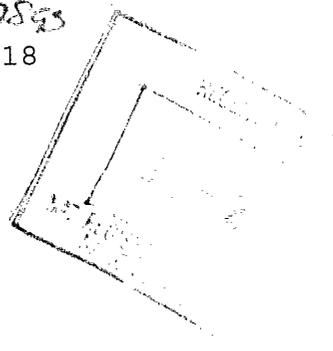


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United States Department of the Interior  
National Park Service

National Register of Historic Places  
Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in How to Complete the Multiple Property Documentation Form (National Register Bulletin 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

X  New Submission   Amended Submission

=====

A. Name of Multiple Property Listing

=====

**Historic Resources in Downtown Portland, Oregon, 1906-1914**

=====

B. Associated Historic Contexts

=====

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

**Historic Resources in Downtown Portland, Oregon, 1906-1914**

=====

C. Form Prepared by

=====

name/title  John M. Tess, President

organization  Heritage Consulting Group  date  April 2, 2004   
street & number  1120 NW Northrup Street  telephone  503-228-0272

city or town  Portland  state  OR  zip code  97209

=====

D. Certification

=====

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (   See continuation sheet for additional comments.)

James Hamrick   June 24, 2004   
Signature and title of certifying official Date  
Deputy SHPO  
 OR State Historic Preservation Office   
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

*For Edson H. Beall*  
Signature of the Keeper

8/11/2004  
Date

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Table of Contents for Written Narrative  
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Provide the following information on continuation sheets. Cite the letter and the title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in How to Complete the Multiple Property Documentation Form (National Register Bulletin 16B). Fill in page numbers for each section in the space below.

	Page Numbers
E. Statement of Historic Contexts (If more than one historic context is documented, present them in sequential order.)	<b>E 1-13</b>
F. Associated Property Types (Provide description, significance, and registration requirements.)	<b>F 1-11</b>
G. Geographical Data	<b>G 1</b>
H. Summary of Identification and Evaluation Methods (Discuss the methods used in developing the multiple property listing.)	<b>H 1-2</b>
I. Major Bibliographical References (List major written works and primary location of additional documentation: State Historic Preservation Office, other State agency, Federal agency, local government, university, or other, specifying repository.)	<b>I 1-3</b>

=====  
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 120 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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**E. Statement of Historical Context:**

**Introduction**

Perhaps no period in Portland's downtown is as important as the decade following the Lewis & Clark Exposition. Noted Portland historian Carl Abbott describes it as "the greatest economic boom that Portland has ever experienced." This boom manifested itself in a wrath of new offices, hotels, and retail stores in the city's core. In total, it consisted of nearly six dozen buildings in a 60-block area, bounded by Third Avenue on the east, Eleventh Avenue on the west, Salmon Street on the south and Burnside on the north. The boundaries were chosen to most accurately represent the core of the downtown business area in Portland during the time frame defined. In total, the boom added five million new square feet to what became the city's core business district. The suddenness and magnitude of this construction redefined downtown Portland, moving it west and strengthening its commercial nature. As important, this boom established the downtown architecturally, creating a design palette for the area that continues today. Finally, the Portland post-fair construction boom illustrates how the promise of making money attracts capital from outside the community and creates synergistic self-supporting economic relationships. Put another way, the Portland post-fair boom came about because the fair promised that Portland would be a great city; the boom stopped when economic conditions and World War I made that seem not immediately likely.

As much as the exposition's impact represented a coming of age for the city, so do the buildings built in that decade play a character-defining role in the aesthetics of downtown Portland today.

**Boundary Justification**

Most of the development in the central business district occurred in the blocks bounded by Burnside and Salmon on the north and south, and by Third Avenue and Eleventh on the east and west. The area from the river to Third had been substantially developed in the 19<sup>th</sup> century, but periodic Willamette River floods made the area less attractive. Historically, the business district centered at Third at Washington and Alder. The new downtown center would move west to 5<sup>th</sup> Avenue and south to Morrison and Alder. The boundary of this central business district was chosen as the area of most significant development during the period of significance identified.

**Period of Significance**

The period of significance is defined as beginning in 1906, after the Lewis and Clark Exposition until 1914, the last year of significant measurable development within the physical area defined. In the period of 1906-1914, there was an average of 7 buildings constructed per year. Construction reached a high of ten new buildings in 1907. Beginning in 1915, over the next five years, there was an average of only one or two buildings per year.

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**Portland Before the Lewis & Clark Exposition**

Portland came into being legally in 1851 when the small settlement received its charter from the Territorial Legislature. The embryonic city had been in existence since 1843 when Asa Lovejoy and William Overton came ashore by canoe. They had been in search of a possible townsite between the Hudson's Bay Company at Ft. Vancouver and Oregon City. The site was a clearing at the bend of the Willamette near its confluence with the Columbia and below (north) of the Willamette Falls. The superior natural setting prompted Native Americans to use it as an encampment. It also prompted Lovejoy and by then Pettygrove, who bought Overton's interest, to see a possible townsite.

In 1845, Lovejoy and Pettygrove hired surveyor Thomas Brown to layout a grid of sixteen blocks, 200 feet square divided into eight 50 by 100 foot lots. Between the blocks were strips 60 feet wide dedicated to the public right of way, which included street, curbing and sidewalk. These sixteen blocks ran along the river in two parallel rows of eight blocks from Washington on the north to Jefferson on the south. The next year, another row of blocks were added and in 1850, two more. The name was established in 1845 by tossing a coin with Maine-native Pettygrove favoring Portland against Massachusetts's native Lovejoy's preference for Boston.

When the City was incorporated, it included the area today roughly bounded from SW Sherman to NW Pettygrove, and from the river to 23<sup>rd</sup> Avenue. In addition to the original Portland claim of Lovejoy and Overton, it included the donation land claims of Captain John Couch and a portion of the Finice Caruthers claim. For the next 30 years, there was little change in Portland's boundaries, though population and buildings grew rapidly. The city served as the primary link between the rich agricultural lands, forest and trade opportunities created by the Willamette and Columbia Rivers. Population increased from 800 in 1860 to 8,300 in 1870. By the 1870s, wheat and gold from Idaho and eastern Oregon made Portland a rather rich little town. The growth accelerated as steamers replaced sailing barks and the federal government established a customs house. Growth continued into the 1880s as the transportation infrastructure and technology continued to improve. By 1880, Portland's population was nearly 21,000 and the decade 1869-79 saw nineteen new buildings comprising seven blocks and \$1 million in value, primarily in the Yamhill District. In 1883, former President Ulysses Grant arrived on the first continental train to reach Portland, symbolizing the shift from pioneer town to American city.

Through this time, frequent flooding pushed development toward higher ground to the west and north. This push was accelerated in 1872 and 1873 with fires that leveled thirty blocks of wooden buildings in the area of the original Portland townsite. Then in 1894, massive flooding covered most of what was then downtown. For two weeks, the Willamette grew beyond flood stage until water was nine feet above street level. The flood did not recede for a month. The Dekum, Hamilton, Sherlock and Auditorium Buildings on Third Avenue, the Imperial Hotel on Broadway, and the New Market Theater at the north defined the shift in development. In the same era, the Park Blocks established themselves as the home to the city fathers, lined by churches as First Congregational and First Baptist, while City Hall was constructed midway on 5<sup>th</sup> Avenue at Madison.

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Even with fires and floods, Portland's growth continued largely unabated. In the 1890s, Portland was a prosperous trade port, rich in lumber and agriculture, with rail links through the Willamette Valley and a transfer point from river-going to sea-going vessels. At the start of the decade, the city's population had grown to 46,385; by the end, it had nearly doubled. It was the third fastest growing city in the country. But Portland business leaders also grew apprehensive of its competitor to the north, Seattle, whose population was growing even faster. Portland, long dominant in the Pacific Northwest, was being challenged. To maintain its regional role, the Portland would need to be more aggressive and dramatic; the business leaders saw a grand exposition as a grand strategy.

### **The Lewis & Clark Exposition**

The Lewis & Clark Exposition opened on June 1, 1905, with 40,000 visiting on the first day. Opening ceremonies included not only the usual Portland and Oregon luminaries (Mayor George Williams, Governor George Earle Chamberlin), but powerful Vice President Charles Fairbanks and Speaker of the House Joseph Cannon. The idea of an exposition had begun in 1895 when Portland dry goods merchant Dan McAllen suggested an international fair to pull the city out of an economic slump. At that time, Oregonian business leaders were more interested in any federal money being used to improve navigation on the Columbia and the idea attracted little attention. Four years later, Henry Dosch, a local manufacturer who represented Oregon at Chicago's Columbian Exposition in 1893 and Omaha's Trans-Mississippi Exposition in 1898, revived the idea in an article in the Portland Telegram. In the following year, on December 15, 1900, the Oregon Historical Society, with Oregonian editor Harvey Scott leading the meeting, endorsed the idea. Two months later, the state legislature pledged state aid. A triumvirate of Scott, Henry Corbett (president of the First National Bank and the city's leading businessman), and J. M. Long of the Board of Trade worked through 1901 to transform the idea of a 1905 exposition into a businesslike proposition. Organizing efforts included solicitations to the state legislatures of Washington, Idaho, Montana, Utah, Colorado, and British Columbia. Led by some of the City's leading business leaders, the exposition organizing committee took form in January 1902 with funding through stock subscriptions. The vast majority of the money came from enterprises that expected to profit -- hotels, restaurants, streetcar companies, brewers and liquor distributors and retailers. It also came from the business community at large -- notably, bankers, wholesalers and land speculators.

In putting together the fair, the planners could draw on wide experience around the country. Following Chicago's Columbian Exposition in 1893, fairs were organized in Nashville (Nashville Centennial, 1897), Omaha (Trans-Mississippi, 1898) and Buffalo (Pan-American, 1901). Also on the drawing boards were fairs in St. Louis (Louisiana Purchase, 1904), Norfolk (Jamestown Tercentennial, 1907) and Seattle (Alaska-Yukon-Pacific, 1909).

Efforts to solicit funds and exhibits took staff to the halls of Congress, as well as Sacramento, Boise, Salt Lake City, Bismark, St. Paul and Jefferson City. Sixteen states committed to appropriations and exhibits, including ten that committed to special buildings. The state of Oregon committed \$450,000 for an exhibit and building, anticipating that it would "benefit the people of the state of Oregon by way of advertisement and development" of the state's resources and industries. For its part, the federal government committed \$475,000.

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The economic development function of the fair was evident in that the organizing committee included a "Department of Exploitation". As important as the exposition was, the Committee's efforts as a promotional tool was even more critical. Only 26% of the attendees were from outside Oregon and Washington (and only 10% from east of the Rockies). Yet, the Department of Exploitation secured more than 250,000 columns of newspaper space across the country. It also received considerable coverage in national magazines such as Harper's Weekly, Leslie's Weekly, The Century, Pacific Monthly, Sunset and World's Work. Ten thousand newspapers were on the exposition's mailing list and six thousand received a weekly packet. Staff issued a daily report to the national wire services. Nearly 50,000 free passes went to reporters and photographers. The department also received \$50,000 from the state legislature to build an Oregon building and exhibit at the Louisiana Purchase Exposition in St. Louis; over one million people visited that exhibit in the summer of 1904. Exposition staff crisscrossed the west, promoting the fair. In addition to the organizing committee's own promotions, Union Pacific, Northern Pacific and Southern Pacific railroads all printed their own fliers and launched their own promotions to attract riders.

The short-term impact of the fair was enormous: The total economic impact is estimated at \$8 million; in 2000 dollars, the economic impact is the equivalent of \$135 million. Capital expenditures on buildings and grounds alone totaled over \$1,300,000. The fair created an estimated 1,000 construction jobs and 5,000 jobs total for the duration (for a city with an employment base of 65,000).

In the final tally, the Lewis & Clark Exposition was a phenomenal success. Over 1,588,000 people paid to attend the fair, while free passes accounted for nearly a million more. While a third came from Portland and 40% came from the rest of Oregon and Washington, an estimated 413,000 came from the rest of the country. The fair itself was devoid, for the most part, of operational glitches - such as unfinished buildings and exhibits, price gouging or poor transportation. The organizing committee even closed the books with a profit of nearly 5%.

In the words of the Oregonian, "The Lewis and Clark Exposition officially marked the end of the old and the beginning of the new Oregon."

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### City Growth, 1906-1914

*Portland entered a new era with the celebration of the Lewis and Clark Exposition in 1905. In official rhetoric, the industrial and scientific fair was a "school of progress" to inform and entertain visitors. For civic leaders in their clubrooms and real estate offices, it was also an international advertisement to attract investors and immigrants to Portland. The ostensible purpose was to memorialize the great explorers, but the impetus and organization came from the bankers, brokers and the Board of Trade . . . By publicizing Portland, it also promised to secure new settlers and investors and trigger rapid economic growth.*

*(Carl Abbott, Portland: Planning Politics and Growth in a Twentieth Century City, p. 33)*

*The exposition . . . attracted hundreds of thousands of people many of them wealthy, to this city, who knew nothing of the advantages of Portland and its surroundings. They were surprised and pleased at what they found and learned, and went away to spread the story of Portland's beauty and future prospects, and then came back to invest their money in Portland property and business.*

*(Joseph Gaston, Portland, Oregon: Its History and Its Builders, p. 611)*

In a word, Portland boomed. The city's population nearly tripled in a twenty-year timeframe. Certainly, with the transportation improvements and Portland's place as the major port city in the Northwest, the city had enjoyed brisk growth in the 19<sup>th</sup> century. From 1890 to 1900, the population reached 90,426, nearly doubled as with just over 44,000 new residents. Yet, that number pales by comparison with the 1900-10 period with the addition of 117,000 new Portlanders -- an incredible 129% growth rate. Most of these new residents arrived between 1905 and 1910, when the population grew by 96,285 or a rate of 87%. The rush continues into the 1910s, but waned mid-decade as the United States prepared to go to war in Europe for the first time. For comparison, during this same twenty-year period, US population grew by 40% (21% in the years 1900-10 and 15% 1910-20).

Other data is equally bullish: The rate of employment outpaced population growth. In the period 1905-1910, bank clearings increased by 150% to \$558 million. Building permit values jumped 458%, from \$4,183,000 in 1905 to \$20,866,00 in 1910 and \$19,152,000 in 1911. Properties changed hands as real estate transfers grew from 15 million to 25 million. Post office receipts grew from 416,052 to 1,002,610. And manufacturing output grew two-thirds, from 28,651,000 to 46,861,000. Streetcar traffic doubled and doubled again as Portland added 2,400 new houses and apartments each during the era. Between 1900 and 1916, the old Westside neighborhoods grew from 58,000 to 96,000 residents by packing families more tightly into already developed areas. Over the same period, the east side grew from 32,000 to 178,000. Development occurred on a large-scale basis, with the creation of neighborhoods such as Laurelhurst, Eastmoreland, Kenton and Parkrose.

The fair attracted substantial outside capital to the city. By 1907, the city had over 55 out-of-state companies worth over \$1 million. The names included a laundry list of major national corporations: Armour, American Can, General Electric, Goodyear, National Biscuit, Sherwin-Williams, John Deere, Union Oil, and Standard of California. It also

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included many of the major capitalists of the era, with prominent names such as J. P. Morgan and Edward H. Harriman and less prominent outsiders as New York's Pratt family. It also attracted both sale showrooms and manufacturing facilities for the automobile.

### **The Development of Downtown Portland, 1906-1914**

#### *Downtown Development, 1906-1914*

*During the past ten years the aspect of Portland has been almost completely transformed . . . Portland is to be congratulated on the fact that its new business structures are good, if not better, than are the average of those erected in the Middle West or in the East."*

*(Herbert Croly, "Portland, Oregon: The Transformation of the City from an Architectural and Social Viewpoint,"*  
*Architectural Record, June, 1912. p. 592)*

*No comparable period in Portland's history witnessed so substantial an amount of new construction in terms of quality and investment. (E. Kimbark MacColl, The Shaping of the City, p. 435)*

The first indirect impact of the fair was a shortage of office space. Much of the construction activity around the fair served the growing desires of bankers, insurance agents, grain dealers, wholesalers, salesmen, accountants, clerks and attorneys. Real estate values advanced by 30% from 1905 to 1906 and by 100% in 1910. Land values reached \$5,000 a front foot in the heart of downtown. Total rentable space grew from 900,000 square feet in 1900 to 2,000,000 in 1910.

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

Typically, the office buildings were speculative with ground floor specialty retail and upper floor offices that featured the most modern amenities. Special niches appeared: Exchange Buildings, where representatives of a single industry (such as lumber) were intended to be clustered. So too did medical and dental offices appear. All featured flexible floorplans that allowed both hallway and office-to-office access.

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

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Hotels also prospered. Again, typically, new hotels featured ground floor specialty retail or restaurant. The hotels took many forms, but maybe grouped into two primary categories: The first are the grand, first class hotels as the Multnomah, Oregon (Benson) and Imperial. These featured grand lobbies, meeting rooms, restaurant and retail services for their guests. The second are the business class hotels, as the Alder and Clyde, which focused on serving the traveling salesman. These were smaller in scale and typically featured ground floor retail focused to street traffic, not the hotel guests. The lobbies were small and efficient.

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

*Portland's Economic Growth: a Comparison with Detroit & San Diego*

The post-fair construction boom is striking in that it illustrates rapid synergistic growth based primarily on the anticipation of making money. Unlike cities such as Detroit or San Diego where surging economic growth is tied to that of a specific industry, no major new industry arrived to dominate in the Rose City.

*Detroit*

Between 1860 and 1880 copper and copper alloys were Detroit's largest export industry. Around 1880 the local deposits of copper ore were used up. However, Detroit at the end of the nineteenth century had a very sophisticated machine industry that made it a fertile place for the automobile industry to develop. The internal combustion engine was first developed for boats and since the Great Lakes area was a major market for such smaller vessels an industry for manufacturing boat engines emerged in Detroit. This was probably the key factor in the automobile industry growing up in the Detroit area. There also already was an existing industry for manufacturing coaches and carriages. Will Durant, the founder of General Motors, had previously made a fortune manufacturing carriages. The rich offering of Detroit industry enabled Henry Ford, Ransom E. Olds and other entrepreneurial automakers to put together their first models from off-the-shelf parts. The effect of dynamic expansion of the automobile industry created miles of lower and middle class neighborhoods, which housed the workers for the automobile plants. These neighborhoods were constructed primarily in the period between 1945-1955.

*San Diego*

Prior to 1940, San Diego had established its reputation as a quiet residential community of retired Midwesterners and Naval officers. Consolidated Aircraft Corporation moved west from Buffalo, New York in the mid-1930s. San Diego's ideal climate, the availability of land and the city's growing reputation as a center for Naval and aviation operations, appealed to Consolidated's founder and president, Major Reuben H. Fleet. He began with a small plant and 757 employees. Almost overnight San Diego was transformed from a sleepy border town to a teeming wartime metropolis. San Diego's major defense industry, aircraft, met the challenges of expanded production and began 24-hour, 7-day a week operations. Advertisements nationwide brought thousands of workers into the city to supply the needs of the defense plants. Already San Diego claimed the Navy's largest air base and the city's harbor housed the repair and operations base for many of the Navy's major aircraft carriers. As with Detroit, the effect of this tremendous boom on

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the built environment was the development of a substantial number of housing developments to house the workers at the defense plants, with other structures in the downtown built to serve the needs of the main industry and its workers.

*Portland*

In Portland however, the exposition of 1905 attracted outside capital based on the sense that by geography and natural assets, Portland was a city destined to growth, destined to be one of America's great cities. In the region, the exposition did attract capital focused on consumer products: Armour established a stockyard and meat processing center and American Can built a processing plant. Ford and Chevrolet both built assembly plants. But downtown's growth was less defined: lawyers, bankers, businessmen and others collected simply because it was anticipated to be the center of commerce for the Pacific Northwest, an economic crossroads. Hence the anticipated needs for office and hotels, complemented by retail, translated in three million square feet of new office space, a half million square feet of department store space, and a half million square feet of specialty retail and restaurant space. What is even more striking is that despite the incredible growth and the vast amount of real estate product built, the juggernaut continued until capital was distracted by the European war and the fall of agricultural prices undercut boosterism and capitalistic adventure.

Certainly, Portland's business district has grown, and the geographic center of the business district has floated to the south and west to Pioneer Courthouse Square. That said, the buildings constructed in downtown Portland between 1906 and 1914--individually and collectively--define downtown Portland today. The numbers are striking: The construction boom filled a third of the land in the business district with over six dozen buildings with over five million square feet.

Though built before zoning laws, these buildings established a tradition that has since been codified in Portland's downtown plan -- in terms of massing, scale and use. Today, downtown buildings are required to be built to the lot lines and for the most part they are limited to a 9 to 12 floor-area-ratio. Retail uses on ground floor and active storefronts are similarly required. Even the clustering of like-minded industry has been replicated in modern development from what had been called "exchange" buildings to what are now called "incubators." While increasingly new construction comprises full-block parcels, a trend signaled with Olds, Wortman & King department store and the Pittock Block office building, the presence particularly of the quarter-block buildings with a 10,000 square foot floor plate has been recognized to enhance Portland's livability and downtown pedestrian atmosphere.

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**The Architecture and Buildings of Downtown Portland, 1906-1914**

*Downtown Portland Buildings, 1906-1914*

Most of the development occurred in the blocks bounded by Burnside and Salmon on the north and south, and by Third Avenue and Eleventh on the east and west. The area from the river to Third had been substantially developed in the 19<sup>th</sup> century, but periodic Willamette River floods made the area less attractive. Historically, the business district centered at Third at Washington and Alder. The new downtown center would move west to 5<sup>th</sup> Avenue and south to Morrison and Alder.

In this roughly 60-block area, over six dozen buildings were constructed in the 1906-14 period with roughly seven new buildings each year. In comparison, only one major building was constructed in 1900, two in 1902, two in 1903, one in 1904 and one in 1905. At the end of the period, one major building was completed in 1915, two in 1916 and two in 1917.

Many of the buildings today constitute some of Portland's best architectural resources: Journal Building, Wells Fargo Building, Central Library, Pittock Block, Morgan Building, Railway Exchange Building and Multnomah Hotel to name just a few. As imagined, it was a heady time for the architectural profession with nearly every noteworthy architect represented in some building: Whidden & Lewis, A. E. Doyle, Emil Schacht, John Bennes, Carl Linde, William Knighton and others.

In terms of land square footage, these buildings occupied nearly a third of a block of the 60 blocks. On average, the new buildings had substantially larger floorplates. While in the era prior, a 5,000 floorplate was typical and 10,000 square foot floorplate considered large, in the 1906-14 era, a 10,000 floorplate was typical and full-block buildings were not rare.

In construction, they were predominantly steel-frame, though some were reinforced concrete, with a few utilizing unreinforced masonry. Most featured brick skins of varying hues, complemented by terra cotta, cast stone and sheet metal trim. Some were fanciful in their decoration: The terra cotta trim of the Seward Hotel (now Governor), the electric lines of the Journal and Electric buildings. All three major department stores built new stores gleaming in white terra cotta skins, including the full-block Olds, Wortman & King. But for the most part, Portland aspired to a "big city" look with conservative, well-proportioned designs classically trimmed.

In scale, the buildings were typically taller than five stories, though taller buildings came at the end of the era. Benjamin Morris is credited with designing Portland's first skyscraper, the Wells Fargo Building in 1907. Mostly, the buildings were six stories in height; this scale continued but after 1909, it became more and more common for a building of ten plus stories or more to be under construction. To some degree, the Failing Building at Fifth Avenue and Alder Street is symbolic: Designed by Whidden & Lewis, it was constructed as a six story building in 1907 and in 1913, six additional floors were added.

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In use, offices predominated, comprising half the new buildings. For the most part, these were speculative ventures, not built for a specific business. Floor plans tended to be flexible with double-loaded corridors, and numerous office-to-office access doors. Ground floors concentrated on street-fronting retail uses, with pronounced if small entrances leading to distinctive elevator lobbies.

Hotels were second in uses, though varied in concept from major destination properties, such as the Multnomah and Imperial Hotel, to businessmen hotels, such as the Alder and Esquire. The former were big and grand, with elaborate lobbies and guest services. The latter were smaller, more austere, with efficient lobbies and ground floors dedicated to street-fronting retail. It is fascinating that though the Lewis & Clark Exposition had been planned over several years, only a couple of hotels opened downtown before or during the fair.

As striking as post-fair hotel construction surge is the retail construction surge. Again, it occurs well after the fair. Meier & Frank added a quarter block addition to its 1898 store, patterned after Chicago's Carson Pirie Scott. (In 1915, they would add a half-block addition). In 1910, Olds Wortman & King built what was reputed to be the only full-block retail store in the Northwest. Two years later, Lipman-Wolfe built a ten-story, 200,000 square foot store in 1912. Even when a building was designed for office or hotel use, it nearly always featured ground floor retail or restaurant space.

Equal to retail were public buildings: the Library, Courthouse, Police Headquarters, Arlington Club and Masonic Temple. Reflecting the segmentation of downtown away from residential uses, only one apartment building was constructed in the business district that was located at the far southwest corner.

*Downtown Development and Architecture, 1906-1914*

This collection of buildings in a very real sense established a downtown design palette that continues today. It was created by virtue of the sheer magnitude of construction in a short period of time; within less than a decade, it transformed downtown. As important, the collection of architects designing these buildings largely represented a common design ethic. Nearly all the buildings were designed by local architects. The dominant architectural firm of the period was Whidden & Lewis. William Whidden and Ion Lewis formed the partnership late in 1889 and were responsible for many of the city's most important designs. At one time or another, the most prominent architects in the city worked for the firm. The firm's dominance faded beginning in about 1909 in favor of their protégé A. E. Doyle. Doyle had started working at the firm as a 14-year-old office boy and remained there until he was 26. In 1907, he established his own office. His first major commission was the 10-story Meier & Frank addition, which was then followed by a succession of important commissions.

All the designs offered very similar and essentially conservative paradigm. Certainly, there are examples of architectural exuberance: Benjamin Morris' use of polychrome terra cotta on the Wells Fargo Building, the Reid Brother's wedding-cake shape for the Journal Building, William Knighton's fanciful cornice on the Seward Hotel and Francis Berndt's use of glazed "Tiffany" brick. And Doyle's use of white terra cotta as the skin for the three department stores: Meier & Frank, Lipman Wolfe and Olds, Wortman & King which helped create the image of

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Portland as "white" city. But as a collection, the architects tended to rely on steel frame (or reinforced concrete) construction, classic proportions and detailing, largely in the Commercial style of architecture.

*Architects in Portland*

The collection of buildings constructed in this boom was completed by a relatively small number of architects, mostly based locally. Only 15% of the buildings are unattributed. Of those attributed, twenty architects have been identified. Only five were from outside Portland, collectively responsible for 6 buildings. The most notably were Cass Gilbert of New York who designed the Spaulding Building and the Reid Brothers of San Francisco who designed the Yeon and Journal Buildings. Of local architects, two were responsible for a third: Whidden & Lewis (10) and A. E. Doyle (9). Four others were responsible for another third: D. C. Lewis (6), John V. Bennes (5), Ernest MacNaughton (4) and Emil Schacht (4). Other architects include Francis Berndt (2), Aaron H. Gould, Sr. (1), Edgar Houghton (1), Joseph Jacobberger (2), William Knighton (2), Carl Linde (1), Richard Martin (1), Benjamin Morris (1), Morris Whitehouse (1), and David Williams (1).

*Portland Developers*

The development in downtown Portland fell into two broad categories: Buildings that were owner-occupied and speculative buildings. The first included the three major retail buildings (Meier & Frank, Olds, Wortman & King, and Lipman-Wolfe). It also included corporate buildings (Wells Fargo, Oregon Journal, Pacific Telephone and Telegraph, Balfour-Guthrie, Woodard, Clarke & Co. and Portland Railway, Light & Power), social buildings (Arlington Club, Masonic Temple, Helig Theater) and government buildings (Multnomah County Courthouse, Central Library).

The speculative buildings included both offices and hotels. What is interesting is that most buildings were the products of essentially local developers and that virtually all the developers were only involved in one project, often with their name on the building.

One of the most active developers was *Theodore Wilcox*. Wilcox was a protégé of William S. Ladd and president of the Portland Flour Mill. Shortly after the Lewis & Clark Exposition, he invested heavily in downtown land. He was responsible for the development of Wilcox Buildings and Stevens Building. Wilcox also participated as landowner in the Imperial Hotel addition.

Another active developer was *William Morgan*. Morgan graduated from the University of Oregon law school in 1903, played a defining role in the rise of apartment buildings in the Nob Hill section of Portland. He also was an active developer of speculative commercial space in downtown, associated with the Hotel Alder and the Morgan Building.

Other notable names included:

- *Simon Benson*, timber baron, moved to Portland in 1910 and built the Oregon Hotel (Benson Hotel); he is also recognized for donating the "Benson bubbler" water fountains.

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- *Charles K. Henry* was born in England and arrived in Portland in the 1890s where he became involved in real estate. He suffered considerable losses in 1903 but paid off his debts. In 1909, he organized a financial syndicate to develop the Henry Building.
  - *Phil Metschan, Jr.*, moved to Oregon in 1906 to work with his father at the Imperial Hotel. He teamed with Theodore Wilcox to develop the New Imperial Hotel in 1911.
  - *Henry Pittock*, owner of the Oregonian and a founding member of the Northwestern National Bank, was the primary developer of the Northwestern National Bank Building, and as landowner for the Pittock Block.
  - *Harrison and Robert Platt* were brothers who moved to Portland in the late-19<sup>th</sup> century. Both were successful lawyers; Robert was an organizer of the Bankers & Lumberman Bank and the Peninsular Bank. Their sole project was the Platt Building.
  - *Ben Selling* arrived in Portland as a child and became a successful retailer. Selling was responsible for the Selling Building.
  - *John Yeon*, timber baron, moved to Portland in 1906 and invested in downtown property; his only downtown building was the Yeon Building.

### End of the Boom

The end of the Lewis & Clark boom came quickly. Even with the fair, the heart of Oregon and Portland's economy was trade. The city was the fourth ranking US city in total exports. Portland was the number two city in wheat exports, after New York. In a nine-month period in 1905-06, Portland exported almost ten million bushels of wheat and one million barrels of flour. Lumber was the city's largest producer of wealth. Portland was the number one lumber manufacturing city in the country, cutting over 700 million board feet with revenues exceeding \$10 million -- enough lumber to build a 30-foot wide plank road from Portland to Chicago.

But economic conditions began to slide beginning in 1913. In that year, and again in 1914, the price of wheat fell dramatically. This drop was followed by a drop in the price and production of lumber in 1914 and then again in 1915. At the same time, on the national level, clouds of war loomed with the assassination of Archduke Franz Ferdinand on June 28, 1914 and the beginning of World War I. The war stalemated in the trenches, but splintered public opinion and distracted and cautioned Euro-focused east coast investors. Total foreign exports from the Port of Portland dropped 77% from 1915 to 1916, while foreign grain exports dropped 82%. The First World War produced a recession in Portland due to this decrease in trade with foreign lumber exports dropping 63% as well. Construction had peaked in 1907, but the annual value of building permits fell significantly by 1917. The unemployment rate doubled for unskilled and seasonal workers during this time, and finally the United States entered WWI in April 1917.

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

**Conclusion**

One of Portland's most dynamic growth periods occurred between the 1905 Lewis and Clark Centennial exposition and the First World War. The exposition attracted outside capital based on the sense that by geography and natural assets, Portland was a city destined to growth, destined to be one of America's great cities. Joseph Gaston reported that in 1901 Portland was the fifth city in the nation for wheat exports, and by 1910 Portland was the number two city in the United States for wheat exports, second only to New York. Lumber manufacturing and shipping was the largest industry in Portland at the time. Overall the manufacturing output for Portland more than doubled during this period. Most of this manufacturing was related to the production of wood products. Portland became the livestock and meatpacking center for the Pacific Northwest, having the largest packing plant in the west. After the Lewis and Clark Exposition in 1905 there was significant interest in Portland by investors, businessmen, developers, and workers. During the years between 1906 and 1914, the local population surged and the economy flourished. The Rose Festival and Parade began for the first time. The economic boom created a construction boom. The buildings constructed in downtown Portland between 1906 and 1914 individually and collectively define downtown Portland today. The construction boom filled a third of the land in the business district with over six-dozen buildings. These downtown buildings reflect the impeccable taste of this golden age. This collection of buildings in a very real sense established a downtown design palette that continues today. It was created by virtue of the sheer magnitude of construction in a short period of time; within less than a decade, it transformed downtown.

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## F. Associated Property Types

### Overview

In the period 1906 to 1914, downtown Portland experienced an enormous construction boom that redefined downtown, geographically, functionally and architecturally. The boom added over five million square feet of building in nearly 6-dozen buildings in a 60-block area bounded by Third Avenue on the east, Eleventh Avenue on the west, Salmon Street on the south and Burnside on the north, though most of the construction was located in the core. Geographically, this construction shifted the core of downtown slightly to the west, from 3<sup>rd</sup> Avenue toward 4<sup>th</sup> and Broadway. Functionally, it reinforced the commercial nature of the downtown core, emphasizing non-residential uses. Architecturally, it emphasized vertical growth with ground floor retail uses. Designed predominately by Portland's leading architects in a short period of time, these buildings also created design palette for the core that continues today.

This multiple property submission is intended to provide a context for evaluating the individual resources that exist and relate to the downtown building boom. The basis for the submission was the City of Portland's 1984 Inventory of Historic Resources for westside Central City, complemented by fieldwork, by review of Sanborn Maps and by property research. This survey work defined both geographic area and timeframe.

In total, there are 61 buildings that are identified as possible resources. Of these, 37 are office, of which four may be considered owner-occupied. Sixteen are hotels, of which four may be considered first class and twelve business class. Three are considered retail. Five may be considered public, three of which are government and two social clubs. Because of their downtown location, architectural design and association with major Portland business leaders, 25 are already listed on the National Register.

### Significance

The National Register of Historic Places identifies and recognizes properties of national, state and local significance in United States history and archaeology. National Park Service Bulletin 15 details "How to Apply the National Register Criteria for Evaluation." The historic resources under consideration of this Multiple Property Submission are potentially significant in a local context. "A local historic context represents an aspect of the history of a town, city, county, cultural area, or region, or any portions thereof."

Criterion A: The historic resources are potentially significant locally under Criterion A. To be considered for listing under Criterion A, a property must be associated with one or more events important in the defined historic context. Criterion A recognizes properties associated with single events, such as the founding of a town, or with a pattern of events, repeated activities or historic trends, such as the gradual rise of a port city's prominence in trade and commerce. The event or trends, however, must be clearly important within the associated context. Moreover, the property must have an important association with the event or historic trends, and it must retain historic integrity.

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The historic resources are potentially eligible under the categories of commerce and community development. Commerce relates to the collection of properties that convey the synergism and dynamics of commercial growth that emanated from the boosterism associated with the Lewis & Clark Exposition. Community Development relates to the resources ability as a collection to reflect the shift in the downtown's epicenter, the vertical growth in the downtown, the emphasis of commercial over residential in the downtown, and the emphasis of ground floor retail in the downtown.

All resources within this Multiple Property Listing that meet the registration requirements and meet the integrity tests are eligible for listing under Criterion A.

Criterion B: These historic resources may also potentially significant local under Criterion B. Criterion B relates to resources that are associated with the lives of persons significant in our past. Criterion B applies to properties associated with individuals whose specific contributions to history can be identified and documented. Persons "significant in our past" refers to individuals whose activities are demonstrably important within a local, state or national historic context. The criterion is generally restricted to those properties that illustrate (rather than commemorate) a person's important achievements. Examples include the business headquarters of an important industrialist or the home of an important merchant or labor leader.

Many of the resources discussed within this Multiple Property Listing are affiliated with noted Portland business leaders. Prominent names include, but are not limited to, Theodore Wilcox, John Yeon, William Morgan and Phil Metschan, Jr.

Some resources within this Multiple Property Listing that meet the registration requirements and meet the integrity tests may be eligible for listing under Criterion B, provided that it can be demonstrated that the resource best represents the person's historic contributions.

Criterion C: These historic resources may also be potentially significant under Criterion C. Criterion C relates to resources that embody distinctive characteristics of a type, period or method of construction, or that they represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction. This criterion applies to properties significant for their physical design or construction, including such elements as architecture, landscape architecture, engineering and artwork.

The historic resources are potentially eligible under the category of architecture. Architecture relates to "the practical art of designing and constructing buildings and structures to serve human needs." Many of the resources discussed within this Multiple Property Listing were designed by noted architects, most locally based. Prominent names include, but are not limited to, Whidden & Lewis, A. E. Doyle, William Knighton and D. C. Lewis. In addition, as a collection, the buildings established a design palette for the downtown; many of the resources particularly illustrate that palette.

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Some resources within this Multiple Property Listing that meet the registration requirements and meet the integrity tests may be eligible for listing under Criterion C, provided that the property is distinctive or the work of a master.

Criterion D: These historic resources might also be potentially significant under Criterion D. Criterion D relates to properties that have yielded, or may be likely to yield, information in prehistory or history. Criterion D encompasses the properties that have the potential to answer, in whole or in part, important research questions about human history. A property is eligible if it has been used as a source of data and contains more, as yet unretrieved data. A resource is also eligible if it has not yet yielded information, but, through testing is determined a likely source of data. In order to be eligible, the buildings must themselves be the principal source of the information.

Some resources within this Multiple Property Listing that meet the registration requirements and meet the integrity tests may be eligible for listing under Criterion D.

### Integrity

Integrity is the ability of a property to convey its significance. To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register criteria, but it also must have integrity. The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance.

Historic properties either retain integrity or they do not. Within the concept of integrity, the National Register criteria recognize seven aspects or qualities that, in various combinations, define integrity. To retain historic integrity a property will always possess several, if not most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant. Ultimately, the question of integrity is answer by whether or not the property retains the identity for which it is significant.

The seven aspects of integrity include: Location, Design, Setting, Materials, Workmanship, Feeling and Association. These aspects are defined as follows:

- *“Location is the place where the historic property was constructed or the place where the historic event occurred.”*
- *“Design is the combination of elements that create, form, plan, space, structure, and style of a property.” Further, “a property’s design reflects historic functions and technologies as well as aesthetics. It includes such considerations as structural system, massing, arrangement of spaces, pattern of fenestration, textures and colors of surface materials, type, amount and style of ornamental detailing . . .”*
- *“Setting is the physical environment of a historic property. Whereas location refers to the specific place where a property was built or an event occurred, setting refers to the character of the place in which the property*

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*played its historical role. It involves how, not just where, the property is situated and its relationship to surrounding features and open space."*

- *"Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property . . . A property must retain the key exterior materials dating from the period of its historic significance."*
- *"Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory."*
- *"Feeling is a property's expression of the aesthetic or historic sense of a particular period of time."*
- *"Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to the observer."*

**General Registration Requirements:**

Description: In total, 61 buildings have been identified within the 60-block downtown core built within the 1906-1914 era. Of these, 60% were office, 20% were hotel, 10% were retail and 10% may be categorized as public buildings. In general, these buildings were designed by a professional architect, built on a 10,000 square foot parcel or larger and constructed of steel frame or reinforced concrete construction. All were built to the lot lines, often with vaulted basements. Architecture tended toward the commercial style with variations in detail motifs. With the exception of retail buildings, nearly all were clad in brick, often with terra cotta trim and/or decorative sheet metal; by contrast, retail buildings featured skins of terra cotta. Windows above the ground floor were nearly always one-over-one. With the exception of the public buildings, all featured an enlarged ground floor with plate glass on wood, granite or marble bulkhead.

Significance: Perhaps no period in Portland's downtown is as important as the decade following the Lewis & Clark Exposition. Noted Portland historian Carl Abbott describes it as "the greatest economic boom that Portland has ever experienced." This boom manifested itself in a wrath of new offices, hotels, and retail stores in the city's core. In total, it consisted of nearly 6-dozen buildings in a 60-block area, bounded by Third Avenue on the east, Eleventh Avenue on the west, Salmon Street on the south and Burnside on the north. In total, the boom added five million new square feet to what became the city's core business district. The suddenness and magnitude of this construction redefined downtown Portland, moving it west and strengthening its commercial nature. As important, this boom established the downtown architecturally, creating a design palette for the area that continues today. Finally, the Portland post-fair construction boom illustrates how the promise of making money attracts capital from outside the community and creates synergistic self-supporting economic relationships. Put another way, the Portland post-fair boom came about because the fair promised that Portland would be a great city; it stopped when World War I made

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that seem not immediately likely. As much as the exposition's impact represented a coming of age for the city, so do the buildings built in that decade play a character-defining role in the aesthetics of downtown Portland today.

Registration Requirements:

- Integrity: To be eligible for listing in the National Register under this multiple property context, a building must convey its sense of historical character by retaining sufficient exterior and interior integrity. Generally a resource will possess most of the following seven aspects of integrity: Association, Location, Setting, Feeling, Design, Materials and Workmanship. Generally, these tests are not especially critical for ground floor retail or non-public upper floor interior spaces; modernization of these spaces should not be a basis for disqualification. In addition, modernization of ground floor exterior retail spaces should not be a basis for disqualification.
- Date of Construction: The structure must have been built between 1906 and 1914.
- Geographic area: The structure must be located within the geographic area bounded by the east side of Third Avenue to the west side of Eleventh Avenue, and the north side of Burnside to the south side of Salmon Street.
- Use: In order to be listed, it is not critical that the building be retained in its original use.

**Specific Property Types: Office Buildings in Downtown Portland, 1906-1914**

Description: Thirty-seven buildings are identified as office buildings of this era in this area. Of these, four may be considered owner-occupied; the remainder was built on speculation. Three of the four owner-occupied were designed by non-Portland architects; only two other buildings of the remaining 33 were designed by non-Portland architects.

These buildings were typically built on a 10,000 square foot parcel, though there are examples of 5,000 square foot parcels and occasionally larger parcels though generally in multiples of 5,000 (including one 20,000 square foot parcel for the Morgan Building and one 40,000 square foot parcel for the Pittock Block). Nearly all the offices are built on corner parcels. The offices were built to the lot lines with a vaulted basement. In height, they were either mid-rise (5/6 floors) or high-rise (12+ floors), generally of steel-frame construction.

The exterior was generally clad in brick. Nearly always the product of an architect, the design typically was in the Commercial style of architecture. Fenestration patterns on the upper levels were regular and symmetrical. Windows were nearly always double-hung wood-sash, wood frame with one-over-one lights. Building detailing was classical in motif, made of terra cotta, cast stone and sheet metal.

The ground floor was usually enlarged in height and full-parcel. The space was designed primarily for leased retail or restaurant use. It featured separate street entrances for each enterprise with storefront systems of plate glass on low bulkheads with transoms above. The width of these spaces reflected the building's structural bays. The storefront systems were intended to be flexible with property owners leasing spaces singly or in multiples.

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bulkheads with transoms above. The width of these spaces reflected the building's structural bays. The storefront systems were intended to be flexible with property owners leasing spaces singly or in multiples.

Entry to the upper floors was through a separate entrance with access intended to be via elevator. These entrances were designed to be impressive without requiring more than one bay of street frontage. For smaller buildings, these entrances were located on the secondary street along the party wall. The entries and lobbies were elaborately trimmed, often with marble and bronze. Not uncommon, plaster ceilings were coffered and decorative, floors were marble. The interiors on the 5,000 square foot buildings followed an "L" shaped or "U" shape with double-loaded corridors around lightwells. Interiors were frequently trimmed in dark wood with paneled doors (solid, half-light, and full-light), door surrounds, window surrounds and baseboards.

Significance: As described in the historical context, the office buildings represent a critical, arguably the lynchpin, of the construction boom in the post-fair era. One of the immediate impacts of the Lewis and Clark Exposition was a shortage of office space. In the eight years following the fair, local property owners built three-dozen office buildings in the business district, adding over 2.5 million square feet of office space. With few exceptions, such as the Journal and Electric Buildings, these were speculative projects. Some were built as "exchange" offices, where industry representatives might cluster -- such as the Lumber Exchange. But the majority were simply designed to maximize flexibility in allowing the property owner to lease space approximating the needs of the prospective tenants.

The sheer number of buildings and their fundamentally similar design, largely designed within Portland's architectural community, define downtown Portland's built environment. Economically, as these buildings filled with entrepreneurs, often operating individually or in a small office, these buildings also defined downtown Portland's economic base of small, typically professional, business. Finally, the multiplier impact of this 2.5 million square foot surge, leveraged to other construction downtown, notably hotels, retail and public buildings.

Additional Registration Requirements for Office Buildings:

- Structure: It must be of steel frame or reinforced concrete construction.
- Height: It must be no smaller than 5 floors
- Ground Floor: For a speculative office building, it should have been designed with street-fronting ground floor commercial space dominating the ground floor.
- Access to Upper Floors: Access to the upper floors should have been designed to be by elevator with a public elevator lobby.
- Upper floor plans: The upper floors should have a double-loaded corridor with an "L" or "U" shape.

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**Specific Property Types: Hotels in Downtown Portland, 1906-1914**

Description: Hotels built in this era break into two fundamental categories: The first is a major first class hotel. Examples of this include the Imperial, Benson and Multnomah Hotels. The second is a business class hotel. Examples of this include the Alder Hotel and Clyde Hotel. These categories however are arbitrary and there are examples, such as the Seward Hotel, that reflects qualities of more than one category. There are also hotels in this era that served as residences, but no hotels were constructed in downtown for the purposes of being a residential hotel (as later found in Portland's Roosevelt Hotel).

First Class Hotels: Typically, these were built on quarter-block, 10,000 square foot parcels, though the Multnomah was constructed on a full, 40,000-block. By definition, all are built on corner parcels. The hotels were built to the lot lines with a vaulted basement. Structurally, they were steel-frame or reinforced concrete. In height, they were high-rise, ten floors or more.

The exterior was typically clad in brick. The product of an architect, the design typically was in the Commercial style of architecture. Fenestration patterns on the upper levels were regular and symmetrical. Windows were nearly always double-hung wood-sash, wood frame with one-over-one lights. Building detailing was classical in motif, made of terra cotta, cast stone and sheet metal.

The ground floor was usually designed to support the hotel. The entrance was centered on the main street with a marquee to define the entrance point. The entry led to an impressive and opulent lobby, typically with dressed columns, marble floors, marble trim and coffered ceilings. It was an area designed for guests to lounge and to socialize. Surrounding the lobby were commercial spaces, most often leased to restaurants and often with doorways from the hotel lobby.

The basement typically featured office, administrative and support space supporting the hotel, as well as public bathrooms, barbershops and hair salons. The hotel also featured meeting rooms either on the ground floor or mezzanine.

Entry to the upper floors was through a separate entrance with access intended to be via a bank of elevators near the reception desk. The upper floors featured an "L" or "U" shaped floorplan with a double-loaded corridor. Hallways and rooms typically were decked in extensive, classic-designed trim. Interiors were frequently trimmed in dark wood with paneled doors (solid, half-light, and full-light), door surrounds, window surrounds and baseboards. When built, these hotels offered both rooms with private baths and shared baths.

Business Class Hotels: Typically, these too were built on quarter-block, 10,000 square foot parcels. By definition, all are built on corner parcels. The hotels were built to the lot lines with a vaulted basement. Structurally, they may be steel-frame, reinforced concrete, or heavy timber. In height, they were generally mid-rise, 4-5 floors.

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The exterior was usually clad in brick. The product of an architect, the design typically was in the Commercial style of architecture. Fenestration patterns on the upper levels were regular and symmetrical. Windows were nearly always double-hung wood-sash, wood frame with one-over-one lights. Building detailing was classical in motif, made of terra cotta, cast stone and sheet metal.

On the ground floor, these hotels varied from first class competitors. Here, business class hotels reflected the office buildings. The ground floor was usually enlarged in height and full-parcel. The space was designed primarily for leased retail or restaurant use. It featured separate street entrances for each enterprise with storefront systems of plate glass on low bulkheads with transoms above. The width of these spaces reflected the building's structural bays. The storefront systems were intended to be flexible with property owners leasing spaces singly or in multiples.

Business class hotel entries were more humble than the likes of the Benson or Imperial. Though a marquee may define the entrance, the doorway was designed to requiring no more than one bay of street frontage. The lobbies were considerably smaller and more austere -- though still the most pronounced interior spaces of the building. Wood replaced marble and plaster surfaces typically featured selected decoration. The space was designed for the business of checking guests in and out. Business class hotels also did not have meeting rooms, but may have "sample rooms," where a salesman might display his wares.

Access to upper floors were more inclined to be by stairs, while a single elevator maybe available. Hallways on the upper floors, like the lobbies, were simpler with less detail, less opulence, more plain. The upper floors followed a similar floor plan to the first class hotels with an "L" or "U" double-loaded hallway around a lightwell. The rooms themselves tended to be smaller, more plain. While private baths were available, shared baths with in-room sinks were more common.

Significance: As with the office buildings, the significance of the hotels built in downtown Portland, Oregon between 1906-1914 is as part of that collection of construction that transformed the downtown. They are also significant to the extent that they reflect the multiplier affect of the incredible office and commercial growth in the city and particularly downtown.

What is interesting about the hotels in downtown Portland is that they were not built for the anticipated hundreds of thousands of visitors for the Lewis and Clark Exposition. In fact, no hotel was built in downtown Portland for the fair. Yet, they are a product of the fair in that they arose as fair the raised the general level of commerce in the City. As described in the historical context, the hotels followed office buildings in the procession of Portland's self-defining growth into a major city. It is not the existence of a first class hotel that is noteworthy, but the construction of three substantial enterprises essentially at the same time, illustrating the belief that its growth would warrant such.

Similarly, the rise of the business hotel is fascinating. Here, the construction mirrors the speculative office buildings. The developer and property owner leased out not only the commercial spaces, but leased out the hotel operations as well. There have always been travelers in need of temporary accommodations. It is in the post-fair era however that a niche appears that attempts to segregate the business traveler from the logger, seaman, and itinerate traveler.

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Additional Registration Requirements for Business-Class Hotels:

Four first class hotels have been identified within the geographic boundaries and timeframe. These include the Seward (Governor) Hotel, Imperial Hotel, Multnomah Hotel, and the Benson Hotel. All four are individually listed on the National Register.

Twelve business class hotels have been identified within the geographic and time boundaries. Of these, three are listed on the National Register (Clyde, Cornelius and Esquire). To be eligible, the business class hotel should have:

- Ground Floor: Ground floor retail or restaurant space dominating the ground floor with separate street entrances.
- Upper Floor floorplans: The upper floors should have a double-loaded corridor with an "L" or "U" shape with a minimum of decoration.

**Specific Property Types: Retail Stores in Downtown Portland, 1906-14**

Description: In the post-fair era, downtown Portland saw the construction of three major retail stores: The addition to the Meier & Frank store, Olds, Wortman & King and Lipman-Wolf. The Meier & Frank Addition ten stories on a quarter block parcel. Olds, Wortman & King was five stories on a full-block parcel. Lipman-Wolf was 10 stories on a half-block parcel.

All three were similar in construction. All three were built as department stores with retail operations intended throughout. All featured steel frame with a full, vaulted basement. All were clad in white terra cotta with classic-designed detailing. All featured enlarged ground floors with large plate glass on granite bulkheads. All were the product of an architect. In fact, A. E. Doyle designed both the Meier & Frank Addition and the Lipman-Wolfe Store, and worked on the Olds, Wortman & King building. Fenestration patterns on the upper levels were regular and symmetrical. Windows were double-hung wood-sash, wood frame with one-over-one lights.

Entries, often multiple, were located on each façade and defined with a marquee. Entry into the building brought the customer directly into the retail operations. Floor plans were open with retail counters and fixtures defining spaces.

Significance: As with the office buildings, the significance of the department stores in downtown Portland, Oregon between 1906-1914 is as part of that collection of construction that transformed the downtown. The construction of these three massive department stores, comprising a total of a half-million square feet of retail, within four blocks of each other, defined the city's retail - a definition that remains today. They are also significant to the extent that they reflect the multiplier affect of the incredible office and commercial growth in the city and particularly downtown.

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As with the hotels, what is striking is that they were not built for the anticipated hundreds of thousands of visitors for the Lewis and Clark Exposition. In fact, no new retail building was built in downtown Portland for the fair. They are a product of the fair in that they arose as fair raised the general level of commerce in the City. As described in the historical context, the department stores followed office buildings in the procession of Portland's self-defining growth into a major city.

Additional Registration Requirements:

All three eligible department stores are already listed individually on the National Register. No other retail resources have been identified within the geographic boundaries and timeframe.

**Specific Property Type: Public Buildings & Social Organizations in Downtown Portland, 1906-1914**

Description: In the post-fair era, downtown Portland saw the construction of several public buildings. These include now demolished theaters, the Central Library, the Multnomah County Courthouse, Police Headquarters, the Masonic Temple and the Arlington Club. They represent the last facet of the post-fair building boom, buildings that reflected the growing cultural, government and social needs of the community. These buildings varied in form as the designs reflect their uses. All of the buildings were designed by professional architects. Most were full-block buildings.

In construction, they were predominantly steel-frame, though some were reinforced concrete, with a few utilizing unreinforced masonry. Most featured brick skins of varying hues, complemented by terra cotta, cast stone and sheet metal trim. Most were full block buildings, usually five stories or above in height, designed by professional architects and clad in stone or brick with terra cotta decoration or trim. The Central Library is a full block structure, which has a red brick exterior with sandstone trim and base. Designed by Doyle, Patterson and Beach, it has a grand marble staircase on the interior with a leaded glass dome. The Multnomah was designed by Whidden and Lewis is also a full block and consists of a steel frame with concrete fireproofing. It is finished with granite and limestone with a terra cotta roof cornice. The Police Station was designed by Emil Schacht and Son and consists of a smooth stone exterior on the ground floor with brick above. It is an impressive structure with round-arched windows and decorative stone work at the roofline and entry. The Masonic Temple was designed by Richard Martin and is a five story building clad in tan brick. The decorative elements include cast stone segmental and pedimented window heads, a sheet metal cornice with block modillions. The Arlington Club was designed by Whidden and Lewis and is clad in red brick laid in Flemish bond. Glazed terra cotta decorates the windows, beltcourse and cornice.

Significance: As with the department stores, the significance of these structures lies as part of the post-fair building boom between 1906-1914 that transformed downtown. Collectively, they represent uses critical to the larger social good; their construction in downtown further established that central core was more than simply a business district, but a social and cultural center as well. The nature of these buildings is that the function largely drove the design, whether it was a library, courthouse or Masonic hall, both on the interior and exterior. Their construction, particularly the library, police headquarters and courthouse, reflect the largess created by a vibrant and growing business sector.

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Additional Registration Requirements:

There are five buildings for which this category is applicable. Three are already listed individually on the National Register. These include the Multnomah County Courthouse, the Police Headquarters, and the Central Library. The Arlington Club and the Masonic Temple are not listed.

- Functional Design: The building's function largely determined the building's interior floor plan and affected its exterior design.

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**G. Geographic Data**

The Multiple Property group included in this listing is limited to structures located within downtown Portland, Multnomah County, Oregon. The downtown is bounded by Burnside on the north, the Willamette River on the east and the I-405 loop on the south and west.

The general boundaries are based on an assessment of the historical development of Portland's historic center. The original land plats for the city were located on the west bank of the Willamette River, generally bounded between Jefferson Street on the south, Stark on the north, and Fifth on the west. Flooding and fires pushed the downtown westward in the later 19<sup>th</sup> century, centered at Third at Washington and Alder. The surge of development in the early 20<sup>th</sup> century then pushed further west with the new downtown center at Fifth Avenue and Alder. In particular, development concentrated south of Burnside as that area was considered a tawdry concentration for loggers and sailors; later in the century the area north of Burnside would be red-lined. Today, the I-405 loop is considered the core of Portland's Westside downtown.

Initial researched examined development dynamics beyond each boundaries. The goal was to be comprehensive as it related to the context statement and development dynamic. In particular, Portland's historic resources inventory was reviewed for west side buildings of this era in the surrounding areas. That examination indicated a locus of development near the Lewis & Clark Exposition and in downtown, but without any linkages between the two.

The boundary of this central business district was chosen as the area of most significant development during the period of significance identified.

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## H. Summary of Identification Methods

### Identification Methods

This Multiple Property Submission of historic resources in Downtown Portland, Oregon, built between 1906 and 1914, is based on the Historic Resources Inventory of Portland, completed in 1984. The inventory was a survey funded in part by grants from the United States Department of the Interior and the United States Department of Housing and Community Development. It was conducted under the auspices of the City of Portland Bureau of Planning. Staff included Virginia Guest Ferriday, Alfred Staehli, William F. Willingham, Ted Olson and Sherry Wade and supported by both technical and citizen advisory committees including respected local historians and architects.

This Inventory identified extant resources within the greater downtown and includes nearly every downtown building. Those resources built in the extended downtown (I-405 loop) between 1900 and 1920 were cross-tabulated by year of construction and geographic location. Resources west of I-405 were not included as being outside the downtown core. Properties located north of Burnside also were not included as that area was historically "red-lined" in the first half of the twentieth century.

Additional research was then conducted by Heritage Consulting Group. Heritage is a Portland-based historic preservation firm with twenty-one years experience. Heritage has been responsible for the majority of National Register nominations in downtown Portland and its research files on downtown building stock is extensive. Heritage Consulting Group staff consulted Sanborn maps and contemporary newspaper accounts from the Oregonian and Oregon Journal. It also consulted maps produced by the Portland Development Commission illustrating all buildings in the downtown today; consulted the Central City Office Market Reports produced by Norris, Beggs & Simpson which identifies current office buildings; and physically walked the district to verify potential gaps in information.

The cross-tabulation and Heritage research resulted in a list of 112 properties. Seventy-seven of these were clustered in a 60-block area of the downtown core bounded by Burnside, Salmon Street, Third Avenue and Eleventh Avenue. Of these, five were built between 1900 and 1905; five were built between 1915 and 1919. Sixty-seven were built evenly spread in the years from 1906 to 1914.

Thirty-five properties were identified in this time frame that were remote from the business core. These were residential in nature but did include some hotel properties. They were not however clustered and were located a distinct distance from the downtown; this distance suggested that while there may be some relationship to the historical context, there may likely be other factors which drove their development. Certainly, the distance precluded any synergy with other development, an important factor in downtown.

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**Historic Context Development**

The historic context was developed in concert with the State Historic Preservation Office. It directly resulted from a proposed nomination of a specific building in downtown Portland whose characteristics were similar to numerous other downtown Portland buildings that had been nominated and listed on the National Register in the past. The challenge presented by SHPO was that a context needed to be established by which all these seemingly similar buildings could be assessed.

With that charge, Heritage Consulting endeavored to identify the universe of buildings in downtown Portland from the era and to understand the dynamics that prompted their construction. Previous work on National Register nominations had indicated the role of the Lewis & Clark Exposition, but that relationship had not been defined in a context beyond a specific building. In addition to the fair, other factors were examined for relevance: particular attention was paid to transportation improvements (rail, streetcar, and automobile). While these factors affected the city's growth overall, they did not play a singular or collective role in downtown development.

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Multnomah County Tax Assessor Records

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National Park Service

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The Oregon Journal

The Oregonian

Sanborn Fire Insurance Maps for Portland, Oregon.

Historic Resources in Downtown Portland: 1906-1914				
	Bldg. Name	date	location	NR?
<b>Office</b>				
1	Lumber Exchange Bldg.	1906	408 SW Second	
2	Tilford Bldg.	1906	1017 SW Morrison	
3	Buchanan Bldg.	1906	420 SW Washington	
4	Board of Trade Bldg.	1907	310 SW 4th	
5	Failing Bldg.	1907	620 SW Fifth	
6	Wells Fargo	1907	309 SW Sixth	Y
7	Gerlinger Bldg.	1907	220 SW Alder	
8	Breske Bldg.	1907	311-333 SW Park	
9	Swetland Bldg.	1907	430-436 SW Wash.	
10	Corbett Bldg.	1907	420-430 SW Morrison	
11	Medical Bldg.	1908	729 SW Alder	
12	Fenton Bldg.	1908	219 SW Broadway	
13	Lewis Bldg.	1909	333 SW Oak	
14	Carlyle Bldg.	1909	521-527 SW 11th	
15	Beck Bldg.	1909	225 SW Broadway	
16	Lumbermen's Bldg	1909	333 SW 5th	Y
17	Henry Bldg.	1909	406 SW Oak	
18	Electric Bldg.	1910	621 SW Alder	Y
19	Selling Bldg.	1910	610 SW Alder	Y
20	Railway Exchange Bldg.	1910	320 SW Stark	Y
21	Lowengart	1910	718 W Burnside	
22	Yeon Bldg	1911	522 SW 5th	Y
23	Wilcox Bldg	1911	506 SW 6th	Y
24	Star Furniture	1911	623 SW 4th	
25	Donald Mckay	1911	804 SW 3rd	
26	Healy Bldg.	1911	731 SW Morrison	
27	Maegly-Tichner Bldg	1911	610 SW Broadway	
28	Oregon Journal	1912	806 SW Broadway	Y
29	Morgan Bldg.	1913	720 SW Washington	Y
30	Rose City Importing	1913	534 SW Third	
31	Title and Trust Co.	1913	321 SW Fourth	
32	Balfour Guthrie	1913	733 SW Oak	Y
33	NW Nat. Bank	1913	621 SW Morrison	Y
34	Platt Bldg.	1913	800-806 SW Wash.	
35	Pittock Block	1914	921 SW Washington	Y
36	Pacific Telephone & Tele	1914	730 SW Oak	
37	Stevens Bldg.	1914	812 SW Washington	Y
<b>Hotels</b>				
<b>First Class</b>				
38	Imperial	1909	400 SW Broadway	Y
39	Seward (Governor)	1909	611 SW 10th	Y
40	Multnomah	1911	319 SW Pine	Y
41	Benson	1913	309 SW Broadway	Y
<b>Business Class</b>				
42	Hotel Albion	1906	932 SW Third	
43	Willard(Esquire) Hotel	1907	620 SW Park	
44	Cornelius	1908	523 SW Park	Y
45	Gordon Hotel	1908	732 SW 9th	
46	Nortonia Hotel	1908	407-409 SW 11th	
47	Hotel Alder	1911	415 SW Alder	
48	Winters Apartments	1912	929 SW Salmon	
49	Elton Ct. Hotel	1912	1033 SW Yamhill	
50	Hotel Ritz	1912	803 SW Morrison	
51	Treves Hotel	1912	1035 Stark	
52	Clyde	1912	1022 SW Stark	Y
53	Arthur Hotel	1912	726 SW 11th	
<b>Department Stores</b>				
54	Meier & Frank	1909	621 SW 5th	Y
55	Olds, Wortman & King	1910	921 SW Morrison	Y
56	Lipman-Wolf	1912	521 SW 5th	Y
<b>Public Buildings</b>				
57	Multn. County Courthouse	1911	1021 SW 4th	Y
58	Police Headquarters	1912	209 SW Oak	Y
59	Central Library	1913	801 SW 10th	Y
<b>Social Buildings</b>				
60	Masonic Temple	1907	902-918 SW Yamhill	
61	Arlington Club	1910	811 SW Salmon	

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