



United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

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

### 1. Name of Property

historic name Peacock Lane Historic District

other names/site number N/A

Name of Multiple Property Listing Historic Residential Suburbs in the United States, 1830-1960

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

### 2. Location

street & number SE Stark St, SE Belmont St, and SE Peacock Lane  not for publication

city or town Portland  vicinity

state Oregon code OR county Multnomah code 051 zip code 97214

### 3. State/Federal Agency Certification

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

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

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

Applicable National Register Criteria: X A     B X C     D

Christine Curran 9.12.17  
Signature of certifying official/Title: Deputy State Historic Preservation Officer Date

Oregon State Historic Preservation Office  
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

### 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register     determined eligible for the National Register

    determined not eligible for the National Register     removed from the National Register

    other (explain)

Jon Edson H. Beall 10.30.17  
Signature of the Keeper Date of Action

Peacock Lane Historic District  
 Name of Property

Multnomah County, OR  
 County and State

**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply.)

**Category of Property**  
 (Check only **one** box.)

**Number of Resources within Property**  
 (Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

| Contributing | Noncontributing |              |
|--------------|-----------------|--------------|
| 27           | 6               | buildings    |
|              |                 | site         |
|              |                 | structure    |
|              |                 | object       |
| 27           | 6               | <b>Total</b> |

**Number of contributing resources previously listed in the National Register**

N/A

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

DOMESTIC: Single Dwelling

DOMESTIC: Multi-family Dwelling

COMMERCE & TRADE: Specialty Store

**Current Functions**

(Enter categories from instructions.)

DOMESTIC: Single Dwelling

DOMESTIC: Multi-family Dwelling

COMMERCE & TRADE: Specialty Store

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

LATE 19TH/ 20TH CENT. REVIVALS: Colonial

Revival

LATE 19TH/ 20TH CENT. REVIVALS: English Cottage

LATE 19TH/ 20TH CENT. REVIVALS: Spanish

Revival

LATE 19TH/ 20TH CENT. REVIVALS: Tudor Revival

**Materials**

(Enter categories from instructions.)

foundation: CONCRETE; BRICK

walls: WOOD: Weatherboard, Shingle, Shake

BRICK; SYNTHETICS: Vinyl; STUCCO

roof: ASPHALT

other: WOOD; BRICK; CONCRETE; STONE;

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

GLASS; TERRA COTTA

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

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### Narrative Description

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

#### Summary Paragraph

The Peacock Lane Historic District is a residential neighborhood composed primarily of single-family, detached houses located in Portland, Multnomah County, Oregon. It is within the limits of the Ex-Mayor Simon's Addition, roughly bounded on the north by SE Stark Street; on the east by the west property line for the Laurel Park Apartments; on the south by SE Belmont Street; and on the west by the rear property line of properties facing SE Cesar E. Chavez Boulevard (39<sup>th</sup> Avenue). One building faces SE Stark Street and one faces SE Belmont Street; otherwise all buildings face Peacock Lane, forming a cohesive group of 1920s Revival style homes. The district encompasses approximately five acres. It is a rectilinear, planned community developed by a single developer and designer, surrounded by older residential neighborhoods. Peacock Lane contains thirty-three properties. Thirty-two of the properties are residential, and one is in commercial use. Of the thirty-two residential properties, one is a multi-family fourplex, while the rest are detached, single-family houses, eight of which have detached garages (Figure 6). All of these properties were built between 1924 and 1930. The majority of lot sizes for individual homes is 0.10 acres. The average square footage of residences is approximately 1,960 square feet. Architectural styles within the development are mostly English Cottage and Tudor Revival for the single-family houses, and Spanish Revival style for the multi-family and commercial buildings. The most common alterations to the buildings are the application of vinyl siding, roof material changes, garage-door replacements, minor additions, and the replacement of original windows. Changes to the overall development include the repair and partial replacement of sidewalks, replacement and/or expansion of driveways, and replacement of some trees. The scale and scope of these modifications do not affect the district's ability to convey its historic significance. It retains its integrity of location, design, setting, materials, workmanship, feeling, and association.

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### Narrative Description

#### LOCATION

The Peacock Lane Historic District is located on the east bank of the Willamette River, in the city of Portland, Multnomah County, Oregon. It is situated east of the National Register-listed Ladd's Addition Historic District, and southeast of the also listed Laurelhurst Park; Interstate 84 lies 18 blocks north of the area (Figure 1). The district is approximately five acres, with Peacock Lane traversing the neighborhood north-south along four blocks, from SE Stark Street on the north, ending at SE Belmont Street on the south. There are private properties along the east and west boundaries of the district that face Cesar E. Chavez Boulevard (SE 39<sup>th</sup> Avenue) on the west and SE 41st Avenue on the east (Figures 2 and 3).

The district boundary is confined to the Ex-Mayor Simon's Addition (Figures 4 and 7), which was a subdivision carved from the existing Paradise Spring Farm Plat established in unincorporated Multnomah County, with the Willamette Meridian's baseline as its northern limit, between Township 1S and 2S. This plat contained nineteen plots ranging from five to fifteen acres, all about fifteen chains (990 feet) in depth and all south of the baseline, which is now SE Stark Street.

In general, the topography of the site is relatively flat, with a slight slope north to south (Figure 5). The lowest point of the development is at SE Belmont Street. The buildings located on the eastern side of Peacock Lane are elevated above the street by about three feet. The district is characterized by a rectilinear streetscape with ample setbacks, narrow streets, sidewalks with trees, and one-and-one-half-story houses in close proximity to each other (Photo 1).



Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

## SETTING

### Response to the Natural Environment

The urban design for Peacock Lane was based on a simple four-block grid, focusing on a straight street as the central artery. It was created by Richard F. Wassell, aka R. F. Wassell, as developer and designer (Photo 2). The east side of the street slopes up to the east, and Wassell located the large houses and lots on this side. These properties overlook the street and convey a sense of importance due to the houses' elevated entrances (Photo 4 and 7). A large, long block occurs on the west side of Peacock Lane, whereas the east side is traversed by three streets: SE Washington, SE Alder, and SE Morrison Streets, dividing Peacock Lane on this side into four equal blocks (Figure 5). These streets dead-end at the rear property lines along this side, providing access only to the garages for the properties on the corners (Photos 8, 10, and 11). A concrete retaining wall in poor condition retains the adjacent property to the east, which is a large apartment block, the Laurel Park Apartments (525-805 SE 41<sup>st</sup> Avenue). The west side of Peacock Lane is a long continuous block from SE Stark to SE Belmont Street. The houses here are level with the sidewalk, allowing for easier garage access with flat, concrete driveways (Photos 27 and 28).

### Pattern of Spatial Organization

The first houses built by R. F. Wassell in 1923-1924 were located in the northern part of the district, facing Peacock Lane, with the exception of the house at 3944 SE Stark Street, built in 1924, which was not designed in the same architectural style as the rest of the houses (see Figure 10). The early houses were distributed along both sides of the lane, all with a garage, a concrete driveway, and ample sidewalks. A second group of houses from 1925 was located in the center of the lane, between SE Alder and Morrison streets, and further to the south. The buildings constructed between 1926 and 1927 filled the few remaining lots. All of these buildings are one-and-one-half-story, single-family, detached houses, in the English Cottage and Tudor Revival styles, with the exception of the multi-family residential building on the southeast corner of the lane, at 824-838 SE Peacock Lane. This is the one-story T.B. Winship Apartments, designed in the Spanish Revival style (Photo 20). Though the apartment building was not designed by R. F. Wassell and does not share the style of the rest of the district, it is contributing to and part of the district because the building is relatively small in scale and its style is compatible with the district. It contributes to the overall sense of the neighborhood and its residents participate in the annual Christmas lighting event.

Belmont Street is an important, busy commercial arterial on the east side of Portland. On the south side of Belmont Street, at its intersection with Peacock Lane, is a large new store/pharmacy, Walgreens, with a large parking lot to the east side and extensive setbacks (Photo 23). It displays an architectural style that does not relate in scale or style with the existing buildings. Within the Peacock Lane Historic District, only one building faces this street, 4011-4017 SE Belmont Street. This 1927 Spanish Revival commercial building is a store that today houses Immortal Pianos (Photo 21). This building was not designed by R. F. Wassell, does not face Peacock Lane, and has no visual connection with the district. As a result, it is not considered contributing; however, it is a historic building with architectural value that would contribute to a Belmont Street commercial district.

### Streetscape and Small-Scale Objects

Peacock Lane is a north-south, two-lane, two-way road that connects SE Stark and SE Belmont Streets. The west side of the lane is traversed east-west by SE Washington, Alder and Morrison Streets, all dead-end streets. The Peacock Lane right-of-way is fifty feet wide, while the transversal streets' right-of-way is sixty feet (Figures 5 to 7).

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

All of the streets within the district were originally planned and designed for automobiles. However, today's vehicles are wider than the 1920s models, and the streets are now wide enough – curb to curb - to allow for only three vehicles (Photos 4 and 6). The dead-end streets give access to the attached and detached garages of the corner houses and allow for additional parking. It is clear that these streets were not intended to be dead-end streets. However, the 1940s development on the lots east of Peacock Lane changed the original dynamic planned by R. F. Wassell (Photos 8, 10, 11, and 18).

The concrete sidewalks were built before the houses were constructed in 1923, which is when R. F. Wassell platted and provided all the services to the development (Photo 27). Part of the marketing campaign was to show the public the clean and attractive streetscape Wassell had designed (Figure 14). The sidewalks have a square pattern, very specific and typical of the period. Most of the sidewalks and the curbs are original. There have been improvements to allow for universal access to the sidewalks with ramps on the corners. This work was done in the early 2000s and removed most of the contractor stamps or mason marks, as well as the metal guards on the corners. Only one mason mark on the concrete sidewalk remains, which reads "COCHRAN CONST. CO 1923." The mason mark is located on the southeast corner of SE Morrison Street and Peacock Lane (Photo 19).<sup>1</sup>

The historic streetlights are unique. They remain from the original 1923 gas lighting system and a 1930 design for electric lamps (photo in Figure 2). Most of the lamps were converted to electricity, which was a less-expensive system that did not require a person to turn the lights on and off each day. All the posts are painted green, with a tapered body, and the lamp is rounded, with textured glass. The uppermost portion is curved and topped with a metal spire. The globe is held in a square, flared base that has four spikes bolted to it. The tapered post is very classical, while the top is modern in style and does not appear original (Photos 3, 6, and 14). In 1923, there were eleven streetlights installed. In 1930, the company Jagger-Sroufe converted the lights from gas to electricity. Nine lamps remain today.<sup>2</sup> The lights are placed strategically throughout the lane, featuring two on each end of the lane (Photo 22) as a welcome entry – reminiscent of the entryways of the Laurelhurst neighborhood, a block away to the west (Figure 7).

The urban design of Peacock Lane included vegetation in the public streetscape as well as on the front lawns of the houses. The sidewalks have a planting bed that separates and protects pedestrians from the street (Photo 17). The beds were planted with birch and other species of deciduous trees, many of which still remain today (Photo 7). Most of the original vegetation in the center of the district, closer to cross streets, has been preserved. There is diverse vegetation, including low deciduous trees on the dead-end streets to large birch trees on the lane (Photos 8 and 18).

## **BUILDINGS, 1923-1930**

### **Overview**

A Reconnaissance Level Survey (RLS) was completed for the district in July 2016, by Timothy Askin and Tanya March that included the entire Ex-Mayor Simon Addition.<sup>3</sup> This report was the first historic resources survey in the district, with the exception of the 1981 survey of the J. H. Richmond House, 604 SE Peacock Lane, which was included in the Portland Historic Resources Inventory.<sup>4</sup> The Peacock Lane Historic District contains a total of thirty- three historic resources. Thirty-one are single-family residences, one is an apartment building, and one is a commercial building. Twenty-seven resources, which is

<sup>1</sup> Further research is recommended regarding this construction company and their relationship with R. F. Wassell.

<sup>2</sup> "Peacock Lane Now Dark," *The Morning Oregonian*, May 28, 1930, 7.

<sup>3</sup> Timothy Askin and Tanya March, "Peacock Lane Reconnaissance Level Survey and Brief Historic Context Peacock Lane, Portland, Multnomah Co., Oregon" (Portland, Oregon: Peacock Lane Neighbors Association, September 2016).

<sup>4</sup> "Individual Historic Resources and Landmarks. Historic Resources and Preservation. The City of Portland, Oregon," Government Website, *City of Portland. Planning and Sustainability*, (2017), <https://www.portlandoregon.gov/bps/39750?a=132551#hri>.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

approximately 74 percent of the district, are considered contributing to the district. About nineteen buildings were constructed by 1924, many occupied by January of 1924. All buildings within the district were completed by 1930 (Figures 6 and 10).<sup>5</sup>

Sixteen properties in the Peacock Lane Historic District were designed in the English Cottage style, and thirteen in the Tudor Revival style. Two houses were designed in the Colonial Revival style, including one on the north side of the district at 3944 SE Stark Street, while the multi-family building was built in the Spanish Revival style (Photos 12 and 20). Some of the English Cottage and Tudor Revival-style houses display influences from other architectural trends of the period (Colonial Revival, and Arts and Crafts), observed in exterior details and finishes (Photo 15). There are eight detached garages in the district; three retain sufficient integrity to contribute to the district. Many garages that were originally detached have been connected to the houses in recent times through breezeways or house additions. Garage door and window replacements are the most common changes throughout the district.

The target market for the Peacock Lane houses was middle- and upper-class families and professionals. The dwellings were designed with amenities uncommon at the time, such as garages, central heat, and electricity. All the houses included garages, attached and detached. While the houses were designed in a consistent style, each house has a unique design (Figures 14 and 15).

Wood is the most common material found in the district, both in the cladding and structure. Stucco is widely used as complete building cladding or between false timber members, which is also a common decorative feature. Most houses have exterior brick chimneys. The only house that has a brick finish and decorative features is 825 SE Peacock Lane, the Alice Wassell House (Photo 25).

### **Period Revival Styles: 1890-1940**

English Cottage and Tudor Revival architectural styles are very similar and derive from the same source: Late Medieval English architecture, which ranges from thatch-roofed cottages to grand manor houses. During the Medieval era, wood was a scarce resource in Europe, and buildings often incorporated brick and/or stone, using wood only for the primary structural roof member. The English Cottage and Tudor Revival styles incorporate these elements or an interpretation of these elements, that still reflects the steeply pitched, front-facing gables and the half-timbering of the Tudor Revival style.<sup>6</sup> However, the early twentieth-century interpretation of the styles in the United States is typically much more modest and eclectic. A development of English Cottage and Tudor Revival houses in the US can be reminiscent of an English village without any strict interpretation of earlier styles.

The main difference between the English Cottage style and the Tudor Revival style is that the Tudor Revival style more often incorporates the application of dark wood framing (the decorative half-timbering) that divides the walls into discrete geometric units. A rolled roof eave is a clear indication of the English Cottage style, but this is not common. More typically, an English Cottage residence may have a slightly lower roof pitch than a Tudor Revival house, but both styles display overall asymmetry, multiple roof forms, and often a front-facing gable. Both styles were widely used in the US between 1915 and 1940, especially in the northern areas.

<sup>5</sup> Askin and March, "Peacock Lane Reconnaissance Level Survey and Brief Historic Context Peacock Lane, Portland, Multnomah Co., Oregon," 5–6.

<sup>6</sup> Virginia McAlester and Arcie Lee McAlester, *A Field Guide to American Houses*, 2005th ed. (New York: Alfred A. Knopf, Inc., 1984), 358.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

### *English Cottage*

The English Cottage style was considered charming, and was especially popular for small suburban houses on narrow lots, as evidenced by the newspaper advertisements of the day. This compact design was characterized by steep roofs – although often not as steep as the Tudor Revival style - and contrasting roof lines, along with multiple cladding materials, tall, dramatic exterior chimneys, and asymmetrical massing and fenestration.<sup>7</sup> Additional character-defining features could include round-headed doors, entrances that were not always visible from the street, diamond-pane casements, and “quaint” dormers. The floor layout commonly clustered around a hall, with different room sizes and shapes that provided new spatial experiences, the opportunity for built-in furniture, and perhaps access to a terrace or porch. These spaces often projected from the main body of the house. It was common to incorporate clipped or jerkinhead gables, varied materials, and high-contrast coloration. Houses generally had three or four primary rooms. Peacock Lane houses typically have five primary rooms, with very few houses having a full second floor. The success of the English Cottage style was based on the variation of spaces, which included a breakfast room or nook, a fireplace, a terrace or patio in an outside corner, and a reception hall or vestibule in a projecting gable off the front, often creating a dignified house at a reasonable price.<sup>8</sup>

### *Tudor Revival*

This style shares most of the character-defining features of the English Cottage style. The Tudor Revival style is distinguished by the use of timber-frame members. Its reinterpretation in the US, however, is not generally based on true timber construction, but imitates the visual effect of this method. Like the English Cottage style, it is typical to find on this style round or segmental arch openings, diamond-pane and/or bottle-glass lights, casement windows with small glass-panes, and brick mostly found on prominent exterior chimneys. One house in the district exhibits textured brick on the front façade, as a decorative element. Entry porches are mostly projecting, sometimes with asymmetrical, steeply pitched gable roofs with a flare to one side (Photos 12 and 25).<sup>9</sup>

### *Colonial Revival*

The Colonial Revival style includes a wide variety of American architecture, including English and Dutch vernacular architecture, and the more formal English architecture (Georgian and Federal periods of the late eighteenth and early nineteenth centuries). This very popular style can be identified by its symmetry; gambrel, hip, or gable roofs; front porch and/or porticos with classical motifs; surfaces covered in shingles, wood siding or brick; bay windows; fanlights; Palladian windows in upper story walls or gables; side and transom lights around the main entry, multiple-light sashes above single-light sashes; and broken, segmental, or swan’s neck pediments.<sup>10</sup> Note, however, that the examples of the Colonial Revival style in Peacock Lane are quite modest, without these more elaborate features.

### *Spanish Revival*

This architectural style is based on the baroque architecture of Mexico. The Spanish Revival, or Spanish Colonial Revival style was especially popular during the early twentieth century in the United States, used for schools, churches, residences, apartment buildings, and commercial buildings. It is characterized by flat or low-pitched roofs, stucco wall surfaces, low-relief ornamentation, low, rounded arch openings, decorative doors, and decorative window surrounds. In the Peacock Lane Historic District this style is found only on the 1925 apartment building on the south of the district and the store that faces Belmont Street next to the apartments (Photo 20).<sup>11</sup>

<sup>7</sup> Herbert Gottfried, *American Vernacular Buildings and Interiors, 1870-1960* (New York: W.W. Norton and Company, Inc., 2009), 157.

<sup>8</sup> Ibid.

<sup>9</sup> Thomas Carter and Peter Goss, *Utah's Historic Architecture, 1847-1940: A Guide* (University of Utah Press, 1988), 156.

<sup>10</sup> Ibid., 147.

<sup>11</sup> Ibid., 163.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

### PROPERTY SUBTYPE III. EARLY AUTOMOBILE SUBURB, 1908-1945

The Peacock Lane Historic District is consistent with “Property Subtype III, Early Automobile Suburb” described in the “Historic Residential Suburbs in the United States National Register Multiple Property Documentation Form (MPDF).” The description characterizes how the design and physical development of these new neighborhoods was influenced by the automobile. Peacock Lane was the first of its kind in Oregon, where the vehicle was included in the architectural and urban design from the beginning: “most of the houses were built with an attractive little garage” which might be attached or detached.<sup>12</sup> It is a good example of the new hierarchal street system designed to accommodate the automobile and consider the relationship between the automobile and pedestrians, including consideration of road widths, block design, and the inclusion of curbs, planting beds, and sidewalks. In order to cut the cost of street construction, provide underground utilities, and address pedestrian safety, Peacock Lane included a long block that extended the full length of the lane and reduced the number of cross streets (Figure 5 and Photo 1). Gas streetlights, later adapted to electricity, were also provided from the beginning of the development, which improved night-time driving conditions and pedestrian safety (Photo 6).<sup>13</sup> All of these character-defining features convey how the automobile was accommodated within the urban design of the streets, houses, and yards, as well as their relationship with the surrounding community (Figures 11 to 13).<sup>14</sup>

### CONCLUSION

The Peacock Lane Historic District is a unique example of an early automobile suburb that retains the characteristics of Property Subtype III, as defined in “Historic Residential Suburbs in the United States, 1830-1960.” It was built in the 1920s in a homogeneous architectural style with a four-block-long street, with unique designs for each house. The character-defining features relating to the urban design of the subdivision are the incorporation of the automobile in the site and subdivision design, the setback of the houses in relation with the streetscape, garages with concrete driveways, and the pedestrian connections with the sidewalk. The circulation network is a characteristic, as well as an early example, of Property Subtype III, Early Automobile Suburb for its hierarchal street system, which includes the road width, curbs and gutters, planting beds, and sidewalks. The vegetation in the historic district is also important, with the remaining historic trees clustered in the center of the district, augmented by small objects like street lamps and sidewalk stamps, to make this district an excellent example of an early automobile suburb.

<sup>12</sup> Naomi Swett, “The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs,” *American Builder*, 1925, 92.

<sup>13</sup> Linda Flint McClelland and David L. Ames, “National Register of Historic Places Inventory /Historic Residential Suburbs in the United States, 1830-1960. Multiple Property Documentation Form” (U.S. Department of Interior, National Park Service, 2002), F55.

<sup>14</sup> *Ibid.*, F55–56.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

**8. Statement of Significance**

**Applicable National Register Criteria**

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

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

**Areas of Significance**

(Enter categories from instructions.)

COMMUNITY PLANNING AND DEVELOPMENT  
ARCHITECTURE

**Period of Significance**

1923 to 1930

**Significant Dates**

1923: Date of initial construction

1930: Date of last construction

**Criteria Considerations**

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

Property is:

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

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation** (if applicable)

N/A

**Architect/Builder**

Wassell, Richard Fleming, Designer/Developer

**Period of Significance (justification)**

The Period of Significance begins in 1923, which is the date when construction began on Peacock Lane, and ends in 1930, when the last buildings were constructed.

**Criteria Considerations (explanation, if necessary)** N/A



Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

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

The Peacock Lane Historic District, located in Portland, Multnomah County, Oregon is locally significant under National Register of Historic Places (NRHP) Criterion A in the area of Community Planning and Development, as an excellent and unique example of a planned community and early automobile suburb designed by a single developer, Richard F. Wassell. It was designed in the early 1920s using the English Cottage and Tudor Revival styles as a common architectural theme to create a village-like setting. Each house on the street has a unique design and incorporated a garage. Under Criterion A, Peacock Lane clearly reflects the historical development patterns and conventions of community planning in Portland during the 1930s. Peacock Lane's physical characteristics, however, convey how the automobile influenced circulation patterns and streetscape design, as well as individual lot development, during the period of significance. The district is also eligible under Criterion C in the area of Architecture for its collection of English Cottage and Tudor Revival-style houses, most of which were designed by Richard F. Wassell. The architecture of the district is cohesive without being repetitive, an uncommon trend in the 1920s. The period of significance begins in 1923 with the erection of the first building, and continues to 1930 with the construction of the last building.

These areas of significance fall within the established registration criteria of the "Historic Residential Suburbs in the United States, 1830-1960," MPDF as a planned residential community under the Subtype III: Early Automobile Suburb. Peacock Lane is an early and unique example of a single developer, R.F. Wassell, creating a community already prepared for the automobile, seen not only in the incorporation of garages within the design of each house, but also the improved streetscape with "curbs and gutters, durable pavements, sidewalks, driveways." The subdivision is additionally an early example of creating long blocks and reducing cross streets, a circulation hierarchy that was not commonly seen until the post-war period.<sup>15</sup>

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

## AREAS OF SIGNIFICANCE

### Community Planning and Development

The Peacock Lane Historic District is significant under NRHP Criterion A in the area of Community Planning and Development, as an excellent and unique example of an early automobile suburb and planned community constructed in the 1920s by one developer and one designer. Peacock Lane is a one-street community, designed in 1923 with construction starting that same year, by developer and designer R. F. Wassell and his father J.D. Wassell. The district was conceived with the automobile as the main mode of transportation, even though it was located next to the Belmont/Morrison streetcar line. The streetscape included a 50' wide right-of-way with sidewalks with planting beds, and ample building setbacks. The houses were all designed in the English Cottage and Tudor Revival architectural styles with garages. The Peacock Lane Historic District incorporated street lighting and driveways within the subdivision design to accommodate the new automobile-centric culture (Figure 5).

### Architecture

The Peacock Lane Historic District is also significant under NRHP Criterion C in the area of Architecture for its collection of English Cottage and Tudor Revival-style dwellings. The houses that R.F. Wassell designed for the Peacock Lane Historic District are unified by the use of these architectural styles, which are reminiscent of Wassell's origins and early years in Scotland. The houses, which were constructed between 1923 and 1930, were all built with garages and amenities such as central heating, modern kitchens, electricity, and enough space for a family within an affordable price range (Figures 11 to 15). The dwellings were finished with stucco and/or wood siding, and included exterior brick chimneys as character-defining features (Photos 7, 12, and

<sup>15</sup> Linda Flint McClelland and David L. Ames, "National Register of Historic Places Inventory /Historic Residential Suburbs in the United States, 1830-1960. Multiple Property Documentation Form," F55.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

28). The houses are set back from the street, conveying a sense of suburban spaciousness. Garages are set back from the main façade of the house, reinforcing this character. Some garages are integrated with the roof line of the house, some are attached to one side of the house, and others are detached and placed to one side of the lot in the rear yard. Each house has a unique design, inspired by magazines and or adapted from local examples by R. F. Wassell. The edifices were built in three phases, starting construction in 1923, then 1924, and the last one 1930, after Wassell's death, overseen by his father J. D. Wassell.<sup>16</sup>

## HISTORIC CONTEXT AND NARRATIVE STATEMENT

### East Portland

The east side of Portland was originally composed of the city of East Portland and city of Albina, an area that housed a mostly middle – and working – class population. In 1891, the three cities of Portland, East Portland, and Albina decided to consolidate into one city, the city of Portland. Several streetcar lines were already serving different neighborhoods on both the east and west sides of Portland. The west side had a well-established public transportation system. However, the population on the east side typically walked to the Willamette River shore to catch the ferries to downtown. On the east side, the Belmont/Morrison Line began operating as a steam-powered streetcar in 1888, first connecting Grand Avenue to the Willamette River ferries and later to the Morrison Bridge, which opened in 1887.<sup>17</sup> By July of the same year, the line extended “East down Morrison [Street], dropping south one block to Belmont between 26<sup>th</sup> and 28<sup>th</sup> Streets, and then out to approximately 34<sup>th</sup> Avenue. This provided transit service to the newly platted Sunnyside residential neighborhood. Morrison Street quickly became the primary arterial.” Which later helped Peacock Lane to develop, today within the boundaries of Sunnyside.<sup>18</sup> The electric trolley streetcar quickly replaced the steam lines in 1889. Developers of the Sunnyside neighborhood promoted the expansion of the line along Belmont Street.<sup>19</sup> More lines were extended on the east side, but it was the Belmont/Morrison line that directly supported the development of the Peacock Lane Historic District.

During this period the city grew from a small city to a metropolis. The population grew from 90,426 in 1900 to 207,274 inhabitants in 1910, an increase of 129 percent in a single decade.<sup>20</sup> The neighborhoods started to grow quickly, as developers were building and expanding, especially to Sunnyside. In 1906, the news reported a prosperous building season despite the high cost of materials.<sup>21</sup> Portland became one of the largest cities on the West Coast. Many factors influenced the growth of Portland, but Herman Herst wondered, “does population tend to follow improvements, or do improvements follow population? To some extent, I feel that both are true.”<sup>22</sup>

The boom of the city is closely associated with the Lewis and Clark Centennial and American Exposition and Oriental Fair held in Portland from June 1 to October 15, 1905. The exhibition was the first world's fair on the Pacific Coast, attracting “nearly 1.6 million people who paid for admission to the fair.” This large number of visitors included 400,000 that came from beyond the Pacific Northwest. The planning, construction, and provision of associated tourist services for this event had a multi-year impact. In addition to the immigrants that

<sup>16</sup> In 1931, the city of Portland renamed most of their streets and renumbered all the addresses following the ordinance No. 61325, this process was done by the city in also in 1891 and 1892, however, this last large renaming process has been mostly maintained today. In this document, the author refers to both before and after this renumbering to facility further research.

<sup>17</sup> Herman Jr. Herst, “The Geographical Expansion of Portland” (Bachelor of Arts in the Division of History and Social Sciences, Reed College, 1931), 15, Reed College Library.

<sup>18</sup> K. Zisman et al., “Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938. Amended Multiple Property Document,” ed. Timothy Askin and Ernestina Fuenmayor (National Park Service, 2012), E-9.

<sup>19</sup> Timothy Askin and Ernestina Fuenmayor, “National Register of Historic Places Inventory / North Buckman Historic District” (Department of the Interior, National Park Service, National Register of Historic Places, 2013), 21.

<sup>20</sup> Ibid., 23.

<sup>21</sup> Nancy Kimball McFadden, “House and Home in Portland, Oregon: A Study of Ordinary Houses in Some Southeast Portland Neighborhoods at the Turn of the Century” (University of Oregon, 1993), 64.

<sup>22</sup> Herst, “The Geographical Expansion of Portland,” 13.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

established themselves in Portland to work on the fair, businesses that started during this year influenced the future development of the city.<sup>23</sup>

The growth and development of Portland also benefited from the resources of the Pacific Northwest. "The first decades of the twentieth century brought expansion of farming, horticulture, ranching, and mining in the interior of Oregon, Washington, and Idaho." During this period, the American lumber industry began to shift from the Midwest to the Douglas fir and ponderosa pines forest of the Pacific Northwest.<sup>24</sup>

## Surrounding Neighborhoods

The main areas served by the Belmont/Morrison streetcar line were the Buckman and Sunnyside neighborhoods, developed by speculative builders whose houses were built to rent or sell. Buckman is the oldest residential neighborhood on the east side of Portland, dating to the 1870s and serving a mostly middle-class population. It offered affordable suburban housing in an area close to downtown and to employment.<sup>25</sup> A few years later, the area east of Buckman was platted as Sunnyside. The development of the Sunnyside neighborhood was a joint effort between the streetcar companies and land developers (mostly the Sunnyside Land and Improvement Company) in the early 1880s. "The original plat consisted of a 52-block area bounded roughly by 30<sup>th</sup> Avenue and Cesar E. Chavez Boulevard (39<sup>th</sup> Avenue) to the west and east; Hawthorne Boulevard on the south; and Stark Street on the north," designed with a grid pattern. Today, the City's official definition of the Sunnyside neighborhood extends beyond SE 39<sup>th</sup> Avenue and includes Peacock Lane (originally 40<sup>th</sup> Avenue).<sup>26</sup>

During the same period, the area surrounding Peacock Lane was also being developed. Laurelhurst, a neighborhood immediately northwest of Peacock Lane, was established in 1909 (Figure 1), when the Ladd Estate Company sold 462 acres to the Laurelhurst Company (a dummy corporation with the same ownership). The owners had previously initiated the development of Ladd's Addition (NRHP), which began construction in 1891. However, only one or two houses were built in the first ten years. In the meantime, the land was leased to a farmer who raised hay and pastured livestock. The 1905 World's Fair reinvigorated Portland and construction in Ladd's Addition, which got back on track in 1907.<sup>27</sup> On the other hand, the Laurelhurst development was an immediate success. It was designed in a park-like setting, based on the design principles of Frederick Law Olmsted and the City Beautiful movement, which included curved streets, ample sidewalks, and large canopy trees.<sup>28</sup> The first homes in Laurelhurst were built in 1910, and enjoyed a rapid success, with 2,300 lots sold within the first year.<sup>29</sup>

## Early Automobile Trends

In the first two decades of the twentieth century, cities across the country saw a big change in the accessibility of the automobile. The mass production of the Model-T between 1910 and 1930 was the defining factor driving use of automobiles. By 1930, automobile registration in the United States had increased from 458,000 to nearly 22 million.<sup>30</sup> Multnomah County, which includes the city of Portland, registered nearly 10,000 motor vehicles in 1916; however, by 1920 there were already 36,000 registrations, with more than 90,000 by 1930.<sup>31</sup>

<sup>23</sup> Askin and Fuenmayor, "North Buckman Historic District," 23.

<sup>24</sup> Ibid.

<sup>25</sup> Ibid., 15.

<sup>26</sup> Zisman et al., "Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938. Amended Multiple Property Document," E-9.

<sup>27</sup> Patricia Figuero, "National Register of Historic Places Inventory/ Ladd's Addition Historic District" (National Park Service, 1988), National Park Service.

<sup>28</sup> Christine A. Curran, "National Register of Historic Places Inventory/Laurelhurst Park Historic District" (National Park Service, 1999), Section 8. Page 6, National Park Service.

<sup>29</sup> Laura Buhl, "The Impact of Transportation Developments on Urban Form and Society in Portland, Oregon 1851-1990" (Master of Community and Regional Planning, Department of Planning, Public Policy and Management. University of Oregon, 2000), 65-68, University of Oregon.

<sup>30</sup> Linda Flint McClelland, David L. Ames, and Sarah Dillard Pope, "Historic Residential Suburbs in the United States, 1830-1960. Multiple Property Document" (National Park Service, 2002), E-5, National Park Service,

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

The automobile opened up the opportunity to live beyond the streetcar lines and/or public transportation routes. Due to the rise of private automobile ownership, cities across the country experienced an intense period of suburban expansion between 1918 and the Great Depression in 1929.<sup>32</sup> By the time Peacock Lane was developed in the 1920s, the automobile was firmly established. This new transportation method prompted the city to respond by widening and/or extending existing arterial streets, as well as building new streets. By 1907, street improvements had been made along the streetcar routes, where portions of Burnside, Morrison, Hawthorne, Ankeny, and Grand streets were macadamized. Sidewalks were also an important concern as unmanaged motor traffic, streetcars, horse-drawn vehicles, and pedestrians all used these roads and in combination could create dangerous and chaotic conditions. By 1930, almost all the streets within central east Portland had been paved and many had been widened.<sup>33</sup>

### PEACOCK LANE: SOMETHING DIFFERENT

By the time Peacock Lane was designed and built in the early 1920s, the automobile was well established in Portland. Builder and entrepreneur Richard F. Wassell understood the importance of private motor vehicles in society. As noted in the December 1925 issue of the magazine *American Builder*, in an article written by Naomi Swett, all the houses on Peacock Lane were designed with garages (Figures 11 to 13). In neighborhoods like Buckman, Sunnyside, Ladd's Addition and even in Laurelhurst, this was not the case. Garages were added later and, in many buildings, basements were converted to garages.<sup>34</sup>

### Development Context

The Peacock Lane Historic District comprises the Ex-Mayor Simon's Addition, a tract of land acquired by Joseph Simon (Figure 7).<sup>35</sup> Mr. Simon was a Senator from Oregon (1898-1903) and a very well-known political figure in the state, who occupied various public positions, including Mayor of Portland from 1909 to 1911.<sup>36</sup> Simon had many properties and investments across Portland. R. F. Wassell was a well-known developer with a large list of successful apartment buildings, no doubt an attractive prospect for Simon. Platting a property adjacent to the already prosperous northern Laurelhurst development was the right investment for Simon. This addition was subdivided from the existing Paradise Springs Farm Plat, described by Timothy Askin and Tanya March as follows:

“Existing Paradise Springs Farm Plat that was established in unincorporated Multnomah County with the Willamette Meridian's baseline as its northern limit and straddling the boundary between Township 1S and Township 2S. There were 19 plots ranging from five acres to 15 acres, all with a depth of 15 chains (990 feet) south of the baseline (now SE Stark

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[http://www.kshs.org/resource/national\\_register/MPS/HistoricResidentialSuburbsintheUS1830-1960\\_MPDF.pdf](http://www.kshs.org/resource/national_register/MPS/HistoricResidentialSuburbsintheUS1830-1960_MPDF.pdf).

<sup>31</sup> Askin and Fuenmayor, “North Buckman Historic District,” 27.

<sup>32</sup> David L. Ames, Linda Flint McClelland, and National Register of Historic Places., *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places* (Washington, DC: U.S. Department of the Interior, National Park Service, National Register of Historic Places, 2002), 22.

<sup>33</sup> Zisman et al., “Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938. Amended Multiple Property Document,” E-11.

<sup>34</sup> Swett, “The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs,” 93.

<sup>35</sup> *Who's Who in the Northwest. A Biographical Dictionary of Notable Living Men and Women of the Northwest*, vol. I (Portland, Oregon: Western Press Association, 1911), 89. “Joseph Simon was an attorney-at-Law, member firm of Dolph, Mallory, Simon & Gearin (...) Born February 7, 1851 [born in Bechtheim, Germany]; son of Elise Liepold and David Simon. Came to Oregon, 1857. Educated in public schools, Portland, Ore.; read law in office of Mitchell & Dolph, Portland, Ore. Admitted to bar 1872 and began professional career, Portland 1873. Member of City Council, Portland, 1877-80; member of Oregon Senate, 1880-88; President, 1889-91-95-97, and special session 1898; Secretary Republican State Central Committee, 1878; chairman same, 1880-84-86; delegate Republican National Convention, 1892-1900; member Republican National Committee, 1892-96; United States Senator for Oregon, 1898-1903; Mayor Portland, Ore., 1910 [1909-1911]. Clubs: Commercial, Concordia. Society: A. F. & A. M. Recreation: Automobiling. Republican. Address: 689 Everett Street, Portland, Oregon.” Joseph Simon died on February 14, 1935.

<sup>36</sup> “SIMON, Joseph - Biographical Information,” Government Website, *Biographical Directory of the United States Congress. 1774-Present*, accessed February 1, 2017, <http://bioguide.congress.gov/scripts/biodisplay.pl?index=S000422>.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

Street). No roads were included in the plat. Paradise Springs Farm was subdivided multiple times over the following decades and cut apart by many city streets.”<sup>37</sup>

It appears that Ex-Mayor Simon’s addition corresponded closely with the original layout of Plot 2 of Paradise Springs Farm, which consisted of two half blocks facing Peacock Lane.<sup>38</sup> The plat was recorded by Simon in April 1923 (Figure 7). However, the surveyed map indicates that it was “platted and named by R. F. Wassell,” which indicates that Simon and R. F. Wassell were in partnership to develop the land. The *Sunday Oregonian* announced on November 25, 1925, that the R. F. Wassell Estate was taking over the “property east of Laurelhurst park in the vicinity of East Thirty-ninth and East Stark streets, formerly known as ex-Mayor Simon’s Addition (...) and is to be improved immediately by the erection of 35 residences, mostly of the English type.” The same article also announced changing the name of East Fortieth Street to Peacock Lane.<sup>39</sup>

## Financing the Dream Homes

### *R. F. Wassell as Merchant Builder*

R. F. Wassell was a young businessman who became very successful as a developer through his innovative construction methods and modus operandi. It is difficult to categorize him within the classifications offered by the MPDF “Historic Residential Suburbs in the United States, 1830-1960” because he was at least twenty years ahead of his time. The developers that were operating in Portland between 1900 and the 1920s, the same period in which R. F. Wassell was working, were mostly *land subdividers*, who were a “combination of retail land-merchant, promoter, and broker.” Land subdividers acquired a piece of land, usually next to already established communities, laid out imaginary lots and streets, and quickly started promotion of the development. Depending on the competition, they would put in minimal improvements. Most of these subdividers were individual operators; however a number of companies and several banks formed to engage in land speculation, like Sunnyside Land and Improvement Company, Ladd Estate Company, and the Laurelhurst Company. Though small in number, there were some efforts by developers during these decades to bridge the gap between minimal subdivisions and full-scale development, with an intended market of middle- and upper-class families. These developers acquired land, subdivided it, installed improvements, and either built units for sale themselves or worked in close coordination with contract builders and emerging groups of large-home builders. However, this classification does not fit Wassell, as he was already expanding his role in the development process.<sup>40</sup>

R. F. Wassell could be categorized as transitioning between an Operative Builder and a Merchant Builder. In the first category are developers from the 1920s that platted and improved the land, taking control of the entire operation and building as money became available. This class of developer had increased in number by the 1930s due to the presence of government programs like the Federal Housing Administration (FHA), securing money for large-scale developments of neighborhoods of small single-family houses, as well as rental communities. However, Wassell was also focused on construction efficiency and increasing profitability, building more for less within a short period of time, something that was not yet on the horizon for most developers until after the Depression.<sup>41</sup>

After World War II, housing demand and economic incentives from the government, like the FHA and Veterans Administration, changed the housing development world. This is when the Merchant Builders and Community Builders began their ascendancy. By 1938 there were 70,000 to 80,000 urban home builders who constructed

<sup>37</sup> Askin and March, “Peacock Lane Reconnaissance Level Survey and Brief Historic Context Peacock Lane, Portland, Multnomah Co., Oregon,” 2.

<sup>38</sup> Ibid.

<sup>39</sup> “35 Houses to Be Built. Wassell Estate Takes over Property East of Laurelhurst,” *The Sunday Oregonian*, November 25, 1923, Sunday Morning edition, sec. 2, 1.

<sup>40</sup> Edward P. Eichler and Marshall Kaplan, *The Community Builders* (Berkeley and Los Angeles, California: University of California Press, 1970), 17–18.

<sup>41</sup> Linda Flint McClelland and David L. Ames, “National Register of Historic Places Inventory /Historic Residential Suburbs in the United States, 1830-1960. Multiple Property Documentation Form,” F9.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

one or more units annually. Fewer than 20 percent of the builders put up four or more units per year. Building organizations were usually “small, under-capitalized, locally based, and many supplemented their income with other business activities.”<sup>42</sup> What distinguished the pre- and post-war builders is not quantity alone but techniques that increased production. As discussed in the book *The Community Builders*:

“What set the merchant builder apart was the fact that he merged together in a single firm the processes of land purchase, site improvements (utilities, streets, sidewalks), house construction, and merchandising. Before 1945, each of these operations usually was carried out by a different firm. Merging them permitted greater efficiency. But such efficiency was economically worthwhile only under conditions in which the rate of sale in one location was sufficiently high (usually 100 or more units per year).”<sup>43</sup>

It is clear that R. F. Wassell was ahead of his time and that was the reason for his success so early in life. Wassell can be classified as a Merchant Builder who operated in the 1920s, an innovator in housing construction as well in mass production. At the same time, the houses he built were repetitive in design, a very unique approach to a middle-to upper-class community in Portland, Oregon.

### *The Economics of Peacock Lane*

R. F. Wassell had a successful career building large apartment buildings and hotels around the city of Portland with multiple investors. Detached single-family houses was a new business venture for the Wassell Estate, which was primarily Richard F. Wassell and his father Joseph D. Wassell. Peacock Lane was not the typical development that other builders were doing in nearby areas (Buckman, Sunnyside, Ladd’s Addition, Laurelhurst, etc.), because R. F. Wassell risked building twenty houses at the same time with a different design for each dwelling and selling them later (Figure 8). As indicated by Swett in her *American Builder* article:

“By taking out building permits for twelve or fifteen houses at one time and putting a crew of skilled workers on the job on a strict time and material basis [R. F.] Wassell was able to save the purchasers of these homes from 10 percent to 20 percent of what it would have cost them to obtain their own building work, had they engaged architects’ and contractors’ services. “Our mechanics worked from one house to another,” he explained, “and there was no lost motion. In addition through the larger buying power gained by making a single material purchase for the entire group of houses we secured the finest possible at the lowest possible price.” Two-thirds of the houses in Peacock Lane were sold before they were finished.”<sup>44</sup>

The Peacock Lane development is very similar to the contemporary housing construction process in Portland, which put R. F. Wassell ahead of his time. However, in the 1920s this innovative process was extremely risky. Nevertheless, it was an urban and social success, with the houses selling for \$6,500 to \$8,750 each (Figures 10, 14, and 15). By the time the above article was published in December 1925, all twenty houses had been sold.<sup>45</sup>

R. F. Wassell paid \$21,500 for the five acres of land that encompassed Peacock Lane, with street improvements costing approximately \$11,000. Financing for this development followed early twentieth-century trends. Some buyers paid the full amount in cash, while others took first mortgages at six percent from the Prudential Life Insurance Company. Down payments were between \$1,000 and \$2,000, and monthly payments ranged from \$50 to \$75. The difference between the first mortgages and the down payments was absorbed by

<sup>42</sup> Eichler and Kaplan, *The Community Builders*, 20.

<sup>43</sup> *Ibid.*, 21.

<sup>44</sup> Swett, “The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs,” 93.

<sup>45</sup> *Ibid.*



Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

the Wassell Estate as a second mortgage.<sup>46</sup> R. F. Wassell died in 1927 and did not see the full success of Peacock Lane.

This economic transaction appears to have been deleterious to R. F. Wassell, who was bankrupt by 1921, as announced by Henry S. Gray, estate administrator, who filed a suit against Alice Wassell, Wassell's wife, in 1931, over debts accumulated by multiple properties throughout the city. The court case indicates that during the period of World War I and immediately after in 1921, R. F. Wassell found himself without any properties and in debt to Donald B. McBride. In 1922, Wassell began doing business under his father's name J. D. Wassell and his wife Alice, which included Peacock Lane. The case argues that he built the last property with borrowed capital, negotiated with discounts, and reduced carrying charges, which allowed R. F. Wassell just enough for his living expenses.<sup>47</sup>

### The Practical Suburban House

Since the late nineteenth century, the traditional American family desired their own single-family house in a semi-rural environment, which today translates into the American Dream. Developers and builders were exploring how to make this dream come true. To achieve this, they had to lower the cost of construction, which was done by standardization, mass production, and prefabrication. Location was very important in translating the suburban ideal into the individual dwelling situated on its own lot, in a healthy, safe, and parklike setting. Most importantly, the house needed an efficient floor plan design that would reinforce the ideal family.<sup>48</sup>

In the first decades of the twentieth century, residential design trends evolved toward progressive ideas that would emphasize a more efficient and simple layout, reflecting fewer hierarchical relationships, that incorporated technological innovations, and promoted a relaxed lifestyle. The new subdivisions built between 1890 and the 1920s provided utilities and amenities not available elsewhere. Peacock Lane benefitted from street improvements, in addition to park and public utility systems that came out of the City Beautiful movement.<sup>49</sup>

R. F. Wassell was inspired by many magazines, as well as local developments, for the design of the Peacock Lane Historic District (Figure 11).<sup>50</sup> Laurelhurst, north of the district, and Ladd's Addition to the southwest, had already been built. Laurelhurst was designed following the concepts and advice from the Olmsted Brothers, who visited Portland in 1903. This subdivision had a park-like setting with sidewalks with trees and curvilinear streets.<sup>51</sup> Peacock Lane did not have curved streets, but the sense of an English village was clearly the design intent. The homogeneity of the chosen English Cottage and Tudor Revival architectural styles was the common denominator (Figures 5, 8 and 9). The scale of the buildings, along with the trees and building setting, was reminiscent of villages in England or Scotland, where R. F. Wassell's family had come from. His father was involved in the development and his memories and origins may have played a role. The Olmsted firm called for the coordination of transportation systems, as well as improvements in the design of suburban neighborhoods. Wassell followed many of these principles, and adjusted them to the scale of the development in order to provide the homeowners with a suburban experience, while still allowing them to enjoy the benefits of public transportation and added garages to each house.<sup>52</sup> Swett described the neighborhood as follows:

<sup>46</sup> Ibid.

<sup>47</sup> "4 P.2d 625 (Or. 1931), Gray v. Wassell," vLex, accessed February 1, 2017, <http://case-law.vlex.com/vid/4-p-2d-625-621773086>.

<sup>48</sup> David L. Ames and Linda Flint McClelland, "Historic Residential Suburbs. Guidelines for Evaluating and Documentation for the National Register of Historic Places" (U.S. Department of the Interior, National Park Service, National Register of Historic Places, September 2002), 52.

<sup>49</sup> Ibid., 56.

<sup>50</sup> Swett, "The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs," 93. Even though R. F. Wassell indicated that he designed the houses, Richard Ritz in his book *Architects of Oregon* indicated that Hubert Athling Williams (b.1887-d.1965) designed some of the houses on Peacock Lane. It is also possible that after R. F. Wassell's death, some buildings required architectural services, and J. D. Wassell contacted him for their design. More research is required to confirm this information.

<sup>51</sup> Curran, "Laurelhurst Park National Register."

<sup>52</sup> Ames, McClelland, and National Register of Historic Places., *Historic Residential Suburbs*, 39.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

“It can only be said that the beautiful houses of Peacock Lane are more beautiful because there is but one style of architecture on the entire street, no unsympathetic line, or design to destroy the quaint little English village atmosphere that [R. F.] Wassell succeeded in attaining. Surely an English house, surrounded on all sides by English houses, is more English than if it faced a Spanish home across the street, an Italian house at its left, and a stately Colonial house at its right! And, because the climate of this part of Oregon is exactly like that of England, Wassell deemed the English type truly fitting in the building of Peacock Lane.”<sup>53</sup>

The location of Peacock Lane was excellent with respect to transportation options (Figures 1 and 2). The drive to downtown Portland was just ten minutes on the paved streets. The plat was delineated by SE Stark Street on the north and SE Belmont Street to the south. Both streets are major thoroughfares and adjacent to the Belmont/ Morrison streetcar system. Peacock Lane enjoyed great public transportation options as well as access to the commercial street (Belmont) with shops and offices that served the neighborhood.

The street improvements included concrete sidewalks built by Cochran Construction Company (1923), as indicated on the sidewalk contractor stamp (see Photo 19) with space for trees – some historic trees still remain (see Photo 16) - paved streets, and street lighting (see photo 14 and Figure 19). Peacock Lane had the first ornamental lighting system in a residential district in the city of Portland, as stated by *The Sunday Oregonian* in 1929.<sup>54</sup> These lights were referred to in the article by Swett as “eleven beautiful street lamps, gas lighted with arrangements for ten years’ service from the Portland Gas & Coke Company.”<sup>55</sup> In 1929, the neighbors did not renew the contract with the gas company and converted them to electricity for a lower price (Figure 7).<sup>56</sup>

During this period, technological innovations improved household life, with amenities that we take for granted today: central heating, gas hot water heaters, indoor plumbing, and electricity. These services increased the cost of construction.<sup>57</sup> Nonetheless, Peacock Lane offered more innovations than traditional suburban houses. Swett noted these amenities in the 1925 magazine article:

“No two interiors were planned exactly alike, though in each house the general idea is carried out in a large living room, commodious dining room, super-convenient kitchen with extra large breakfast room. (...) Except in the dining rooms, side illumination from wall bracket candle fixtures has been provided. The bathrooms have the most modern type of built-in plumbing, usually tile floors, while kitchens have drain-boards, either tile or glass work tables, hoods over ranges and convenient enclosed vestibules for the placing of refrigerators. Each house has a laundry room and fruit closet in the basement and is equipped with a thermostatically controlled furnace, assuring the owners of homes in Peacock Lane the highest peak of modern home comfort and efficiency.”<sup>58</sup>

A shelter for the automobile became very important after 1910 (Photos 11 and 12). New developments tried to accommodate this progressive design, with road improvements such as paved surfaces, gutters and curbs, and sidewalks. The earliest garages were placed behind the house at the end of a narrow long driveway. William A. Radford, who published *The American Builder*, is credited with the popularizing the term “garage” in 1910. On Peacock Lane, as mentioned above, all the houses were designed with garages. R. F. Wassell adapted the magazine design floor plans and incorporated the garage within the building, attaching it to the structure, in some cases with interior access. To vary the design and cost, some buildings had detached garages; most of them survive today as contributing outbuildings. In some cases the garages have been attached to the houses with recently built breezeways or additions.<sup>59</sup>

<sup>53</sup> Swett, “The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs,” 92.

<sup>54</sup> “Peacock Lane Darkened. Gas Light Contract Expires and Residents Refuse New,” *The Sunday Oregonian*, November 10, 1929, 13.

<sup>55</sup> Swett, “The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs,” 91.

<sup>56</sup> “Peacock Lane Darkened. Gas Light Contract Expires and Residents Refuse New,” 13.

<sup>57</sup> Ames and McClelland, “Historic Residential Suburbs,” 56.

<sup>58</sup> Swett, “The Building of Peacock Lane. R.F. Wassell, Portland Builder, Succeeds with English Cottage Designs,” 93.

<sup>59</sup> Ames and McClelland, “Historic Residential Suburbs,” 56–57.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

## Constructing Peacock Lane

By 1925, the economy had started to improve. *The Oregonian* published several advertisements for new developments in Portland and beyond. The following is the article from *The Oregonian* describing a new development in Longview, Washington, proves that Peacock Lane's influence as a development had moved beyond Portland (Figure 16):

“Construction will be started next week on the first three of 39 houses to be built by Miller & Kin, Longview builders on the west side, the city's leading residential district. The houses will be of English design, similar to the development on the famous Peacock lane, Portland, where C.S. Miller, senior member of the Miller & King firm, was building superintendent in charge.”<sup>60</sup>

With the rise of the economy in 1925, new opportunities in the construction business came to R. F. Wassell. In January of 1925, he was constructing a one-story building at the northeast corner of SE 17<sup>th</sup> Avenue and Hawthorne Avenue, today 1707-1719 SE Hawthorne Avenue. During this time frame Wassell was also looking for investors for another lot he owned on the northeast corner of SE 14<sup>th</sup> and SE Hawthorne Avenue.<sup>61</sup>

By March of 1925, R. F. Wassell must have found an investor for the construction of the site he owned. *The Oregonian* began to announce daily (Figure 17), lasting for months, that the R. F. Wassell Estate was “Selling Out. \$1000 Cut in Prices. On account of other large building operations we are discontinuing the building of homes and will sell all of our homes on Peacock Lane regardless of their cost to us (...) Also several beautiful lots.”<sup>62</sup> This sudden change in plans explains the stages of development in Peacock Lane, as well as the reason for other types of buildings constructed during the following five years – an apartment building and commercial store. However, the investment in the Hawthorne Building must not have given R. F. Wassell the profit he expected, because by the time of his death in 1927, R. F. Wassell was still struggling economically.

## THE PEACOCK LANERS: FRIENDLY NEIGHBORS

When architects, urban designers, and planners envision successful cities or neighborhoods, they look for a healthy community with attractive buildings, and people on the streets talking to each other and interacting. Most of the successful cases are usually apartment/condominiums buildings, or small-town villages, or simply non-planned communities that have evolved naturally into attractive, friendly neighborhoods. There are rare cases where planned communities have been successful over time. Peacock Lane Historic District is one of the few cases where architecture and design have achieved the goal of forming a strong community that has maintained its desirable qualities. Further, Peacock Lane has continually bonded over time and become the best-organized community in the city of Portland. R. F. Wassell had all the right ingredients, and his design succeeded beyond expectations. Sadly he did not live to see it. Charles Montgomery, in his book *Happy City*, said, “If I have learned anything on this journey, it is that absolutely nothing contributes to happiness like our relationship with other people.”<sup>63</sup> The Peacock Lane Historic District has had a strong community ethic and maintained the desirability of its homes since its construction. The uniqueness of its design has translated over the years into closeness among the neighbors through the strong neighborhood traditions of its annual block party, dance, and Christmas lighting displays.

## Summer Block Party: Peacock Lane Street Dance

In Peacock Lane's first fifteen years, the women in the community were very active socially, as evidenced in local newspapers. Different organizations and families held tea parties, committee meetings, weddings, and other gatherings in their own houses. In September 1939, the first summer block-party was organized. This

<sup>60</sup> “Longview Homes to Rise. Miller & King to Begin Construction of 39 Houses.” *The Sunday Oregonian*, January 11, 1925, 27.

<sup>61</sup> “Space in Strong Demand,” *The Sunday Oregonian*, January 11, 1925, 3.

<sup>62</sup> “Selling Out,” *The Sunday Oregonian*, March 15, 1925, Sunday edition, sec. Advertisement Real Estate, 3.

<sup>63</sup> Charles Montgomery, *Happy City* (New York, New York: Farrar, Straus and Giroux, 2013), 358.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

tradition started when Dr. John Lorenz, an optometrist, and his wife Helen, organized a party for their teenagers in the basement. Word got out after this party, and neighbors realized that they needed to do something for their younger children. A block party was held in September 1939 and by the following year - ever since 1940 - August is the month for the celebration. This party is by invitation only. There are kid's parades and movies, followed by a potluck supper and dance on the street. The houses are all open and people wander from one to the next visiting and talking with each other, as narrated in a newspaper article in 1958. "The Lane" as it is known, developed as a village, where everybody helps each other, and opens the door to their neighbor.<sup>64</sup> By 1941, the block party was already established as an annual dance. The newspaper *The Oregonian* reads:

"The third annual Peacock lane get-together street dance attracted approximately 250 persons Saturday night (...) The street, covering about four blocks in the Laurelhurst district, was gaily decorated and music was furnished by a loudspeaker system."<sup>65</sup>

In September of 1947, their annual street dance was organized by Gentry Pierce at 632 SE Peacock Lane. *The Oregonian* article reads as follows:

"Peacock lane, known as "Portland's friendly street" will obtain permission from the city council to blockade the north and south entrances to the lane on that evening, and residents and their friends will join in a street dance, open house and midnight community lunch. One of the highlights in previous parties has been the children's parade, a costume affair which the lane's children have at the beginning of the evening."<sup>66</sup>

The summer dance party celebrated its tenth anniversary on August 1949 with costumes, music, and a carnival-type crowd. By 1953, Peacock Lane was celebrating its 14<sup>th</sup> annual street dance summer party with the largest crowd yet.<sup>67</sup> To commemorate 50 years of continuous celebration of the Peacock Lane Street Dance, the city of Portland under the leadership of Mayor J. E. Bud Clark proclaimed August 12, 1989 *The Peacock Lane Day* (see Figure 25).<sup>68</sup>

### Lighting Peacock Lane Homes

Some neighbors in Peacock Lane started to decorate their houses and yards during Christmas, but not as a group. One of them was William (Bill) Bonnet, who moved in 1924 to 622 SE Peacock Lane. He said to *The Oregon Journal*, "it's just nice to see other people enjoying work that you do. We haven't missed trimming the house in all those years. And when we moved here, there were only seven houses." More followed and a tradition started to form.<sup>69</sup>

According to *The Oregonian*, in December of 1948, the residents decided to take another step in their organizational skills, and participate in a "home lighting contest" as a community, organized by the Portland Junior Chamber of Commerce (Figure 23). This organization was working with electrical firms that donated fixtures to "illuminate the city's tallest Christmas tree, a 140-foot fir in Laurelhurst Park, Wednesday [December, 23], according to Ormand A. Binford, director of the Junior Chamber's lighting contest."<sup>70</sup> The following year, there was no contest, but the lighting of the tree in Laurelhurst Park by the Chamber of Commerce was ongoing and the neighbors participated again by December of 1949.<sup>71</sup> More neighbors

<sup>64</sup> Ellis Lucia, "Happy People of Peacock Lane. Portland's Cheery Street," *The Oregon Daily Journal*, December 14, 1958, sec. Northwest's Greatest Features, 41.

<sup>65</sup> "250 Dance in Lane," *Oregonian*, September 7, 1941, 10.

<sup>66</sup> "Dance Scheduled in Peacock Lane," *The Oregonian*, June 9, 1947, 10.

<sup>67</sup> "Peacock Laners' Party Biggest Yet," *The Oregonian*, August 27, 1953, 31.

<sup>68</sup> "City of Portland Proclamation Peacock Lane Day" (City of Portland, Oregon, August 12, 1989), Peacock Lane Neighbors Association.

<sup>69</sup> Walli Schneider, "Peacock Lane Lights Give Portland Giant Yule Card," *Oregon Daily Journal*, December 22, 1945.

<sup>70</sup> "Jaycee Tree to Get Lights. Chamber Splits Contest," *The Oregonian*, December 19, 1948, Sunday edition, 25.

<sup>71</sup> "City News in Brief. Lane Decorated," *The Oregonian*, December 23, 1949, 9.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

participated in the event every year. Eventually not only houses but also the shrubs and lawns were part of the tradition, as well as community street decorations. Already in 1950, the neighbors were inviting people to drive through the lane from either end and enjoy the lights. By 1954, other neighborhoods were following the lighting tradition, including Cherry Blossom Park on SE Lincoln street from 96<sup>th</sup> to 101<sup>st</sup> Avenue and the area on SE Lincoln street near 60<sup>th</sup> Avenue. The neighborhoods were not decorating to participate in the lighting contest anymore, but to continue with the neighbor's tradition (see figures 20 and 72).<sup>72</sup>

The Christmas Lighting has continued every year until the present day (see figures 24, 26 to 29), with thirty-two homeowners participating, helping each other and forming a bond to enjoy the holidays. By 1958, they had already organized the Peacock Lane Association, as an informal governing body. As Al Krieg, one of the neighbors, said to *The Oregon Daily Journal* in 1958, "We're not incorporated but a loosely organized group of the people on this street." The article also notes:

"The lane's citizens jam one of the homes for the "town meetings," held whenever there is need. Everyone gets the chance to serve on committees. Each year a new president and secretary-treasurer are elected. (...) Laners are kept informed by bulletins distributed house to house by youngsters."<sup>73</sup>

In 1973, the lights dimmed, after the country suffered through a severe energy crisis. Governor Tom McCall called for a ban on street lighting. By December 20th, the ban was lifted and Peacock Lane agreed to let individual homeowners decide whether to participate. A shorter lighting schedule was also adopted for that particular year. About half of the neighbors turned their lights on. For the first time since 1948, the neighborhood did not light up as a group.<sup>74</sup> In 1974, the Christmas lighting continued normally, and has not stopped since then.

Currently Christmas lighting brings about 10,000 people per night to the lane, for fifteen continuous nights during the holiday season, attracting national and international visitors, and even international press. Longtime resident Barbara Bushell was interviewed by a Chinese World News television reporter regarding the Christmas lighting decoration.<sup>75</sup> People from all over the country come to visit the lane and enjoy the hard work the Laners put into entertaining the community.

## **RICHARD FLEMING WASSELL (1887-1927): DESIGNER AND BUILDER**

Richard Fleming Wassell, also known as R. F. Wassell, was the builder and the designer for most of the houses on Peacock Lane (Figure 30). He was well known as an apartment builder; however, little has been researched about his short life. Born on October 24, 1887, in Chicago, Illinois, Richard was the oldest of four siblings: Elizabeth Thompson (Lizzy) born in Pennsylvania in 1890, died in 1977; Mary Summers born in Portland, Oregon, in 1892, died in 1981; and Oliver Charles born in Portland, Oregon, 1895 and died in 1972.<sup>76</sup>

R. F. Wassell's parents were Joseph David Wassell, aka J. D. Wassell, born on February 19, 1865, in Motherwell, Lanarkshire, Scotland, and Anstice T. Fleming (aka Annie, sometimes spelled Anne, and Anstus), also from Motherwell, born in 1865. J. D. Wassell arrived alone to United States in 1885, settling first in Wisconsin, where he worked as a clerk. Anstice arrived in 1884 with her mother Mary and her sisters and young brother. They worked as servants.<sup>77</sup> Joseph and Anstice married in Milwaukee, Wisconsin, on June 23,

<sup>72</sup> "Yule Lights to Remain. Jaycees Divulge Contest Entries," *The Oregonian*, December 24, 1954, 5.

<sup>73</sup> Lucia, "Happy People of Peacock Lane. Portland's Cheery Street," 41.

<sup>74</sup> Gayle Karol, "Peacock Lane Yule Lights 'Off-On'," *The Oregon Journal*, December 17, 1973, sec. 4M, J15.

<sup>75</sup> Barbara Bushell, Interview, Oral Not-Recorded, October 16, 2016.

<sup>76</sup> "Richard Fleming Wassell," database on-line, *Ancestry.com Operations, Inc. Provo, UT, USA*, accessed February 4, 2017, <http://person.ancestry.com/tree/107408380/person/100060223632/facts>.

<sup>77</sup> "1902. New York, Passenger Lists, 1820-1957," database on-line, *Ancestry.com Operations, Inc. Provo, UT, USA*, (2010),

<http://search.ancestry.com/cgi-bin/sse.dll?indiv=1&dbid=7488&h=4024843056&ssrc=pt&tid=106516032&pid=260059692455&usePUB=true>.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

1887.<sup>78</sup> After moving throughout the country, they settled in Portland about 1890, where Joseph worked in construction and Anstice in a mill. It appears that R. F. Wassell was sent to Scotland to become educated, although the dates are unknown.<sup>79</sup> His mother and siblings went to Motherwell, Scotland, to meet him and returned to the United States in 1902. The Wassell family appeared to be struggling financially, as the tickets for their trip were paid for by Mrs. A. Taylor. They were staying with Alexander Taylor's brother, who lived at 671 East Ash Street in Portland. R.F. Wassell and his mother were noted on the arrival document as set to work in a mill, when he was just 14 years old.<sup>80</sup>

In 1904, the family moved to Walla Walla, Washington. The city's directory listed J. D. Wassell as a brick mason and R. F. Wassell as manager of PT & C Co. By 1907, R. F. Wassell was working in a brick yard at Taylor & Wassell, a business owned by his father and Alexander Taylor. In 1908, while still living in Walla Walla, Wassell and his father were starting to establish themselves professionally in Portland, probably trying to find new business opportunities; however they were still living in Walla Walla. In Portland, R. F. Wassell was listed as an architect and his father as a brick contractor in the city's directory, while in Walla Walla both were listed as brick masons – sometimes brick layer. This situation of double residency continued through the following two years. R. F. Wassell met Alice L. Johnson (1888-death unknown) in Walla Walla, and got married on October 11, 1911. By 1912, R. F. Wassell and his father formally moved to Portland and were listed as brick contractors in the city directory, residing at 204 East 15<sup>th</sup> Street (today 1126 SE 15<sup>th</sup> Ave).<sup>81</sup>

During the early 1910s, R. F. Wassell built an impressive career as a builder, specializing in large brick apartment blocks and hotels. Further research is needed to find the buildings R. F. Wassell and J.D. Wassell built in Walla Walla. However, between 1911 and 1925, R. F. Wassell, constructed more than a dozen apartment buildings and hotels throughout Portland. By 1917, *The Oregonian* called him a "prominent apartment-house builder."<sup>82</sup>

R. F. Wassell's first well-known edifice was the Rex Apartments, located in 1230 SE Morrison Street, and constructed in 1913, when he was just 26 years of age. The architect for the Rex Apartments, as well as many other buildings was Carl L. Linde (1864-1945), a German-born architect, who settled with his family in Milwaukee, Wisconsin in 1870. Linde started as apprentice to an architect in Wisconsin, before moving to New York in 1883 to enlist in the Navy. After leaving the Navy, Linde returned to architecture, and worked as a draftsman for McKim, Mead & White. Linde moved around the country, finally settling in Portland in 1906. He worked in different architectural firms including Edgar Lazarus' office, Whidden & Lewis, D.C. Lewis, A.E. Doyle, and Whitehouse & Fouilhoux before applying for his license in 1921.<sup>83</sup> Although the newspapers referred to Linde as the architect of the building, they did not indicate which firm he worked for at the time.

R. F. Wassell was a businessman who was constantly looking for opportunities. He was also always seeking investors. One of his major partners was Scotland-born Donald B. McBride (1862-1945), who owned several companies, including D.B. McBride Woolen Company. R. F. Wassell and McBride worked on numerous buildings, including the Ambassador Apartments, listed on the National Register of Historic Places (NRHP), and the Tudor Arms (listed in the NRHP).

The newspaper record shows that R. F. Wassell constructed one building per year from 1911 to 1927. In 1915, R. F. Wassell bought his first automobile, a Winton (Winton Motor Carriage Company, by a Scottish immigrant). He owned that vehicle until 1919, when he bought a Chevrolet.<sup>84</sup> In 1916, Wassell promoted

<sup>78</sup> "Wassell, Joseph D. and Fleming A. T.," Wisconsin Genealogy Index, Marriage Record Entry for Kenosha County (Wisconsin Historical Society, June 23, 1887), Volume No. 02, Page No. 166, <http://www.wisconsinhistory.org/Content.aspx?dsNav=N:4294963828-4294963811&dsRecordDetails=R:MR1821689>.

<sup>79</sup> "Obituary. Richard F. Wassell," *The Morning Oregonian*, 1927, 18.

<sup>80</sup> "1902. New York, Passenger Lists, 1820-1957."

<sup>81</sup> "Richard Fleming Wassell."

<sup>82</sup> "New Block Planned," *The Morning Oregonian*, July 15, 1917, 19.

<sup>83</sup> Sheila Finch, "National Register of Historic Places Inventory/ Ambassador Apartments" (National Park Service, 1979), 4, National Park Service, <https://npgallery.nps.gov/GetAsset/3bf365dc-6046-4ab4-8fe6-e4078d1a7861>.

<sup>84</sup> "State of Oregon. Motor Vehicle Registrations and Transfers. Chauffeur Registrations. Convictions," Motor Vehicle Registration,



Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

himself with a portrait photograph in the *Photographic Business and Professional Directory* of Portland, as R.F. Wassell – Apartment House Builder and Owner (Figure 30).<sup>85</sup> This same year, R. F. Wassell finished constructing a very large house for himself on the Willamette River banks in the Riverside area (north of Lake Oswego). *The Oregon Sunday Journal* described it as a “palatial typical English residence at Ewahwee station [also spelled Ewahwe, a stop on the Southern Pacific Interurban car], situated in a cove on an acre ground. The home is said to have cost \$45,000 and is fitted with a dance hall.”<sup>86</sup> This was the first formal house designed by R. F. Wassell, in an English style, which is today classified as Tudor Revival style (Figure 31). This building was the first step leading to the house designs of Peacock Lane Historic District. Another description of the building was published by *The Oregonian* in 1916:

“The type of architecture is English, half brick and half timbered, with cement plaster panels. All of the windows are set in leaded glass.

The setting of the residence is a one-acre tract with a wild park and garden to the north, the entire landscaping plan being worked out by George Otten, of Portland. The Wassell home commands a wide view of the Cascade mountain range and of the Waverley Country Club grounds across the river.

The foundation of the residence covers an area of 72 by 44 feet. The sun porch 10 by 24, has tile floors, brick walls, and mantle and beam ceiling.”<sup>87</sup>

It is not clear whether the house was ever occupied by Wassell. Further research is needed to understand this investment. The city directories show R. F. Wassell’s residence as 204 East 15<sup>th</sup>, moving later to 570 East Madison. The McBride family was living in the Riverside house after 1920.<sup>88</sup>

The fast pace of construction slowed down between 1918 and 1921, due to World War I. R. F. Wassell feared being drafted into the war, and to avoid losing everything, he transferred all his properties to his wife Alice and his father J. D. Wassell. This was also a move to avoid paying debts to contractors. By 1921, Wassell was bankrupt. It may be that R. F. Wassell owed money to McBride and gave him the Riverside house as payment. During this period Wassell entered into the cannery business with a company called Evaporating Company. A suit against his wife Alice in 1931 indicates that from 1921 until his death he was in debt to all his contractors and business partners.<sup>89</sup> Nonetheless, by 1922, R. F. Wassell was back in the construction business with Claude D. Starr, building the Sovereign Hotel (NRHP).

The following is a list of the known buildings in Portland, Oregon, by R. F. Wassell, some of which may also have been completed with his father J. D. Wassell:

- 1909, The Wassell Apartments, 1235 SE Yamhill St. - old address 555 E. Yamhill St.
- 1911-1912, R.F Wassell & Co. Apartments, 915 NW 20<sup>th</sup> Ave - old address 203 N. 20<sup>th</sup> St.
- 1913, Rex Apartments, designed by architect Carl L. Linde, 1230 SE Morrison St. – old address 554 E. Morrison St.
- 1914, Royal Arms Apartments, designed by architect Carl L. Linde, 1829 NW Lovejoy St. (Purchase under construction in 1914 by Oscar Gerhauser).<sup>90</sup>
- 1915, Tudor Arms (NRHP),<sup>91</sup> designed by architect Carl L. Linde, 1811 NW Couch St. – old Address <sup>92</sup>

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Chauffeur Registrations (Salem, Oregon: Secretary of State, 1919 1915).

<sup>85</sup> *Photographic Business and Professional Directory, 1916, Portland, Oregon* (American Publishing Company, 1916), 2.

<sup>86</sup> “New Handsome Home Along the River,” *The Oregon Sunday Journal*, September 7, 1916, Sunday Morning edition, 2.

<sup>87</sup> “Fine House Completed,” *The Morning Oregonian*, July 30, 1916, 10.

<sup>88</sup> Helen H. Hutchison, “Six Weddings of Importance Are Record of Week,” *The Oregon Daily Journal*, June 20, 1920, sec. In Society, 2.

<sup>89</sup> “Gray v. Wassell, 4 P.2d 625, 138 Or. 274,” Non-Profit Free Law Project, *CourtListener*, (N/A),

<https://www.courtlistener.com/opinion/4081508/gray-v-wassell/>.

<sup>90</sup> “Sales and Happenings in Real Estate World. The Week’s Big Deal,” *The Oregon Sunday Journal*, April 12, 1914, Sunday Morning edition, 2.

<sup>91</sup> John M. Tess and Richard E. Ritz, “National Register of Historic Places Inventory/ Tudor Arms Apartments” (National Park Service, 1993), National Park Service, <https://npgallery.nps.gov/GetAsset/9dd07051-3b21-40f4-8791-404d6a63b489/>.

<sup>92</sup> “The Tudor Arms Apartments at Eighteenth and Couch Strs., Completed At/A Cost of \$125,000,” *The Oregon Sunday Journal*,

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

- 1916, Richard F. Wassell House, now known as the Donald B. McBride House at Ewahwee Station on Riverside.<sup>93</sup>
- 1916-1917, Imperial Arms, in association with Claude B. Starr, 1429 SW 14<sup>th</sup> Ave. – 313 14<sup>th</sup> St.
- 1922-1923, Sovereign Hotel (NRHP),<sup>94</sup> designed by architect Carl L. Linde, financed and owned by Claude D. Starr, under the Sovereign Hotel Company, 710 SW Madison and 1207 SW Broadway St. – old Address 261 Broadway St.
- 1921-1922, Ambassador Apartments (listed on the NRHP), 1209 SW 6<sup>th</sup> Ave. designed by architect Carl L. Linde, financed, and later owned by Donald B. McBride – Old Address 265 6<sup>th</sup> St.
- 1925-1926, The Prince of Wales Apartment Hotel, 1225 SW Alder St – old address 449 Alder St. The apartments were bought in 1930 by B. A. Kliks.
- 1925, commercial building at 1707-1719 SE Hawthorne Ave, financed and managed by B.L. Metzger of the Metzger-Parker Company.
- 1927-1928, apartments at Hawthorne Ave, 1430 SE 14<sup>th</sup> Avenue. Site was owned by R. F. Wassell.

The fact that Peacock Lane was built during a tumultuous time in his life may explain the sudden change from apartment buildings to single-family houses, as well as the absence of his traditional investors on the project. R. F. Wassell's father was his partner on Peacock Lane. It is clear that Wassell intended to live in the district; however, after a week of illness in the hospital, R. F. Wassell died in July of 1927 at the age of thirty nine (Figure 32). He had two daughters, Helen Frances (1915-1977), who married Raymond E. Deets, and Shirley Ann (1918-2002), who married William F. Paetzhoid and got divorced in 1971. His wife Alice L. Wassell lived at 825 SE Peacock Lane (old address 147 Peacock Lane). Later Shirley and husband William lived there.<sup>95</sup>

## PROMINENT RESIDENTS

### Harriet Jane Lawrence, M.D. (1883-1974)

Dr. Lawrence lived at 522 SE Peacock Lane (old address 88 Peacock Lane) from 1924 until 1944. Dr. Lawrence was one of the earliest female pathologist in the country, and the first known woman pathologist in Oregon. Dr. Lawrence was born in Kingsbury, Maine, on September 13, 1883. While working as a teacher she put herself through college and medical school. She graduated from Boston University School of Medicine in 1912 along with six women in her class. She worked in Boston as a resident pathologist before moving to Portland the same year.<sup>96</sup> In Portland, Dr. Lawrence first worked with Ralph Matson, a tuberculosis specialist. The following year, a group of doctors invited her to open her own laboratory in the Selling Building, where she worked for fifty years, and became known as a "microbe hunter."<sup>97</sup> In 1918, Dr. Lawrence developed an anti-influenza serum to treat those who were infected with the Spanish influenza and to immunize others. President Woodrow Wilson recognized the success and significance of the vaccine when he honored Dr. Lawrence and her contributions to medicine. Dr. Lawrence became a Fellow with the American Society of Clinical Pathologists in 1927. She was also an active member of the Medical Club of Portland, serving on the club's executive committee. Dr. Lawrence encouraged women to study and enter the field of medicine and advocated for equal education regardless of gender. In addition, she was a foster parent and advocated for helping foster children. She retired in 1967 after fifty years of work as a surgical and clinical pathologist. She died in Portland on March 1, 1974.<sup>98</sup>

### William L. Morgan (1865-1928)

August 29, 1915, Sunday Morning edition, 5.

<sup>93</sup> "Fine House Completed," 10.

<sup>94</sup> Susan O. Wade, "National Register of Historic Places Inventory/ Sovereign Hotel" (National Park Service, 1980), National Park Service, <https://npgallery.nps.gov/GetAsset/6a109340-7b4a-4240-a99e-cb5ba4118ce4/>.

<sup>95</sup> "Ancestry.com - U.S. City Directories, 1822-1995," accessed February 19, 2017, [www.ancestry.com](http://www.ancestry.com).

<sup>96</sup> Morgen Young, "Harriet Lawrence (1883-1974)," Educational, *The Oregon Encyclopedia*, (2017), [https://oregonencyclopedia.org/articles/lawrence\\_harriet\\_1883\\_1974\\_/#.WKIOXH9Frts](https://oregonencyclopedia.org/articles/lawrence_harriet_1883_1974_/#.WKIOXH9Frts).

<sup>97</sup> Velma Clyde, "Doctor Honored by University," *The Oregonian*, December 9, 1963, sec. 2. Hostess House, News for and about Women, 4M.

<sup>98</sup> Young, "Harriet Lawrence (1883-1974)."

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

W. L. Morgan, as Mr. Morgan was known, lived at 835 SE Peacock Lane (old address 151 Peacock Lane) from 1925 until his death in 1928. Mr. Morgan was born in Guthrie, Kentucky, on April 21, 1865. He moved to Portland in 1896 to work as the superintendent in the city for the Metropolitan Life Insurance Company. In 1907, Mr. Morgan expanded his interest and became a prominent apartment builder in Portland, with more than 40 buildings throughout the city, including The Morgan Building (NRHP)<sup>99</sup> designed by Doyle, Patterson, and Beach. Some of the companies he owned included the Morgan-Atchley Furniture Company and Morgan, Fliedner & Boyce. Morgan also ventured outside Portland: in 1916 he worked in Detroit, Michigan and later in Lorain, Ohio where he invested in the construction business. In 1924 he moved to Los Angeles, California, where he owned the Apartment Building Company. In 1925, Morgan moved back to Portland after one of his daughters, Marian Frances, finished school in San Francisco. She married Walter C. Fisher, who became M.L. Morgan's last business partner. Morgan died in Los Angeles on March 4, 1928, where he was spending the wintertime.<sup>100</sup> His wife Katie M. moved from Peacock Lane to Ladd's Addition by 1930.<sup>101</sup>

### **Newton Murphy Wade, M. D. (1861-1940)**

Dr. N.M. Wade lived at 611 SE Peacock Lane (old address 105 Peacock Lane), and was among the first families to buy and live in Peacock Lane. The house was always in the name of his wife, Anna Wade. Dr. Wade was born in Chemung, Illinois, on April 9, 1861. He graduated in 1880 from Northwestern University Medical School in Chicago, and right after graduation he enlisted in the United States Army Medical Corps and served in the department of the Platte at Cheyenne. Later, he went back to Chicago to work with his father, Benjamin A. Wade, who was also a medical doctor. In 1882, he moved to Colorado, and was in charge of a hospital in a mining camp. Later N.M. Wade moved to different cities including Madison and St. Paul, Minnesota, and Hot Springs and Lead, South Dakota. Dr. Wade retired from active practice and moved to Oregon in 1908. He married Anna Stanley in 1882 and had three children, Lucille Freeman, William S. Wade, and Benjamin Newton Wade (also a medical doctor who lived on Peacock Lane). While his son Benjamin was in France during the World War I, Dr. Wade assumed his son's practice, this event made him go back to practice medicine and he worked until his death in 1940. Dr. Wade was an exalted ruler of the Elks Lodge at Lead, S. D., as well as a member of the Odd Fellows and Woodmen of the World, and a 32d degree Mason.<sup>102</sup>

### **Benjamin Newton Wade, M.D. (1887-1978)**

Dr. Benjamin N. Wade lived at 532 SE Peacock Lane (old address 92 Peacock Lane), and was also among the first families to buy and live in Peacock Lane. His house was advertised in the *American Builder* magazine. Dr. Ben N. Wade was born in Gary, South Dakota, on January 29, 1887. He was the son of Dr. Newton Murphy Wade, who also lived on Peacock Lane, as explained above. He graduated in 1909 from Northwestern University of Chicago, School of Medicine.<sup>103</sup> Dr. Wade moved to Portland in 1911, ranking number one on the State Medical Board exam out 96.<sup>104</sup> He developed a professional career in medicine as a physician, and later specialized as a surgeon. Like his father and grandfather, Dr. Wade served in the military, drafted in 1918 for WWI, first served in duty in various camps in the US, and later sent to France for thirteen months to work on Base Hospital No.79. During this war, Dr. Wade held the rank of captain, and later major in the Medical Corps. On his returned from France he resumed his practice, which had been taken over by his father, N. M. Wade,

<sup>99</sup> John M. Tess, "National Register of Historic Places Inventory/ Morgan Building" (National Park Service, 1996), National Park Service, <https://npgallery.nps.gov/pdfhost/docs/NRHP/Text/96001003.pdf>.

<sup>100</sup> "W. L. Morgan, 61, Dies. Prominent Builder Long Active in Portland," *The Morning Oregonian*, April 6, 1928, 14.

<sup>101</sup> "Ancestry.com - U.S. City Directories, 1822-1995."

<sup>102</sup> "Dr. N. M. Wade Services Held," *The Oregonian*, December 10, 1940, 14.

<sup>103</sup> *History of the Columbia River Valley From The Dalles to the Sea*, vol. III, Multnomah County OR Archives Biographies (Oregon: The S. J. Clarke Publishing Company, 1928), 738-39, <http://files.usgwarchives.net/or/multnomah/bios/wademd1388gbs.txt>.

<sup>104</sup> "61 Doctors Admitted. Only 35 Fail to Pass State Board Quiz. Nine Women Practitioners among Successful Candidates," *The Morning Oregonian*, August 16, 1911, 4.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

as previously discussed. In 1925, he organized the Medical Reserve Hospital Unit of Evacuation Hospital No. 85 in Portland, known at the time as the Emanuel Hospital Unit. Dr. Wade taught and worked at Emanuel Hospital and the Multnomah County Hospital, publishing and participating in conferences. He belonged to the Academy of Medicine, the Portland City and County Medical Society, the Oregon State Medical Society, the American Medical Association, and the American College of Surgeons, in addition to the Oregon University Medical School in the department of surgery (today known as Oregon Health and Science University).<sup>105</sup> In 1942, Dr. Wade was drafted to World War II. By this time, he had already moved from Peacock Lane and was living at SE 152nd Ave. In 1909, Dr. Wade married Mae Edith Lehmann (1885- before 1935). By 1935, Dr. Wade had married Myrtle G.(1891-1962). Dr. Wade was a member of the Hassalo Lodge No. 15, the Willamette Lodge No. 2, and the Benevolent and Protective Order of Elks, among other fraternities. Dr. Wade was living in Gresham when he died in 1978.<sup>106</sup>

## CONCLUSION

The Peacock Lane Historic District is significant under Criterion A as an excellent and unique local example of a planned community and early automobile suburb, built by a single developer in a homogenous architectural style. This rectilinear community was built in the early 1920s, when the automobile culture was just starting. Peacock Lane was designed to evoke an English village and was an enduring success that translated into closeness among neighbors, reinforced through strong neighborhood traditions such as its annual block party and Christmas lighting displays. Furthermore, it is eligible under Criterion C for its architecture, for its collection of English Cottage and Tudor Revival-style houses, each house with a unique layout and architectural details. These houses were designed and constructed with modern amenities, including attached and detached garages, with access from Peacock Lane.

All these areas of significance are part of the registration criteria of the MPDF "Historic Residential Suburbs in the United States, 1830-1960," as a planned residential community under the Property Subtype III: Early Automobile Suburb. Peacock Lane is an early and unique example of how a single developer, R.F. Wassell, created a community that took the automobile into consideration from the beginning, demonstrated by the incorporation of garages with the design of each house, but also in the improved streetscape with "curbs and gutters, durable pavements, sidewalks, [and] driveways," as well as innovations in subdivision design that created longer blocks of houses and reduced the cross streets.<sup>107</sup>

The construction process created by R. F. Wassell, building twenty houses at the same time, with workers moving from one house to the next on the same task, was not common during the period of significance. It was a practice that started with the "Merchant Builder," a classification given to modern developers that constructed most of the 1950s and 1960s suburban developments. The fact that Peacock Lane was built using principles seen in modern business construction today is another unique feature of this community that made it difficult to compare to local examples. In the course of newspaper research, no evidence was found that there was a comparable, small subdivision that was master-planned and completely developed by one party in compatible architectural styles in this time frame. For these reasons, the Peacock Lane Historic District stands as an excellent and unique local example of a planned community in Portland, Oregon, built in the 1920s by a single developer, that has retained integrity of location, design, setting, materials, workmanship, feeling, and association.

<sup>105</sup> *History of the Columbia River Valley From The Dalles to the Sea*, III:738–39.

<sup>106</sup> *Ibid.*; "Ancestry.com - U.S. City Directories, 1822-1995."

<sup>107</sup> Linda Flint McClelland and David L. Ames, "National Register of Historic Places Inventory /Historic Residential Suburbs in the United States, 1830-1960. Multiple Property Documentation Form," F55.

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

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Peacock Lane Historic District

Multnomah County, OR

Name of Property

County and State

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Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

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**Previous documentation on file (NPS):**

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

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Oregon Historical Society, Multnomah County Library, Peacock Lane Neighborhood Association

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

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

**10. Geographical Data**

**Acreeage of Property** 5 acres

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

**Latitude/Longitude Coordinates**

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

|   |                              |   |   |                              |                                 |
|---|------------------------------|---|---|------------------------------|---------------------------------|
| 1 | <u>45.519301</u><br>Latitude | <u>-122.622210<sup>0</sup></u><br>Longitude | 3 | <u>45.516579</u><br>Latitude | <u>-122.621295</u><br>Longitude |
| 2 | <u>45.519291</u><br>Latitude | <u>-122.621357</u><br>Longitude             | 4 | <u>45.516582</u><br>Latitude | <u>-122.622188</u><br>Longitude |

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

The Peacock Lane Historic District is bounded by SE Stark Street to the north; on the east by the west property line for the Laurel Park Apartments at 525-805 SE 41th Ave; and on the west property line of 4021-4035 SE Belmont Street on the southeast corner. The south boundary is SE Belmont Street, and the west boundary is the east property line of the following properties: 3910 SE Stark Street; 600-610, 700, and 804 SE Cesar E. Chavez Boulevard (39<sup>th</sup> Ave); and 3927-3939 SE Belmont Street.

**Boundary Justification** (Explain why the boundaries were selected.)

The boundaries of the Peacock Lane Historic District were determined by the historic boundaries of Ex-Mayor Simon's Addition.

**11. Form Prepared By**

name/title Ernestina Fuenmayor, Independent Consultant date 08/25/2017  
organization Peacock Lane Neighborhood Association telephone (971) 506-1714  
street & number 11304 SE 35<sup>th</sup> Ave. email [ernestinaf@gmail.com](mailto:ernestinaf@gmail.com)  
city or town Milwaukie state OR zip code 97222

**Additional Documentation**

Submit the following items with the completed form:

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

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

**Photographs:**

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

**Photo Log**

**Name of Property:** Peacock Lane Historic District  
**City or Vicinity:** Portland  
**County:** Multnomah **State:** Oregon  
**Photographer:** Ernestina Fuenmayor  
**Date Photographed:** February 1<sup>st</sup>, 2017

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

- Photo 1 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0001  
Camera facing south.
- Photo 2 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0002  
Camera facing southeast.
- Photo 3 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0003  
Camera facing southwest.
- Photo 4 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0004  
Camera facing south.
- Photo 5 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0005  
Camera facing southwest.
- Photo 6 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0006  
Camera facing south.
- Photo 7 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0007  
Camera facing north.
- Photo 8 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0008  
Camera facing east.
- Photo 9 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0009  
Camera facing southwest.
- Photo 10 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0010  
Camera facing northeast.
- Photo 11 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0011  
Camera facing north.
- Photo 12 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0012  
Camera facing east.
- Photo 13 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0013

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

Camera facing north.

**Photo 14 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0014  
Camera facing north.

**Photo 15 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0015  
Camera facing west.

**Photo 16 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0016  
Camera facing northwest.

**Photo 17 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0017  
Camera facing north.

**Photo 18 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0018  
Camera facing southeast.

**Photo 19 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0019  
Camera facing east.

**Photo 20 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0020  
Camera facing southeast.

**Photo 21 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0021  
Camera facing east.

**Photo 22 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0022  
Camera facing northwest.

**Photo 23 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0023  
Camera facing southwest.

**Photo 24 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0024  
Camera facing north.

**Photo 25 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0025  
Camera facing west.

**Photo 26 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0026  
Camera facing north.

**Photo 27 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0027  
Camera facing north.

**Photo 28 of 28:** OR\_MultnomahCounty\_PeacockLaneHistoricDistrict\_0028  
Camera facing south.

## Photograph Location Map

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State



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

Peacock Lane Historic District  
Name of Property

Multnomah County, OR  
County and State

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

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 35

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

### List of Figures

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

**Figure 1:** Regional Location Map.

**Figure 2:** General Location Map.

**Figure 3:** Aerial Location Map.

**Figure 4:** Tax Lot Map.

**Figure 5:** Peacock Lane Historic District Site Plan. Not to scale. Drawn by Ernestina Fuenmayor.

**Figure 6:** Historic District Status Resources Map. Not to scale. Drawn by Timothy Askin and Tanya March.

**Figure 7:** Ex-Mayor Simon's Addition Map.

**Figure 8:** 1924 Sanborn Map.

**Figure 9:** 1950 Sanborn Map.

**Figure 10:** Historic District Map of Construction Year by House. Drawn by Ernestina Fuenmayor.

**Figure 11:** American Builder Article Page 1.

**Figure 12:** American Builder Article Page 2.

**Figure 13:** American Builder Article Page 3.

**Figure 14:** 1923 Newspaper Advertisements for Peacock Lane.

**Figure 15:** 1924 Newspaper Advertisement for Peacock Lane.

**Figure 16:** 1925 Newspaper article about Longview development.

**Figure 17:** 1925 Newspaper Advertisement Selling Out Peacock Lane.

**Figure 18:** 1930 Newspaper article. Gas streetlight conversion to electrical.

**Figure 19:** Historic Photograph of SE Peacock Lane, December 14, 1958. Courtesy of Oregon Historical Society.

**Figure 20:** Historic Photograph of Christmas Lighting. December 22, 1967. Courtesy of Oregon Historical Society.

**Figure 21:** Historic Photograph of Christmas Lighting. December 21, 1972. Courtesy of Oregon Historical Society.

**Figure 22:** Historic Photograph of Christmas Lighting. December 23, 1973. Courtesy of Oregon Historical Society.

**Figure 23:** 1948 Newspaper article. Christmas Lighting.

**Figure 24:** 1991 Newspaper article. Christmas Lighting.

**Figure 25:** Proclamation of Peacock Lane Day by City of Portland.

**Figure 26:** Historic Photographs. December 20, 2015. Christmas Lighting. Photo by Aaron Longwell.

**Figure 27:** Historic Photographs. December 20, 2015. Christmas Lighting. Photo by Aaron Longwell.

**Figure 28:** Historic Photographs. December 16, 2016. Christmas Lighting and snow. Photo by Aaron Longwell.

**Figure 29:** Historic Photographs. December 15, 2016. Christmas Lighting and snow. Photo by Aaron Longwell.

**Figure 30:** Richard F. Wassell Photograph.

**Figure 31:** 1916 Newspaper article. R. F. Wassell House on Riverside.

**Figure 32:** Richard F. Wassell Obituary



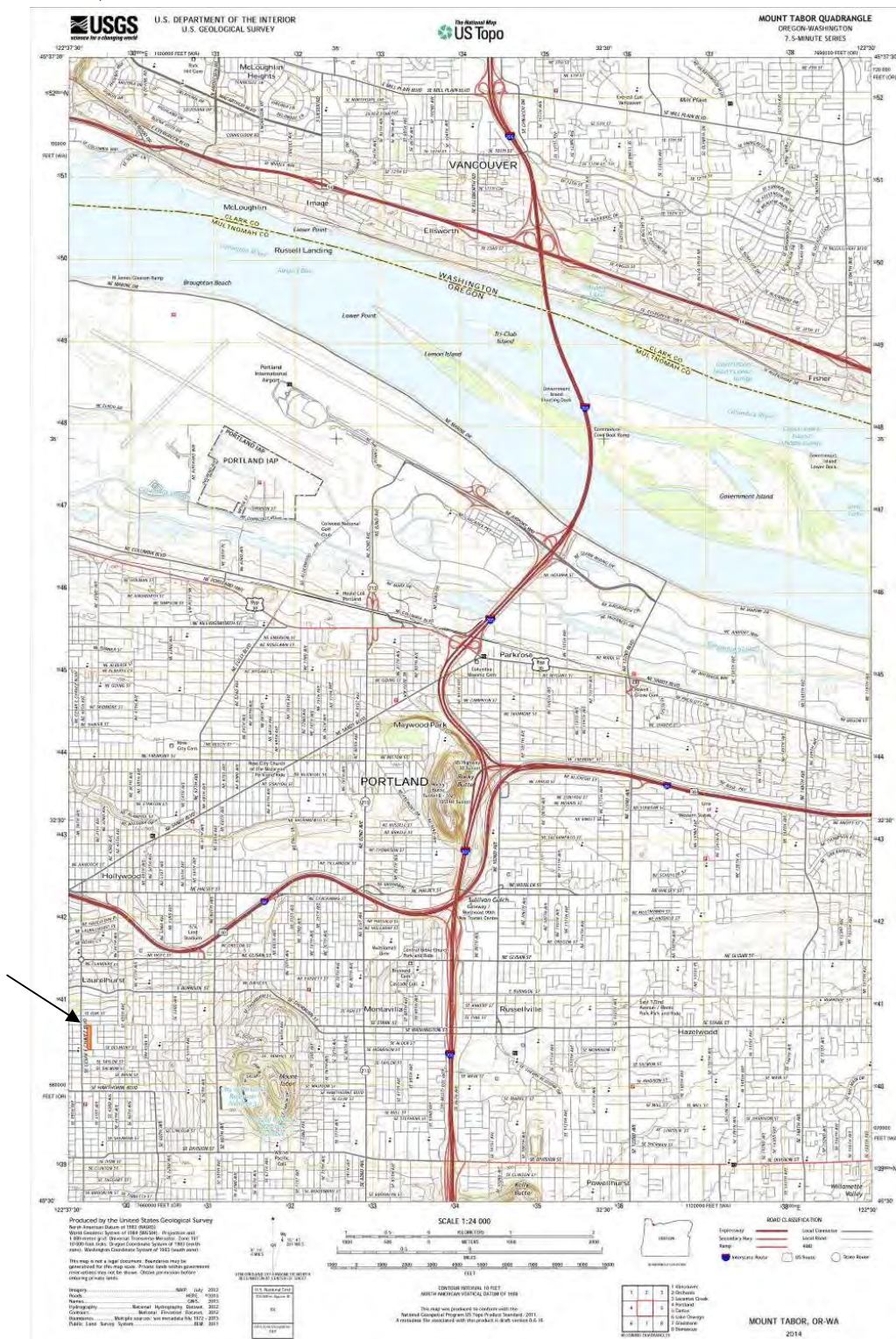
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 36

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 1: Regional Location Map, Latitude/Longitude Coordinates: 45.519301 / -122.622210; 45.519291 / -122.621357; 45.516579 / -122.621295; 45.516582 / -122.622188





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Peacock Lane Historic District

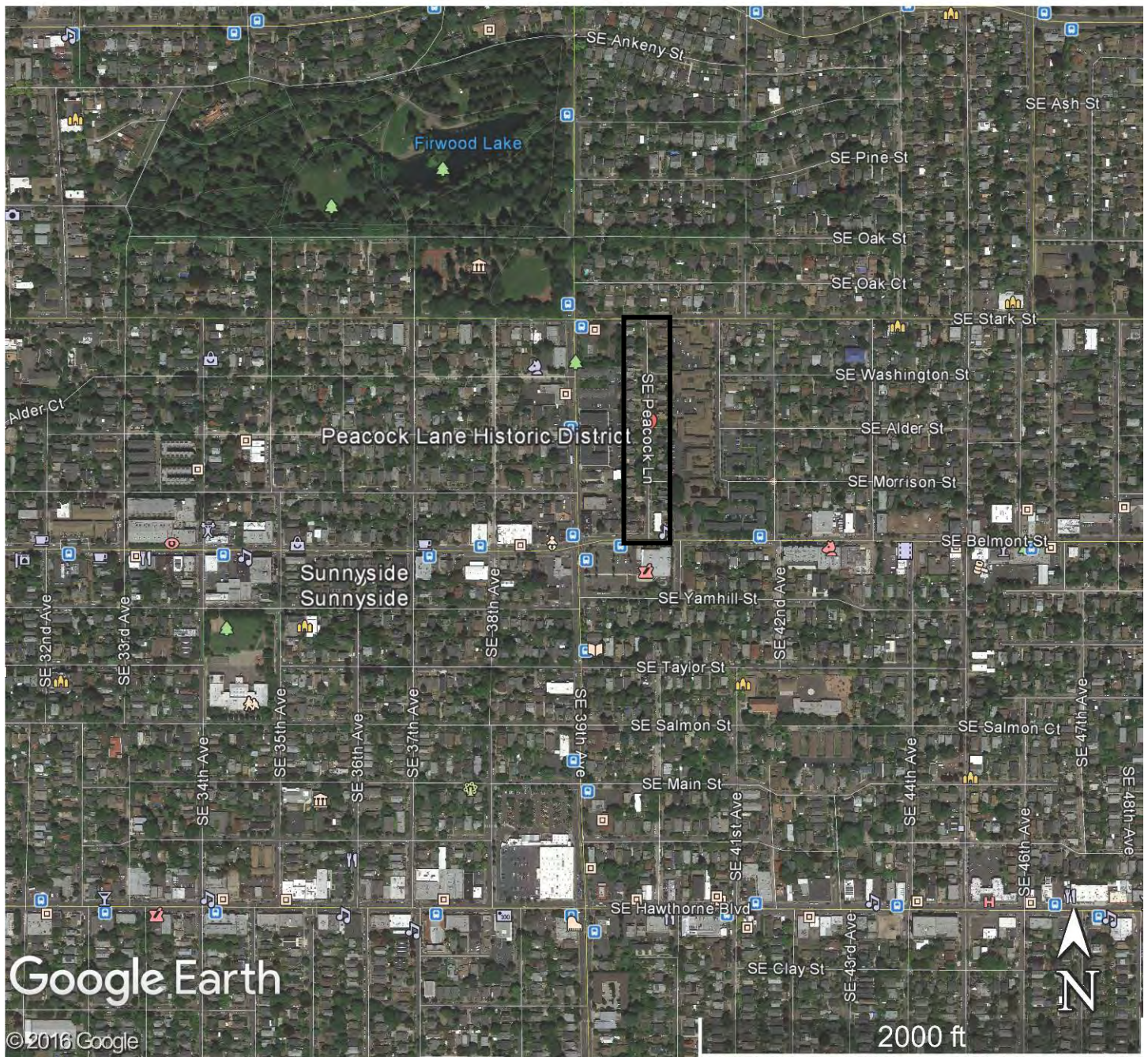
Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

Section number Additional Documentation Page 37

**Figure 2:** General Location Map, Latitude/Longitude Coordinates: 45.519301 / -122.622210; 45.519291 / -122.621357; 45.516579 / -122.621295; 45.516582 / -122.622188





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National Park Service

# National Register of Historic Places Continuation Sheet

Peacock Lane Historic District

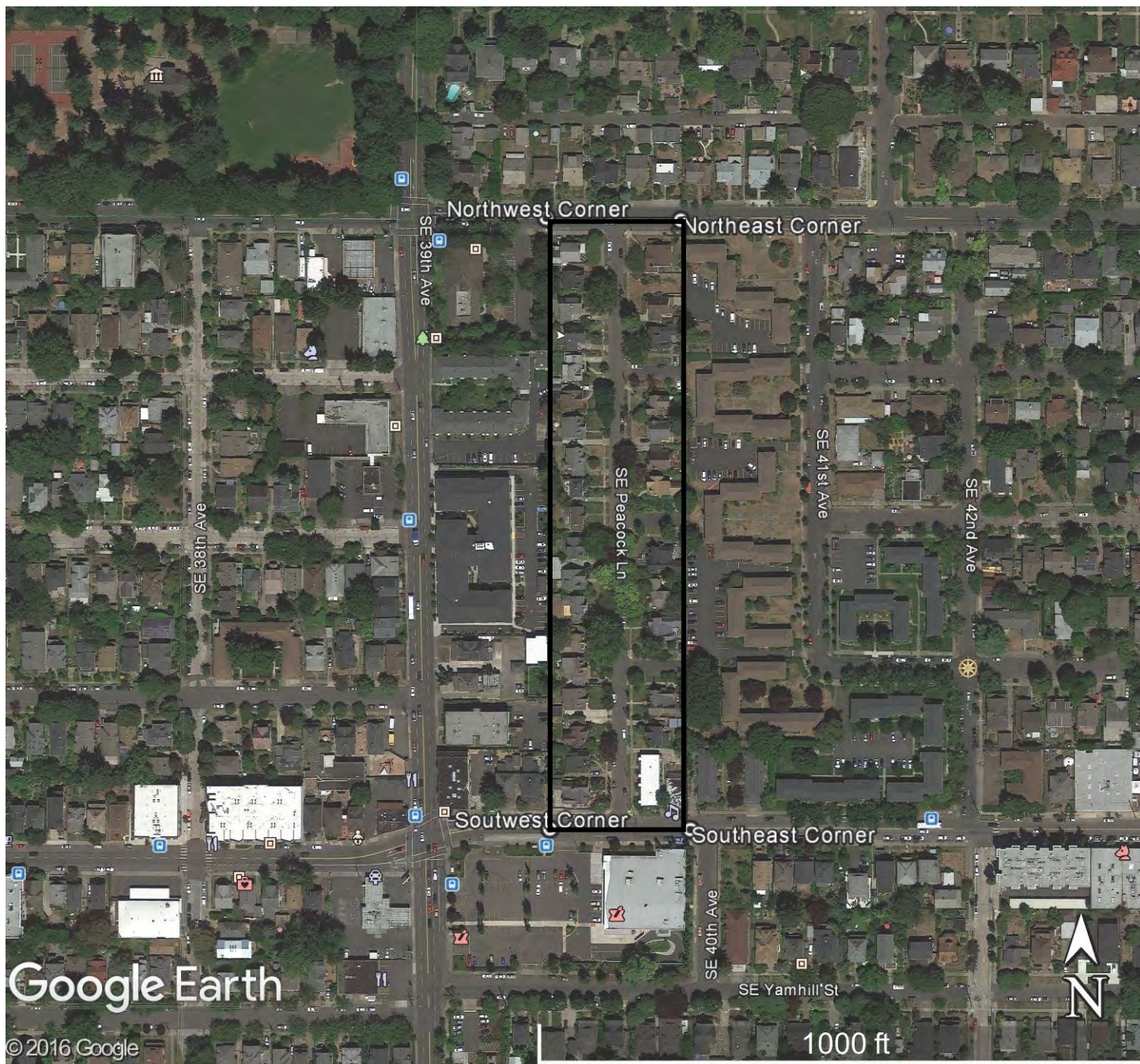
Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

Section number Additional Documentation Page 38

**Figure 3:** Aerial Location Map, Latitude/Longitude Coordinates: 45.519301 / -122.622210; 45.519291 / -122.621357; 45.516579 / -122.621295; 45.516582 / -122.622188





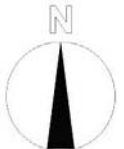
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 39

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 4: Tax Lot Map.



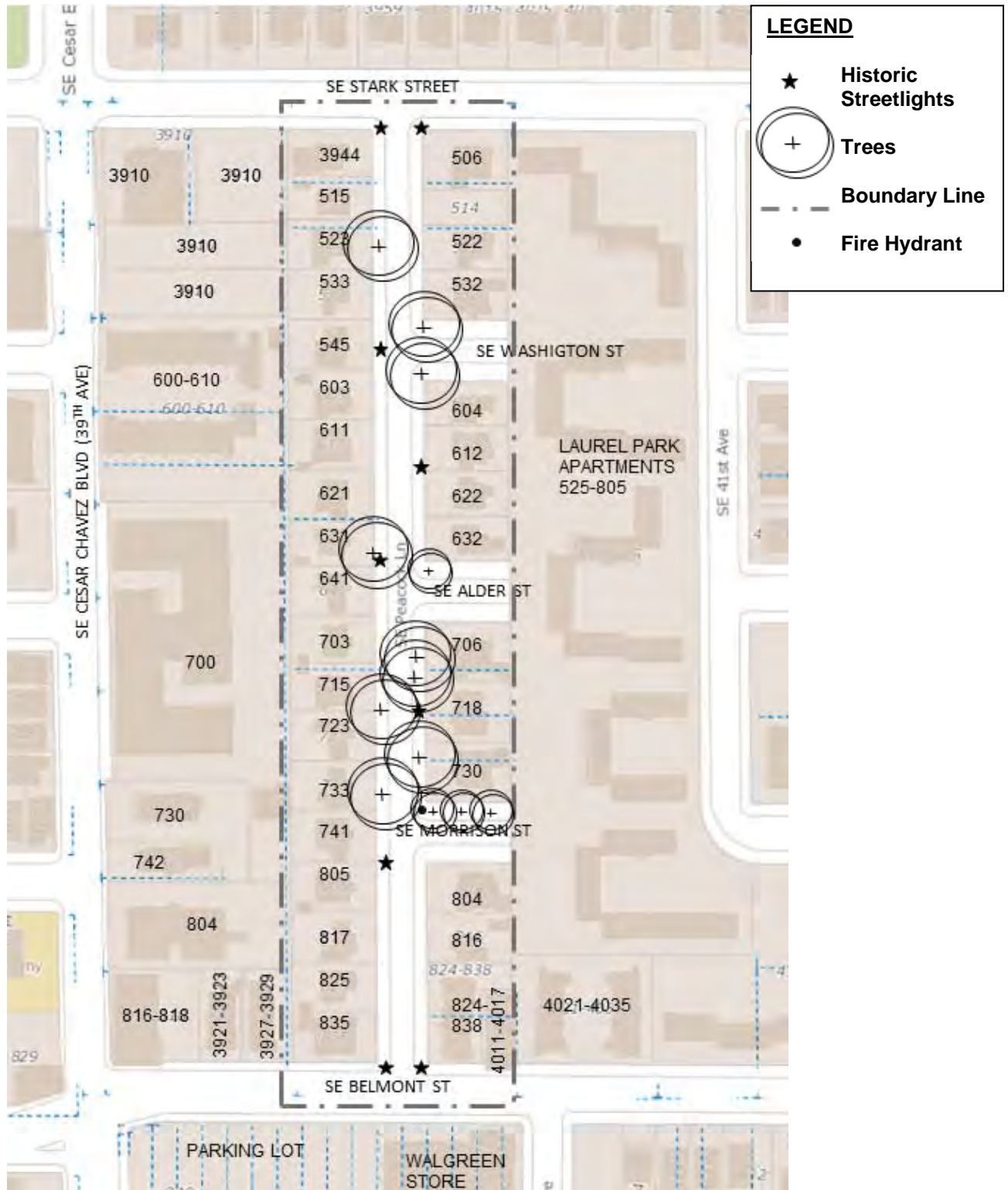
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 40

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 5: Peacock Lane Historic District Site Plan. Not to scale. Drawn by Ernestina Fuenmayor.





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National Park Service

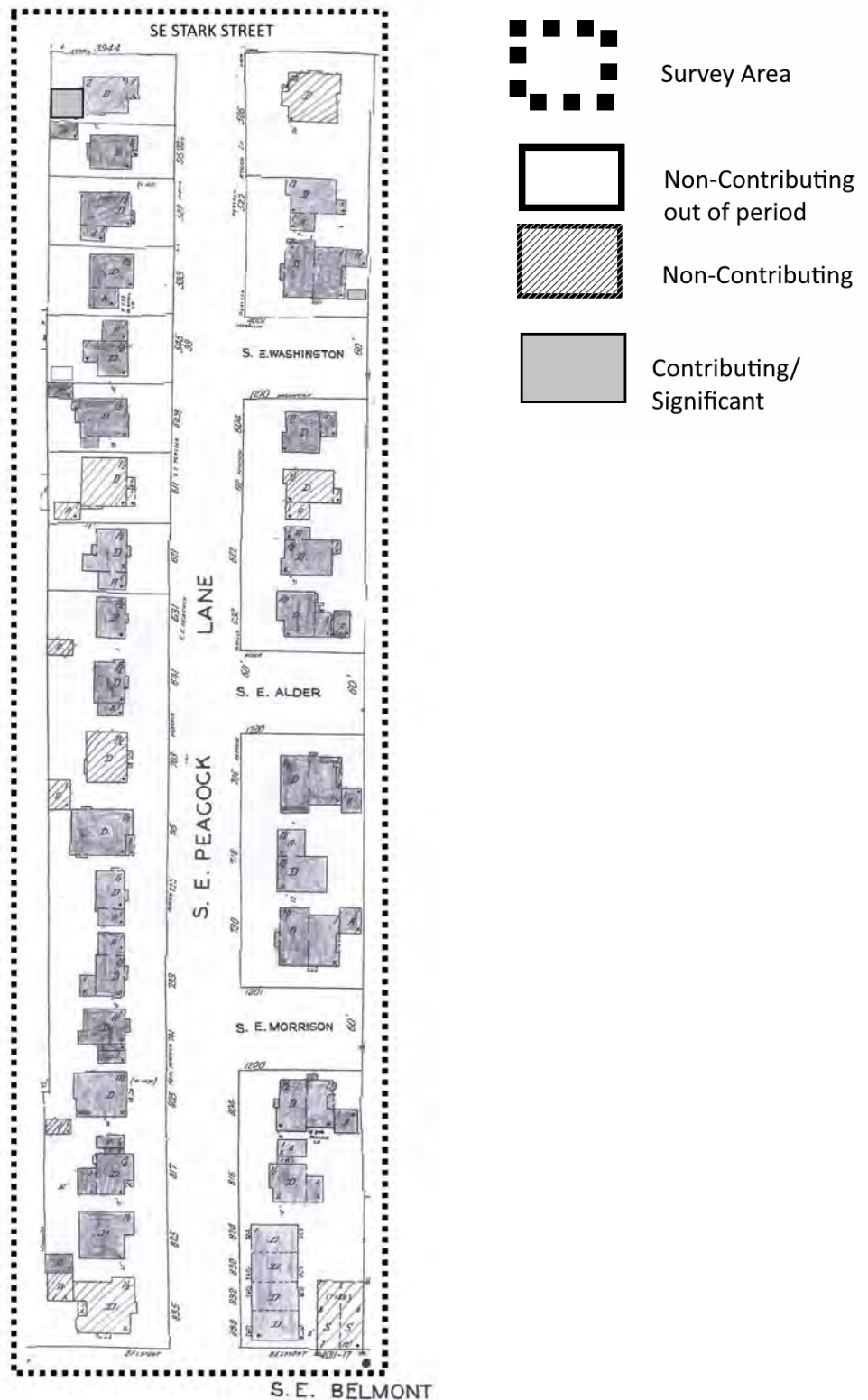
# National Register of Historic Places Continuation Sheet

Section number Additional Documentation

Page 41

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 6: Historic District Status Resources Map. Not to scale. Drawn by Timothy Askin and Tanya March.



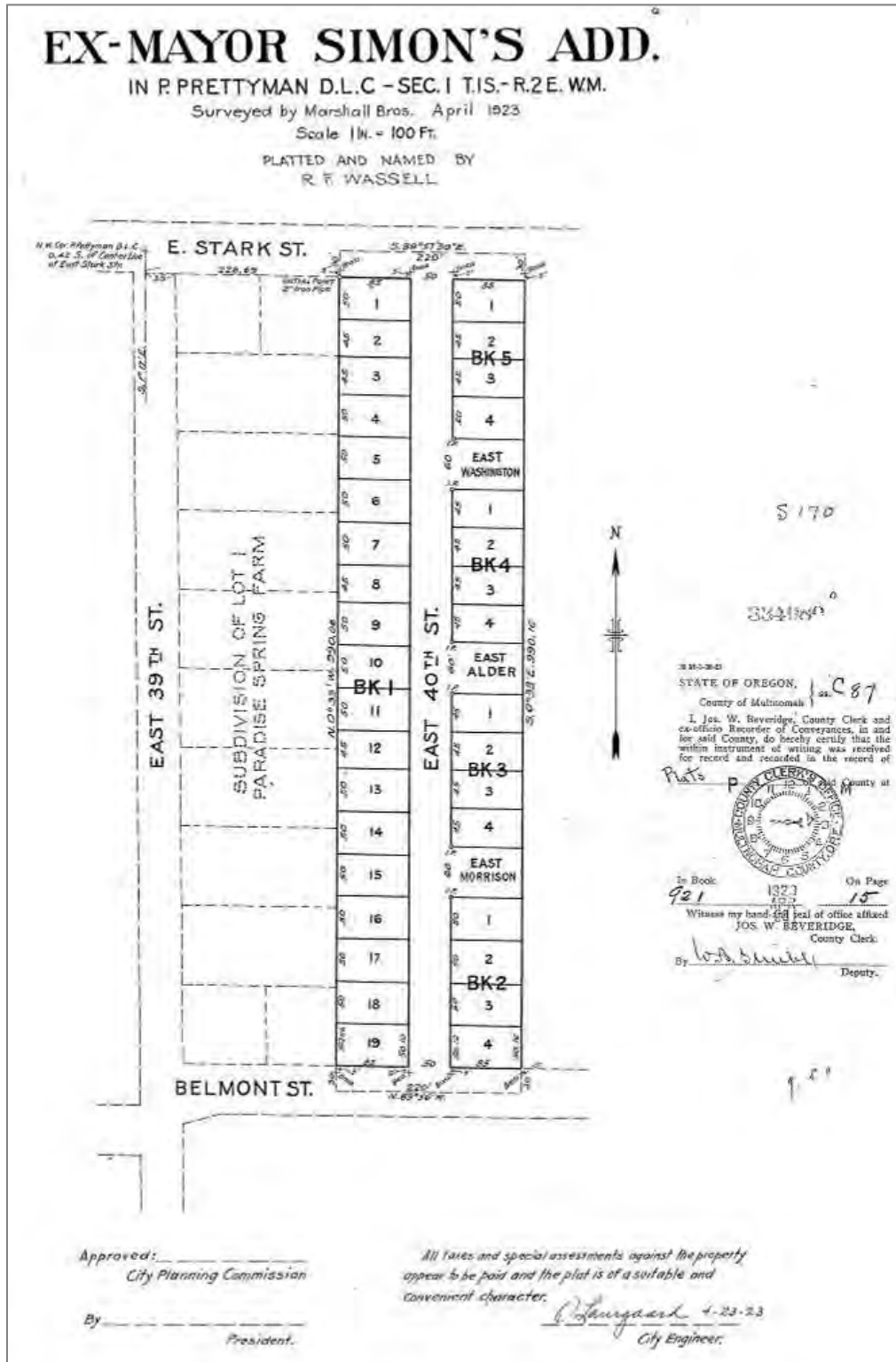
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 42

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 7: Ex-Mayor Simon's Addition Map.



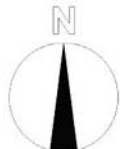
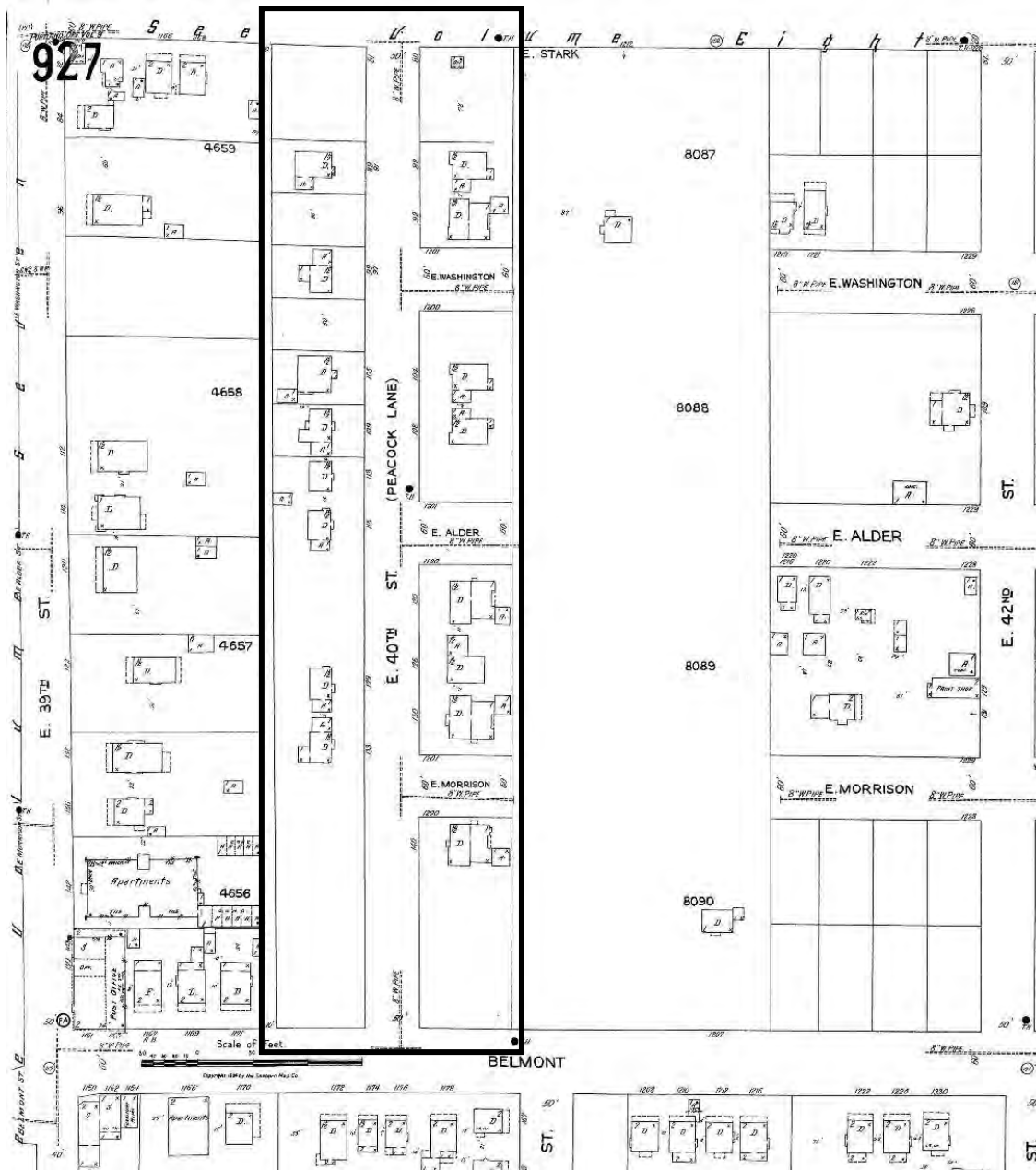
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 43

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 8: 1924 Sanborn Map.



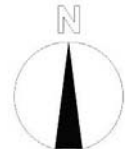
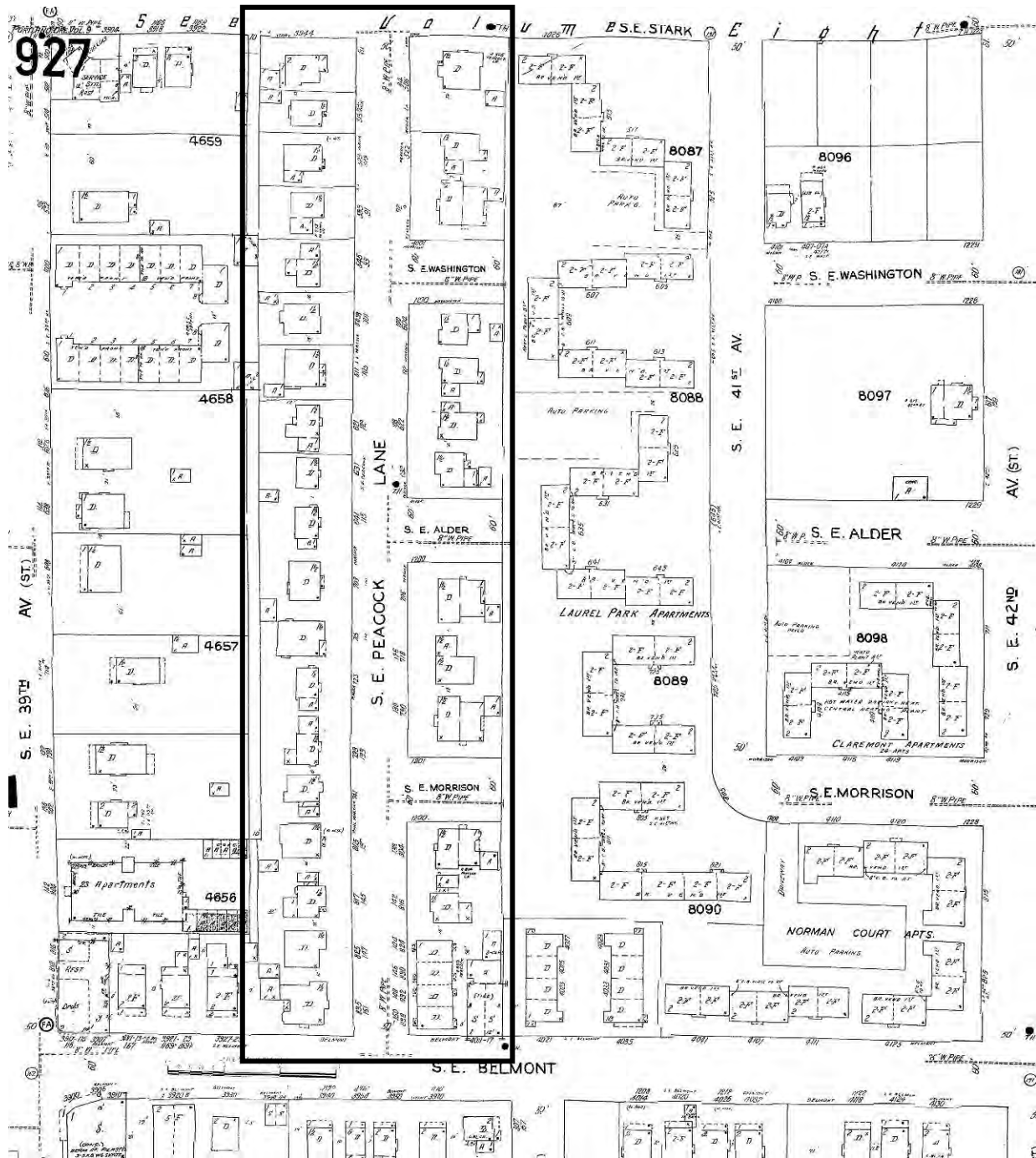
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 44

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 9: 1950 Sanborn Map.





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

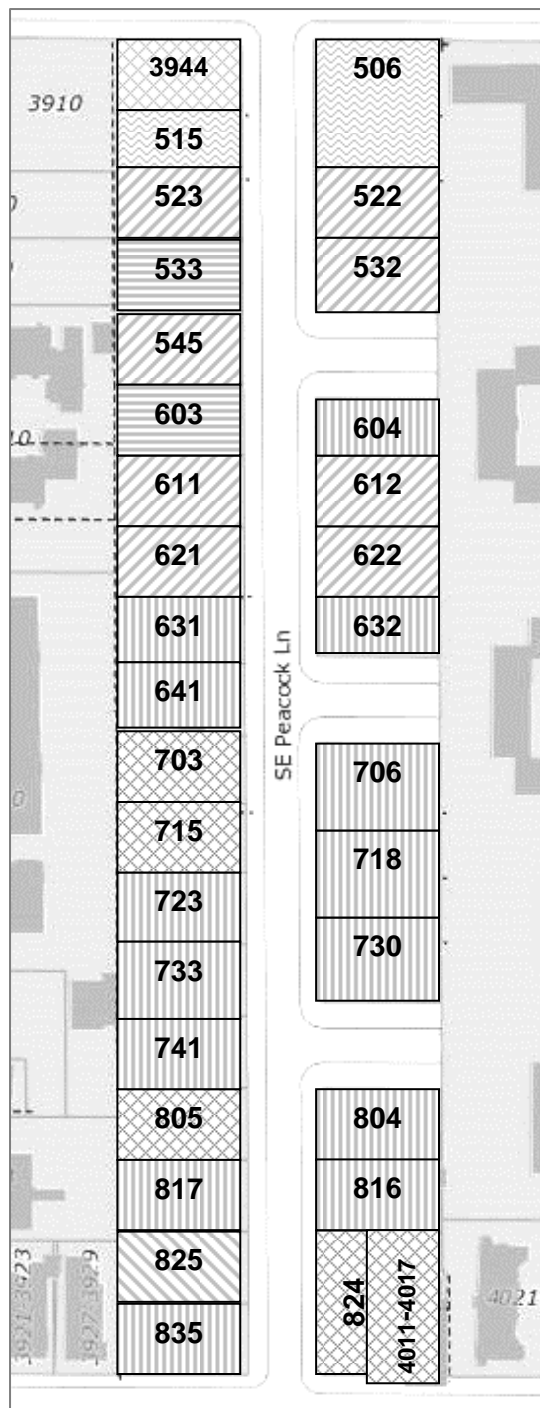
Peacock Lane Historic District

Name of Property  
Multnomah County, OR  
County and State  
Historic Residential Suburbs in the United States, 1830-1960  
Name of multiple listing (if applicable)

Section number Additional Documentation Page 45

**Figure 10:** Historic District Map of Construction Year by House. Drawn by Ernestina Fuenmayor.

| Construction Dates Legend |      |
|---------------------------|------|
| #                         | 1924 |
| #                         | 1925 |
| #                         | 1926 |
| #                         | 1927 |
| #                         | 1928 |
| #                         | 1929 |



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation

Page 46

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 11: American Builder Article Page 1.

AMERICAN BUILDER (Covers the Entire Building Field) 91

## The Building of Peacock Lane

R. F. Wassell, Portland Builder,  
Succeeds with English Cottage  
Designs  
By NAOMI SWETT




**A**NYONE in Portland, Ore., can tell you that Peacock Lane is something "different" from the ordinary run of real estate developments and in every way lives up to the picturesque expectations which the name creates. When R. F. Wassell, Portland builder, planned this fascinating street he chose a name which would not suggest the development of an entire addition to the mind of the public, for Peacock Lane is just four blocks long, and which would demand much in construction and development to justify its use.

Five acres of land, parallel with Fortieth Street, on the east side, within an easy ten-minute drive from the heart of the downtown section, were selected for the Lane. The four-block length of it runs from Stark, a main thoroughfare, to Belmont, another main thoroughfare, and is very close to one of the best trolley lines in Portland. This tract involved a consideration of \$21,500 and Wassell immediately assessed the property for street improvements costing approximately \$11,000. These included the installation of eleven beautiful street lamps, gas lighted, with arrangements for ten years' service from the Portland Gas & Coke Company, to cost each home owner but \$1 a month.

This was the first step in a completely worked out plan and it gave the Lane, even before house building was started, unusually fine illumination. Next commenced the construction of a group of houses that would not in any way fall below the expectations built on the suggestion of the name.

English style architecture was chosen, with full play to



The Spacious Living Room in the Wade Home Is Lighted by Wall Candle Brackets and Floor Lamps. At the far side French doors lead to the dining room.



The House on the Corner, Which Is the Residence of Dr. Wade, Is One of the Higher Priced Homes in Peacock Lane, Which Sold for Not Over \$8,750. On the next two pages a floor plan and interior view of this home are shown.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 47

|  |
|--|
| Peacock Lane Historic District   |
| Name of Property<br>Multnomah County, OR   |
| County and State<br>Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)   |

Figure 12: American Builder Article Page 2.

92 AMERICAN BUILDER (Covers the Entire Building Field) [December, 1925]

A Two-Block Stretch of Homes in Peacock Lane Which Is, in All, but Four Blocks Long. Every house is different from the others, but all are of the same English style. Some of these houses sold as low as \$6,500.

the imagination allowed, resulting in tall, peaked gables, and plenty of exposure to the sunlight that would stream into each home through quaintly beautiful windows, in no two houses exactly alike.

Twenty-two houses were built in Peacock Lane, all in pleasing relation one to another, and of strictly English character. As surely as a visitor to the Lane decides, "This surely is the prettiest of them all!" he discovers something in the house next door that is more interesting still! He then tries to compare one with another. "Which really is the loveliest?" But it's impossible.

It can only be said that the beautiful houses of Peacock Lane are more beautiful because there is but one style of architecture on the entire street, no unsympathetic line or design to destroy the quaint little English village atmosphere that Wassell succeeded in attaining. Surely an English house, surrounded on all sides by English houses, is more English than if it faced a Spanish home across the street, an Italian house at its left, and a stately Colonial house at its right! And, because the climate of this part of Oregon is exactly like that of England, Wassell deemed the English type truly fitting in the building of Peacock Lane.

The houses of Peacock Lane have each either five, six or seven rooms. All are equipped with single and some with double garages. For exterior surfaces, either stucco, shingle or combinations of the two are used in a host of interesting ways. Both metal and wood lath have been used under the stucco outer surfacings.

The five acres were cut into thirty-three lots, each 50 by 85 feet. Most of the houses were built with an attractive little garage forming an interesting addition to the house proper and with picturesque gate entrance alleys giving immediate passageway from each kitchen. Sometimes the little alley is between the house proper and the garage, sometimes it is on the outside of the garage, and sometimes there's no alley at all, the garage being built separately—always, however, each garage is different from the others in design.

The houses all have triple floors throughout, two underfloorings of soft wood and the upper one of oak. Particular attention was given to the designing of windows, which sometimes have wood casement, sometimes leaded panes, sometimes large square panes, or just as often small diamond-shaped panes, never just like the panes of any other house on the Lane.

No two interiors were planned exactly alike, though in each house the general idea is carried out of a large living room, commodious dining room, super-convenient kitchen with extra large breakfast room. Living rooms usually have casement type windows, and this is adhered to throughout most of the houses. Sometimes there are beautiful transom door type windows. Fireplaces are faced with soft-toned ceramic tile. Living rooms have no

FLOOR-PLAN

Like Every House in Peacock Lane, the Wade Residence Is Planned for the Living Comfort and Convenience of the Family Which Is to Occupy It.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number Additional Documentation Page 48

|  |
|--|
| Peacock Lane Historic District   |
| Name of Property<br>Multnomah County, OR   |
| County and State<br>Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)   |

Figure 13: American Builder Article Page 3.

93

### Building Peacock Lane

built-ins, giving owners opportunity to fill their homes with plenty of fine furniture. Living rooms, dining rooms and bedrooms are all papered, ceilings having been finished in smooth, creamy-toned plaster.

Except in the dining rooms, side illumination from wall bracket candle fixtures has been provided. The bathrooms have the most modern type of built-in plumbing, usually tile floors, while kitchens have drain-boards, either tile or glass work tables, hoods over ranges and convenient enclosed vestibules for the placing of refrigerators. Each house has a laundry room and fruit closet in the basement and is equipped with a thermostatically controlled furnace, assuring the owners of homes in Peacock Lane the highest peak of modern home comfort and efficiency.

Most of the houses of Peacock Lane have been built level with the ground, some with little brick stoops, some with stoops of concrete. Often wrought iron is introduced into the exterior trim, by means of little entrance hoods or porch rails. The entrance doors are as unusual as anything else about Peacock Lane. Sometimes they are of the enclosed vestibule type, sometimes of panel or leaded glass, sometimes of hardwood with or without a small window, and adorned by old-fashioned brass knockers.

The lots are usually level with the sidewalk, but in some few instances have low banks. Even nature has contrived to make Peacock Lane the little lane from the fairy book, the straight line that has no turning! When the houses of Peacock Lane were finished in soft creams, grays, browns or pure whites they were brightened by wood trim, in contrasting colors; their main portions so colored that in time they would acquire pleasing aged tones with no fear of dinginess because of the easily renewed and colorful wood trim.

By taking out building permits for twelve or fifteen houses at one time and putting a crew of skilled workers on the job on a strict time and material basis Wassell was able to save the purchasers of these homes from 10 per cent to 20 per cent of what it would have cost them to obtain their own building work, had they engaged architects' and contractors' services. "Our mechanics worked from one house to another," he explained, "and



The Kitchen in the Wade Residence with a Spacious Breakfast Room Adjoining. A hooded range and enclosed refrigerator vestibule are features of the kitchen which cannot be seen in this view.

there was no lost motion. In addition, through the larger buying power gained by making a single material purchase for the entire group of houses we secured the finest possible at the lowest possible price."

Two-thirds of the houses in Peacock Lane were sold before they were finished. And the balance sold shortly after, so that at this writing, not many months since ground was first broken in Peacock Lane, every house but one has been sold. The selling prices of these houses have been from \$6,500 to \$8,750 each. Quite a number of them were sold for all cash, the balance with down payments of from \$1,000 to \$2,000, the rest in monthly payments like rent of from \$50 to \$75.

All first mortgages were taken at 6 per cent by the Prudential Life Insurance Company, the difference between the first mortgages and the down payments being absorbed by the Wassell estate as second mortgages.

"While I always engage the finest architects available in building apartments," Wassell says, "I developed the plans of these English houses myself by working out suggestions gained through a study of various magazine picturings of English style homes. When I had arranged my layouts I had a draughtsman work up specifications and working details."



Another Group of Houses Which Form a Part of Peacock Lane, Showing the Typical English Style, Garages Designed as a Part of the House and Attractive Arched Doorways Between Garage and House.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 49

|  |
|--|
| Peacock Lane Historic District   |
| Name of Property<br>Multnomah County, OR   |
| County and State<br>Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)   |

Figure 14: 1923 *The Oregonian* Newspaper Advertisement for Peacock Lane. House on the upper right corner is 522 SE Peacock Lane, and lower right corner is 532 SE Peacock Lane. Color photos by Timothy Askin, 2016.

FOR SALE—REAL ESTATE.

## ENGLISH-TYPE HOMES ON PEACOCK LANE

Located in high-class residential district, adjoining Laurelhurst and close to park, one block east of Thirty-ninth and Stark. New street—all new homes.



The houses pictured above, both containing six rooms, have just been completed. They contain everything in the way of modern improvements, including hard wood floors throughout, Batcheler tile fireplaces, beautiful tapestry paper, tile bathrooms, with shower; full cement basement, etc. Although nothing but the highest-class material and workmanship has been used, you will be surprised at the remarkably low price.

**Small Cash Payment  
Easy Terms**


Open for inspection Weekdays or Sunday

### On Peacock Lane

In Ex-Mayor Simon's Addition,  
**NEAR STARK**  
(Formerly East 40th St.)

## Wassell Estate

EA 5393 TA 7062



The houses pictured above, both containing six rooms, have just been completed. They contain everything in the way of modern improvements, including hard wood floors throughout, Batcheler tile fireplaces, beautiful tapestry paper, tile bathrooms, with shower; full cement basement, etc. Although nothing but the highest-class material and workmanship has been used, you will be surprised at the remarkably low price.



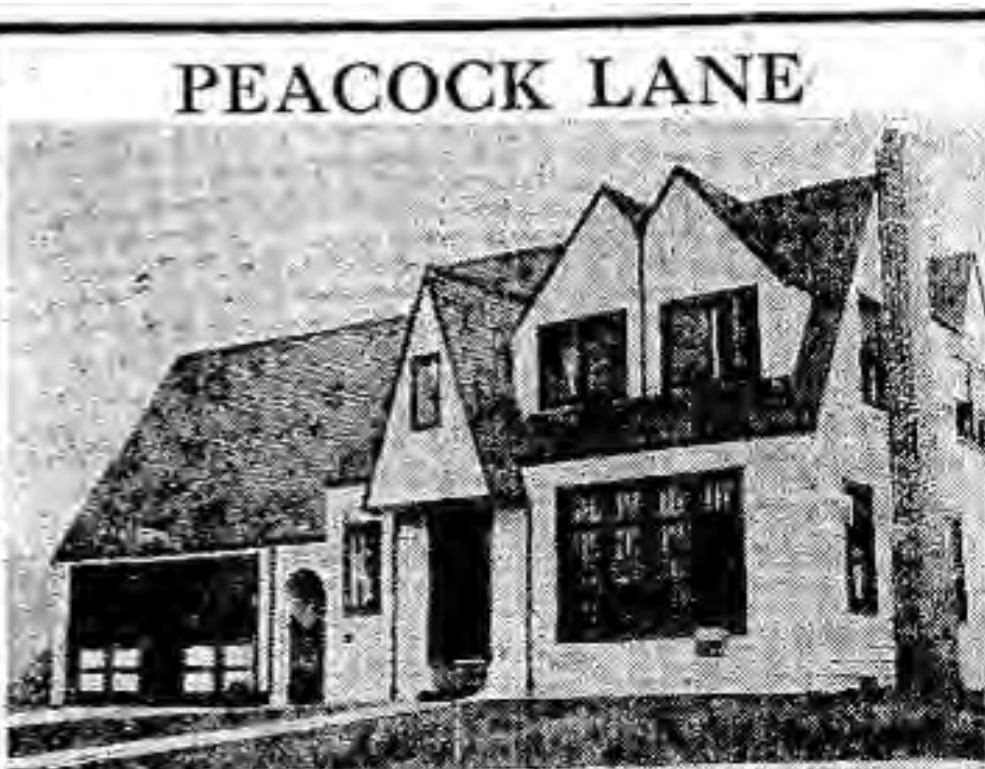
United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number Additional Documentation Page 50

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 15: 1924 Newspaper Advertisement for Peacock Lane.



**PEACOCK LANE**

**English Type Homes on Peacock Lane**  
Formerly East Fortieth St., Near Stark  
In Ex-Mayor Simon's Addition

We have several 5 and 6-room houses just about completed. It will be worth your while to look these over before deciding to buy. You will be surprised at our low prices for these truly wonderful homes. Everything the best and the latest. Now open for inspection. **BUY FROM OWNER.** Small cash payments, rest like rent.

**WASSELL ESTATE**  
Phone EAsT 5393

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 51

Peacock Lane Historic District

Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

**Figure 16:** January 11, 1925. *The Sunday Oregonian*, "Longview Homes to Rise." Pg. 27. The city of Longview, Washington built a development similar to Peacock Lane, constructed by C. S. Miller who was the superintendent in charge.



United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number Additional Documentation Page 52

Peacock Lane Historic District

Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

Figure 17: March 15, 1925. *The Sunday Oregonian*, Advertisement. Pg. 27.

# Selling Out

**\$1000 Cut in Prices**

On account of other large building operations we are discontinuing the building of homes and will sell all of our homes on Peacock Lane regardless of their cost to us.

**ONE 5-ROOM  
FIVE 6-ROOM  
ONE 7-ROOM**

All are English type homes, large living rooms, large breakfast rooms, 3 and 4 large bedrooms, fine basements; all late improvements and built-ins.

Also several beautiful lots.

Located on Peacock Lane (near Stark), in ex-Mayor Simon's addition. Close to Laurelhurst Park.

Easy terms. 'No reasonable offer refused.

**Wassell Estate**  
EAST 5393



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number Additional Documentation Page 53

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 18: April 7, 1930. *The Sunday Oregonian*, "3 Gas Lamps in Use." Pg. 7.

AN, MONDAY, APRIL 7, 1930

### 3 GAS LAMPS IN USE

**PEACOCK LANE LIGHTS SOON TO BE ELECTRIC.**

Patrolmen Now Turn Illumination On and Off While on Duty With Prowl Car.

The day of the old-time lamp-lighter has not yet entirely passed in Portland, despite efforts of property owners to convert a gas ornamental lighting system on Peacock lane from



Patrolmen in prowl car turn on lights for property owners on Peacock lane who have not as yet been able to get their new electric light system. Patrolman W. E. Murray is shown in the picture turning on the lights, while Patrolman C. V. Haller looks on.

East Stark to Belmont street into an electric system. Delay in getting the cable from the east has held up the contract of Jagger-Sproule company to convert the system to an electric one.

The contract was let on March 10, and it was estimated that it would take about ten weeks for the cable to reach Portland, but the work must be finished by May 10, according to the contract.

In the meantime the city is paying for the operation of three gas lights which are turned on every night and turned off every morning by Patrolmen W. E. Murray and C. V. Haller, who cover the beat in a prowl car.

The installation of the new electric system will cost \$1240.30 and the maintenance and electric current for five years will be supplied by the Northwestern Electric company for \$1702.32.

A long bamboo stick is used by the

patrolmen in turning the lights on and off. Washington street was the last downtown street to have gas illumination, and it was maintained for some time after the electric systems were placed on the other streets.

### BREAKFAST CLUB MEETS

John Stusser to Ride Ham Horse Tomorrow Morning.

John Stusser, general manager of Welsfield & Goldberg, one of Portland's newest jewelry firms, will ride the ham horse at tomorrow morning's meeting of the Portland Breakfast club.

The entertainment program, which will be sponsored by Mr. Stusser's company, will include headline acts from local theaters, with Bailey and Barnum, musical comedy favorites; Don Smith, a Portland boy who has just returned from a successful vaudeville tour; Mary Lou, a dainty Broadway star, and the Melody Girls, Alice Nelson, soprano, and Marjorie Simpson, contralto.

Worth W. Caldwell, executive secretary of the club, expects to have new membership buttons ready for tomorrow morning. The entire program will be broadcast over KGW as usual.

### BAND CONTRACT SOUGHT

P. A. Campbell One of Candidates in Park Concert Plans.

Percy A. Campbell, leader of Campbell's American band, is one of the candidates for the position of leader of the band to be chosen by the city council to play in city parks this summer.

Mr. Campbell has been a resident of this city for many years, and as leader of the bands that played in the city parks during previous summers he won success with his excellently rendered programs, coupled with fine ensemble effects. Mr. Campbell's band also has won recognition in giving concerts at various fairs, not only in Oregon but throughout the east.

"Here We Are"  
ALWAYS REASONABLE

Watch Wheeler's  
Elephants



IT PAYS  
(KEEP FOR REFERENCE)

|                             |         |
|-----------------------------|---------|
| Beautiful Featherweight     | \$2.50  |
| Zylo Frames, only           | .....   |
| Improved Kryptok            | \$9.00  |
| Lenses, pair, only          | .....   |
| Beautiful Zylo Frames,      | \$12.50 |
| Kryptok Glasses             | .....   |
| Berkeley White Gold-Filled, |         |
| Kryptok Glasses,            | \$15.00 |
| pair, only                  | .....   |

EXAMINATIONS, TOO!

**WHEELER OPTICAL CO.**  
405 Oregonian Building  
Years in Portland 22  
ALWAYS RELIABLE

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 54

|  |
|--|
| Peacock Lane Historic District   |
| Name of Property<br>Multnomah County, OR   |
| County and State<br>Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)   |

**Figure 19:** Historic Photograph of SE Peacock Lane, December 14, 1958. Courtesy of Oregon Historical Society.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Peacock Lane Historic District

Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 55

**Figure 20:** Historic Photograph of Christmas Lighting. December 22, 1967. Courtesy of Oregon Historical Society.





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 56

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

**Figure 21:** Historic Photograph of Christmas Lighting. December 21, 1972. Courtesy of Oregon Historical Society.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation

Page 57

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

**Figure 22:** Historic Photograph of Christmas Lighting. December 23, 1976. Courtesy of Oregon Historical Society.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 58

Peacock Lane Historic District

Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

Figure 23: Peacock Lane Christmas Lighting. December 19, 1948. *The Oregonian*, "Jaycee Tree to Get Lights." Pg. 25

# Jaycee Tree To Get Lights

## Electrical Firms Donate Fixtures

The Portland junior chamber of commerce expects to illuminate the city's tallest Christmas tree, a 140-foot fir in Laurelhurst park, Wednesday, according to Ormand A. Binford, director of the junior chamber's lighting contest.

Donations of cash and electrical equipment totaling \$100 from Portland electrical supply houses have been added to the approximately \$100 already on hand to do the job, he said. Lighting committee members will meet Monday to complete arrangements, and the wiring will be put in place Wednesday with the aid of fire department ladders.

### Chamber Splits Contest

Applications for the chamber's home lighting contest are being taken at the junior chamber office, 824 S. W. 5th avenue, Binford said. The contest is in three divisions, unlimited expenditure, expenditure \$25 to \$50, and under \$25.

Residents of S. E. Peacock lane, known for the street "open house" they hold each summer, have decided to decorate every home on the street with some kind of Yuletide lighting, Binford reported.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number Additional Documentation Page 59

|  |
|--|
| Peacock Lane Historic District   |
| Name of Property<br>Multnomah County, OR   |
| County and State<br>Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)   |

Figure 24: Christmas Lighting. December 14, 1991. *The Oregonian*, "Yule lights return on Peacock Lane" Pg. D4.



The Oregonian/DANA E. OLSEN

Joe Enyeart, a Peacock Lane resident since the 1960s, fixes Rudolph's nose Thursday in preparation for Sunday's opening of the elaborately decorated holiday blocks in Southeast Portland.

## Yule lights return on Peacock Lane

Starting Sunday, four blocks of spectacular holiday lights, nativity scenes and Santa Claus creations will brighten Portland's famous Peacock Lane.

"We've been doing this for years and it's a tradition," said Joe Enyeart, a Peacock Lane resident since the 1960s. "You wouldn't buy a place or live here unless you enjoyed it."

The public viewing season runs through New Year's Eve.

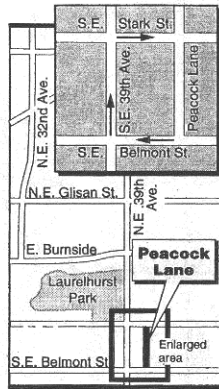
Hours are 5 p.m. to midnight this Sunday. On Christmas Eve and New Year's Eve, hours are 6 p.m. to midnight. All other days are 6 to 11 p.m.

Peacock Lane is one block east of Southeast 39th Avenue, between Stark and Belmont streets.

Scenes on homes and in yards will include snowmen, Santa's sleigh, angels, reindeer and nativities. The average Peacock Lane homeowner uses between 20 and 600 strings of lights per display and spends about 20 hours hanging the decorations.

For the first four days of this viewing season, a representative of the Portland Police Bureau's Sunshine Division will be at the lane to accept donations of canned goods for families in need, Enyeart said.

Santa Claus will hand out



candy canes to visitors on four nights — from Friday, Dec. 20, through Monday, Dec. 23.

Enyeart said visitors may walk or drive through the lane. Drive-through lines tended to be shorter in early and late evenings on some days, he said, advising viewers to park elsewhere and walk through the lane. Some nights, more than 1,000 people walk the pathways.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 60

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| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 25: Proclamation of Peacock Lane Day by City of Portland.





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation Page 61

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| Peacock Lane Historic District   |
| Name of Property<br>Multnomah County, OR   |
| County and State<br>Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)   |

**Figure 26:** Historic Photographs. December 20, 2015. Christmas Lighting. Photo by Aaron Longwell.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Additional Documentation

Page 62

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| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

**Figure 27:** Historic Photographs. December 20, 2015. Christmas Lighting. Photo by Aaron Longwell.





United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Section number Additional Documentation Page 63

**Figure 28:** Historic Photographs. December 16, 2016. Christmas Lighting and snow. Photo by Aaron Longwell.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Section number Additional Documentation Page 64

**Figure 29:** Historic Photographs. December 15, 2016. Christmas Lighting and snow. Photo by Aaron Longwell.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Section number Additional Documentation Page 65

**Figure 30:** Richard F. Wassell Photograph. *Photographic Business and Professional Directory*, 1916, Portland, Oregon

**A r c h i t e c t s**  
**A p a r t m e n t H o u s e B u i l d e r**



**R. F. WASSELL**  
**Apartment House Builder and Owner**  
**104 E. 15th Street**



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number Additional Documentation Page 66

|  |
|--|
| Peacock Lane Historic District                               |
| Name of Property   |
| Multnomah County, OR   |
| County and State   |
| Historic Residential Suburbs in the United States, 1830-1960 |
| Name of multiple listing (if applicable)                     |

Figure 31: R. F. Wassell House on Riverside. September 17, 1916. *The Oregon Daily Journal*, "New Handsome Home along the River" Pg. 21.

## NEW HANDSOME HOME ALONG THE RIVER



**Richard F. Wassell has just completed a palatial typical English residence at Kwalwee station, situated in a cove and on an acre of ground. The home is said to have cost \$15,000 and is fitted with a dance hall.**

|   |  |  |
|---|--|--|
| <p>The banks of the Willamette river, so noted for palatial residences and estates, is further adorned by the home that has just been completed for Richard F. Wassell from his own plans. The Wassell place is near Kwalwee station.</p> <p>One acre of land, snugly situated in a sheltered cove, forms the setting</p> | <p>for the three-story half-timbered, ten-axial brick residence, which is surrounded by brick walls and iron gates. The architecture is typical English.</p> <p>The building has a large living room, finished in English walnut, a library, a sun-porch, a dining room, and six bed chambers. There are six fireplaces.</p> | <p>Leaded plate glass is used throughout, hardwood floors on the lower story, and woodwork of finished, quarter-sawn oak. The walls of the dining room are done in water colors.</p> <p>(On the third floor is a large dance hall.)</p> <p>The home, building and ground, is said to have cost \$15,000.</p> |
|---|--|--|

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section number Additional Documentation Page 67

Peacock Lane Historic District

Name of Property  
Multnomah County, OR

County and State  
Historic Residential Suburbs in the United  
States, 1830-1960

Name of multiple listing (if applicable)

**Figure 32:** Richard F. Wassell Obituary. *The Oregonian*. July 20, 1927. Pg. 18.

**OBITUARY.**

**Richard F. Wassell.**

Funeral services for Richard F. Wassell, 39, well-known Portland contractor, who died Sunday at St. Vincent's hospital after a short illness, will be held today at 1:30 P. M. at the chapel of Edward Holman & Son. Interment will be at Riverview cemetery with Roosevelt lodge of Masons in charge.

Mr. Wassell was born in Chicago, was educated in Scotland, and came to Portland as a young man where he rose rapidly as a contractor, having built the Ambassador and Sovereign hotels and the Prince of Wales apartments. He is survived by his widow, Alice L. Wassell, whom he married in Walla Walla, Wash., in 1911, two daughters, Helen Frances and Shirley Ann, two sisters, Mrs. W. J. Lewis, Portland, and Mrs. Homer Bessett, St. Paul; a brother, Oliver C. Wassell, San Francisco, and his father, Joseph D. Wassell, Portland.



## Historic Building Report/Counts

(All Properties Inventoried)

### Evaluation Counts - Portland - Peacock Lane RLS 2016

| Evaluation                    | Quantity  | % of Total |
|-------------------------------|-----------|------------|
| eligible/contributing         | 24        | 73%        |
| eligible/significant          | 3         | 9%         |
| not eligible/non-contributing | 6         | 18%        |
| <b>Total:</b>                 | <b>33</b> |            |

### Construction Date Decade Counts - Portland - Peacock Lane RLS 2016

| Decade        | Quantity  | % of Total |
|---------------|-----------|------------|
| 1920s         | 33        | 100%       |
| <b>Total:</b> | <b>33</b> |            |

### Original Use Counts - Portland - Peacock Lane RLS 2016

| Original Use     | Quantity  | % of Total |
|------------------|-----------|------------|
| COMMERCE / TRADE | 1         | 3%         |
| DOMESTIC         | 32        | 97%        |
| <b>Total:</b>    | <b>33</b> |            |

### Material Counts - Portland - Peacock Lane RLS 2016

| Materials        | Quantity  | % of Total |
|------------------|-----------|------------|
| METAL            | 1         | 3%         |
| STUCCO           | 7         | 21%        |
| SYNTHETIC SIDING | 6         | 18%        |
| WOOD             | 19        | 58%        |
| <b>Total:</b>    | <b>33</b> |            |

## Historic Building Report/Counts

(All Properties Inventoried)

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### Style Category Counts - Portland - Peacock Lane RLS 2016

| Style Categories                     | Quantity  | % of Total |
|--------------------------------------|-----------|------------|
| MODERN PERIOD                        |           |            |
| Minimal Traditional                  | 5         |            |
| Category Total:                      | 5         | 15%        |
| LATE 19TH/20TH CENT. PERIOD REVIVALS |           |            |
| Colonial Revival                     | 2         |            |
| English Cottage                      | 25        |            |
| Spanish Revival                      | 1         |            |
| Category Total:                      | 28        | 85%        |
| <b>Total:</b>                        | <b>33</b> |            |












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# Architectural Survey Data for Portland - Peacock Lane RLS 2016

## Oregon State Historic Preservation Office











| Address/<br>Property Name  | Ht  | Eval/<br>NR | Yr(s)<br>Built | Materials                  | Arch Classifs/Styles                   | Orig. Use/<br>Plan (Type)         | RLS / ILS<br>Dates     | Listed<br>Date |   |
|--|-----|-------------|----------------|----------------------------|--|-----------------------------------|------------------------|----------------|---|
| 4011-4017 SE Belmont St<br><br><i>Immortal Piano</i>   | 1   | NC          | 1927<br>c.1949 | Stucco<br>Hollow Clay Tile | English Cottage<br>Commercial (Type)   | Department Store<br>1-Part Block  | 7/25/2016<br>8/8/2016  |                |    |
| <i>Comments: Storefront altered c. 1950 per visual inspection. Incompatible with residential district as a separate development, but would contribute to a non-residential district.</i>   |     |             |                |                            |  |                                   |                        |                |   |
| 506 SE Peacock Lane  | 1.5 | NC          | 1927           | Vinyl Siding               | Minimal Traditional                    | Single Dwelling<br>Period Cottage | 7/25/2016              |                |    |
| <i>Comments: Replacement windows, even leaded windows appear non-original. Garage shown in 1950 Sanborn is not present in 2016.</i>  |     |             |                |                            |  |                                   |                        |                |   |
| 515 SE Peacock Lane  | 1.5 | EC          | 1928           | Shingle                    | Minimal Traditional<br>English Cottage | Single Dwelling<br>Period Cottage | 7/25/2016              |                |    |
| <i>Comments: EC Garage. Original wood windows</i>  |     |             |                |                            |  |                                   |                        |                |   |
| 522 SE Peacock Lane<br>Lawrence, Harriet, Dr., House   | 1.5 | EC          | 1923<br>2015   | Vinyl Siding               | English Cottage                        | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2016  |                |    |
| <i>Comments: NC outbuilding at SE rear with wood sheet siding. Original windows on ground floor, mostly replacement clad windows on upper. Developer remodeled the property in 2015 and split the tax lot. Likely individually eligible under Criterion B.</i> |     |             |                |                            |  |                                   |                        |                |   |
| 523 SE Peacock Lane  | 1.5 | EC          | 1923           | Pebble-finish Stucco       | English Cottage                        | Single Dwelling<br>Period Cottage | 7/25/2016              |                |    |
| 532 SE Peacock Lane<br>Wade, Benjamin N., Dr., House   | 1.5 | EC          | 1923<br>1990   | Horizontal Board           | English Cottage                        | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2016  |                |    |
| <i>Comments: Vinyl windows. NP storage shed at front of driveway.</i>  |     |             |                |                            |  |                                   |                        |                |   |
| 533 SE Peacock Lane  | 1.5 | EC          | 1925           | Shingle<br>Vertical Board  | English Cottage                        | Single Dwelling<br>Period Cottage | 7/25/2016              |                |   |
| <i>Comments: Original windows, possibly altered front gable-end.</i>   |     |             |                |                            |  |                                   |                        |                |   |
| 545 SE Peacock Lane<br>Shawcross, May & Radford, House   | 1.5 | EC          | 1923           | Shingle                    | English Cottage<br>Minimal Traditional | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2016  |                |  |
| <i>Comments: Attached garage. Outbuilding at SW rear has only roof visible; not present in 1950 Sanborn and therefore NP.</i>  |     |             |                |                            |  |                                   |                        |                |   |
| 603 SE Peacock Lane  | 1.5 | EC          | 1926           | Vinyl Siding               | Minimal Traditional<br>English Cottage | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/17/2016 |                |  |
| <i>Comments: Two additions, gable addition to west end of south façade and breezeway addition to rear. Garage is attached at a tangent to breezeway addition, per owner (7/25/2016). Replacement windows throughout.</i>                                       |     |             |                |                            |  |                                   |                        |                |   |
| 604 SE Peacock Lane<br>Richmond, J. H., House  | 2   | EC          | 1924<br>1930   | Shingle<br>Half Timbering  | English Cottage                        | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/31/2016 |                |  |
| <i>Comments: All vinyl windows.</i>  |     |             |                |                            |  |                                   |                        |                |   |

### Architectural Survey Data for Portland - Peacock Lane RLS 2016 Oregon State Historic Preservation Office



| Address/<br>Property Name   | Ht  | Eval/<br>NR | Yr(s)<br>Built | Materials                      | Arch Classifs/Styles                    | Orig. Use/<br>Plan (Type)           | RLS / ILS<br>Dates    | Listed<br>Date |   |
|---|-----|-------------|----------------|--------------------------------|---|-------------------------------------|-----------------------|----------------|---|
| 611 SE Peacock Lane   | 1.5 | NC          | 1923           | Vinyl Siding                   | Minimal Traditional<br>English Cottage  | Single Dwelling<br>Period Cottage   | 7/25/2016<br>8/6/2016 |                |    |
| <i>Comments: Vinyl siding and vinyl windows have reduced integrity. Attached garage (original per Sanborn).</i>                             |     |             |                |                                |   |                                     |                       |                |   |
| 612 SE Peacock Lane   | 1.5 | NC          | 1923           | Vinyl Siding                   | English Cottage                         | Single Dwelling<br>Period Cottage   | 7/25/2016             |                |    |
| <i>Comments: All vinyl windows, all vinyl cladding, oriel window addition on primary façade.</i>  |     |             |                |                                |   |                                     |                       |                |   |
| 621 SE Peacock Lane   | 1.5 | EC          | 1923           | Shingle<br>Half Timbering      | English Cottage<br>Minimal Traditional  | Single Dwelling<br>Period Cottage   | 7/25/2016<br>8/1/2016 |                |    |
| <i>Comments: Attached garage converted to living space. Storm windows over original wood windows.</i>                                       |     |             |                |                                |   |                                     |                       |                |   |
| 622 SE Peacock Lane   | 1.5 | EC          | 1924           | Horizontal Board               | English Cottage                         | Single Dwelling<br>Period Cottage   | 7/25/2016             |                |    |
| 631 SE Peacock Lane   | 1.5 | EC          | 1924           | Shingle<br>Half Timbering      | Colonial Revival<br>Minimal Traditional | Single Dwelling<br>Foursquare (Box) | 7/25/2016<br>8/5/2016 |                |    |
| <i>Comments: NC garage. New garage door, mostly replacement windows, with exception of ground floor front leaded windows.</i>               |     |             |                |                                |   |                                     |                       |                |   |
| 632 SE Peacock Lane   | 1.5 | EC          | 1925           | Stucco<br>Half Timbering       | English Cottage<br>Tudor Revival        | Single Dwelling<br>Period Cottage   | 7/25/2016             |                |    |
| <i>Comments: EC garage, connected by minimal breezeway and thus counted as a separate resource.</i>   |     |             |                |                                |   |                                     |                       |                |   |
| 641 SE Peacock Lane   | 1.5 | EC          | 1924           | Shingle                        | English Cottage                         | Single Dwelling<br>Period Cottage   | 7/25/2016             |                |   |
| <i>Comments: Replacement clad windows. New garage door.</i>   |     |             |                |                                |   |                                     |                       |                |   |
| 703 SE Peacock Lane   | 1.5 | NC          | 1926           | Shingle<br>2016 Half Timbering | English Cottage                         | Single Dwelling<br>Period Cottage   | 8/22/2016             |                |  |
| <i>Comments: Alterations in late 2016, major loss of leaded glass windows and removal of original stucco from the false half-timbering.</i> |     |             |                |                                |   |                                     |                       |                |   |
| 706 SE Peacock Lane   | 1.5 | EC          | 1924           | Vinyl Siding<br>Half Timbering | English Cottage                         | Single Dwelling<br>Period Cottage   | 7/25/2016<br>8/6/2016 |                |  |
| <i>Comments: Mix of original and replacement windows; original shape and form changed only by front porch.</i>                              |     |             |                |                                |   |                                     |                       |                |   |
| 715 SE Peacock Lane<br>Irwin, A. H., Investment Property  | 1.5 | EC          | 1926           | Shingle                        | Minimal Traditional<br>English Cottage  | Single Dwelling<br>Period Cottage   | 7/25/2016<br>8/5/2016 |                |  |
| <i>Comments: Shared NC garage with 703 SE Peacock Lane. New windows.</i>  |     |             |                |                                |   |                                     |                       |                |   |
| 718 SE Peacock Lane<br>Magill, David & Sadie, House   | 1.5 | ES          | 1926           | Shingle<br>Stucco              | English Cottage<br>Arts & Crafts        | Single Dwelling<br>Period Cottage   | 7/25/2016<br>8/6/2016 |                |  |
| <i>Comments: Some 2nd floor windows replaced, storm windows throughout.</i>   |     |             |                |                                |   |                                     |                       |                |   |

Evaluation Codes: ES=eligible/significant EC=eligible/contributing NC=not eligible/non-contributing NP=not eligible/out of period UN=undetermined/lack of info XD=demolished  
 NR Status Codes: NRI=individually listed NHD=listed in Hist Dist NRB=listed individually and w/i Hist Dist NHL=listed as National Hist Landmark NS=listed as part of an NRI

**Architectural Survey Data for Portland - Peacock Lane RLS 2016**  
**Oregon State Historic Preservation Office**

| Address/<br>Property Name  | Ht  | Eval/<br>NR | Yr(s)<br>Built | Materials                 | Arch Classifs/Styles | Orig. Use/<br>Plan (Type)         | RLS / ILS<br>Dates    | Listed<br>Date |   |
|--|-----|-------------|----------------|---------------------------|----------------------|-----------------------------------|-----------------------|----------------|---|
| 723 SE Peacock Lane  | 1.5 | EC          | 1924           | Stucco<br>Shingle         | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016             |                |    |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 730 SE Peacock Lane  | 1.5 | EC          | 1924           | Shingle<br>Stucco         | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2015 |                |    |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 733 SE Peacock Lane  | 1.5 | EC          | 1924           | Stucco<br>Shingle         | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016             |                |    |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 741 SE Peacock Lane<br>Johnson, James H. & Kathryn L., House                         | 1.5 | ES          | 1925           | Shingle<br>Stucco         | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2015 |                |    |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 804 SE Peacock Lane  | 1.5 | EC          | 1924           | Shingle<br>Stucco         | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2016 |                |    |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 805 SE Peacock Lane<br>Wolcott, Mable & William B., House                            | 1.5 | EC          | 1926           | Shingle                   | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2016 |                |    |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 816 SE Peacock Lane  | 1.5 | EC          | 1924           | Shingle<br>Half Timbering | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016             |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 817 SE Peacock Lane  | 1.5 | EC          | 1924           | Stucco<br>Half Timbering  | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016             |                |  |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 824-838 SE Peacock Lane<br>Winship, T. B. , Apartments                               | 1   | EC          | 1925           | Stucco                    | Spanish Revival      | Multiple Dwelling<br>Row House    | 7/25/2016<br>8/5/2016 |                |  |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
| 825 SE Peacock Lane<br>Wassell, Alice, House<br>Bloodgood, Harold & Josephine, House | 1.5 | ES          | 1929           | Shingle<br>Rug Face Brick | English Cottage      | Single Dwelling<br>Period Cottage | 7/25/2016<br>8/6/2016 |                |  |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |
|  |     |             |                |                           |                      |                                   |                       |                |   |

**Architectural Survey Data for Portland - Peacock Lane RLS 2016**  
**Oregon State Historic Preservation Office**

| Address/<br>Property Name  | Ht  | Eval/<br>NR | Yr(s)<br>Built | Materials                | Arch Classifs/Styles | Orig. Use/<br>Plan (Type)                 | RLS / ILS<br>Dates    | Listed<br>Date |   |
|--|-----|-------------|----------------|--------------------------|----------------------|---|-----------------------|----------------|---|
| 835 SE Peacock Lane  | 1.5 | NC          | 1926           | Half Timbering<br>Stucco | English Cottage      | Single Dwelling<br>Other Residential Type | 7/25/2016<br>8/6/2015 |                |  |
| <i>Comments: Multiple additions and replacement windows throughout.</i>  |     |             |                |                          |                      |   |                       |                |   |
| 3944 SE Stark St<br>Bevis, John W. & Allie J., House   | 2   | EC          | 1924           | Aluminum                 | Colonial Revival     | Single Dwelling                           | 7/25/2016<br>8/6/2016 |                |  |
| <i>Comments: Original windows with aluminum storms. Concrete block attached garage. Attached sundeck east and south.</i> |     |             |                |                          |                      |   |                       |                |   |

**Total Resources Identified: 33**













500  
SE STARK ST  
SE PEACOCK ST







































7113

CAREFUL OF OUR LOG

NO PARKING  
ANYTIME



























COCHRAN CONST

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FOR SALE

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PIANO  
COMPANY







E 10TH  
W 10TH

YOUNG & JOHN'S













1928

















National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 9/14/2017      Date of Pending List: 10/11/2017      Date of 16th Day: 10/26/2017      Date of 45th Day: 10/30/2017      Date of Weekly List: 11/3/2017

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      10/30/2017 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Edson Beall      Discipline Historian

Telephone \_\_\_\_\_      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.





**City of Portland**  
Historic Landmarks Commission

1900 SW Fourth Ave., Suite 5000 / 16  
Portland, Oregon 97201  
Telephone: (503) 823-7300  
TDD: (503) 823-6868  
FAX: (503) 823-5630  
[www.portlandonline.com/bds](http://www.portlandonline.com/bds)

June 5, 2017

Deb Schallert, Chair  
Oregon State Advisory Committee on Historic Preservation  
Oregon Parks & Recreation Department  
725 Summer St NE, Suite C  
Salem, OR 97301

Re: Peacock Lane Historic District

Dear Chair Schallert,

On May 22, 2017, the Portland Historic Landmarks Commission (PHLC) reviewed a National Register of Historic Places nomination for the Peacock Lane Historic District located in Portland, Oregon. The PHLC enthusiastically supports the listing of this resource in the National Register and offers only minimal comments for consideration by the State Advisory Committee on Historic Preservation.

The Peacock Lane Historic District nomination is a well-written nomination that provides a wealth of historic information about this significant residential historic area. Unlike many of its predecessors, the historic district was constructed over a short period of time with individual homes featuring a variety of Period Revival homes that emphasized European architectural forms and styles. It represents one of the first modern tract developments in Oregon. The subdivision is distinguished from the Buckman (NR-eligible), Irvington (NR-listed), and Eastmoreland (NR-proposed) districts by its linear arrangement and short time frame of construction. The short time frame allowed for a unified setback to be applied across the district and substantial developer control over the appearance and arrangement of individual homes.

We would like to request the following edits:

- Photo #25 needs to be revised to see the entire building depicted in the image.
- Consider bolstering the Christmas light discussion, its ties to the community, and its importance to Portland.

The PHLC applauds the property owners and nominator for their commitment to preserving this important historic resource. We encourage the State Advisory Committee to recommend its listing in the National Register.

Sincerely,

A handwritten signature in black ink, appearing to read "Kirk Ranzetta".

Kirk Ranzetta  
Chair

To the State Historic Preservation Office:

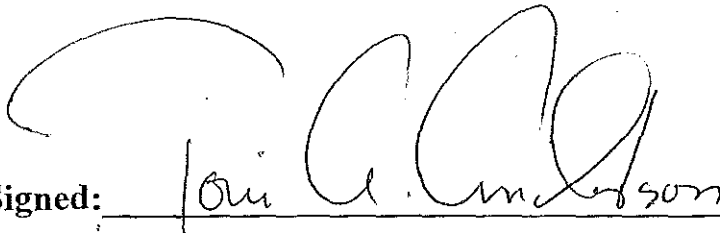
With this statement, I certify that I am the sole or partial owner of the property located at 824 838 SE Peacock Ln., which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: Karen Stoner Reyes \_\_\_\_\_ Date

Mailing address: 838 SE Peacock Ln. Portland, OR  
(if different) 97214

To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 523 SE Peacock Lane, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

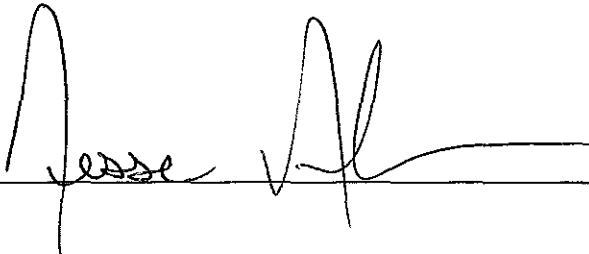
Signed:  John A. Anderson 4.28.17  
Date

Mailing address: \_\_\_\_\_  
(if different)



To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 523 S.E. PEACOCK LANE, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed:  4-28-2017  
Date

Mailing address: \_\_\_\_\_  
(if different)

To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 611 S.E. Peacock Lane which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: Barbara Bushnell 4/24/17  
Date

Mailing address: same as above  
(if different)

**To the State Historic Preservation Office:**

**With this statement, I certify that I am the sole or partial owner of the property located at 612 SE Peacock Ln, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.**

Signed: David M. P... 4/22/17  
Date

Signed: Sara S Boush 4/22/17

**Mailing address:** \_\_\_\_\_  
**(if different)**



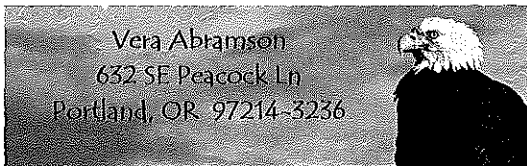
To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 632 SE Peacock Lane Portland OR, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: M. V. B. Abramson

24 April 2017  
Date

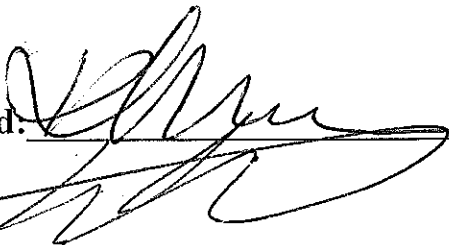
Mailing address: \_\_\_\_\_  
(if different)



To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 817 SE Peacock Ln, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed:



Krista Brockwood  
Test Brockwood

4/24/17

Date

4/27/17

Mailing address: \_\_\_\_\_  
(if different)

**To the State Historic Preservation Office:**

**With this statement, I certify that I am the sole or partial owner of the property located at 506 SE Peacock Lane, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.**


Signed: Burlinda E. Missen \_\_\_\_\_ 4.28.17  
Date

Mailing address: \_\_\_\_\_  
(if different)



**To the State Historic Preservation Office:**

**With this statement, I certify that I am the sole or partial owner of the property located at 545 SE Peacock Lane, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.**

**Signed:**  \_\_\_\_\_ **4/24/17**  
**Date**

**Mailing address:** \_\_\_\_\_  
**(if different)**

**To the State Historic Preservation Office:**

**With this statement, I certify that I am the sole or partial owner of the property located at 631 SE Peacock Lane, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.**

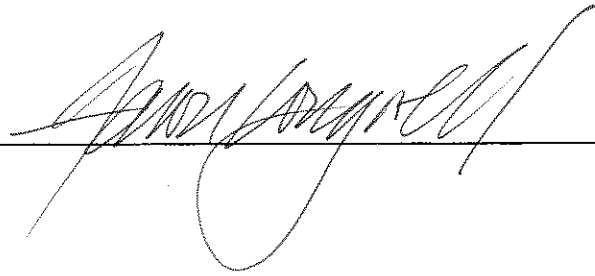
Signed: Glouywell \_\_\_\_\_ Date 4/28/17

Mailing address: \_\_\_\_\_  
(if different)

**To the State Historic Preservation Office:**

**With this statement, I certify that I am the sole or partial owner of the property located at 631 SE PEACOCK LANE, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.**

**Signed:**



4/28/2017

**Date**

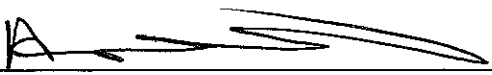
**Mailing address:**  
**(if different)**

\_\_\_\_\_



**To the State Historic Preservation Office:**

With this statement, I certify that I am the sole or partial owner of the property located at 718 SE Peacock Lane, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed:  26 April 2017  
Hillary A Dixon Date

Mailing address: \_\_\_\_\_  
(if different)

**To the State Historic Preservation Office:**

**With this statement, I certify that I am the sole or partial owner of the property located at 718 SE PEACOCK LN, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.**

**Signed:**



**JOSH ALLER**

**APRIL 24, 2017**

**Date**

**Mailing address:**  
**(if different)**

\_\_\_\_\_

To the State Historic Preservation Office:

With this statement, <sup>we</sup> ~~I~~ certify that <sup>we are</sup> ~~I am~~ the sole or partial owner of the property located at 730. SE Peacock Lane, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: Conrad W. Deamer / William R. Jackson 4/20/2017  
Date

Mailing address: \_\_\_\_\_  
(if different)

We have been advised we will be allowed to change the color of the exterior if appropriate

Conrad Deamer 4/20/17



To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 733 SE Peacock Ln, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

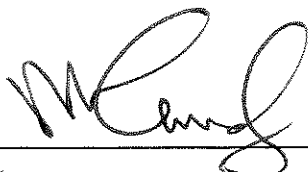
Signed: John E. Galt 4/27/17  
Date

Mailing address: 733 SE Peacock Ln  
(if different) Portland OR 97214

To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 804 SE PEACOCK LN PDX, OR, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: \_\_\_\_\_



MATTHEW J. LUNDY  
804 SE PEACOCK LN  
PDX, OR 97214

1 MAY 17

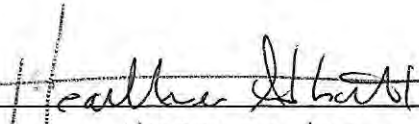
Date

Mailing address: \_\_\_\_\_  
(if different)

To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 741 SE PEACOCK LANE, PDX, OR, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: \_\_\_\_\_

  
HEATHER ABBOTT

5/11/2017  
Date

Mailing address: \_\_\_\_\_  
(if different)



To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 741 SE PEACOCK LANE, PDX, OR 97214, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed:  5/11/2017  
COLIN R. TERRELL Date

Mailing address: \_\_\_\_\_  
(if different)

To the State Historic Preservation Office:

With this statement, I certify that I am the sole or partial owner of the property located at 816 SE Peacock Ln, which is a private property located in the proposed Peacock Lane Historic District in Portland, Oregon, and I support the listing of said property in the National Register of Historic Places.

Signed: Shirley E. Musser 5-12-17  
Date

Mailing address: 17310 S. Killdeer Rd. Beavercreek, Or  
(if different) 97004

## ZELLER Tracy \* OPRD

---

**From:** Mary Ann Schwab <e33maschwab@gmail.com>  
**Sent:** Tuesday, June 13, 2017 11:19 PM  
**To:** JOHNSON Ian \* OPRD; ZELLER Tracy \* OPRD  
**Subject:** Peacock Lane's STREET four (4) City Blocks, Portland, Oregon

For the record, my name is Mary Ann Schwab, 605 SE 38th Avenue, Portland, Oregon 97214-3203

In 1971, we moved into a 1909 Bungalow located two blocks from Peacock Lane. Just as Peacock Lane residents continue to welcome visitors during their Christmas Lighting between December 15th and January 1st, our friends families and their grand-children continue drop in for cookies and cups of hot chocolate before returning home.

Now, to put this case in to perspective, I'm sharing this 1925 newspaper article on Peacock Lane. <http://www.antiquehomestyle.com/primary-sources/american-builder/peacock-lane.htm>  
Surely, you understand why the Peacock Lane residents started a go-fund-me account raising roughly \$8,000 to cover the National Register application fees. Many attended the RIPSAC infill middle and quarter mile (5) block mapping open houses between June 15 and August 15, 2016. They have little faith in this process fearing HB 2007 grant Developer "by-right" to either de-construct a dwelling if built prior to 1916, and from 1917 to present dwelling will be demolished and replaced by duplex/triples lacking on-street parking. As for saving trees, it is quicker and cheaper to pay the cutting fine.

These photos feature the Grinch's latest master piece currently under construction on the tweaked remnant lot north of 522 SE Peacock Lane.







\*\*\*

Yes, the same Developer who penciled out his profits, — sold the lot — then walked away without picking up a hammer then hitting a 16-penny nail (links below).  
Whoops, I digress!

With deepest regards, none of Peacock Lane's residents were not able to attend the Oregon's Heritage Committee hearings on Peacock Lane's — four (4) city blocks on June 14 and 15, in Redmond, Oregon. The Sunnyside Neighborhood Association, Peacock Lane Residents and the Schwabs trust that the State Historic Preservation experts will agree to preserve and protect the 1925 circa English Cottages from demolition in perpetuity. Albeit, on a personal level, I fear the pending City of Portland's Comp Plan 2035 may be blindsided by HB 2007.

What I find most troubles is knowing the 1,000 Friends of Oregon Developer's PAID Lobbyists continue to fast track the HB 2007 to the Senate. This is another example of social economic inequity, when Developers hire Lobbyists — a taxable business expense. And in order to save Christmas Magic for the child in all of us — the immediate neighbors must spearhead a go-fund-me account. Did anyone report at one point, the Grinch was willing to walk-away should someone purchase the property "as is" for \$350,000? He paid the widow \$15,000 — calling it a bonus on the sale of her house.

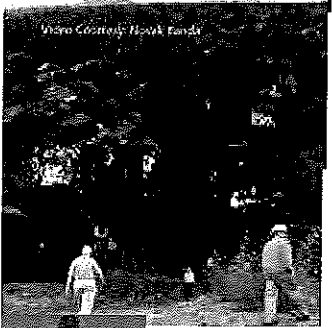
Developer signs deal to preserve 3 Eastmoreland sequoias; donors ...

[www.oregonlive.com/portland/index.ssf/.../eastmoreland\\_group\\_developer\\_s.html](http://www.oregonlive.com/portland/index.ssf/.../eastmoreland_group_developer_s.html)

- 1.
- 2.

Sep 18, 2015 - Gallery: **Tree-sitter**, police move toward **Eastmoreland** showdown ... to preserve three giant **sequoias** in Southeast Portland's **Eastmoreland** ...

### Images for eastmoreland sequoia trees



Maisy ... Community Advocate  
(503) 236-3522



# [Antique Home Style]

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## Articles

Spanish Style

Plans from American Builder

Am. Builder Plans

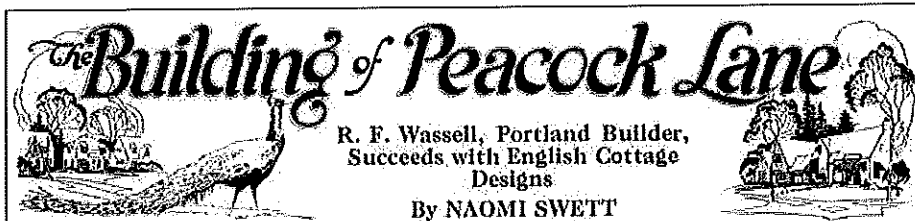
## Bibliography

Home > Articles > Original Sources > American Builder Magazine

## The Building of Peacock Lane

BY NAOMI SWETT, AMERICAN BUILDER, DECEMBER 1925

[The entire 1925 article has been republished here in it's entirety with all accompanying photographs. Ed.]



ANYONE in Portland, Ore., can tell you that Peacock Lane is something "different" from the ordinary run of real estate developments and in every way lives up to the picturesque expectations which the name creates. When R. F. Wassell, Portland builder, planned this fascinating street he chose a name which would not suggest the development of an entire addition to the mind of the public, for Peacock Lane, is just four blocks long, and which would demand much in construction and development to justify its use.

Five acres of land, parallel with Fortieth Street, on the east side, within an easy ten-minute drive from the heart of the downtown section, were selected for the Lane. The four-block length of it runs from Stark, a main thoroughfare, to Belmont, another main thoroughfare, and is very close to one of the best trolley lines in Portland. This tract involved a consideration of \$21,500 and Wassell immediately assessed the property for street improvements costing approximately \$11,000. These included the installation of eleven beautiful street lamps, gas lighted, with arrangements for ten years' service from the Portland Gas & Coke Company, to cost each home owner but \$1 a month.



The spacious Living Room in the Wade Home is Lighted by Wall Candle Brackets and Floor Lamps. At the far side French doors lead to the dining room.

This was the first step in a completely worked out plant and it gave the Lane, even before house building was started, unusually fine illumination. Next commenced the construction of a group of houses that would not in any way fall below the expectations build on the suggestion of the name.



The House on the Corner, Which is the Residence of Dr. Wade, is One of the Higher Priced Homes in Peacock Lane, Which Sold for Not Over \$8,750. On the next two pages a floor plan and interior view of this home are shown.

English style architecture was chosen, with full play to the imagination allowed, resulting in tall, peaked gables,

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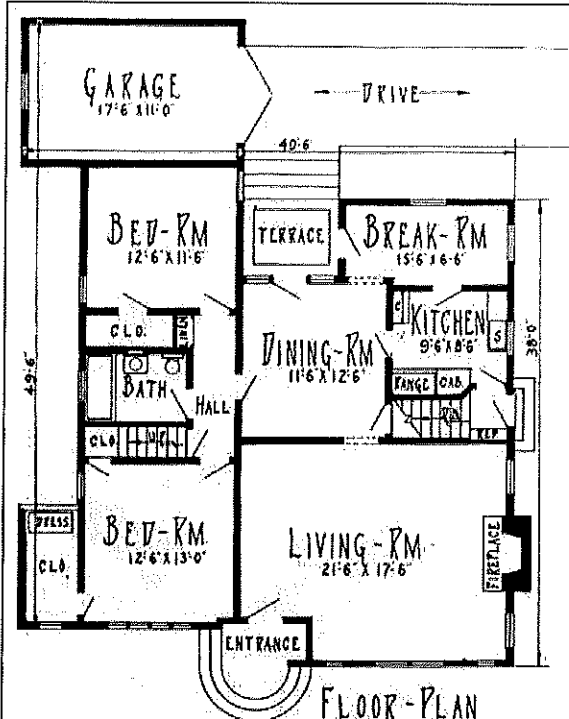
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and plenty of exposure to the sunlight that would stream into each home through quaintly beautiful windows, in now two houses exactly alike.

Twenty-two houses were built in Peacock Lane, all in pleasing relation one to another, and of strictly English character. As surely as a visitor to the Lane decides, "This surely is the prettiest of them all: he discovers something in the house next door that is more interesting still! He then tries to compare one with another. "Which really is the loveliest?" But it's impossible.

It can only be said that the beautiful houses of Peacock Lane are more beautiful because there is but one style of architecture on the entire street, not unsympathetic line or design to destroy the quaint little English village atmosphere that Wassell succeeded in attaining. Surely an English house, surrounded on all sides by English houses, is more English than if it faced a Spanish home across the street, an Italian house at its left, and a stately Colonial house at its right! And, because the climate of this part of Oregon is exactly like that of England, Wassell deemed the English type truly fitting in the building of Peacock Lane.

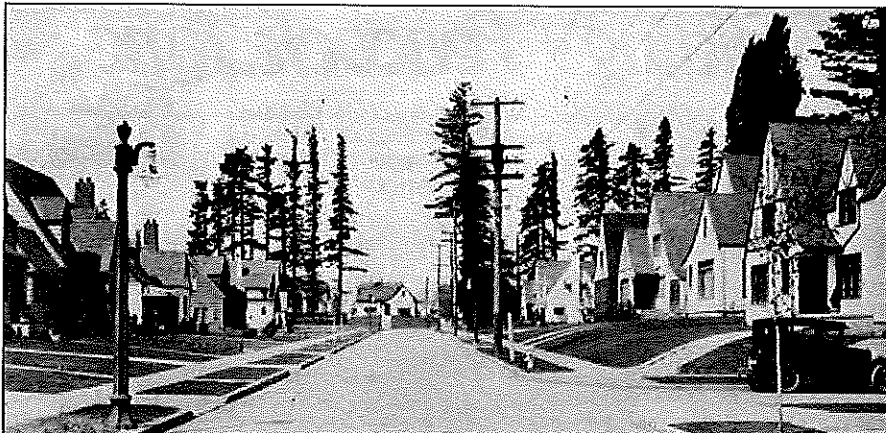


*Like Every House in Peacock Lane, the Wade Residence Is Planned for the Living Comfort and Convenience of the Family Which Is to Occupy It.*

just like the panes of any other house on the Lane.

No two interiors were planned exactly alike, though in each house the general idea is carried out of a large living room, commodious dining room, super-convenient kitchen with extra large breakfast room. Living rooms usually have casement type windows, and this is adhered to throughout most of the houses. Sometimes there are beautiful transom door type windows. Fireplaces are faced with soft-toned ceramic tile. Living rooms have no built-ins, giving owners opportunity to fill their homes with plenty of fine furniture.

Living rooms, dining rooms and bedrooms are all papered, ceilings having been finished in small, creamy-toned plaster.



*A Two-Block Stretch of Homes in Peacock Lane Which Is, in All, but Four Blocks Long. Every house is different from the others, but all are of the same English style. Some of these houses sold as low as \$6,500.*

The houses of Peacock Lane have each either five, six, or seven rooms. All are equipped with single and some with double garages. For exterior surfaces, either stucco, shingle or combinations of the two are used in a host of interesting ways. Both metal and wood lath have been used under the stucco outer surfacings.

The five acres were cut into thirty-three lots, each 50 by 85 feet. Most of the houses were built with an attractive little garage forming an interesting addition to the house proper and with picturesque gate entrance alleys giving immediate passageway from each kitchen. Sometimes the little alley is between the house proper and the garage, sometimes it is on the outside of the garage, and sometimes there's not alley at all, the garage being built separately — always, however, each garage is different from the others in design.

The houses all have triple floors throughout, two underfloorings of soft wood and the upper one of oak. Particular attention was given to the designing of windows, which sometimes have wood casement, sometimes leaded panes, sometimes large square panes, or just as often small diamond-shaped panes, never

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Except in the dining rooms, side illumination from wall bracket candle fixtures has been provide. The bathrooms have the most modern type of build-in plumbing, usually tile floors, while kitchens have drainboards, either tile or glass work tables, hoods over ranges and convenient enclosed vestibules for the placing of refrigerators. Each house has a laundry room and fruit closet in the basement and is equipped with a thermostatically controlled furnace, assuring the owners of homes in Peacock Lane the highest peak of modern home comfort and efficiency.

Most of the house of Peacock Lane have been build level with the ground, some with little brick stoops, some with stoops of concrete. Often wrought iron is introduced into the exterior trim, by means of little entrance hoods or porch rails. The entrance doors are as unusual as anything else about Peacock Land. Sometimes they are of the enclosed vestibule type, sometimes of panel or leaded glass, sometimes of hardwood with or without a small window, and adorned by old-fashioned brass knockers.

The lots are usually level with the sidewalk, but in some few instances have low banks. Even nature has contrived to make Peacock Lane the little lane from the fairy book, the straight line that has no turning! When the houses of Peacock Lane were finished in soft creams, grays, browns, or pure whites, they were brightened by wood trim, in contrasting colors: their main portions so colored that in time they would acquire pleasing aged tones with no fear of dinginess because of the easily renewed and colorful wood trim.

By taking out building permits for twelve or fifteen houses at one time and putting a crew of skilled workers on the job on a strict time and materials basis Wassell was able to save the purchases of these homes from 10 percent to 20 per cent of what it would have cost them to obtain their own building work, had they engaged architects' and contractors' services. "Our mechanics worked from one house to another," he explained, "and there was no lost motion. In addition, through the larger buying power gained by making a single material purchase for the entire group of houses we secured the finest possible at the lowest price."

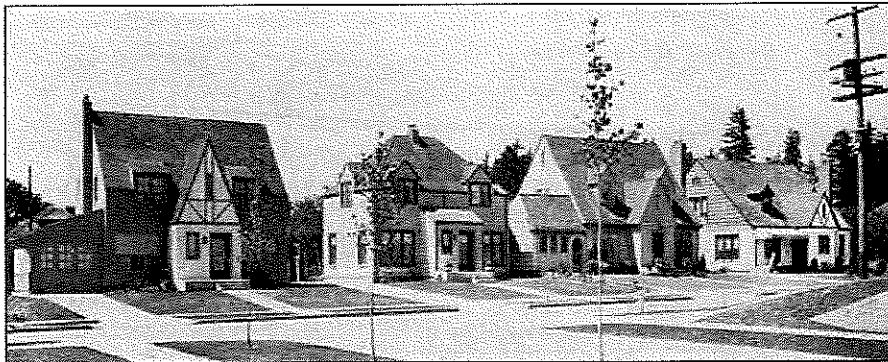


The Kitchen in the Wade Residence with a Spacious Breakfast Room Adjoining. A hooded range and enclosed refrigerator vestibule are features of the kitchen which cannot be seen in this view.

Two-thirds of the houses in Peacock Lane were sold before they were finished. And the balance sold shortly after, so at this writing, not many months since ground was first broken in Peacock Lane, every house but one has been sold. The selling prices of this houses have been from \$6,500 to \$8,750 each. Quite a number of them were sold for all cash, the balance with down payments of from \$1,000 to \$2,000, the rest in monthly payments like rent of from \$50 to \$75.

Off first mortgages were taken at 6 per cent by the Prudential Life Insurance Company, the difference between the first mortgages and the down payments being absorbed by the Wassell estate as second mortgages.

"While I always engage the finest architects available in building apartments," Wassell says, "I developed the plans of these English houses myself by working out suggestions gained through a study of various magazine picturings of English style homes. When I had arranged my layouts I had a draughtsman work up specifications and working details."



Another Group of Houses Which Form a Part of Peacock Lane, Showing the typical English Style, Garages Designed as a Part of the House and Attractive Arched Doorways Between Garage and House.

**Source**

- Swett, Naomi. "The Building of Peacock Lane." *American Builder*, December 1925, 91-93.

**More Reading**

- [English Cottage Style](#)

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# Oregon

Kate Brown, Governor

## Parks and Recreation Department

State Historic Preservation Office

725 Summer St NE Ste C

Salem, OR 97301-1266

Phone (503) 986-0690

Fax (503) 986-0793

[www.oregonheritage.org](http://www.oregonheritage.org)



September 12, 2017

J. Paul Loether, Keeper  
National Park Service  
National Register of Historic Places  
1849 C St. NW, Mail Stop 7228  
Washington, D.C. 20240

Re: National Register Nomination

Dear Mr. Loether:

At the recommendation of the Oregon State Advisory Committee on Historic Preservation, I hereby nominate the following historic property to the National Register of Historic Places:

**PEACOCK LANE HISTORIC DISTRICT  
PORTLAND, MULTNOMAH COUNTY**

The enclosed disk contains the true and correct copy of the nomination listed above to the National Register of Historic Places.

We appreciate your consideration of this nomination. If questions arise, please contact Jason Allen, Survey Program Coordinator, at (503)986-0579.

Sincerely,

Christine Curran  
Deputy State Historic Preservation Officer

Encl.

