

United States Department of the Interior
National Park Service

JAN 11 1993

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Olsen and Weygandt Building

other names/site number Ron Paul Building

2. Location

street & number 1421-1441 NE Broadway N/A not for publication

city or town Portland N/A vicinity

state Oregon code OR county Multnomah code 051 zip code 97232

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

James Hamrick December 30, 1992
Signature of certifying official/Title Date

Oregon State Historic Preservation Office
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
 - See continuation sheet.
- determined eligible for the National Register
 - See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

Signature of the Keeper

**Entered in the
National Register**

Date of Action

Belona Byers 2/11/93

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

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

Number of Resources within Property

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade: Specialty store

Current Functions

(Enter categories from instructions)

Commerce/Trade: Specialty store

7. Description

Architectural Classification

(Enter categories from instructions)

Commercial Style / Mediterranean Revival

Materials

(Enter categories from instructions)

foundation concrete

walls brick

concrete

roof asphalt, built-up over wood frame

other clay tile parapets

pre-cast concrete ornament

ceramic tile bulkheads

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1927

Significant Dates

1927

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Snashall & Shipley

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Olsen and Weygandt Building
Name of Property

Multnomah, Oregon
County and State

10. Geographical Data

Acreage of Property 0.22 Portland, Oregon-Washington 1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>11</u> 0	<u>52738</u> 0	<u>5104226</u> 0
Zone	Easting	Northing	
2			

3			
Zone	Easting	Northing	
4			

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title John M. Tess, President, and Richard Ritz, FAIA

organization Heritage Investment Corporation date July, 1992

street & number 123 NW Second Ave., Suite 200 telephone (503) 228-0272

city or town Portland state Oregon zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Ron Paul Partnership

street & number PO Box 17 telephone

city or town McMinnville state Oregon zip code 97128

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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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The Ron Paul Building as it is known today is located at 1421-41 NE Broadway on the northwest corner of NE 15th Avenue, on Lots 5 and 6 of Block 232, Holladay's Addition, Portland, Multnomah County, Oregon. The one story masonry building was built in 1927 in the Commercial style with Mediterranean overtones in the use of arcuated leaded transoms and tile parapets. The building was designed and built by Snashall and Shipley for C. W. Olsen and Lisle Weygandt. It is the only known example of Snashall and Shipley's work.

The building is representative of a type which typified strip-style commercial structures in the city of Portland during the late 1920's and early 1930's. In comparing this building with others in the city, it is one of the best remaining examples of this type of architecture in the city. The building at 1421-41 Broadway is primarily eligible for listing in the National Register of Historic Places under Criteria "C" as a commercial building representing a significant style of architecture which developed in the city of Portland in the 1920's and 1930's.

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SETTING

The Ron Paul Building is located at 1421-41 NE Broadway on the northwest corner of NE 15th Avenue, on lots 5 and 6 of block 232, Holladay's Addition, Multnomah County, Oregon.

The building was built in 1927 in the Commercial/Mediterranean style popular with commercial strip structures of the era. Prior to construction of this building, two houses occupied these two lots. In the 1910's, the area was still predominately residential. This changed with the coming of the Broadway streetcar line and Irvington streetcar line. The two lines intersected at 15th, creating a busy transfer point. The change grew faster with the completion of the Broadway Bridge in 1913, and with the growth of middle class residential developments on the east side, such as the Rose Park Association.

To accommodate growth, the city added the Lovejoy Ramp at the west end of the Broadway Bridge and widened Broadway east of the bridge. Although the work was not completed until 1930, the owners of the building under consideration must have been aware of the plans. Between Union Avenue and Sandy Boulevard, Broadway was widened from its then 60 feet to 80 feet. This action eliminated street trees and houses lost much of their front yards. The structure at 1421-1441 NE Broadway, when constructed, took this reduction into its plans and was built with only a 90 foot depth from Broadway, although the lot was 100 feet deep.

Today, NE Broadway is a major thoroughfare serving the Irvington Historic District and the nearby Lloyd Center. It is almost entirely commercial, with many former homes adapted for trade use and most stores relatively small. Many of the once popular strip structures that reflected the Mediterranean flavor along the street have been demolished, replaced with more modern and often larger facilities.

The Ron Paul Building has recently undergone a total renovation with some interior adaptation for modern use. The exterior however was sensitively cleaned and restored with close attention to match the original design and appearance.

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DESCRIPTION

The building at 1421-1441 NE Broadway is a one-story structure with brick veneer at its street frontage, its walls are concrete, while roof and interior are of wood frame construction. On Broadway the front is divided into four approximately equal bays, and on 15th Avenue into four bays of unequal width. The two bays nearest the corner on 15th and the corner bay on Broadway project slightly beyond the adjoining bays, and are also higher than the rest of the building. A false roof of red tile caps the street walls, and this roof is higher at the three corner bays. The corner of the building is cut off at a 45-degree angle, providing a prominent corner entrance for this portion of the building, which was originally occupied by the Irvington Pharmacy. A square, short tower structure projects above the corner entrance, further emphasizing the corner of the building.

The brick veneer utilizes a narrow range of tan to orange-brown bricks with a rug face and raked joints. The projecting pilasters of the three corner bays are laid in stack-bond with a stack of half bricks at either side of two stacks of full bricks. Precast concrete medallions, the full width of the pilaster, having insets of ceramic tile, cap these pilasters. Spandrels at the three corner bays are a mixture of stack-bond and common-bond, with square medallions of soldier bricks set in a field of common-bond brick. A rowlock course caps these spandrels and the pilasters.

The brick at the bays away from the corner, while of the same material, differs in pattern. The pilasters are narrower, with a single stack of full bricks between stacks of half bricks. These pilasters are also capped with a precast medallion, but the medallion is smaller and set below the spandrel, which runs uninterrupted from the ends of the building to the projecting corner bays. These spandrels are laid in common-bond with long panels of soldier bricks inset. The spandrel is surmounted by a soldier course, above which is a dentil course made with alternately projecting and recessed stacks of half bricks. The dentil course, in turn, is capped by a painted sheet metal cornice.

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The bulkheads under the store fronts are faced with 4-1/4 x 4-1/4 glazed ceramic tile in an orange-brown color overlaid with red and green tones, harmonizing very well with the brick color. A feature strip of alternating tan and black tiles, 3/4 x 3/4, runs horizontally below the top course of tile, accenting its appearance.

Much of the original infill of the store fronts remains in original condition, but some of the original bronze vertical glazing bars at the plate glass windows have been replaced with aluminum glazing bars. Above the store front glazing the original transom lights remain, with leaded glazing of obscure glass. Some of this glass has cracks, but is still in place. At the corner bays this glazing is higher, and the divisions of the glazing have rounded heads. At the end bays, the transom lights, of lower height, have rounded headed sections at either end of the bays, with square headed sections in between. Incandescent lights in globe fixtures originally projected from the spandrels at the center of each end bay.

The net effect of the brick, tile and transom treatment of the street elevations, capped by the tile roofing, is extremely successful in its blend of materials, colors and texture, achieving a warm and interesting appearance not usual for a neighborhood commercial structure.

The brickwork and tilework of this building are in very good condition. The building has recently been restored. The wood trim and sash been repaired and painted. The larger precast medallions at the projecting pilaster in the three corner bays which were spalling off, exposing their reinforcing bars, have been corrected. The smaller medallions are in good condition.

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SHPO SUMMARY

The single-story Commercial style building that occupies a 100-foot square lot at the intersection of major thoroughfares in Northeast Portland, namely the northwest corner of Broadway and 15th Avenue, was built in 1927. It was designed and built by the short-lived local firm of Snashall and Shipley for investors C. W. Olsen and Lisle Weygandt. With its multiple shop bays arrayed along either street frontage and its beveled corner entry made prominent by a cubiform, hip-roofed tower, the building typifies dignified strip commercial architecture of the kind that intermittently lined arterials radiating from the central business district to the suburbs in the emerging automobile era. Its decorative flavor is Mediterranean. With its fine quality brick facing, ceramic tile bulkheads, leaded glass transoms, classical entablature and Mission tile parapets, the building at 1441 NE Broadway is an excellent example of its type. Well preserved in its exterior elevations, it is significant as perhaps the finest strip-scale Commercial style building remaining on Broadway west of the Hollywood district. As such, it meets National Register Criterion C for local significance.

Broadway assumed its importance as an east-west thoroughfare in Northeast Portland when the Broadway Bridge spanning the Willamette River was completed in 1913. With such developments as the massive Lloyd Shopping Center south of Broadway, which was brought to fruition according to Ralph B. Lloyd's Depression era vision in 1960, many of the commercial buildings comparable to the subject property were wiped out in the Holladay Park neighborhood.

Briefly characterized, the Olsen and Weygandt Building is a single-story rectangular volume of concrete construction having a wood frame and a veneer of orangey-tan rug-faced brick on street elevations. Its distinguishing feature from the perspective of roadway travel lanes is the angled entrance bay of the corner shop which is surmounted by its squat square tower with bell-cast, metal-clad pyramidal cap and cornice. Structural bays fronted with plate glass and transom lights are regularly spaced except on the east elevation along 15th Avenue, where entrance bays are interspersed. Strip pilasters support a sheet metal cornice and parapets, or false roofs of clay Mission tiles. Ornamental pilaster impost panels of precast concrete are embellished with ceramic tile insets, and variegated brick courses create frieze and

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dentil courses and spandrel accents. Transoms of leaded occluded glass are disposed as fanlights and Diocletian windows as well as straightforward multi-paned panels. As was customary, finesse of detail differentiated the main corner store, where extra leading in corner lights created a Union Jack pattern in the Beaux Arts tradition. In the era when Broadway at 15th Avenue was a transfer point on street car lines serving Broadway and the Irvington district, the main store was occupied by the Irvington Pharmacy.

The building has undergone a comprehensive adaptive-use renovation by the present owner. While the interior was essentially gutted, the exterior was carefully cleaned and restored. New marquees, which are glass-paneled canopies, were installed at the historic locations, at the major horizontal division of the storefronts.

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SPANISH REVIVAL ARCHITECTURE AND THE MECHANO DECO IN PORTLAND

The early twentieth century revival of Spanish or Mediterranean flavored architecture dates its American roots to the Panama-California Exposition in San Diego which celebrated the opening of the Panama Canal. Certainly, predecessors in the Spanish or Mission style can be found throughout the west, however, the exhibition turned what had been individual experiments into a movement around 1915 and finally a "craze" by 1925.

The style, characterized by applique details, such as tile bulkheads, and signature red-tile roof, adapted to commercial use in the 1920's quite well. The Spanish Revival or Mediterranean taste gave stores and shops a sense of flair or flamboyancy. In Portland, that desire for flair can be seen in two extremes, both located near 15th and Broadway: The Steigerlitz Milk Bottle and the Hollywood Moving Picture and Vaudeville Theater. Both served to distinguish through style. Commercial structures "announced the aspiration to convert the place of trade into a space that reflected the new dynamism and fantasies of popular culture. Indeed, as Gideon Bosker and Lena Lenceknotted in Frozen Music, "exotic theme designs were de rigueur for commercial enterprises in the late 1920's and early 1930's."

The flourish blended with Portland's "Mechano Deco", an architectural response to the arrival of the automobile. Efficient and truth in packaging, clean lines with exotic detailing, these were the hallmarks of Mechano Deco. At the same time, if Mechano Deco underlay Portland's architectural response to the automobile, glass would become the symbol of the modern spirit. "In vernacular architecture built in Portland between 1925 and 1950, transparency became a favorite motif."

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HOLLADAY'S ADDITION

1421-41 NE Broadway is located in the area called Holladay's Addition. It is named for a black-bearded Kentuckian who made and lost several fortunes before he even set foot in the state. In 1866, 47 year old Benjamin Holladay sold his California stage line to the Wells Fargo company, moved to Portland and began a flamboyant career as promoter and railroad builder. Among his enterprises, he laid claim to the land east of the river and south of what is now Broadway and Lloyd Center--convinced that the commercial future of Portland was on the east side of the Willamette River. Immediately, he hired crews to lay out blocks, to grade and plank streets. He also began building his namesake, the Holladay House Hotel--to be a first class establishment. Unfortunately, the over extended entrepreneur lost his fortune in the economic hard times of the 1870s.

For the next several decades, the land remain ghostly with carved streets but few buildings. This situation began to change when Ralph B. Lloyd moved to Portland to run his family's business, the National Wood Pipe Company. He remained here until 1911. Bullish on Portland and sharing Holladay's vision, Lloyd started buying up pieces of Holladay's claim. In 1911, the Lloyds closed the business and Ralph moved to Ventura, California to run the family ranch and to search for oil.

At just that time Lloyd left, the city announced plans to build the Broadway Bridge. At a cost of \$1.6 million, the bridge opened on April 22, 1913. The northern-most bridge on the Willamette, it immediately stimulated growth in northeast Portland by providing more direct streetcar and automobile access.

By way of comparison, in 1912, Sandy Boulevard--the historic road from the east to Portland--was but a hard packed dirt road. In that year, the city began paving Sandy and shortly thereafter the streetcar tracks ran down Sandy. Prior to 1912, streets featured blocks with one or two houses. After, houses and commercial enterprises began popping up with increasing speed. The Rose City Park Association development of 1000 acres along Sandy Boulevard started during the period.

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In 1920, Lloyd hit his first gusher and began amassing a fortune. And with that fortune, he again looked to Portland. He continued to buy the still vacant land in Holladay's Addition and in the 1930's started building. The first building was Portland's first Sears Roebuck, located on a grassy field at Union Street. The second structure was a block-long glass and concrete food/drug store/beauty parlor on Broadway between 12th and 13th.

Moving westward on Broadway, increasingly, the buildings were a collection of small, strip-style commercial stores. The intersection of 15th and Broadway--the streetcar transfer point--featured four buildings, all in the Spanish Revival/Mediterranean style, all similar as one story plate-glass fronted stores. These types of sporadic commercial development continued all the way to what became known as the Hollywood District.

During this time, due to the efforts of its able booster club, the Hollywood district began to blossom. Its hallmark was 1926 completion of the Hollywood Movie and Vaudeville Theater, from which the neighborhood gets its name. With the development of the middle class Rose Park Association developments just to the northeast, Hollywood promoted itself as Portland's alternate commercial district.

By 1933, Lloyd announced a massive building plan, a plan to create a city within a city. The complex would feature a permanent office building, a market, a 300 room English-style hotel--even a ball park. The entire enterprise would cost no less than \$3 million. The lingering depression however stopped his work and the site of the hotel ultimately became the Holladay Bowl, which featured summer programs for many years. The depression and World War II slowed Lloyd, but he never forgot his vision. By 1950, he owned 130 city blocks in the Holladay Addition.

Although Lloyd died in the 1950's, his corporation maintained his drive and in 1960 opened one of the largest enclosed shopping centers in the nation. At the time of construction, it was the largest fireproof structure in the United States with 50 acres and 1.2 million square feet.

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Today, the Lloyd Center and its ancillary buildings comprise most of Holladay's Addition while the residential area north has been designated the Irvington Historic District.. The land along Broadway developed as small strip style commercial stores with a few houses between all the way to the Hollywood District. While some of these buildings have been restored, most have been adapted over the years to serve varying commercial needs and are sometimes shadows of their former selves. And some have been demolished entirely. The Ron Paul Building, with its sensitive restoration, is probably the finest in reflecting the style and design once so popular in this area and providing a solid historical anchor for the intersection and vicinity.

COMPARATIVE ANALYSIS

Portland, as most other cities throughout the country, saw the rapid development of one story glass fronted commercial structures along busy thoroughfares beginning in the late 1920s. Along northeast Broadway, the remanent of this development can be followed from just east of the Willamette River well into the Hollywood District. Every block or so is a building that clearly featured a red-tile roof, plate glass window, box commercial construction.

Despite the popularity of the style, few good examples remain today. In large part, this is due to the small store nature of commercial strips. The owners modernize, stripping off the "old-fashioned" and replacing with more modern materials. Lacking that, they simply paint.

Along northeast Broadway are several buildings of a similar style. Across both streets, at the northeast corner and the southwest corner are structures similar in material and similar in design. Both are fortunate not to have maintained the Mediterranean flair of the original design, but neither equals the successful architectural treatment of this building. Similarly, in the blocks on Broadway both east and west, buildings can be found with most noticeably a red or green tiled roof. However, none reflect the cohesiveness and coherency of design found in the structure at 1421-1441, nor do the make the size of architecture statement that this corner building does.

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After standing for 65 years, this building is one of the best commercial structures on northeast Broadway and certainly with its recent sensitive restoration is unparalleled in the area as an example of the Spanish Revival/Mediterranean style of commercial architecture.

SNASHALL & SHIPLEY

The building at 1421-41 NE Broadway was designed and built by Snashall & Shipley. Snashall was Valentine G. Snashall, a lifelong carpenter who lived with his sister, Viola, at 5324 SE 46th Avenue (later named Pardee Avenue). Shipley was George Shipley, also a lifelong carpenter who lived with his wife, Louise, at 977 E. Yamhill. The two formed a partnership in 1926 with an office in Room 1204 of the Porter Builder at 6th and Oak. The next year, they moved their office to 220 1/2 E. Burnside, where it remained until 1931. In that year, apparently the business dissolved and the two went separate ways. The building at 1421-41 E. Broadway is the only known existing example of their work.

C. W. OLSEN AND LISLE WEYGANDT

The building was built for C. W. Olsen and Lisle Weygandt. Nothing is known of Olsen. The city directories did not list a "C. W. Olsen", but several Charles W. Olsens; however, none could be traced to the structure. Additionally, research in obituaries and other sources turned up nothing. Weygandt owned the Rose City Candy Shop, but little is known beyond that. The reasons the two formed a partnership and built this structure are unknown, given the time of construction, we may guess that it was a speculative venture.

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BIBLIOGRAPHY

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Oregon Historical Society, Vertical Files: "Broadway Bridge".

Oregon Historical Society, Vertical Files: "Hollywood District".

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OREGONIAN, July 31, 1960.

OREGONIAN, July 27, 1975.

OREGONIAN, July 21, 1991.

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Marcus Wiffen, AMERICAN ARCHITECTURE SINCE 1780 (Cambridge, 1969).

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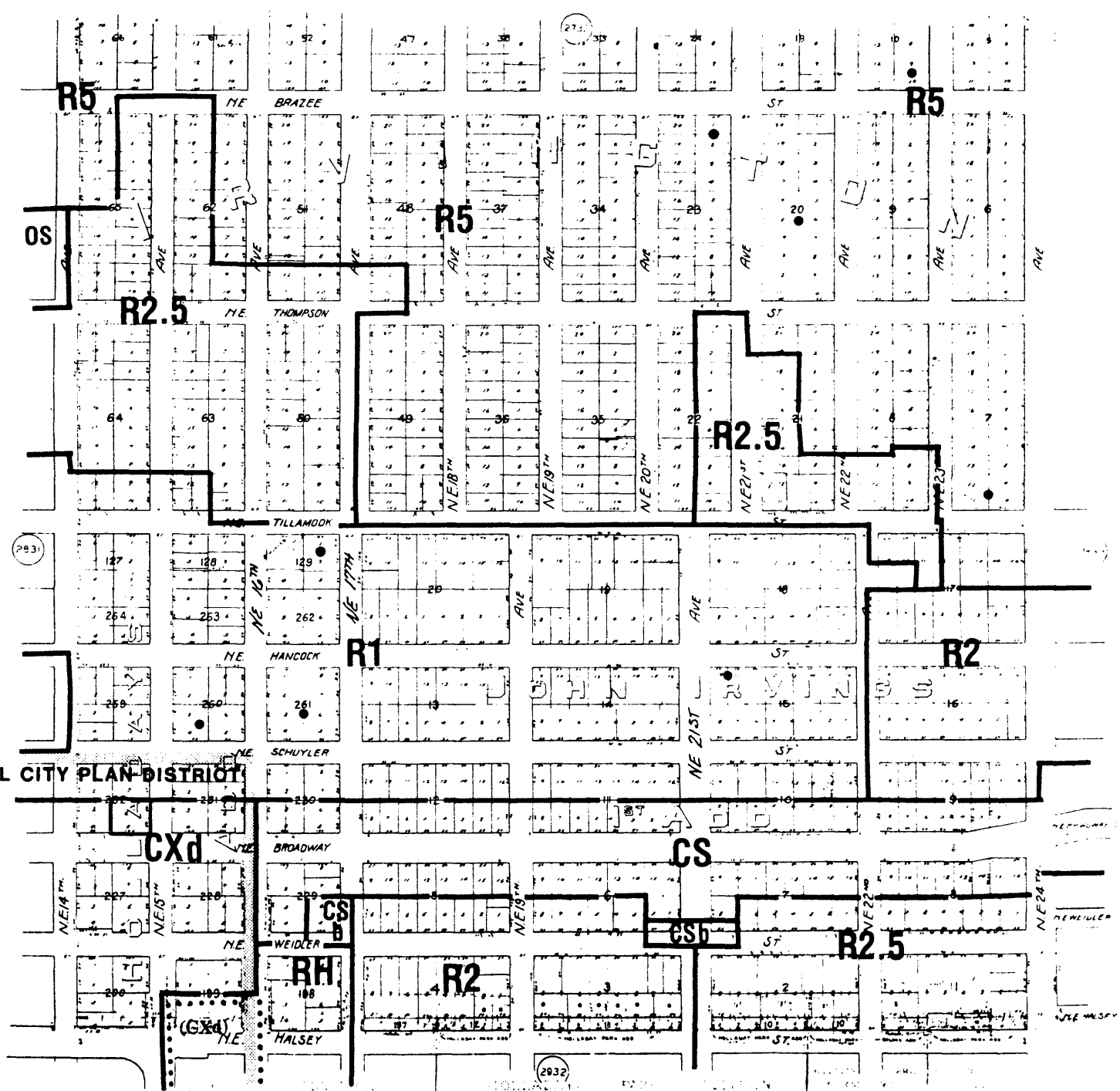
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VERBAL BOUNDARY DESCRIPTION

The building at 1421-31 NE Broadway is located on lots #5 and 6 of block 232, Holladay's Addition to the City of Portland, Multnomah County, Oregon.

BOUNDARY JUSTIFICATION

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.



CENTRAL CITY PLAN DISTRICT

● HISTORIC LANDMARK

SE 1/4 Sec 26 - 1W1E

NOTE: Zoning designations are subject to change; verify zoning prior to development or sales.

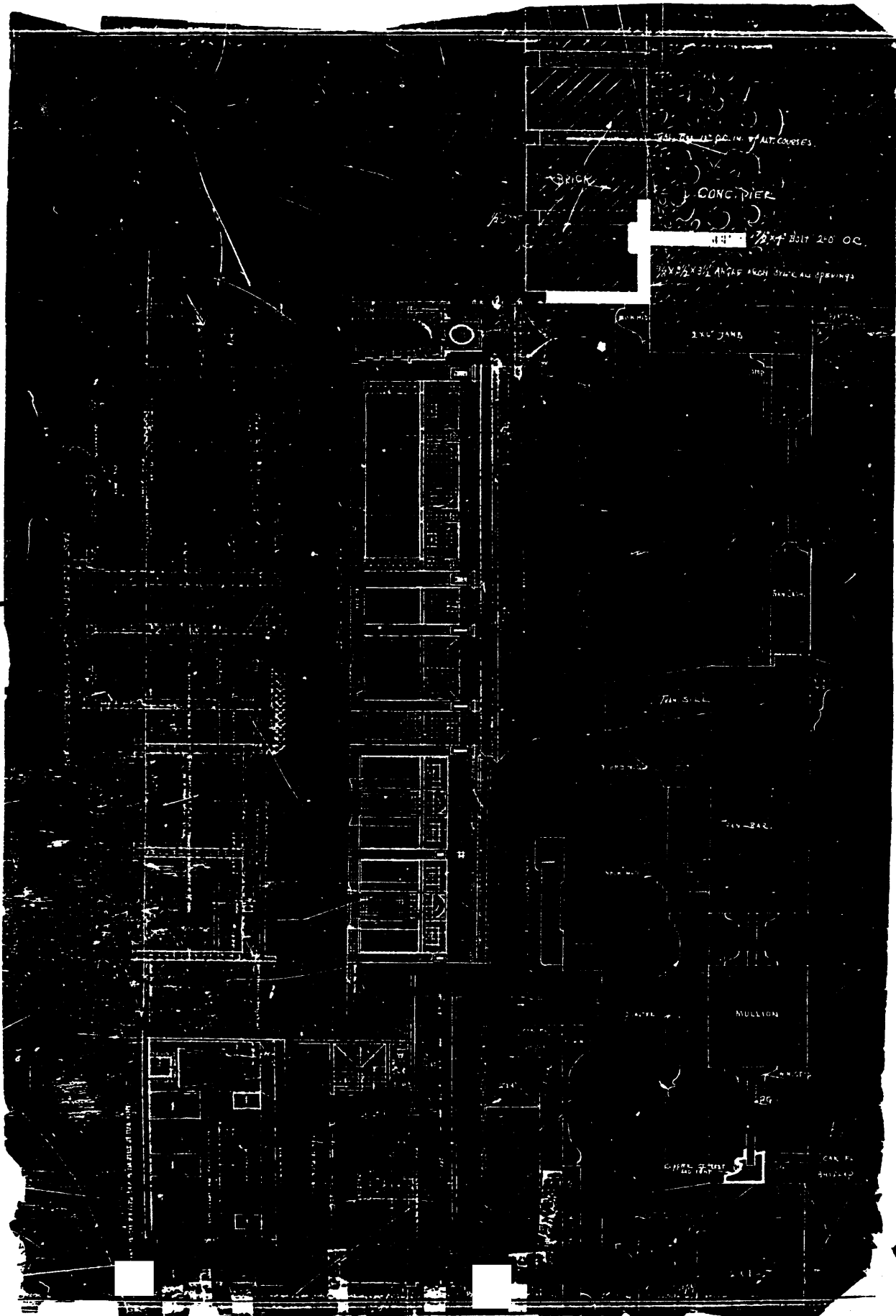
CITY OF PORTLAND • BUREAU OF PLANNING	
R5 Current Zoning	SCALE 1" = 200'
(R5) Maximum Potential Zoning as per Comprehensive Plan	ZONING REVISION 1-91
	2832



14241 N.E. BROADWAY
176808

33-8

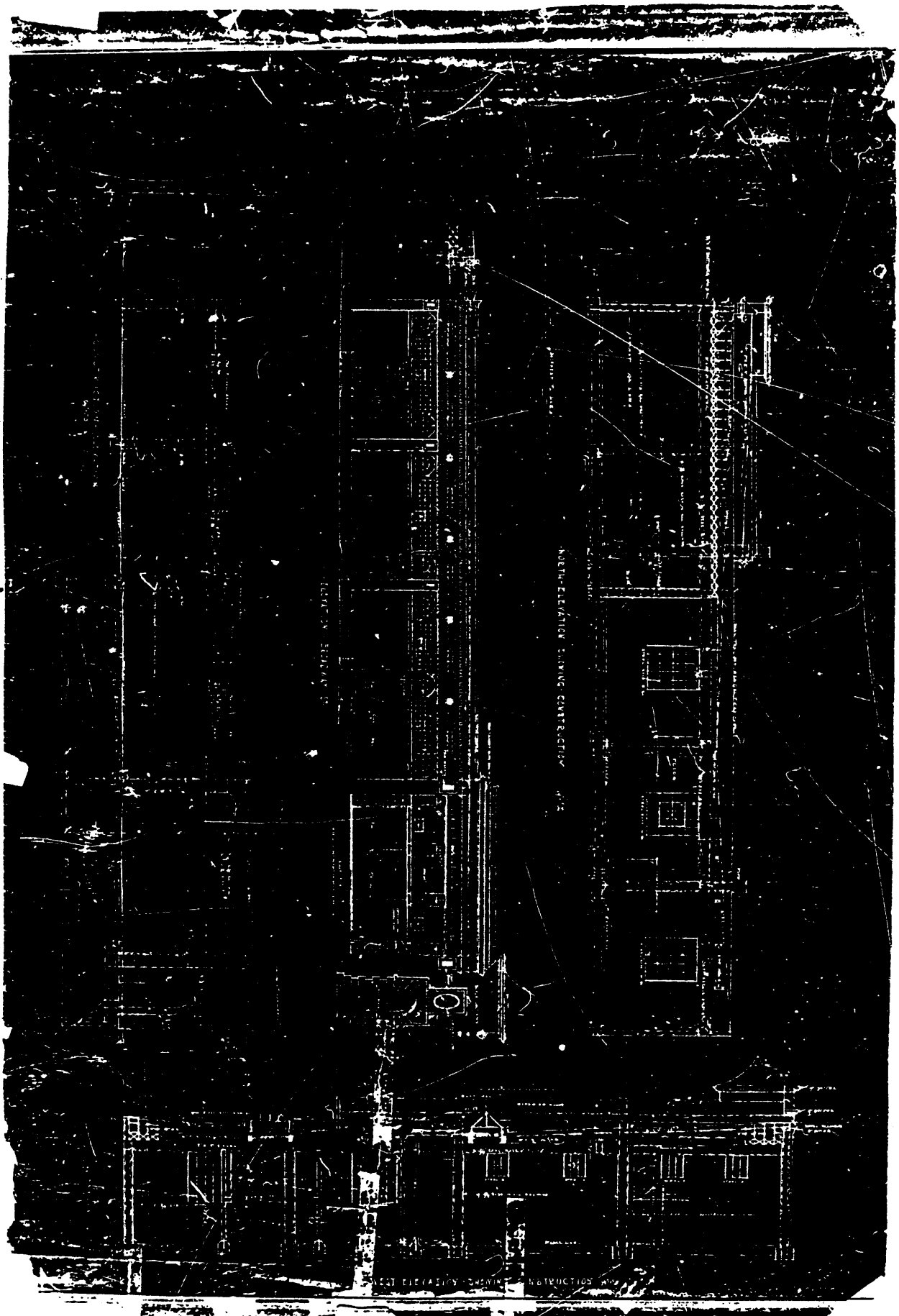
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MICROFILMED



14241 N.E. BROADWAY
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