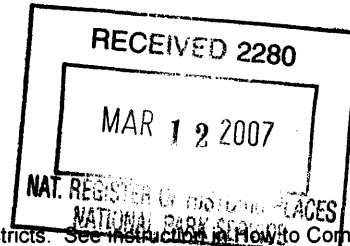


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United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions on 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 classifications, 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 Swetland Building

other names/site number \_\_\_\_\_

## 2. Location

street & number 500 SW 5<sup>th</sup> Avenue  not for publication

city or town Portland  vicinity

state Oregon code OR county Multnomah code 51 zip code 97205

## 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      nationally      statewide X locally.

[Signature]  
Signature of certifying official/Title - Deputy SHPO

3.7.07  
Date

Oregon State Historic Preservation Office  
State or Federal agency and bureau

## 4. National Park Service Certification

I hereby certify that the property is:  
Action

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

Date of

[Signature]

4/24/2007

Swetland Building  
Name of Property

Multnomah County, Oregon  
County and State

**5. Classification**

Ownership of Property  
(check as many 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	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property listing  
(enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

Historic Resources in Downtown Portland, Oregon 1906-1914

N/A

**6. Function or Use**

Historic Functions  
(enter categories from instructions)

Current Functions  
(Enter categories from instructions)

COMMERCE/TRADE:

business

VACANT/NOT IN USE

**7. Description**

Architectural Classification  
(Enter categories from instructions)

Materials  
(Enter categories from instructions)

LATE 19<sup>th</sup> and EARLY 20<sup>th</sup> AMERICAN MOVEMENTS

Commercial Style

foundation: CONCRETE

walls: BRICK

METAL: Steel

roof: ASPHALT

Other: \_\_\_\_\_

Narrative Description

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

See continuation sheets.

Swetland Building  
Name of Property

Multnomah County, Oregon  
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).

Areas of Significance  
(Enter categories from instructions)

- 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.

COMMERCE  
COMMUNITY PLANNING AND  
DEVELOPMENT

Period of Significance  
1907 - 1914

Significant Dates  
1907

Criteria Considerations  
(Mark "x" in all the boxes that apply)

Property is:

Significant Person  
(Complete if Criterion B is marked above)  
N/A

- 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

Cultural Affiliation  
N/A

Architect/Builder  
Emil Schacht, Architect

Narrative Statement of Significance  
(Explain the significance of the property on one or more continuation sheets)

**9. Major Bibliographical References**

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

- Previous documentation on file (NPS):
- preliminary determination of individual listing (36CFR67) 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: Oregon Historical Society

Swetland Building  
Name of Property

Multnomah County, Oregon  
County and State

## 10. Geographical Data

Acreege of Property 0.11 acre (5,000 SF)

### UTM References

(Place additional UTM references on a continuation sheet)

1 10 525349 5040540  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_

4 \_\_\_\_\_

### 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

organization Heritage Consulting Group date February 22, 2006

street & number 1120 NW Northrup Street telephone (503) 228-0272

city or town Portland state OR 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

name Bruce Wood, Fifth and Washington LLC, c/o Foundation Real Estate

street & number 1000 SW Broadway, Suite 960 telephone (503) 546-2321

city or town Portland state OR zip code 97205

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

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 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, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number 7 Page 1

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The 1907 Swetland Building is located on the west half of lots seven and eight of Block 63 in the City of Portland, Multnomah County, Oregon. The seven-story steel-frame masonry-sheathed building was designed by Portland architect Emil Schacht for Portland businessman Lot Q. Swetland as a speculative office building. As with most speculative commercial office buildings, the ground floor retail spaces and upper floor office spaces have been modernized over the years.

Setting: Located in the northeast of Portland's downtown retail district at the corner of SW 5<sup>th</sup> Avenue and Washington Street, the Swetland Building sits on the southeast end of an eighth-block, 5,000 square foot parcel. Paired with 6<sup>th</sup> Avenue, 5<sup>th</sup> Avenue is part of Portland's transit mall couplet, with one-way transit traffic heading north. Washington Street is a one-way downtown arterial heading west from the Morrison Bridge. The lot is flat and the building's façades sit on each lot line.

The building is surrounded by commercial structures, mostly of similar age and many with historic designations. Adjacent to the south is the 1911 Yeon Building (NR). To the southwest is the Meier & Frank Store (1909, 1915, 1930; NR) and to the west the former 1912 Lipman, Wolfe and Company, now the 5<sup>th</sup> Avenue Suites Hotel (NR). To the northwest is the 1912 Mead Building. North is the 1965 Washington Center, the site of the former Perkins Hotel. Adjacent to the east is the 1906 Bullier Building (also known as the Buchanan Building) and the 1936 Pearson Building.

Structure: The building is a seven-story steel-frame building with full basement. At the ground floor, it has a full-parcel floorplate. Beginning at the second floor, the building is a shallow closed "U" with a one-bay lightwell.

Exterior: The Swetland Building has two public façades: The primary façade faces west onto SW 5th Avenue. A second façade faces north onto SW Washington Street. The south wall is a party wall to the adjacent and taller Yeon Building. The east façade is a party wall and features a lightwell.

The west façade is organized in a rather straightforward, symmetrical manner in the Commercial Style. The exterior skin is painted brick with sheet metal trim; there are no historic photographs that ascertain if the paint is original. The façade is 100 feet north to south, rising seven stories with an enlarged ground floor. Above the ground floor, windows are one-over-one double-hung, wood-sash in wood-frame with sheet metal sill. This fenestration divides the façade into eight

## National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number 7 Page 2

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bays in an A:B:A:A:A:A:B:A pattern, where “A” represents paired windows and “B” represents a single window. The façade has horizontal definition with projecting brick string courses at the sill, mid-point and head of each window at floors two through five. The 6<sup>th</sup> floor windows also have a course at the sill and midpoint, but the head of each window is decorated with brick voussoirs. Classically detailed sheet-metal beltcourses are located between the first and second floors and the sixth and seventh. At the roofline is a similarly detailed sheet-metal cornice. Decoration includes brackets, dentils, egg-and-dart, and Greek fret.

The north façade which is 50 feet east and west is similar in materials and design, defined vertically into four equal bays of paired windows. In the eastern most bay is a full height painted metal fire escape.

The east façade and lightwell is utilitarian red brick with steel-sash, one-over-one steel-frame windows.

The ground-floor storefronts have been altered several times. As designed, there were six storefronts, four north of the elevator lobby and two south. Of those on the north, three were accessed from Washington Street and one accessed from the main building entry on 5th Avenue. The two storefronts south of the entry were accessed off of 5th.

The ground floor today appears as remodeled in the 1980s. This features a storefront system of dark anodized-aluminum bulkheads, frames, and shed-style awnings. Above, at the transom level, is a stuccoed panel. At the center is the entry to the elevator lobby. This entry is recessed with metal paneling and a pair of anodized-aluminum doors framed by sidelights and transom. Above is a series of five dark-stone panels. Framing the entry to the south is a black granite pilaster; to the north a white stone pilaster. At the northwest corner is the primary retail entry, which features a recessed single door facing west (and a second facing north), meeting at a column wrapped in silver aluminum.

Interior: The Swetland Building has approximately 33,500 square feet spread over seven floors, with a floorplate of 4,750 feet per level above the ground floor.

The ground floor is devoted to a single retail user with a single mezzanine office at the rear (east) accessed by a single open stair. The primary retail entrance is at the northwest corner. The floorplan is open with modern finishes.

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number 7 Page 3

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A stairway from the rear of the first floor center leads to the basement. The basement is utilitarian with concrete floor, open rafters, exposed brick perimeter walls, and select demising walls.

Access to the upper floors is via a small elevator lobby accessed from the center of the west façade off of 5<sup>th</sup> Avenue. The lobby has a modern finish with tile floor, steel elevator face, and gypsum-board ceiling and walls. A modern anodized-aluminum and glass storefront system separates the lobby from the retail spaces on the north and south; these spaces are accessed from the lobby by anodized metal doors.

The second floor, which once featured a floorplate similar to that of floors three through seven, were gutted in the mid-1980s for retail display. It is essentially an open floorplate divided into north and south sections by the elevator/stair bank. The second floor windows have been covered over on the interior and finishes are modern with wall-to-wall carpet, wood panel or gypsum board, and acoustical dropped tile ceilings.

With slight variation, floors three through seven are similar in design. As built, there is an elevator lobby that opens to an angular north corridor. Along the west of this corridor are a series of partitioned offices, each with a single window. To the north, the corridor takes a 90 degree turn to the east with access to offices along the north and south, again with one window for each office.

South of the elevator lobby is an open area with access to stairs behind (east of) the elevator and to doorways leading to offices on the east, west and south.

As originally designed, the doors were paneled wood with a single half-light and transom above. Flanking each door then was a classically trimmed interior hallway window. Many of the offices also had interconnecting doors. Over time, the individual offices, corridors and floors have been modernized. Changes include updated finishes, but also removal of select partitions between offices and in some instances wholesale removal of corridors.

Finishes originally were wood or linoleum floors with plaster walls and ceilings. Typically floors have wall-to-wall carpet or replacement linoleum. Nearly all of the doorways have been modernized and interior hallway windows removed. Perimeter walls remain plaster with wood window surrounds, but a large percentage of the interior walls between offices are gypsum board. Ceilings are nearly all dropped acoustical tile covering the original plaster.

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number 7 Page 4

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Alterations: Although a speculative office building with ground floor retail, the building retains a reasonably high degree of integrity.

On the exterior, the building is essentially intact above the ground floor, but the ground floor has been modernized to accommodate changing retail leases. The building originally featured six storefronts, each with its own entry. Over time, as tenants changed, the storefront treatments evolved. By 1926, Owl Drug occupied three of the storefront spaces and ten years later the entire ground floor north of the building entry. At that time, the transom windows were covered with stucco. Similarly, on the south, in the 1960s the two storefront spaces were combined into a single one. By the 1980s, a single retail user occupied the entire ground floor and the current anodized aluminum storefront system was installed.

The interior also has a general degree of integrity, but again reflects the vagaries of a century-old speculative office building. As with the storefronts, the ground floor has substantially changed over the years to reflect the changing needs and the changing concepts of retail tenants.

Similarly, the ground floor entry and elevator lobby also has been modernized. First built with a single elevator in 1907, a second elevator shaft was installed in 1957 using a part of the stairwell. In the 1980s remodel, the finishes to the elevator lobby were updated including a storefront system connecting the lobby with the retail spaces on the north and south.

The upper floors featured individual interconnected rooms. Floors two, four and six had 18 rooms plus toilets; floors three, five and seven had 19. Both were similarly arranged with an "L" shaped corridor that extended north from the elevator lobby and turning 90 degrees to the east. South of the elevator lobby was a small open area with a short corridor running south. Corridors featured interior windows for light. Over the building's years, the rooms were leased as individual, coupled, or grouped spaces as tenant needs changed. Leases typically featured between one and eight tenants per floor. Today, the perimeter walls with trim are intact and the corridor form is also largely intact on most floors, though corridor interior windows are generally gone. Demising walls separating offices vary – some are intact plaster; some are modern gypsum. Of the seven floors, floor three and four appear to be the most intact, while floors five and six appear the least.



# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number 8 Page 1

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The Swetland Building was built in 1907, designed by noted Portland architect Emil Schacht for Lot Q. Swetland. The building is eligible for listing in the National Register under Criterion “A” for Commerce and Community Development as part of that collection of buildings constructed between 1906 and 1914 that redefined downtown Portland. This context and collection was documented in the Multiple Property Submission, *Historic Resources in Downtown Portland, Oregon, 1906-1914*, included in the National Register of Historic Places on August 11, 2004. The Swetland Building meets both the general registration requirements and those for the specific building type as an office building.

## **The Swetland Building and the development of Downtown Portland<sup>1</sup>:**

*Development in Downtown Portland, 1905-1914:* As detailed in the historic context for the multiple property submission, *Historic Resources in Downtown Portland, 1906-1914*, one of Portland's most dynamic construction periods occurred between the 1905 Lewis and Clark Centennial exposition and the First World War. The exposition attracted outside capital based on the sense that, by geography and natural assets, Portland was a city destined to grow and to be one of America's great cities. After the fair, there was significant interest in Portland by investors, businessmen, developers, and workers.

Between 1906 and 1914, the local population surged and the economy flourished. Economic success created a construction boom with the result that buildings constructed in downtown Portland between 1906 and 1914 individually and collectively still define downtown Portland today. This construction boom filled a third of the land in the business district with over six-dozen buildings. This collection of buildings established a downtown design palette that continues today. It was created by virtue of the sheer magnitude of construction in a short period of time.

In the words of the Oregonian, “The Lewis and Clark Exposition officially marked the end of the old and the beginning of the new Oregon.” The Lewis and Clark Exposition opened on June 1, 1905, with 40,000 visiting on the first day. The short-term impact of the fair was enormous: The total economic impact is estimated at eight million; in 2000 dollars, the economic impact is the equivalent of \$135 million. Capital expenditures on buildings and grounds alone totaled over

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<sup>1</sup> This section is drawn from the historic context statement for the Multiple Property Submission, *Historic Resources in Downtown Portland, 1906-1914*, prepared by Heritage Consulting Group and added to the National Register of Historic Places on August 11, 2004.

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Swetland Building  
Multnomah County, Oregon

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\$1,300,000. The fair created an estimated 1,000 construction jobs and 5,000 jobs total for the duration (for a city with an employment base of 65,000).

The real impact of the fair however was in the years that followed. The city's population nearly tripled in a twenty-year timeframe. The rate of employment outpaced population growth. Bank clearings (i.e., money passing through the banking system) increased by 150% to \$558 million. Building permit values jumped 458%, from \$4,183,000 in 1905 to \$20,866,000 in 1910 and \$19,152,000 in 1911. Real estate transfers grew from \$15 million to \$25 million. Manufacturing output grew two-thirds, from 28,651,000 to 46,861,000. Streetcar traffic doubled and doubled again as Portland added 2,400 new houses and apartments each during the era. Between 1900 and 1916, the old Westside neighborhoods grew from 58,000 to 96,000 residents by packing families more tightly into already developed areas. Over the same period, the east side grew from 32,000 to 178,000. Development occurred on a large-scale basis, with the creation of neighborhoods such as Laurelhurst, Eastmoreland, Kenton and Parkrose.

The exposition attracted substantial outside capital to the city. By 1907, the city had over 55 out-of-state companies worth over \$1 million. The names included a laundry list of major national corporations: Armour, American Can, General Electric, Goodyear, National Biscuit, Sherwin-Williams, John Deere, Union Oil, and Standard of California. It also included many of the major capitalists of the era, with prominent names such as J. P. Morgan and Edward H. Harriman, as well as less-prominent outsiders like New York's Pratt family.

In downtown, the first indirect impact of the fair was a shortage of office space – to which the development market responded. Real estate values advanced by 30% from 1905 to 1906 and by 100% in 1910. Land values reached \$5,000 a front foot in the heart of downtown. Total rentable space grew from 900,000 square feet in 1900 to 2,000,000 in 1910.

The expansion of the downtown occurred both horizontally and vertically. At the start of the decade, the area in which land values reached \$1,000 per front foot covered only 15 blocks along Third from Oak to Yamhill. A decade later, it covered more than 100 blocks, reaching north to Burnside, south to Taylor, and west to 14<sup>th</sup> Avenue. Three- and four-story 19<sup>th</sup> century business blocks of mostly wood and unreinforced masonry buildings were being supplanted by steel frame and reinforced concrete structures of twelve- and fourteen-stories on 5<sup>th</sup> and 6<sup>th</sup> Avenue and six-story buildings were scattered between 3<sup>rd</sup> Avenue and Broadway.

Typically, the office buildings were speculative, with ground floor reserved for specialty retail,

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

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while the upper floor offices featured the most modern amenities. Including among these were buildings targeted to specific businesses, so-called “exchange” buildings (where representatives of a single industry (such as lumber) were intended to be clustered) and medical and dental offices. Since buildings were leased speculatively, a common feature was doorways connecting offices to offices apart for the corridors. This allowed a flexible floorplan so that lease space could be assembled to meet a variety of spatial needs and functions.

Increased trade, new factories, and outside investment in real estate and utilities had a multiplier affect on businesses that served the local market. Portland’s department stores all reported exceptional growth in retail sales during and after the exposition. There were new department stores for Meier & Frank, Lipman-Wolfe & Company, and Olds, Wortman & King. Establishing a design element that defines downtown Portland today, nearly all new construction featured ground floor street-fronting retail or restaurant space.

Hotels also prospered. New hotels featured ground floor specialty retail outlets or restaurants. The hotels took many forms, but may be grouped into two primary categories: The first are the grand, first class hotels as the Multnomah (319 SW Pine Street; NR), Oregon (now known as the Benson; 309 SW Broadway; NR) and Imperial (now known as the Hotel Lucia; 400 SW Broadway; NR). These featured grand lobbies, meeting rooms, restaurants, and retail services for their guests. The second are the business class hotels, as the Hotel Alder (521-33 SW Fourth Avenue; NR) and Clyde Hotel (1022 SW Stark Street; NR), which focused on serving the traveling salesman. These were smaller in scale and typically featured ground floor retail focused to street traffic, not the hotel guests. The lobbies were small and efficient.

Finally, this building boom also fostered a rise of complementary civic buildings. These included a new central library, county courthouse, and police headquarters.

As quickly as the boom began, so to it ended. Economic conditions began to slide beginning in 1913. In that year, and again in 1914, the price of wheat fell dramatically. This drop was followed by a drop in the price and production of lumber in 1914 and then again in 1915. At the same time, on the national level, clouds of war loomed with the assassination of Archduke Franz Ferdinand on June 28, 1914 and the beginning of European War. The war stalemated in the trenches, but splintered public opinion and distracted and cautioned Euro-focused East Coast investors.

The economic slide brought a quick and severe drop in construction. Citywide, the value of

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

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building permits fell from \$20 to \$7 million at mid-decade and \$3 million in 1917. This drop was reflected in the downtown core. In the period of 1906-1914, there was an average of seven buildings constructed per year. Construction reached a high of ten new buildings in 1907 (with four years in this period having at least nine new buildings constructed). However, beginning in 1915, over the next five years, there was an average of only one or two buildings per year. Significant development in the downtown would not start up again until 1922-23.

*Historic Resources in Downtown Portland:* Today, in the 21<sup>st</sup> century, the 1906-1914 development period continues to play a defining role in downtown Portland. In design terms, these buildings were predominately of the Commercial style built to the lot lines with ground floor retail. Today, within the downtown core, over six dozen buildings date to this era. Among this collection are important architectural icons for the City; buildings such the Wells Fargo Building (309 SW 6<sup>th</sup> Avenue; NR), United States Bank (321 SW 6<sup>th</sup> Avenue; NR), Oregon Journal Building (now Jackson Tower; 814 SW Broadway; NR), Meier & Frank Department Store (621 SW Fifth Avenue; NR), and Railway Exchange Building (320 SW Stark Street; NR) to name a few. Many of the buildings of this era however are not architectural icons as much as a cohesive collection that aesthetically and architecturally define downtown Portland today. The downtown area can be generally described as those 30-40 blocks between Salmon Street and Burnside on the south and north, and the area west of Portland's late 19<sup>th</sup> century downtown center along 3<sup>rd</sup> Avenue. Buildings in this category include the Hotel Alder (521-33 SW Fourth Avenue; NR), Bullier Building (420 SW Washington Street), Clyde Hotel (1022 SW Stark Street; NR), Mead Building (511 SW Washington Street), Exchange Building (514 SW 6<sup>th</sup> Avenue), and Park Building (729 SW Alder Street) – as well as the Swetland.

*History of the Swetland Building:* In terms of the context, the Swetland reflects the general observations and the specific registration requirements of the historic context. The Swetland Building was a relatively high rise speculative office building in the Commercial style with ground floor retail and upper floor interconnected offices.

The Swetland Building was the enterprise of Lot Q. Swetland. Swetland was born in Springfield, Massachusetts and arrived in Portland with his parents and brother in 1885 at the age of 15. In early 1906, the 30-year old son of a downtown confectioner became the principal owner of the Perkins Hotel. Located at 5<sup>th</sup> Avenue and Washington Streets, the 118-room six-story hotel had opened in 1890 and was the meeting place for cattlemen and ranchers coming to the city until Phil Metschan succeeded in enticing them to the Imperial Hotel. Upon taking control of the

## National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

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Perkins, Swetland symbolically renamed the hotel the “New Perkins.”<sup>2</sup>

In the months immediately following, Swetland began planning his office building. The site was located across Washington Street from the Perkins and contained an aging collection of one and two story wood-frame buildings. Swetland secured a 20-year ground lease from the Failing Estate and hired Emil Schacht as his architect. Schacht completed the designs for the building in June. Two months later, on August 6, 1906, the Oregonian newspaper announced its construction. By this time, the site had been cleared, the first level of steel frame in place and a portion of the 33,500 square foot building was under lease. The building opened six months later as a speculative office building. This format provided for between 18 and 19 rooms per floor with doors interconnecting; this allowed rooms to be leased as individual office or as suites. This format was attractive to doctors, dentists, lawyers, and tailors among others.<sup>3</sup>

Swetland died in April, 1923 in Los Angeles, where he had wintered for his health. In addition to managing the Swetland Candy Company (with his brother), the New Perkins Hotel and the Swetland Building, he also owned and managed the Liberty Laundry. The laundry opened during the Great War and was located on northeast Union Street.<sup>4</sup>

After his death, ownership of the building passed to his wife, Daisy Q. Swetland, who later married Arthur E. Myers. Myers played an active role in managing both the Swetland and New Perkins, and in the mid-1920s, remodeled both. The remodel provided new finishes but retained the building’s basic floorplan. Over the next forty years, each floor contained between one and eight commercial tenants with spaces being arranged according to lease and need.<sup>5</sup>

In 1962, the building was sold to Alfred Aus, owners of the Oregon Typewriter and Recorder Company. Aus bought the building for \$362,500 and used it as the company’s headquarters though also continued the speculative offices for most floors. Tenants largely remained the same, both in type and size. Subsequently, Chung Doo “Jack” Shin purchased the building in the late-1970s as the headquarters for his retail and mail-order camera store called “CameraWorld.” The building sold for \$800,000, much of the purchase price borrowed by Shin from Korean

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<sup>2</sup> Oregon Journal, January 10, 1923, p. 1; Oregonian, May 28, 1957; Heritage Consulting Group historic Portland research files (Imperial Hotel; New Imperial Hotel).

<sup>3</sup> Oregonian, August 5, 1906; Oregonian, January 1, 1907.

<sup>4</sup> Oregon Journal, January 10, 1923, p. 1.

<sup>5</sup> Oregonian, July 2, 1964; Oregon Journal, July 2, 1964; Polk’s City Directory; City of Portland Office of Planning & Development Review microform and card files.

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number 8 Page 6

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friends. Shin continued to grow his camera business until the late 1990s, when he sold the business and “CameraWorld” moved. Shin then located a second business, “Caplan’s Sporting Goods”, into the building. Shin had acquired Caplan’s in the mid-1980s. With each new retail venture, the ground floor was renovated and modernized.<sup>6</sup>

*MPS Registration Requirements – General:* The Downtown Portland Multiple Property Submission was included in the National Register on August 11, 2004. That submission detailed registration requirements for buildings for this historic context under Criterion A for the categories of commerce and community development. Commerce relates to the collection of buildings that convey the synergism and dynamics of commercial growth that emanated from the boosterism associated with the Lewis and Clark Exposition. Community Development relates to the resources’ collective to reflect the shift west and slightly south of downtown’s epicenter, the vertical growth in the downtown from three and four stories to seven or more floors, the emphasis of commercial over residential in the downtown, and the emphasis of ground floor retail in the downtown.

That submission notes that all resources within this Multiple Property Listing that meet the registration requirements and meet the integrity tests are eligible for listing under Criterion A. The general and office-specific registration requirements follow; the Swetland Building meets both of sets of these requirements.

### General Registration Requirements:

- Integrity: To be eligible for listing in the National Register under this multiple property context, an office building must convey its sense of historical character by retaining sufficient exterior and interior integrity. Generally a resource will possess most of the following seven aspects of integrity: Association, Location, Setting, Feeling, Design, Materials and Workmanship. Generally, these tests are not especially critical for ground floor retail or non-public upper floor interior spaces; modernization of these spaces should not be a basis for disqualification. In addition, modernization of ground-floor exterior retail spaces should not be a basis for disqualification.

*The Swetland Building maintains sufficient exterior and interior integrity to convey its*

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<sup>6</sup> Oregonian, May 18, 1962; Oregonian, March 21, 1954; Oregonian, October 16, 1983; Oregonian, November 11, 1985.

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

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*historic character. The exterior is intact above the first floor. On the interior, the floors are largely intact with perimeter plaster walls and trim, the retention of most corridors and the retention of a large number of original demising walls. The floors that are most intact are three and four, while floors five and six are the least. Even five and six however retain the perimeter intact with changes being found most with the floorplan and corridor configuration.*

- Date of Construction: The structure must have been built between 1906 and 1914.

*The Swetland Building was completed in 1907.*

- Geographic area: The structure must be located within the geographic area bounded by the east side of SW Third Avenue to the west side of SW Eleventh Avenue, and the north side of W. Burnside to the south side of SW Salmon Street.

*The Swetland Building was constructed within the geographic area.*

## Additional Registration Requirements for Office Buildings:

- Structure: It must be of steel-frame or reinforced-concrete construction.

*The structure is steel frame.*

- Height: It must be no shorter than five floors

*The structure is seven stories tall.*

- Ground Floor: For a speculative office building, it should have been designed with street-fronting ground floor commercial space dominating the ground floor.

*The structure has street-fronting commercial space dominating the ground floor.*

- Access to Upper Floors: Access to the upper floors should have been designed to be by elevator with a public elevator lobby.

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

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*Access to the upper floors was designed to be by elevator with a public elevator lobby.*

- Upper floor plans: The upper floors should have a double-loaded corridor with an “L” or “U” shape.

*The upper floors have a double-loaded corridor with a “U” shape.*

**Emil Schacht, Architect of the Swetland Building**<sup>7</sup>: Although not nominated as an outstanding example within the architect’s body of work, the Swetland Building is a good representative example in the portfolio of Emil Schacht. Schacht practiced in Portland for more than 40 years, producing a large volume of residential and commercial work. In his hundreds of commissions, he displayed mastery of many architectural styles, from classical Beaux Arts to the Craftsman Bungalow, including numerous grand houses in the Colonial Revival style.

The architect was born on November 20, 1854 in Sommerland, Schleswig-Holstein. In 1874, when only 20, Schacht came to the United States, where he worked in New York City as an architectural draftsman. He eventually settled in Portland in 1884 where he opened his own architectural office.

Very little is known about Schacht’s early years in Portland. One of his earliest known works is a small summer cottage for his family’s use at Seaview, Washington. In the 1890s, he designed several buildings in Astoria, and in 1904 he designed the Astoria City Hall, a splendid wood-framed Classical Revival Building. Of Schacht’s work in Portland before 1900, only a few houses have been identified. Nonetheless, he designed a number of houses both in the Classical Revival and the Craftsman styles, and at least one English style. Schacht also pioneered the new bungalow style, his earliest bungalows dating to 1903, designed for the Willamette Heights development.

For Schacht, as with many other architects, the Lewis and Clark Exposition ushered in a ten year period of prosperity. For the Exposition, he designed the large Oriental Exhibits Building

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<sup>7</sup> This section is drawn largely from Richard E. Ritz, FAIA, Architects of Oregon (Portland, OR: Lair Hill Publishing, 2002), pp. 347-352; complemented by Virginia Guest Ferriday, et. al. Historic Resources Inventory of Portland (Portland, OR: City of Portland, 1984).



# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

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(1905). In the years immediately following, Schacht designed a number of commercial buildings. In chronological terms, the first known extant commercial work are the 1905 Povey Building, a three-story stain glass manufacturing building at 408 NW Fifth Avenue and the 1905 Golden West Hotel at 301 NW Broadway. The following year, Schacht designed two buildings: the Buchanan Building, a six-story office building located on an 5,000 square foot interior block adjacent east to the Swetland, and a two-story industrial building, the Excelsior Laundry, at 825 NW Davis. The Swetland Building then was constructed in 1907. In 1910, Schacht designed the Pacific Metal Works, also an industrial building, at 303 NW Park Avenue. The following year, the Maegly-Tichner Building opened at 610 SW Broadway; designed for 12 stories, it was constructed with only six stories and never expanded. In 1912, he designed the Police Headquarters at 209 SW Oak Street (NR) and also Fire Station at 3350 SE Francis Street. That year, the now demolished St. Agatha Grade School also opened. And his last known commercial work was in 1917, a small two-story brick office/retail building at 209 SW Broadway.

Schacht's output was not confined entirely to Portland and Astoria. His commissions included structures in towns throughout Oregon, including The Dalles, Hood River, Joseph, and Roseburg. Washington State projects included numerous residences in Winlock, Chehalis and Centralia, plus commercial structures in Vancouver, Glendale, Ilwaco and other towns along the Columbia River.

With the outbreak of World War I, the aging Schacht's practice dwindled. His only known work after 1915 was the Mayer Building (1130 SW Morrison Street; 1926), in which he worked in association with his son Martin, then in partnership with Edgar P. Bergen in Bergen & Schacht.

Emil Schacht died in Portland on March 4, 1926 at the age of 71.

Designed by noted Portland architect Emil Schacht for Lot Q. Swetland and built in 1907, the Swetland Building is eligible for listing in the National Register under Criterion "A" for Commerce and Community Development as part of that collection of buildings constructed between 1906 and 1914 that redefined downtown Portland. As defined by the Multiple Property Submission, *Historic Resources in Downtown Portland, Oregon, 1906-1914*, the Swetland Building meets both the general registration requirements and those for the specific building type as an office building.

# National Register of Historic Places Continuation Sheet

Swetland Building  
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Section number 9 Page 1

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## **OTHER SOURCES**

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Heritage Consulting Group historic Portland research files.

Multnomah County Tax Assessor Records

The Oregon Journal

The Oregonian

Sanborn Fire Insurance Maps for Portland, Oregon.

Swetland Building  
Name of Property

Multnomah County, Oregon  
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

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### VERBAL BOUNDARY DESCRIPTION

The nominated property consists of the west half of lots seven and eight on Block 63, tax lot #9500, map number 1N 1E 34 CD 9500, in Portland, Multnomah County, Oregon. The lot is .11 acres. The property is bound by SW Washington Street to the north and SW 5<sup>th</sup> Avenue to the west.

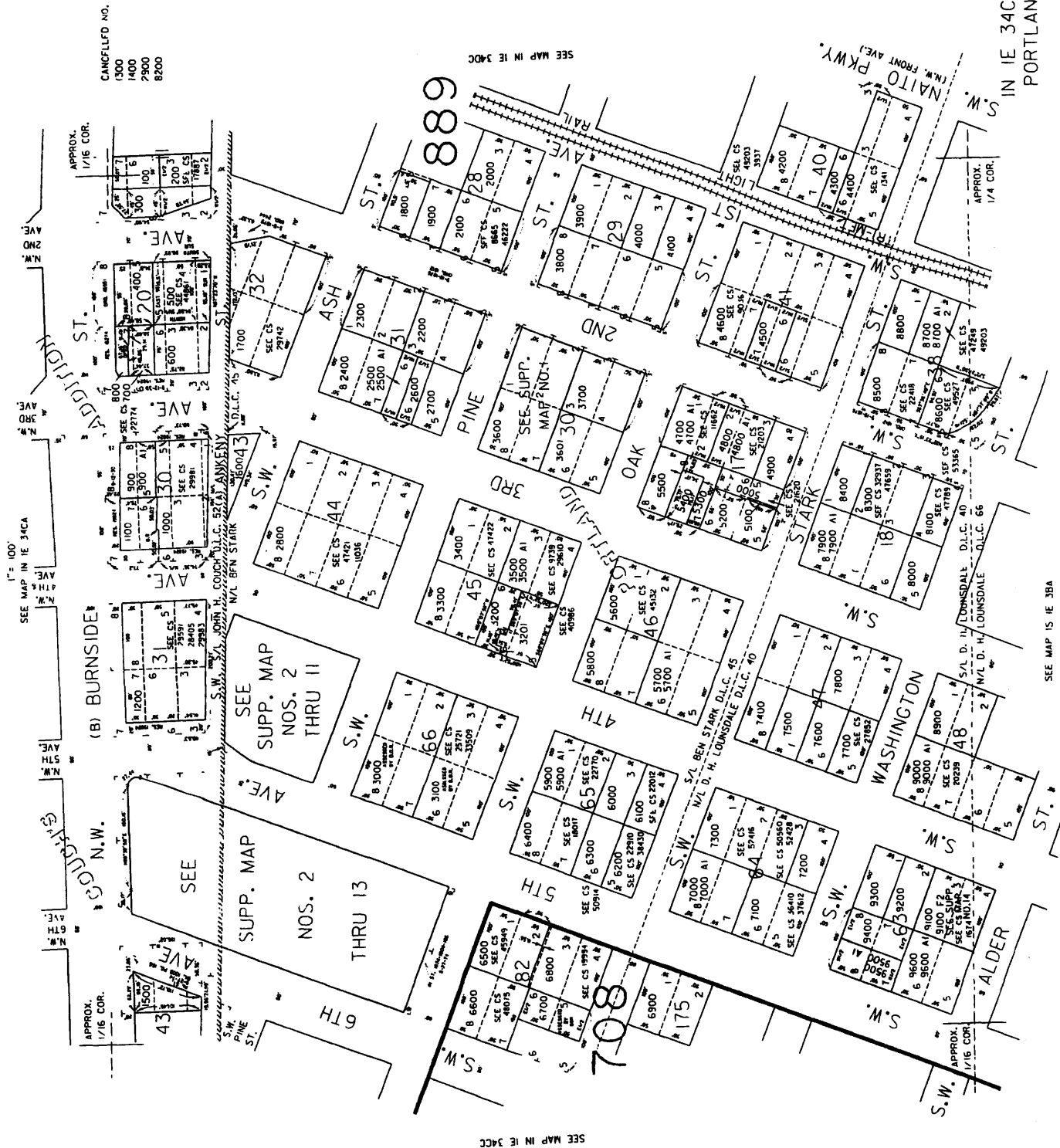
### BOUNDARY JUSTIFICATION

The boundaries of the nominated property are the legal bounds of the tax lot described above and include the entirety of the subject property.

IN IE 34CD  
PORTLAND

SE 1/4 SW 1/4 SEC. 34 T.1N. R.1E. W.M.  
MULTNOMAH COUNTY

THIS MAP WAS PREPARED FOR  
ASSESSMENT PURPOSE ONLY



CANCELLED NO.  
1300  
1400  
2900  
8200

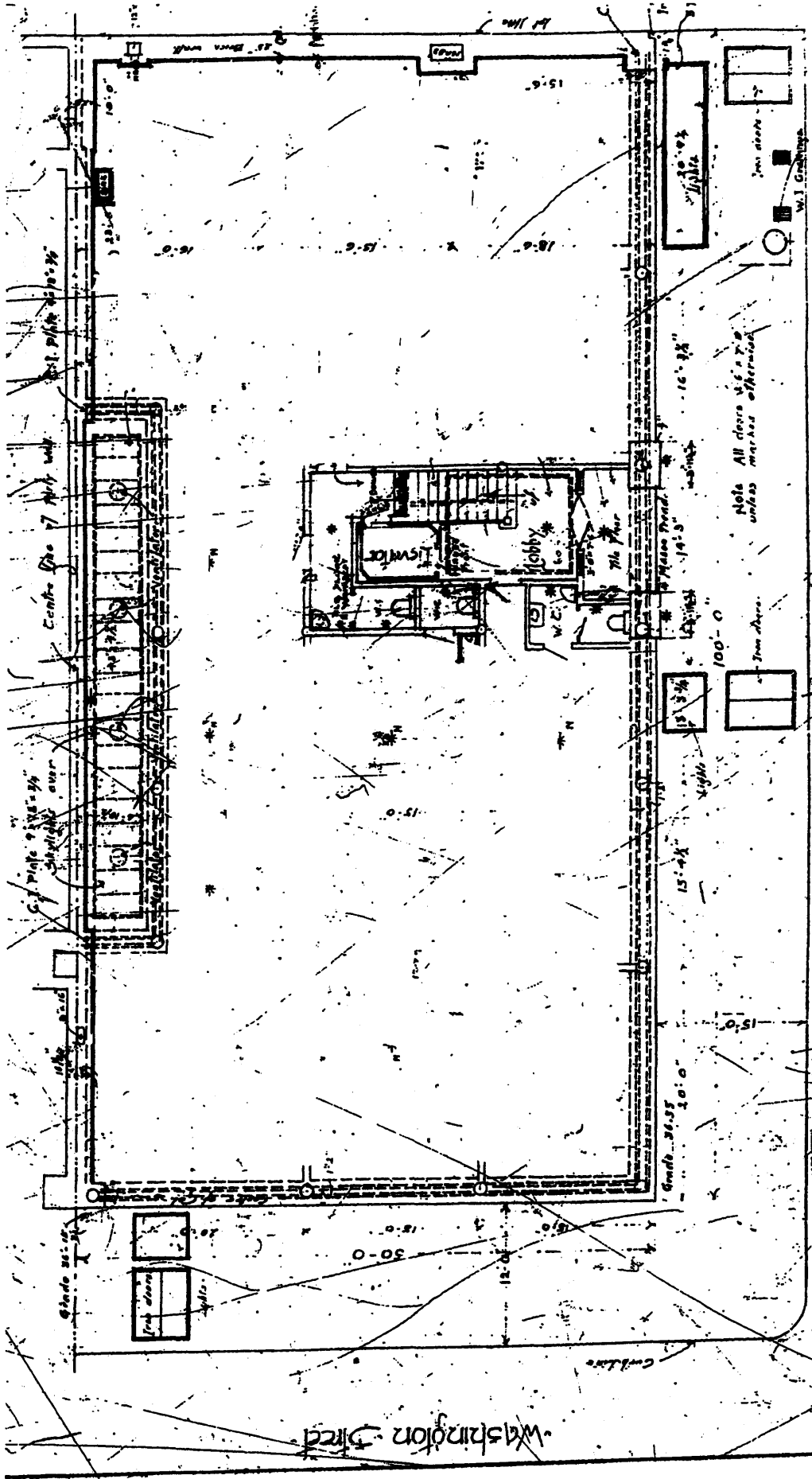
SEE MAP IN IE 34CD

SEE MAP IN IE 34CC

IN IE 34CD  
PORTLAND

SEE MAP IS IE 3BA

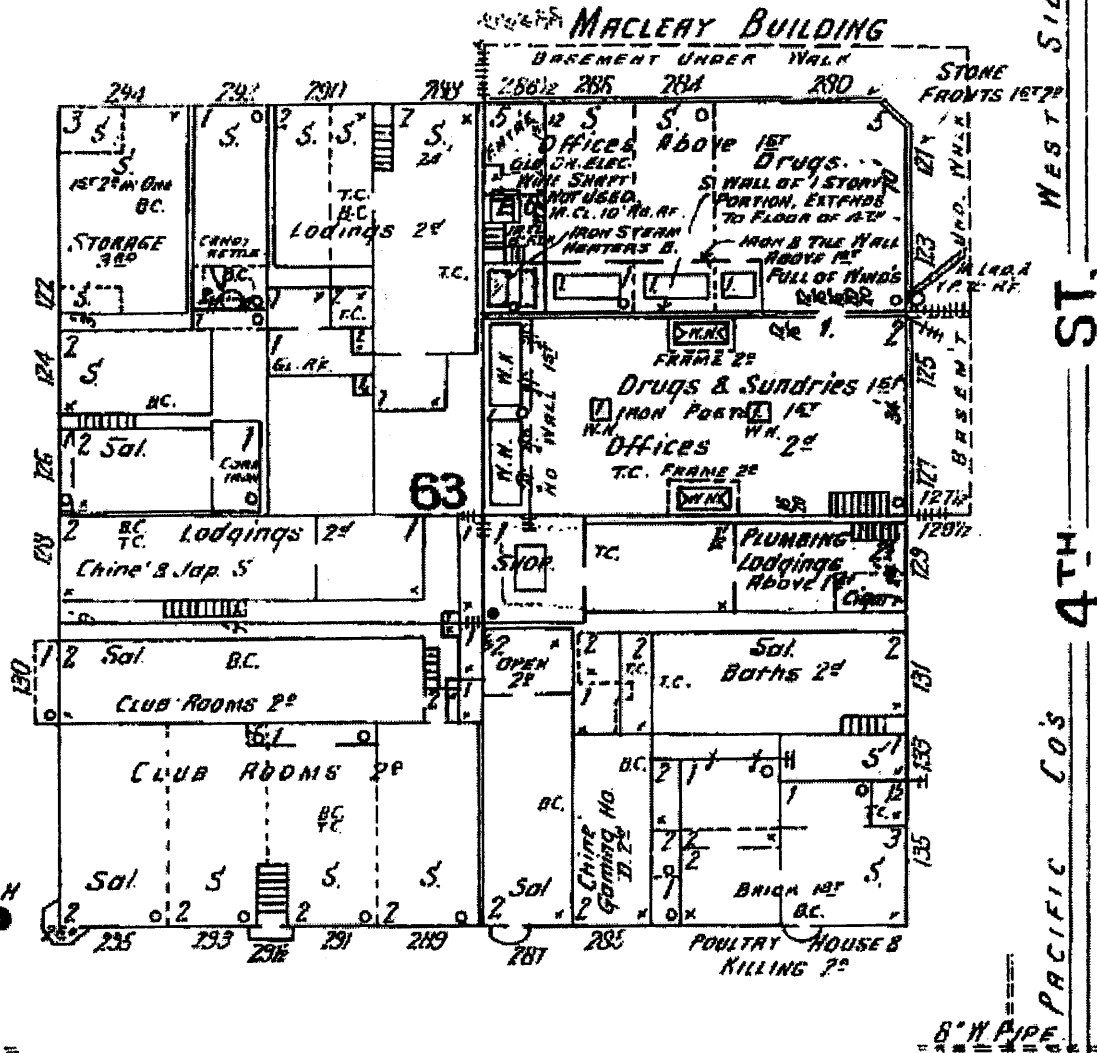
Site Plan



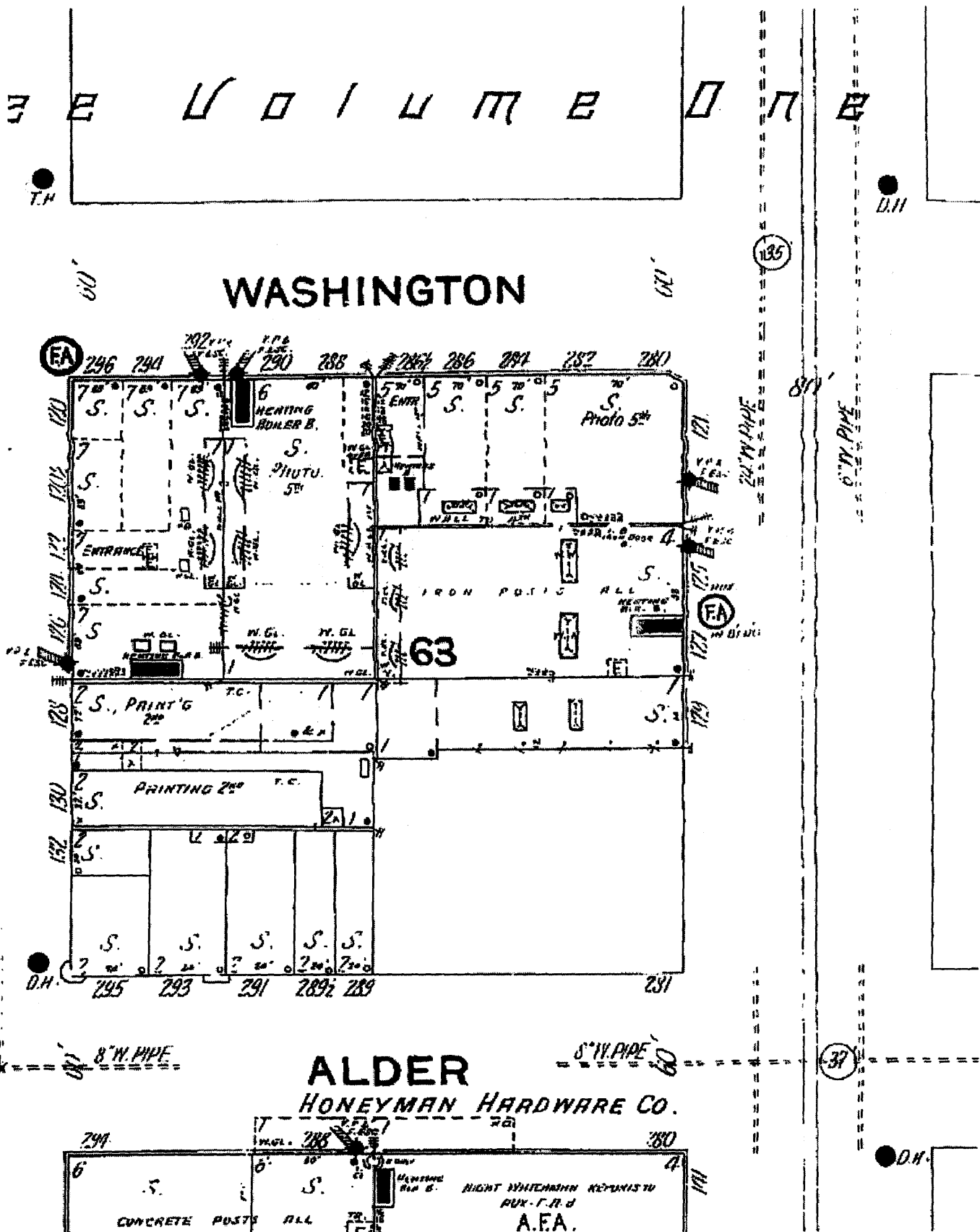
First Floor Plan

Fifth Street  
June 20 1906

L. Q. Swelland Plans  
Fred Schacht Architect



60 ft wide.

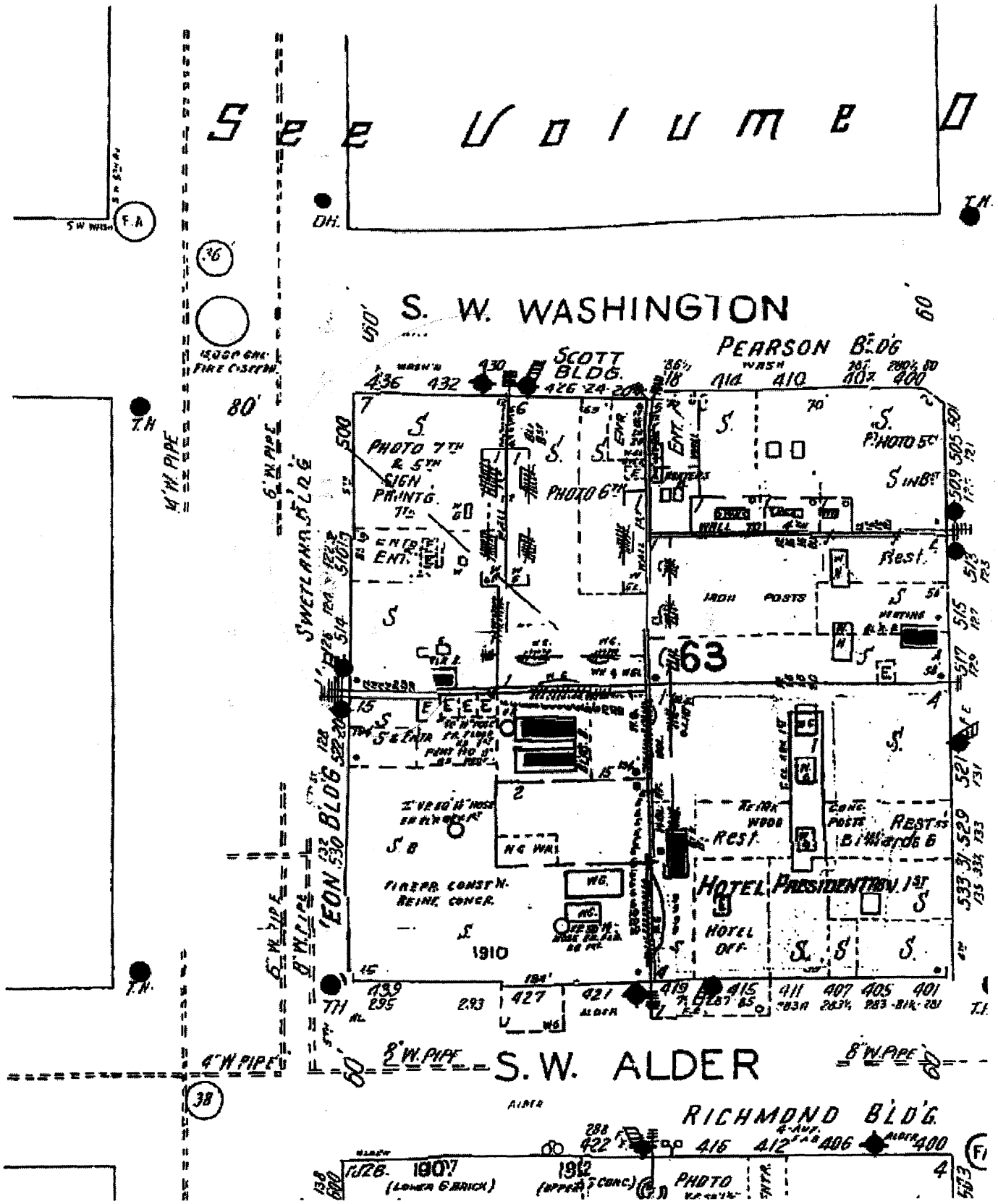


**ALDER**  
HONEYMAN HARDWARE CO.

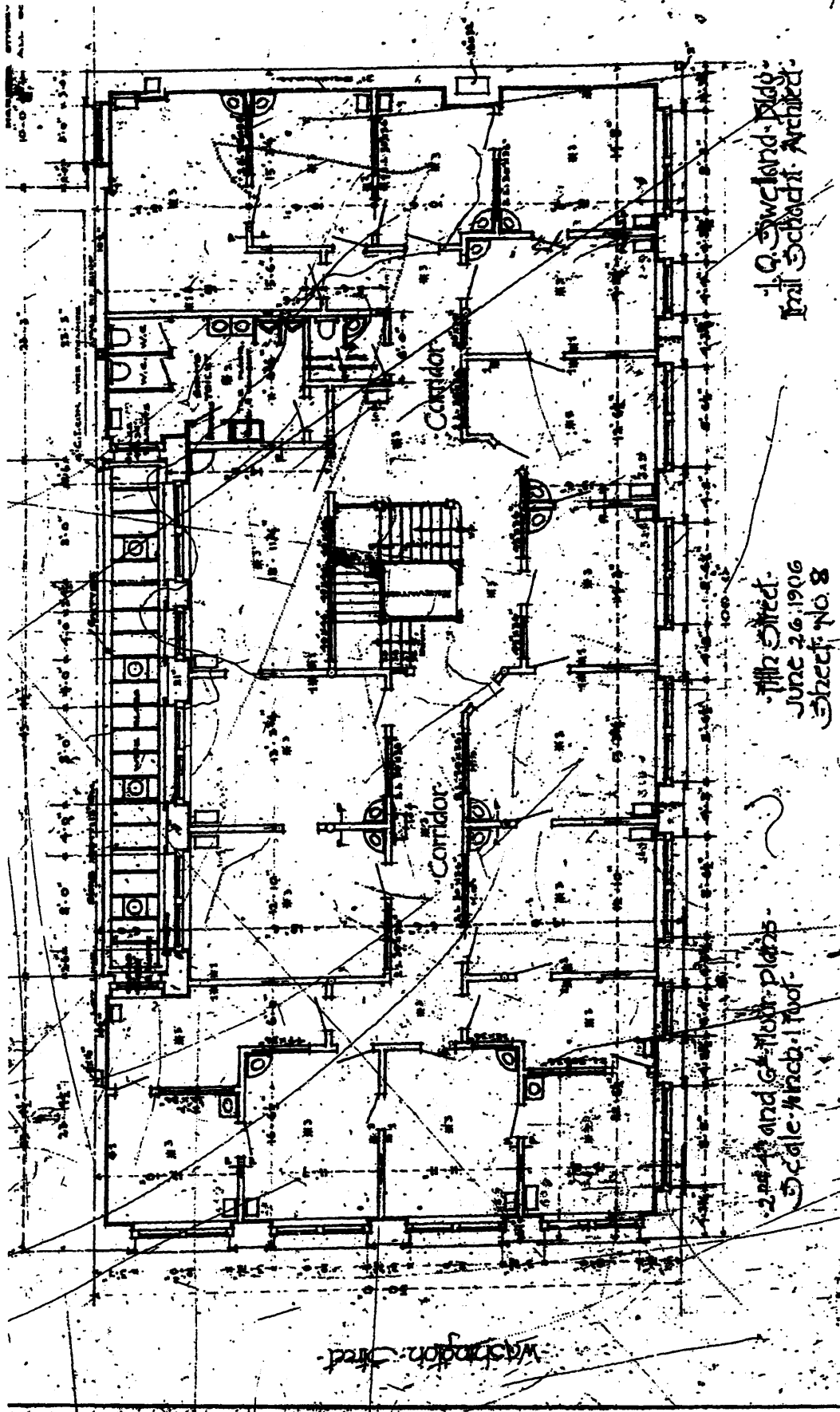
6 294 285 280 191  
S. S. RIGHT WITHEMANN REPAIRS TO RUY-T.R.D.  
CONCRETE POSTS ALL A.E.A.



S E E U O I U M E



Typical Floor Plan



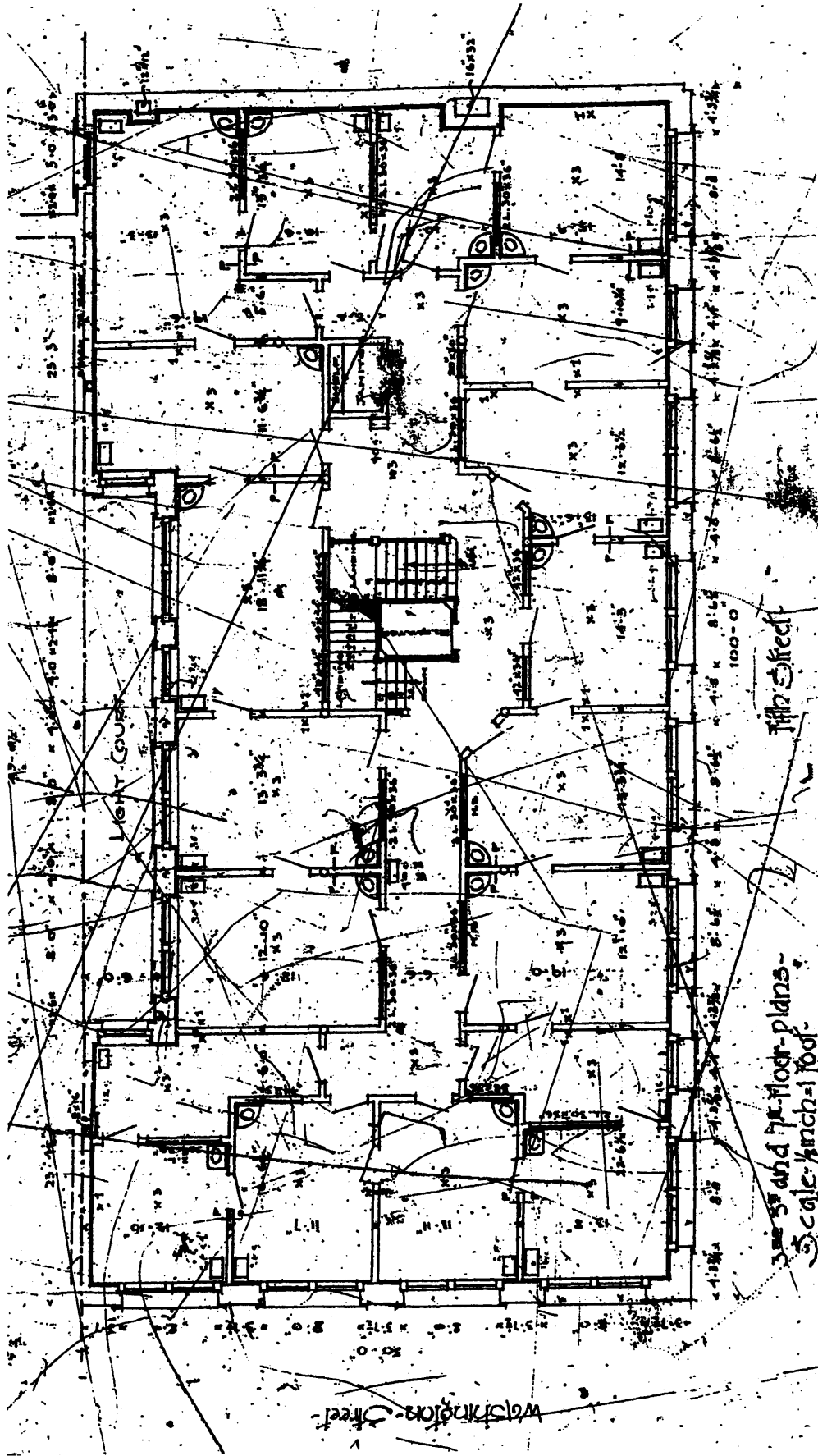
Washington Street

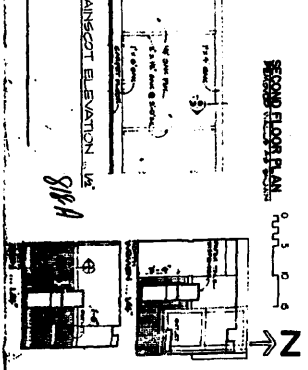
J. Q. Swickland - 1906  
Trail School - Archd.

11th Street  
June 26, 1906  
Sheet No. 8

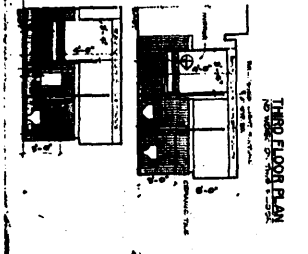
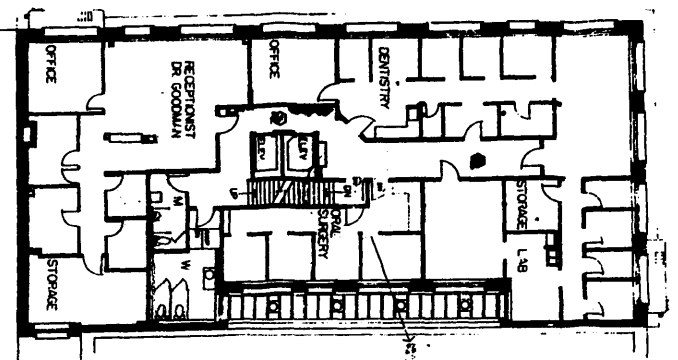
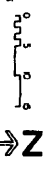
2nd, 4th and 6th floor plans  
Scale: Arch. 1/8"

Typical Floor Plan

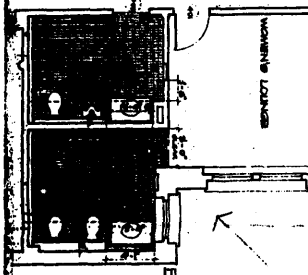
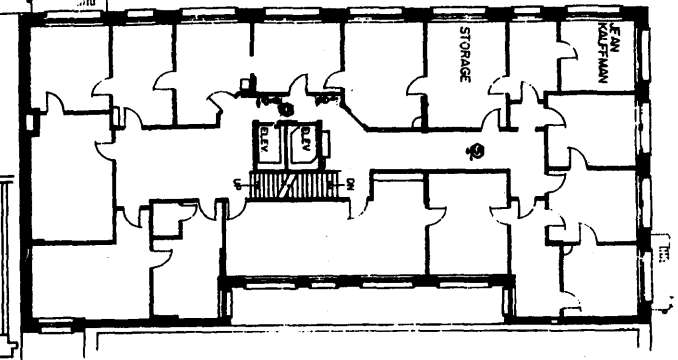




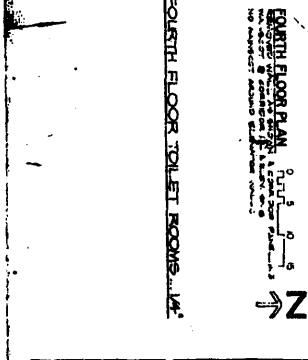
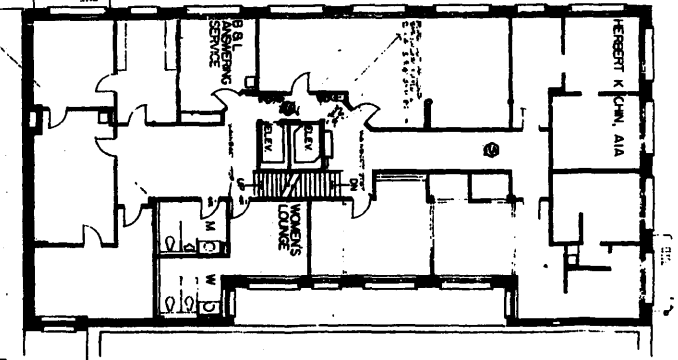
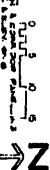
SECOND FLOOR PLAN



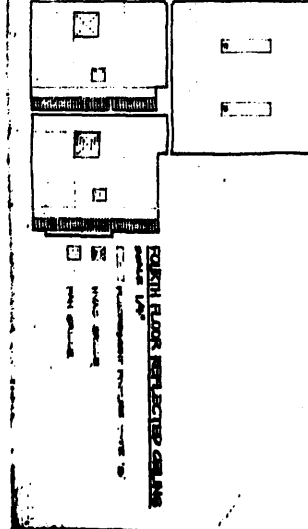
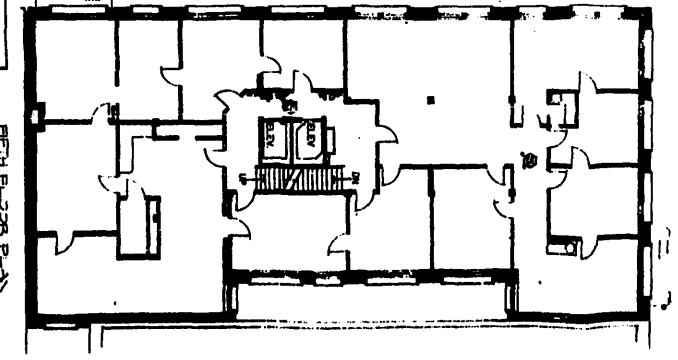
THIRD FLOOR PLAN



FOURTH FLOOR PLAN



FIFTH FLOOR PLAN



FIFTH FLOOR REFLECTED CEILING



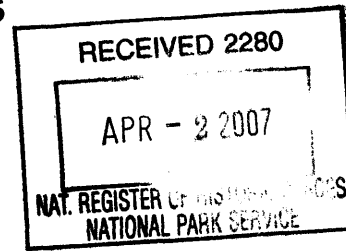
	<b>HERBERT K CHIN, AIA</b> ARCHITECT 600 SW FIFTH AVENUE PORTLAND, OREGON 97204	<b>ALTERATIONS TO CAMERA WORLD BUILDING</b> 60 SW FIFTH AVENUE PORTLAND, OREGON
	6	



# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number   Photo List   Page   1



1. Swetland Building
2. Multnomah County, Oregon
3. Heritage Photo
4. February, 2006
5. Heritage Consulting Group (1120 NW Northrup Street, Portland, OR 97209)
6. Direction of view (see Photo List below)
7. Photo # (see photo list below)
8. Photo Pager: Epson Premium Glossy  
Photo Ink: Epson Ultra Chrome K3 Ink, Inks T5641, T5647, and T5649  
Printer: Epson Stylus Pro 4800

## Photographs

1. Exterior View, Looking NE at W Façade
2. Exterior View, Looking SE at W Façade
3. Exterior View, Looking SW at N Façade
4. Exterior View, Looking E at W Façade, Ground Floor South End
5. Exterior View, Looking E at W Façade, Ground Floor North End
6. Exterior View, Looking SE at N Façade, Ground Floor
7. Interior View, First Floor, Looking NE from West Center
8. Interior View, First Floor, Looking W from Southeast
9. Interior View, Second Floor, Elevator Lobby, Looking S – Typical
10. Interior View, Second Floor, Lobby Area South of Elevator, Looking N - Typical
11. Interior View, Second Floor, North Offices, Looking NE from NE – Typical
12. Interior View, Third Floor, West Offices, Looking W from Center – Typical
13. Interior View, Third Floor, West Offices, Looking W from Center – Typical
14. Interior View, Third Floor, East Offices, Looking SE from Center - Typical

# National Register of Historic Places Continuation Sheet

Swetland Building  
Multnomah County, Oregon

Section number   Photo List   Page   1

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14. Interior View, Third Floor, East Offices, Looking SE from Center - Typical

**Historic  
Resource  
Inventory**  
CITY OF PORTLAND, OREGON

0-936-00430

430-436 S.W. Washington Street

Portland, Block 63, West halves of Lots 7, 8

QUARTER SECTION MAP #: 3029.5

Downtown Community Association

ORIGINAL NAME: Swetland Building

OTHER NAMES: Aus Building

ORIGINAL FUNCTION: Office, Retail

DATE BUILT: 1907

STYLE: Twentieth Century Classical

ARCHITECTURAL PLANS BY: Schacht, Emil

ORIGINAL OWNER: Failing Estate, Swetland, L.J., Swetland, L.Q., Swetland, O.T.

TENANTS: Owl Drug Company

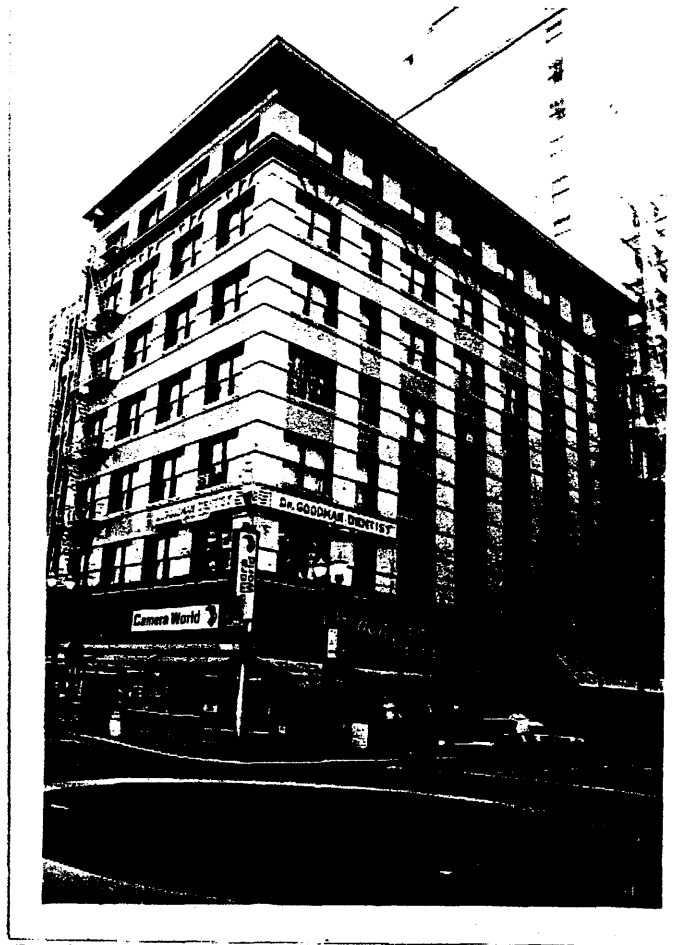
TAX ASSESSOR'S ACCOUNT #: R-66770-7431

ZONING: C1Z

HISTORIC DISTRICT: Glazed Terra Cotta (potential)

**SPECIAL FEATURES AND MATERIALS:**

Brick facades. Sheet-metal cornice with meandering fret, egg and dart, and dentils. Sheet-metal belt course above ground floor with meandering fret and egg and dart. Voussoirs and bracketed cornice above sixth floor windows. Double-hung windows with wood sash.





**SPECIAL F/M - ORIGINAL REMOVED:**

Sheet-metal decoration at entrance including sign, brackets and hood. Sheet metal hoods above two small windows at sixth floor. Store fronts.

**AREAS OF SIGNIFICANCE:** Architecture

**BIBLIOGRAPHY:**

City of Portland Buildings Bureau microform and card files.

Multnomah County Tax Assessor records, microform, automated data files, and card files (Portland, 1980).

OREGONIAN, Aug. 5, 1906, p. 10; Jan. 1, 1907, p. 2.

Schacht, Emil, Store Building for L.Q. Swetland, Esquire, 1906, City of Portland Buildings Bureau Microfiche Collection.

**OLD ADDRESS:** 292 S.W. Washington Street

**ORIGINAL BUILDING PERMIT #:** 3721

**MAJOR ALTERATIONS:** 1919/72453

1919/77653

1921/101321

1924/143533

1924/143378

1926/170257

Present owners, as of May 1980: Alfred E. and Esther W. Aus

**MAILING ADDRESS:** c/o Shin, Chung Doo, 500 S.W. Fifth Avenue, Portland 97204

**No Preservation Funding**

**Negative:** 582-30A

**Score - Design/Construction:** 6

**Score - Historical:**

**Score - Rarity:**

**Score - Environment:** 10

**Score - Integrity:** 6

**Score - Intrinsic:** 6

**Score - Contextual:** 12

**Score - Total:** 33