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NATIONAL REGISTER

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 *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 Broadway Hotel

other names/site number _____

2. Location

street & number 10 NW Broadway N/A not for publication

city or town Portland N/A vicinity

state Oregon code OR county Multnomah code 051 zip code 97209

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 Hannah July 20, 1993
 Signature of certifying official/Title Deputy SHPO 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:

<input checked="" type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet.	Signature of the Keeper <u>Entered in the National Register</u>	Date of Action <u>9/9/93</u>
<input type="checkbox"/> determined eligible for the National Register. <input type="checkbox"/> See continuation sheet.	<u>Debra Byers</u>	
<input type="checkbox"/> determined not eligible for the National Register.	_____	
<input type="checkbox"/> removed from the National Register.	_____	
<input type="checkbox"/> other, (explain:)	_____	

Broadway Hotel
Name of Property

Multnomah, OR
County and State

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

1

6. Function or Use

Historic Functions
(Enter categories from instructions)

Domestic: Hotel

Current Functions
(Enter categories from instructions)

Domestic: Hotel

7. Description

Architectural Classification
(Enter categories from instructions)

Late 19th & 20th Century American

Movements

Commercial Style

Materials
(Enter categories from instructions)

foundation Concrete

walls Brick

roof Asphalt

other Cornice: Sheet Metal

Details: Cast Stone

Narrative Description

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

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Description Section:

Summary:

The Broadway Hotel, constructed in 1913, is located in the North Downtown area of Portland at the northeast corner of West Burnside and NW Broadway. It is one block east of the North Park Blocks and eight blocks south of Union Station. Because of the change in angle of Couch's Addition and the Original Plat of Portland, it is visually the northern terminus of SW Broadway. It is located on portions of Lots 2, 3 and 6, Block 44 of Couch's Addition, with 90 feet of frontage on West Burnside and 100 feet on NW Broadway.

To the south of the Hotel is the central business district and to the north a transitional area of government buildings, older hotels and industrial and commercial buildings which originally housed automobile related buildings. To the Hotel's immediate north is a one-story, brick masonry building constructed in 1919 to house the Brunn Motor Car Company; the southern 20 feet of the building were demolished in 1930 for the relocation of the Hotel. To its east is a four-story, masonry building which currently houses the Downtown Chapel of the Archdiocese of Oregon; its West Burnside facade was demolished to a depth of 20 feet and a new facade constructed in 1930 when West Burnside was widened. The Hotel is bordered to its south and west by two major arterials.

The hotel was designed by the architectural firm of Bennes & Hendricks and was constructed by J.S. Winters Company for \$80,000. It is a four-story, "U" shaped, brick masonry structure. In 1930, it was moved 20 feet north to accommodate the widening of West Burnside. Except for changes to the commercial tenant spaces, the entrance marquee and the lowering of the lobby ceiling, the exterior and interior of the structure retains its original integrity and is in fair to good condition.

Architectural Description:

The hotel is a four-story plus basement, "U" shaped, unreinforced masonry building with wood floors and roof framing. Three of the exterior walls are brick, the north and a small portion of the east are concrete. The wall construction at the ground floor storefronts consists of cast iron columns with steel beams spanning to support the masonry above. The roof is sheathed with rolled roofing. The five original skylights in the interior light well have been covered over.

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The Burnside (south) and Broadway (west) facades of the Hotel are five bays wide, bilaterally symmetrical. The ten-foot difference in dimension between the two facades, 90 feet by 100 feet, is accounted for in the width of the space between each of the pilasters on the Broadway elevation being two feet wider, a foot to the side of each window grouping. Except for this variation the two facades are identical above the street level. The three center bays are slightly wider and contain tripartite double-hung (Chicago style), wood sash windows. The end bays contained paired windows. The lintels and sills of each window opening are of cast stone.

The upper stories of the hotel are sheathed in a light buff colored, high fired brick, laid in a stretcher bond. The six pilasters which define the five bays, project from the wall plane and are detailed with simple cast stone bases and stylized capitals which give them the appearance of Roman doric columns. Each capital is decorated with a vertical, foliated, braided swag. The frieze and cornice above are constructed of sheet metal. The frieze is detailed with paired consoles centered above each pilaster and a round medallion centered in the panel between each pair of consoles. The cornice is detailed with dentiles between the consoles which visually support it. A simple parapet constructed of brick and capped with cast stone extends above the cornice.

A projecting cast stone stringcourse separates the upper stories from the first story and provides a balance to the frieze and cornice above. At the street level, the storefronts have been altered, although their general dimensions have been maintained. All of the transom windows have been stuccoed over except for the bay just to the north of the Hotel entrance which is centered on the Broadway facade. This transom window has eight, vertically oriented lights. From historic photographs and the building records, it appears that the bulkheads have been modified repeatedly to accommodate the needs and desires of various tenants.

Slender brick columns which conceal the cast iron structure of the hotel extend to the sidewalk between each bay. At the Hotel entrance, they are wider, detailed with a simple capital and rest on a cast stone base and plinth block. Historic photographs of the Hotel indicated that an ornamental marquee sheltered the Hotel entrance. It was constructed of metal and glass and attached to the brick columns flanking the entrance and supported by heavy metal chains. It appears that the existing marquee retains at least some elements of the original but has been sheathed over. The Hotel entry doors have been

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replaced with anodized aluminum double doors and fixed side lights. The area in front of the entry doors is tiled with small, unglazed square tiles that are colored blue and white and spell out the name of the Hotel.

The east facade of the Hotel is constructed of red brick while the north facade and remaining light well walls are concrete. The windows in these non-public facades have metal, double-hung sash with three over three lights. The fenestration pattern is irregular. These facades are only visible above the second floor as the interior light wells only extend to the roof of the first-story and adjacent buildings obscure the lower story of the north and east walls. There are two light wells; one which extends northerly from the center of the building to the north facade giving the Hotel its "U" shaped form and the other which runs along a portion of the east wall where the Hotel would otherwise share a common wall with the building to its east.

Interior:

The interior of the Hotel remains largely intact. The only change of consequence in the lobby has been the lowering of the ceiling obscuring the transom windows and an ornamental plaster ceiling. It also appears that some modification of the Hotel office and desk has occurred, however, the original paneling below the chair rail and on the main staircase is intact. The commercial spaces while generally retaining their original configurations have been repeatedly renovated by various tenants over the years. Originally, there were four tenant spaces along both street frontages. The Hotel entrance and lobby used two bays on Broadway and the space at the intersection two bays on Burnside. Over the years, some of these tenant spaces have been combined.

Above the first story, the plans of each floor are virtually identical. Each floor has 35 rooms for a total of 105. The rooms and corridors retain their simple original trim, including door surrounds, transoms and wood base molds in the individual rooms and additional chair rails in the corridors. The wood doors are original and near the elevator and stair wells are tin clad to act as fire doors. The rooms are small and range in size from 91 square feet to 243. The larger rooms, which generally have semi-private bathrooms, face Burnside and Broadway. The smaller rooms without bathrooms face the interior light wells.

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There are two stairwells in the Hotel which are intact. The main staircase is very simple in design with paneling at the lobby level and enclosed plaster walls and an attached wooden handrail above; it wraps around the elevator shaft which is located in the middle of the Broadway frontage against the western wall of the interior light well. The second staircase is located on the eastern wall of the Hotel one room back from the Burnside frontage. It has turned balusters and boxed newel posts.

Past and Future Alterations:

The Broadway Hotel retains much of its original integrity as relatively few alterations have been made during its 80-year life. A major rehabilitation of the Hotel is currently being planned. Although alterations are contemplated to bring it into compliance with current seismic and handicap accessibility requirements, every effort is being made to conform to the Secretary of Interior's Guidelines and retain original elements of the building to the greatest extent possible.

Probably, the most dramatic alteration to the exterior has been the repeated changes to the commercial storefronts by various tenants. The first of these occurred in 1922 and have continued intermittently over the life of the Hotel. The current plans for the Hotel call for the rehabilitation of the storefronts. It is anticipated that the transom windows will be restored and the storefront windows, bulkheads and entrances rehabilitated in a manner compatible with the original design.

The most expensive alteration (\$25,000) but least apparent was the moving of the Hotel 20 feet north in 1930. As more fully explained in the Statement of Significance, the Broadway Hotel was the only building that was moved for the widening of West Burnside Street from a 60-foot right-of-way to 100 feet. All of the other buildings along Burnside from the river to Park Avenue were either demolished entirely or reduced by a depth of 20 feet. The original orientation of the building was maintained and newspaper reports indicate that even the adjacent sidewalk was included in the move.

Another exterior alteration is the modification of the original marquee; it has not yet been determined how much of the original remains under the current metal sheathed marquee or the economic feasibility of its restoration.

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The signs which are apparent in historic photographs have been removed over the years and there are no current plans to replace them. It should be noted that the roof top sign, which would have been clearly visible from Union Station as well as the length of SW Broadway, was erected in 1922.

On the interior, the Hotel lobby will be rehabilitated and the lowered ceiling removed. Alterations will include replacing the elevator because of current code requirements and adjusting the stairwell in order to accept the elevators increased dimensions; redesign of the Hotel desk and manager's office to be more compatible with the original design; an interior room off the lobby which has an ornamental ceiling with skylights above will be restored; and a new laundry, kitchen, trash and restroom for tenants will be located on the first floor toward the east end of the building where they are not visible from the lobby or the street. On the upper floors, alterations will include changes to accommodate the new elevator; alteration of restrooms to comply with handicap accessibility requirements and changes to some of the rooms as a result.

To comply with seismic code requirements, a concrete shear wall will be constructed in the center of the building, a concrete frame in one bay of the Broadway frontage and two bays of the Burnside frontage; additionally, a plywood floor diaphragm will be constructed along the northern and southern ends of the building and as part of the reroofing of the Hotel; and, finally, the parapets along the street frontages will be braced. All of these alterations have been designed to have as little as possible impact on the existing historic fabric of or spaces in the Hotel.

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.

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 # _____

Areas of Significance

(Enter categories from instructions)

Community Planning & Development

Commerce

Architecture

Period of Significance

1913-1930

Significant Dates

1913

1930

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Bennes & Hendricks, Architects

Winters, J.S., Contractor

Primary location of additional data:

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

Name of repository:

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SHPO SUMMARY

The Broadway Hotel occupies a quarter block at the northeast corner of the intersection of West Burnside and NW Broadway in the North Downtown area of Portland, Oregon. It was constructed in 1913 for the Matschiner brothers, John and Joseph, who, in acquiring the site in 1902, were among the early investors to envision the commercial potential of a transportation nexus where street car lines and a planned bridge crossing the Willamette River on lower West Burnside would add to existing facilities of the grand central railroad terminal eight blocks to the north.

Plans for the hotel were prepared by the local firm of Bennes and Hendricks. John V. Bennes, the principal and a native Midwesterner, is one of the designers of rank in the annals of Oregon architecture. He opened his practice in the state in Baker City, in eastern Oregon, and is recognized today for several Portland residences that effectively introduced the Prairie style locally. He is noted also for much fine work in the tradition of Beaux Arts Classicism for the State System of Higher Education. The Broadway Hotel is considered a good example of the architect's work in the latter spirit as applied to a Commercial-style, middle-market hotel that was efficient, fireproof and equipped with up-to-date conveniences. As the best of Bennes's work in this hotel genre locally, and as one of only two remaining prominent middle market hotels in the North Downtown area, the Broadway Hotel meets National Register Criterion C.

Characterized in brief, the Broadway is a four-story, U-shaped building of unreinforced brick masonry with a cast-iron and steel framing system for ground story fronts. It rests on a concrete foundation and has a slightly off-square footprint of 90 x 100 feet. Upper stories of street elevations are clad with buff-colored brick and are articulated in the Chicago School pattern with two and three-part trabeated window assemblies having strong vertical divisions. Dignified Roman Doric overtones are provided by wide strip pilasters with stylized capitals and a full classical entablature of sheet metal having an enriched frieze and modillioned cornice.

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In 1930, the Broadway Hotel became the only building on lower West Burnside to be moved in its entirety the requisite 20 feet to allow for the arterial's widening to a 100-foot right-of-way. Because the building was little altered in the event, it meets National Register Criterion Consideration B relating to relocated properties. Moreover, the relocation is part of the building's significance in the area of community planning and development under Criterion A. The relocation was effected in accordance with a progressive program for street improvements aimed at modernizing the city's automobile traffic system linking east and west sides of the Willamette River. The widening of lower West Burnside was a key element of the program and its most costly. Thus, the Broadway Hotel epitomizes the scope of this city-wide public works effort early in the Depression era and it is significant as a reminder of forces that transformed North Downtown Portland into a viable commercial district after the turn of the century. While the hotel continued under management of the Matschiners until the retirement of Joseph Matschiner in 1943, the historic period of significance is drawn to the completion date of the West Burnside street widening project as a benchmark in Portland's community planning movement.

While retail spaces in the hotel's ground story, predictably, were remodeled over the years, the building is generally intact with the most notable alterations involving the original entrance, glass and metal marquee, and lowered ceiling in the lobby. The present developers, working under auspices of the Housing Authority of Portland, are embarked on an adaptive use rehabilitation that will preserve the lobby space and the historic circulation pattern of upper stories, where the traditional hierarchy obtains, namely: larger, more select suites with baths on the street front, and the economy rooms arranged around the interior light court. All essential character-defining trim elements of the guest rooms remain. The rehabilitation is being designed to comply with current codes relating to seismic reinforcement and disability access.

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Summary:

The Broadway Hotel is proposed for nomination to the National Register of Historic Places based on Criteria A and C. Designed by Bennes and Hendricks in 1913, it marked the end of the hotel and construction boom in the City of Portland that was initiated by the Lewis and Clark Exposition of 1905 and fostered by the promotion of Portland by the railroad companies as a business and tourism terminus. Located at the intersection of West Burnside and NW Broadway, the Broadway Hotel was situated at the northern edge of Portland's growing retail, finance and theater district, and to the west of its traditional "tenderloin" district. It was situated at a major transportation crossroad with Union Station to its north, and major east-west and north-south thoroughfares bordering it. The hotel is a result of all of these factors and of particular interest for its unique role in the evolution of the City. It is also significant as an outstanding example of John V. Bennes' work and the best of his hotels in the North Downtown area of Portland as well as one of only a handful of significant hotels in this area.

Statement of Significance:

The Broadway Hotel was completed in 1913 for \$80,000 for the Matschiner brothers. John (1862-1929) and Joseph (1873-1948) came to Portland from Bohemia in 1888. John, the older brother was a trained baker, who went into partnership with others of Germanic descent and established the Oehl & Matschiner Bakery in 1891 and Luempert & Matschiner Bakery in 1892. By 1894, Joseph had apprenticed as a baker for a number of years and the two brothers established Matschiner Brothers Bakery.

In 1902, as the citizens of Portland began preparations for the celebration of the Lewis and Clark Exposition, the two brothers purchased the property at Burnside and Broadway with the intention of constructing a hotel. The property was occupied by a one-story, wood frame commercial building which contained a saloon, a cigar factory and a couple of other shop spaces. The surrounding area to the north, east and west was developed with one-story dwellings and two to three story duplexes, flats and furnished rooms. However, change was beginning to occur. The Federal Customs House at Broadway and Everett had just been completed. Union Station (1896), which was located seven blocks to the north, was generating enough traffic between itself and the expanding central business district south of Burnside that a new streetcar line along Fifth Avenue, two blocks east, was

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just being installed in 1902. Burnside Street was also a major east-west thoroughfare which provided access across the Willamette River.

The Matschiner brothers were not alone in their vision of the development potential of the North Downtown area. In 1909, Edward H. Bennett was hired by a private association of business and professional men whose intent was development of a comprehensive plan for the building of a civic center and Portland's evolution into an ideal city. "Bennett's proposal worked outward from the center of Portland. Because he expected the business district to grow toward the west and north rather than climb the steady slope to the south, he defined Burnside Street as the primary axis. The focus for the new downtown was to be the intersection of Burnside with the Park Blocks...the magnificent scale and architectural suggestions matched Burnham's Chicago Plan, with widened streets, long vistas, and uniform cornice lines along the major avenues...a transportation center was to include the post office and a repositioned union terminal. Ramps from the new Broadway Bridge would lead directly into the depot, and the widened Park Blocks would rise over the tracks to form a grand entrance to the station and the city. Bennett's response to residential growth east of the Willamette was a radial highway system stretching twenty miles east and southeast. The key roads were Foster, East Burnside, Sandy Boulevard and a new diagonal northeastward from the Broadway Bridge." (Portland, p. 64)

The concern about Portland's development was primarily due to the unprecedented growth in population as well as new buildings that had occurred as a result of the economic upswing that followed the Lewis and Clark Exposition. Between 1905 and 1910, Portland's population increased on an average 20,000 per year from 111,000 to 207,000 and the value of building permits increased 400 percent, from \$4,183,368 to \$20,886,202. "Portland was in the midst of an unprecedented business boom, spurred in large measure by the strong dose of civic confidence the Lewis and Clark Exposition had administered to the city. The national attention garnered by this centennial celebration had not only attracted an influx of commercial interests, but also a veritable flood of newcomers ready to invest in the city's future. Thus Portland's population in 1910 stood at 207,214, following a demographic swell that created a demand for an entirely new class of structures. The tide of development shifted the city's commercial center westward from the river, sweeping away the Victorian mansions, churches and shops along Fifth and Sixth Avenues to deposit a new stratum of large stores, banks and office buildings." (Frozen Music,

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p. 36-7) "Every Portlander could measure the expansion of the business district both horizontally and vertically....The new city was brighter as well as taller, built with light bricks and glazed terra cotta rather than the heavy stone, dark red brick and cast iron of the last century." (Portland, p. 53-4) The business and construction boom continued until the beginning of World War I when the first economic decline in almost a decade occurred.

The development of hotels was an active part of the construction boom and remains a lasting legacy in the City. The Northwest Hotel News reported on January 9, 1913 that, "A review of the history of Portland's progress for the year 1912 discloses the fact that the hotel interests of the city are not the least insignificant by any means. It was thought that during the year 1911, with an investment of \$3,000,000 in new hotels and apartment houses, that the city was overstepping itself, but during the year just past it has been found that the enormous sum of \$4,250,000 was invested in new hotels and \$1,500,000 in apartment houses. Here is represented the vast sum of nearly \$9,000,000 in this class of buildings in less than two years." (p. 6, c. 1)

Although the Matschiner brothers had owned the property at the northeast corner of Burnside and Broadway (Seventh) since 1902, the Broadway Hotel was not constructed until 1913, the last year of the construction boom. The reason for this delay is unknown, however, it may have been due or stimulated in part by the construction of the Broadway Bridge and the consequent widening of Broadway Street. Prior to this construction the street had been called Seventh and was the typical 60 feet in width. A City Council resolution, adopted on November 13, 1912, provided for its widening to 80 feet by acquisition of ten feet on both sides of Seventh. The Northwest Hotel News of December 26, 1912 reported that "plans are being prepared by Architects Bennes & Hendricks for a four-story brick combination store and hotel building to be erected at the northeast corner of Seventh and Burnside Streets for the Matschiner Bros....The building will be 90x100 feet. The exterior will be faced with colored pressed brick and will have a metal cornice and large copper marquise that will project over the entrance." The dimensions of the hotel reflect the anticipated widening of Broadway. On January 30, 1913, a building permit was issued to the Matschiner Brothers and contractor J. S. Winters & Company for a four-story, brick hotel building, estimated to cost \$80,000.

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A subsequent edition of the Northwest Hotel News on February 13, 1913 reported that "in the widening of Seventh Street and the probability of the name being changed to Broadway, as that street connects with the new Broadway Street bridge and Broadway Street on the East Side, the new fourstory hotel being erected at Seventh and Burnside will be called the Broadway Hotel." Although the Building Inspector did not grant final approval of the project until September 18, the official opening of the hotel was reported in the June 12, 1913 edition of the Northwest Hotel News.

Of buildings originally constructed for hotel use, there are 78 still remaining in the Downtown and North Downtown areas; of these, ten were built before the turn of the century, 49 during the boom period from 1903 to 1914, 13 between the World Wars, and six since World War II. The hotels provided lodging for business travelers, unmarried office workers, seasonal workers and pensioners as well as a growing contingent of tourists. To accommodate the variety of lodgers and their destinations and budgets, hotels varied in location, size, services and types of accommodations. The grander hotels for wealthier clientele were located south of Burnside near the center of finance, shopping and theaters. Rooming houses along with the smaller and older hotels between Fourth Avenue and the waterfront accommodated pensioners and seasonal workers. "Several new hotels, however, aimed at the combination of permanent and transient customers who wanted a respectable but economical hotel located conveniently to transportation and to downtown Portland." (New Houston, p. 8:6) An indicator of this class of hotel was whether they advertised in publications such as Wrigley's Hotel Directory, Northwest Hotel News and R. L. Polk's City Directory and how much their room rates were. The proprietors of hotels, such as the Benson, Mallory, Seward, Broadway, and New Houston, consistently advertised in these publications. In 1920, the cost of a room at the Benson was advertised as \$1.50 and at the Broadway \$.75. With minor variations, hotels such as the Benson, Mallory, Multnomah, Seward, Heathman charged similar rates which were about double of those for the Broadway, Hoyt and New Houston.

Only four hotels in the North Downtown area advertised in Wrigley's consistently: Broadway, New Houston, Hoyt and Rainer. The latter two were both located on 6th Avenue near Union Station and have been demolished. The New Houston Hotel, located at NW 6th and Everett, is now known as the Sally McCracken Building and used for "special needs" housing. Designed by H. Hanselmann in the Commercial Style and constructed in 1912, it is listed on the National Register of Historic

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Places. The New Houston and Broadway hotels are similar in many ways. Both were constructed at the end of the construction boom, 1912 and 1913, respectively; both were four stories rather than the more common three; both were "U" shaped and a quarter block in size; both had their larger rooms with baths oriented toward their street frontages; both were constructed in light colored brick; both served the same clientele; and both were located in the corridor between Union Station and Portland's central business district, rather than the skid row area to the east. However, their designers and styles were different.

Also different was the involvement of the original owners. In the case of the New Houston, Mrs. Edith Fairclough Goode, the widow of prominent utility executive Henry Walton Goode, constructed two hotels in the North Downtown area purely as a real estate investment. Both Goode hotels were built under the supervision of a real estate agent and, then, managed by hired help. In contrast, as the Northwest Hotel News reported on June 12, 1913 upon its opening "The Broadway Hotel... will be managed by Joseph Matschiner and his brother, John Matschiner. The latter brother will manage the handsome bar in connection. The chief clerk is Albert Matschiner, son of John Matschiner..." Joseph actively managed the hotel for 30 years until he retired in 1943. As indicated and confirmed by city directories, various members of the Matschiner families worked in the hotel. John's management of a bar was short lived due to state and national prohibition laws which were enacted in 1916; prior to his death in 1918, he did house his bakery business in one of the storefronts on Broadway. Joseph Matschiner's daughter, Helen Matschiner Swindells, inherited the hotel upon her father's death and continued to oversee its operation along with her son, Charles Joseph Swindells, until it was sold in December, 1992 to the current owners, the Broadway Building Limited Partnership of which the Housing Authority of Portland is the General Partner.

The retention of the original "Broadway Hotel" name for 80 years is an indicator of its single ownership and management.

Like the New Houston, the Broadway Hotel's clientele has gradually changed since the 1930's "under the varied pressures of economic depression, the substitution of automobile for train travel, and the westward expansion of skid road institutions and populations." (New Houston, p. 11) However, unlike the New Houston, it has been maintained and still continues to provide housing for low income people.

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One of the aspects of the Broadway Hotel's history that is of particular interest and reflects upon the family's commitment to the building, is its relocation for the widening of West Burnside. At the turn of the century, two-thirds of the citizens of the Portland area resided in the narrow strip between the west hills and the river. As Portland's population burgeoned after the Lewis and Clark Exposition, new middle class residential districts flourished on the east side of the river. "Population on the east side passed the west side total in 1906 and climbed from 32,000 to 120,000 during the decade... After another decade of growth, the 1920 census counted 185,000 residents in east side Portland." (Portland, p. 55) This residential expansion resulted in huge public expenditures for streets, sewers and the replacement of the Morrison (1904-5), Hawthorne (1910-11), Steel (1912) bridges and construction of the new Broadway Bridge (1911-13). There was also massive investment in the construction of streetcar and interurban lines from 1902 to 1917. All of this construction accommodated Portland's expanding population and transportation needs until the advent of the automobile in the late teens.

By 1920, 36,000 automobiles were registered for use in the Portland area and by 1929 over 90,000. "Use of the family car rather than public transportation for shopping and commuting congested Portland's downtown streets. Every year, 10,000 additional cars poured across the Willamette River bridges during the morning rush hour. Automobiles fought for street space with trolleys and interurban railroad cars, clogged the curbs, and threatened to make downtown property inaccessible. Systematic transportation planning, said a group of civic leaders, was in the interest of the entire city "to prevent depreciation, sudden change, or shiftiness of property values lest speculation become rife... Large expenditures are warranted in inducing values to be made more secure." (Portland, p. 94)

As a result of the severe recession during World War I, implementation of Bennett's Plan for the city was put on hold, even though it had been officially adopted. By the time the city again had resources in the 1920's, automobiles had replaced streetcars and many of Bennett's recommendations were inappropriate to the city's needs. As a result, "The purpose of almost every long-range planning study during the 1920's and 1930's was to develop ways to adapt Portland to the demands of the automobile. There were plans for bridges, for street paving, for widening of arterial streets, for new superhighways, and for regulation of downtown traffic." (Portland, p. 95) By 1933, 80 to 85 percent of the city's population resided on the east side of the river.

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In June 1933, Commissioner of Public Works, A. L. Barbur, completed a Comprehensive Report on the City of Portland's Street Widening Program that concurred with the recommendations of the comprehensive planning study prepared by Bartholomew & Associates of St. Louis, the most recent planning experts hired by the city. The report stated that 124 street widenings or extension proceedings had been completed, involving 47.8 miles of streets and the acquisition of 2,501 parcels of private property between 1917 and 1933. The most intense period of street widenings had occurred between 1924 and 1931 when 34.75 miles of streets were widened at a cost of \$13,051,277. The widening of West Burnside from the river to Park Street, distance of 2,400 feet, was considered to be of particular importance and was focused on in the report. West Burnside was an important artery and distributor street as well as a bridge approach and its widening was the most expensive of all those undertaken by the city. The 60-foot right-of-way was widened to 110 feet from the river to Third Avenue; from Third to Fourth Avenue it tapered to 100 feet; and, from Fourth to Park Avenue, it was widened to 100 feet by appropriating 20 feet from each side of the street. A total of 46 properties were involved.

During this period, there were so many widenings that "The personnel of the Engineering Department has become expert at estimating house moving and alterations to buildings of all kinds. Some of these estimates for cutting off, remodeling and moving buildings have become more or less standardized so they may be used on the basis of some amount per lineal foot, an amount per story, an amount per square foot or per cubic foot. In some instances property was acquired immediately back of and adjoining valuable buildings that had to be cut off in order that such buildings could be saved and moved back. In other instances, when it would cause much less damage, the amount of the widening...would be removed from...the center of the building or the part least injuriously affected, and the remaining front portion of the building moved back and joined with the rear portion. In other instances the face or the front of the building would be saved...and thereupon joined to the old building.... A large program of street widening, such as was undertaken, has produced a large number of house movers and expert wreckers who became able to move and wreck buildings with great efficiency and with absolute safety; for example, 20 feet was removed from the front of one seven story, reinforced concrete building in the heart of the business district of the City of Portland without any particular injury or damages to persons or property." (Street Widening Report, p. 32-3)

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The City Charter was amended in 1919 to allow the City "the right to move and alter buildings...situated on private property." (Street Widening Report, p. 36) The benefit of this amendment was that it allowed the city to consider other alternatives to the complete wrecking of a permanent, expensive building and to make only nominal awards of damages for the actual moving or alteration of a building. "In many instances, where the buildings occupied the entire area owned by an individual, the award of damages was made on the basis of acquiring a similar area to that appropriated immediately adjoining the property and moving the building thereon." (Street Widening Report, p. 36-7) This amendment was of particular significance to the Broadway Hotel as it allowed the hotel to be moved rather than demolished or altered. The one-story, masonry building to the hotel's north was acquired and as the September 23, 1930 Report of Inspection succinctly states: "wreck south 20 ft. of present one sty. VI class bldg. preparatory to moving 4 story hotel bldg on to lot to (sic) make room for widening Burnside St. and excavate for basement." The Report of Inspection of October 6, 1930 for the hotel is even briefer: "moving present bldg. north 20' ft." Fortunately, the coverage in the Daily Journal of Commerce was more extensive:

September 19, 1930: "Within the next few days, work will be started on one of the largest of the Burnside widening projects, announcement has been made. The buildings involved are the Broadway hotel, located on the northeast corner of Broadway and Burnside streets, and the automotive sales room adjoining on the north side. Estimated expenditures on the structures have been placed at \$40,000. Contract has been awarded to Edward J. Barrett for the general construction work, and the building moving will be handled by A. D. Moodie (sic). The project involves moving the Broadway hotel north 20 feet and cutting off the adjoining structure on the north (sic) side 20 feet, to make room for the hotel. The automobile sales room will be remodeled and repaired and the sidewalks constructed on Burnside to conform with those on Broadway. The hotel basement will be extended under the Burnside sidewalks. The present hostelry was erected 19 (sic) years ago and is a four-story and basement structure of light cream brick in excellent condition. Its dimensions are 90 by 100 feet. Owner of the hotel is Joseph Matschiner."

October 7, 1930: "The \$25,000 hotel alteration project located at 20 N. Broadway was granted a permit by the city yesterday. E. J. Barrett is the contractor and the owner of the structure is Jos. Matschiner. Plans for the remodeling were prepared by Rene Senoir (sic)...."

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October 8, 1930: "Working an 18-hour shift, the Shipyard Wood company with the O. K. & Rose City Wrecking company are rapidly completing the wrecking of a large number of buildings on Burnside Street to make way for the proposed widening.... Twenty feet will be taken off the four-story structure on the northwest corner of Sixth and Burnside also."

November 20, 1930: "One of the largest moving jobs and probably one of the most successful in the city, according to many was completed yesterday by A. D. Moody, house mover. The four-story Broadway hotel building located on the northeast corner of Broadway and Burnside Streets including the sidewalk, was moved back intact 20 feet from Burnside. To move the building and sidewalk, weighing more than 3,000 tons, a system of railroad tracks was built under the foundation and the building and walk were moved back by placing steel rollers over which the steel shoes on the bottom of the foundation moved. Two power windlasses mounted on heavy motor trucks supplied motive power. The cables from the windlass let to two four-luff rigs of block and tackle under the structure and attached to various parts to get an even and uniform pull. A test was made late Tuesday of the rigging and the system proved so effective that a 10-foot pull was taken, two hours being required for the work. The moving is part of a \$30,000 renovation project, resulting from the widening of Burnside for which F. J. Barrett has the general contract. Joseph Matchiner (sic) is the owner and Rene LaNoir (sic), who has offices with Barrett & Logan, had charge of the engineering work. The hotel building is a steel frame structure with brick veneer, 90 by 100 feet in size and 18 years old. Modernization work on the 105-room hotel will involve installation of baths in each room. A feature of the move is that when time came to separate the building from the service connection and adjoining structures it was found that the wall of the building to the east had become cemented to the wall of the hotel building by natural causes and could not be separated. Matchiner (sic) had to purchase the wall for the move and will permit the owner of the building to use it when the moving is finished."

The Broadway Hotel was the only building involved in the widening of West Burnside which was moved. All of the others were either altered by having 20 feet removed and new facades constructed or their two remaining sections rejoined, or demolished entirely.

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John Virginius Bennes:

Born in Peru, Illinois on August 23, 1867, John Virginius Bennes was raised in Chicago. He studied at Chicago University and also spent a year at the School of Fine Arts in Prague, Bohemia. He began his architectural career in Chicago in 1890, working in his father's office prior to opening his own office. It has been stated that he was influenced by the work of Frank Lloyd Wright; it is assumed that the Columbian Exposition that occurred in Chicago in 1891-93 when Bennes was first practicing, was also an influence on his work.

In 1900, he moved with his family to Baker City, Oregon. He practiced there until moving to Portland in 1906 and where he formed the partnership of Bennes, Hendricks and Tobey. Bennes and Hendricks remained in partnership into 1913, although during 1909-10 they also practiced with L. I. Thompson. While Tobey and Thompson continued to practice architecture in Portland after the dissolutions of these partnerships, no information about Hendricks has been found after 1913. Bennes continued to practice on his own until 1926 when he joined forces with Harry Herzog who had worked as a draftsman on and off for him since 1913. This partnership remained active through 1931. It appears that Bennes finally retired at the age of 74 in 1941. He died in Los Angeles on November 29, 1943 after having moved there early in 1943 because of his poor health.

Approximately 70 buildings have been identified as the work of John Bennes individually or in the associations identified above. His work is highly diversified both as to types of structures and styles of architecture. In the Portland area, he is recognized and best known as "the principal exponent of the Prairie School" for his single family residences, especially the Maegly Residence (1917) which is listed on the National Register (Frozen Music, p. 59). Both the Wells (1910) and Menefee (1908) residences, which are also listed on the National Register, are in the Arts and Crafts style, however. "A versatile and hard to-pin down stylist, Bennes's...later designs...cover the entire stylistic gamut from classical revival to Spanish colonial to Zigzag Moderne and Art Deco." (Frozen Music, p. 60) He designed fraternity houses, apartments, hotels, theaters, retail buildings and warehouses. In addition to his Prairie style residences, Bennes is recognized for designing buildings as diverse as the first reinforced concrete building in the City of Portland and the fanciful, polychrome terra cotta, Hollywood Theater in the Spanish Colonial style (1925).

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However, one of his greatest architectural legacies are the 22 buildings, he designed for the Oregon Agricultural College (Oregon State University) between 1909 and 1939. In 1926, Albert D. Taylor, a landscape architect and town planner from Cleveland, Ohio, hired by the school to review and prepare a campus plan, gave the following report:

"With the exception of the original College buildings, all of the permanent buildings in the campus development possess a unity of design which is exceptional. There are many points of view with reference to architectural composition adapted to college and university buildings. The most important factors are (1) a uniform type of architecture controlling the design of all buildings, within reasonable limits, and (2) a type of construction in harmony with the architectural composition, which provides a maximum capacity for efficient operation of College activities. (In other words, procuring the maximum space for the available expenditure without sacrificing any architectural beauty.) These results have been attained in the development of all campus buildings to a marked degree. I have come in contact with no college campus where buildings over a considerable area and during a considerable period of time, have been designed and located with so much uniformity as here, and where no one of these permanent buildings is in any location which creates an obstacle to the ultimate and ideal arrangement of future quadrangles and building masses. The architectural development on this campus is an excellent illustration of the advisability of having some competent professional individual, or group of individuals adopting and, through a period of years, carrying out a definite theme in the general design. This one factor will prove a great asset to this institution in years to come."

p. 3

Unlike Ellis F. Lawrence who was the campus architect as well as planner for the University of Oregon, Bennes was not responsible for campus planning. These duties were first performed by the Olmsted office and, later, by A. D. Taylor. However, Bennes work at Oregon State distinguishes him as one of three architects (Lawrence at University of Oregon and A. E. Doyle at Reed College) who have left a major legacy in the form of a campus architecture in the State of Oregon.

It has been noted that in addition to his work at Oregon State, Bennes' skill with revival styles is exhibited in his Portland hotels which "reflected a classicizing bent" and, most notably, the Arthur Hotel "with Tuscan columns flanking the entrance, crisp yellow

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brickwork and terra cotta panels decorated with wreaths, cartouches, and pineapple motifs, ... a restrained, carefully embellished addition to the city's growing collection of buildings designed in a diluted classical style." (Frozen Music, p. 60) During his career, Bennes designed at least eight hotels in Portland. The Cornelius, designed in 1908 by the firm of Bennes, Hendricks & Tobey, is the oldest and the only one designed in the French Renaissance style. It is listed on the National Register of Places. Except for the Foster Hotel in the Skidmore Old Town Historic District, all of the other hotels were designed between 1912 and 1913 by the Bennes and Hendricks partnership. They are typically 3 to 4 stories, of light colored brick and in the American Renaissance style with classical detailing (6) or the Classical Roman style (2). All the hotels have been identified in the Portland Historic Resources Inventory and, in addition to the two mentioned above, the Royal Palm Hotel is listed on the National Register as a contributing building within the Chinatown Historic District.

Of this group of eight hotels, four are located in a small part of the North Downtown area, between West Burnside, NW Broadway, NW 2nd and NW Flanders; the rest are in the Downtown area, south of Burnside. Of the North Downtown hotels, the Broadway Hotel is exceptional. It is the only four-story hotel and is the most finely detailed. Except for the Arthur Hotel on SW 11th, it is the only other example of Bennes and Hendricks's hotels that could be classified as Classical Roman in style.

There are 23 hotels remaining in the North Downtown area. Six were built before the turn of the century, 15 during the construction boom (1905 to 1914) and two after World War I. They range in height from two to five stories in height with the majority being three stories (15). Although the area has been considered Portland's "tenderloin" for over half a century, the work of many notable architects and firms are represented, including Justus Krumbein, Warren Williams, Emil Schacht, H. Hanselmann, Joseph Jacobberger, and Foulkes and Hogue as well as Bennes and Hendricks.

Ten of these hotels are particularly notable. They include the four oldest hotels in Portland, all of which are listed on the National Register: Norton House (1875), Merchant Hotel (1880, Krumbein), Mariner's Home (1881 & 1889, Williams), and Grand Central Hotel (1882-3). Hanselmann's New Houston Hotel (1912) in the Commercial Style is also on the National Register. The five others, the Golden West (1895, unknown; 1913, Schacht), Hood (1905, unknown), Hart (1906,

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Jacobberger), Broadway (1913, Bennes & Hendricks) and Everett (1914, Foulkes & Hogue), all have historical associations and/or architectural attributes which set them apart from the remaining hotels in the North Downtown area. The Broadway Hotel is the best example of the Classical Roman style and of Bennes and Hendricks work.

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Books and Reports:

Abbott, Carl, Portland: Planning, Politics and Growth in a Twentieth-Century City (Lincoln, NE: University of Nebraska Press, 1983)

Bosker, Gideon & Lena Lencek, Frozen Music: A History of Portland Architecture (Portland, OR: Western Imprints, The Press of the Oregon Historic Society, 1985)

Clark, Rosalind, Oregon Style: Architecture from 1840 to the 1950's (Portland, OR: Professional Book Center, Inc., 1983)

Dana, Marshall N. (Edit.), The Greater Portland Plan of Edward H. Bennett (Portland, OR: Wells & Co. Printers, 1912)

Ferriday, Virginia Guest, Last of the Handmade Buildings: Glazed Terra Cotta in Downtown Portland (Portland, OR: Mark Publishing Co., 1984)

MacColl, E. Kimbark, Merchant, Money, & Power: The Portland Establishment 1843-1913 (Portland, OR: Georgian Press, 1988)

MacColl, E. Kimbark, The Shaping of a City: Business and Politics in Portland, Oregon 1185 to 1915 (Portland, OR: Georgian Press, 1976)

Oregon und sein Deutschtum: Herausgegeben vom Staatsverband Deutschsprechender Vereine von Oregon {Oregon & Its German Nationality: A History of the State, Its German Pioneers & Their Descendants} (Portland, OR: 1920)

Portland Bureau of Planning, Historic Resource Inventory (Portland, OR: Portland Bureau of Planning, 1984)

Portland Development Commission, Downtown Portland Project Reference File (Portland, OR: Portland Development Commission, August 1986)

Portland Development Commission, Project Reference File of Selected Publicly Assisted Housing Projects (Portland, OR: Portland Development Commission, November 1982)

Portland Public Works Commissioner A. L. Barbur, Comprehensive Report On a Program of Street Widening (Portland, OR: City of Portland, June 1, 1933)

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Portland Vice Commission, Second Report: On Certain Aspects of the Commercialization of Vice in Hotels, Apartment Houses, Rooming and Lodging Houses (Portland, OR: City of Portland, August 1912)

Shellenbarger, Michael, Landmarks: A Tradition of Portland Masonry Architecture (Portland, OR: Masonry & Ceramic Tile Institute of Oregon, 1984)

Taylor, Albert D., Report with Reference to Proposed Development of the Oregon Agricultural College Campus (Corvallis, OR: Oregon Agricultural College, January 1926)

Taylor, Jr., C.W., Eminent Judges and Lawyers of the Northwest 1843-1955 (Palo Alto, CA: C.W. Taylor, Jr., 1954)

Whiffen, Marcus, American Architecture Since 1780: A Guide to the Styles (Cambridge, MA & London, GB: MIT Press, 1969)

Periodicals and Directories:

Daily Journal of Commerce

September 19, 1930, p. 1
October 7, 1930, p. 1
October 8, 1930, p. 1
October 23, 1930, p. 1
November 20, 1930, p. 1

Evening Telegram

December 5, 1916, p. 6

The Northwest Hotel News

December 26, 1912, p. 1
January 9, 1913, p. 6
February 6, 1913, p. 5
February 13, 1913
March 13, 1913
June 12, 1913
August 14, 1913
October 30, 1913, p. 1

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Oregonian

February 25, 1913, p. 8 & 9
November 24, 1929, sec. 2, p. 3
October 3, 1930
October 5, 1930
November 30, 1943, p. 9
August 16, 1948, p. 11
July 27, 1978, p. B1
August 29, 1979, p. D25

Oregon Journal

April 3, 1912, p. 9
November 29, 1943

R. L. Polk Co., Portland City Directories: 1875-1943

Portland Architectural League Yearbook: 1908, 1909, 1910 & 1913

Portland Register: 1925

Wrigley's Hotel Directory: 1920, 1930 & 1949

Reference Sources:

National Register Nominations

Hollywood Theatre, Sheila Finch-Tepper,
Menefee House, Fletcher Farr Ayotte Archs., December 7, 1988
New Houston Hotel, Alan Soller & Carl Abbott, July 26, 1990
Wells-Furnish House, Eric Epperson, December 10, 1988

Oregon Historical Society

Vertical Files, Photographs, Address Conversion Index, and
Newspaper Index

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Oregon State University Archives

Chronological Record of OSU Design Projects, Photographs,
Drawings, Articles about Buildings designed by John Bennes
compiled by Elizabeth Nielsen, Archives Specialist

Portland Bureau of Buildings

Building Inspection Cards, Building Permit Applications
(microfilm), and Plans & Specifications (microfilm)

Sanborn Maps

1901 corrected to 1908

1908 corrected to 1926

1908 corrected to 1932

Broadway Hotel
Name of Property

Multnomah, OR
County and State

10. Geographical Data

Acreage of Property Less than one acre (.21) Portland, Oregon-Washington 1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	0	5	2	5	3	1	0	5	0	4	0	9	3	0
Zone				Easting				Northing						

3

Zone				Easting				Northing						

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 Judith Rees, Project Coordinator

organization Portland Development Commission date March 1, 1993

street & number 1120 SW 5th Ave., #1100 telephone (503) 823-3358

city or town Portland state OR zip code 97204

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 Broadway Building Limited Partnership, c/o Housing Authority of Portland

street & number 135 SW Ash, #500 telephone (503) 273-4505

city or town Portland state OR zip code 97204

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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Verbal Boundary Description:

At the northeast corner of NW Broadway and West Burnside, the Broadway Hotel is situated on various portions of Lots 2, 3 and 6 of Block 44 of Couch's Addition to Portland, Multnomah County, Oregon. The westerly 10 feet of all three lots was vacated in November 1912 for the widening of NW Broadway; the southerly 20 feet of Lot 2 was vacated in September 1930 for the widening of West Burnside at which time the southerly 20 feet of Lot 6 was acquired to accommodate the moving of the Broadway Hotel. The site has 90 feet of frontage on West Burnside and 100 feet on NW Broadway. The nominated area is legally described as the easterly 90' of the north 30' of Lot 2, the easterly 90' of Lot 3, and the easterly 90' of the south 20' of Lot 6, Block 44, Couch's Addition to Portland.

Boundary Justification:

The site is bounded on the west and the south by two major thoroughfares, NW Broadway and West Burnside, respectively. To the north and east, it is bordered by adjacent buildings on separate tax lots.

The nominated area of 0.21 acres encompasses the entire urban tax lot occupied by the Broadway Hotel.

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HISTORIC PHOTOGRAPHS

Broadway Hotel

Location: Portland, Multnomah County, OR
Holder of negative: Oregon Historical Society, 1220 SW Park,
Portland, OR

The information above is the same for all historic photographs:
#1/18-8/18.

Photographer: City of Portland

Date of photograph: May 1927

Description: View of the Broadway Hotel prior to the widening of
West Burnside; note the older style street light on the Burnside
frontage and the facade of the adjacent building.

Photograph #: 1/18

Photographer: City of Portland

Date of photograph: c. 1931

Description: View of the Burnside frontage of the Broadway Hotel
after the widening of West Burnside; note the newly installed
twin ornamental light fixture on the Burnside frontage and the
new facade of the adjacent building.

Photograph #: 2/18

Photographer: City of Portland

Date of photograph: c. 1931

Description: View of the Broadway frontage of the Broadway Hotel
after the widening of West Burnside; the building immediately to
its north has been reduced by 20 feet.

Photograph #: 3/18

Photographer: Unknown

Date of photograph: 1908

Description: View of the Cornelius Hotel, designed by Bennes,
Hendricks & Tobey, soon after its completion; it is located at
523 SW Park in downtown Portland and listed on the National
Register of Historic Places.

Photograph #: 4/18

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Section number Photos Page 2

Photographer: Electric Studio

Date of photograph: c. 1914

Description: Looking north on SW Broadway from the corner of Washington, the terminus of the streetscape is the Broadway Hotel; the 1909 addition to the Imperial Hotel is visible on the right and the Benson Hotel (1912-13) on the left.

Photograph #: 5/18

Photographer: Unknown

Date of photograph: July 31, 1921

Description: Aerial view of NW Broadway from SW Ankeny, showing Union Station's clock tower and the new Main Post Office in the distance; the roof sign on the Broadway Hotel has not yet been constructed.

Photograph #: 6/18

Photographer: Unknown

Date of photograph: February 9, 1931

Description: View of West Burnside looking east from 5th, during the reconstruction of the street; note the new facade on the Philip Hotel and other buildings to the left.

Photograph #: 7/18

Photographer: Unknown

Date of photograph: March 29, 1931

Description: View of West Burnside looking east from Broadway, after completion of the street widening; note the new facade on the building east of the Broadway Hotel and other buildings to the left.

Photograph #: 8/18

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Section number Photos Page 3

CURRENT PHOTOGRAPHS

Broadway Hotel

Location: Portland, Multnomah County, OR

Photographer: Judith Rees

Date of photograph: February 23, 1993

Holder of negative: Portland Development Commission, 1120 SW 5th,
Suite 1102, Portland, OR

The information above is the same for all current photographs: #9/18-18/18.

Description: View of West Burnside looking east from Broadway toward the Willamette River.

Photograph #: 9/18

Description: View of NW Broadway looking north from Couch; note Custom's House, Golden West Hotel and former Post Office Building are on the left side of the street.

Photograph #: 10/18

Description: View of NW Broadway looking south from Davis; note the Broadway Hotel on the left and the Wells Fargo Building in the right background.

Photograph #: 11/18

Description: View of north side of Broadway Hotel; note the small building to was partially demolished for the moving of the Broadway Hotel.

Photograph #: 12/18

Description: View of the south and west facades of the Broadway Hotel.

Photograph #: 13/18

Description: Detail of pilaster, frieze and cornice.

Photograph #: 14/18

Description: Detail of tripartite window, frieze and cornice.

Photograph #: 15/18

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Section number Photos Page 4

Description: View of main stairway as it enters lobby just to left of elevator; note paneling detail on stairway and lower wall.

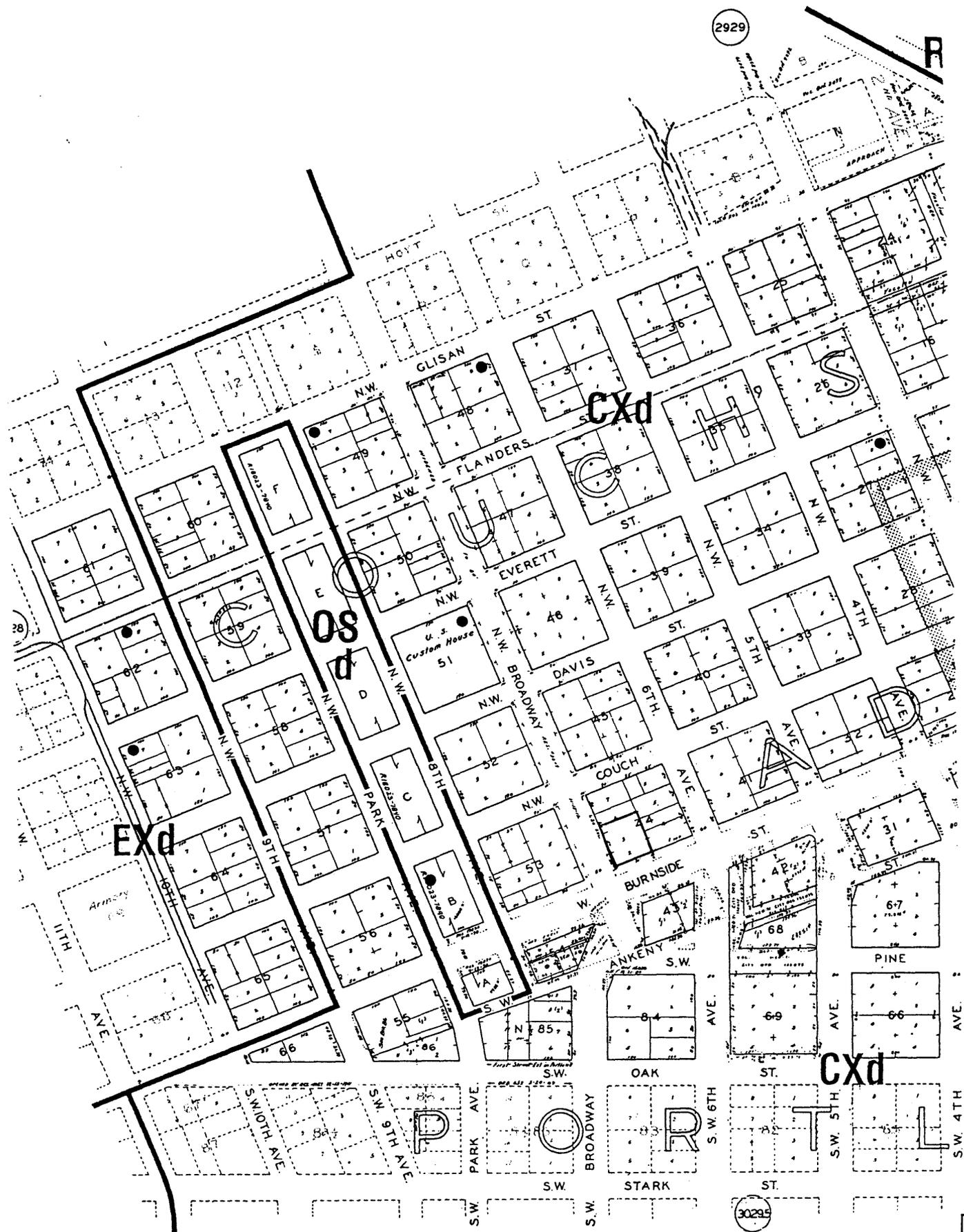
Photograph #: 16/18

Description: View of rear stairway with turned balusters.

Photograph #: 17/18

Description: View of hallway on third floor; note the doors without transoms are to bathrooms.

Photograph #: 18/18



● HISTORIC LANDMARK

NOTE: This entire 1/4 section lies within the CENTRAL CITY PLAN DISTRICT

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

ARON
FAEGRE
AND
ASSOCIATES
1100 N. W. 10TH AVE.
PORTLAND,
OREGON
503-222-2346

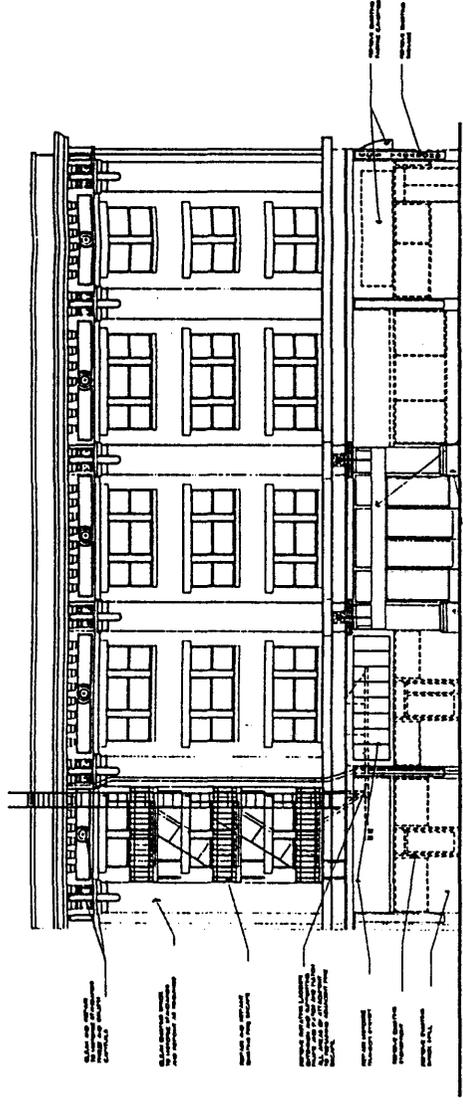
Architect

PORTLAND DEVELOPMENT COMMISSION
RESTORATION
BROADWAY BUILDING

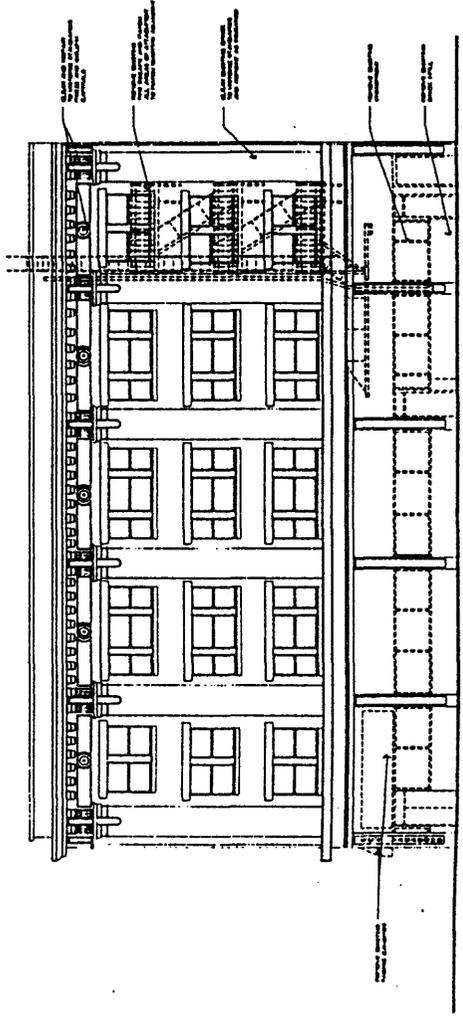
ELEVATION
DEMOLITION

NO.	DATE	DESCRIPTION

PAGE:
A2.1

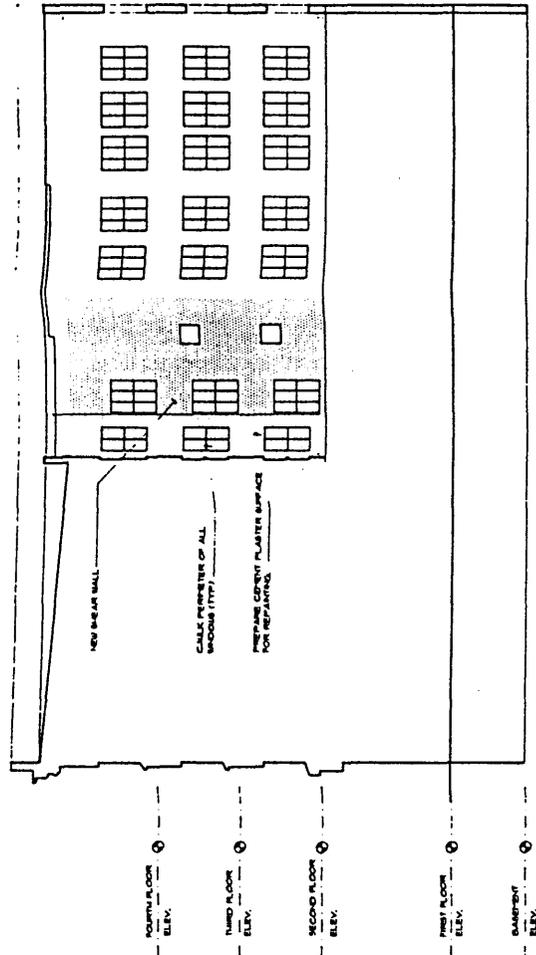


BROADWAY ELEVATION DEMOLITION
SCALE: 1/8" = 1'-0"

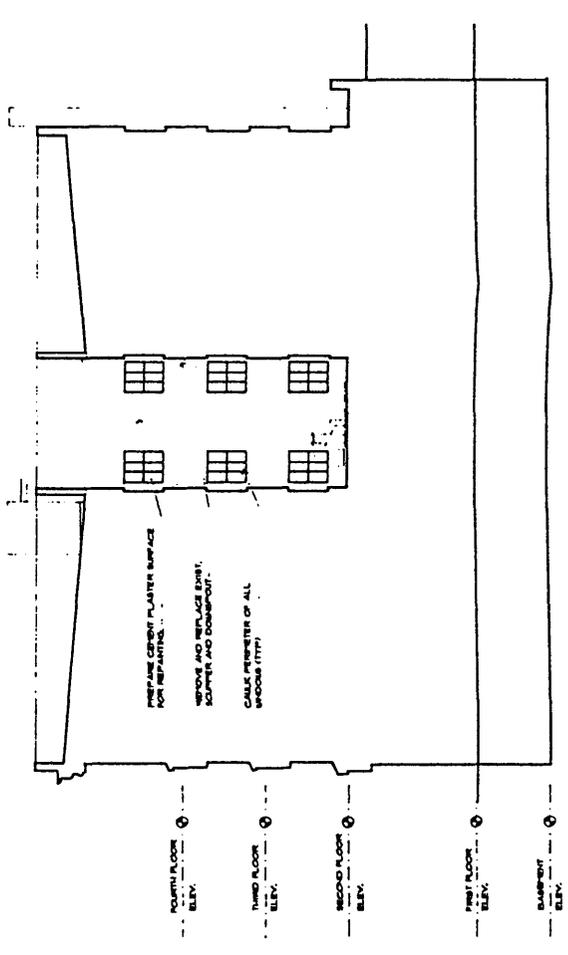


BURNSIDE ELEVATION DEMOLITION
SCALE: 1/8" = 1'-0"

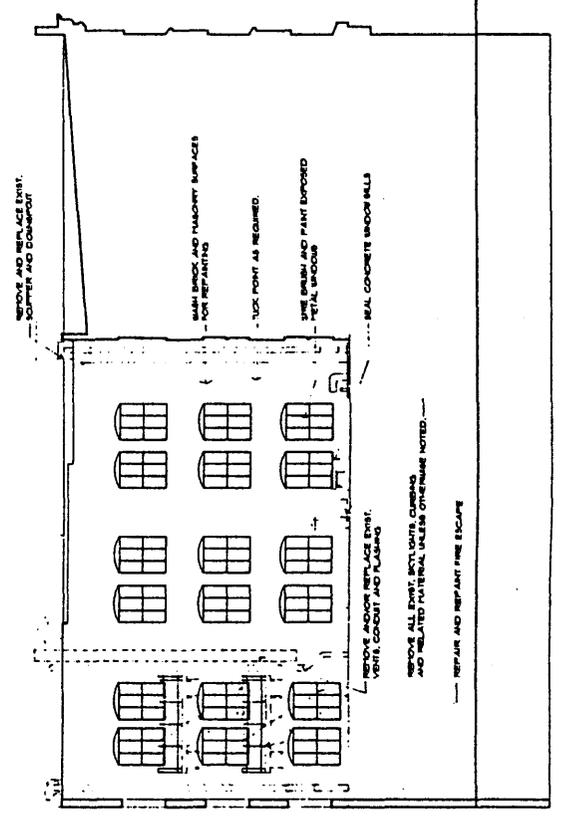
NO.	DATE	REVISIONS



LIGHT WELL WEST ELEVATION - DEMO & NEW
SCALE: 1/8" = 1'-0"



LIGHT WELL SOUTH ELEVATION - DEMO & NEW
SCALE: 1/8" = 1'-0"



LIGHT WELL EAST ELEVATION - DEMO & NEW
SCALE: 1/8" = 1'-0"

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



2-111-00002

2-16 N.W. Broadway

Couch's, Block 44, Lots 2, 3, South 20' of Lot 6
QUARTER SECTION MAP #: 2929.5
Burnside

ORIGINAL NAME: Broadway Hotel

ORIGINAL FUNCTION: Hotel

DATE BUILT: ca. 1913

STYLE: Streetcar Era Commercial, Twentieth Century Classical

ORIGINAL OWNER: Matschiner, Josef

TAX ASSESSOR'S ACCOUNT #: R-18020-3720

ZONING: C1Z

Rank III

SPECIAL FEATURES AND MATERIALS:

Decorative cornice with block modillions. Frieze with medallions. Brick pilasters with decorative capitals and brackets extending above cornice. Lintels with ear molding and sills over and below double-hung windows. Entrance has brick pilasters with decorative capitals.

SPECIAL F/M - SIGNIFICANT ALTERATION:

Neon signs and awning added and storefront altered.

AREAS OF SIGNIFICANCE: Architecture

2-111-00002

BIBLIOGRAPHY:

Portland City Directory (Portland, Oregon).

City of Portland Buildings Bureau microform and card files.

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

Sanborn Insurance Map, 1914, 1915, 1926.

McArthur, Lewis, unrecorded interview by Richard Meyer.

OLD ADDRESS: 20-26 Broadway North

MAJOR ALTERATIONS: 1917/65125

Present owner as of May 1981: Helen and James Swindell Estate

MAILING ADDRESS: 01404 S.W. Mary Failing Drive, Portland 97219

No Preservation Funding

Negative: 124-7

Score - Design/Construction: 8

Score - Historical:

Score - Rarity:

Score - Environment: 8

Score - Integrity: 8

Score - Intrinsic:

Score - Contextual: 16

Score - Total: 44