for various firms in Chicago before opening an office in Portland in 1913. Leigh L. Dougan, an Indiana native, worked at the offices of Frank Lloyd Wright and Louis Sullivan in Chicago

BLANCHARD BUILDING

and J. J. Glandfield in Tulsa before moving to Portland in 1911 to work with Aaron Gould and A. E. Doyle. He formed a partnership with Houghtaling in 1915, and both went on to design a number of remarkable buildings, such as Washington High School and the Marshfield Hotel in Coos Bay, Oregon.

Finally, this building stands as a physical expression of the subdistrict of physician and dentist offices that developed within the Midtown Blocks area during the early decades of the twentieth century. Many of these buildings were specially designed to provide quarters tailored to the specific trades of medicine and dentistry.

Study Area Map



Midtown Blocks Historic Assessment

April 2004

11th Ave.

10th Ave.

9th Ave.

Park Ave.

Broadway

Salmon

Taylor

Yamhill

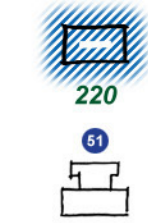
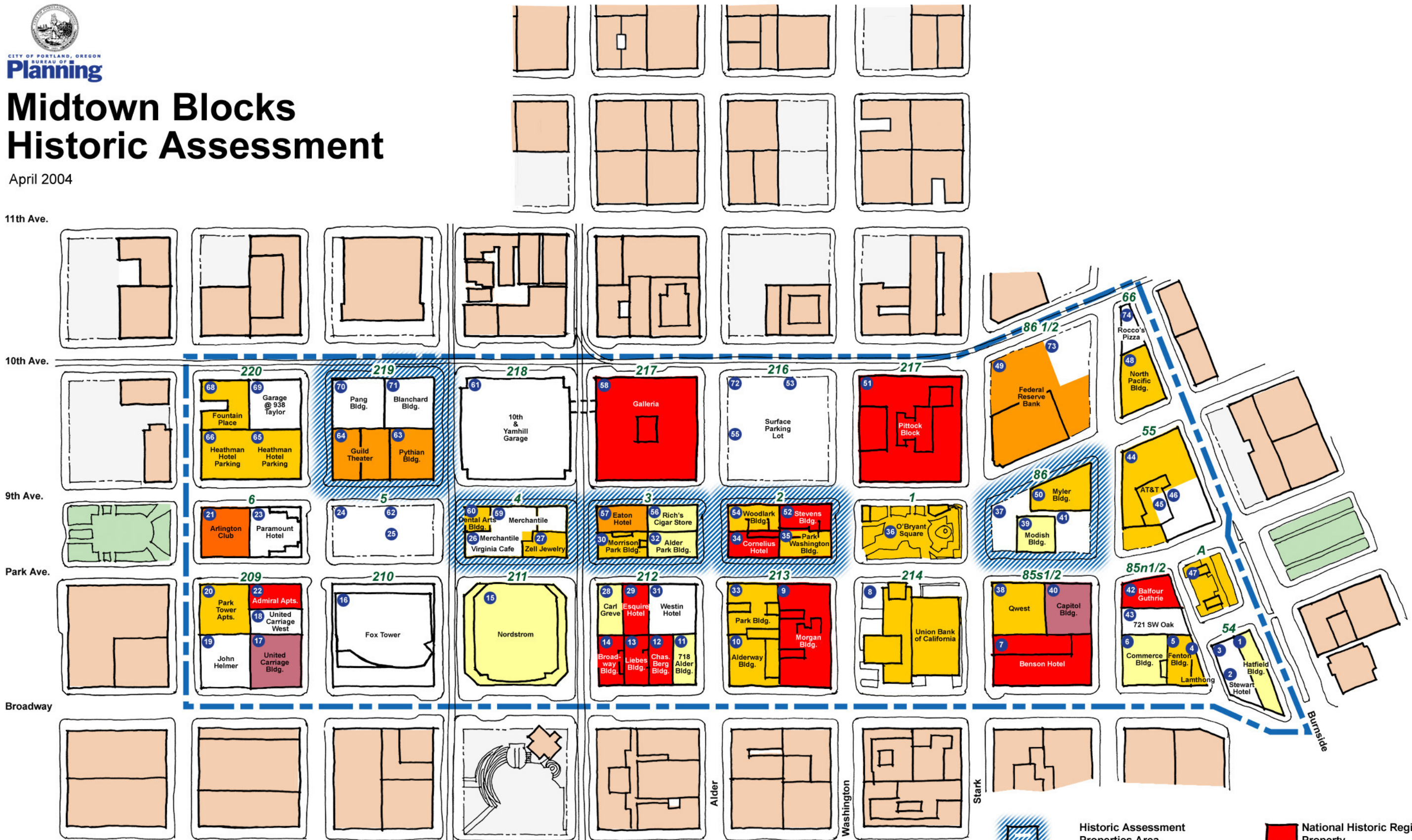
Morrison

Alder

Washington

Stark

Burnside



Historic Assessment Properties Area
 Block Number
 General Inventory Number
 Building Footprint
 Study Area Boundary

National Historic Register Property
 Local Historic Landmark
 HRI, Rank I
 HRI, Rank II
 HRI, Rank III
 HRI, Unranked
 No Historic Classification

These properties may have more than one historic designation. This map displays each property's highest designation with the National Historic Register as the highest designation and Historic Resource Inventory (HRI) listing as the least designation.

**PROPERTY INFORMATION
SUMMARY TABLE**

Appendix A

BLOCK #	Inv. #	Site Address	Owner	Current Name	Historic Name	Architect	Year Built	Potential Period of Significance	Classification	Incentives
2	34	801-809 SW ALDER ST	Moyer, Thomas P	Cornelius Hotel	Cornelius Hotel	John V. Bennes	1908	1905-1920	National Register; Historic Landmark; HRI, Rank III	Special Assessment; Federal Income Tax Credit
	35	519 SW PARK ST	Cheng, Kou-Ping	Park Washington Building	Platt Building	Whitehouse and Fouilhoux	1913	1905-1920	HRI, Rank III	PDC Storefront Improvement Grant
	52	812-820 SW WASHINGTON ST	OCF Joseph E Weston Public	Stevens Building	Stevens Building	Whidden and Lewis	1914	1905-1920	National Register; Historic Landmark; HRI, Rank III	
	54	813-817 SW ALDER ST	Woodlark Partners LLC	Woodlark Building	Woodlark Building	Doyle, Patterson and Beach	1912	1905-1920	HRI, Rank III	
3	30	623 SW PARK AVE	Morrison Pk Ltd Partnership	Morrison Park Apartments	Hotel Willard	Doyle, Patterson and Beach	1913	1905-1920	HRI, Rank III	
	32	800-808 SW ALDER ST	Moyer, Thomas P	Alder Park Building	Richards Hotel	Remodel: David Lockhead Williams	1904, 1922 Remodel	1921-1939	HRI, Unranked	PDC Storefront Improvement Grant
	56	604 SW 9TH AVE	Rich's Land Co LLC	Rich's Cigar Store	McDonald's	Ken Cole	1978	N/A	HRI, Unranked	
	57	620-626 SW 9TH AVE	Tom Moyer Theatres	Eaton Hotel	The Eaton	Henry J. Hefty	1904	1905-1920	HRI, Rank II	PDC Storefront Improvement Grant
4	26	723-739 SW PARK AVE	Malt Corp	Mercantile/Virginia Café	Park Yamhill Building	John V. Bennes	1922	1921-1939	N/A	
	27	800 SW MORRISON ST	Zell Investment Co	Zell Jewelry	Hexter-Strause Building	John V. Bennes D.L. Williams	1917	1905-1920	HRI, Rank III	
	59	722-728 SW 9TH AVE	Malt Corp	Mercantile	Bennett Building Hudson Bay Fur Company	Bennett Bldg: D.C. Lewis Hudson Bay Fur Co: Strong & MacNaughton	1903, Bennett Building 1922, Hudson Bay Fur Co Building	1921-1939	N/A	
	60	732 SW 9TH AVE	Malt Corp	Dental Arts Building	Hotel Gordon	John Hunzicker	1908	1905-1920	HRI, Rank III	
86	37	801 SW STARK	Downtown Developers	Surface Parking @ 801 SW Stark	N/A	N/A	N/A	N/A	N/A	
	39	333 SW PARK AVE	Modish Coat & Suit Mfg Company	Modish Building	Breske Building	MacNaughton, Raymond and Lawrence	1907	1905-1920	HRI, Unranked	
	41	801 SW OAK ST	Anchor Properties Inc	Surface Parking @ 810 SW Oak	N/A	N/A	N/A	N/A	N/A	
	50	302-324 SW 9TH AVE	The Salvation Army	Myler Building	Myler Building	Houghtaling and Dougan	1922	1921-1939	HRI, Rank III	
219	63	902-918 SW YAMHILL ST	Pine Hill Corp	Pythian Building	Masonic Temple	Richard H. Martin Jr.	1906	1905-1920	HRI, Rank II	
	64	901-919 SW TAYLOR ST	Tom Moyer Theatres	Studio Building & Guild Theatre	Studio Building, Guild Theatre	Houghtaling and Dougan	1927	1921-1939	HRI, Rank II	
	70	923 SW TAYLOR ST	Pang, Kwing Kei	Pang Building	Pierce Wright Garage Storage	Nelson, Griffiths, and William Luke Smith Sr.	1916	1905-1920	N/A	
	71	808-816 SW 10TH AVE	Elizabeth and William Connell	Blanchard Building	Boyer Building	Houghtaling and Dougan	1922	1921-1939	N/A	

DEVELOPMENT TIMELINE

Appendix B

	YEAR	EVENT
1824-1852 Portland Land Claim and the Midtown Blocks Formation	1824	Dr. John McLoughlin was appointed the chief factor for the Hudson's Bay Company and he established a post at Fort Vancouver on the Washington shore of the Columbia River.
	1843	William Overton, a frontiersman from Tennessee, claimed the original Portland land claim.
	1844	To file his 640-acre claim, William Overton hired an Oregon City lawyer by the name of Asa Lawrence Lovejoy, paying him with a half interest in the property. He then sold the second half of his claim to Francis W. Pettygrove.
	1845	Thomas Brown was hired to survey the city and lay out a grid of 16 blocks, 200 feet square divided into eight 50 x 100 foot lots. The street grid was oriented towards the Willamette River rather than points of the compass. The original plat consisted of 8 blocks along the river and 2 blocks deep. Lovejoy sold his half-interest to Benjamin Stark. Daniel Lowndale, a tanner from Kentucky, relocated to Portland.
	1846	Another 8 blocks were platted to the west of the original 2 blocks running parallel to the river.
	1848	Pettygrove sold his half-interest to Daniel Lowndale.
	1849	Lowndale sold half of his half-interest to Stephen Coffin. Then in December, Lowndale and Coffin each sold one-third of their interest to William Chapman.
	1850	Another two rows were platted to the west of the city's now 10 blocks west of the river. Portland's population was 700 people.
	1851	Portland received its charter from the Territorial Legislature and legally became incorporated as a city. The city adopted the Lowndale plat.
	1852	Lowndale, Coffin, and Chapman each had a one-sixth interest and Stark had a one-half interest in the undivided "Portland" claim. That joint ownership was divided into four specific parcels, so that each person could receive an individual title to his tract. Park Blocks along the entire length of the newly incorporated city were deeded for public use at the same time that the two Plaza (Courthouse) Park Blocks were deeded. Blocks north of SW Salmon were not secured by the city and were eventually developed.
	1853-1904 The Victorian Era	1855
1856		Henry Pittock purchased the lot on which the Pittock Block is now sited for \$300 where he constructed a 4-bedroom cottage.
1860		Portland's population was 800. The city was the primary link between agricultural lands, forest and trade opportunities.
1862		Lowndale died and heirs contested the deed. The Court agreed and the City lost the title to the Lowndale Park Blocks, the majority of today's Midtown Blocks.
1863		Sylvester Pennoyer, future Mayor of Portland and Governor of Oregon, purchased the property at SW 9th and Morrison (where the Galleria is today).
1865		Couch's Addition street grid was platted north of the original land claim and followed points of a compass. This formed a mismatch where the new and old streets met. When Couch's Addition was platted, it included a row of blocks dedicated to park use known as the North Park Blocks.
1866		Pennoyer wrote a letter to the City of Portland requesting that they purchase the park block to the east of his lot.
1867-1873		Couch deeded Park Blocks to the City, and after some legal turmoil, the Park Blocks owned by Coffin were placed in the City's ownership as well.
1870		Portland's population was 8,300. The Oregon & California Railroad Company was incorporated. Chapman sold his Park Block property to the City.
1871		Four of the six Midtown Blocks were for sale at \$6,000 per block, while another two were already under development.

Appendix B. Development Timeline

	YEAR	EVENT
1853-1904 The Victorian Era (cont.)	1871	Portland Street Railway Company was granted at 25 year franchise to operate horsecar lines along SW 1st.
	1872 & 1873	Fires destroyed major sections along the waterfront and leveled thirty blocks of wooden buildings in the original Portland townsite. The fires, alongside regular spring flooding created disincentives to locate new development near the river.
	1877	The English owned Balfour-Guthrie Co. established an office in Portland.
	1878	The Olds & King store first located at 147 3rd Street.
	1879	Oregon Railway and Navigation was formed.
	1880s	The park blocks were established as home to the city's leading figures.
	1880	Portland's population was nearly 21,000. Most downtown construction occurred in the Yamhill District. The Willamette River flooded.
	1881	Pennoyer constructed a mansion on his lot at SW 9th and Morrison. The Arlington Club incorporated with members representing Portland's banks, utilities, railroads and political officials.
	1882	Multnomah Street Railway Company was incorporated and provided horsecar service on SW 1st, Washington, and 13th. The Transcontinental Street Railway Company was formed.
	1883	President Grant visited Portland on the first continental train to reach Portland.
	1886	A streetcar loop along Morrison and Yamhill, between Front and Eleventh Avenues, was constructed.
	1887	The Morrison Street Bridge was constructed to the eastside.
	1888	The Steel Bridge was constructed.
	1889	Stream-powered streetcar lines ran on SW Washington, a streetcar route from the west. City Council granted the right for streetcars to electrify.
	1890	Portland's population was approximately 46,385. Most downtown streetcar lines were powered by electricity.
	1891	Voters of Portland, East Portland and Albina accepted a new charter of consolidation and combined into one unified municipality. The City Livery and Carriage Building (United Carriage Building) was constructed.* The Willamette Bridge Railway Co, the Portland & Fairview Railway Co. and the Waverly-Woodstock Electric Railway Co merged as the City & Suburban Railway Co. The Madison Street Bridge was completed (today's Hawthorne Bridge). In 1890, Samuel King had sold his interest in Olds & King to John Wortman. The firm then moved to 5th & Washington, the old Exchange Building.
	1892	The Portland Consolidated Street Railway Company incorporated and the Portland General Electric Co. was formed.
	1893	There was a nationwide economic depression from 1893 to 1900, and the total assessed valuation of property in Multnomah County decreased by 47%.
	1894	Massive flooding covered most of the downtown. Burnside Bridge was constructed. Portland dry goods merchant, Dan McAllen, suggested an international fair to pull the city out of its economic slump. The suggestion was made to Henry Pittock, publisher of the <i>Oregonian</i> .
	1896	Sylvester Pennoyer took office as Mayor of Portland.
ca. 1898	The Deady Block (718 Alder Building) was constructed.	
1899	Henry Dosch, a local manufacturer who represented Oregon at Chicago's Columbian Exposition in 1893 and Omaha's Trans-Mississippi Exposition in 1898, revived the idea of an international fair in an article in the <i>Portland Telegram</i> .	

***Indicates construction of buildings within the Midtown Blocks study area.**

	YEAR	EVENT
1853-1904 The Victorian Era (cont.)	1900	Portland's population was 90,426, and the city was the third fastest growing in the country. OHS and <i>Oregonian</i> editor, Harvey Scott, backed the idea of an international fair.
	1902	Guild's Lake was selected as the site for the Lewis and Clark Exposition. The City of Portland owned only 136 acres of park in 10 locations.
	1903-1904	The <i>Olmsted Plan</i> called for limits to Midtown Park Blocks development so as to preserve the possibility of future acquisition by the City.
	1904	Portland's first building code was adopted and regulated height restrictions, specifically for "fireproof" buildings (to 201 feet, or 15 stories) versus non-steel frame buildings (to 100 feet). The City & Suburban and the Portland Railway Company were merged into a single system with the company name, the Portland & Suburban Railway Company.
	1904-1905	The original Morrison Bridge was replaced. The Eaton Hotel was constructed.
1905-1920 The Lewis and Clark Exposition & Portland's Golden Age	1905	Lewis & Clark Exposition occurred. The Masonic Temple (Pythian Building) was constructed
	1906	Portland Railway Light & Power Company incorporated and continued electrifying the many railways that served Portland.
	1907	The Calumet Hotel (Esquire Hotel) and the Breske Building (Modish Building) were constructed.
	1908	Olds, Wortman & King, one of Portland's leading department stores, announced that a new 5 story and basement building would be constructed on the Pennoyer Block at the cost of more than \$800,000. The site had been occupied by the mansion of former Oregon Governor and Portland Mayor, Sylvester Pennoyer. The plans indicated the city's incremental move westward away from the riverfront. The Fenton Building, Medical Building (Park Building), Cornelius Hotel, and Hotel Gordon (Dental Arts Building) were constructed.
	1909	The Beck Building (Commerce Building) and the Admiral Apartments were constructed.
	1910	Portland's population was 207,214, a more than 125% increase since 1900. The Lowengart Building (Hatfield Building), Arlington Club, Heilig Theater, and the Olds, Wortman & King Department Store (the Galleria) were constructed. The Olds, Wortman & King Department Store was Portland's first full-block department store.
	1911	The Greater Portland Plan, or the <i>Bennett Plan</i> , called for the purchase of the Midtown Park Blocks. The Plan was adopted in 1912 by a 16,202 to 7,996 vote. The Healy Building (Carl Greve Building) was constructed.
	1912	At the apex of streetcar use in Portland, the city's population was 257,490. Woodlark Building and Peoples Theatre (demolished) were constructed.
	1913	Economic conditions began to slide when the price of wheat fell dramatically. The Broadway Bridge was constructed. The Benson Hotel, Morgan Building, Broadway Park Building, Balfour Guthrie Building, and the Hotel Willard (Morrison Park Building) were constructed, as was the Platt Building (Park Washington Building).
	1914	The economic downturn continued as wheat prices fell, and the price and production of lumber also decreased. World War I began and exports declined dramatically hitting. Portland had been the fourth ranking US city in total exports, but the downturn resulted in a quick and severe drop in construction. Rapid development in downtown did not begin again until the early 1920s. The Panama Canal opened. New York City passed the nation's first zoning code with height and bulk limitations.

	YEAR	EVENT
1905-1920 The Lewis and Clark Exposition & Portland's Golden Age (cont.)	1914	The Commission enacted Portland's first comprehensive code for automobile and pedestrian traffic. The Pacific Telephone & Telegraph Building (Capitol Building), Pittock Block, Stevens Building, and Wheeldon Annex (Fountain Place) were constructed. The Pittock Block was constructed on the lot where Henry Pittock's house was located.
	1916	The Pierce Wright Garage Storage Building (Pang Building) was constructed.
	1917	The interstate bridge across the Columbia River was completed. The Blyth Building (Lamthong Building), Hexter-Strause (Zell Jewelers) and the Liebes Building (Pioneer Park Building) were constructed.
	1918	Portland's building code was revised to include a setback provision much like that of NYC, with one height limit at the street façade and additional height for every one foot of setback. The Portland City Planning Commission was created.
	1920	Charles Cheney attempted to introduce a comprehensive zoning plan for Portland, but it was defeated. The West Coast Paramount Hotel was constructed.
	ca. 1920	The comfort stations on the south end lot of the North Park Blocks were constructed.
1921-1939 Downtown Growth & The Automobile	1921	The <i>Cheney Plan</i> called for the "ultimate recovery" of the Midtown Park Blocks as an important link in a proposed boulevard system.
	1920s	Portland's automobile ownership doubles. Major U.S. film studios merged and had a national impact on local theaters.
	1922	The Richards Hotel (Alder Park Building) was enlarged, and the Fitzpatrick Building (North Pacific Building), Boyer Building, Park Yamhill Building, and Myler Building were constructed.
	1923	The year smashed all building records for the city of Portland. The Laurgaard plan for the Portland seawall and waterfront was introduced.
	1924	The Portland Railway Light & Power Company reorganized as the Portland Electric Power Company which was again reorganized and renamed the Pacific Northwest Public Service Company in 1930. Portland's first zoning code was drafted and adopted. The code regulated uses and supported the city's real estate interests.
	1925	The Olds, Wortman & King department store was sold.
	1926-1927	The downtown development wave of the 1920s peaked. The Heathman Hotel was constructed.
	1927	The Studio Building and adjacent Guild Theatre were constructed.
	1928	Portland's Majestic Theater at SW Park and Washington reopened as the United Artists Theater (demolished). The Alderway Building and Bates Motor Ramp (Heathman Hotel) Garage were constructed.
	1929	The Portland seawall project was completed. The stock market crashed. The Dolph Building was remodeled as the Charles Berg Building was constructed.
	1932	The <i>Bartholomew Plan</i> was presented to the city and received an unenthusiastic response.
	1934	There was a large waterfront strike in Portland.
	1936	A new fleet of trolley buses appeared and marked the beginning of the end for Portland's streetcars. <i>Polk's Portland Directory</i> listed eight theaters on or adjacent to a seven-block stretch of SW Broadway.

	YEAR	EVENT
1940-1968 The Automobile & Downtown Redevelopment	1941-1942	Robert Moses's six-lane Harbor Drive was constructed along Portland's riverfront. 79 buildings and houses were razed in order to construct the Drive.
	1943	Mayor Earl Riley appointed the Portland Area Postwar Development Committee (PAPDC). Robert Moses developed a comprehensive plan for the city entitled the <i>Portland Improvement Plan</i> .
	1948	The flooding of Vanport City occurred.
	1949	The Hexter-Strause Building, constructed in 1916, was renovated by the Zell Brothers Jewelry Company and initiated reinvestment in the Midtown Blocks. Julius Zell entitles this redevelopment area the "Miracle Mile." The AT&T Building was constructed.
	1950	The Federal Reserve Bank was constructed.
	1950s	Three pigeon hole parking structures were constructed in the Midtown Blocks area to accommodate increased auto traffic downtown.
	1952	Julius Zell renovated the Hotel Gordon as the Dental Arts Building.
	1954	The Mayfair Theater, formerly known as the Heilig Theater, was renovated and reopened as the Fox Theater (demolished).
	1957	The United Artists Theater was demolished to make way for the eventual development of the Union Bank of California.
	1958	Streetcar passenger service ended.
	1959	The Benson Hotel addition was constructed.
	1960	Lloyd Center opened.
	1961	The first federally funded urban renewal project was completed in Portland: the South Auditorium area.
	1969-current Ongoing Development & Historic Preservation	1968
1972		In agreement with the 1972 <i>Downtown Plan</i> , Portland City Council acquired Block #1 for O'Bryant Park at a development cost of \$1,200,000. The Bank of California Building was constructed.
1973		O'Bryant Square was developed.
1978		The transit mall was completed and consolidated most downtown bus routes on SW Fifth and Sixth. Nordstrom's construction involved the demolition of a full block of buildings. Oregon's first downtown McDonald's (Rich's Cigar Store) was constructed.
1984		The Terra Cotta Historic District was proposed covering almost half of the Midtown Blocks area. Pioneer Courthouse Square was completed.
1988		Portland's <i>Central City Plan</i> was introduced and adopted. The plan included proposals for both the Terra Cotta Historic District and a Bright Lights District along SW Broadway.
1997		The Fox Theater was demolished to make way for the 26-story Fox Tower development.
1998		Tom Moyer purchased one of the Midtown Park Blocks slated for a garage development and donated it to the City.

**DATA SHEETS FOR BUILDINGS
OUTSIDE OF FOCUS AREA**

Appendix C

HEATHMAN HOTEL PARKING

Site 907-915 SW 9TH AVE
Property ID 65

Zoning CXd

Highest Historic Designation	HRI, Rank III
Historic Building Name	Bates Motor Ramp Garage
Previous Addresses	386 Taylor (1931)
Previous Uses	Garage, retail
Previous Owners	William H. Feigenson (1927)
Previous Tenants	The Broiler Restaurant (1936-64), Copper Penny Too (1977-82), B. Moloch's Heathman Grill

Historic Site Image



Heathman Bakery and Pub and the Heathman Hotel Parking Garages, 1990. Source: Nelson Photo Archive

Current Site Image



South Park Restaurant and the Heathman Hotel Parking structure, 2003

Background

Francis M. Warren and his wife, Elizabeth Dyer Warren, were Oregon pioneers who arrived from Portland, Maine in 1851. The couple had a donation land claim in Rainier, Oregon, and came to Portland around 1858. Warren, an early merchant in the salmon canning industry, lived at the northwest corner of SW Salmon and 9th Avenue from the late 1850s until his death in 1900. Their son, Frank, an employee of Ladd & Tilton Bank, joined the family's canning operations in the late 1870s. He later managed the Warren Packing Company's salmon cannery on the Columbia River. The family was also involved in canning in the Alaska Territory. Frank M. Warren's wife, Anna, was the daughter of early Congregational minister, George Atkinson.

Francis M. Warren's house was either replaced by a new home or remodeled in the early 1890s. His son's home was next door to the north and was built in the late 1870s. Upon Francis' death, the Methodist Episcopal Bishop, Earl Cranston, and his family lived in the senior Warren's house. Frank Warren's son, Frank Jr., married Laura Cranston, the daughter of the bishop. Frank M. Warren, Sr. and his family moved to a new home on St. Clair Street in 1902. Frank M. Warren, Sr. and his wife Anna sailed on the *Titanic* in 1912. As the ship was sinking, Warren helped his wife and others to lifeboats and safety, saying he would get on another one. Anna survived the shipwreck; he did not.

HEATHMAN HOTEL PARKING

After the Warren families moved, the Fred Preston Kendall family occupied the home to the north from 1902 through 1911. Judge Thomas O’Day and his family lived in the house on the corner of Salmon for a short time. The former Warren houses became boarding houses with housekeeping rooms before their removal in the 1920s.

As announced in *The Sunday Oregonian* in February of 1927, William H. Feigenson of the contracting company, Lindstrom and Feigenson, purchased the quarter-block to the north from the Cobbs & Mitchell Company for \$105,000. He leased the quarter block to the south from the Warren estate.

A five-story ramp parking garage was built on the half block and designed by architects Sutton and Whitney. There was 10,000 square feet of space available for stores and room for 550 parking spaces. The cost of the structure was \$300,000. The structure was leased by D.C. Bates and Sons and was called the Bates Motor Ramp Garage. Bates and Sons had previously operated other garages in Portland. The location was chosen because of its strategic importance relative to the newly developing theater and hotel district and its proximity to the retail business center. In August, it was announced that extra bricklayers were hired to speed construction of the parking structure. “The exterior finish, over steel and cement construction, is in brick of the new salmon-tint, similar to that used on the recently completed Fine Arts building and other Portland buildings.” According to *The Sunday Oregonian* article of August 21, 1927, “The feature of the of the interior plan is the ‘staggered’ floor arrangement which permits the safe driving of any automobile, in the high gear, from the street entrance to the roof, four stories above.” Another feature mentioned was that there were 100 parking places on the roof for those who want to park downtown all day without any added garage service, including “oiling, greasing and repair facilities.”

In 1964, the structure became used as parking for the Medical Arts Building. From 1975 until 1985 it was a City Center Parking facility. The structure more recently became known as the Heathman Hotel Parking Garage.

A variety of restaurants have occupied the corner of the building over the years, including The Broiler, Copper Penny Too, B. Moloch’s Heathman Grill and today’s South Park Seafood Grill and Wine Bar Café. A decorative salmon by artist Keith Jellum was incorporated into the exterior corner of the building in 1995.

Architect: Sutton & Whitney

The architectural firm of Albert Sutton and Harrison Whitney was formed in 1912. Whitney continued the practice after Sutton’s death in 1923. Firm employees, Frederick Aandahl and Fred Fritsch, became associates at that time. The firm’s important projects began after Aandahl and Fritsch became part of the office in 1919. In 1927, they designed the Masonic Temple. Fritsch left the firm in 1929, and Aandahl was promoted to partner.

- Sources**
- Donation Land Claim, Record 5243.
 - Early Oregon Wills 9 Multnomah County Probate Fee Book 10, p.231, #4057.
 - The Oregonian*, 6 February 1927, sec. 2 p. 2.
 - The Oregonian*, 14 August 1927, sec. 2 p. 2.
 - The Oregonian*, 21 August 1927, sec. 2 p. 2.
 - The Oregonian*, 28 August 1927, sec. 2 p. 2.
 - Ourtown*, 7 May 2001, p. 10-11.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 379.
 - Polk’s Portland City Directories*

Architectural Information

Architect	Sutton & Whitney	# of Stories	4
Architectural Plans	Unknown	Architectural Classification	Twentieth Century Classical
Builder	Lindstrom and Feigenson	Year Built	1927

HEATHMAN HOTEL PARKING

Special Features

Faced with brick and cast stone. Cast stone decorative elements include corbels, bands across piers between third floor windows, and antefixae above second story. Multilight steel sash windows.

Exterior Alterations

Storefront remodel (1953)

Metal and glass canopy and bronze sculpture installed (1995)

Ownership Information

State ID	1S1E04AA 1800	Addition	PORTLAND
Tax Account No.	R667723520		
Owner	FEIGENSON INV CO TO H GAR LLC	Line	
		Block	220
		Lot	1&2
Owner Address	919 SW TAYLOR ST STE 300 PORTLAND OR 97205-2523	Quarter	3129

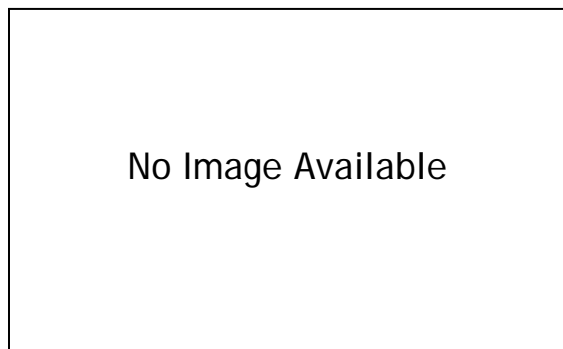
SURFACE PARKING LOT

Site SEC/SW 9TH & YAMHILL ST
Property ID 62

Zoning CXd

Highest Historic Designation N/A
Historic Building Name Parking, retail
Previous Addresses N/A
Previous Uses Garage, retail
Previous Owners Paulson family (1943)
Previous Tenants N/A

Historic Site Image



Current Site Image



Surface parking lot, 2004

Background

By 1886, the three-level Roslyn Boarding House occupied the lot. Serving as a boarding house from 1889 to 1913, the Roslyn was also known as the Baxter and the Gilmore. After 1900, the boarding house was also known as the Southern, the Yamhill Hotel, and the Vallamont. In the early 1900s, the newly appointed Portland Vice Commission investigated the Roslyn for immoral activities.

By 1922, the Roslyn had been removed, and a new structure was built for Smith Securities. The building was designed by John V. Bennes. The Peter and Andreas Vetsch Brothers Creamery was a tenant at 184 West Park in the early 1920s. Ten years later, the building was converted to an auction mart that sold used furniture.

GW Paulson Floor Covering remodeled the storefront in 1940 with the firm of Lawrence, Holford, and Allyn as the architects. The final tenant registered at this address was Associated Retail Advertising, whose last listing was in 1982. The building was then demolished, and the property has been a surface parking lot for many years. According to a 1998 *Oregonian* article, "Downtown property owner and developer Thomas Moyer agreed to donate \$5 million to the Oregon Community Foundation to buy the [parking] lot from City Center Parking and give it to the city."

Sources Portland Vice Commission Reports of 1912, located at Portland State University Millar Library. Microfiche Plans.
Polk's Portland City Directories.
The Oregonian, 1 March 1998, p. B1.
Schablitsky, Julie. *A Brief History of South Park Block 5*. Portland, Oregon: Portland Development Commission, March 1999.

SURFACE PARKING LOT

Ownership Information

State ID 1S1E03BB 5300
Tax Account No. R667743460

Owner UPTOWN DEVELOPERS

Owner Address 920 SW 6TH AVE #223
PORTLAND OR 97204

Addition	PORTLAND
Line	PORTLAND PARK BLOCKS
Block	5
Lot	4
Quarter	3129

10TH & YAMHILL GARAGE

Site 730 SW 10TH AVE
Property ID 61

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	Morrison Park West
Previous Addresses	N/A
Previous Uses	Parking, retail
Previous Owners	Portland Development Commission (1977)
Previous Tenants	The Gap (1978), The Fashion Company (1978), The Real Mother Goose (1978), Moore's Shoe Store (1978), The Busch Garden Restaurant (1978)

Historic Site Image



10th & Yamhill Garage and skybridge to the Galleria, 1984. Source: *The Oregonian*

Current Site Image



10th & Yamhill Garage and skybridge, 2004

Background

A new building to be “erected immediately” was announced in *The Sunday Oregonian* on November 5, 1922. The structure was designed by Charles W. Ertz for Herman R. Burke of San Francisco and George W. Earle of Hermansville, Michigan. On April 15, 1923, *The Sunday Oregonian* ran a photo of the building, which had just been completed.

By 1950, this small building remained the only structure on the Yamhill half of the block. On the Morrison Street side was the Ockley Hotel, at 10th and Morrison, and the Roberts Building, at 9th and Morrison. Hide Naito had a shop in the Roberts Building in 1953. A photo from the early 1950s shows Naito's Store with the reflection of the Olds and King Building in the window. His sons, Sam and Bill, later bought the Olds and King Building and transformed it into the Galleria.

The plans for a new 492 space parking garage, bounded by SW 9th and 10th Avenues and Morrison and Yamhill Streets, were presented in *The Oregonian* on December 14, 1976. The five level garage plans had been approved by the Portland Development Commission (PDC), and municipal revenue bonds financed the \$2.8 million construction. A backup plan calling for revenue bonds was to be implemented if the financing was not approved, and, in fact, municipal revenue bonds ended up financing the parking garage. This garage, as well as the one at 4th and Morrison, were to replace parking lost to the development of the downtown transit mall and the parking removed from Morrison to make it “more of a pedestrian oriented street linking the downtown with the Willamette.”

10TH & YAMHILL GARAGE

The garage was designed with retail shops at street level facing Morrison and Yamhill Streets. The Naito brothers, Sam and Bill, financed a skybridge over Morrison connecting the garage to their Galleria Building. They paid the city for revenue from parking spaces lost at the skybridge connection. Over \$20,000 was raised by neighboring business owners in a fundraising drive coordinated by Bill Naito to allow the two additional levels of parking in the future. A 1978 *Oregonian* editorial commented on the garage, “architecturally, the new structure has some brick facings and glass enclosed stairwells to make it more attractive than most such auto storage buildings.” The editorial lamented earlier praise for the parking lot because it showed society’s dependence on automobiles. There was also praise for the city and the PDC for their parking strategies, which were considered beneficial to the core area of the city. Tenants announced at the structure’s dedication were the Gap, the Fashion Company, the Real Mother Goose, and Moore’s Shoe Store. The Busch Garden Restaurant also leased space in the building. In 1984, the projected two floors were added, increasing the number of parking spaces to 792.

Sources *The Oregonian*, 5 November 1922.
The Oregonian, 15 April 1923.
The Oregonian, 14 December 1976.
Oregon Journal, 13 May 1977, p. 6.
The Oregonian, 13 July 1977, p. C1.
Oregon Journal, 15 May 1978, p. 12.
Oregon Journal, 25 May 1978, p. 19.
Urban Land Institute, *Spring Meeting Project Brochure*, 134-135.
The Oregonian, 18 January 1984, p. B2.
The Oregonian, 6 March 1984, p. MP1.

Architectural Information

Architect	Richard Roti, Michael Lakeman	# of Stories	5
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Charles Pankow Inc.	Year Built	1978

Ownership Information

State ID	1N1E34CC 9500	Addition	PORTLAND
Tax Account No.	R667723300		
Owner	PORTLAND CITY OF BY GEN SERV PROP MGMT	Line	
		Block	218
		Lot	1-8
Owner Address	1120 SW 5TH AVE STE 1204 PORTLAND OR 97204-1932	Quarter	3029

SURFACE PARKING LOT

Site NEC/SW 10TH & ALDER ST
Property ID 72

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	N/A
Previous Addresses	N/A
Previous Uses	Parking
Previous Owners	Schnitzer Investment
Previous Tenants	N/A

Historic Site Image



Central Building, 1957. Source: *The Oregonian*

Current Site Image



Surface parking lot, 2004

Background

The first listing for the Central Building at SW 10th and Washington is in the 1912 *Polk City Directory*. In 1958, the building was bought and renovated by Adelaide Selling and other family associates. In 1967, tenants included S&H Green Stamps, Dun & Bradstreet, and the March of Dimes headquarters. That same year, the entire block, including the Central Building, the Pierre Building, and the Selling Hirsch Building, were sold for one million dollars to an undisclosed buyer.

The last city directory listing for the Central Building is in 1971. This indicates that building may have been torn down when the Selling Hirsch Building was also demolished in 1971.

The site is currently used for surface parking.

Sources *Oregon Journal*, 7 June 1967.
Polk's Portland City Directories.

SURFACE PARKING LOT

Ownership Information

State ID	1N1E34CC 6000	Addition	PORTLAND
Tax Account No.	R667723200		
Owner	SCHNITZER INVEST CORP-50%> & GOODMAN GENERATIONS LLC-50>	Line	
		Block	216
		Lot	5&6
Owner Address	920 SW SIXTH #223 PORTLAND OR 97204	Quarter	3029

PARK BUILDING

Site 729 SW ALDER ST
Property ID 33

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Medical Building

Previous Addresses 353 Alder St.

Previous Uses Dentist and doctor offices

Previous Owners F.O. Downing & E. A. Baldwin (1907), Henry Failing Estate (1927), Melvin Mark (1963), W.E. Roberts (1967), Morgan Park (1981)

Previous Tenants Frank A. Heitkemper Jewelry (1931-1958), Richard Ltd. (1970-1988)

Historic Site Image



Illustration of the Medical Building, south and west facades, 1907. Source: The Oregonian

Current Site Image



Medical Building (Park Building), south and west facades, 2003

Background

A 1907 *Sunday Oregonian* reported on a “fine office building upon which work has begun.” The Medical Building was designed by the architectural firm of Whidden and Lewis. “The building will be an office structure of the most modern type. It will be of steel and every precaution will be made to make it as fireproof as possible. The corridors will be in marble and tile.” As with many buildings of the time, it was said that the work was carried out as rapidly as possible. Several frame structures had to be removed to allow for the building’s construction. One of these old residences was purchased by Henry Dosch and moved to NW 18th and Glisan Streets.

The *Portland Daily Abstract* told of specific details of the structure on December 5, 1907, “It has been constructed with the special view of affording strictly modern quarters for physicians and dentists. It will be known as the Medical Building. The ground floor will be occupied by five stores, four of which will face on Alder, and one on Park. The interior will be finished in Eastern Oak in the natural grain. The building is so constructed that it has front and rear light courts so that there will not be a single dark room in the structure.” One fourth of the second floor was leased to the City and County Medical Society. On February 7, 1908, the *Portland Daily Abstract* announced the building would be completed by the first of March and that half of the 150 apartments were already leased.

PARK BUILDING

In 1912, a boast was made of a new structure to be built in Los Angeles, California. The new building was specifically for doctors and dentists and claimed to be the first its type on the West Coast. An 1912 article in the *Oregon Sunday Journal* gave the reminder that Portland had had a building of that kind, the Medical Building, for the past five years.

The owners of the property were E.A. Baldwin and Fremont O. Downing. E.A. Baldwin was a lawyer who practiced in New York during the 1890s, had lived in Montana and British Columbia, and had moved to Portland in 1900 following the great business opportunities in the west. His involvement in real estate “brought him a measure of success that enables him to live life practically retired, giving his attention largely to the control of his properties.” In Gaston’s history of Portland, Fremont O. Downing’s importance to the city is profiled as “since 1888 he has been a co-operant factor in movements which have exploited the advantages and furthered the interests of the city, and which have promoted its growth in the lines of business development and adornment.” Downing’s early years were spent on the sea working as a purser on Pacific Coast steamers. He was also involved in a brokerage firm before going on his own to manage his real estate interests.

The 1924 *Polk’s Portland City Directory* indicated the name change of the structure from the Medical Building to the Park Building.

A longtime tenant of the building was Frank A. Heitkemper Inc., a jewelry company. The jewelry store operated from 1931 until its closing in 1958. Dick Sichel’s clothing store and Richard Ltd, were also at 725 SW Alder from 1970 until a fire destroyed their businesses in 1988. At that time, the building was called the Morgan Park Building. The fire caused \$500,000 damage to the structure and \$450,000 to the contents. In 1991, the first floor façade was remodeled in addition to interior alterations.

Architects: Whidden & Lewis

Whidden & Lewis were responsible for most of the city’s finest buildings of the turn-of-the-century period. Educated at MIT, both men launched their careers on the East Coast -- Whidden with the prestigious New York firm of McKim, Mead, & White, and Lewis with Peabody & Stearns in Boston. Established in Portland in 1890, Whidden & Lewis introduced up-to-date architectural fashions to Portland, such as the Renaissance Revival style with their design of City Hall.

Sources *The Oregonian*, 20 January 1907, p. 16.
Portland Daily Abstract, 29 January 1907, p. 1.
Portland Daily Abstract, 7 February 1908, p. 1.
 Joseph Gaston, *Portland, Its History and Builders*, v. 2. (Chicago-Portland), 104-105, 205-206.
Oregon Sunday Journal, 8 September 1912.
Polk’s Portland City Directory. (Portland, OR: R.L. Poke & Co., Inc., 1924-1959).
The Oregonian, 26 September 1988, p. C1.
The Oregonian, 27 September 1988, p. B8.
The Oregonian, 10 October 1989, p. C7.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 253-254, 414-417.
 Building permit records.

Architectural Information

Architect	Whidden & Lewis	# of Stories	6
Architectural Plans	Unknown	Architectural Classification	Streetcar Era Commercial
Builder	Unknown	Year Built	1907

PARK BUILDING

Special Features

Decorative brickwork including quoining and dentiled cornice.

Exterior Alterations

New aluminum door on SW Park side (1955)

Storefront remodel (1969)

Morgan's Alley was constructed to connect Morgan Building and Park Building (1966)

Connections to Morgan Building were closed (1988)

Façade remodeled below second floor (1991)

Ownership Information

State ID	1N1E34CC 6700	Addition	PORTLAND
Tax Account No.	R667722960		
Owner	ASPEN PARK BUILDING LLC INCOME PROPERTY MANAGEMENT	Line	LAND ONLY
		Block	
		Lot	
Owner Address	721 SW OAK PORTLAND OR 97205	Line	
		Block	213
		Lot	5&6
		Quarter	3029

WESTIN HOTEL

Site 750 SW ALDER ST
Property ID 31

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	Westin Portland Hotel
Previous Addresses	N/A
Previous Uses	Hotel
Previous Owners	Portland Hotel LLC (1997)
Previous Tenants	N/A

Historic Site Image



1900 ad for the Spalding Apartments (demolished in 1917). Source: Nelson Photo Archive

Current Site Image



Westin Hotel, north and east facades, 2003

Background

In 1888, the residence located at 144 Park Street belonged to Helen F. Spalding, a well-known teacher at the high school on SW 14th and Morrison. In the 1890s, she established an apartment house on the former site of her residence. A 1900 advertisement made the boast, “Finest Apartment House in the City.” Miss Spalding was the proprietress of the establishment until her death in 1909. The apartment house was torn down in 1917.

The Spalding Estate built a two-story structure on the site in 1918. J.J. Parker leased the structure the next year. Mr. Parker was characterized in *The Oregonian* at the time as one who is “well known and is one of Portland’s most aggressive young businessmen, being still in his thirties. Parker established the Rialto Billiard parlor in the building, which was conceded to be the best equipped billiard parlor in the United States.” There were also high class retail stores on the main floor of the structure. Further accolades bestowed on the building made the claim that “the property as a whole is considered the classiest retail building in the city.” Parker also operated the Majestic Theater at Park and Washington, and later, the Broadway Theater at Broadway and Salmon. The building, named for Mr. Parker, was demolished to make room for the Westin Hotel in 1998.

WESTIN HOTEL

An announcement in *The Oregonian* on February 25, 1997, states that a new Westin Hotel with 200 rooms was to be built at SW Alder and Park Street. According to an article from August 19, 1999 the Westin is mentioned as one of several small hotels, known to the hospitality industry as “boutique hotels.” To attract business customers, these hotels feature amenities and discounted rates. The Westin “boasts high speed internet lines, down comforters, 24 hour room service and a welcome mat for well-behaved pets.” The Westin is twenty stories high and has 205 rooms.

Sources Elk’s Carnival and Street Fair Souvenir, 1900.
Oregon Daily Journal, 15 January 1909.
The Oregonian, 11 February 1917.
The Oregonian, 15 June 1919, sec. 3 p. 12.
 Undated *Oregonian* ca.1930s, Helen Spalding house
The Oregonian, 18 August 1999, p. B1.
Daily Journal of Commerce Magazine, August 1999.
 Permit records.

Architectural Information

Architect	Fletcher, Farr, Ayotte	# of Stories	20
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Howard S. Wright	Year Built	1998

Ownership Information

State ID	1N1E34CC 8900	Addition	PORTLAND
Tax Account No.	R667722880	Line	
Owner	PORTLAND HOTEL LLC INCOME PROPERTY MANAGEMENT	Block	212
		Lot	7&8
Owner Address	750 SW ALDER ST PORTLAND OR 97205	Quarter	3029

SURFACE PARKING LOT

Site 901-917 SW ALDER ST
Property ID 55

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	N/A
Previous Addresses	N/A
Previous Uses	Parking
Previous Owners	D.P. Thompson Estate (1954), Union Pacific Railroad (1971)
Previous Tenants	N/A

Historic Site Image



Peoples Theater, ca. 1910. Source: The Oregonian

Current Site Image



Surface parking lot, 2004

Background

This quarter block site, now part of a larger full-block surface parking lot, was the former site of the Peoples Theater. The Peoples Theater was built in 1911 for the Peoples Amusement Company. Originally, it was a motion picture theater that also had office space. In the 1930s, it was renovated and renamed the Music Box Theater. The building was remodeled again in 1954 and demolished in 1993.

Sources *The Oregonian*, 30 July 1911.
Historic Resources Inventory, 1984.
Polk's Portland City Directories.
Permit records.

SURFACE PARKING LOT

Ownership Information

State ID	1N1E34CC 6100	Addition	PORTLAND
Tax Account No.	R667723180		
Owner	SCHNITZER INVEST CORP-50%> & GOODMAN GENERATIONS LLC-50>	Line	
		Block	216
		Lot	3&4
Owner Address	920 SW SIXTH #223 PORTLAND OR 97204	Quarter	3029

STEWART HOTEL

Site 127-139 SW BROADWAY ST
Property ID 2

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	Rector Hotel
Previous Addresses	7 Broadway North (1931)
Previous Uses	Hotel, retail
Previous Owners	G.D Dunning (1920), E.C. Dunning (1927)
Previous Tenants	Curtis Restaurant; J.P. Bloch Smoke Shop; Rollingson-Kein Real Estate; Radio Service Store; Broadway Lunch; Troy Laundry Agency; Empire Electric Company; and, F.J. Meadow's Tailors (1927), Mary's Fine Dining (1952-2003)

Historic Site Image



Hotel Rector, 1928. Source: Stanley Parr Archives and Records Center

Current Site Image



Stewart Hotel, 2003

Background

On May 1, 1920, the *Portland Daily Abstract* reported that a three-story brick building was being constructed for G.D. Dunning and would be used for both hotel and retail space. G.D. Dunning was the president of the company, Dunning & McEntree, Funeral Directors Inc., which had been in business on this block since 1903. G.D. Dunning had retired in 1907, and his son, E.C. Dunning, was named on the plans as the owner of the building. The hospitality was originally named the Rector Hotel with fifty-six bedrooms, twenty of which had private baths.

In 1927, two fires took place at the hotel. The first was on July 28, 1927, and according to the morning edition of *The Oregonian*, it caused losses to “the Curtis Restaurant, Hotel Rector, Jake Block (cigar store) and the Rollingson-Kein Real Estate Company, and the Radio Service Store.” Additional tenants included Broadway Lunch, the Troy Laundry Agency, the Empire Electric Company, and F.J. Meadow's Tailor Shop. There was an estimated \$10,000 worth of damage. The other fire on November 5, 1927, caused an estimated \$6,000 worth of damage and was started in the basement of the Curtis Restaurant which had been burglarized the previous week. The proprietress, Mrs. Fred C. Clark, suspected arson. Within ten years time, the hotel was renamed the Stewart Hotel, with Lynn Stewart as proprietor.

STEWART HOTEL

Various incarnations of Mary's Club has been in the building since 1952. First, the business was a restaurant named Mary's Fine Food restaurant. It was eventually renamed Mary's Place Cocktail Lounge, and, since 1979 is known as Mary's Club, Topless Dine & Dance.

Architects: Houghtaling & Dougan

Chester A. Houghtaling and L.L. Dougan had a partnership from 1913-25 and designed the Medical Arts Building, Washington High School, and the Fitzpatrick and Myler Buildings. He had an office in the Myler Building in 1936. Dougan designed the Studio Building while in private practice. His later firm, Dougan, Heims and Caine, designed the remodel of two old buildings for Zell Bros. on Morrison Street. He retired in 1965 and died in 1983. According to Richard E. Ritz' s Architects of Oregon, "Houghtaling was the design engineer for the Ross Island and Burnside Bridges." Houghtaling died in 1940.

Sources *Portland Daily Abstract*, 1 May 1920, p. 1.
Portland Daily Abstract, 5 June 1920, p. 1.
The Oregonian, 6 November 1927, p. 1.
The Oregonian, 29 July 1927 p. 1.
The Sunday Oregonian, 21 August 1932, sec. 5 p. 4.
Polk's Portland City Directories.

Architectural Information

Architect	Houghtaling and Dougan	# of Stories	3
Architectural Plans	Houghtaling and Dougan	Architectural Classification	N/A
Builder	Oscar Wayman	Year Built	1921

Exterior Alterations

Storefront altered (1934)
 New entrance door (1958)
 Front door of Mary's Club covered with metal facing (1965)

Ownership Information

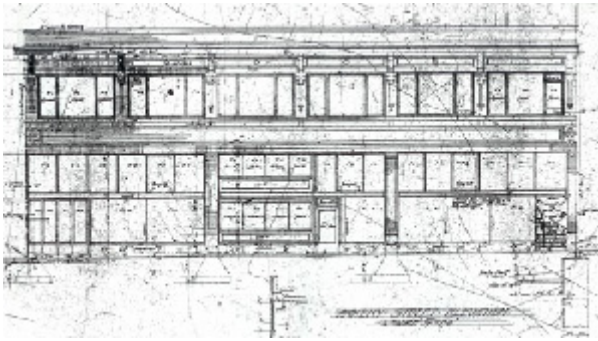
State ID	1N1E34CC 1000	Addition	COUCHS ADD
Tax Account No.	R180204790	Line	TL 1000
Owner	DEWART,MARGOT B TR ET AL	Block	54
		Lot	
Owner Address	608 CABANA LA LAKE OSWEGO OR 97034-3731	Quarter	3029

LAMTHONG

Site 209-213 SW BROADWAY ST
Property ID 4

Zoning CXd

Highest Historic Designation HRI, Rank III
Historic Building Name Blyth Building
Previous Addresses 61-63 Broadway South
Previous Uses Restaurant, retail, office
Previous Owners Percy Blythe (1916)
Previous Tenants The Nugget Restaurant-Nugget Tavern (1936-58)

Historic Site Image

Drawing for the Blyth Building, 1916. Source: City of Portland plans

Current Site Image

Blyth Building, south and west facades, 2003

Background

The Blyth Building at Broadway and Ankeny Streets was designed by architect Emil Schacht in September 1916. The general contractor was H.R. Kibler. The structure was built as a two-story building with a basement. The first floor was occupied by stores. The owner of the building was Percy Blythe, who had been active in Portland's real estate market since 1890. He also played a part in the development of northwest Portland's Willamette Heights subdivision in the 1890s.

A longtime tenant of the building was the Nugget Tavern, which was first listed in 1936 as the Nugget Restaurant. After 1958, the Nugget Tavern is no longer listed as a tenant of the building.

Architect: Emil Schacht & Son

Emil Shacht was born in Denmark in 1854 and educated at polytechnic schools in Denmark and Germany. He moved to New York in 1874 and established himself as an architect in Portland in 1884. Schacht designed public buildings, offices, warehouses, garages, hotels and apartment buildings. He is most noted for his design of the Police headquarters building at SW 2nd and Oak. His son, Martin, joined the firm as a clerk in 1899.

Sources *The Daily Record Abstract*, 9 September 1916, p. 1.
The Daily Record Abstract, 15 September 1916, p. 1.

LAMTHONG

Building Plan, 1916.
Polk's Portland City Directories.
 Chet Orloff, *Willamette Heights, A History.* (Portland, 1980), 26.

Architectural Information

<p>Architect Emil Schacht</p> <p>Architectural Plans Unknown</p> <p>Builder H.R. Kibler</p>	<p># of Stories 2</p> <p>Architectural Classification Twentieth Century Classical</p> <p>Year Built 1917</p>
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Special Features

Sheet metal cornice with block modillions. Cast stone consoles. Decorative brickwork with inset tiles.

Exterior Alterations

Storefront alteration (1930)
 Ground floor fronts altered (1965)

Ownership Information

<p>State ID 1N1E34CC 800</p> <p>Tax Account No. R667708710</p> <p>Owner FOUNTAIN VILLAGE DEVELOPMENT CO</p> <p>Owner Address 115 SW ASH ST #500 PORTLAND OR 97204-3575</p>	<table border="0"> <tr> <td style="border-bottom: 1px solid black;">Addition</td> <td>PORTLAND</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Line Block Lot</td> <td>TL 800 85 9</td> </tr> <tr> <td>Quarter</td> <td>3029</td> </tr> </table>	Addition	PORTLAND	Line Block Lot	TL 800 85 9	Quarter	3029
Addition	PORTLAND						
Line Block Lot	TL 800 85 9						
Quarter	3029						

FENTON BUILDING

Site 219 SW BROADWAY ST
Property ID 5

Zoning CXd

Highest Historic Designation HRI, Rank III
Historic Building Name Fenton Building
Previous Addresses 65-67 Broadway South
Previous Uses Offices
Previous Owners W.D. Fenton (1906), 219 Broadway Investors (1986)
Previous Tenants Glass & Prudhomme (1908-1928), D.C. Wax (1929-1983)

Historic Site Image

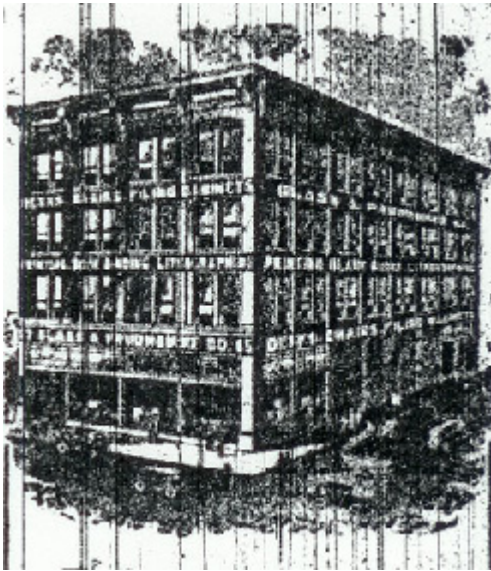


Illustration of the Fenton Building, 1920. Source: The Oregonian

Current Site Image



Fenton Building, east façade, 2003

Background

The Fenton Building was built for W.D. Fenton in 1908. The brick structure was four stories high with a fifty-foot frontage on 7th (Broadway) Street. According to the *Portland Daily Abstract*, the building was 100 feet deep with an “L” extending to Ankeny Street. The structure was built with a foundation to support ten floors, but only four stories were ever built. There was also a party wall agreement with the Beck Investment Company, which was in the process of building the Beck Building directly to the south.

The Fenton Building was leased to Glass & Prudhomme, a printing company owned by William D. Fenton. The printing company was last listed in the building in 1928. The D.C. Wax Office Equipment moved into the building in the summer of 1929 after extensively remodeling the structure. According to a news account in *The Sunday Oregonian* on July 7, 1929, “The front of the building is nearly finished, as well as the entire inside. A blue tile design was selected by Mr. Wax, who has taken charge of all planning and construction work.” The D.C. Wax store occupied the building until 1983.

FENTON BUILDING

According to a 1911 biography, William D. Fenton was one of the foremost corporation lawyers of the Pacific Northwest. A native of Missouri, he came to Lafayette, Oregon, as a 12 year-old child in 1865. After schooling at the Baptist College in McMinnville and the Christian College in Monmouth, he attended law school in Salem and passed the state bar in 1875. Having practiced law in Lafayette and a number of other places for many years, he eventually set up an office in Portland. He was a lawyer for the Southern Pacific Railroad, amongst other corporations.

Architect: D.L. Williams

D.L. Williams was the son of architect, Warren H. Williams. After working with his father in the 1880s and having partnered with his brother, Warren F. Williams, he entered into private practice in 1896. D.L. Williams continued his practice until his retirement in 1934.

Sources *Portland Daily Abstract*, 26 October 1907, p. 1.
 Portland Daily Abstract, 20 December 1907, p. 1.
 Portland Daily Abstract, 14 February 1908, p. 1.
 Joseph Gaston, *Portland, Its History and Builders*, v. 3. (Chicago-Portland, 1911), 170-171.
 Polk's Portland City Directories.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland 2002), 428-429.

Architectural Information

Architect	D.L. Williams	# of Stories	4
Architectural Plans	D.L. Williams	Architectural Classification	Twentieth Century Classical
Builder	Gardner and McLennan	Year Built	1908

Special Features

Sheet metal cornice with egg and dart molding and consoles.

Exterior Alterations

Blue and yellow glazed ceramic tile installed on storefront (1929)
 Exterior renovation (1985)

Ownership Information

State ID	1N1E34CC 700	Addition	PORTLAND
Tax Account No.	R667708730	Line	TL 700
Owner	SOLOMON,MERVIN E & LUCILLE	Block	85
		Lot	8&9
Owner Address	219 SW BROADWAY ST PORTLAND OR 97204	Quarter	3029

COMMERCE BUILDING

Site 225 SW BROADWAY AVE
Property ID 6

Zoning CXd

Highest Historic Designation	HRI, Unranked
Historic Building Name	Beck Building
Previous Addresses	69 Broadway South (1931)
Previous Uses	Offices
Previous Owners	Beck Investment Company (1908), United Artisans (1920)
Previous Tenants	Pacific Telephone and Telegraph (1908-1914), Lumberman's Trust Company (1920)

Historic Site Image



Postcard of Commerce (Beck) Building, 1911.
Source: Nelson Photo Archive

Current Site Image



Commerce (Beck) Building, 2003

Background

In 1876, this site was the home of A. Beck of Beck and Waldman, a clothing and furnishing goods company. The 1893 and 1902 *Polk's Portland City Directories* list Aaron Beck and Jacob C. Beck, a lawyer, as living at 75 7th Street. The Beck Building, a six-story steel framed building, was built on the Beck homestead property in 1908. It was constructed by the Beck Investment Company.

The foundation footings of the Beck Building were built to support a ten or eleven-story structure. The building was heated by steam and offered hot and cold water to every room. Other features of the structure were that "All floors will be of re-enforced concrete, assuring fireproof construction throughout." The construction cost was estimated to be nearly \$250,000. According to the *Portland Daily Abstract* on December 12, 1907, "The Beck Building will be a first class general office building, with special accommodations for attorneys, including an extensive law library. The main entrance on 7th street is now going into place. It will have a tiled floor and the walls will be of marble. At the center of the arch will be found a marble tablet taken from the Beck homestead, with the one word, Beck."

The Pacific Telephone and Telegraph Company occupied the first two floors of the Beck building from 1908 until

COMMERCE BUILDING

their new building was completed at the corner of Park and Oak Streets. Having occupied half of the building's top floor since 1910, the fraternal Order of United Artisans purchased the Beck Building and renamed it the Artisans Building in 1920. The ground floor was leased by Lumberman's Trust Company whose contract was for fifteen years. In 1922, plans were filed to construct an additional four floors; these plans never materialized.

According to a March 15, 1942 newspaper caption, the Commerce Building, then known as the Artisans Building, was streamlined and modernized. The building was owned by the Maccabees Lodge, and the building manager, Commerce Investment Company, directed the remodeling.

Architect: D.L. Williams

D.L. Williams was the son of architect, Warren H. Williams. After working with his father in the 1880s and having partnered with his brother, Warren F. Williams, he entered into private practice in 1896. D.L. Williams continued his practice until his retirement in 1934.

Sources *Portland Daily Abstract*, 21 October 1907, p. 1.
Portland Daily Abstract, 28 December 1907, p. 1.
The Oregon Country-Chamber of Commerce Bulletin, 352.
The Sunday Oregonian, 18 March 1920, p. 1.
The Sunday Oregonian, 19 March 1922, sec. 4 p. 10.
Polk's Portland City Directory. (Portland, OR: R.L. Poke & Co., Inc., 1876, 1902, 1908-1916).
Oregon Historic Society photo and caption. 15 March 1942.
Oregon Journal, 28 June 1977.
Richard Ellison Ritz, *Architects of Oregon*. (Portland 2002), 428-429.

Architectural Information

Architect	D.L. Williams	# of Stories	6
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Unknown	Year Built	1908

Special Features

Reinforced concrete structure faced with brick.

Exterior Alterations

Remodel of first floor removed original detail after 1933.

Cornice removed (1941)

Basement converted to garage, ramp added (2000)

Ownership Information

State ID	1N1E34CC 600	Addition	PORTLAND
Tax Account No.	R667708690	Line	N 40' OF
Owner	CHIU,MICHAEL W N TR ET AL THE CHIU 1981 REVOCABLE	Block	85
Owner Address	TRUST 1231 N ANCHOR WAY STE 227 PORTLAND OR 97217	Lot	6
		Line	
		Block	85
		Lot	7
		Quarter	3029

BENSON HOTEL

Site 309-319 SW BROADWAY ST
Property ID 7

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	Hotel Oregon, New Hotel Oregon
Previous Addresses	81-95 Broadway 340 Oak
Previous Uses	Hotel
Previous Owners	Simon Benson (1913), William E. Boyd & Robert N. Keller (1919)
Previous Tenants	Hotel Oregon (1913), Trader Vics (1960s)

Historic Site Image



Hotel Oregon and Hotel Benson, 1957. Source: The Oregonian

Current Site Image



Benson Hotel and addition, south and east facades, 2003

Background

The original Hotel Oregon was opened in 1905 just before the start of the Lewis and Clark Exposition. Prior to the Lewis and Clark Exposition, Portland had only a few first-class hotels. During the exposition, the demand for first-class hotel space exceeded availability, and, in later years, tourism continued to grow. It was during this period that the Multnomah, Mallory, Congress, New Smith, Hotel Carlton, and many other hotels were constructed, and hotels like the Imperial, Perkins, and Hotel Oregon were expanded. The Hotel Oregon was an immediate success and, shortly after the opening, an annex was added to the building. By 1907, the hotel managers were discussing further physical expansion, which would have added two ten-story structures to the existing building and made it the largest hotel in the Pacific Northwest. These plans did not materialize, and an alternative deal was struck with Simon Benson for the construction of the Benson Hotel. According to a 1912 article, Portland was “becoming known throughout the country as a city of fine hotels.”

BENSON HOTEL

as “New Oregon.” By the time of its opening, costs of the hotel were estimated at \$1,250,000 to \$1,500,000, and the hotel was touted as the most elegant west of Chicago.

In 1958, the southern hotel was demolished to make way for a new fourteen-story addition.

Architects: Doyle, Patterson, and Beach

In the 1890s, A.E. Doyle apprenticed at Whidden & Lewis, then Portland’s leading architectural firm. William Patterson was an engineer and had experience in high rise construction, having supervised the Wells Fargo building of 1906. James Beach was also an engineer. It is thought he was added to the firm because he brought the Benson Hotel project to the firm. Beach was the son-in-law of Simon Benson. Other buildings designed by Doyle, Patterson and Beach were the Hotel Oregon Annex (Benson Hotel), Northwestern Bank Building (American Bank Building), and the Woodlark Building.

Sources

Much of this text was excerpted and condensed from the Hotel Oregon National Register Nomination, 1986.

Architectural Information

Architect	Doyle, Patterson and Beach	# of Stories	14
Architectural Plans	Doyle, Patterson and Beach	Architectural Classification	Twentieth Century Baroque
Builder	Unknown	Year Built	1913

Special Features

Red brick with cream-colored glazed terra cotta. Mansard roof with wall dormers. Roof cornice with block modillions. Rusticated base and quoining. Voussoirs above ground floor openings. Some upper floor windows with pediments.

Exterior Alterations

Storefront removed, new door installed (1946)
 Benson Hotel addition constructed (1959)
 Marquee erected and adjoined to old marquee (1959)

Ownership Information

State ID	1N1E34CC 3500	Addition	PORTLAND
Tax Account No.	R667708650		
Owner	WESTCOAST BENSON HOTEL LIMITED	Line	
		Block	85
		Lot	1-4
		Line	HISTORIC PROPERTY 1991 15YR
Owner Address	309 SW BROADWAY PORTLAND OR 97205-3725	Block	
		Lot	
		Quarter	3029

UNION BANK OF CALIFORNIA

Site 407 SW BROADWAY AVE
Property ID 8

Zoning CXd

Highest Historic Designation	HRI, Rank III
Historic Building Name	Bank of California Building
Previous Addresses	N/A
Previous Uses	Offices
Previous Owners	Bank of California (1969), Harry Mittleman (1971)
Previous Tenants	Bank of California (1969)

Historic Site Image



*Liberty Theater at Broadway & Stark, 1946.
Source: The Oregonian*

Current Site Image



*Union Bank of California Building from the west,
2003*

Background

The block on which the Bank of California is located has played a significant role throughout the history of downtown Portland. The Portland Library Association building, designed by Whidden and Lewis and constructed in 1893, was found on the Stark Street side of the block. This subscription library became a free library in 1902 with the bequest of John Wilson's collection. The library, which also contained the Portland Art Museum until 1905, eventually outgrew its original building. In 1913, the library moved into the current location of the Multnomah County Library on SW 10th, and the old library was dismantled. In its place, a theater, originally called the Broadway, was built. The Broadway was soon renamed the Liberty and remained until its demolition in 1959. The property was then used as a parking lot until the 1969 Bank of California was built.

The northeast corner of Park and Washington on this block contained the Brooke Building. In 1911, the building was remodeled to include the Majestic Theater, a motion picture venue. The Majestic Theater was renovated in 1928 and opened as the United Artists Theater. The theater was closed in 1954 and torn down in 1957 for a parking lot.

UNION BANK OF CALIFORNIA

The Bank of California had plans for its future office building, an “ultra-modern structure,” as far back as 1946 when the bank purchased the half-block that the Liberty Theater was on for \$500,000. The building, however, would not be started “until the housing situation eases and building materials become more readily available,” according to the Portland branch manager, Frederick Greenwood. In 1951 the bank sold the half-block for \$1,000,000 to Hamrick Theaters, which operated the Liberty Theater. Eight years later, the Bank of California bought back the property for an undisclosed amount to finally build its office structure. The other half-block which had contained the United Artists Theater and another two-story building was also razed for the full-block structure which was started in 1967.

Completed in 1969, the fifteen-story Bank of California Building had 400,000 square feet of space and four levels below the street, including two levels for 212 public parking spaces. The cost was \$17 million. On building dedication day, December 8, 1969, a full page advertisement appeared in *The Oregonian* extolling the bank’s building, its features, and its place in Portland’s future. “Today, all of us at ‘The Bank’ are feeling very up. Today, December 8, we’re moving to our spanking new 15-story Bank of California Building at Southwest Broadway and Washington. Both literally and figuratively we’re moving up. And we hope, in a somewhat poetic sense, that all of Portland will join us on our exciting ascent because our move upward is really just part of Portland’s adventuresome move into the high promise of tomorrow. New industry, new economic strength, new creative communities are all about us---and The Bank of California is proud to be a part of this dramatic economic and social thrust.” Another article, from the same issue told of some of the materials used. Green slate, imported from England, formed the inside tower wall and continued on thin exteriors; a garden court furthered the outdoor in feeling.

In 1971, as part of a complicated realty trade, Harry Mittleman took possession of the building, while relinquishing his building on the block redeveloped for O’Bryant Square. He sold the O’Bryant Square property to the joint venture of Carl Poss, John Bolton, and Franklin Services, who then sold the property to William E. Roberts for \$260,000. In 1972, the City of Portland acquired the property from Roberts and converted it to park use.

The building is still used as bank offices and is known as the Union Bank of California Tower.

- Sources**
- The Oregonian*, 23 April 1911.
 - The Oregonian*, 24 June 1928, sec. 2 p. 2.
 - The Oregonian*, 2 September 1928, sec. 2 p. 9.
 - The Oregonian*, 26 September 1946, p. 1, 11.
 - The Oregonian*, 28 March 1957.
 - Oregon Journal*, 6 January 1959, p. 1.
 - The Oregonian*, 7 January 1959, p. 1.
 - The Oregonian*, 8 December 1969, p. 27 and sec. 2 p. 3.
 - Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 21, 179.

Architectural Information

Architect	Anshen and Allen; Barnes, Hilgers and Maslen	# of Stories	15
Architectural Plans	Anshen and Allen	Architectural Classification	New Formalism
Builder	W.C. Sivers Co.	Year Built	1969

Special Features

Precast concrete panels at columns and mullions. Green polished slate facing service cove.

Exterior Alterations

Glass replaced at plaza level (1982)

UNION BANK OF CALIFORNIA

Ownership Information

State ID 1N1E34CC 4600
 Tax Account No. R667722980

 Owner UBCT PARTNERSHIP

 Owner Address 111 SW COLUMBIA ST #1380
 PORTLAND OR 97201

Addition	PORTLAND
Line	LAND ONLY
Block	
Lot	
Line	
Block	214
Lot	1-8
Quarter	3029

ALDERWAY BUILDING

Site 507 SW BROADWAY
Property ID 10

Zoning CXd

Highest Historic Designation HRI, Rank III

Historic Building Name Alderway Building

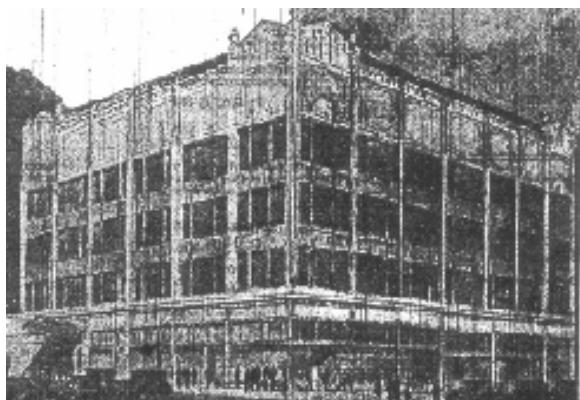
Previous Addresses 345 Alder Street (1931)

Previous Uses Retail, office

Previous Owners Louis Hoyt Cook & R.W. Hoyt (1907), Cook Estate (1933), Alder Corporation (1946), Hoyt Wilcox, US Bank (1973), Morgan Park Inc /Bill Roberts (1986)

Previous Tenants Fred Meyer (1928-1940)

Historic Site Image



Alderway Building, 1926. Source: The Oregonian

Current Site Image



Alderway Building, from the southeast, 2003

Background

The Fredricksburg Café, a small beer hall and vaudeville theater at Broadway and Alder Streets, was built in 1898. In 1911, the Pantages Theater, a new vaudeville house designed by Emil Schacht and Son, was built on the former Fredricksburg Café site. By the time of the Pantages' dismantling in 1928, the theater was known as the Music Box.

A new building was constructed on the site in 1928 for Fred G. Meyer. The \$150,000 building was reported in *The Sunday Oregonian*, "the structure will follow the modern American type of architecture and will be of steel construction, with light-colored brick exterior. Terra Cotta and cast stone trim is planned. There will be metal panels between the windows. The building itself will be of 100 by 100 ground dimension." According to the June 3, 1928 *Oregonian*, "Use is being made of the strong steel frame around which the original theater was erected. It was found when brick work was pulled away, to be in excellent condition." As the structure was nearing completion on August 26, 1928, an article in *The Sunday Oregonian* stated that the building "is of concrete around the sturdy steel structure of the original theater building."

Fred Meyer leased the corner block for ninety-nine years. At the time of construction, the building was referred to as the Meyer Block. Between 1928 and 1940, Meyer's business included what some referred to as the first self-service drug store in the world. Meyer also operated a cigar store in the lobby. At this time, Meyer was also president of the Broadway-Alder Company and one of the city's prominent real estate owners and dealers.

ALDERWAY BUILDING

Architect: Claussen and Claussen

The architectural firm of Claussen & Claussen was made up of brothers H. Fred and William E. Claussen. Both were natives of Chicago who moved to Portland in 1908. Among the brothers' other designs were the Stephenson Building, the Heathman Hotel, and the Roosevelt Hotel. The firm was in operation until the surviving brother, William, died in 1950. H. Fred Claussen had passed away eight years earlier.

Sources *The Oregonian*, 1 January 1898.
Portland Block Book. (1907), 41.
The Oregonian, 5 March 1911, p. 12.
The Oregonian, 14 May 1911.
The Oregonian, 5 June 1927, sec. 2 p. 3.
The Oregonian, 3 June 1928, sec. 2 p. 2.
The Oregonian, 26 August 1928, sec. 2 p. 16.
Polk's Portland City Directories. (Portland, OR: R.L. Poke & Co., Inc., 1928-1943).

Architectural Information

Architect	Claussen and Claussen	# of Stories	4
Architectural Plans	Unknown	Architectural Classification	Twentieth Century Classical
Builder	Hansen Construction Co.	Year Built	1928

Special Features

Yellow smooth-faced brick with cast stone decoration on parapet pediment, above fourth story windows, and capping brick pilasters. Sheet-metal corbelling at parapet; sheet-metal spandrels at third and fourth floors, some with swags. Cast stone spiral columns at edges of pilasters for corner bay. Chicago windows.

Exterior Alterations

Show window into lobby remodeled (1933)
 Storefronts and main entrance altered (1941)
 Glass doors and transom removed and filled (1973)
 Storefront remodel (1986)

Ownership Information

State ID	1N1E34CC 6800	Addition	PORTLAND
Tax Account No.	R667722940		
Owner	WINEMA LAND CO LLC	Line	
		Block	213
		Lot	3&4
Owner Address	101 SW MAIN ST PORTLAND OR 97204	Quarter	3029

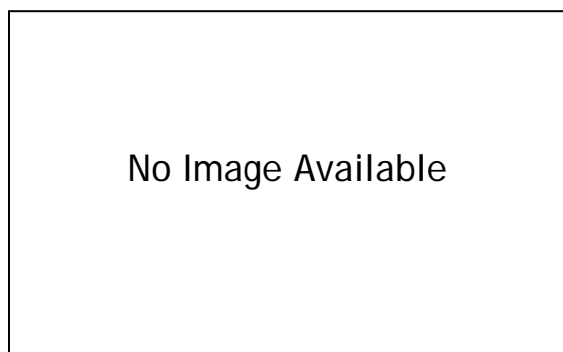
718 ALDER BUILDING

Site 603 SW BROADWAY AVE
Property ID 11

Zoning CXd

Highest Historic Designation HRI, Unranked
Historic Building Name Deady Block, Benton Hotel
Previous Addresses 346 ½ Alder (1912)
Previous Uses Hotel, retail
Previous Owners Deady Estate (1911), Deady Trust (1962)
Previous Tenants Calumet Hotel, Hotel Elwell (1912), Hotel Central (1918), Benton Hotel (1920), FW Woolworth (1921-36), Chandler Boot and Shoe Store (1937-1970)

Historic Site Image



Current Site Image



718 Alder Building, north and east facades, 2003

Background

The 718 Alder Building was built in the mid-to late 1890s on the former home site of Circuit and District Court Judge, Matthew P. Deady. The Deady family moved from the home after the judge's death in 1893. A Sanborn Insurance map of 1895 shows the Deady house still standing at 7th (Broadway) and Alder Streets. By 1901, the three-story Deady Block appears on the Sanborn map.

In the early 1900s, the Deady Block, the neighboring Dolph Building (today, the Charles Berg Building), and the former home of Madame Fanshaw's Parlor house (site of the Liebes Building) were part of a complex known as the Calumet Hotel. The Deady Block was used as the Hotel Elwell in 1912. Structural repairs were performed to this building in 1911 and 1912. By 1920, the building was renamed the Benton Hotel.

Furrier Nicholas Ungar leased the retail space in 1919, with plans to remodel it into an exclusive women's ready-to-wear establishment that also included furs. Ungar's business is listed as a Deady Block tenant in the *Polk's Portland City Directory* until 1921, when a major remodel to the structure made way for the F.W. Woolworth store. Woolworth's occupied the building until 1936, when the company relocated. The Chandler Boot Shop and a shoe store occupied the old Woolworth address of 603 SW Broadway from 1937 until about 1970.

718 ALDER BUILDING

Sources *The Oregonian*, 11 May 1919, sec. 1 p. 4.
The Oregonian, 28 March 1920, sec. 4 p. 9.
Polk's Portland City Directories.
 Permit Records.
 Sanborn Insurance Maps 1895, 1901.

Architectural Information

Architect Unknown
Architectural Plans Unknown
Builder Unknown

of Stories 3
Architectural Classification N/A
Year Built ca. 1900

Exterior Alterations

Storefront and show windows removed (1946)
 Nonstructural front torn out (1961)
 South half of SW Broadway façade remodeled (1992)

Ownership Information

State ID 1N1E34CC 8300
Tax Account No. R667722760

Owner OREGON PROPERTY FACTORS
 TO C & N CORP

Owner Address PO BOX 353
 PORTLAND OR 97207-0353

Addition	PORTLAND
Line	
Block	212
Lot	1
Quarter	3029

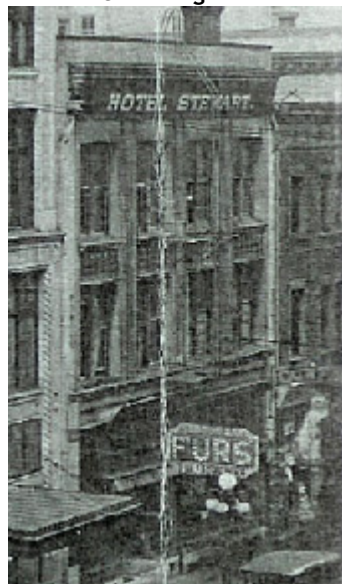
CHARLES F. BERG BUILDING

Site 615 SW BROADWAY AVE
Property ID 12

Zoning CXd

Highest Historic Designation National Register
Historic Building Name Dolph Building, Charles F. Berg Building
Previous Addresses 145-147 Broadway
Previous Uses Retail
Previous Owners Dolph Estate (1921), Equities NW (1983)
Previous Tenants Charles F. Berg specialty shop (1930), Red Coach Restaurant (1985), JP Anthony's Salon (1985)

Historic Site Image



Dolph Block prior to Berg remodel, 1921. Source: Oregon Historical Society, Neg. #36331

Current Site Image



Charles F. Berg Building, 2004

Background

The Dolph Building, commonly known as the Charles F. Berg Building, was constructed around 1902 and is located on the site of the C.A. Dolph home. Cyrus A. Dolph was a prominent Portland attorney who was a senior member of the law firm Dolph, Bellinger, Mallory and Simon and served on various transportation companies' board of directors.

As the business district of Portland moved west, the Dolph home was demolished and the three-story Dolph Building was constructed. The building was totally remodeled with a design by the Grand Rapids Store Equipment Company in 1929. The remodeling was undertaken by the Charles F. Berg Co. which was regarded as one of the premiere women's apparel stores in the northwest.

Sources

Much of this text was excerpted and condensed from the Dolph Building National Register Nomination, 1982.

CHARLES F. BERG BUILDING

Architectural Information

Architect	Unknown	# of Stories	3
Architectural Plans	The Grand Rapids Store Equipment Company (1929)	Architectural Classification	Modern Art Deco
Builder	Unknown	Year Built	ca. 1902

Special Features

Decorated with 18K gold and black and cream terra cotta. Spandrel members or panels are covered in deep cream terra cotta in Extreme Modernist decoration. Decorative motifs of these carvings include peacocks, sunbursts, rain clouds and zig-zag patterns. Upper panels are of marble.

Exterior Alterations

Complete remodel (1929)
 Alterations to display windows, decorative display case, main entrance ironwork. Entrance changed to pair of double hung metal frame doors with sidelights and transom. (1975)

Ownership Information

State ID	1N1E34CC 8400	Addition	PORTLAND
Tax Account No.	R667722780		
Owner	BROADWAY DEVEL L L C TED DURANT ASSOCIATES INC	Line	
		Block	212
		Lot	2
		Line	HISTORIC PROPERTY 84-85 15YR
Owner Address	7360 SW HUNZIKER ST STE 200 TIGARD OR 97223-2306	Block	
		Lot	
		Quarter	3029

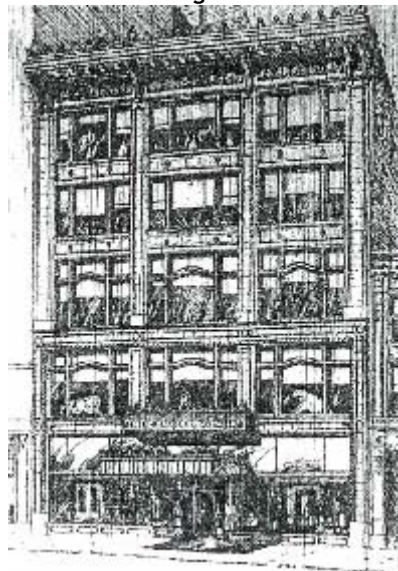
LIEBES BUILDING

Site 625 SW BROADWAY AVE
Property ID 13

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	H. Liebes & Company Building
Previous Addresses	151 Broadway 149 Broadway
Previous Uses	Retail, specialty store
Previous Owners	Nicholas Ungar (1945)
Previous Tenants	H. Liebes & Company (1916), N.M. Ungar (1934), Nordstroms (1966), The Broadway

Historic Site Image



Drawing of the Liebes Building, 1916. Source: The Oregonian

Current Site Image



Liebes Building, east façade, 2003

Background

The Liebes Building is located on Lot 3, Block 212 of the original Overton-Lovejoy land claim. Over the years, the ownership of this claim divided and subdivided as portions were surveyed, plots sold, and fortunes came and went. As early as 1889, the lot contained a two and a half-story female boarding house. Adjacent to the south, on the corner of 7th Broadway) and Morrison, was the two-story Risley Block with stores and furnished rooms. To the north and northwest were one and a half- and two-story residences. By 1901, much of the block had been redeveloped following the pattern of the Risley property and contained mostly three-story buildings with ground floor storefronts and upper story rooms.

Mrs. Louise E. Hamilton, then known as Emma Wingard, was the former proprietor of the female boarding house. She married and left town in 1892. Her residence was then occupied by Madam Fanshaw as a high class parlor house bordello. In 1907, the Calumet Hotel replaced the female boarding house, as well as the dwelling unit to the

LIEBES BUILDING

west. Mrs. Hamilton eventually returned to Portland and ran the Calumet Hotel as a family hotel. For a time in the early 1900s, the Calumet complex also incorporated the other buildings on the block, except Risley's, which was replaced by the ten-story Broadway Building in 1913.

In 1911, Mrs. Hamilton sold this site to Anton Huth, a wealthy Tacoma brewer, for \$155,000. In 1887, Anton Huth was foreman for Henry Weinhard's City Brewery in Portland. Huth intended to build a ten-story building on the site when a five-year lease precluding additional construction was set to expire. Only five stories of the building were ever constructed.

In July 1916, H. Liebes and Company, a women's furnishings businessman whose home office was in New York, signed a ten-year lease on the building for all five floors. According to an article of the day, the new Liebes & Company store was located on the west side of Broadway, across the street from the Northwestern National Bank Building. Liebes & Co. later expanded into the Broadway Building on the corner of SW Morrison as well. The company's new location provided an occasion for the business to expand into ladies' wear, as well as furs.

In September 1934, Liebes sold out to its competitor, N.M. Ungar. Like Liebes, Ungar was a furrier which expanded into women's readywear. In 1945, Ungar purchased the building for \$400,000.

Twenty years later, the Nordstrom Borthers purchased the Broadway Building for \$625,000. Two years later, the Nordstrom Brothers bought out Ungar and opened its downtown store there. Ungar was kept as an independent entity within the larger Nordstrom store.

Architect: John V. Bennes

John V. Bennes practiced architecture in Portland from 1906-1942. He designed the Cornelius Hotel with partners Eric Hendricks and Willard Toby, and with Hendricks, the Lowengart Building. A later partner was Harry Herzog. In private practice, he designed the Hexter-Strause Building in 1916 (Zell Bros.) and the Park-Yamhill in 1921 (Mercantile-Virginia Café). Another Midtown area building design was on a quarter block on the west side of Park Block five, a two-story structure built in 1922 and torn down in 1954.

- Sources** *Portland Daily Abstract*, 11 March 1911, p. 1.
The Oregonian, 22 October 1916, sec. 4 p. 7.
The Oregonian, 28 March 1920.
 Much of this text was excerpted and condensed from the Liebes, H. & Company Building National Register Nomination, 1996.
Portland Tribune, 28 September 2001.

Architectural Information

Architect	John V. Bennes	# of Stories	5
Architectural Plans	John V. Bennes	Architectural Classification	Twentieth Century Classical, Commercial Style
Builder	Dinwiddie Construction Company	Year Built	1917

Special Features

Three-bay façade in off-white glazed terra cotta. Chicago-style tripartite windows. Glazed terra cotta cornice with six large consoles, block modillions, and antefixae. Wrought iron fire escape.

Exterior Alterations

Interior and exterior remodeling to integrate the Liebes and Broadway Buildings (1920)
 Exterior and interior remodeling of N.M. Ungar, marquee removed (1934)
 Storefront remodel (1968)
 Building "separated" from the Broadway Building (1981)
 Storefront remodel (1984)

LIEBES BUILDING

Ownership Information

State ID	1N1E34CC 8500	Addition	PORTLAND
Tax Account No.	R667722800	Line	33.8% NONTAXABLE BEGIN 1996
Owner	GALEN,CANDACE E ET AL(LEASED)	Block	212
	HEALD COLLEGE	Lot	3
Owner Address	GALEN,MORRIS J 888 SW 5TH AVE PORTLAND OR 97204-2012	Quarter	3029

NORDSTROM

Site 701 SW BROADWAY AVE
Property ID 15

Zoning CXd

Highest Historic Designation HRI, Unranked
Historic Building Name Nordstrom
Previous Addresses N/A
Previous Uses Retail
Previous Owners Ellco Development Company (1976), Broadmoor Properties (1976)
Previous Tenants Nordstrom (1976)

Historic Site Image



Hippodrome (Orpheum) Theater, 1919. Source: Nelson Photo Archive

Current Site Image



Nordstrom, east and south facades, 2004

Background

In the 1860s, the block bounded by Broadway, Yamhill, Morrison Streets and Park Avenue contained Addison Gibbs' Oregon Iron Works. The Iron Works burned down in 1867 when Gibbs was the governor of Oregon.

In 1906, a building designed by architect David C. Lewis for the Tull and Gibbs Department Store was built. The store closed in 1911 and several years later, on the south side of the block, The Empress Theater was built. The theater, designed by Lee De Camp, opened on March 3, 1913, and was originally a vaudeville theater. Over the years, the theater had a variety of names, including the Hippodrome and the Pantages, and continued to provide vaudeville entertainment into the 1930s, using movies to fill time between live shows. By 1931, the theater had been renamed the RKO Orpheum. Eventually, the theater showed only moving pictures.

On January 28, 1976, the announcement was made in *The Oregonian* that Nordstrom was to build a new structure on Broadway. Nordstrom had been located in the Liebes Building across SW Morrison since 1950. They also had stores at Eastport Plaza and the Lloyd Center since 1963.

NORDSTROM

The former Tull and Gibbs building, which was subsequently known as the Royal Building, had to be removed. The Simon Building and the Orpheum Theater were also demolished for the new building project. Several articles appeared in Portland newspapers lamenting the loss of the theater.

Tenants in the buildings that were torn down to make way for the new Nordstrom building were Margulis Jewelers (which had been at Broadway and Morrison for forty-two years), Robert’s Rod and Reel (operated by Marie Roberts at Park and Morrison since 1950). Roberts’ operations also included a coffee shop, lounge, and dining room. Others businesses that were also displaced were Doving Flowers, the Art International Gallery of Discoveries, and the Clothes Horse.

Final plans for the new \$8 million downtown store were announced in the February 3, 1976 *Oregonian*. According to the company’s executive vice president James Nordstrom, the impetus to build “was the public investment in the transit mall and parks.” They were also encouraged by other private projects in the area. Mayor Neil Goldschmidt said of the project, “I can’t think of an economic investment in downtown in my lifetime that is more significant.” “The property on the block was purchased by Ellco Development Company, Newport Beach, California, which will construct the store and lease it to Nordstrom. The building will have three floors and will include a new menswear department and a fast-food restaurant for the convenience of shoppers.”

The entrances to the Nordstrom building were to be at different levels because of the slope of the property. As described in *The Oregonian* on May 6, 1976, “The exterior is to be of beige brick, with randomly placed windows on the Broadway and Park sides. Display windows will be included on all sides.” The owners of the property were the partnership of developer, Edward C. Ellis, and architect, Ernest C. Wilson, Jr.

In 1989, a penthouse addition was put on top of the existing structure. The new floor was to be for the company’s regional offices as well as conference rooms. Workspace was also provided for employees. The \$11 million remodel added about 26,000 square feet to the structure.

Sources *The Oregonian*, 23 February 1913, sec. 4 p. 8.
The Oregonian, 2 April 1922, sec. 4 p. 9.
The Oregonian, 28 January 1976.
The Oregonian, 3 February 1976, p. A9.
The Oregonian, 5 February 1976, p. D5.
The Oregonian, 16 February 1976, p. A10.
The Oregonian, 6 May 1976, p. B1.
The Oregonian, 18 April 1989.

Architectural Information

Architect	Ernest C. Wilson	# of Stories	4
Architectural Plans	Unknown	Architectural Classification	New Brutalism
Builder	Unknown	Year Built	1976
Special Features			
Full block retail building faced with giant brick. Angled corner entries with full-height windows and skylights. Sheet metal and glass canopies.			
Exterior Alterations			
Penthouse addition added (1989)			

NORDSTROM

Ownership Information

State ID	1S1E03BB 5000	Addition	PORTLAND
Tax Account No.	R667722720		
Owner	PARR FINANCIAL CORP	Line	W 1/2 OF
		Block	211
		Lot	5
		Quarter	3029
Owner Address	1300 SW 5TH AVE #2815 PORTLAND OR 97201		
State ID	1S1E03BB 4900	Addition	PORTLAND
Tax Account No.	R667722740		
Owner	PARR FINANCIAL CORP	Line	
		Block	211
		Lot	8
		Quarter	3029
Owner Address	1300 SW 5TH AVE #2815 PORTLAND OR 97201		
State ID	1S1E03BB 4800	Addition	PORTLAND
Tax Account No.	R667722650		
Owner	PARR FINANCIAL CORP	Line	
		Block	211
		Lot	1-4
		Line	E 1/2 OF
Owner Address	1300 SW 5TH AVE #2815 PORTLAND OR 97201	Block	211
		Lot	5
		Quarter	3029

FOX TOWER

Site 805 SW BROADWAY AVE
Property ID 16

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	Fox Tower
Previous Addresses	N/A
Previous Uses	Retail, offices
Previous Owners	Tom Moyer Theatres (1970s)
Previous Tenants	Regal Cinemas (1999)

Historic Site Image



Fox Theater and Music Box Theater, 1996. Source: Nelson Photo Archive

Current Site Image



Fox Tower from the north, 2003

Background

In the 1860s, the Unitarian Chapel was built near the corner of 7th (Broadway) and Yamhill Streets. Later, a new building was erected and named The Church of Our Father. Their pastor, Thomas Lamb Eliot, was well known for his charitable and social endeavors and for his public work as Multnomah County superintendent of schools during the 1870s. The religious building was sold in 1922. The last service in the building was held on May 20, 1923. The church building was then torn down and replaced by the Broadhill Building in 1924.

To the west, at the corner of Park and Yamhill, stood the Edwin B. Comfort residence, built in 1850. In 1873, the residence had been moved from its original location on the City Hall block, reportedly by Henry Corbett. It is said that the Corbett family lived in this residence for several years, possibly during the construction of the Corbett mansion. The Corbett house was removed in the early 1920s. In 1922, the Oregon Stage (bus) Depot was built on the corner lot but was removed only sixteen years later. In 1966, the International House of Pancakes restaurant was constructed midblock on Yamhill, with parking to the west at the corner of Park and Yamhill. On the south end of Park was a structure built in the early 1920s which later contained a variety of businesses, including Hamburger Mary's and the Vat and Tonsure Tavern.

FOX TOWER

Also on this block were the Fox and Music Box Theaters facing SW Broadway. The Fox Theater was built as the Heilig Theater in 1910 for live performances sponsored by Calvin Heilig, the manager of the Marquam Grand Opera House in the 1890s and early 1900s. The Heilig Theater was listed as having “High Class Road Attractions” in the 1927 *Polk’s Portland City Directory*. By the 1930s the theater showed motion pictures and was renamed the Mayfair. The theater was again rebuilt and opened on August 12, 1954, as the Fox Theater. The nearby Music Box Theater was part of the Broadhill Block and was constructed in 1959. The Fox Theater closed for regular run movies in 1990. The theater was then used for closed circuit broadcast of Portland Trailblazer games and other sports events. It was also available for rented meeting space. The Fox Theater had a whale themed mural, Wyland’s “Whaling Wall,” on the back of the structure. In addition to the removal of the popular Vat and Tonsure Tavern and the International House of Pancakes restaurant, both theaters were demolished in 1997 to clear the ground for the Fox Tower development.

Plans for the Fox Tower came as early as 1978 when Tom Moyer announced plans to have the building completed by 1983. Moyer sold his theater chain in 1989 but retained the block with the Fox and Music Box Theaters. Plans from 1994 include a hotel, but that development concept was dropped. As announced in a June 1998 *Daily Journal of Commerce Magazine*, the Fox Tower “is a 25-story, mixed use office tower providing about 800,000 square feet of space. The parking garage includes more than 400 parking spaces. The lower portion of the building up through the retail floors will be concrete framed, while the tower portion will be steel-framed.” The Fox Tower was completed in 1999 and, in 2000, Regal Cinemas opened a multiplex theater called the Fox Tower 10 with ten movie auditoriums.

Sources *The Oregonian*, 18 April 1920.
The Oregonian, 20 May 1923.
Oregon Journal, 13 August 1954, p. 1.
The Oregonian Strike Edition, 15 January 1959, p. 7.
Historic Resource Inventory, 1984.
The Oregonian, 7 September 1990.
The Oregonian, 3 May 1996, p. C1.
The Oregonian, 7 May 1997, p. D1.
The Oregonian, 11 May 1997, p. D15.
Daily Journal of Commerce Magazine, June 1998.
The Oregonian, 22 September 2000, p. F5.
Permit records
Polk’s Portland City Directories

Architectural Information

Architect	Thompson, Vaivoda and Associates	# of Stories	25
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Hoffman Construction	Year Built	1999

FOX TOWER

Ownership Information

State ID	1S1E03BB 4700	Addition	PORTLAND
Tax Account No.	R667722560		
Owner	FOX TOWER L L C	Line	
		Block	210
		Lot	1&2
		Quarter	3129
Owner Address	805 SW BROADWAY #2020 PORTLAND OR 97205		
State ID	1S1E03BB 4400	Addition	PORTLAND
Tax Account No.	R667722580		
Owner	FOX TOWER L L C	Line	
		Block	210
		Lot	3&4
		Quarter	3129
Owner Address	805 SW BROADWAY #2020 PORTLAND OR 97205	Line	E 1/2 OF
		Block	210
		Lot	5&6
		Quarter	3129
State ID	1S1E03BB 4500	Addition	PORTLAND
Tax Account No.	R667722610		
Owner	FOX TOWER L L C	Line	W 1/2 OF
		Block	210
		Lot	5&6
		Quarter	3129
Owner Address	805 SW BROADWAY #2020 PORTLAND OR 97205-3360		
State ID	1S1E03BB 4600	Addition	PORTLAND
Tax Account No.	R667722630		
Owner	FOX TOWER L L C	Line	
		Block	210
		Lot	7&8
		Quarter	3129
Owner Address	805 SW BROADWAY #2020 PORTLAND OR 97205		

BROADWAY BUILDING

Site 715 SW MORRISON ST
Property ID 14

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	Broadway Building
Previous Addresses	153-155 Broadway
Previous Uses	Offices
Previous Owners	Multnomah Security Co. (1912), John Risley (1930), N.M Ungar (1945), Nordstrom Brothers (1964)
Previous Tenants	H. Liebes & Co. (1920), Zell Jewelry (1932), N.M. Ungar (1934), Nordstrom (1966)

Historic Site Image



Drawing of the Liebes Building and Broadway Park (Pioneer Park) Building, 1920. Source: The Oregonian

Current Site Image



Broadway Park Building, 2003

Background

The Broadway Building was developed by the Multnomah Security Company on land acquired from the estate of Jacob Risley. In a 1913 *Sunday Oregonian* news account, it was noted that with the construction of the Broadway Hotel at 7th and Burnside and another building at 7th and Morrison named Broadway, there was “tangible evidence of the movement to change the name of Seventh to Broadway.”

H.E. Doering was selected as the contractor for the \$225,000 project. Workers began clearing the site in October, demolishing the existing frame building. With construction set at a pace of one story per week, the ten-story building was closed in at the end of March 1913. One of the building’s first tenants was Portland clothier, R.M. Gray.

In 1917, the owners signed a lease with furrier H. Liebes & Company that would permit joining the building next door, at 625 SW Broadway, to the first floors of the Broadway Building. The expansion, completed in 1920, made the Liebes furrier store one of the largest in the country.

BROADWAY BUILDING

A naturopath physician, Ruth Barnett, was in the directory listings in the 1930s. Barnett had an abortion clinic in room 412 of the Broadway Building for many years. Barnett took over the Stewart Clinic, in rooms 801-813, in about 1945. She was arrested in a well publicized raid at the clinic in 1951.

In 1945, N.M. Ungar, a furrier company that had purchased the Liebes Company in 1934, bought the Broadway Building from the Risley descendents for \$400,000. In 1964, the Nordstrom Brothers purchased the building and, two years later, opened their downtown store there. A decade later, Nordstrom moved into their new facility across Morrison and leased the space to Broadway Stores of Eugene.

Architect: E.B. MacNaughton

E.B. MacNaughton was trained at MIT. He was partner in the architectural firm of MacNaughton & Raymond from 1906 to 1918. From 1907 to 1910, the firm was known as MacNaughton, Raymond and Lawrence. Later MacNaughton was involved in realty and financial concerns with Robert H. Strong. MacNaughton was involved with First National Bank, starting in 1928 as vice-president and then as president from 1932 to 1947. He was then made chairman of the board.

Sources *The Oregonian*, 19 March 1913, sec. 4 p. 9.
 Ruth Barnett, *They Weep On My Doorstep*. (Halo Publishers Edition, 1969), 30-31, 36-39.
 Much of this text was excerpted and condensed from the Broadway Building National Register Nomination, 1996.

Architectural Information

Architect	E.B. MacNaughton	# of Stories	10
Architectural Plans	E.B. MacNaughton	Architectural Classification	N/A
Builder	H.E Doering	Year Built	1913

Special Features

Reinforced concrete with brick veneer. Façades are of white pressed brick laid in common bond with sheet metal trim. The two-story base consists of a giant order of flattened pilasters. Decoration includes belt courses with bull's-eye motifs, friezes, sheet metal cornice work.

Exterior Alterations

Interior and exterior remodeling to integrate the Liebes and Broadway Buildings (1920)
 Storefront remodel (1932)
 Major remodeling of exterior storefronts up to beltcourse (1950)
 Building “separated” from the Liebes Building (1981)

Ownership Information

State ID	1N1E34CC 8600	Addition	PORTLAND
Tax Account No.	R667722820	Line	18.6% NONTAXABLE BEGIN 1996
Owner	GOODMAN, DOUGLAS A & GALEN, MORRIS J (LEASED)	Block	212
Owner Address	HEALD COLLEGE 888 SW 5TH AVE PORTLAND OR 97204-2012	Lot	4
		Quarter	3029

CARL GREVE

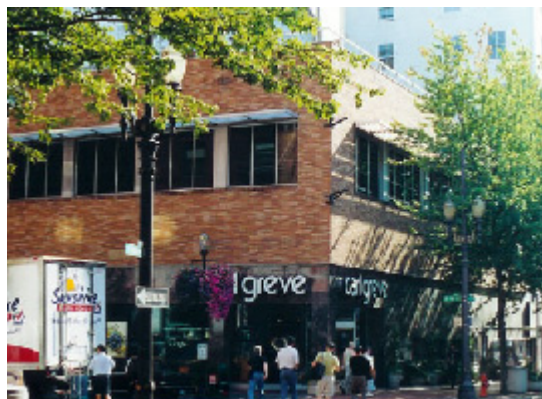
Site 731 SW MORRISON ST
 Property ID 28

Zoning CXd

Highest Historic Designation	HRI, Unranked
Historic Building Name	Healy Building
Previous Addresses	349 Morrison (1926)
Previous Uses	Retail, offices
Previous Owners	Joseph M. Healy (1911), Realty Associates (1912), Portland Trust Company (1925), Northwest Natural Gas (1961)
Previous Tenants	Lerch Pleating and Button Shop, NW Natural Gas (1961-1974), Carl Greve Jeweler (1923-present)

Historic Site Image

Healy-Greve Building, 1930s. Source: Oregon Historical Society, File #1803

Current Site Image

Carl Greve Building, south and west facades, 2003

Background

As reported in *The Sunday Oregonian* on May 14, 1911, the “Announcement of Joseph M. Healy last week that a modern building is to be erected at once on his lot at the northeast corner of Park and Morrison Streets, is another indication of the trend of development in that general section. While Mr. Healy’s building is to be only two stories now, it will probably be extended to 10 stories soon, and the foundations and steel frame will be built with that idea in mind.” According to a later article, “Excavation of the basement of the new structure has been completed and erection of the superstructure will proceed without delay, the general contract being let to J. S. Winters and the steelwork to the Northwest Bridge Company. Granite Piers will lend a decorative effect to the front of the building. The first floor is to be divided into five stores and ample room is allowed for the main lobby, which is to be of marble finish with marble floor. From the lobby there will be staircases to the second floor and the basement. The first story is to be 20 feet high, providing ample space for galleries, and the second floor will be 14 feet high. The basement is to have an additional entrance on Park Street and the space will be prepared for two tenants. Excavation of the basement extends under the sidewalks. The second story, which is to be 14 feet high, will be divided to suit tenants. Construction is to be pushed. The cost will be \$ 75,000.”

The owner of the building, Joseph M. Healy, was involved in Portland real estate from 1897 until his death in 1945. He was one of the owners of the Healy Heights subdivision near Council Crest.

CARL GREVE

In 1923, Carl Greve, who previously managed the Staples jewelry store, opened his own store in the Healy Building. An advertisement in the *Polk's Portland Directory* of that year, stated, "A Square Deal" That is what every customer will always get in this store. -You will find a complete line of diamonds, watches, jewelry, clocks and silverware of finest quality but reasonably priced. Carl Greve-The SQUARE DEAL JEWELER." The Carl Greve storefront was remodeled by Pietro Belluschi in 1945. In 1960, the building façade was remodeled according to plans by Don Byers, and the structure was renamed the Gasco Building.

NW Natural Gas had its executive offices in the upper floors from 1961 through 1974.

Architect: MacNaughton and Raymond

The architectural firm of MacNaughton & Raymond operated from 1906 to 1918. From 1907 to 1910, the firm was known as MacNaughton, Raymond and Lawrence, with Ellis F. Lawrence as the third partner. Herbert Raymond was an engineer. E.B. MacNaughton was trained at MIT. Later MacNaughton was involved in realty and financial concerns with Robert H. Strong. MacNaughton was involved with First National Bank, starting in 1928 as vice-president and then as president from 1932 to 1947. He was then made chairman of the board.

Sources *The Oregonian*, 11 August 1912.
Oregon Sunday Journal, 26 November 1911.
The Oregonian, 14 May 1911.
The Oregonian, 2 July 1911.
The Oregonian, 11 August 1912.
The Oregonian, 13 January 1925.
The Oregonian, 22 February 1925, p. 2.
Sanborn Insurance Map, 1926.
Capitol's Who's Who for Oregon. (1942-1944), 197.
Capitol's Who's Who for Oregon. (1948-1949), 254.
E. Kimbark MacColl, *The Shaping of the City*. (Portland, 1979), 622.
Historic Resource Inventory, 1984.
Polk's Portland City Directories.

Architectural Information

Architect	MacNaughton and Raymond	# of Stories	2
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Unknown	Year Built	1911

Special Features

Granite and brick facing and aluminum windows.

Exterior Alterations

Remodel to Carl Greve by Pietro Belluschi (1945)
Don Byers façade alteration (1960)
Entrance and storefronts replaced (1974)

Ownership Information

State ID	1N1E34CC 8700	Addition	PORTLAND
Tax Account No.	R667722840		
Owner	CONSTABLE,BROOKE B	Line	
		Block	212
		Lot	5
Owner Address	1020 SW TAYLOR #635	Quarter	3029
	PORTLAND OR 97205		

GALLERIA

Site 921 SW MORRISON ST
Property ID 58

Zoning CXd

Highest Historic Designation National Register

Historic Building Name Olds, Wortman & King Department Store

Previous Addresses 385 Morrison
146 10th St

Previous Uses Department store

Previous Owners The Trustee Company (1910), Aaron & Max Holtz (1911), Schlesinger family (1925), Western Department Stores (1951), Bill & Sam Naito (1975)

Previous Tenants Rhodes Department Store (1960)

Historic Site Image



Olds, Wortman and King department store (Galleria), 1910s. Source: The Oregonian

Current Site Image



The Galleria, 2003

Background

As early as 1863, the property at the northwest corner of SW 9th and Morrison was owned by Sylvester Pennoyer. Pennoyer had come to Portland as a schoolteacher in the 1850s and was later mayor of Portland and governor of Oregon. In 1881, Pennoyer built an elegant mansion which he lived in until his death in 1906.

In 1910, the five-story Olds, Wortman and King building was constructed by the Trustee Company to house the Olds, Wortman and King Department Store. The Trustee Company, founded by A.L. Hawley of New York and Judge W.D. Wood of Seattle, dealt in real estate in Spokane, Seattle, and Los Angeles, and in 1907, was negotiating leases on both the Pittock and Pennoyer blocks.

Olds, Wortman and King had a significant impact on commercial development in downtown Portland. The retail firm, one of the longest-continuing in Portland, traced its beginning to 1878 when the McLaren Brothers mercantile was acquired and renamed Olds and King by William Parker Olds and his partner and stepfather Samuel W. King.

GALLERIA

In 1890, a part interest was acquired by John Wortman, and the firm, Olds, Wortman and King continued to grow and prosper. In 1909, the firm laid plans to complete its incremental move westward from the riverfront district by arranging to lease the block at 10th and Morrison.

Due to the store's growth, plans were started for a larger building in 1908. It was estimated at this time that the store needed twice as much space as it already had. Over a three day period, the company moved all its saleable items from its store on Washington into the new building. The new store opened on the 30th of July. Both moves by the store in 1891 and 1910 were considered too far from the commercial center. But the commercial center expanded and soon took over these two areas. H. C. Wortman predicted the westward growth of the retail center of the city during the planning stages of the new building, and he believed that the Pennoyer block would soon be the central location of the downtown area. When the business was sold in 1925, it sustained a payroll for 1200 employees and was one of the major mercantile operations in the city.

Sources Sylvester Pennoyer, Letter to the City Council 1866, Stanley Parr Archives and Records Center, City of Portland.
WPA Education Project, *History of Education in Portland 1937*, 23-24.
Historic Resources Inventory, 1984.
E. Kimbark MacColl, *Money Merchants and Power*. (Portland 1988), 327.
Much of this text was excerpted and condensed from the Olds, Wortman and King Department Store National Register Nomination, 1991.

Architectural Information

Architect	Charles Aldrich	# of Stories	5
Architectural Plans	Charles Aldrich	Architectural Classification	Twentieth Century Classical, Commercial Style
Builder	The Trustee Company	Year Built	1910

Special Features

Steel frame structure clearly expressed on exterior with windows filling the twenty-one foot wide bays and off-white terra cotta sheathing columns and spandrels. Roof cornice of sheet metal. Slight rustification at base, panels, fluting, and dentils.

Exterior Alterations

Bridge built over SW Morrison from Galleria to parking structure (1978)

Ownership Information

State ID	1N1E34CC 9400	Addition	PORTLAND
Tax Account No.	R667723220		
Owner	DIRECT IMPORTS INC H NAITO CORP	Line	
		Block	217
		Lot	1-8
Owner Address	PO BOX 3458 PORTLAND OR 97208	Quarter	3029

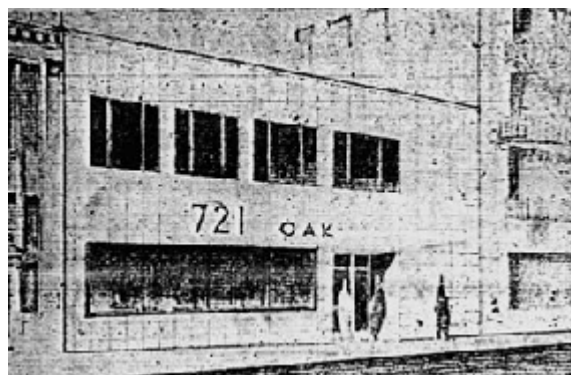
721 SW OAK

Site 721 SW OAK ST
Property ID 43

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	N/A
Previous Addresses	N/A
Previous Uses	Offices
Previous Owners	Commerce Investment Company (1956)
Previous Tenants	Oregon Insurance Rating Bureau/Insurances Service Office of Oregon (1960-1977), Jolles, Sokol and Bernstein/Jolles and Bernstein (1979-present)

Historic Site Image



Commerce Investment, 1957. Source: The Oregonian

Current Site Image



721 SW Oak, south façade, 2003

Background

The two-story building that was referred to as the Beck Building on a Sanborn Insurance map in 1926 was built in 1923 for the Beck Investment Company. The architect was John Guy Wilson. The building was demolished in 1956 and construction of another two-story building began.

The new Commerce Investment Company building was designed by the architectural firm of Stanton, Boles, Maguire and Church. The firm's chief designer was Rolin Boles, who worked with the firm from 1937 to 1940. After WWII, Boles returned to the firm and became a partner in 1955. The building's construction documents were provided by Keith Maguire, and its development specifications by Kingsley Church. The firm's other partner, Arthur Stanton, was on the Portland Planning Commission. He had previously been partner at the firm Whitehouse, Stanton, and Church who designed the YWCA Building on SW 10th and buildings on the Lewis & Clark College campus.

The building was constructed by E.E. Settergren Construction Company and completed in 1958. As built, the air conditioned structure had 11,500 square feet of rentable space and cost around \$350,000. Basement parking was provided for the tenants.

721 SW OAK

From 1960 to 1977, the Oregon Insurance Rating Bureau (later called the Insurances Service Office of Oregon) was a tenant in the building. The structure was remodeled in 1979 according to plans by The Architects Forum.

The law firm of Jolles, Sokol and Bernstein was in the structure starting in 1979. The firm continues to have offices in the building under the firm listing, Jolles and Bernstein.

- Sources** Sanborn Insurance Map, 1926.
Oregon Journal, 16 July 1957, p. 12.
 Microfiche plans, 1979.
Polk's Portland City Directory. (Portland, OR: R.L. Poke & Co., Inc., 1956-1979).
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 45-46, 74, 267-268, 368-369.
 Building Permit Records.

Architectural Information

Architect	Unknown	# of Stories	2
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	E.E. Settergren Construction	Year Built	1958

Exterior Alterations

Exterior alterations, plans by The Architects Forum (1979)

Ownership Information

State ID	1N1E34CC 1300	Addition	PORTLAND
Tax Account No.	R667708750	Line	E 50' OF
Owner	721 SW OAK STREET LLC REINGOLD,JEFF	Block	85
		Lot	10-12
Owner Address	721 SW OAK ST PORTLAND OR 97205	Quarter	3029

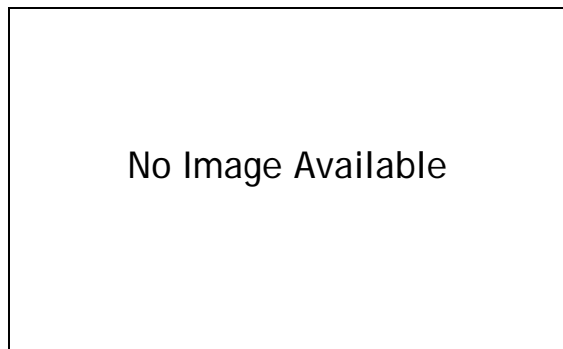
BALFOUR GUTHRIE

Site 731-733 SW OAK ST
 Property ID 42

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	Balfour Guthrie
Previous Addresses	353-355 Oak Street
Previous Uses	Offices
Previous Owners	Trimble Estate
Previous Tenants	Balfour Guthrie Ltd. (1913), City Rubber Stamp

Historic Site Image



Current Site Image



Balfour Guthrie Building, west and south facades, 2003

Background

In 1913, the Balfour-Guthrie Building took its place among the banks, hotels, and office/retail buildings that were rising in the area at this time.

The record indicates that the developer of the building was the Trimble Estate. The property was originally owned by Caroline Trimble, eldest daughter of Patrick Raleigh. Raleigh, a merchant in Portland in pioneer days, bought the property from Broadway to 10th and Ankeny to Stark from Benjamin Stark in 1865 and platted it as Raleigh's Addition in 1866.

The building was designed by Morris Whitehouse for the Balfour-Guthrie Company, the building's first and long-time tenant. The company moved from the Board of Trade Building, three blocks east, and remained in the Balfour-Guthrie Building until 1978.

Architect: Morris Whitehouse

Morris Whitehouse was a native of Portland. He graduated from MIT in 1905 and received the college's first Guy Lowell Travelling Scholarship. After a year of study in Rome, he came back to Portland in 1907. Engineer Bruce Honeyman was his architectural partner until 1909 when Whitehouse became partner in the firm of Lazarus, Whitehouse, and Fouilhoux. A year later, the firm became Whitehouse and Fouilhoux. Among their designs were the old Lincoln High School, Multnomah Athletic Club, and the Platt Building. After Fouilhoux relocated to New York, Whitehouse continued his architectural practice with various partners. Other projects he worked on were the Temple Beth Israel Synagogue in 1927, the US Courthouse in 1932, and the Oregon State Capitol from 1936-38.

BALFOUR GUTHRIE

Sources Raleigh’s Addition Record Multnomah Co., 1866.
 Much of this text was excerpted and condensed from the Balfour-Guthrie Building National Register Nomination, 2002.

Architectural Information

Architect	Morris Whitehouse	# of Stories	2
Architectural Plans	Unknown	Architectural Classification	Twentieth Century Classical, American Renaissance
Builder	Unknown	Year Built	1913

Special Features

Cornice with block modillions. Flat roof with parapet. Piers with cast stone capitals between bays.

Exterior Alterations

Entry door on SW Oak replaced (1996)
 Exterior cleaned up (2001)

Ownership Information

State ID	1N1E34CC 1400	Addition	PORTLAND
Tax Account No.	R667708770	Line	EXC E 50'
Owner	BALFOUR GUTHRIE LLC	Block	85
		Lot	10-12
Owner Address	P O BOX 23516 TIGARD OR 97223	Quarter	3029

AT&T

Site 819 SW OAK ST
 Property ID 44

Zoning CXd

Highest Historic Designation HRI, Rank III
 Historic Building Name N/A
 Previous Addresses N/A
 Previous Uses Offices
 Previous Owners Pacific Telephone and Telegraph Co. (1949)
 Previous Tenants AT&T

Historic Site Image



*Aerial photo of site where AT&T Building now stands, ca. 1914.
 Source: Nelson Photo Archive*

Current Site Image



AT&T Building, south and west facades, 2002

Background

An article in *The Oregonian* on February 8, 1914, tells of the indicators of wisdom and foresight involved in the opening of Oak Street beyond Broadway up to 10th Street. “The future improvement of this addition, which embraces some three or four blocks, is sure to make a strong appeal to the firms wishing to avoid the high rent district and still remain in touch with and in close proximity to the retail section of the city, in the opinion of W. H. Webb, who has recently closed an important lease in that district.”

That same year, a one-story building on the corner SW Oak and 9th Streets was built by the Espy Estate Company and the Gile Investment Company. The brick structure was leased to the General Film Company and Pacific Mutual Film Corporation. There were plans for an addition, an annex to the current building, as well as plans to develop the remaining property at 9th and Burnside with another structure. The additional space was to be leased to other film companies located nearby.

In 1919, the Pacific Telephone and Telegraph Company purchased the Home Telephone Company Building at W Burnside and SW Park, to the north of the Espy Estate building. The Home Telephone Company building, constructed in 1907, was used as offices by Pacific Northwest Bell from the 1920s through the 1960s.

AT&T

Sandwiched between the Espy Estate building and Pacific Telephone and Telegraph was a building that housed various retail tenants. In 1936, these tenants included the Hurley Machine Company, which sold washing machines. In 1944, tenants also included the A. E. Kern & Company and Kern-Regner Printers. Later tenants were W.E. Finzer Office supplies and the City Rubber Stamp.

In 1947, Pacific Telephone and Telegraph purchased the half block owned by the Espy Estate Company and Gile Investment Company. Two years later, the original building on that site was demolished to make way for the construction of the current AT&T office building. In 1970, the surrounding buildings were also demolished to make way for an addition to the AT&T office building.

Sources *The Oregonian*, 18 February 1914, sec. 4 p. 8.
 The Oregonian, 16 February 1947, p. 1.
 The Oregonian, 2 April 1970, p. 24.
 Polk's Portland City Directories.

Architectural Information

Architect	Pietro Belluschi	# of Stories	7
Architectural Plans	Pietro Belluschi	Architectural Classification	International Style
Builder	Unknown	Year Built	1949

Special Features

Building sheathed in marble. Steel-sash windows set flush with curtain wall. Ground floor finished with polished black marble.

Exterior Alterations

Floors added (1953, 1967)
 Exterior door replaced (1982)
 Windows replaced (1984)

Ownership Information

State ID	1N1E34CC 1700	Addition	PORTLAND
Tax Account No.	R667708930	Line	TL 1700
Owner	AT&T COMMUNICATIONS OF THE PAC PUBLIC AFFAIRS MANAGER	Block	86
Owner Address	PO BOX 7207 BEDMINSTER NJ 07921-7207	Lot	DEPT OF REVENUE
		Quarter	3029

NORTH PACIFIC BUILDING

Site 917 SW OAK ST
Property ID 48

Zoning CXd

Highest Historic Designation	HRI, Rank III
Historic Building Name	Fitzpatrick Building
Previous Addresses	403 Oak Street (1924) 406-408 Burnside
Previous Uses	Offices
Previous Owners	Thomas M. Fitzpatrick (1922-48), Robert Johnson (1968)
Previous Tenants	James F. Morrell Electric Ignition Company (1922), Morrow Tire Company (1922), Gill Piston Ring Company (1922), Pacific Telephone and Telegraph Company (1925)

Historic Site Image



North Pacific Building (Fitzpatrick Building), 1922.
Source: *The Oregonian*

Current Site Image



North Pacific Building (Fitzpatrick Building), 2003

Background

The Sunday Oregonian of April 23, 1922, describes the construction of the Fitzpatrick Building and others around it. “Building activity in the vicinity of Ninth and Oak is significant of the steady encroachment of the business section upon the district immediately to the west of it, and likewise of the growth of the city.” “The four story structure which is now being constructed for T. M. Fitzpatrick will have a total frontage of 340 feet on Oak, Ninth and Burnside Street. It will cost in the neighborhood of \$100,000.”

In 1927, *The Oregonian* reported “that although his [Thomas Fitzpatrick] home is in New York, Mr. Fitzpatrick has made several real estate purchases in Portland, being confident that the growth of the city makes properties among the best investments in the country.” Fitzpatrick was a son-in-law of James T. Barron, who built the Myler Building. While Fitzpatrick and his wife lived in New York and Boston, his children were all born in Portland. Fitzpatrick’s Oregon business interests included Clover Creek Consolidated Mining, Oregon Copper Company, and the Henry F. Phillips’ screw driver patent.

Starting around 1910, many auto-related businesses started locating along West Burnside, from 23rd to Broadway. This area included the Fitzpatrick Building whose early tenants were primarily automobile related businesses. As announced in *The Sunday Oregonian* on June 25, 1922, the James F. Morrell Electric Ignition Company, the Morrow Tire Company, and the Gill Piston Ring Company all leased space in the Fitzpatrick Building.

NORTH PACIFIC BUILDING

Having completed their new headquarters eleven years earlier, the Pacific Telephone and Telegraph Company leased the building's entire fourth floor in 1925. According to *The Oregonian*, "the lease is significant of the fact of the rapid growth of the city of Portland has compelled the telephone company continually to increase its equipment."

Architects: Houghtaling & Dougan

Chester A. Houghtaling and L.L. Dougan had a partnership from 1913-25 and designed the Medical Arts Building, Washington High School, and the Fitzpatrick and Myler Buildings. He had an office in the Myler Building in 1936. Dougan designed the Studio Building while in private practice. His later firm, Dougan, Heims and Caine, designed the remodel of two buildings for Zell Bros. on Morrison Street. He retired in 1965 and died in 1983. According to Richard E. Ritz's *Architects of Oregon*, "Houghtaling was the design engineer for the Ross Island and Burnside Bridges." Houghtaling died in 1940.

Sources *The Oregonian*, 23 April 1922, sec. 4 p. 10.
The Oregonian, 10 July 1922, p. 5.
The Oregonian, 29 March 1925, sec. 2 p. 2.
 Sanborn Insurance Map, 1926.
The Oregonian, 12 June 1927, sec. 2 p. 2.
 Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 108-109, 193-194.
 Email from Pandora Fitzpatrick, 28 May 2003.
 Permit records.

Architectural Information

Architect	Houghtaling and Dougan	# of Stories	4
Architectural Plans	Houghtaling and Dougan	Architectural Classification	Twentieth Century Italian Renaissance
Builder	Unknown	Year Built	1922

Special Features

Buff-colored brick with glazed terra cotta at ground floor and over fourth floor windows. Decorative brickwork includes quoining and raised panels. Terra cotta decorative work includes baskets and urns terminating pilasters, window mullions, and spiral columns at corners. Sheet metal cornice with zig-zag molding at roof.

Exterior Alterations

Windows enlarged, new doors installed (1969)

Ownership Information

State ID	1N1E34CC 1800	Addition	COUCHS ADD
Tax Account No.	R180206110	Line	E 112' OF
Owner	1306 NW HOYT LTD PARTNERSHIP	Block	66
		Lot	
		Line	9.7%
			NONTAXABLE
Owner Address	906 NW 23RD AVE PORTLAND OR 97209	Block	
		Lot	
		Quarter	3029

ROCCO'S PIZZA

Site 931-949 SW OAK ST
Property ID 74

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	N/A
Previous Addresses	397 Oak Street (1931)
Previous Uses	Offices, retail
Previous Owners	George Simon (1919), Espy Gile Investment Company (1926), Fred Strong (1966)
Previous Tenants	Brown Seat Cover Company (1930), Miller Tire Service (1930), Strong and Company (1931-41), Rocco's Pizza (1994-present)

Historic Site Image



*Aerial photo of residence at SW 10th, Oak, & Burnside, 1914.
Nelson Photo Archive*

Current Site Image



*Rocco's Pizza Building, west and south facades,
2003*

Background

Building permit records show several one-story brick structures were built at 412-414 Burnside in 1919. The 1926 Sanborn insurance map indicates that there were automobile related businesses in the structures.

In 1930, on the south side of the triangular structure was the Brown Seat Cover Company, listed at 393 Oak Street. At 397 Oak Street was the Miller Tire Service. One year later, there was an insurance company, Strong and Company, in the south side of the structure at 397 Oak Street. This company moved to another location around 1941. Rocco's Pizza has been in the entire building since 1994.

Sources Sanborn Insurance Map, 1926.
Polk's Portland City Directories.
Permit Records.

ROCCO'S PIZZA

Architectural Information

Architect Unknown
Architectural Plans Unknown
Builder Unknown

of Stories 1
Architectural Classification N/A
Year Built 1919

Ownership Information

State ID 1N1E34CC 1900
Tax Account No. R180206130

Owner HAROUN,HAROUN & LINDA S

Owner Address 9307 NW 9TH AVE
 VANCOUVER WA 98665-7629

Addition	COUCHS ADD
Line	W 88' OF
Block	66
Lot	
Line	LAND & IMPS
Block	
Lot	
Quarter	3029

SURFACE PARKING @ SW PARK

Site SW PARK AVE
Property ID 25

Zoning CXd

Highest Historic Designation N/A
Historic Building Name N/A
Previous Addresses 185 Yamhill
Previous Uses Parking
Previous Owners N/A
Previous Tenants N/A

Historic Site Image



*Beverly Hotel, just prior to demolition, 1954.
Source: The Oregonian*

Current Site Image



Surface parking lot, 2004

Background

By the 1880s, a duplex and a one-story structure occupied the northern half of the block. In 1893, the four-story Cotter Building was built and housed the Beverly boarding house. In the early 1900s, the newly appointed Portland Vice Commission investigated the Beverly for immoral activities, including prostitution.

During the 1920s, the Beverly was converted to include office space on the ground floor and residences above. Over the next twenty years, the first floor was converted to retail use and housed numerous small businesses, including a shoe shine shop and a coffee shop and restaurant.

In 1954, an *Oregonian* article covering the demolition of the Beverly Hotel stated that the building was “One of the last all frame commercial buildings in the downtown area.” A pigeonhole parking structure went up on the site and the adjoining lot. The eight-story steel parking structure stood until its removal in 1979. In 1996, there was a proposal to build the Park Avenue Plaza, a multistoried parking structure with retail stores on the lower floors, but it was never built. According to a 1998 *Oregonian* article, “Downtown property owner and developer Thomas Moyer agreed to donate \$5 million to the Oregon Community Foundation to buy the [parking] lot from City Center Parking and give it to the city.”

Sources Portland Vice Commission Reports of 1912, located at Portland State University Millar Library.
The Oregonian, 2 May 1954, p. 50.
The Oregonian, 27 March 1927, sec. 2 p. 2.

SURFACE PARKING @ SW PARK

The Oregonian, 2 May 1954, p. 1, 50.

Permit records.

Portland City Directories.

The Oregonian, 1 March 1998, p. B1.

Schablitsky, Julie. *A Brief History of South Park Block 5*. Portland, Oregon: Portland Development Commission, March 1999.

Ownership Information

State ID	1S1E03BB 5400	Addition	PORTLAND
Tax Account No.	R667743420		
Owner	UPTOWN DEVELOPERS	Line	PORTLAND PARK BLOCKS
		Block	5
		Lot	1
Owner Address	920 SW 6TH AVE #223 PORTLAND OR 97204	Quarter	3129

CAPITOL BUILDING

Site 310 SW PARK AVE
Property ID 40

Zoning CXd

Highest Historic Designation Historic Landmark
Historic Building Name Pacific Telephone & Telegraph Building
Previous Addresses 82 Park St
348-354 Oak
Previous Uses Offices
Previous Owners Pacific Telephone Co. (1913), Pacific NW Bell (1981)
Previous Tenants Pacific Telephone Co. (1913)

Historic Site Image



Pacific Telephone & Telegraph Building, north and west facades, 1924. Source: The Oregonian

Current Site Image



Capitol Building, north and west facades, 2003

Background

Initial plans for the Pacific Telephone and Telegraph Building were described in an August 27, 1912 *Oregonian* article, “With the approval yesterday by the head officials at San Francisco of the purchase of the quarter block at the southeast corner of Park and Oak streets, it was announced by local officers of the Pacific Telephone & Telegraph Company that construction would be started within the next three months on an eight or 10-story class A building to cost not less than \$250,000.”

Completed in 1914, the eleven-story building was “designed especially to suit the demands of the various departments of the company.” The construction costs were \$600,000 and housed many new technologies, including a large switchboard, other mechanical equipment, and fireproof material throughout. According to an *Oregonian* article announcing the building’s opening, “It is one of the most modern, and will be one of the most completely equipped telephone buildings in the United States” and was intended to service the over 42,000 telephones in the Portland area. In 1926, the southern upper eight floors were added.

CAPITOL BUILDING

Sources *The Oregonian*, 27 August 1911.
 The Oregonian, 7 December 1913.
 The Oregonian, 1 January 1914.
 The Oregonian, 10 May 1914, p. 9.
 The Oregonian, 2 August 1914.
 The Oregonian, 25 January 1920.

Architectural Information

Architect	Edwin V. Cobby	# of Stories	11
Architectural Plans	Unknown	Architectural Classification	Twentieth Century Classical, Italian Renaissance
Builder	Sound Construction & Engineering	Year Built	1914

Special Features

Red, combed-face brick with cream colored glazed terra cotta at lower and upper floors. Decorative sheet metal roof cornice and balustrade. Large, round-arched openings with cast iron window frames and spandrels in base.

Ownership Information

State ID	1N1E34CC 3400	Addition	PORTLAND
Tax Account No.	R667708790	Line	
Owner	PACIFIC NORTHWEST BELL TELEPHO PUBLIC AFFAIRS MANAGER	Block	85
		Lot	14&15
Owner Address	421 SW OAK ST PORTLAND OR 97204-1817	Line	DEPT OF REVENUE
		Block	
		Lot	
		Quarter	3029

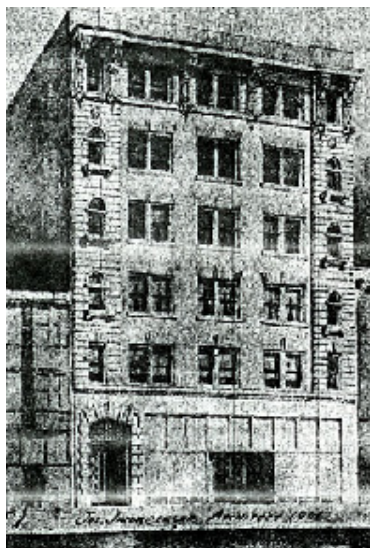
ESQUIRE HOTEL

Site 620-626 SW PARK AVE
Property ID 29

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	Calumet Hotel, Willard Hotel, Esquire Hotel
Previous Addresses	150-152 Park Street
Previous Uses	Hotel, restaurant, low-income housing
Previous Owners	E.D. Geiser (1907), AB Steinbach Estate (1925), H Liebes & Company (1929), Angelos Markantonatas (1984)
Previous Tenants	Calumet Hotel, Willard Hotel, the Parthenon

Historic Site Image



Calumet Hotel, 1906. Source: The Oregonian

Current Site Image



Brasserie and Esquire Hotel, 2003

Background

Mrs. Louise E. Hamilton, then known as Emma Wingard, was the former proprietor of a female boarding house to the east of the Esquire Hotel site. In 1907, the Calumet Hotel replaced both the female boarding house and a dwelling unit (reportedly used as Della Burris's Parlor House bordello in the 1890s) to its west. The dwelling unit was located on the site of the Esquire Hotel.

The year that the Calumet Hotel was constructed was a period of much construction in Portland. The city, after the close of the Lewis and Clark Centennial Exposition, was experiencing growth and prosperity unprecedented in its past or future during the period before World War I. Long considered the premier city of the Pacific Northwest, Portland had benefited historically from its location on the Willamette River and proximity to the Pacific Ocean trade routes. On the west side of the river, provisions for visitors and new residents associated with the expanding population demanded that new structures be erected. The Calumet Hotel was one of these. Originally containing eighty rooms, the hotel offered both American and European plans. This service basically dictated the number of meals provided for the guests each day. The American Plan included three meals, while the European Plan only provided a continental breakfast.

ESQUIRE HOTEL

The size of the Calumet was primarily dictated by the lot's availability and market conditions that promised hotels high occupancy rates. A tight hotel market led to the construction of other, larger hotels within a few years of the Calumet's construction. Many of these hotels were built along Broadway Street, one block to the east.

Mrs. Hamilton eventually ran the Calumet Hotel as a family hotel. For a time in the early 1900s, the Calumet complex also incorporated the other buildings on the block, except Risley's, which was replaced by the ten-story Broadway Building in 1913.

Mrs. Hamilton was president of the Willard Hotel corporation and renamed the Calumet Hotel as the Willard Hotel. When Mrs. Hamilton leased another hotel across the street, she transferred the name Willard to that building.

Sources *The Oregonian*, 3 December 1907.
Polk's Portland City Directory. (Portland, OR: R.L. Poke & Co., Inc., 1907-1913).
 Much of this text was excerpted and condensed from the Calumet Hotel National Register Nomination, 1984.
 Gary & Gloria Meier, *Those Naughty Ladies of the Old Northwest*. (Bend, 1990), 92-93.

Architectural Information

Architect Joseph Jacobberger
Architectural Plans Joseph Jacobberger
Builder Unknown

of Stories 6.5
Architectural Classification Twentieth Century Edwardian Baroque, French Renaissance
Year Built 1907

Special Features

Mansard roof with pedimented dormers. Decorative roof cornice with dentils and large consoles. Paired double-hung windows have flat brick arches and keystones. Brick quoining. Wrought iron fire escape.

Ownership Information

State ID 1N1E34CC 8800
Tax Account No. R667722860

Owner OMAR ATTIA PROPERTIES LLC

Owner Address 620-626 SW PARK AVE
 PORTLAND OR 97205

Addition	PORTLAND
Line	
Block	212
Lot	6
Quarter	3029

ADMIRAL APARTMENTS

Site 910 SW PARK AVE
Property ID 22

Zoning CXd

Highest Historic Designation National Register
Historic Building Name Wheeldon Apartments
Previous Addresses 202 Park
Previous Uses Housing
Previous Owners Emil Pittelkau (1909), Wheeldon Investment Co. (1927), Louis and Mabel Cogan (1942)
Previous Tenants N/A

Historic Site Image



Admiral Apartments, north and west facades, 1990. Source: Nelson Photo Archive

Current Site Image



Admiral Apartments, 2003

Background

Located on SW Park Avenue and Taylor Streets, the apartment building was constructed in 1909 and designed by the local firm of Emil Schacht and Son. The building was the enterprise of Emil R. Pittelkau, a German emigrant who came to Portland in 1882. Mr. Pittelkau established the Old Portland Restaurant in 1888 and was an apartment house entrepreneur.

The apartment building was one of a number of hotels and apartments that developed along the margins of the South Park Blocks from 1908 onward. The building originally had apartments of two to five rooms each. In 1914, the building was known as Glen Court and remained under that name until 1925 when it was changed to the Wheeldon after Alice Wheeldon, the original lease-holder and manager. There was a fire in the building in 1929.

In 1990, the building provided publicly subsidized low-income elderly and handicapped housing.

Architect: Emil Schacht & Son

Emil Shacht was born in Denmark in 1854 and was educated at polytechnic schools in Denmark and Germany. He moved to New York in 1874 and established himself as an architect in Portland in 1884. Schacht designed public buildings, offices, warehouses, garages, hotels, and apartment buildings. He is most noted for his design of the Police headquarters building at SW 2nd and Oak. His son, Martin, joined the firm as a clerk in 1899.

Sources Much of this text was excerpted and condensed from the Wheeldon Apartment Building National Register Nomination, 1990.

ADMIRAL APARTMENTS

Architectural Information

<p>Architect Emil Schacht</p> <p>Architectural Plans Unknown</p> <p>Builder Unknown</p>	<p># of Stories 5</p> <p>Architectural Classification Tudor Revival/Jacobethan</p> <p>Year Built 1908</p>
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Special Features

Crenelated parapet with flat pointed arches, characteristic of the Tudor period, at the spandrels under the window of the bays. Faced with red brick with very thin brick joints.

Exterior Alterations

Windows and door alterations (1932)
 Windows replaced with aluminum frame (1963)
 Park Avenue entrance closed (1967)

Ownership Information

<p>State ID 1S1E03BB 4100</p> <p>Tax Account No. R667722540</p>	<p>Addition PORTLAND</p> <hr/> <p>Line W 1/2 OF</p> <p>Block 209</p> <p>Lot 7&8</p> <hr/> <p>Line HISTORIC</p> <p> PROPERTY</p> <p> 1991 15YR</p> <hr/> <p>Block</p> <p>Lot</p> <hr/> <p>Quarter 3129</p>
<p>Owner ADMIRAL APARTMENTS LIMITED PAR</p> <p> ADMIRAL APARTMENTS #201</p>	
<p>Owner Address 910 SW PARK AVE</p> <p> PORTLAND OR 97205</p>	

JOHN HELMER

Site 709 SW SALMON ST
Property ID 19

Zoning CXd

Highest Historic Designation N/A
Historic Building Name Stephenson Building
Previous Addresses 341 Alder St.
Previous Uses School, retail
Previous Owners H.L. & G. R. Stephenson (1923), J.B. O'Shea (1928), O'Shea Estate (1964)
Previous Tenants Northwestern School of Commerce (1924-1967), John Helmer (1928-present)

Historic Site Image



John Helmer Building (Northwestern School of Commerce), 1926. Source: Tom Robinson

Current Site Image



John Helmer Building, south and east facades, 2003

Background

The northwest corner of SW Salmon and Broadway was the former site of the home of Charlotte M. Cartwright. Cartwright was the daughter of James and Sophronia Terwilliger who came to Oregon from Illinois via the Oregon Trail in 1845. Charlotte's mother died before reaching Portland when Charlotte was three years old. Charlotte Terwilliger's first husband was Walter Moffett, a shipmaster, who she married in 1860. He built a home for her at 7th (Broadway) and Salmon. Moffett died at sea in 1878. In 1887, his wife married C.M. Cartwright, the organizer of the Baldwin Sheep and Land Company in eastern Oregon. After her second husband's death in 1908, Mrs. Cartwright lived in the house at this site until the mid-1910s. She was a member of the Unitarian Church at Broadway and Yamhill.

In 1923, the Stephenson Building was built on the lot that had housed Mrs. Cartwright's residence. The architectural firm of Claussen and Claussen designed the Stephenson Building, and the structure was built for H.L. and G.R. Stephenson, owners of the Stephenson Company. According to the 1924 *Polk's Portland City Directory*, the Stephensons dealt in hay, grain, feed, bags, twine and hop supplies.

The Northwestern School of Commerce was an original tenant in the building. The school was an accredited institution offering secretarial training and full business courses. It was a continuation of the old Holmes Business College and the Links Business College which were purchased in 1921. Upon completion of the Stephenson Building, the school moved from its previous location at the Fine Arts Building where it had held its classes for a few years. The school moved to another location in 1967.

JOHN HELMER

According to city directories, the John Helmer menswear store has been located in this building since 1928.

Architect: Claussen and Claussen

The architectural firm of Claussen & Claussen was made up of brothers H. Fred and William E. Claussen. Both were natives of Chicago who moved to Portland in 1908. Among the brothers' other designs were the Alderway Building, the Heathman Hotel, and the Roosevelt Hotel. The firm was in operation until the surviving brother, William, died in 1950. H. Fred Claussen had passed away eight years earlier.

- Sources** Joseph Gaston, *Portland, Its History and Builders*, v. 2. (Chicago-Portland 1911), 508-509.
 Bureau of Planning Microfiche Plan, June 1923.
 Alfred Powers and Howard McKinley Corning, eds., *History of Education of Portland*. (Portland.1937), 276.
Polk's Portland City Directories.
 Permit Records.

Architectural Information

Architect	Claussen and Claussen	# of Stories	2
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Unknown	Year Built	1923

Exterior Alterations

New aluminum front door installed (1963)
 Show windows repaired (1964)

Ownership Information

State ID	1S1E03BB 3900	Addition	PORTLAND
Tax Account No.	R667722480		
Owner	WESTERN BUILDING CO PORTLAND L NORRIS & STEVENS	Line	209
		Block	3&4
		Lot	71.3%
Owner Address	520 SW 6TH AVE #400 PORTLAND OR 97204		NONTAXABLE
		Block	
		Lot	
		Quarter	3129

PARK TOWER APARTMENTS

Site 723-737 SW SALMON ST
Property ID 20

Zoning CXd

Highest Historic Designation HRI, Rank III
Historic Building Name Heathman Hotel
Previous Addresses 355 Salmon
Previous Uses Hotel
Previous Owners George H. Heathman (1925), Eric V. Hauser (1978), John Havilland, Harsch Development Company (1980)
Previous Tenants The Top of the Park Lounge (1963)

Historic Site Image



*Heathman Hotel (Park Tower Apartments), 1926.
Source: Tom Robinson*

Current Site Image



Heathman Hotel (Park Tower Apartments), 2001

Background

According to the 1876 *Portland City Directory*, E.P. Rodgers lived at the northeast corner of today's SW Park (8th Avenue) and Salmon Street. Rodgers was the general passenger and freight agent of the Oregon and California Railroad which was absorbed by the Southern Pacific Railroad in the 1880s.

Portland experienced a building boom around 1905, and the property exchanged hands many times, with each seller profiting handsomely from the transaction. In 1908, the quarter block at the northeast corner of Park and Salmon sold for \$36,000. Two years later, it sold for \$65,000. In June of that same year, the property was again sold for \$85,000, with the intention of erecting an eight-story apartment house. It would take another fifteen years before the property was improved with a substantial structure.

The Associated Hotel Company built the Heathman Hotel in 1925, and the hotel opened in May 1926. Named for G.E. Heathman, the president of the hotel company, this hostelry reportedly cost \$1 million to build. Claussen and Claussen were the architects of the eleven-story hotel. The steel-framed, reinforced concrete structure with brick and terra cotta facing was similar in appearance to the nearby Roosevelt Hotel, which had been built by Heathman's company two years earlier. As built, there were 302 rooms, most with showers or baths and some with both. "At the opening, the hotel pipe organ in the lobby provided music along with an orchestra. Tone ducts were part of the

PARK TOWER APARTMENTS

structure to provide music to the banquet room as well as the main drawing room. The lobby entrances were finished in marble and the rest of the room had quarter sawed old English oak.” Other features included a ballroom, private dining rooms, smoking and lounge rooms, and a banquet hall. A coffee and soft drink shop had its entrance on Salmon Street.

When the Heathman Hotel was leased by John Haviland in 1961, the hotel was known as the Park Heathman and then renamed the Park Haviland. Referred to as the Park Haviland’s “new baby,” the Top of the Park Lounge was opened on St. Patrick’s Day in 1963. The fifty-ton baby, as the clever announcement card called it, included a swimming pool (graced by Aquamania Mermaids) and the intimate candle-illuminated Carriage Room Restaurant and Sky Lounge.

In 1973, two years after Haviland purchased the New Heathman on Broadway and the Paramount Theater, he connected the two structures with a bridge across Salmon Street. At the time, Haviland claimed that, “in addition to serving hotel guests, the skybridge was erected for pedestrian convenience in anticipation of planned development downtown.”

By 1980, the hotel had become a place to live for low-income elderly and those with mental and physical disabilities. The hotel was in need of repair and was closed due to code violations. New owners, Harsch Development Company, renovated the structure and, in 1982, the former hotel reopened as the Park Tower Apartments. Today, Coffee People occupies the ground floor retail space at SW Park and Salmon.

Architect: Claussen and Claussen

The architectural firm of Claussen & Claussen was made up of brothers H. Fred and William E. Claussen. Both were natives of Chicago who moved to Portland in 1908. Among the brothers’ other designs were the Alderway Building, the Stephenson Building, and the Roosevelt Hotel. The firm was in operation until the surviving brother, William, died in 1950. H. Fred Claussen had passed away eight years earlier.

Sources *The Oregonian*, 5 June 1910, p. 4.
 The Oregonian, 5 July 1925, p. 3.
 Oregon Journal, 15 March 1963.
 Oregon Journal, 21 February 1973.
 PHLC Inventory, 1978.
 The Oregonian, 20 November 1980, p. 1.

Architectural Information

Architect	Claussen and Claussen	# of Stories	11
Architectural Plans	Unknown	Architectural Classification	Twentieth Century Classical
Builder	Unknown	Year Built	1925

Special Features

Red tapestry brick with off-white glazed terra cotta decoration including belt courses, cornices, panels, and pilasters. Sheet metal roof cornice.

Exterior Alterations

New storefronts installed (1940)
 Marquee removed, awning added (1999)

PARK TOWER APARTMENTS

Ownership Information

State ID 1S1E03BB 4000
Tax Account No. R667722500

Owner PARK TOWER APARTMENTS
 HARSH INVEST

Owner Address PO BOX 2708
 PORTLAND OR 97208-2708

Addition	PORTLAND
Line	
Block	209
Lot	5&6
Quarter	3129

ARLINGTON CLUB

Site 811 SW SALMON ST
Property ID 21

Zoning CXd

Highest Historic Designation HRI, Rank I
Historic Building Name Arlington Club
Previous Addresses 833 Salmon Street
Previous Uses Social club
Previous Owners Arlington Club (1909)
Previous Tenants Arlington Club (1910)

Historic Site Image



Arlington Club, south facade, ca. 1910. Source: Tom Robinson

Current Site Image



Arlington Club, south façade, 2001

Background

Since 1910, the Arlington Club, a social club for business professionals, has been the sole tenant and owner of this building. The property was originally owned by the heirs of Francis M. Warren, Sr. Warren and his son, Frank, owned salmon canneries on the Columbia River. The Warrens lived in residences that were located across the street to the west of the club. Warren's wife, Anna, was the daughter of an early day Congregational minister in the area, George H. Atkinson. The Warrens were on the *Titanic*. Anna survived, but her husband did not, choosing instead to help women and children onto lifeboats.

The Arlington Club was organized in 1867 and met in a variety of places before leasing the Ainsworth house in 1881. The club constructed its first building at West Park (today's SW 9th) and Alder in 1892. Eighteen years later, the club moved into its current location on the southern most Midtown Block facing the South Park Blocks.

The Twentieth Century Georgian style building was designed by the prominent architectural firm of Whidden and Lewis. The four-story, brick-faced reinforced concrete structure cost \$200,000. According to a news account in June 1910, it was one of the most complete and perfectly equipped club buildings on the Pacific Coast. Among the features were a second floor kitchen, dining, and breakfast rooms. There was also a fireplace in many of the larger rooms. The two upper floors were designed to be used as residential apartments. As built, there was space for thirty-eight furnished bachelor rooms, thirty-two of them for resident members. The rest of the rooms were for guests and nonresident members. On the first floor were rooms for cards and billiards. For the athletically inclined, the fourth floor included a squash court.

ARLINGTON CLUB

Architects: Whidden & Lewis

Whidden & Lewis were responsible for most of the city's finest buildings of the turn-of-the-century period. Educated at MIT, both men launched their careers on the East Coast—Whidden with the prestigious New York firm of McKim, Mead, & White, and Lewis with Peabody & Stearns in Boston. Established in Portland in 1890, Whidden & Lewis introduced up-to-date architectural fashions to the city, such as the Renaissance Revival style with their design of City Hall.

Sources Indirect Deeds "A", 19 December 1908.
Oregon Journal, 6 November 1909.
The Oregonian, 13 February 1910, p. 10.
The Oregonian, 22 May 1910, p. 4.
Oregon Sunday Journal, 19 June 1910.
Ourtown, 7 May 2001, p. 10.
 Richard E. Ritz, *Architects of Oregon*. (Portland, 2002), 253-254, 414-417.

Architectural Information

Architect	Whidden & Lewis	# of Stories	4
Architectural Plans	Whidden & Lewis	Architectural Classification	Twentieth Century Georgian
Builder	Unknown	Year Built	1910

Special Features

Smooth-faced red brick laid in Flemish bond. Glazed terra cotta includes window lintels and sills, parapet coping and balustrades, belt course, and Ionic columns flanking main entrance.

Exterior Alterations

Fire escape added (1947)

Ownership Information

State ID	1S1E03BB 6000	Addition	PORTLAND
Tax Account No.	R667743500	Line	PORTLAND PARK BLOCKS
Owner	ARLINGTON CLUB	Block	6
		Lot	2&3
		Quarter	3129
Owner Address	811 SW SALMON ST PORTLAND OR 97205-3013		

FOUNTAIN PLACE

Site 929-935 SW SALMON ST
Property ID 68

Zoning CXd

Highest Historic Designation HRI, Rank III
Historic Building Name Wheeldon Annex
Previous Addresses 395 Salmon Street (1931)
Previous Uses Housing
Previous Owners F.M. Warren Sr (1910), Warren Estate (1912), Dr. E. A. Ausplund & H.O. Triplett (1922), W.C. Winters (1947)
Previous Tenants St. Francis Apartments (2000)

Historic Site Image



Wheeldon Annex Apartments, 1911. Source: The Oregonian

Current Site Image



Fountain Place (Wheeldon Annex), south and west facades, 2003

Background

The apartment house, built for salmon packer, Frank M. Warren, was completed in January 1911 and cost \$75,000. This five-story, pressed brick structure was designed by architects MacNaughton and Raymond. As built, it had six two-room and twenty-one, three- and four-room apartments. Features of the apartment house included oak flooring. The bathrooms had cork flooring to deaden sound. The rooms were considered unusually large with an average size of fourteen by sixteen feet. Warren would soon be developing another five-story apartment house to the east. The two buildings were connected and operated as one with an entry through a nineteen foot court, which divided the two wings of the apartment house. The announcement of the addition two months later stated that the two wings could be operated separately. On the first floor, along with a twenty by thirty-four foot lobby, there was a telephone exchange and an information desk. The thirty-seven two-room apartments had the latest devices for comfort. The cost for the addition was estimated to be \$60,000. The Warren family was also involved in the development of the Bates Motor Ramp Garage (Heathman Hotel Garage) and had owned residences on the Arlington Club site, to the east of the Wheeldon Annex.

Frank M. Warren, Sr. and his wife Anna sailed on the *Titanic* in 1912. As the ship was sinking, Warren helped his wife and others to lifeboats and safety, saying he would get on another one. Anna survived; he did not.

FOUNTAIN PLACE

For several years the apartments were operated as the Wheeldon Annex by Mrs. A.B. Wheeldon Horn, who also operated the Wheeldon Apartments two blocks away at SW Park and Taylor. The apartment house was later called the Herman Apartment Hotel and Winters Apartments.

The Portland Development Commission purchased the building in 2000. It was used as low income housing to replace units lost when the St. Francis Apartments closed. The building was renamed the Fountain Place Apartments.

Architects: MacNaughton and Raymond

The architectural firm of MacNaughton & Raymond operated from 1906 to 1918. From 1907 to 1910, the firm was known as MacNaughton, Raymond and Lawrence, with Ellis F. Lawrence as the third partner. Herbert Raymond was an engineer. E.B. MacNaughton was trained at MIT. Later MacNaughton was involved in realty and financial concerns with Robert H. Strong. MacNaughton was involved with First National Bank, starting in 1928 as vice-president and then as president from 1932 to 1947. He was then made chairman of the board.

Sources *The Oregonian*, 15 January 1911.
The Oregonian, 10 March 1911.
The Oregonian, 15 January 1922, sec. 2 p. 9.
The Oregonian, 5 June 1927.
Historic Resources Inventory, 1984.
Ourtown, 7 May 2001. p. 10-11.
Richard Ellison Ritz, *Architects of Oregon*. (Portland 2002), 265-266.

Architectural Information

Architect	MacNaughton and Raymond	# of Stories	5
Architectural Plans	Unknown	Architectural Classification	Second Renaissance Revival
Builder	Unknown	Year Built	1911

Special Features

Faced with brick. Raised basement and rusticated first story. Bracketed sheet metal cornice. Belt course with brick corbels.

Exterior Alterations

South entrance altered (1967)
North windows replaced with door (1994)

Ownership Information

State ID	1S1E04AA 1600	Addition	PORTLAND
Tax Account No.	R667723560		
Owner	FOUNTAIN PLACE APARTMENTS LIMITED PARTNERSHIP	Line	
	HOUSING AUTHORITY OF PORTLAN	Block	220
Owner Address	135 SW ASH ST	Lot	5&6
	PORTLAND OR 97204-3540	Quarter	3129

QWEST

Site 735 SW STARK ST
 Property ID 38

Zoning CXd

Highest Historic Designation	HRI, Rank III
Historic Building Name	Capitol 2
Previous Addresses	N/A
Previous Uses	Offices
Previous Owners	Pacific Northwest Bell (1968)
Previous Tenants	Pacific Northwest Bell (1968)

Historic Site Image



Capitol 2 Building, south and west facades under construction, 1969. Source: The Oregonian

Current Site Image



Qwest Building, west façade, 2003

Background

In 1917, a curious looking structure unlike many buildings in the city stood at SW Park and Stark. This building, originally a residence, had been jacked up and had a store built underneath it. This creative example of adaptive reuse was the former residence of the infamous politician and railroad man, Ben Holladay. The residence had originally stood at Third and Stark as early as 1865.

In 1924, the Portland National Bank demolished the Holladay house and constructed a bank. The bank building was later called the Giesy Building. Commonwealth Inc. signed a long term lease on the Giesy Building for use by their title department in 1948. The structure was owned by and named for Mrs. A.J. and Paul Giesy.

The Hotel Oregon Annex stood on the block to the north. In 1968, demolition permits were issued to remove the old Hotel Oregon annex and the Giesy Building to allow for construction of the Capitol 2 building.

The Capitol 2 Building was designed by the architectural firm of Wilmsen, Endicott, Greene, Bernhard and associates. *The Oregonian* announced the construction in April 1968 and stated that the building “will have the

QWEST

latest in automatic communications installed.” The new technology of cement pumping was utilized. Instead of hoisting the cement to the desired floor and then transferring it to a hand cart to dump, the cement was pumped through a pipe up to 140 feet above ground. Ted L. Miller had the contract with Hoffman Construction to pour the concrete. The building, used by Pacific Northwest Bell, was given a top honor award by the American Institute of Architects, Portland Chapter in 1972. The award was for “respecting scale of neighboring buildings and use of trees on pedestrian level.”

- Sources**
- Hotel News*, 15 February 1910.
 - The Oregonian*, 19 January 1917.
 - The Oregonian*, 18 January 1948, p. 2.
 - The Oregonian*, 12 April 1968, p. 7.
 - The Oregonian*, 1 August 1969, p. 7 .
 - The Oregonian*, 28 June 1972, p. 8.

Architectural Information

Architect	Wilmsen, Endicott, Greene, Bernard and Associates	# of Stories	11
Architectural Plans	Wilmsen, Endicott, Greene, Bernard and Associates	Architectural Classification	Corporate International
Builder	Hoffman Construction	Year Built	1969

Special Features

Reinforced concrete frame with precast concrete infill panels. Exposed aggregate.

Ownership Information

State ID	1N1E34CC 3300	Addition	PORTLAND
Tax Account No.	R667708820		
Owner	PACIFIC NORTHWEST BELL TELEPHO PUBLIC AFFAIRS MANAGER	Line	
		Block	85
		Lot	16&17
Owner Address	421 SW OAK ST PORTLAND OR 97204-1817	Line	DEPT OF REVENUE
		Block	
		Lot	
		Quarter	3029

O'BRYANT SQUARE

Site 800 SW STARK ST
Property ID 36

Zoning OSd

Highest Historic Designation HRI, Rank III
Historic Building Name O'Bryant Square
Previous Addresses N/A
Previous Uses Park
Previous Owners City of Portland, Park Bureau (1973)
Previous Tenants N/A

Historic Site Image



Drawing of Widow's Row, rowhouses, 1905.
Source: *The Oregonian*

Current Site Image



O'Bryant Square, 2003

Background

A rowhouse was located on the half block along the northern side of Washington Street, between SW Park and 9th, from the 1870s until 1904. Named "Widows Row" in news accounts in its later years, the site was proclaimed in 1902 as an ideal location for a hotel. The row house was removed and replaced by the Star Theater in 1904 and the Columbia Building in 1905.

On the southern portion of the half block, the Columbia Building was built for E.J. Blazier, who for many years was part of the Blazier Bros. Saloon on Burnside Street. The structure was originally to be five stories tall with an additional two floors as needed. The building was enlarged to seven stories soon after the original five stories were completed. Edgar Lazarus was the architect. Harry Mittleman purchased the Columbia Building in 1945. After the joint venture of Poss, Bollons, and Franklin Services bought the property from Mittleman, they then sold the property to William E. Roberts for \$260,000. In 1972, the City of Portland acquired the building from Roberts. While a 1972 *Oregonian* article states that Roberts was "one of the prime movers in the creation of the two block park between Park and 9th Avenue, Oak and Washington Street," only one block was actually converted to park use.

On the half block to the north was the National Theater or Star Theater, which showed motion pictures. It was later renamed the Rivoli and was torn down in 1958 and the site became a parking lot.

O'Bryant Square-Plaza, which was Portland's first park combined with an underground parking lot, is named for Hugh Donaldson O'Bryant, the first mayor of Portland. In an *Oregonian* article reporting the dedication of

O'BRYANT SQUARE

O'Bryant Square on December 7, 1973, Commissioner and future mayor, Francis J. Ivancie, said that the square represented an effort to link the Park Blocks as they were planned to be 105 years ago. Since that time, he said, the blocks have been divided because seven blocks of the original parks layout were acquired by private owners. The *Oregon Journal* quoted Ivancie the same day and also highlighted this redevelopment as the first of seven blocks to be rededicated as a park and as the beginning of the city's "dream of rejoining" the entire group.

Sources *The Oregonian*, 24 February 1903, p. 10.
 The Oregonian, 27 November 1904.
 The Oregonian, 1 November 1914, p. 18.
 The Oregonian, 28 June 1914, p. 11.
 The Oregonian, 17 April 1958.
 The Oregonian, 3 June 1972, p. 1, 15.

Architectural Information

Architect	Unknown	# of Stories	N/A
Architectural Plans	D.W.Edmundson, R.E. Kennedy	Architectural Classification	N/A
Builder	Unknown	Year Built	1973

Special Features

Brick-paved terraced park. Other features include a fountain, drinking fountain, picnic shelters, and large concrete planters.

Ownership Information

State ID	1N1E34CC 4700	Addition	PORTLAND
Tax Account No.	R667743120	Line	PORTLAND
Owner	PORTLAND CITY OF CITY AUDITOR	Block	PARK BLOCKS
Owner Address	1220 SW 5TH AVE PORTLAND OR 97204-1913	Lot	
		Line	
		Block	1
		Lot	1-4
		Quarter	3029

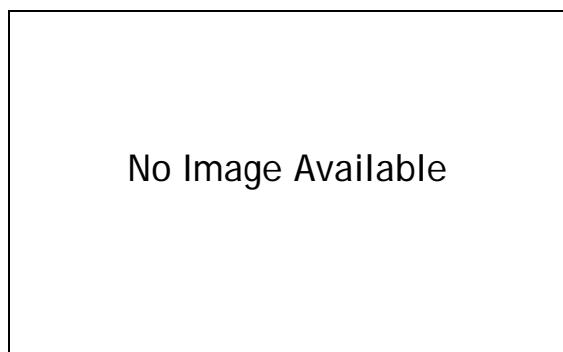
FEDERAL RESERVE BANK

Site 915 SW STARK ST
Property ID 49

Zoning CXd

Highest Historic Designation HRI, Rank II
Historic Building Name N/A
Previous Addresses N/A
Previous Uses Offices
Previous Owners Federal Reserve Bank of San Francisco (1949)
Previous Tenants Federal Reserve Bank of San Francisco (1949)

Historic Site Image



Current Site Image



Federal Reserve Building, east and south facades, 2002

Background

In 1936, a garage was on this property. In 1950, the garage was demolished for the construction of the Federal Reserve Bank of San Francisco, Portland Branch.

The lot to the west of the Federal Reserve Bank is used as a surface parking lot. It was originally occupied by the First Evangelical Reformed Church from 1879 to 1910. The church had been organized by Reverend John Gatenbein in 1874. The property was bought in 1910 by Max S. Hirsch and Joseph Friedenthal for \$100,000. The next year, the Hotel Clark was constructed and furnished by the I. Gevurtz and Son Furniture Company. The hotel was later called the Murray Hotel. The building was removed in 1973.

Sources H.W. Scott, *History of Portland*. (Syracuse, 1890), 363.
The Oregonian, 6 May 1910, p. 11.
Sanborn Insurance Maps, 1926, 1950.
Polk's Portland City Directories.
Permit records.

FEDERAL RESERVE BANK

Architectural Information

<p>Architect Pietro Belluschi</p> <p>Architectural Plans Pietro Belluschi</p> <p>Builder Unknown</p>	<p># of Stories 4</p> <p>Architectural Classification International Style</p> <p>Year Built 1950</p>
--	--

Special Features

Trapezoidal multistory building, sheathed in polished black marble on ground floor and grey marble on upper stories. Southeast corner of building, containing main entry, is curved. Windows have bronze sash and are set flush with exterior sheathing to form a smooth surface.

Ownership Information

<p>State ID 1N1E34CC 2800</p> <p>Tax Account No. R667708970</p>	<p>Addition PORTLAND</p> <hr/> <p>Line EXC PT IN SW OAK ST</p> <p>Block 861/2</p> <p>Lot 1&2</p> <hr/> <p>Line 861/2</p> <p>Block 861/2</p> <p>Lot 3-6</p> <hr/> <p>Quarter 3029</p>
<p>Owner FEDERAL RESERVE BANK OF SAN FR</p> <p>BY PORTLAND BRANCH</p>	
<p>Owner Address PO BOX 3436</p> <p>PORTLAND OR 97208-3436</p>	
<p>State ID 1N1E34CC 2600</p> <p>Tax Account No. R667709040</p>	<p>Addition PORTLAND</p> <hr/> <p>Line 861/2</p> <p>Block 861/2</p> <p>Lot 7-9</p> <hr/> <p>Quarter 3029</p>
<p>Owner FEDERAL RESERVE BANK OF SAN FR</p>	
<p>Owner Address P O BOX 3436</p> <p>PORTLAND OR 97208-3436</p>	

UNITED CARRIAGE BUILDING

Site 700 SW TAYLOR ST
Property ID 17

Zoning CXd

Highest Historic Designation	Historic Landmark
Historic Building Name	City Livery and Carriage Company
Previous Addresses	205 Broadway (1924)
Previous Uses	Livery stable, warehouse, garage
Previous Owners	United Carriage, Meier and Frank (1903), United Garage (1981), Columbia Sportswear (1995)
Previous Tenants	Bee Hive Auto Service (1929-1938), Oregon Garage/Broadway Oregon Garage (1935-1977)

Historic Site Image



United Carriage Company Building, east and north facades, 1903. Source: Oregon Journal

Current Site Image



United Carriage Building, 2003

Background

The City Livery and Carriage Company building was built in about 1891. An article from the January 19, 1892, *Oregonian* states, “The premises occupied are located at the southwest corner of 7th (Broadway) and Taylor streets, which is a beautiful four-story brick building 100 x 100 feet in dimensions, and complete in all its departments. This extensive establishment has a large number of fine driving horses, and owns some of the finest hacks in the city, together with park phaetons, etc., all of elegant style and of finish of the best manufacture, special care being taken that every thing turned out from the stables is supplied with every requisite for comfort and safety.” The stables could board 140 horses described as a “model of cleanliness.” The stable was managed by Thomas A. Jordan, “a gentleman in every respect, and ex chief of the fire department of the city, as well as ex sheriff of this county in 1891.” The United Carriage Company took over the building in 1893 and is the name most commonly used as the historic name of the building.

In 1903, the building was purchased by the Meier & Frank company who offered it as a temporary location for the post office during renovation to the post office’s main facilities. The offer was not accepted, so Meier & Frank used it as a wholesale warehouse. Later, the building was used as a furniture warehouse until a devastating fire on the

UNITED CARRIAGE BUILDING

night of August 31, 1920, caused an estimated \$200,000 of damage. Meier & Frank rebuilt the damaged warehouse into a five story parking structure in 1922. Later, it was also the *Oregon Journal* newspaper garage.

A photo from 1954 shows the corner of the building with little of the original trim. From 1980 to 1981, the structure was renovated into two floors of retail and three floors of office space with a rooftop atrium. These plans, by Zimmer, Gunsul & Frasca for the Oregon Garage Partners, replicated the fourth floor window treatment of the original building on the upper three floors of the building. The renovation was awarded a special certificate by the Portland Historical Landmark Commission in 1981. The building has been used by Columbia Sportswear since 1995.

Sources *The Oregonian*, 19 January 1892, p. 14.
Oregon Journal, 26 February 1903.
The Oregonian, 1 September 1920, p. 1, 5.
The Oregonian, 1 January 1923.
Oregon Journal, 16 May 1991.
Portland Metropolitan Area... Today, 1981
 Urban Land Institute Spring Meeting Project Brochure, 1981, 141-142.
The Oregonian, 9 December 1995, p. B9.
 Permit Records
Polk's Portland City Directories

Architectural Information

Architect	Delos D. Neer	# of Stories	5
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Unknown	Year Built	ca. 1891, 1912
Exterior Alterations			
Rebuilt into parking structure (1920)			
Building renovation altered lower floors (1981)			

Ownership Information

State ID	1S1E03BB 4300	Addition	PORTLAND
Tax Account No.	R667722460	Line	
Owner	DOWNTOWN DEVELOPERS	Block	209
	TAX DEPT	Lot	1&2
Owner Address	14375 NW SCIENCE PARK DR PORTLAND OR 97229	Line	22%
		Block	NONTAXABLE
		Lot	BEGIN 1994
		Quarter	3129

UNITED CARRIAGE WEST

Site 722-724 SW TAYLOR ST
Property ID 18

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	Caples Hotel
Previous Addresses	350 Taylor Street
Previous Uses	Hotel
Previous Owners	J.F. Caples (1907), B. L. Paget (1926), Paget and Paget (1930), Meier and Frank (1930)
Previous Tenants	Leonard's Caples Hotel (1950), Allen Hotel (1960s)

Historic Site Image



Hotel Caples (today's United Carriage West Building), north façade, 1917. Source: Tom Robinson

Current Site Image



United Carriage West Building, north façade, 2003

Background

John Caples was a Portland lawyer, who served as a member of the Oregon Legislature and chairman of the judiciary committee. He was elected District Attorney for six years covering, Multnomah, Washington, Clackamas, Columbia, and Clatsop Counties. Caples lived in a house on this site from the 1870s until the early 1890s.

In 1910, the *Portland Daily Abstract* announced that a four-story family style hotel was to be built by Morgan, Flidner, and Boyce on the Caples lot and was to be named the Caples Hotel after John Caples. W. L. Morgan was president of the firm with William M. Flidner as vice-president, and Joseph Boyce as secretary. Their company was a professional firm that dealt in real estate and had in-house architects and builders. The article also noted that the site was centrally located and directly across from the new Heilig Theater. As planned, the light colored brick building with steam heat was to have seventy-three rooms with forty baths. There was also an electric passenger elevator. Morgan leased the building for five years.

UNITED CARRIAGE WEST

In 1930, Meier & Frank, who had owned the adjacent United Carriage Building since 1903, purchased the Caples Hotel from the Paget Brothers. The 1950 *Polk's City Directory* lists the hotel as Leonard's Caples Hotel with G. Nard as manager. The name subsequently changed to the Allen's Hotel in the 1960s and was last listed under this title in 1974.

In 1986, the structure was significantly altered with a storefront remodel that included removing and replacing the first floor storefront windows. The alteration plans were by Robert Leeb. The structure's executive office suites were also connected to the United Carriage Building to the east and thus the building's current name.

Sources *Portland Block Book*, v. 2. (1907), 30.
 Portland Daily Abstract, 14 April 1910, p. 1.
 Portland Daily Abstract, 13 June 1910, p. 1.
 The Oregonian, 13 April 1930, p. 2.
 Microfiche Plans, 1986.

Architectural Information

Architect W.L. Morgan
Architectural Plans Unknown
Builder Unknown

of Stories 4
Architectural Classification N/A
Year Built 1910

Exterior Alterations
 Storefront alterations (1986)

Ownership Information

State ID 1S1E03BB 4200
Tax Account No. R667722520
Owner COLUMBIA SPORTSWEAR CORP
Owner Address 14375 NW SCIENCE PARK DR
 PORTLAND OR 97229

Addition	PORTLAND
Line Block Lot	E 1/2 OF 209 7&8
Line	22% NONTAXABLE BEGIN 1994
Block Lot	
Quarter	3129

PARAMOUNT HOTEL

Site 808 SW TAYLOR ST
Property ID 23

Zoning CXd

Highest Historic Designation N/A
Historic Building Name West Coast Paramount Hotel
Previous Addresses N/A
Previous Uses Hotel
Previous Owners Wayne C. Rembold (1995)
Previous Tenants West Coast Paramount Hotel (1997)

Historic Site Image



*Aero Club and surface parking lot to north, ca. 1980.
Source: Nelson Photo Archive*

Current Site Image



Paramount Hotel, north façade, 2001

Background

The Catholic organization, the Knights of Columbus, first occupied a house at the corner of Park and Taylor Streets that served as their clubhouse. According to a *Sunday Oregonian* article from May 1914, a four-story building was planned for the site that would include “A large auditorium, a gymnasium swimming pool, shower, baths, bowling alley and clubrooms.” The building facing Taylor Street, between SW Park and 9th Avenues, was not constructed until 1920. In 1937, the Knights of Columbus sold the building to the Aero Club.

At the time, the Aero Club was the largest affiliate of the National Aeronautical Association and boasted a membership of 800, according to *The Oregonian* on August 1, 1937. Within days of the announced purchase, remodeling plans were already in place. Later, in 1951, a two-story addition was built on the quarter block to the west. Racket courts were added to the structure in 1978. The building was vacated in 1984, and the property was foreclosed. The Aero Club, listed on the National Register, was demolished in 1997 to make way for a new hotel.

The design of the Paramount Hotel was approved by the Portland Design Commission in November 1997. The Paramount is fourteen-stories and has 154 rooms. Included in the hostelry were two conference rooms, a restaurant, and an exercise room.

PARAMOUNT HOTEL

Sources *The Oregonian*, 2 October 1907.
 The Oregonian, 5 September 1937.
 The Oregonian, 16 September 1951.
 The Oregonian, 9 May 1989, p. B6.
 The Oregonian, 4 November 1995, p. B1.
 The Oregonian, 11 November 1997, p. D2.
 Portland Daily of Commerce Magazine, June 1999, p. 10, 11.

Architectural Information

Architect	Kurt R. Jensen & Associates Fletcher Farr Ayotte	# of Stories	14
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	PCL Construction	Year Built	1998

Ownership Information

State ID	1S1E03BB 5900	Addition	PORTLAND
Tax Account No.	R667743480	Line	PORTLAND PARK BLOCKS
Owner	925 PARK AVENUE ASSOC L L C	Block	6
		Lot	1
Owner Address	600 STEWART ST #601 SEATTLE WA 98101	Quarter	3129
State ID	1S1E03BB 5800	Addition	PORTLAND
Tax Account No.	R667743520	Line	PORTLAND PARK BLOCKS
Owner	925 PARK AVENUE ASSOC L L C	Block	6
		Lot	4
Owner Address	600 STEWART ST #601 SEATTLE WA 98101	Quarter	3129

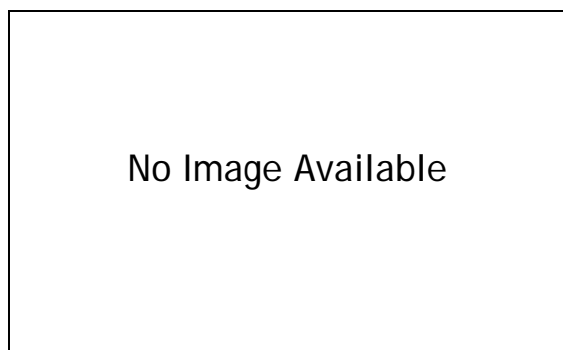
SURFACE PARKING @ 811 SW TAYLOR

Site 811 SW TAYLOR ST
Property ID 24

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	N/A
Previous Addresses	N/A
Previous Uses	Parking
Previous Owners	N/A
Previous Tenants	N/A

Historic Site Image



Current Site Image



Surface parking lot, 2004

Background

By 1880, the lot was improved with a simple one-story structure and shed. Despite a brief economic depression during the early 1880s, the existing buildings on this half block were replaced with a couple of two-story duplexes and three single family residences in 1886. During the 1893 depression, two homes on the lot began to rent furnished rooms for additional income.

In the early 1900s, the newly appointed Portland Vice Commission investigated two of the rooming houses on this lot for immoral or doubtful activities. Those businesses that were designated immoral were defined as places that were either “wholly given up to prostitution or assignation,” or where “immorality was countenanced or ignored.”

In 1928, A. Jaloff leased the half block facing Taylor Street to the south between Park and West Park (SW 9th) from Minnie C. Jones and M. H. Jones of the Jones Lumber Company. Jaloff also leased the Studio Building across Park Street. The original plans were to include a combined hotel and bus depot on this site. By the time actual construction began, the scaled down version no longer included a hotel. The structure was designed by architect Herman Brookman.

The Central Stage Depot opened in February 1929. By 1936, Brown & White Cabs, Garden Home Busses, Portland Stages Inc., Multnomah Buses Inc., and the Union Stage Terminal Co. all operated out of the depot. Three years later, the new Union Terminal Depot opened on SW 5th and Taylor, the former site of the Corbett Mansion. The Central Stage Depot was torn down in 1941, and the land was used as a gas station and pigeonhole parking lot. In 1996, there was a proposal to build a twelve-story Park Plaza Garage on the site, but it was never built. According to a 1998 *Oregonian* article, “Downtown property owner and developer Thomas Moyer agreed to donate \$5 million to the Oregon Community Foundation to buy the [parking] lot from City Center Parking and give it to the city.”

SURFACE PARKING @ 811 SW TAYLOR

Sources Portland Vice Commission Reports of 1912, located at Portland State University Millar Library.
The Oregonian, 27 October 1926, p. 8.
The Oregonian, 7 November 1928.
The Oregonian, 10 October 1937, p. 1.
 Permit Record, 28 March 1941.
The Oregonian, 22 March 1990, Portland Extra Section p. 2.
The Oregonian, 6 March 1996.
The Oregonian, 1 March 1998, p. B1.
 Schablitsky, Julie. *A Brief History of South Park Block 5*. Portland, Oregon: Portland Development Commission, March 1999.

Ownership Information

State ID	1S1E03BB 5500	Addition	PORTLAND
Tax Account No.	R667743440		
Owner	DOWNTOWN DEVELOPERS	Line	PORTLAND PARK BLOCKS
		Block	5
		Lot	2&3
Owner Address	920 SW 6TH AVE #223 PORTLAND OR 97204	Quarter	3129

GARAGE @ 938 SW TAYLOR

Site 938 SW TAYLOR ST
Property ID 69

Zoning CXd

Highest Historic Designation N/A
Historic Building Name City Center Paking
Previous Addresses N/A
Previous Uses Parking
Previous Owners Downtown Developers
Previous Tenants N/A

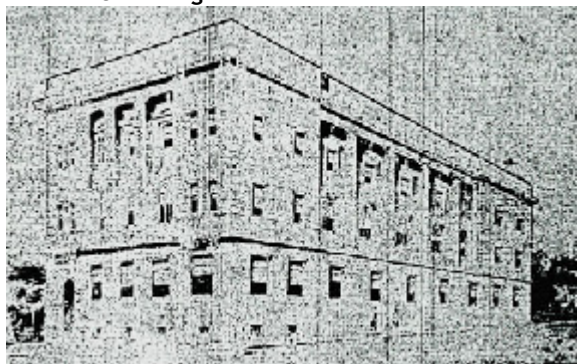
Historic Site Image

Illustration of the Women of Woodcraft Building at SW 10th and Taylor, 1905. Source: Oregonian

Current Site Image

Parking garage at 938 SW Taylor, north and west sides, 2003

Background

The Women of Woodcraft Temple building was designed by architect, E. W. Hendricks. Construction began in the summer of 1905. According to *The Sunday Oregonian* in August 1905, “Tenino sandstone will be used on the Tenth and the Taylor street facades, giving to the building a fancy exterior.” The name of the organization housed in the building was later changed to Neighbors of Woodcraft. The organization moved to a new building around 1929, and the old structure was removed in 1930. The property was then used for parking. According to permit records, the current two-story parking structure was built in 1967 for City Center Parking.

Sources *Oregon Sunday Journal*, 13 August 1905.
The Oregonian, 1 October 1905, p. 14.
Permit records.
Polk’s Portland City Directories.

Architectural Information

Architect	N/A	# of Stories	2
Architectural Plans	C.V. Burgstahler	Architectural Classification	N/A
Builder	N/A	Year Built	1967

GARAGE @ 938 SW TAYLOR

Ownership Information

State ID 1S1E04AA 1700
Tax Account No. R667723580

Owner DOWNTOWN DEVELOPERS
GOODMAN, DOUGLAS A

Owner Address 920 SW SIXTH AVE., #223
PORTLAND OR 97204

Addition PORTLAND

Line

Block 220
Lot 7&8

Quarter 3129

MORGAN BUILDING

Site 720 SW WASHINGTON ST
Property ID 9

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	Morgan Building
Previous Addresses	127 Broadway
Previous Uses	Retail
Previous Owners	Morgan-Bushong Investment Corporation (1913), Melvin Mark (1947), W.I. and Robert M. Fletcher (1963), William F. and Richard H. Roberts (1966)
Previous Tenants	United Cigar Store, David's Jewelry, C.C. Bradly Haberdashery, Aronson Jewelry, Reeves Shoes, C.S. Sparks Pens, Great Northern Railway, Rainbow Grill (1913), The Hazelwood (1920s), Jolly Joan's (1935)

Historic Site Image



Morgan Building, west and north facades, 1914.
Source: Nelson Photo Archive

Current Site Image



Morgan Building, east and north facades, 2003

Background

In 1889, the site on which the Morgan Building would be constructed was occupied by the New Park Theater at the east and a single family dwelling at the west. The north side of the block contained a boarding house and two private residences. Ten years later, the New Park was the Corday's—one of Portland's first attempts at a legitimate theater. The dwelling was replaced by a two-story building, and the north side of the block was occupied by the Fredericksburgh Music Hall and the Countess boarding house.

Following the Lewis and Clark Exposition of 1905, the City of Portland grew by leaps and bounds. By the early 1900s, the area surrounding the Morgan Building was emerging as part of the city's commercial center. By 1908, on the south side, Corday's was now named the Grand and the two-story building remained. But on the north side, the Countess boarding house gave way to the Medical Building and the Music Hall became the Lyric Theater.

To capitalize on downtown growth, the owners of the half-block on the south side of Washington Street between Park and Broadway sought out a developer to build a building. In late 1912, the trustees for the estate of W.H.

MORGAN BUILDING

Fechheimer found W.L. Morgan and the Morgan-Bushong Investment Corporation. By October 5, 1913, the building was complete.

The building was named for William Morgan, a real estate developer credited with constructing the first apartment house in Portland.

When the building opened, Washington Street was an important retail street, and Broadway was a street of theaters, restaurants, and specialty shops. The Morgan Building offered ten storefronts. Tenants included the United Cigar Store, David’s Jewelry, C.C. Bradly Haberdashery, Aronson Jewelry, Reeves Shoes, C.S. Sparks Pens, and Great Northern Railway. One major ground floor tenant was the Rainbow Grille, which was developed by Theo Kruse and A. Mueller. The owners boasted that the grill was the most handsome and unique on the Pacific Coast.

From the 1940s to the 1960s, the building’s ownership changed hands numerous times. By 1966, the current owners, William and Richard Roberts, embarked on a \$2 million renovation, in part to reposition the office building away from its tradition market of medical tenants toward legal, real estate, and accounting tenants. Part of this renovation was the construction of Morgan’s Alley, a mini-mall of shops within the Morgan Building, that connected the Morgan Building to the adjacent Park Building. In 1972, Morgan’s Alley was awarded a special citation from the Portland Chapter of the American Institute of Architects for capturing the human scale in a pedestrian shopping space. In 1988, the connection between the buildings was closed following a fire in the Park Building.

Architect: A.E. Doyle

In the 1890s, A.E. Doyle apprenticed at Whidden & Lewis, then Portland’s leading architectural firm. After ten years with the firm, Doyle attended the College of Architecture at Columbia University and the American School of Architecture in Athens. After 1907, the firm of Doyle and Patterson was started. Over the next decade, the firm would experience a series of configurations with various additional partners. Among the designs completed at this time were the Central Public Library, the Benson Hotel, and the Pittock Block.

Sources *The Oregonian*, 28 June 1972, p. 8.
 Much of this text was excerpted and condensed from the Morgan Building National Register Nomination, 1995.

Architectural Information

Architect	A.E. Doyle	# of Stories	9
Architectural Plans	Unknown	Architectural Classification	Twentieth Century Classical
Builder	Unknown	Year Built	1913

Special Features

Steel frame construction with reinforced concrete. Exterior finish is red tapestry brick and cream colored terra cotta. The building is a low-rise version of the “Classical Column” treatment recommended by Chicago architect Louis Sullivan. Decorative features include brick piers between the upper floor windows, terra cotta architraves above the windows, a frieze and dentilled terra cotta cornice, and an egg-and-dart course. Ornamental motifs include dentils, fleur-de-lis, palmettes, egg and dart, lamb’s tongue, bead and reel, acanthus leaves, shells, Neptune’s forks, and dolphins.

Exterior Alterations

Park Street entrance altered (1938)
 Washington Street entrance remodeled (1938-39)
 Morgan’s Alley was constructed to connect Morgan Building and Park Building (1966)
 Connections to Park Building were closed (1988)

MORGAN BUILDING

Ownership Information

State ID	1N1E34CC 6600	Addition	PORTLAND
Tax Account No.	R667722900		
Owner	GATEWAY CRESTWOOD INC	Line	7.1%
	RREEF AMERICA LLC	Block	NONTAXABLE
		Lot	213
			1&2
Owner Address	720 SW WASHINGTON ST #630	Line	
	PORTLAND OR 97205	Block	213
		Lot	7&8
		Quarter	3029

SURFACE PARKING LOT

Site 900-936 SW WASHINGTON ST
Property ID 53

Zoning CXd

Highest Historic Designation	N/A
Historic Building Name	N/A
Previous Addresses	N/A
Previous Uses	Parking
Previous Owners	Union Pacific Railroad (1971)
Previous Tenants	N/A

Historic Site Image



Selling-Hirsch Building, 1901. Source: Nelson Photo Archive

Current Site Image



Surface parking lot, 2004

Background

Julius Loewenberg's residence was located at the corner of Park and Washington Streets from the 1870s until 1893, when it was moved. Loewenberg came to Portland around 1871 and was involved in the hardware industry and later in banking and insurance concerns. In 1893, Loewenberg and his family moved to a grand stone house at the Park Place entrance of Washington Park.

The Selling-Hirsch Building was constructed on this site in the mid-1890s. An early tenant of the Selling-Hirsch Building was The Hazelwood, a combined lunchroom, confectionary, ladies tea room, and ice cream parlor. Another tenant was the Bohemian Restaurant, which was in the building from the 1930s through the 1960s. The restaurant had relocated from a one-story building south of the Selling Hirsch Building. The Selling Hirsch Building was torn down in 1971 and the half-block site is now part of a larger full-block surface parking lot.

Sources *The Oregonian*, 17 May 1893.
The Oregonian, 14 January 1917, sec. 4 p. 10.
Steve Lowenstein, *The Jews of Oregon*. (Portland, 1987), 83.
Polk's Portland City Directories.

SURFACE PARKING LOT

Ownership Information

State ID	1N1E34CC 5900	Addition	PORTLAND
Tax Account No.	R667723140		
Owner	SCHNITZER INVEST CORP-50%> & GOODMAN GENERATIONS LLC-50>	Line	
		Block	216
		Lot	1&2
Owner Address	920 SW SIXTH #223 PORTLAND OR 97204	Line	
		Block	216
		Lot	7&8
		Quarter	3029

PITTOCK BLOCK

Site 921 SW WASHINGTON ST
Property ID 51

Zoning CXd

Highest Historic Designation	National Register
Historic Building Name	Pittock Block
Previous Addresses	381-395 Washington 384-394 Stark
Previous Uses	Offices, retail, power substation
Previous Owners	Pittock Block Inc. (a subsidiary of NW Electrical Co)
Previous Tenants	Northwestern Electric Company

Historic Site Image



Pittock Block house, 1912. Source: Nelson Photo Archive

Current Site Image



Pittock Block, south façade, ca. 2002

Background

The Pittock Block was the largest full-block office building of reinforced concrete in Portland at the time of its construction. The property was developed by Northwestern Electric as its substation and west side distribution plant, and also as an office building with ground story retail space. It was financed by Pittock Block, Inc., a subsidiary of Northwestern Electric Company, which had acquired the franchise that supplied Portland's electrical power needs. In addition to its president, Herbert Fleishhacker of San Francisco, local capitalists Fred Leadbetter and George H. Kelly were investors in the company. Wilber H. Coman was the initial vice president and manager. Evidence of the building's industrial use remains in the structural bays of the subbasement, but all of the generating equipment was removed after the building ceased being used for power distribution in the 1960s.

The property takes its name from Portland newspaper publisher Henry Pittock, who resided on the block before it was sold for development to Northwestern Electric. Henry Pittock was one of Portland's most powerful figures in the early twentieth century. He bought this property in 1856 for \$300, and built a rather simple four-room cottage where the Pittock family lived from 1864 to 1889. The Pittock family then moved to a house on the west side of this block at West Park and Washington Streets where they lived until 1912. As part of the sales agreement, Pittock signed a ninety-nine year lease with Fleishhacker stipulating that the building erected on this site be valued at at least \$650,000 and that it bear the Pittock name. Fleishhacker met both of these stipulations by naming his \$1,000,000 office structure the Pittock Block.

PITTOCK BLOCK

Sources Much of this text was excerpted and condensed from the Pittock Block National Register Nomination, 1987.
Polk's Portland City Directories.

Architectural Information

Architect	Doyle & Patterson	# of Stories	8
Architectural Plans	Doyle & Patterson	Architectural Classification	Twentieth Century Classical, Commercial Style
Builder	Brayton Engineering	Year Built	1914

Special Features

Smooth-faced, buff colored brick with cream-colored glazed terra cotta ornament. Double-hung windows at upper floors. Decorative motifs include antefixae, dentils, and cartouche.

Exterior Alterations

Storefronts altered (1949)
 Doorway removed and windows replaced (1956)

Ownership Information

State ID	1N1E34CC 4800	Addition	PORTLAND
Tax Account No.	R667723060	Line	
Owner	ALCO INVEST CO ALCO INVESTMENT CO	Block	215
		Lot	1-8
		Line	HISTORIC PROPERTY 1988 15 YR
Owner Address	921 SW WASHINGTON #100 PORTLAND OR 97205	Block	216
		Lot	7&8
		Quarter	3029

HATFIELD BUILDING

Site 718-724 W BURNSIDE ST
Property ID 1

Zoning CXd

Highest Historic Designation HRI, Unranked

Historic Building Name Lowengart Building, Rothchild Building

Previous Addresses 11 Broadway N (North) (1931)

Previous Uses Retail, office, printing

Previous Owners J.R. Haak & H.A. Burke (1910), Lowengart & Co. (1920), J.M. Rothchild, Arthur A. Goldsmith, & William Blitz (1957), Paul Murphy (1957), Central City Concern (1993)

Previous Tenants Keystone Press (1936), Glass-Krohn Printing Company (1936), Marine Guide (1936), Routing Guide (1936)

Historic Site Image



Lowengart Building, 1920s. Source: Bosco Milligan Foundation

Current Site Image



East facade of Hatfield Building, 2003

Background

The Lowengart Building was built as a seven-story reinforced concrete building. When built in 1910, it was said to be absolutely fireproof and cost about \$115,000. As part of the lease agreement with the original owners, J.H. Haak & H.R. Burke, Lowengart & Company paid an annual rent as well as all construction costs. Lowengart & Company was a wholesale millinery company that occupied most of the building. However, the ground floor retail space was rented to automobile supply companies.

In 1929, a fire that started in the basement of the Lowengart Building caused several thousand dollars damage to the businesses that occupied the structure. Lowengart & Company estimated the damages at \$20,000.

In 1933, due to the widening of West Burnside Street to facilitate traffic flow, the portion of the Lowengart Building facing Burnside was cut back twenty feet and required the rebuilding of the structure's north wall. A City of

HATFIELD BUILDING

Portland photo from 1933 shows the gutted portion of the building in the process of demolition. By 1934, the structure was renamed the Rothchild Building and housed a variety of printing and publishing concerns. In 1936, tenants included the Keystone Press, Glass-Krohn Printing Company, Marine Guide, and Routing Guide newspapers.

In 1957, the building's owners, J. M. Rothchild, Arthur A. Goldsmith, and William M. Blitz, sold the structure to William C. Murphy. The building was renamed the Broadlight Building.

From the mid-1960s until 1993 the building was headquarters to the United Way of the Columbia Willamette. Directory listings during that time identify the structure as the Community Service Building.

In 1993, Central City Concern purchased the building and, in partnership with the Portland Development Commission and the Housing Authority of Portland, renovated the building into a 106-room housing complex for people with chronic mental illness as well as recovering chemically dependent homeless people. In 1995, the building reopened and was named the Mark O. Hatfield Building.

Architect: John V. Bennes

John V. Bennes practiced architecture in Portland from 1906-1942. He designed the Cornelius Hotel with partners Eric Hendricks and Willard Toby, and with Hendricks, the Lowengart Building. A later partner was Harry Herzog. In private practice, he designed the Hexter-Strause Building in 1916 (Zell Bros.) and the Park-Yamhill in 1921 (Mercantile-Virginia Café). Another Midtown area building design was on a quarter block on the west side of Park Block Five, a two-story structure build in 1922 and torn down in 1954.

Sources *The Oregonian*, 30 January 1910, sec. 4 p. 1.
 The Oregonian, 7 November 1920, sec. 1 p. 16.
 The Oregonian, 9 April 1929.
 Portland Daily Abstract, 5 April 1910, p. 1.
 Portland Daily Abstract, 13 June 1910, p. 1.
 Polk's Portland City Directories.
 City of Portland report on the Widening of Burnside.
 The Oregonian, 31 July 1957.
 The Oregonian 26 July 1995, p. C2.

Architectural Information

Architect	Bennes & Hendricks	# of Stories	7
Architectural Plans	Unknown	Architectural Classification	N/A
Builder	Hurley-Mason Co.	Year Built	1910

Special Features

Structure of reinforced concrete. Decoration includes parapet with cornice and medallions below parapet.

Exterior Alterations

Structure rebuilt after loss of the north 20 feet of the building between SW Broadway and Park (1933-1934)
 Windows altered (1966)

HATFIELD BUILDING

Ownership Information

State ID	1N1E34CC 1100	Addition	COUCHS ADD
Tax Account No.	R180204770		
Owner	ROTHCHILD BUILDING LIMITED PAR CENTRAL CITY CONCERN	Line	TL 1100
		Block	54
		Lot	
		Line	65%
			NONTAXABLE
Owner Address	232 NW 6TH AVE PORTLAND OR 97209	Block	
		Lot	
		Quarter	3029

ANKENY PARK BLOCK

Site

Property ID 47

Zoning OSd

Highest Historic Designation	HRI, Rank III
Historic Building Name	N/A
Previous Addresses	N/A
Previous Uses	Park
Previous Owners	City of Portland
Previous Tenants	N/A

Historic Site Image



Comfort station at southernmost North Park Block, 1920-1930s. Source: Nelson Photo Archive

Current Site Image



Comfort stations at southernmost North Park Block, 2003

Background

The comfort station buildings on this block were built in 1920 and designed by architects Sutton & Whitney. The block is the south end block of the North Park Blocks.

Architect: Sutton & Whitney

The architectural firm of Albert Sutton and Harrison Whitney was formed in 1912. Whitney continued the practice after Sutton's death in 1923. Firm employees, Frederick Aandahl and Fred Fritsch, became associates at that time. The firm's important projects began after Aandahl and Fritsch became part of the office in 1919. In 1927, they designed the Masonic Temple. Fritsch left the firm in 1929, and Aandahl was promoted to partner.

Sources Stanley Parr Archives and Records Center of the City of Portland, architectural plans. Richard Ellison Ritz, *Architects of Oregon*. (Portland, 2002), 379.

ANKENY PARK BLOCK

Architectural Information

<p>Architect Unknown</p> <p>Architectural Plans Sutton & Whitney, Fred Fritsch</p> <p>Builder Unknown</p>	<p># of Stories 1</p> <p>Architectural Classification Twentieth Century Georgian</p> <p>Year Built 1920</p>
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Special Features

Hip roof, red brick wall with cast stone quoins, lintels, and cornice. Identical, symmetrical placed structures connected by balustrade and fountain with grotesque.

Exterior Alterations

Terra cotta chimney installed (1936)

Ownership Information

<p>State ID 1N1E34CC 1200</p> <p>Tax Account No. R180237840</p> <p>Owner PORTLAND CITY OF</p> <p>Owner Address 1120 SW 5TH AVE PORTLAND OR 97204-1914</p>	<table border="0"> <tr> <td style="border-top: 1px solid black;">Addition</td> <td>COUCHS ADD</td> </tr> <tr> <td style="border-top: 1px solid black;">Line Block Lot</td> <td>PARK BLOCKS</td> </tr> <tr> <td style="border-top: 1px solid black;">Line Block Lot</td> <td>EXC PT IN ST A</td> </tr> <tr> <td style="border-top: 1px solid black;">Quarter</td> <td>3029</td> </tr> </table>	Addition	COUCHS ADD	Line Block Lot	PARK BLOCKS	Line Block Lot	EXC PT IN ST A	Quarter	3029
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