

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received OCT 1 1986
date entered NOV 6 1986

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Medical Arts Building (preferred) Number of contributing resources: 1
and/or common 1020 Taylor Building Number of non-contributing resources: 0

2. Location

street & number 1020 SW Taylor not for publication
city, town Portland N/A vicinity of First Congressional District
state Oregon code 41 county Multnomah code 051

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	N/A in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	N/A being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Willamette Savings and Loan Association
street & number 100 SW Market Street
city, town Portland N/A vicinity of state Oregon 97201

5. Location of Legal Description

courthouse, registry of deeds, etc. Multnomah County Courthouse
street & number 319 SW Fourth Avenue
city, town Portland state Oregon 97204

6. Representation in Existing Surveys

title City of Portland Historic Resources Inventory has this property been determined eligible? yes no
date 1983 federal state county local
depository for survey records Portland Bureau of Planning, 1120 SW 5th Avenue
city, town Portland state Oregon 97204

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____ N/A _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Medical Arts Building, erected in 1925, is located in downtown Portland, Multnomah County, Oregon, on the edge of the central retail district. The building is an eight-story reinforced concrete structure, faced with glazed, sand-gray pressed brick, with cast stone quoins and trim, and glazed terra-cotta decoration. The building was promoted by a group of doctors and dentists, led by C.A. Smith, a prominent Portland physician, who formed a cooperative which financed the building by selling stock to prospective tenants. Designed by architects Houghtaling and Dougan, the building is an example of the 20th Century Italian Renaissance architecture. The Medical Arts Building is included in the Portland Historic Resources Inventory.

Located on the north half of a block bounded by SW 10th and 11th Avenues, and SW Taylor and Salmon Streets, the building occupies a 100'X200' parcel and is specifically situated on Lots 1, 2, 7 and 8 of Block 249, Portland Addition to the City of Portland, Multnomah County, Oregon. The Medical Arts Building complements the Multnomah County library, a National Register Property located to the north and designed by Portland architect A.E. Doyle. Other National Register Properties located within the area include the Odd Fellows Building and three blocks to the north the Elks Temple and Seward Hotel. Other buildings in the area include churches, various one-and two-story brick structures, and other office buildings.

Oriented to the north, the building is "U"-shaped above the second floor, with ornamented facades on SW Taylor Avenue and on 10th and 11th Streets. The building is organized horizontally into three principal sections: The base is topped by two attic stories divided by cast-stone belt courses, above which appears an uninterrupted five story shaft. The cornice is practically unadorned, but is classical in inspiration.

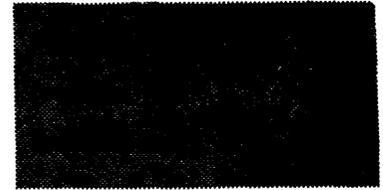
Ground story storefront bays are framed with stylized Doric pilasters which correspond to the structural frame. These pilasters are faced with cast stone and rise from granite plinths. Storefronts, many of which are original, feature wood framing, recessed central entrances, single pane display windows, and clear glass transoms. Heavily modeled rusticated corner piers in cast stone are quoined and rise to the cornice level on the primary elevations.

The main entrance is centrally located on the Taylor Street or north elevation. It consists of a vaulted, prostyle in antis portico. Oeil de boeuf windows flank the round arch. The entire portico closely resembles a Palladian-style window opening. There is considerable decorative terra-cotta ornamentation within the portico, including garlands, fret work, and medallions displaying the caduceus, or symbolic winged staff of heraldry and medicine. Above the central doorway there is a bust of Hippocrates, the ancient Greek physician known as the "Father of Medicine." The ceiling of the portico is coffered. The terra cotta ornament has been painted.

The second and third stories are defined by two cast-stone belt courses. The second story on the north facade includes 20 evenly-spaced, double-hung, 1-over-1, wood-casing sash windows. On the east and west facades there are 10 such windows at the second story.

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The third story has 23 such windows on the north facade, and 10 each on the east and west facades respectively. Except for cast-stone sills, the window surrounds consist of glazed, sand-gray, pressed brick facing. Over the third-floor windows above the portico, and interrupting the cast-stone molding, there is a terra-cotta plaque bearing the words "Medical Arts Building".

From the fourth story upward to the eighth, the street facades are identical. Each story on the north-facing side has 23 evenly-spaced, double-hung, 1-over-1 wood sash windows, with glazed, sand-gray, pressed brick surrounds. On the west and east facing sides each have 10 such windows with the same surrounds. The cast stone quoins extend uninterrupted from the fourth to the eighth story.

The north, west and east elevations are each capped by a cast-stone and sheet metal classical entablature, including architrave, paneled frieze, and groupings at the corners of life-sized human figures, about which a contemporary newspaper account says: "Four groups symbolical of healing by medicine have been selected for the upper four corners of the structure, to be placed immediately below the cornice." *

The south or rear elevation is stuccoed and fenestrated with 2-over-2, double-hung steel sash windows. The overall condition of the exterior is good. Located at the southeast corner of the south elevation are three Rocky Mountain sheep painted by muralist Greg Brown in 1983. Mr. Brown had also done mural work in downtown Palo Alto, California

Building Interior

The main entrance to the Medical Arts Building is centrally located on the north elevation. The lobby is semi-circular in plan and contains a bank of four elevators. Access to the ground floor parking located at the south end of the building and entered and exited at southwest and southeast street level entrances is also provided in the lobby. Upper floors are in a U-shaped plan with double-loaded corridors and exiting stairs located at the east and west ends of the building. Early accounts describe the character of the original interior as follows:

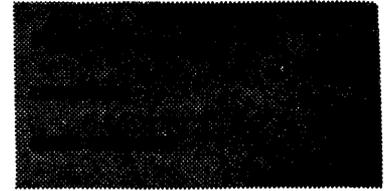
...It is U-shaped in plan, with a wide open court at the rear affording good outside light for every office.....The trim is in Philippine mahogany and the corridors are wainscoted with Levant marble and have terrazzo floors.

The building is served by four Otis overhead traction-type cars, one of sufficient size to hold a stretcher when that is necessary to transport patients.**

The building also was equipped with a vacuum system, special water supply, and other amenities specifically required by the medical profession.

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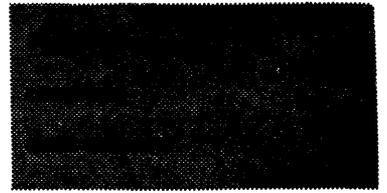
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Over the years the interior of the building has been changed with major remodelings occurring in 1963 and 1983. Today the building retains its original circulation patterns, some of its original molding, coffered ceilings in the lobby and remnants of the original glass elevator door detail. However, all of the wainscot of the upper floors over the years has been removed and the floors covered in carpet. The interior is otherwise in excellent condition.

* Oregon Sunday Journal, May 10, 1925, P.5

**Buildings and Buildings Management, Vol. 30, No. 5, March 10, 1930 p. 53

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parking problems caused by congestion in the central business district wherein patrons were unable to get to their doctors office, by building their own building and providing "a central point for every department of the medical and dental practice". Plans for the resolution of the parking problem was spearheaded by a committee of doctors and dentists headed by Dr. C. A. Smith, in 1923. Dr. Smith, in all degrees a "high achiever" by Dr. McClelland's standards, concluded his committee's work begun in 1923, by February, 1924. The findings of the committee are summarized in the Oregon Journal headlines of February 10, 1924:

PHYSICIANS AND DENTISTS PLAN \$725,000 HOME
Congestion of Traffic Forces Members of
Two Professions Out of Business Center.

Initial plans called for a six-story structure to be built. Prerequisites for the building included that the building be outside but close to the central business district; that adequate parking facilities and special arrangement for parking be made with the city and that the site chosen be able to provide unobstructed light to all portions of the facility.

Evidently, the construction of such facilities was becoming popular throughout the United States as over twenty-six other similar facilities had already sprung up and were reported operating successfully in other parts of the country. This included two in Seattle with yet another one on the drawing board in 1924.

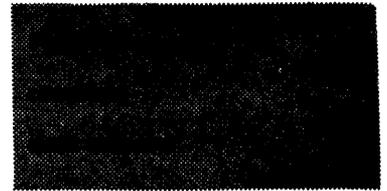
Funding for the project was a first for real estate development in Portland (and perhaps in all the medical profession). The funding scheme was similar to a modern day syndication wherein each of the tenants would buy into the project with the balance of funds to come from a bond issue.

Initial sales of interest in the building sold rapidly so that by September, 1924, when construction started, all shares in the building were sold. Due to the success in the sale of interest in the building, the building grew to a seven story structure by October 1924 and was completed with yet an eight story . As a result of the increased size the main entrances were consolidated from the east and west corners to the center of the building. The object in doing this was to increase the buildings operating efficiency and create additional floor space.

In December the Medical Arts Building was deemed "One of the most important projects undertaken (in 1924)...," which would "...act as a Nucleus for a New Retail District."

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Upon completion it was anticipated that the building would draw 5,000 to 6,000 people to the area daily. To facilitate growth in the area, further improvements in the neighborhood were planned by the organizers of the building to include the formation of a lighting district.

Actual completion of the building came in December, 1925. The building opened with over 95% of the office space occupied. Ground floor tenants included a druggist, specialty food restaurant, and art gallery. Following the formal opening on June 16, 1926, the building operated successfully over the years with respect to maintaining a low vacancy factor.

Unfortunately, the plans seem to have been too ambitious for funds raised proved to be inadequate to complete the building. When this situation became evident, a number of subscriptions to the stocks became uncollectable. This crisis was resolved, when the two bond houses that underwrote the first mortgage bond issue provided for a second bond in the amount needed to finish the building.

Shortly thereafter, the doctors holding stock became convinced that only through competent management of the property could their investment be made good, whereupon the Strong and MacNaughton Trust Company was hired and given a free hand in solving the problems of the building.

The original cooperative aspect of the venture was somewhat modified when the stockholder-tenants became convinced that the building could be run more profitably by renting space at fair market rates rather than "a theoretical cooperative price". They seem to have concurred, as Mr. Strong of the Strong and MacNaughton Trust Company, wrote in a 1930 article, that "the stock holders would better reach their benefits through dividends than getting space at reduced rents".

With regard to the design of the building the architect described the building as being "from a period of great simplicity in the early Italian Renaissance.. (which would) result in a beautiful combination of the classic lines and present day American Building development."

Today, despite two major interior renovations the Medical Arts Building continues to stand out as an excellent example of Twentieth Century Italian Renaissance architecture.

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Dr. Andrew C. Smith

Dr. Andrew C. Smith was born in Richland County, Wisconsin, on July 14, 1856. His family moved to Portland, Oregon, in 1864, where his father became involved in river improvements, later becoming captain of the boat "Commodore Perry". The son attended St. Michael's College in Portland, but later the Smith family moved to California, where he completed his education, including graduation from the Pacific Medical College (later called Cooper Medical College) in November, 1877.

Andrew C. Smith, M.D., accepted an appointment as surgeon in the U.S. Army the same year as his graduation from medical school. He was first stationed in Nevada, participating in the Bannock Indian campaign; and then he was posted to the Umatilla Indian country of northeastern Oregon. He was the medical officer accompanying General Howard to Priest Rapids during his famous council with Chief Moses (Hines 1893: 1220).

By 1880, Dr. Smith returned to private practice in Amador City, California, where he built a large and lucrative practice. But in 1880, he went to New York City to enroll in a post-graduate course at the New York Polyclinic, after which he went on an extended tour of Europe. There he worked in a Viennese hospital for a year, also visiting hospitals in Berlin, Glasgow and London. In September, 1890, he returned to the Pacific Coast, where he decided to establish his practice in Portland. He was appointed Multnomah County Physician in February, 1891, (Hines, 1893: 1220).

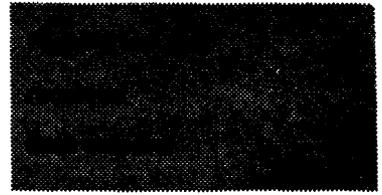
His practice in Portland grew rapidly, where he was eventually elected to be president of such organizations as the Portland Medical Society and the State Medical Society. He was elected to the State Senate from Multnomah County in June, 1900. He was a member of the Oregon State Board of Health, and helped draft Oregon Health laws while in the legislature. It was apparently at his instigation principally that the committee of doctors was organized to build the Medical Arts Building. Dr. Smith was the first president of the Good Roads Association, and he served on the advisory committee for building the Multnomah County Hospital.

Houghtaling & Dougan

Chester A. Houghtaling, the senior member of the architectural firm, was a native of Cleveland, Ohio born October 27, 1882. He studied construction engineering at the Lewis Institute of Chicago, after which he was employed by the firm of Purdy and Henderson, engineers, for two years in Chicago. He next worked for J. S. Metcalf in the construction of grain elevators in Chicago and later did work for some

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of the city's leading packing firms. In 1903 he moved to Saskatoon, Canada. Three years later he moved to Spokane, Washington, where for another three years he worked with the firm of Cutter and Malmgren. Subsequent years saw him working in Twin Falls, Idaho and returning to Canada. In 1913 he opened an office here in Portland. Houghtaling died on March 31, 1940.

Leigh L. Dougan, the junior partner of the firm, was born in Princeton, Indiana, on July 28, 1883. L. L. Dougan received his general education in the Indiana public schools and subsequently

entered the Armour Institute of Technology in Chicago, studying architecture. At the end of his junior year, he withdrew from school to obtain practical experience in Tulsa, Oklahoma, where he stayed for two years before arriving in Portland in 1911.

In 1925, Dougan went into private practice, and he designed much in the Pacific Northwest. Among some of the buildings he designed after his partnership with Houghtaling were the First National Bank Building of Salem, the Studio Building in Portland, the Oregon State Tuberculosis Hospital at Salem, and the Monastery at the Sanctuary of Our Sorrowful Mother in Portland, to name a few.

Dougan gained a reputation for his authoritative scholarship, which enabled him to draw upon the classical styles for usage in large design and ornamentation, as is evident in the Medical Arts Building.

Perhaps the best-known work of the firm of Houghtaling and Dougan in the Italian Renaissance idiom is the Elks Temple (1923) in Portland, a full-blown imitation of Florentine palace architecture. The Elks Temple has been listed in the National Register of Historic Places.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify) medicine

Specific dates 1924-1925 **Builder/Architect** Houghtaling and Dougan

Statement of Significance (in one paragraph)

The former Medical Arts Building at 1020 Taylor Street in Portland, Oregon is an eight-story, U-shaped building of reinforced concrete having a polygonal elevator tower centered on the rear elevation. The Italian Renaissance style building was designed by the Portland firm of Houghtaling and Dougan and completed in 1925. It occupies fully half a city block on the block south of the Central Building of the Multnomah County Library, a Georgian-style landmark of 1913 which has been entered into the National Register. Through its restrained, classical-detailed facade extending 200 feet along SW Taylor Street, the Medical Arts Building provides a backdrop of exceptional continuity for the city's important public library square. The street facades are faced with gray pressed brick and ornamented with cast stone and glazed terra cotta. The exterior decorative program includes generously-scaled quoins and a colossal, vaulted portico, the recess of which contains a bust of Hippocrates, a caduceus bas relief and other motifs of classical antiquity. Also distinctive are the figural groupings which stand out in relief against the otherwise unadorned frieze of the entablature. The building is locally significant under National Register criteria "c" and "a" as an example of 20th Century period architecture which proclaims its function, in part, through iconography of the healing arts, and because it was the first building in the city specifically designed and constructed to meet the needs of a medical cooperative. The driving force behind the enterprise was Dr. Andrew C. Smith, a progressive and public-spirited physician who had served in the Oregon Senate from 1901 to 1903 and had been active in promoting the state's watershed health legislation.

As Portland entered 1924, the city was looking to a year of great prosperity and growth. 1923 had been a record setting year for construction. As reported in the newspapers, 1924 promised to be even better not only for Portland but for the state and the entire country as well. In Portland headlines read:

Building Programs for 1924 Greatest in City's History

The newspaper article went on to read: "The building program outlined for 1924 will culminate in a greater volume of new construction than any previous year in the city..."

E. Kimbark MacColl, in The Growth of a City, notes:

According to Harvard psychologist David C. McClelland, the United States in 1925, was high on achievement motivation. By McClelland's definition; high achievers have normally been entrepreneurial in nature, 'kind of driven - always trying to improve themselves...taking personal responsibility to solve problems and achieve moderate goals at calculated risks - in situations that provide real feedback.'

In the mid 1920's many of Portland's professional persons could be considered high achievers. Thus it is not surprising that given the period of history the medical profession chose to respond to the (continued)

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Preliminary National Register Nomination Form, Medical Arts Building, prepared by Larry D. Nicholson and Michael G. Parich, HDVTN Architects, AIA, November, 1981.

MacColl, E. Kimbark, The Shaping of a City: Business and Politics in Portland, Oregon, 1885-1915. The Georgian Press Company. Portland, Oregon, 1976.

. The Growth of a City: Power and Politics in Portland, Oregon, 1915-1950. The Georgian Press, Portland, Oregon, 1979.

Hines, Rev. H.K., Illustrated History of the State of Oregon, Chicago, 1893.

Buildings and Building Management, "Getting a Co-operative Medical Building Project out of Difficulties", Volume XXX Number 5, March 10, 1930, pg. 51-53.

Oregon Daily Journal, January 26, 1924; February 10, 1924, pg. 2 sec. 3; May 18, 1925, pg. 5 sec. 3.

Oregonian, June 13, 1925, pg. 22; June 13, 1924, pg. 9; June 18, 1926, pg. 7.

Oregon Daily Journal, September 29, 1924; October 5, 1924, pg. 2, real estate sec.; November 2, 1924, pg. 2 sec. 3; December 14, 1924, pg. 18; December 31, 1924, pg. 2; December 3, 1983, pg. D11.



MEDICAL ARTS BUILDING

