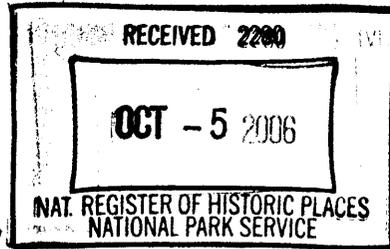


United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instruction 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 classifications, materials and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Grand Central Public Market

other names/site number East Side Food Center, Grand Central Bowling

2. Location

street & number 808 SE Morrison Street not for publication

city or town Portland vicinity

state Oregon code OR county Multnomah code 051 zip code 97214

3. State/Federal Agency Certification

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

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

10-3-06
Date

Oregon State Historic Preservation Office
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Action

entered in the National Register
See continuation sheet.

determined eligible for the National Register
See continuation sheet.

determined not eligible for the National Register

removed from the National Register

other (explain):

[Signature]
Signature of the Keeper

Edson W. Beall 11-15-06
Date of

Grand Central Public Market
Name of Property

Multnomah Co., OR
County and State

5. Classification

Ownership of Property
(check as many as apply)

Category of Property
(check only one box)

Number of Resources within Property
(Do not include previously listed resources in the count)

private
 public - local
 public - state
 public - Federal

building(s)
 district
 site
 structure
 object

Contributing Noncontributing
_____ 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)

Number of contributing resources previously
listed in the National Register

Portland Oregon's Eastside Historic
and Architectural Resources, 1850-1938

0

6. Function or Use

Historic Functions
(enter categories from instructions)

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: department store

WORK IN PROGRESS

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS:
Spanish Colonial

foundation: CONCRETE
walls: CONCRETE, STUCCO
roof: TERRA COTTA TILES
Other: _____

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

See continuation sheets.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

NARRATIVE DESCRIPTION

The Grand Central Public Market is located at 808 SE Morrison Street on Tax Lot 6500, which is comprised of Lots 1 through 8 of Block 178 in the East Portland Addition to the City of Portland, Multnomah County, Oregon. The one-story Spanish Colonial Revival building was constructed in 1929 as a public market, designed by architects Thomas & Mercier. In 1961, the building was adapted for use as a bowling alley. In 1970, the exterior was covered with blue corrugated aluminum siding which has subsequently been removed.

Setting: The building is located in an urban setting. It is located just east of the north-south couplet of Grand Avenue and Martin Luther King Jr. Boulevard that forms the commercial and retail center of Portland's central eastside. The blocks surrounding the area are a combination of light industrial, retail, and commercial, with some residential. The blocks to the south are largely one-story light industrial. To the east, beginning at 12th Avenue, the area is predominantly single-family residences; the area between Grand Central and 12th is a mix of light industrial and surface parking lots. The area north is also a mix of light industrial and surface parking lots with older (c. 1920s) 4-6 story apartment buildings interspersed. To the west is the main commercial area, with businesses primarily clustered along SE Grand Avenue.

The immediate area reflects the development pattern of the larger setting. Adjacent, to the west, is an automobile-oriented bank branch on a three-quarter block, built in 1973. To the northwest is a low-rise apartment building. To the north is a low-rise 1970s office building and a c. 1900 half-block warehouse. To the northeast is a one-story warehouse and adult entertainment storefront. To the east is a surface parking lot with an automobile repair shop beyond. Along the south are one-story warehouses.

The Grand Central Public Market is located on a full-block parcel. It is bordered by SE Belmont Street on the south, a major arterial east-bound surface street. On the north is its west-bound couplet, SE Morrison Street, though at that block the traffic is two-way. On the east is 9th Street and on the west is 8th; both side streets. The site is zoned EXd for high-density employment with a design overlay.

Site: The Grand Central is located on a full-block parcel of 37,600 square feet. It runs 200 feet east and west and 188 feet north and south. Truncated at the north by twelve feet, the site is similar to the other blocks along Morrison Street. The site is flat, though the block to the east rises at a 10-20 degree slope. The Grand Central is built to the lot line with a traditional urban sidewalk around its perimeter.

Structure: The Grand Central Public Market is a tall one-story concrete building with full basement, partial mezzanines, and two-story towers at the four corners, built on a regular grid of support columns approximately twenty feet apart. In the basement, these support columns are reinforced concrete. At the first floor, these are primarily metal, though some are wood.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Exterior: The Grand Central Public Market was designed in the Spanish Colonial Revival style. The four facades are similar with slight variations in widths. A simple flat metal marquee delineates the ground and second level around the entire building. The dominant features of the facade are two-story slightly projecting towers, located at each corner of the building. Each tower has a central balconet comprised of three equal height windows topped with rounded arches, two Corinthian spiraled columns frame the center window, and a wrought iron railing traverses all three windows. The towers are topped with a pyramidal hipped terra cotta roof; the main roof is flat, surrounded by a parapet. A red clay-tile shed roof tops each facade between the towers.

North Elevation: Belmont Street is the main elevation as it contains the main entrance to the bowling alley. The main level on this facade is covered with a bowling-themed mosaic with two bays of plate glass show windows and a central entrance. The entrance consists of two sets of glass doors with a single light transom and a plate glass window on the outer edge. A secondary retail entrance has a single plate glass door. The mezzanine level consists of seven bays of tall ribbon windows and short multi-light windows. The walls are painted stucco.

South Elevation: The Morrison Street facade has multiple retail shop entrances, each having a slightly recessed pair of double doors or a flush single door on the ground level. The mezzanine level has seven bays of tall ribbon windows. A centrally located sign advertising the 'Grand Central Bowl' projects from the roof. The walls are a mix of painted stucco and some remains of corrugated metal sheathing (to be removed).

East Elevation: The Ninth Street facade has multiple retail shop entrances, each having a slightly recessed pair of double doors or a flush single door. A metal garage door is on the ground level of the south tower. The mezzanine level consists of seven bays of tall ribbon windows and bays of short multi-light windows. A 'parking' sign hangs from the south tower. The walls are a mix of painted stucco and some remains of corrugated metal sheathing (to be removed).

West Elevation: The Eight Street facade faces a flat parking lot. The ground level has various retail entrances, each having a slightly recessed pair of double doors or a flush single door. The south end has a bay of plate glass display windows and a modern single metal-framed glass door. The mezzanine level consists of seven bays of tall ribbon windows. The walls are painted stucco.

Interior: The floor and perimeter walls are made of concrete. A grid of steel columns and wood support posts run throughout the building. In the exterior bays of the building are some of the original square wood Greek revival columns. The ceiling is plaster and in some sections drop acoustic ceiling tiles have been installed.

Ground level: The current floor plan has three bays; the outer bays consisting of retail space and the internal bay holding the bowling alley. The main entrance is centrally located on the northern wall. In the northwestern corner is a pool room. East of the entrance is a restaurant section with a kitchen, industrial freezer, and a utility/pump room. In the northeastern corner are two bathrooms and a stairway leading to the mezzanine. A corridor divides the first bay from the central bay. Two stairs provide access to the basement used for parking, a

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

boiler room, and storage. The central bay is the largest bay as it contains the bowling alley. There are twenty-eight lanes for bowling with seating areas around the bowling ball return machines. Just south of the lanes is a utility area for the bowling machinery. In the southern bay is a pizza store in the southwestern corner. Two bathrooms are in between the retail spaces. A liquor store is centrally located on the southern wall. In the southeastern corner is an exterior access automobile ramp.

Upper Levels: The mezzanine level has a partially open corridor with offices and storage rooms. The tower rooms have been vacant for some time, three out of the four have ductwork running along the floors and exposed beamed ceilings. It appears that the towers were always purely decorative, as the rooms are not functional and there is no evidence of routine access to them other than via the roof hatch.

Alterations: Originally the building featured a central open floor plan on the first floor with freestanding fixtures defining access ways. A dog-leg stair at each corner originally provided access to the enclosed mezzanine. The mezzanine spaces originally included a beauty shop, barbershop, market offices and toilets. In the 1960s, the building was first adapted for partial use as a bowling alley. The area to the west was transformed into sixteen bowling lanes. The market continued in the three easternmost bays running nearly the length between SE Morrison and Belmont. Entry to the bowling alley was at the center of SE Belmont Street with a restaurant to the east of the entry and a billiards room and locker room at the west. A liquor store was located at the southwest corner of the building.

In the 1970s, the market function was eliminated and the bowling alley expanded. A bar was located at the northeast corner and another store located at the southeast corner. Interior work consisted of covering over existing finishes with acoustical dropped tile ceilings, wall to wall carpet, and drywall partitions.

The exterior was sheathed in blue corrugated metal, covering the exterior above the marquee. In addition, the marquee was covered in red corrugated metal. At the storefront level, most storefronts were blocked in and painted, except the north elevation, which was established as the primary building entrance. This was accomplished by installing a ceramic tile mosaic of two bowling figures, a man and a woman, new storefront doors, and windows of brushed aluminum. The metal sheathing has recently been largely removed to expose the original facades.

Grand Central Public Market
Name of Property

Multnomah Co., OR
County and State

8. Statement of Significance

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

Areas of Significance
(Enter categories from instructions)

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

COMMERCE

Period of Significance

1929-1940

Significant Dates

1929
1937

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

Property is:

Significant Person
(Complete if Criterion B is marked above)

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

Cultural Affiliation

Architect/Builder

Thomas, Lee A.
Mercier, Albert T.

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

9. Major Bibliographical References

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

- Previous documentation on file (NPS):
- preliminary determination of individual listing (36CFR67) has been requested
 - previously listed in the National Register
 - previously determined eligible by the National Register
 - designated a National Historic Landmark
 - recorded by Historic American Buildings Survey
 - recorded by Historic American Engineering Record

- Primary location of additional data:
- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other

Name of repository: Oregon Historical Society

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 1

STATEMENT OF SIGNIFICANCE

The 1929 Grand Central Public Market, located at 808 SE Morrison Street in Portland, was designed by the Portland architect Lee A. Thomas of the firm Thomas & Mercier. It is eligible for listing on the National Register under Criterion A for its association with the transition from the traditional public market of the nineteenth century to the modern "supermarket." In addition, The Grand Central Public Market falls under the Multiple Property Submission, "Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938" and meets the Registration Requirements as stipulated in that document. The period of significance for the Grand Central Market begins in 1929 with its construction, and ends in 1940 with the marked decline in popularity of the public market concept as it gave way to the supermarket.

The story of the Grand Central Market is fundamentally one about how people shop for their routine necessities. Grand Central stands as a marker in a continuum. At one end is the prevailing historic image of a market with organized chaos -- active crowded overflowing almost organized stands filled with daily foodstuffs from an array of farm vendors. At the other end is the modern notion of a supermarket, which first appeared in the 1930s, with organized self-service sanitary cabinetry featuring a vast range of dry, frozen, packaged, and fresh goods neatly organized into aisles from a single purveyor. The first offers images that consume the five senses but summarized in an atmosphere of intense, crowded disorganization. The second offers a substantially contrasting image defined by orderliness and efficiency. In this, the Grand Central falls squarely in the middle, attempting to corral the anarchy of market vendors into a sanitized and auto-friendly shell.

Public Markets in Portland before the Grand Central Market: For Portland, as for many communities, public markets are almost as old as the city itself. First evidence of a space set aside for the purposes of municipal marketing comes from an 1854 map. A decade and a half later, Captain Alexander P. Ankeny, a Pennsylvania-born soldier, produce dealer, meat packer, city councilor, and capitalist drew up plans to erect "Ankeny Block" on the downtown land he owned on First between Ash and A (now Ankeny) Streets. The resulting New Market and Theater was an architectural multi-use wonder. It featured a high-ceilinged market vault divided into twenty-eight stalls that ran down both sides of a centralized arcade lined with "marbleized columns and arches." In addition to the stalls, the top two floors housed Ankeny's business office, the Portland Board of Trade and a gymnasium. The wings housed a diverse clientele, among them Western Union Telegraph, Wells Fargo & Company, and Pfunder's Drugstore. The marketplace opened early and closed late and quickly became the social centerpiece in the community. By the 1880s, the city's population shifted west and south, well away from the New Market. What residents remained could not sustain the public market and by 1885 the market ceased its operations.¹

¹ www.portlandpublicmarket.com/portlandpublicmarket-history.html; John M. Tess, Uphill Downhill Yamhill (Portland, OR: City of Portland, 1977).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 2

For the next twenty years, a number of public and farmer markets operated in Portland but none of them achieved more than fleeting recognition. With progressive and muckraking concerns about middleman profits, the municipal market movement swept across the United States in the early 20th century. Portland was again typical: the aim was to bring the consumer and the producer face to face by “awakening” municipalities to their “proper obligations in relation to the food supply.”

In Portland, the market movement was headed by the Producers’ and Consumers’ Public Market Association, which in turn was headed by Evening Telegram editor, John Francis Carroll. In 1914, the group opened the Carroll Public Market, on Yamhill Street between 3rd and 5th Avenue. The market, though formal in structure, was informal in construction with temporary stalls occupying the sidewalks and streets and a daily rush by vendors to secure a favored sites. Retailing was traditional; that is, the customer told the vendor what he/she wanted and the vendor selected the merchandise. Pricing was informal. Eventually the market grew to encompass an area of six blocks and 212 stalls where over 400 vendors operated daily. Adjacent storefronts complemented public market, many giving over to open bays with produce stacked for display, or even market functions. The overall atmosphere might be characterized as loosely organized chaos.

Success brought challenges: Neighborhood retail grocers saw the market as unfair and cheap competition. Some producers objected to market ordinances restricting products, regulating stalls, and maximizing prices. They felt the market’s managed economy was un-American. Some complaints took on a nativist tone, with objections against giving market opportunity to immigrant farmers and vendors. Consumer complaints were also bountiful. These tended to focus on product and sanitation conditions, hawking violations, and vendor manners. The greatest problem was that the streets simply could not handle the daily traffic. Congestion in and around the area was notorious. So were the public health problems with so much food and density proving more than sanitation regulations and strict enforcement could handle.

To contrast the chaos of the public market, the 1930s saw the rise of the supermarket. Prior, neighborhood grocery stores featured mostly prepared and packaged items with a limited selection of fresh produce and meats, but located in neighborhood streetcar centers in conjunction with butchers, greengrocers and bakeries. Sales were completed by patrons telling the grocer what products were desired and the grocer collecting the merchandise. In the 1920s, the simple grocery gave way to combination stores that were larger, offered a wider selection of goods, including fresh produce and meats. Increasingly, they featured a self-service retailing system where the patron selected the goods and proceeded to a check-out clerk. This grocery retail format ultimately expressed itself the “supermarket”. The first recognized such store was “King Kullen”, a 6,000 square-foot supermarket in Jamaica, New York. That store opened in August, 1930. It was in this same period that saw the proliferation of national variety chain stores, again experimenting with inventories of a limited supply of dry goods again in a self-service format at reduced prices. In Portland, the first such enterprise was the Kress Company which appeared in 1927.²

² Ibid.; www.groceteria.com; www.encyclopedia.chicagohistory.org; en.wikipedia.org/wiki/supermarket; www.kingkullen.com;

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

This new form of retailing – whether supermarket or chain variety store – tended to be similar from store to store. Typically, the store was located on a single level, increasingly with parking convenient. The buildings were self-contained, with display windows in each bay and a finite number of access points. Receiving was to the rear, where the stock room was located. On the interior, ceilings were high with a premium placed on light. Floorplans were typically open with only the absolutely necessary demising walls for back-of-the-house storerooms. Stores featured systematic aisles and islands for products, rising typically to eye-height. Like items and related items were clustered. At the perimeter were fixtures, such as refrigerated cases, for perishables. The customer was expected to select and collect his or her merchandise. Purchases were then presented on a check-out counter near the door, where clerks tallied merchandise on a cash register and then bagged.³

The Grand Central Market: It was during this era of transition from public market to supermarket that the Grand Central Market appeared. Like the supermarket, it offered a broad and diverse inventory in a systematic and orderly fashion; like the public market, this inventory was provided by a collection of independent vendors each with a narrow product line.

On January 29, 1929, Oregon Journal announced plans for a \$1 million dollar market building, a two story building on the full block bounded by Morrison, Belmont, 8th, and 9th. The project was the brainchild of East Side boosters George Weatherly and J. Peck, and organized by W. E. Vines of Seattle. Weatherly, Peck and others under the name Grand Central Public Market Inc., provided the capital; Vines provided the management skill. Vines operated nine markets throughout Washington, oversaw the development of the Grand Central Market in Los Angeles and San Diego, and managed the opening of the Crystal Palace in San Francisco.⁴

The architects were Thomas and Mercier, the partnership of Lee Arden Thomas and Albert T. Mercier.⁵ Thomas was born on February 27, 1886 in Nebraska and received his degree in architecture from Cornell University. After graduating, he worked for a time in New York City, later in Vancouver, B.C., and finally arrived in Portland as a draftsman for Doyle and Patterson in 1911. After a brief time in Bend, Oregon, Thomas returned to Portland in 1920 and in 1924, he joined with Mercier. Of Mercier, little is known beyond his association with Thomas. In the five years prior to the Grand Central design, Thomas and Mercier produced several exotic designs in the area, including Bagdad Theater (3708-26 SE Hawthorne; NR) in 1925. The year before the Grand Central Market, they had two notable designs both within blocks of the market -- the now demolished Oriental Theater at Grand and East Morrison, and with Sutton & Whitney, the Weatherly Building (510 SE Morrison Street).

Heritage Consulting Group Research Files: Kress Building.

³ Ibid.

⁴ Oregon Journal, January 29, 1929, p. 2.

⁵ This section is drawn largely from Richard E. Ritz, Architects of Oregon (Portland, OR: Lair Hill Press, 2002), pp. 283, 383-4) and Virginia Guest Ferriday, et. al., Historic Resources Inventory of Portland (Portland, OR: City of Portland, 1984). Also Oregonian, December 3, 1953, p. 19; Oregon Journal, December 3, 1953, p. 20.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

Stylistically, the building was in the Spanish Revival style that was popular in the era. In particular, it featured a painted stucco-appearing cement skin, a red clay tile roof, and at the corners two-story towers that featured balconet windows with wrought iron railings. As much as style mattered, the building's exterior at the ground level was marked by its functionality. Wrapping the building was a tall transom, two lights high, providing considerable interior light. Below the transom was a broad flat metal marquee that extended broadly to width of the sidewalk on all four sides. In each structural bay was a large glass display window, providing light, but also connecting the interior activity to passerbys and approaching customers. These storefronts were complemented by a collection of 18 entrances that provide controlled access to the interior. The building did not have a single primary entrance. On the interior, the Grand Central was marked by natural light – provided by the transoms, by the high 18-foot plaster ceiling, but also provided by eleven major skylights. Vendor stalls were defined by the aisles, which were eight feet across connecting opposite entrances. In total, the Grand Central had 23 ground-floor stalls. The building lacked demising walls on the ground floor, but was defined visually by a grid of wood support columns, squared Greek revival in design; these columns followed a grid of seven by six, though this grid did not coincide with the aisles. At the east end, at the center, was a flanking set of wood stairs that led to a mezzanine. Trimmed classically, this mezzanine ran the length of the easternmost bay and housed offices, toilets, and a beauty shop. The basement was strictly utilitarian with reinforced concrete columns and a low ceiling providing customer parking.⁶

The original design of the building paralleled the impending supermarket design with key features. The exterior features the two building types shared were; the emphasis on display windows and controlled points of access, although supermarkets would have single primary entry. On the interior, the tall ceiling, and open floorplan with an emphasis on aisles also patterned after the supermarket, as did the clustering of like vendors. At the same time, though, the many entrances and the stalls harked back to the market heritage.

At the time of the building's construction, the city had six identified markets. Most were located in the Yamhill area and represented extensions of the Carroll Market now called "Central Public Market" at 4th Avenue. These included the Vista Market and Yamhill Market. Others included an establishment in north Portland called the Albina Market and a market located along Sandy Boulevard. These all appear to be in the same vein of the organized chaos of the Carroll Market. None featured the kind of organization, sanitation, and setting to be offered the Grand Central Market, and none gained any newspaper coverage about their existence.⁷

Grand Central opened on Armistice Day Weekend beginning November 8th. Both the Oregonian and Oregon Journal provided considerable coverage and the market itself took out several full pages of advertisements. In an insightful statement about daily life in 1929, Grand Central announced "Portland Housewives on Saturday, November 9, will be formally presented with an institution that is unsurpassed by any like institution in the

⁶ Thomas & Mercier, Grand Central Public Market, May 24, 1929.

⁷ Polk's City Directory, 1929.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

city.” “Every effort by the market and its tenants has been directed by one thought . . . to make it convenient, a pleasure, and decidedly economical for you when buying your daily food.”⁸

In fact, the Grand Central stood in stark counterpoint to the Carroll Market. As noted, not only would stalls and vendors not be located on the street, storefronts had bulkheads and plate glass precluded vendors from spilling onto the sidewalk. Where Carroll Market not only did not provide parking but consumed on-street parking and added to congestion with stalls, the Grand Central provided parking. Initial plans called for parking in the basement and on the roof, though cost considerations eliminated the rooftop. Where the largely open-air Carroll Market provided no mechanical or sanitary systems, the Grand Central featured modern mechanical systems designed specifically for the market needs, with extensive plumbing, ventilation, refrigeration, and lighting. With acrid smells defining the Carroll Market, ventilation in the Grand Central was designed to change the air out of the building eight times an hour. The market also featured patron toilets, absent in the downtown market.

Whereas the Carroll Market’s heritage was vested in a progressive concept of eliminating the middleman between farm and retail, the Grand Central was envisioned as a one-stop center. The market was to be broad in focus. Vendors’ produce included vegetables, fruit, dairy, meat, fish, and poultry. But vendors also included baked goods, coffee, candy, and tobacco, newsstand and delicatessens, and “eat shops”. And the Grand Central also included a radio store, sanitary supplies, clothes, shoes, electrical appliances, and cleaning products – product lines more in keeping with modern supercenters than public markets. As stated by Vines, “the joining of many stores under one roof on a scientific economic basis for retailing is the system by which we will operate . . . all advertising for the individual leaseholder, hot and cold water, janitor services and lighting will be included in the rental charges.” The market even featured a beauty parlor and a meeting space for tenants.⁹

The perceived strength of the Grand Central Market concept can be seen in the organization of Portland’s own Municipal Market built four years later, in 1933. Six-hundred feet long, 137 feet wide, the new city market featured a market space of 220,000 square-feet with 298 farm stalls. It also featured three acres of parking within the building and 200 merchant spaces to complement the farm stalls. As with the Grand, parking was an important feature, the building was inwardly focused, and product offerings broad. A premium was placed on order, with all produced delivered to a central receiving. Mechanicals were state of the art, including a brine circulating systems for refrigeration storage and a massive dry storage room.¹⁰

The 1930s also saw other markets appear in the City. The Hollywood Market opened in 1931, as did a new Sandy Boulevard Market. The Broadway Market opened in northeast Portland in 1932. By 1937, the city featured nearly a dozen, mostly dispersed through the rising neighborhoods. Of these, only two – the City’s

⁸ Oregon Journal, November 8, 1929, pp. 1, 24; Oregonian, November 9, 1929, pp. 1, 2.

⁹ Oregon Journal, July 12, 1929, p. 1

¹⁰ “History of Public Markets in Portland” found at www.portlandpublicmarket.com/PortlandPublicMarket-History, prepared by the City of Portland’s Bureau of Planning; E. Kimbark MacColl’s The Growth of a City (Portland, OR: The Georgian Press, 1979), pp. 488-499.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

Public Market on Front Street and the Grand Central reflected the application of modern retailing to the market concept; the others remained in a traditional pattern of a market as a cacophony of farmer stands.

Despite the innovative concept, as a business enterprise the Grand Central was challenged. The stock market crash literally coincided with the opening of the market, while the city's Public Market, four times as large as the Grand Central, siphoned off customers. The result was within eight years of opening, creditors foreclosed on Grand Central and the enterprise sold. The new enterprise was a slight variation known as the East Side Food Center – continuing the concept of individual vendors leasing space from a master operator.¹¹

The same fate befell most other markets. By 1941, only three markets remained including the city's. The same era saw the rise of "combination" stores with names such as Safeway and Fred Meyer.¹² Fred Meyer, Inc. established in 1922, opened its first store in the Yamhill Street Market. The founder Fred G. Meyer devised a new concept for the company and in 1931 opened a suburban one-stop shopping center in the Hollywood District of Portland. Meyer offered general merchandise along side the grocery store and drug store departments. This formula proved successful and the company experienced continued growth in an evolving industry.

Into the 1930s, commercial activity in the central east side declined and gradually was replaced by light industrial activities. The years following World War II saw this trend continue and accelerate with an increasing reliance on the automobile. Particularly on the east side, the decision to locate Memorial Coliseum just east of the Steel Bridge encouraged East Side development to focus north in the Lloyd District.

The Grand Central fought to survive in this changing environment. Gradually, demising walls were inserted in the building to carve out specific stores, and the multitude of vendors gave way to a handful of operators. By 1960, Grand Central Bowling occupied a majority of the market space, with 16 lanes and a new restaurant. The bowling alley was located along the west and north. The southeast corner was carved out as a liquor store. Only the eastern three bays remained as market areas. Ten years later, Grand Central Bowling took over the entire building. The bowling alley did its best to obscure the market, covering the north storefront level with ceramic tile, covering the remaining storefronts on the east and south and encapsulating the building in corrugated blue-colored metal.

Today, the Grand Central Market stands as a remnant building type, an important transitional form that attempted to bring modern retailing and technology to the market. It stands apart from the earlier markets by containing operations to within the building, by providing parking, by addressing public health/sanitations and by offering not simply foodstuffs but attempting to create a one-stop shop. It attempted to move beyond the traditional role of the market and forms a precursor to the later supermarkets. In ambition, it was surpassed only

¹¹ Oregon Journal, June 28, 1937, p. 13; Polk's Portland City Directory, 1937-38.

¹² Polk's Portland City Directory, 1941.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

by the city's own venture, which in part undermined the Grand Central's success. In this context, the building is of considerable local significance.

The Grand Central retains a considerable degree of its original design. On the exterior, the Spanish Revival style is readily apparent with the painted stucco-like exterior, red clay-tile roof and the two-story corner towers with balconets and wrought-iron trim. The transoms and marquee that wrapped the exterior also remain. And while most of the storefronts have been covered or blocked in, ghosts of select doorways remain and the rhythm of the storefronts and the monolithic consistency of all four ground floors is not invisible. On the interior, the most striking remnant is the retention of the tall ceiling with skylight hoods, largely open floorplate and portions of the one-time mezzanine wall with interior windows. The column grid also remains with some examples of the original classically trimmed wood columns, though most of the columns have been replaced by metal. Below grade, the basement parking also remains.

Of market building that remain in existence today, only the Grand Central and the nineteenth-century New Market and Theater survive. All of the other resources have been demolished. The organized chaos of the Carroll Market and its variants closed by 1933 and have vanished. The Portland Public Market along the waterfront closed in 1948, demolished in 1969 and today its presence obliterated by Waterfront Park. The others that existed in the first few decades of the 20th century—generally lesser cooperative enterprises such as the Albina, Broadway, Gardeners & Ranchers and Hollywood that attempted to bridge food producer and consumer—are similarly gone.

Grand Central Public Market and the National Register Multiple Property Listing, Portland Oregon's Eastside Historic and Architectural Resources, 1850-1938.

The Grand Central Public Market is eligible within the "Portland Eastside Multiple Property Submission" as it meets the Registration Requirements.

On January, 27, 1989, the "Portland Eastside Multiple Property Submission" was listed on the National Register. That submission included the area from the Willamette River east to 39th Avenue, and from Burnside south to Hawthorne Boulevard. The MPS described the development dynamics of the area and identified building types appropriate for listing in the National Register based on this context statement. One type of building identified was "Commercial and Industrial Buildings". They are described as buildings built between 1889 and 1932, generally located between the Willamette River and 12th Avenue. While many buildings do not exhibit any particular stylistic features, the styles of note are "Italianate, Colonial Georgian, Mission/Spanish Colonial Revival and Modern Movement Commercial Style." Typically, these commercial and industrial buildings are rectangular in shape with storefronts on the ground floor. Of the Mission/Spanish Colonial Style, these were generally located along east-west arterials. The buildings typically are significant under Criterion A for their association with the area's development and perhaps under Criterion C for embodying the forms, methods of construction and styles popular during the historic period. The registration requirements are 1) that the building was built between 1862 and 1938, 2) that they retain sufficient integrity to evoke the character of

Grand Central Public Market
Name of Property

Multnomah Co., OR
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

**United States Department of the Interior
National Park Service**

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

their style or function type, and 3) that they should be one of the best examples or most characteristic examples typifying that style or function.

The Grand Central Public Market, built in 1929, meets the first registration requirement. Though obscured, the building has sufficient integrity to convey its historic significance as detailed in National Register Bulletin 15, and thus meets the second registration requirement. These values will be enhanced by rehabilitation using the federal historic preservation tax credits. Finally, as the Central Eastside's only public market, and the only surviving public market building in Portland's inner east side, the Grand Central Public Market meets the third registration requirement.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

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Grand Central Public Market
Name of Property

Multnomah Co., OR
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 2

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Whiffen, Marcus. American Architecture Since 1780. (Cambridge, MA: MIT Press, 1969).

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City of Portland Office of Planning & Development Review microform and card files.

Heritage Consulting Group historic Portland research files.

Multnomah County Tax Assessor Records

The Oregon Journal

The Oregonian

Sanborn Fire Insurance Maps for Portland, Oregon.

www.historylink.org

www.wikipedia.com

Grand Central Public Market
Name of Property

Multnomah Co., OR
County and State

10. Geographical Data

Acreage of Property 0.86 acre

UTM References

(Place additional UTM references on a continuation sheet)

1	<u>10</u>	<u>526877</u>	<u>5040215</u>	3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>	<u> </u>

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 Rob Mawson

organization Heritage Consulting Group date January 2006, July 2006 (rev)

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

city or town Portland state Oregon zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation sheets

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs: Representative black and white photographs of the property.

Additional items (check with the SHPO or FPO for any additional items)

Property Owner

name John Plew, Concept Entertainment-Three LLC

street & number 9 NW Second Avenue telephone 503-222-4174

city or town Portland state Oregon zip code 97209

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

Grand Central Public Market
Name of Property

Multnomah Co., OR
County and State

NPS Form 10-900-a

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 10 Page 1

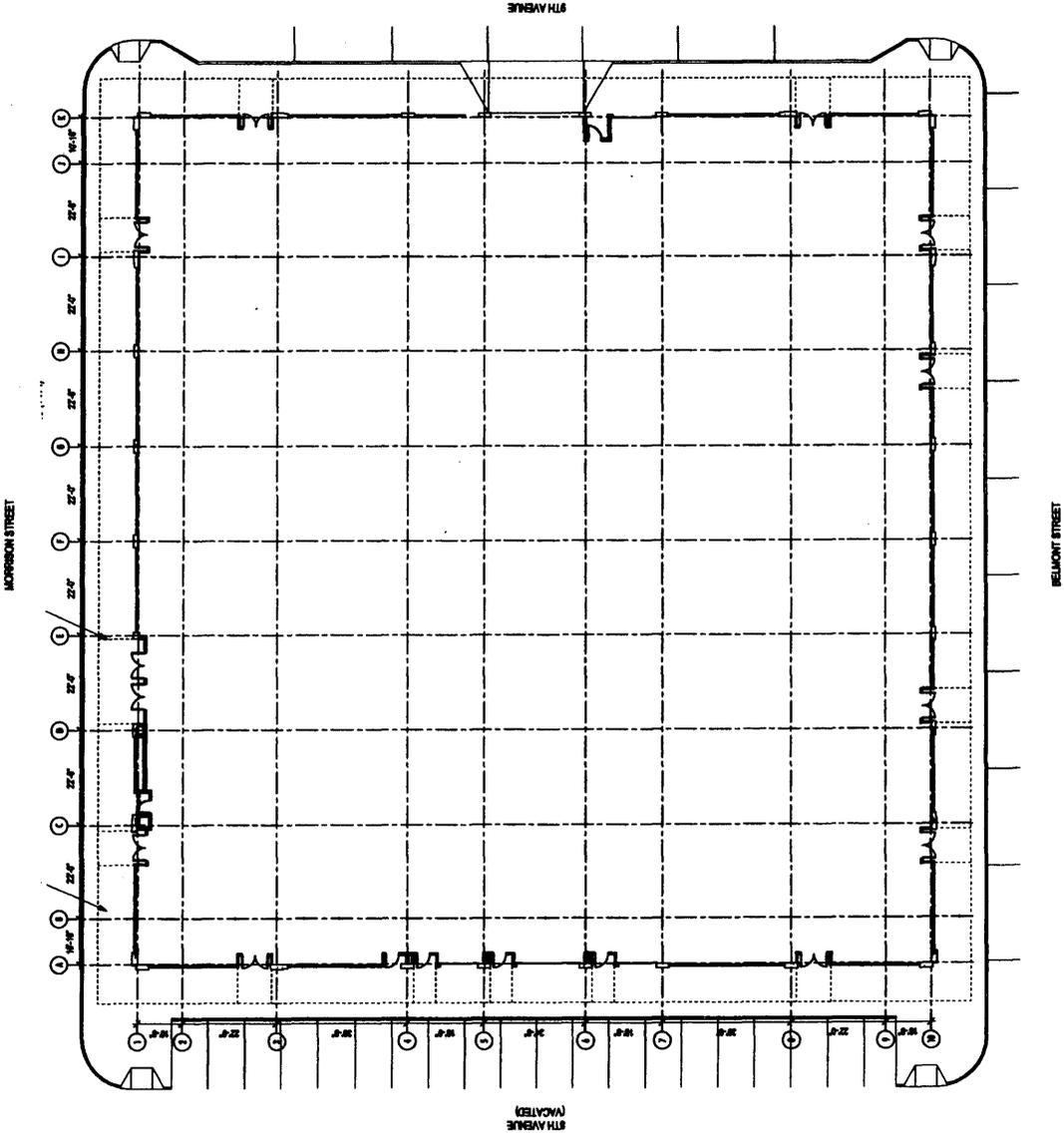
VERBAL BOUNDARY DESCRIPTION

The Grand Central Public Market building is located on Tax Lot 6500, which is comprised of Lots 1-8 of Block 178 in the East Portland Addition to the City of Portland, Multnomah County, Oregon.

BOUNDARY JUSTIFICATION

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested, and has been historically associated with the property.

Site Plan



**SCHEMATIC
DESIGN**

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THESE PLANS ARE AN INSTRUMENT OF
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CONSENT OF THE ARCHITECT.
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WILL BE RESPONSIBLE FOR
THEIR OWN WORK.

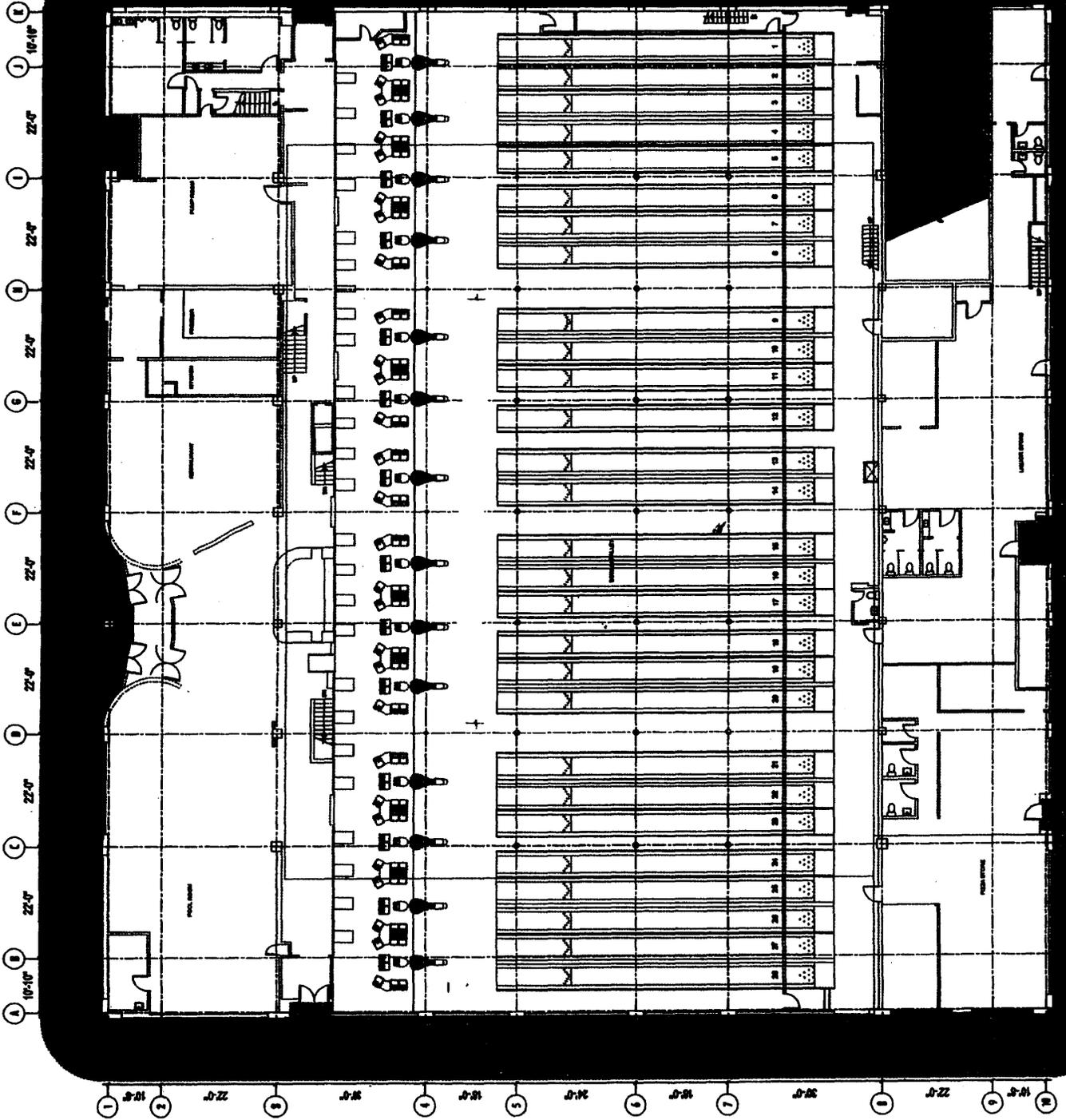
DATE: 01.17.08
REVISION:

DRAWING:
**SITE
PLAN**
JOB NO. 05-082.00
SHEET:

A0.0



Floor Plan



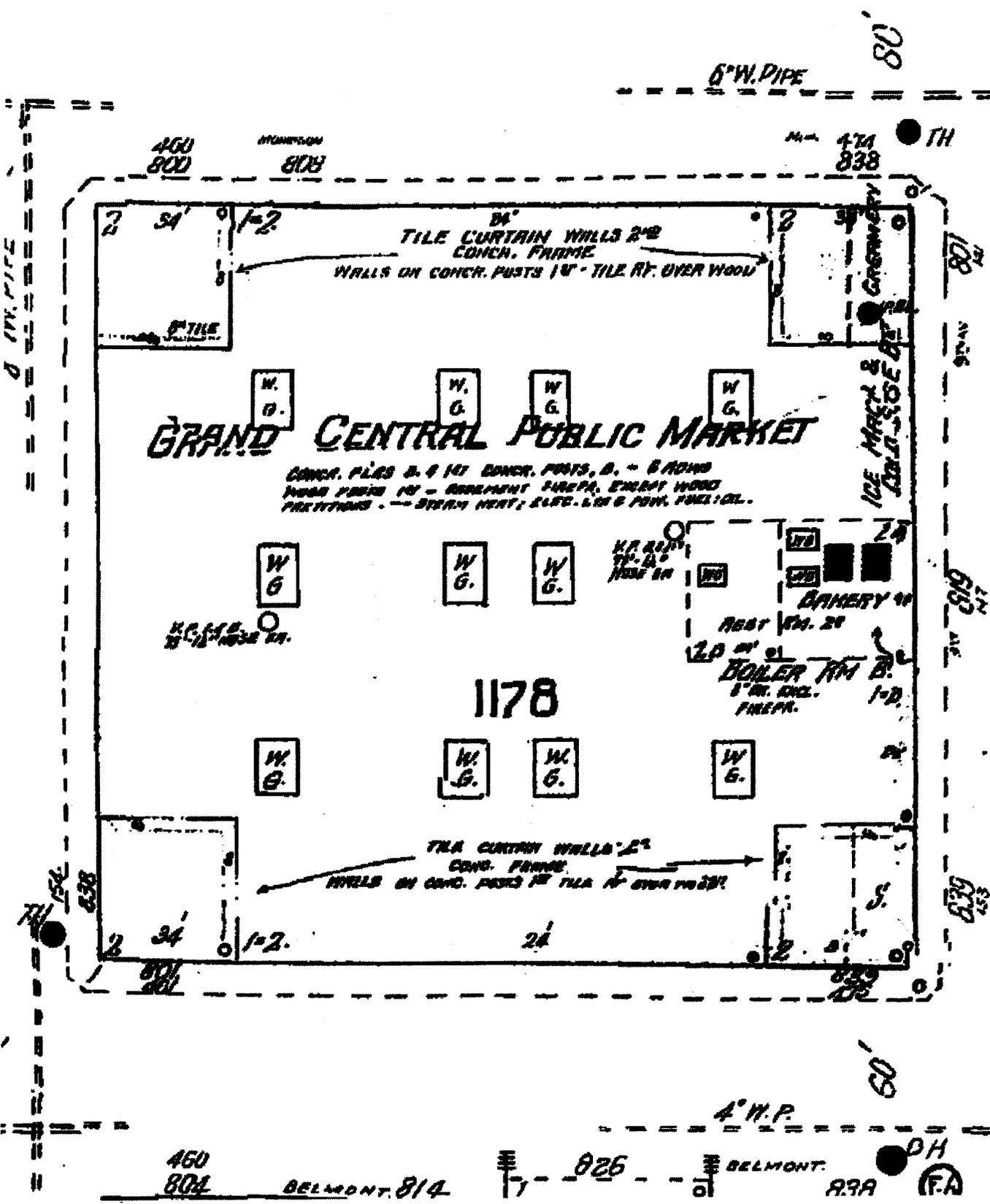
GRAND
CENTRAL
MARKET

DATE: 6/11/58
BY: [illegible]
CHECKED BY: [illegible]
APPROVED BY: [illegible]

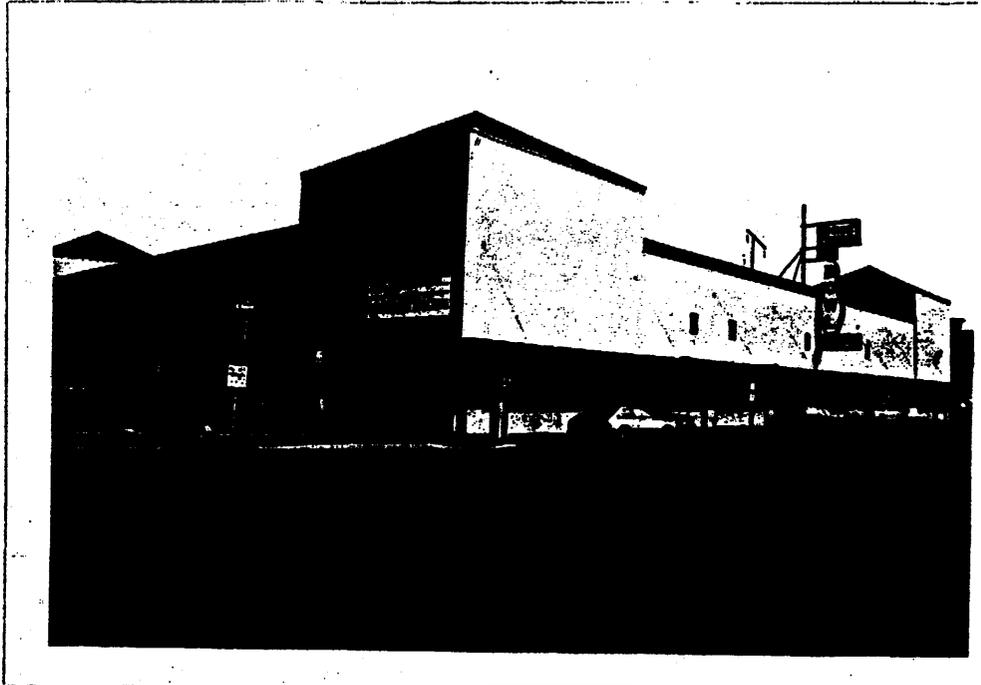
GROUND
FLOOR

111

FA



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



8-067-00835

835 S.E. Belmont Street

East Portland, Block 178, Lots 2-7, Lots 1, 8 except north 12' in Morrison Street

QUARTER SECTION MAP #: 3131

Buckman

ORIGINAL NAME: Grand Central Public Market

OTHER NAMES: Grand Central Bowling Alley

ORIGINAL FUNCTION: Market

OTHER FUNCTIONS: Bowling Alley

DATE BUILT: 1930

STYLE: Mediterranean

TAX ASSESSOR'S ACCOUNT #: R-22651-1260

ZONING: C2

SPECIAL FEATURES AND MATERIALS:

Building encompasses entire block and has four corner pavillions. Red-tile roof.

SPECIAL F/M - ORIGINAL REMOVED:

Second floor windows and third floor three-window arcades on exterior pavillion sides, with decorative pilaster supports are concealed by new metal siding.

AREAS OF SIGNIFICANCE: Commerce

Commerce: Originally a public "farmers' market," associated with east side produce retailing.

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City of Portland Buildings Bureau microform and card files.

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

Grand Central Public Market, original photograph, OHS Collection.

OLD ADDRESS: 475 Belmont Street

Present owner as of May 1980: Herman B. and Georgiana Levin

MAILING ADDRESS: 808 S.E. Morrison, Portland 97214

No Preservation Funding

Negative: 305-15

Score - Design/Construction:

Score - Historical: 5

Score - Rarity:

Score - Environment: 4

Score - Integrity: 0

Score - Intrinsic: 5

Score - Contextual: 4

Score - Total: 21.5

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Photographs _____ Page _____ 1 _____

Photographer: Heritage Consulting Group
Date of Photographs: February 2006
Location of Negatives: Heritage Consulting Group, 1120 NW Northrup Street, Portland, OR 97209

1. Exterior View, Looking SW at E and N Facade
2. Exterior View, Looking E at W Facade
3. Exterior View, Looking NE at S Facade
4. Exterior View, Looking NW at S and E Facade
5. Exterior Detail, Looking S at N Facade, E Tower – Typical
6. Exterior Detail, Looking N at S Facade, W Tower – Typical
7. Exterior Detail, Looking N at S Facade, W Tower – Transom & Balconet – Typical
8. Interior View, Ground Floor, Looking NE from Center North
9. Interior View, Ground Floor, Looking NW from Center North
10. Interior View, Ground Floor, Looking SE from Center North
11. Interior View, Ground Floor, Looking E from Center
12. Interior View, Ground Floor Looking SW from Center North
13. Interior View, Ground Floor, Looking W from Center North
14. Interior View, Mezzanine, NE Corner, Looking N