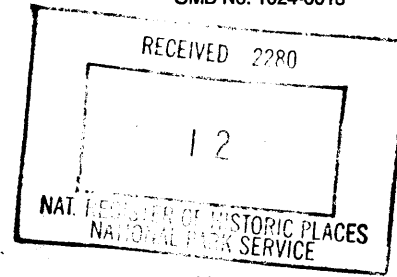


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



801

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 any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional 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 Oregon State Bank Building

other names/site number _____

2. Location

street & number 4200 NE Sandy Boulevard not for publication
city or town Portland vicinity
state Oregon code OR county Multnomah code 051 zip code 97232

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

[Signature] June 9, 2000
Signature of certifying official/Deputy Date
SHPO
Oregon State Historic Preservation Office
State or 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 commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

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

[Signature] Signature of the Keeper Date of Action 7/12/00

Oregon State Bank Building
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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
- 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		Total

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

Hollywood's Historic Commercial District

Number of contributing resources previously listed in the National Register

-0-

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE: Financial Institution

Current Functions
(Enter categories from instructions)

COMMERCE: Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19th AND 20th CENTURY
REVIVALS: Other: Renaissance Revival

Materials
(Enter categories from instructions)

foundation Concrete
walls Brick

roof Asphalt
other Terra Cotta
Iron

Narrative Description

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

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Oregon State Bank Building
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Hollywood's Historic Commercial District
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NARRATIVE DESCRIPTION

SUMMARY

The 1927 Oregon State Bank Building is a one-story, Renaissance Revival structure with a modified-wedge plan and a flat roof. The walls are constructed of reinforced concrete and are faced with brick, with terra cotta ornamentation. Exterior architectural details such as the large round-arched windows, the pilasters and keystone of the original entrance portico, and the decorative parapet and cornice reflect the Renaissance Revival style. This style, with its dignified classical elements, was especially popular for banks and other public buildings during the early twentieth century. The open floor plan of the building reflects the building's original use as a bank. The building is located at the center of the Hollywood's Historic Commercial District. It occupies a prominent corner lot at the busy intersection of NE Sandy Boulevard and 42nd Avenue. The property is in fair condition and has been moderately altered since the 1927-1949 period of significance.

SETTING

The Oregon State Bank Building is located at the southeast corner of NE Sandy Boulevard and NE 42nd Avenue. It is situated at the center of the Hollywood District, a predominantly commercial area in northeast Portland. The Hollywood District encompasses Hollywood's Historic Commercial District, which is clustered along NE Sandy Boulevard and which includes the Oregon State Bank Building. The building is a visually dominant feature of the busy Sandy Boulevard and 42nd Avenue intersection and the surrounding area. Sandy Boulevard serves as a state highway and carries a high volume of automobile traffic. It is also an important transit street, while 42nd Avenue is the main connection to the nearby Hollywood Transit Center, which is serviced by light rail. The area also supports much pedestrian activity.¹

The built environment of the surrounding commercial district reflects a transitional development period. The district's many storefront-commercial buildings reflect building patterns of the Streetcar Era, while other buildings reflect Sandy Boulevard's Motor Age development as a major arterial oriented to automobiles. The Oregon State Bank Building serves visually as a neighborhood landmark and complements the Hollywood Theatre, a National Register property located one block to the southwest that is the symbolic center of the larger Hollywood District.

SITE

The building is located on the southeast corner lot of NE Sandy Boulevard and 42nd Avenue. It is built to the property line of the 3,350 square foot parcel, abutting the sidewalk with no setback. The building is in the shape of a modified wedge, conforming to the odd shape of the lot as it is defined by the southwest to northeast diagonal of Sandy Boulevard cutting across the block grid of the Hollywood District. The parcel is situated on the west 50' of Lot 14, and on a small portion of the west 50' of Lot 15, of Block 4 of the Menefee Addition to Portland.

¹ In the *City of Portland Comprehensive Plan*, Sandy Boulevard is classified as a Major City Traffic Street, a Major City Transit Street, a City Bikeway, and a Major Truck Street; while 42nd Avenue is classified as a Neighborhood Collector and as a Major City Transit Street. Also, the intersection of Sandy Boulevard and 42nd Avenue falls within an area designated as the Hollywood Pedestrian District. *Transportation Element: City of Portland Comprehensive Plan* (Portland, OR: Office of Transportation, June 1996) 55-66.

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EXTERIOR

The Oregon State Bank Building measures 83'2" along its east façade, 50' along its south façade, 50'11" along its west façade, and 59'6" along its northwest façade. It is a one-story building and stands approximately 28' tall. All of its walls are constructed of reinforced concrete, with street-facing elevations sheathed in brick and terra cotta. The northwest and west elevations of the building were designed to present a unified, symmetrical façade centered around the building's west-northwest corner, the original location of the main entrance. This assemblage was oriented toward the intersection of NE Sandy Boulevard and 42nd Avenue. The building's street-facing facade is composed of three primary vertical divisions: a central elevation defined by the plane of the clipped west-northwest corner and occupied primarily by a large round-arched window flanked by terra cotta pilasters; and the surrounding northwest and west elevations, each punctuated by a series of four large, round-arched windows. Each of these elevations has a base sheathed in terra cotta and primary wall areas faced in slightly variegated buff-colored brick. The brick is smooth-surfaced and is laid in running bond with recessed buff-colored mortar. Orange-brown brick is used as trim around window openings and in soldier courses along the base and entablature. The terra cotta is made up primarily of rectangular blocks, measuring 1' by 1½', that are beige colored with light-gray flecking in imitation of coursed ashlar. The street-facing elevations are capped by a classical entablature derivative of the Tuscan order. The entablature features a brick frieze, with architrave and cornice made of galvanized iron painted to match the terra cotta. The architrave, bed mold, and cymatium are in the form of cyma reversa molding. The roof is flat and is topped by a brick parapet above the cornice.

The building's classical symmetry and entablature, brick-faced façade with terra cotta ornamentation, large round-arched windows, and pilasters crowned with capitals are characteristic of the Renaissance Revival style. The classical dignity of this style lent itself well to buildings intended to represent permanence and grandeur. It was especially popular in the early twentieth century for banks and other public buildings meant to impart a sense of importance and institutional integrity.

The building's terra cotta decoration is most elaborate on the central, west-northwest elevation. The terra cotta pilasters flanking the central round-arched window are surmounted by capitals with stylized acanthus scrolls. Instead of the brick and galvanized iron of the other elevations, the entablature of this elevation features a terra cotta architrave, frieze, and cornice. Below the architrave is band molding that features quatrefoil ornamentation with raised centers. The entablature is topped by a stepped and shallow-gabled parapet, also of terra cotta, which displays incised letters spelling "BANK." The large, round-arched window of this elevation has six upper lights set into wood sash, and three large, vertical lower lights divided by aluminum muntins. The window is topped by a terra cotta keystone.

The main entrance is located on the northwest façade. It is recessed into the lower portion of the western-most arched window and is topped by a large, curved metal canopy. Access is through double glass doors with oak frames and brass push bars and kick plates. Above the doors is a transom light set into an oak frame. Recessed walls sheathed in marble flank the doors. The marble is off-white in color with beige veins, except for a band of light purple marble along the base of the wall. A secondary entrance is located on the west façade. It is recessed into the lower portion of the second-most northerly arched window. Access is through a slab metal door.

The northwest and west elevations each have a series of four large, round-arched windows. These windows are recessed and originally measured approximately 15' tall by 6' wide. The center top pane of most of these windows opens by

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Oregon State Bank Building
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hopper operation. On the west façade, each window has 12 lights set into steel sash, except for the window above the secondary entrance, which has nine lights. Set into the terra cotta base below each window are cast-iron vent grilles. On the northwest façade, most of the windows have nine upper lights set into steel sash, with the lower portion of each window occupied by a single large light. The exception is the window into which the main entrance is set, which has six lights set into steel sash. Both the northwest and west elevations have a recessed sidelight flanking the west-northwest elevation. The sidelights each have a single light set into a wood frame, with the west elevation sidelight featuring a terra cotta slipsill. The sidelights also differ in that the lower portion of the sidelight located on the northwest elevation has been displaced by the main entrance.

The east and south elevations have no fenestration. The east elevation abuts an adjoining building, while the south elevation is concrete. Part of the east elevation extends above the adjoining building and features a painted sign with silver-colored letters reading "THE FIRST NATIONAL BANK OF PORTLAND," although this is not visible from the street. There is a concrete chimney flush with the east side of the building.

The exterior of the bank is currently in fair condition. While most of the exterior brick and terra cotta is in good condition, there is some damage to the terra cotta cornice and parapet, including water infiltration and spalling. Also, there are small holes in some upper areas of the brick facing remaining from the mountings of former signs and there is some brick discoloration on the west-northwest elevation due to water infiltration and mortar failure. Additional problems include corrosion and holes in the galvanized iron cornice, and cracks in the concrete of the south façade.

INTERIOR

The interior of the building retains an open floor plan reflective of the building's former use as a bank. Most of the main level, except along the southern wall, remains as a single large space with a vaulted ceiling. Originally, this space had a terrazzo floor of white cement and colored marble chips, with walls finished in plaster simulating travertine stone. The floor is currently covered in carpeting, while the walls have been painted, although the faux-joinery of the imitation travertine stone remains visible.

Although displaying few details from its former use as a bank, the building's interior is in good condition. The southern end of the main floor is occupied by small storage rooms, office space, and a restroom. One of the storage rooms formerly served as the bank's vault, which is reflected in its thick concrete walls. Above the southern end of the main floor is an interior balcony enclosed by glass and accessed by a stairway with a hammered wrought-iron handrail. The handrail appears to be the original stairway handrail shown in the 1926 building plans. There is also a below-grade basement with a vault used for storage and a boiler room.

CONSTRUCTION HISTORY AND MAJOR ALTERATIONS

Permit records held by the City of Portland Office of Planning and Development Review include a building permit issued on December 14, 1926, to the Oregon State Bank/Citizens Bank Trustees to construct a one-story bank at a reported cost of \$23,600. Architectural plans for the bank were prepared by C. A. Houghtaling, Inc., Architects, with the construction contract awarded to L. L. Hickok. Building occupancy was recorded on June 6, 1927.

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The first alteration to the bank recorded by the Bureau of Buildings (now the Office of Planning and Development Review) was for additional concrete wall forms in 1939 to create basement storage rooms. This occurred after the building was acquired by the First National Bank of Portland in 1933. Other early alterations included the construction of a basement restroom in 1943 and the relocation of restrooms from the first floor to the interior balcony in 1945.

The most significant alterations to the building occurred in 1947, when the main entrance, originally on the west-northwest corner, was relocated to its present location on the northwest elevation. The original corner entrance was through double doors flanked by sidelights and wood pilasters. The doors were topped successively by a transom light with crystal glazing and zinc bars and by a wood cornice. In addition to removal of this entrance, the alterations included removal of crystal glazing and "union jack" pattern zinc bars from the still-existing round-arched window and outer sidelights that had surrounded the original entrance. These elements were replaced by clear glass. The new entrance on the northwest façade included the still-extant double doors and marble-faced wall area, which originally featured neon letters spelling "ROSE CITY BRANCH." The entrance was sheltered by a curved metal canopy with chrome trim and "FIRST NATIONAL BANK" displayed in chrome lettering. The 1947 alterations also included relocating bank counters and fixtures, enclosing the interior balcony in glass, and creating additional basement storage rooms. Plans for the 1947 alterations were produced by Barrett and Logan Architects of Portland.

Alterations to the building after the end of its use as a bank include removal of the chrome and neon entrance signs when the building was vacated in 1952. The first floor office area was remodeled and the a sidewalk elevator installed in 1954. These alterations were undertaken as part of the building's conversion for use as a piano and organ store, a role it would serve from 1954 until 1981. The 1954 alterations also included the addition of prominent neon signs advertising the music store. One of these signs was an attachment to the entrance canopy, while another took the form of a large vertical sign that extended from the canopy to above the building's roofline. These signs have subsequently been removed.

Additional modifications were made to the building at unknown dates. Alterations were made to the entrance canopy, enlarging and extending it across the front of the building's west-northwest corner. A secondary entrance was cut into the lower portion of a round-arched window on the west elevation. The windows on the building's northwest elevation were enlarged by cutting into the terra cotta-sheathed base. The counters and other bank fixtures were removed and the vaults converted to storage spaces, also at unknown dates but probably by 1954.

The building's present owners hope to protect what remains of the structure's historic integrity while making improvements to ensure its continued use. They plan to refurbish the building's cornice and parapet sometime in the near future to remedy damage that has occurred over the years.

The City of Portland has designated the Hollywood District as a Town Center. As such, it is targeted to absorb a concentration of new commercial and higher-density residential development. New development in the area includes conversion of the adjoining commercial building on Sandy Boulevard into a specialty grocery store, while a new mixed-use building is being planned for construction adjacent to the nearby Hollywood Theatre. The Oregon State Bank Building's owners hope that their building will continue to contribute to the Hollywood District in the midst of changes attendant to the area's redevelopment.

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CHESTER A. HOUGHTALING – ARCHITECT

The architect of the Oregon State Bank Building, Chester A. Houghtaling, was a locally prominent architect who designed a large number of commercial and residential buildings in Portland during the first decades of the twentieth century. Houghtaling was born on October 27, 1882 in Cleveland, Ohio. He studied construction engineering at the Lewis Institute of Chicago. Upon completion of his degree, he was employed as a draftsman for the firm of Purdy & Henderson, Engineers of Chicago. Next, he took a position with J. S. Metcalf, where he became involved with the construction of grain elevators. It was through this job that he began doing construction work in the Chicago stockyards, completing many projects for the city's leading packing firms.

In 1903, Houghtaling moved to Saskatoon, Canada, where he worked for three years. In 1906, his career took him to Spokane, Washington to work for the firm of Cutter & Malmgren. Within the next few years, Houghtaling's work would take him to Twin Falls, Idaho, back to Canada, and in 1913, to Portland, Oregon. He opened an office on his own, but from 1914 to 1925, he worked with a partner, Leigh L. Dougan. Together they designed a number of renowned buildings in Portland, including the Elks Temple, the Medical Arts Building, Washington High School, and St. Stephens Cathedral. Houghtaling is also listed as a designing engineer associated with both the Burnside and the Ross Island Bridges.

Houghtaling also served in World War I as a captain in the Army Corps of Engineers. Returning to Portland, he remained a member of the Portland Post, No. 1, American Legion. He was an active member of many Portland area associations, including the Loyal Order of the Moose, the Benevolent Protective Order of the Elks, the Knights of Columbus, the Chamber of Commerce, and the Realty Board. Houghtaling died on March 31, 1940.

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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 a 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 (see "Architecture," Section 7)
- ___ 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)

COMMERCE
COMMUNITY PLANNING AND
DEVELOPMENT

Period of Significance

1927 - 1949

Significant Dates

1927, 1947

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Houghtaling, Chester A., architect
Hickok, L. L., builder

Primary location of additional data

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

Name of repository

Oregon Historical Society / 1230 SW
Park Avenue / Portland, Oregon 97205

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STATEMENT OF SIGNIFICANCE

The Oregon State Bank building, constructed in 1927, is eligible for listing as it relates to the multiple property submission for Hollywood's Historic Commercial District of Portland, Oregon. It is significant under Criterion A when analyzed within the multiple contexts of Community Planning and Development, and Commerce. The building is relevant to the banking and finance industry of Portland, Oregon, and it was pivotal in the development of commerce in the historic commercial district of Hollywood. Additionally, the Oregon State Bank was instrumental in the development of the surrounding business community. The bank is also noteworthy as one of the first branch banks in the city of Portland. The bank was both a product of the Rose City Park community and a facilitator in the development of Hollywood's Historic Commercial District. The period of significance begins with the building's construction in 1927 and ends in 1947, the date of major changes and alterations to the building. The building functioned as a bank throughout the period of significance.

THE PORTLAND BANKING INDUSTRY: 1880 - 1929

The historical significance of the Oregon State Bank building cannot be fully understood without first exploring the history of banking in Oregon. Placing the bank within this context illuminates the relevance of the building.

The nineteenth century represented an era of free commerce and banking in Portland, Oregon. The only regulatory law in existence at that time was a prohibition against state-chartered banks. This law was re-interpreted in 1880, and state chartered banks were deemed constitutional. With no state banking regulations, anyone could legally open a banking house; they needed neither license nor permission to operate. During this time of non-restricted banking, several of Portland's most prominent banks sprang into existence, including the First National Bank of Portland, U.S. National Bank of Oregon, and Ladd & Tilton Bank.

As a direct consequence of the regulation-free environment, many banks suffered from a mismanagement of capital. Throughout the country, the effects of financial mismanagement by banking institutions were felt during the financial crisis of 1907. Portland was no exception to this crisis. One of the city's largest banks, Ladd & Tilton Bank was brought to the brink of closure, entirely due to the risky speculation of bank president William Mead Ladd and his associates.¹ This fiasco, along with a number of other smaller financial disasters, ushered in a new era of fear and suspicion within the Portland banking community.

Provoked by this financial crisis, Oregon enacted the Bank Law of 1907, which went into effect in February of that year.² As the first piece of legislation to lay down concrete regulations for the Oregon banking industry, the law established the State Board of Banking Commissioners. The legislation also created protection for the creditors of banks, established minimum capital requirements and cash reserves, and provided for stricter regulations of loans. Perhaps the most significant change brought about by this law was the prohibition against the conversion of bank funds to private use by

¹ Larry Schweikart, ed., *Encyclopedia of American Banking History & Biography: Banking and Finance to 1913* (NY: Facts on File, 1990) 302-3.

² Albert Gutowsky, "History of Commercial Banking in Oregon," *Oregon Business Review* August 1965: 6.

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bank officers.³ The Bank Law of 1907 was the first of many which would attempt to stabilize the banking industry and alleviate the fears of the shareholders and customers alike.

This law was followed by a piece of state legislation in 1909, which prohibited branch banking. A common practice throughout the nineteenth century, branch banking enabled a single bank to operate many offices throughout a region. During the first decade of the new century, this practice was being eradicated in most states. Prohibition of branch banking was due in part to a backlash against large city institutions, which rose to power in the late nineteenth century, and it was reiterated by the recent financial crisis.⁴ The average investor felt that branch banking was not only impersonal, it was risky. Therefore, in an attempt to return banking to the local community level, Oregon, along with twenty-seven other states, prohibited branch banking.⁵

Despite the increasing regulation of the banking industry in the early 1900s, Oregon's banking industry flourished under a system of group and chain banking. Group or chain banks differed from branch banks in that the same individual, shareholders, or investment company controlled the banks, yet they functioned separately, as independent unit banks.⁶ Many of the Portland banks had affiliates in the outlying urban areas and suburbs, all of which maintained complete autonomy over their assets. The development of this practice returned a sense of financial autonomy to communities and restored their faith in the safety of economic institutions.

The interwar era was one of real sustained economic expansion in the U.S., and Oregon was no exception. Oregon -- specifically, Portland -- continued on an upward trend until the crash of 1929. By 1920, Oregon had 284 banks, 93 of which were affiliates of national banks. The total combined resources for these banks were approximately \$362.5 million.⁷ Thus, the majority of these banks were community banks, oftentimes formed by local businesses as financial centers for themselves and their customers. This resurgence in popularity of small community banks corresponds with the national opinion that the local community bank was the better alternative. At the time, "the American banking system was not highly integrated and co-ordinated. It was based on the theory that unit banks (often operating competitively) render the best and safest banking services to their communities."⁸

By the late 1920s, the trend towards strong community banking began to reverse. In 1921, Oregon passed a law which allowed for the establishment of branches if, in a similar situation, a national bank could establish a branch locally. National banks were allowed to establish branches, though the federal regulations were very strict regarding the location of the operation. In an attempt to limit the competition of national and state banks, the federal government had placed stringent fiscal requirements upon national bank branches.

³ E. Kimbark McColl, *The Shaping of a City: Business and Politics in Portland, Oregon 1885 to 1915* (Portland, OR: Georgian Press, 1976) 352.

⁴ National Industrial Conference Board, *The Banking Situation in the United States* (NY: National Industrial Conference Board, 1932) 19.

⁵ *Banking Situation*, 17.

⁶ *Banking Situation*, 18.

⁷ Gutowsky, 7.

⁸ *Banking Situation*, 27.

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Additionally, bank mergers frequently began to occur during the late 1920s. In 1928, critical bank mergers established the West Coast Bancorp, Pacific Bancorp, and U.S. National Corporation.⁹ These corporations, or holding companies, would own controlling interest in multiple banks; the three above-mentioned corporations owned a combined eighteen banks by the end of 1928, five of which were located within the city limits of Portland.¹⁰ This tendency towards consolidation was triggered in part by an enormous increase in personal savings. The roaring twenties had produced excess funds for the majority of citizens, both locally and nationally, and by 1928 the surplus income had reached \$14 billion nationally.¹¹

The stock market crash of October 1929 did not hit Oregon as badly as it did the rest of the nation. Oregon waded through the storm due to its extreme conservatism in matters of banking and finance. Despite its comparative good luck, Oregon witnessed the end of many of its financial institutions. Between the years of 1928 and 1932, the number of autonomous banks declined from 260 to 160.¹² Much of this decline is due to bank failures, but bank consolidation was also a key factor. Small banks were hard pressed to ride out the depression alone; they were faced with either joining a bank corporation or closing their doors.

COMMERCIAL DEVELOPMENT: 1907 – 1949

Rose City Park Area

With the extension of an arterial streetcar network connecting the eastside to downtown Portland, bedroom communities began to flourish during the first decades of the twentieth century. Streetcar expansions not only sparked housing construction, but led to the formation of distinct, identifiable neighborhoods on the east side.¹³ The Hollywood District as we know it today was originally included in the boundaries of the Rose City Park subdivision, which was platted and received streetcar service in 1907. The Rose City streetcar line, extending east along Sandy Boulevard, spurred both residential and commercial development oriented to Sandy Boulevard.

Rose City Park originated as a business venture between prominent downtown businessmen and bankers Theodore B. Wilcox, Walter F. Burrell, E. L. Thompson and J. L. Hartmann. They incorporated the Rose City Park Association in 1907 to purchase and develop approximately 1,000 acres of farmland, some of which had already been subdivided. They received a streetcar franchise on Sandy Boulevard to serve the area. The developers touted Rose City Park as "Portland's most beautiful and scenic suburb."¹⁴ They envisaged a village in a park that "...in contrast to the later and adjacent Laurelhurst development...was to be geared to the working class."¹⁵ A promotional brochure designed by the developers extolled Rose City Park's features: "Bull Run water, electric car service, 'parked streets', cement sidewalks, telephone connections, electric lights, 'magnificent scenery', fifteen minutes to the business district, and reasonable prices. Lots sold for \$400 to \$600 each."¹⁶ There was a stipulation that buildings could not cost less than \$1,500. Commercial

⁹ E. Kimbark MacColl, *The Growth of a City: Power and Politics in Portland, Oregon, 1915 to 1950* (Portland, OR: The Georgian Press, 1979) 368.

¹⁰ MacColl, *Growth*, 368.

¹¹ MacColl, *Growth*, 369.

¹² MacColl, *Growth*, 368.

¹³ City of Portland, *East Portland Community Plan Project Summary Report* (Portland, OR: Bureau of Planning, August 1997) 42.

¹⁴ City of Portland, *East Portland*, 9.

¹⁵ MacColl, *Growth*, 89.

¹⁶ *Rose City Park History Book* (Portland, OR: Universal Graphics, 1997) 9-10.

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activities and saloons were prohibited, as was sale or rental to Asians.¹⁷ Rose City Park proved to be a lucrative real estate venture.

While streetcar service facilitated access to Rose City Park, there was a geographical barrier to its assimilation with adjacent neighborhoods. Sullivan's Gulch, the location of the Union Pacific railroad tracks, impeded access to neighborhoods south of Rose City, such as Laurelhurst. The existing crossings were considered hazardous. In 1916, the 37th Avenue viaduct was constructed over Sullivan's Gulch, followed in short order by several others to the east. Highway coordinator Fred T. Fowler recalled, "It was around 1918 that wooden bridges were built, with the railway company paying sixty percent of the cost, across 33rd, 37th, 47th, 53rd, 60th, 74th, and 82nd."¹⁸ Once these viaducts were completed, the Rose City area experienced a sustained period of growth, offering a full range of urban amenities and public services.¹⁹ Commercial activity was substantially facilitated along both Sandy Boulevard and the Sullivan's Gulch corridor.

Hollywood's Historic Commercial District

Encompassed by Rose City Park, the Hollywood neighborhood is a modified rectangular-shaped area that includes Hollywood's Historic Commercial District. The neighborhood is bounded by NE Thompson Street to the north, NE 47th Avenue to the east, Sullivan's Gulch (now the Banfield Freeway or Interstate 84) to the south, and NE 37th Avenue to the west. While Rose City Park continued to grow as a planned community during the teens, the Hollywood area remained largely undeveloped.²⁰ Much of the area was still dairy farmland. There were no mercantile establishments west of 42nd Street before 1912.²¹ In 1912, when the Rose City grammar school was constructed, development in the area between NE 33rd and 53rd Avenues (the present-day Hollywood District) was still widely dispersed, with an average of two houses per block.²²

The transformation of Sandy Boulevard to a commercial strip was brought about as a direct result of the city's first zoning ordinance as well as the increase in auto ownership. The 1924 zoning code designated most of Sandy Boulevard as a business-manufacturing zone, thus encouraging further commercial development.²³ Referring to the metamorphosis of the Hollywood district from a "generally undeveloped" part of Rose City Park into a thriving business community, local historian George M. Walker noted, "About 1920, it came to life with commercial buildings...In the mid-1920s, homes and residences were removed, commercial zone boundaries were established and it sprang to life as a commercial colony."²⁴ The lot where the Oregon State Bank building now stands originally held a small office building; this structure was removed in 1926 to make room for the bank. In 1926, the *Oregon Daily Journal* stated that Sandy Boulevard was "vital to autos" and the commercial trend was growing.²⁵ Beginning in the Hollywood district of Rose City Park, large lots fronting on Sandy Boulevard were sold for commercial use, and "The Roseway" became a commercial thoroughfare.

¹⁷ MacColl, *Growth*, 89.

¹⁸ "Engineer Fowler Recalls Sandy as Road," *Oregonian* 8 April 1964: HW 14, C3.

¹⁹ MacColl, *Growth*, 94.

²⁰ City of Portland, *East Portland*, 261.

²¹ *Rose City*, 11.

²² Rus Morgan, "21 Years of Progress: Hollywood Shopping District Comes of Age," *Oregonian* 29 November 1949: 2.

²³ City of Portland, *The Hollywood and Sandy Existing Conditions Report* (Portland, OR: Bureau of Planning, November, 1998) 6:1.

²⁴ Steve Erickson, "Thriving Hollywood East Portland Hub," *Oregonian* 30 April 1976: B6.

²⁵ MacColl, *Growth*, 344.

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Automobiles offered convenient access to its proliferating shops and services. This influx of development paved the way for the creation and success of the Oregon State Bank.

THE OREGON STATE BANK AND COMMUNITY DEVELOPMENT: 1926 - 1927

The Oregon State Bank was established in response to the growing Rose City Park/Hollywood community. Until the formation of the Oregon State Bank, there was no bank in the suburban eastside of Portland. The local business and residential community had to travel to the Citizen's Bank on SE Grand Avenue or journey to another distant bank for their daily transactions. The lack of a local bank was detrimental to further commercial growth in the area. Small local businesses such as pharmacies, bakeries, groceries and other retail stores needed a bank that could understand and respond to issues that affected the Rose City Park/Hollywood community. The Oregon State Bank provided the perfect solution.

The establishment of a bank in the region was part of a commercial development plan formulated by D. G. Wilson in 1911. Wilson, a prominent Sandy Boulevard developer, was possessed by a dream to cultivate the then-underdeveloped Hollywood commercial district, fashioning it into a well planned, thriving business community. He selected NE 42nd Avenue and Sandy Boulevard as the focal point of his district because of its "strategic location as the center of the Rose City Park, Beaumont, and Laurelhurst districts, and also because it is at the logical intersection for two great cross town arteries of traffic."²⁶ Fred G. Meyer later came to a very similar conclusion when he built his first suburban store on the corner of NE Sandy and 41st Street in 1931. According to Wilson, the establishment of a local bank on the corner of NE 42nd Avenue and NE Sandy was integral to his plan, with the rest of the commercial center radiating outward. Wilson's plan was realized by the end of the 1928; by that time the corner of NE 42nd and Sandy Boulevard served as the focal point of the district with 206 other business establishments all located on or around that corner.²⁷

Hollywood's Historic Commercial District was designed to be a model of commerce and successful business development. The Oregon State Bank functioned as a critical element in the success of this planned commercial district. "Opening of the Oregon State [B]ank, ... marks the completion of a carefully worked out plan for the creation of a community business district of sufficient strength to serve the surrounding populace and made strong through the fact that the owner of the four corners at the intersection, D. G. Wilson, selected tenants so that none would be in direct competition with each other."²⁸ Along with the bank, Wilson planned for a number of other businesses, which would serve the needs of the community.

As the major landowner and developer in the region, Wilson was able to handpick businesses that he felt would bolster the district's success. Some of these commercial enterprises were the Liggett Drug Store, the Eagle Grocery, the Triangle Meat Market, and Portland Plumbing & Heating, all located in a building owned by Wilson on the northwest corner of the intersection of NE 42nd Avenue and Sandy Boulevard. Also included in Wilson's plan were Van Gorder Delicatessen and J. C. Penny & Company, both located in the Wilson Building on the southwest corner of the intersection. Though Wilson did not own all of the adjacent land, the surrounding landowners cooperated with him in the formation of the general plan and in the development of a strong business community.

²⁶ Wallace S. Wharton, "New Bank Forms Pivot of Large Trading Region," *Oregon Daily Journal* 5 June 1927: 4.

²⁷ Morgan, 2.

²⁸ Wharton, 4.

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One important example of that planning effort was Wilson's collaboration with Claude Jensen and John Von Herberg, the original owners of the Hollywood Theatre, in realizing his community plan.²⁹ Completed in 1926, the Hollywood Theatre, from which the district takes its name, is the most prominent landmark in the district. Once the Hollywood Theatre is factored into Wilson's plan, the development of the district can be viewed as one of careful and premeditated planning. The cooperation of the local landowners in the development of Hollywood's Historic Commercial District was critical to the subsequent success of the area and its businesses.

D. G. Wilson's dreams were also in perfect harmony with the plans of the founders of the Oregon State Bank. According to N. U. Carpenter, founding president of the bank,

We hunted all along Sandy boulevard for a location when we decided to form the Oregon State bank, ...and after careful consideration decided on the site at East forty-second street north and Sandy as the best suited to our needs. This, in our opinion[,] is one of the very best suburban districts in Portland and its continued growth is assured. People would be surprised at the immense amount of business transacted in this vicinity daily. It is an ideal location, we believe, for a bank, and here we will offer to depositors banking facilities the equal of any to be found in the city.³⁰

The bank itself was formed by a conglomeration of local businessmen, most of whom operated along or around Sandy Boulevard.³¹ Twelve out of the twenty original shareholders in the bank either lived or owned businesses located on the Sandy Boulevard corridor/Hollywood area. Among the local businesses represented by the stockholders were J.C. Penny & Company, Jantzen Knitting Mills, Western Dairy Products Company, Acme Fuel Company, Bender's Bakery, Crout Grocery Company, and Kaegi's Pharmacy. The first four listed were large companies that were vital to the larger community of Portland as well as locally influential. In an article announcing the grand opening of the bank, the *Oregonian* stated that "[t]he new bank, it is understood, will cater particularly to the needs of the rapidly growing business section in the Rose City Park community."³² These local businesses were thriving, and that growth necessitated the establishment of a local bank.

However, the bank was not merely a product of local business growth. The presence of a strong bank played a critical role in and encouraged the development of the community. With a solid financial institution in the area, new businesses and developers perceived a thriving community in which they could grow. While much of the commercial development in the district occurred between 1925 and 1927, coinciding with the construction of the bank, development continued on a significant level through the 1930s. After the opening of the bank, a number of important local institutions opened their doors. Examples of these include: Fred Meyer Hollywood Public Market (1931), located on NE 41st Street and Sandy Boulevard; Sunny Jim's Market (1933), also on NE 41st and Sandy; Harold Kelley Appliance Company (1931), located on NE 42nd and Sandy in the Wilson Building³³; and J.C. Penny & Company (1927), also located in the Wilson Building. The formation of the Hollywood Boosters in the early 1930s, 54 members strong at inception, was another product of the growing success of the commercial district.

²⁹ Wharton, 4.

³⁰ "Plans Completed for Suburban Bank," *Oregonian* 19 November 1926: 8.

³¹ Wharton, 4.

³² "Oregon State Bank Opens Auspiciously For Business in Rose City Park District," *Oregonian* 5 June 1927: 10.

³³ This building was renamed the Kelley Building in 1931. It retains that name today.

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Oregon State Bank Building
Name of Property

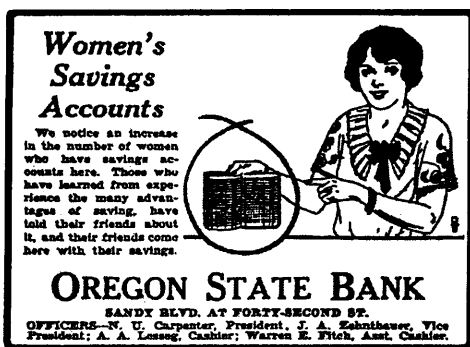
Multnomah, OR
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EARLY HISTORY OF THE OREGON STATE BANK: 1927-1933

The Oregon State Bank opened its doors on June 4, 1927. At the end of the first business day, the bank reached its goal of \$100,000 in deposits.³⁴ The bank was originally owned by the Citizen's Bank of Portland, which was located on the corner of SE Grand and Alder. Though research has found no other information regarding the connection between the two banks, more than likely Oregon State Bank was a chain bank of Citizen's Bank. N. U. Carpenter, president of Oregon State Bank, was also president of Citizen's Bank. Despite these significant connections, Oregon State Bank apparently had no other association with Citizen's Bank. By 1928, the deed records indicate that the building was owned by Oregon State Bank, thereby dissolving the financial association between the two banks.

By the close of the eleventh month of business, the Oregon State Bank had reached a third of a million dollars in investments. The bank also gained more than 100 new accounts in a period of four months. In the local paper, the *Rose City Herald*, it was reported that the bank had "probably one of the best records of any community bank in the city."³⁵ It was quite uncommon for a community bank to have such a large amount of capital. In 1929, 83.3 percent of all American banks had \$100,000 or less in capital.³⁶ This statistic placed the Oregon State Bank among the elite minority of all banks, not just the small community banks. The financial strength of the bank was a product of the growth of the Hollywood District and the success of the local businesses. The financial stability of the region was the main reason that the Oregon State Bank was able to weather out the crash of 1929 and the subsequent financial crises of the early 1930s.



Advertisement for the Oregon State Bank as it appeared in the *Rose City Herald* on October 19, 1928.

The bank's main business appears to have been savings accounts. During the 1920s, surplus income was at an all-time high, and the Oregon State Bank successfully tapped into that market. Their ads in the *Rose City Herald* reveal the bank's desire to promote the use of banks to a varied audience. The bank's ads reflect a clear sense of the local community and the trends of the day. They were geared towards both the white and blue collar worker, the family man and the wife. The majority of their ads carried the general theme of saving for that "time of need." Advertisement headlines such as "No Park Bench Seat for the Saver" and "The Book I Count Upon When I Need a Friend" emphasized the fears of the average middle class population that lived and worked in Rose City Park and the Hollywood neighborhood. The advertisement to the left targets women, reflecting the changing attitude within the Hollywood neighborhood towards women; they were now viewed as workers capable of earning and saving their own income. The role of women within Hollywood's Historic Commercial District was to become central, as they were identified as the consumers.

The *Rose City Herald* targeted the female shopper, and the Oregon State Bank ads were no exception. The bank's advertisements frequently targeted women as the consumers, and all of their ads regarding checking accounts were geared towards females. A Christmas ad, which appeared in the *Rose City Herald* on December 7, 1928, depicts two women

³⁴ "O. S. B. Opens," 10.

³⁵ "Oregon State Bank Shows Big Growth," *Rose City Herald* 11 May 1928: 3.

³⁶ *Banking Situation*, 17.

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shopping. The ad states, "Doing Christmas shopping by check is such a safe and sane way to do. No need to carry any money with you on a shopping trip. Just tell them to send your purchases C. O. D., and you pay for them by check when they are delivered to your home. Or if you are buying on a charge account, there is no easier way to pay your balance than by check."³⁷

When the crash of 1929 hit, the strength of Hollywood's Historic Commercial District enabled the Oregon State Bank to survive. In fact, the bank remained so strong that banks outside of the Hollywood area took notice. In 1933 the bank was purchased by First National Bank of Portland, one of the strongest and most successful banks on the West Coast. Though this change of ownership brought no significant changes to the average investor, it ushered in a new era for the bank. Effectively, the bank had moved beyond its role of local community bank and was part of the first wave of banks to be enveloped in the new banking conglomerations.

FIRST NATIONAL BANK, ROSE CITY PARK BRANCH: 1933-1949

Henry Corbett and Henry Failing established the First National Bank of Portland in 1865. The bank, which prided itself on being the oldest national bank west of the Rockies, quickly became one of the most successful banks on the West Coast. First National Bank was the second largest bank in the state of Oregon, engaged in a constant battle with U.S. National Bank for the position of the largest bank. In 1930, just a few years before the purchase of the Oregon State Bank, First National was sold to bank mogul Frank Giannini of San Francisco, and his corporation, Transamerica. Thus, in 1933, when the Oregon State Bank was purchased by First National, it was also engulfed by a major West Coast banking house, soon to become the largest banking institution in the world.

In February of 1933, the Oregon State legislature passed the Branch Bank Enabling Act, which effectively allowed for the practice of branch banking throughout the state of Oregon. The law went into effect on April 1, 1933, and on April 3, 1933, the Oregon State Bank ceased to exist. It was purchased by First National Bank of Portland and became one of the first branch banks in the city of Portland. It was the fifth branch operated by the First National Bank. The first branch was in Gresham, a neighboring town to the east of Portland, which opened on Saturday, April 1st; the other three all opened their doors on Monday, April 3, along with the newly renamed First National Bank of Portland, Rose City Branch.

The transition from local bank to branch bank had a significant impact on the community. Although Hollywood could no longer boast of its own thriving bank, the area was distinguished for another reason. Their bank not only became part of the second largest bank in Oregon, it became a part of one of the largest financial institutions on the West Coast. Ads for their bank now appeared in the *Oregonian* and the *Portland City Directory*, not just in the local *Rose City Herald*.

The Rose City Park branch of First National Bank remained in the building until 1952, when it moved into a new facility across the street. Later tenants included a piano store, a nickel arcade, and a bridal shop. Currently, the building houses a consignment furniture store.

³⁷ "Oregon State Bank," *Rose City Herald* 7 December 1928: 2.

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Oregon State Bank Building
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REGISTRATION REQUIREMENTS / SUMMARY

As discussed in the multiple property submission for Hollywood's Historic Commercial District of Portland, Oregon, the associated property type, Commercial Buildings, will be historically significant under Criterion A. A property under the genre of Commercial Buildings will be significant based upon its function and its relation to the development of the commercial district. It will illustrate the thriving commercial district in both purpose and design.

Commercial properties make up a significant portion of Hollywood's Historic Commercial District. Many of these properties, including the Oregon State Bank building, are important in terms of their function. The Oregon State Bank's function as related to the Registration Requirements described in the MPS for Hollywood's Historic Commercial District is financial services. This function relates directly to the area's development as a commercial district. The Oregon State Bank building qualifies for listing in that it retains its setting and the forms evoking its period of construction. Additionally, the building retains sufficient integrity to represent a characteristic example of its financial service function as described above.

The Oregon State Bank building is eligible for listing on the National Register because it is locally significant in the fields of Community Development and Commerce. Analysis of the Oregon State Bank building under the context of Community Development, clearly makes the building's case for nomination. The Oregon State Bank was instrumental in the development of Hollywood's Historic Commercial District. It provided the necessary capital and financial services which enabled the local businesses, such as Yaw's Top Notch, Steigerwald Dairy, J. C. Penny & Company, and Fred Meyer, to thrive. Additionally, the bank was an integral part of the community design; created specifically to serve the flourishing business and residential community that surrounded it. Complimenting its important commercial function, the bank was designed to be a visually prominent landmark in Hollywood's Historic Commercial District, a role it continues to play today. The bank opened at a crucial point in the in the district's development and became an indispensable factor in Hollywood's success as a commercial center.

When examining the historical role of the Oregon State Bank within the context of Commerce, the bank can easily be identified as an important player in the banking industry of Portland. Not only was the bank unique in its financial strength and stability for a community bank, its history directly reflects the changes of the local banking industry. The fact that the bank served as both the first bank in the suburban eastside and one of the first branch banks in the city of Portland should not be overlooked.

In conclusion, the Oregon State Bank building is an excellent example of the associated property type, Commercial Buildings, for the multiple property submission for Hollywood's Historic Commercial District in Portland, Oregon. It should therefore be granted landmark status in the National Register of Historic Places.

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Oregon State Bank Building
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Oregon State Bank Building
Name of Property

Multnomah, OR
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Oregon State Bank
Name of Property

Multnomah, OR
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10. Geographical Data

Acreage of Property less than one acre (3,350 sq. ft.)

UTM References

(Place additional UTM references on a continuation sheet)

1

1	0	5	2	9	7	8	1	0	5	0	4	2	3	7	1	0
Zone			Easting						Northing							

2

Zone			Easting						Northing							

3

Zone			Easting						Northing							

4

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 William Cunningham, Robin Green, Liza Mickle

organization City of Portland Bureau of Planning date September 30, 1999

street & number 1900 SW 4th Avenue, Ste: 4100 telephone (503) 823-7700

city or town Portland state OR zip code 97201-5350

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 the SHPO or FPO.)

name Courage Investment

street & number 2408 SE Division Avenue, #5 telephone (503) 780 - 9386

city or town Portland state OR zip code 97202-1254

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 the 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 Project (1024-0018), Washington, DC 20503.

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Oregon State Bank Building
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VERBAL BOUNDARY DESCRIPTION

The Oregon State Bank Building is located in Township 1 North, Range 2 East, Section 30, Willamette Meridian, Multnomah County. Specifically, it is legally described as the west 50' of Lot 14 and the west 50' of Lot 15 (except for parts in the Sandy Boulevard right of way) of Block 4 of the Menefee Addition to the City of Portland, Oregon.

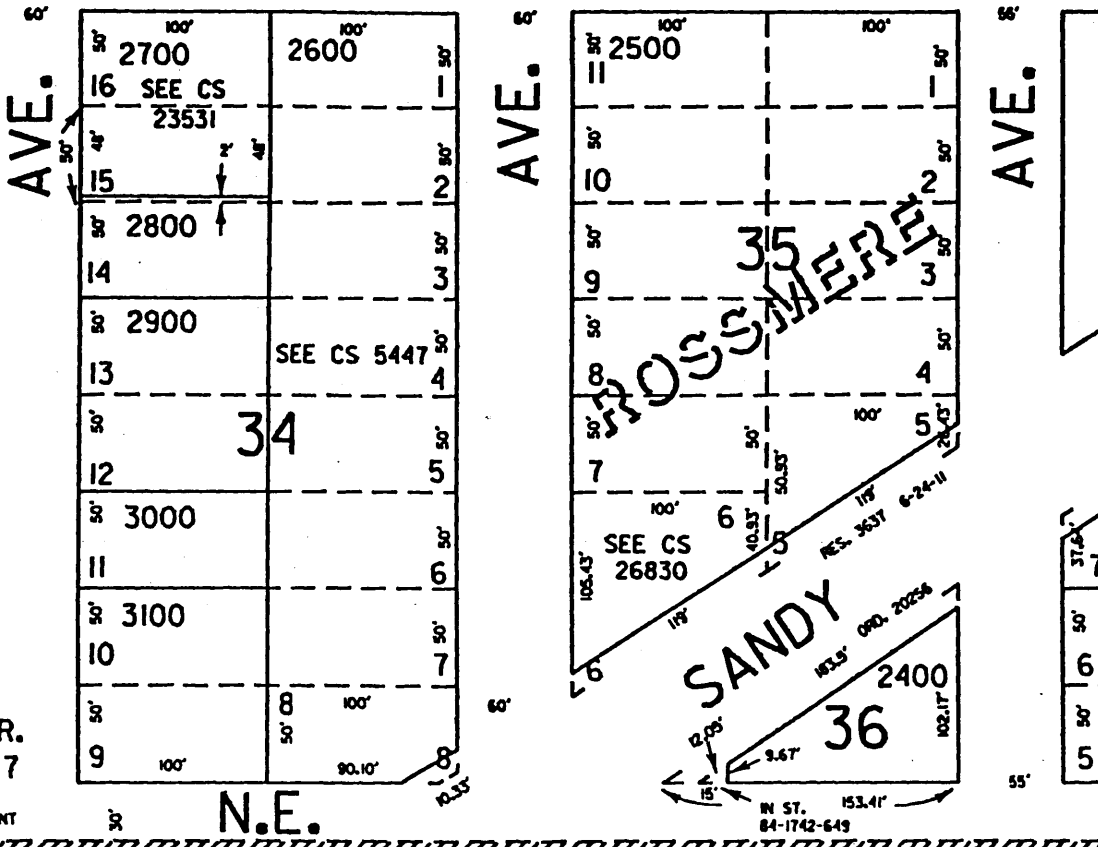
BOUNDARY JUSTIFICATION

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

SW1/4 SW1/4 SEC. 30 T.1N. R.2E.
MULTNOMAH COUNTY

1" = 100'

N.E. TILLAMOOK ST.

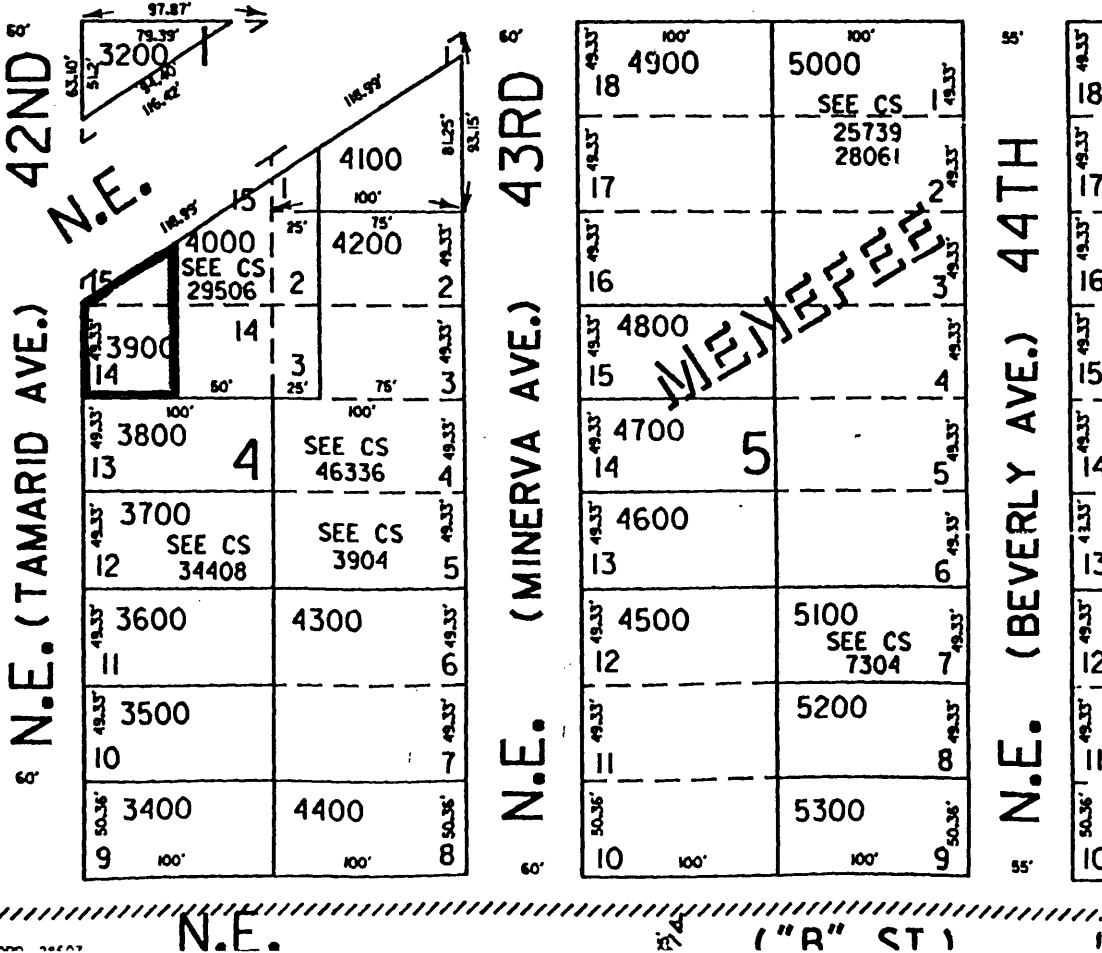


S.W. COR. D.L.C. 47

INITIAL POINT

N.E.

N ST. 84-1742-649



N.E. (TAMARID AVE.)

N.E.

N.E. (MINERVA AVE.)

N.E. (BEVERLY AVE.)

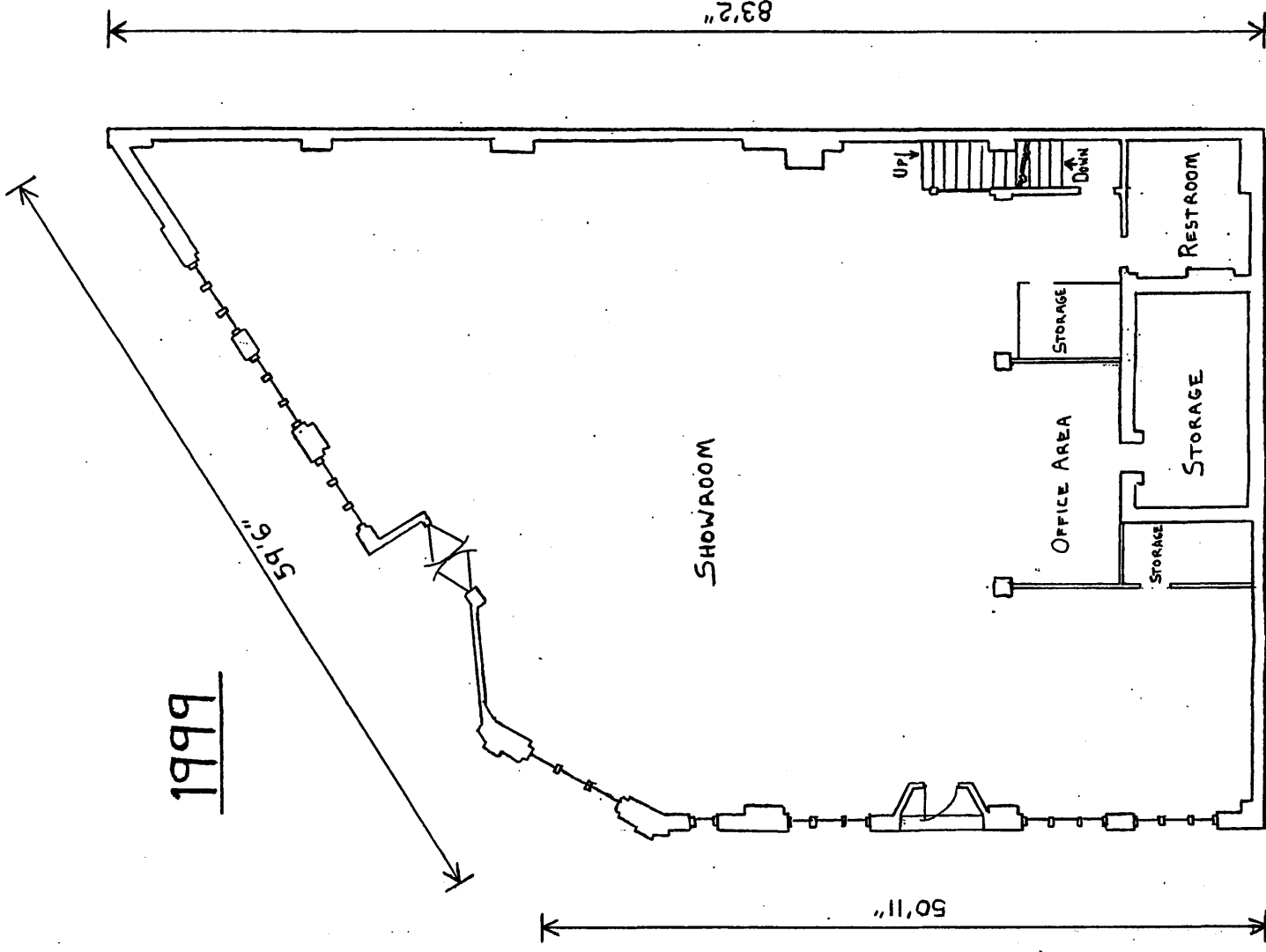
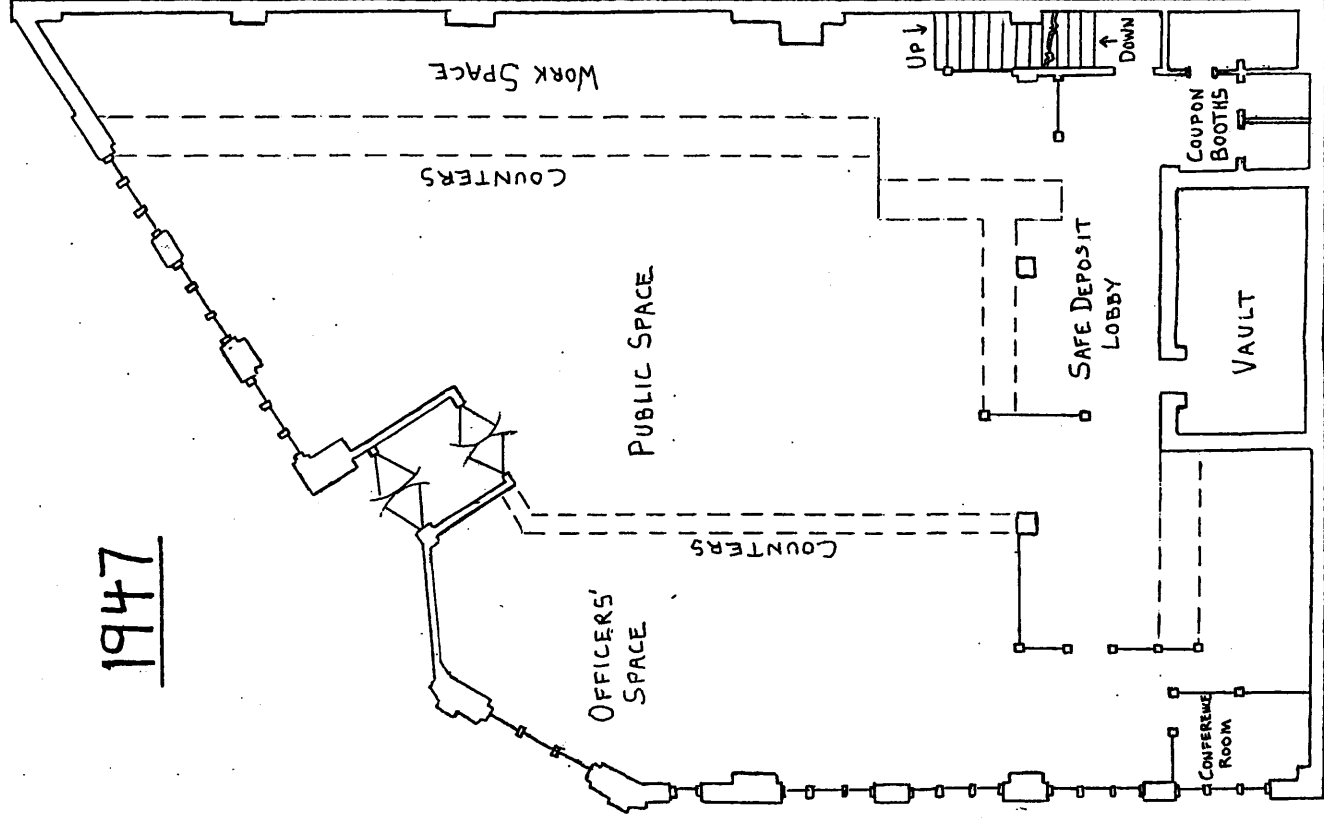
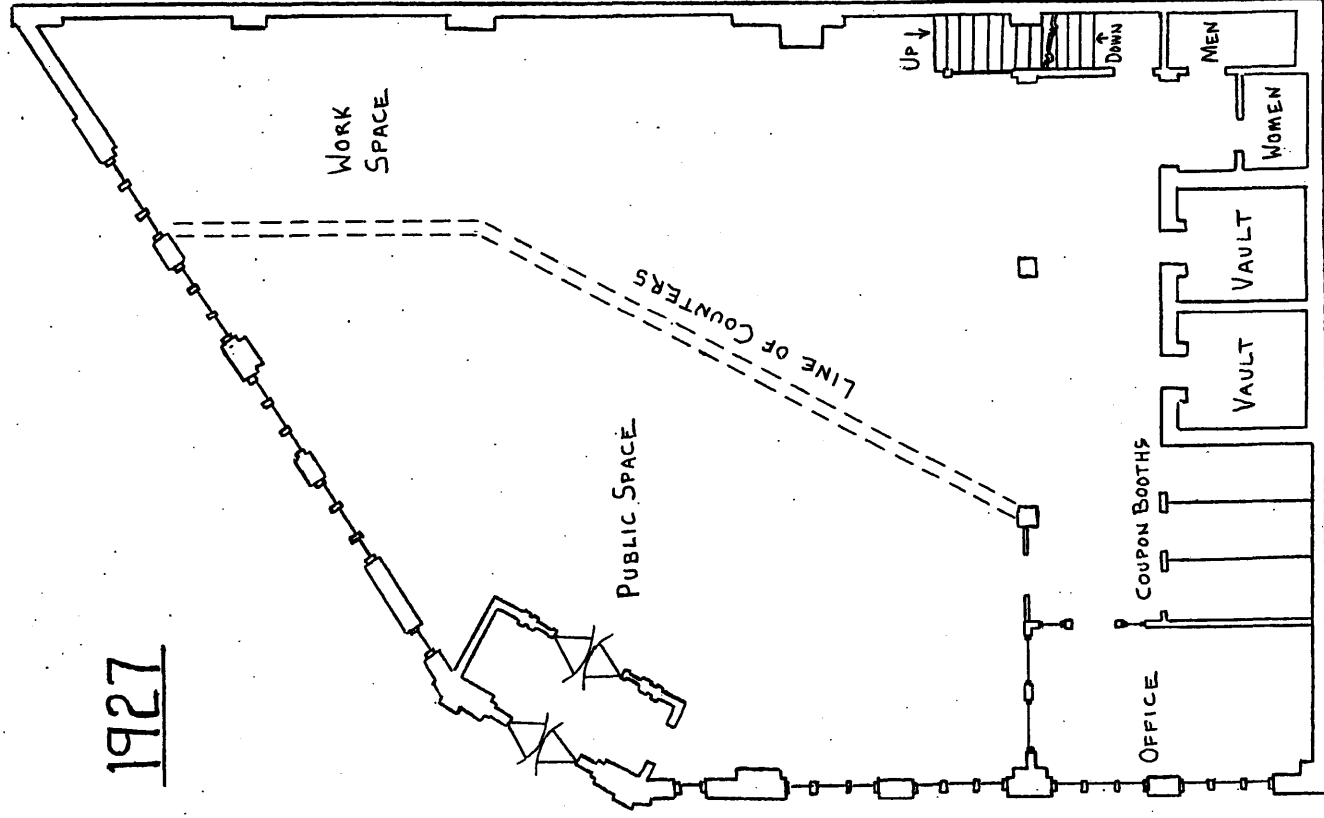
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("R" ST)

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PORTLAND

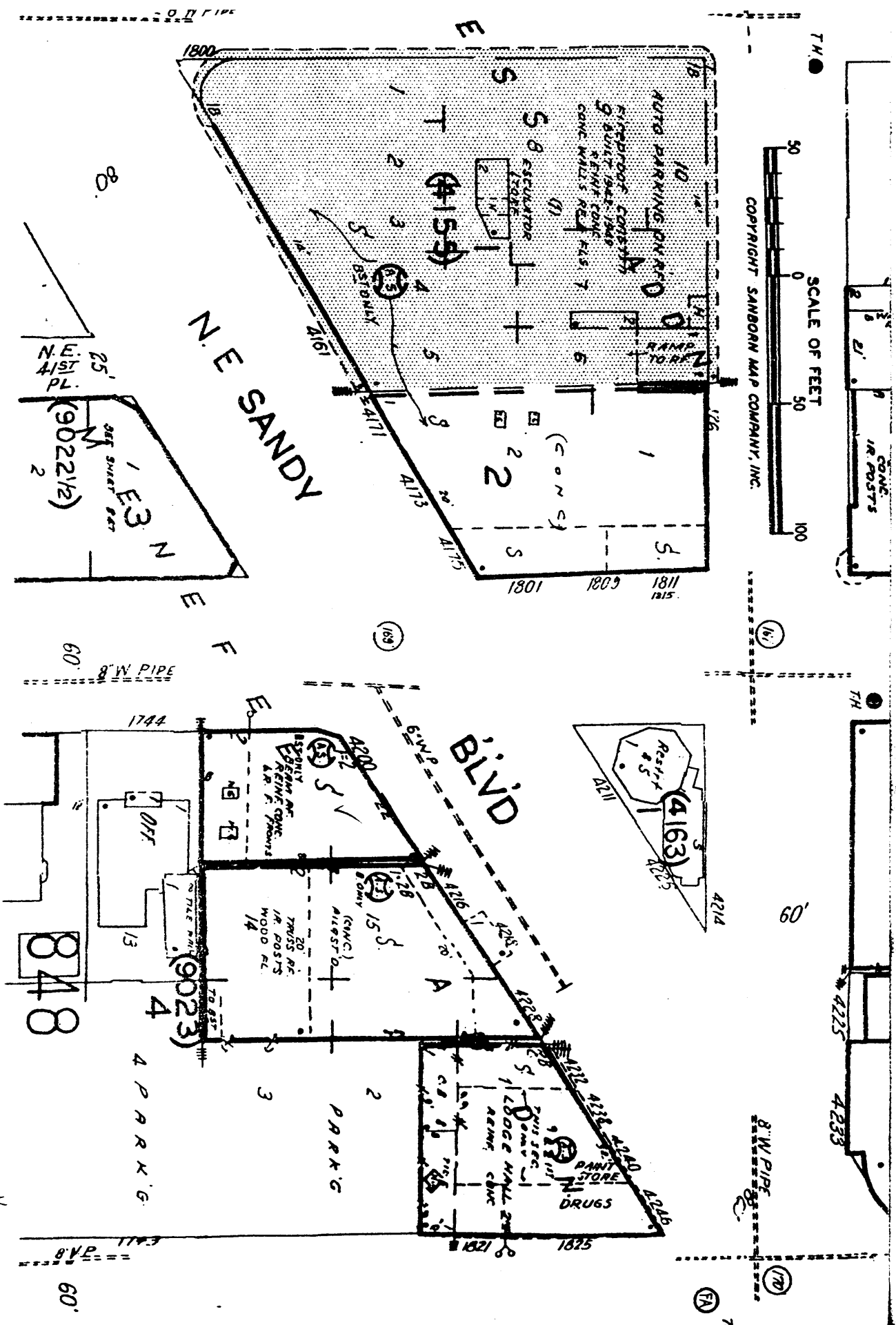
OREGON STATE BANK BUILDING
FIRST FLOOR PLANS



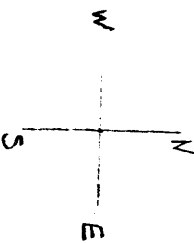
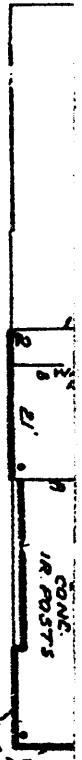
SOURCES: CITY OF PORTLAND OFFICE OF PLANNING AND DEVELOPMENT REVIEW RECORDS
AND AUGUST 1999 SITE VISIT

W. CUNNINGHAM 9/99

The diagram depicts the intersection of NE 42nd Avenue and Sandy Boulevard. The Oregon State Bank Building is located on the southeast corner.



SCALE OF FEET
 0 50 100
 COPYRIGHT SANBORN MAP COMPANY, INC.



DEF. SHEET REG. (90221/2)
 N.E. 41ST PL.
 25'

8" W PIPE

8" W PIPE

8" W PIPE

848

60'

60'

60'

60'