

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

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 89000091 Date Listed: 3/8/89

<u>Property Name</u>	<u>County</u>	<u>State</u>
<u>Frigidaire Building</u>	<u>Multnomah</u>	<u>Oregon</u>

Portland Eastside MPS
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for Bruce J. Noble Jr.
Signature of the Keeper

3/8/89
Date of Action

=====
Amended Items in Nomination:

The criterion A block is not checked, although the nomination makes an acceptable case for historical significance. Thus, criterion A should be added to the official documentation. Two areas of significance should also accompany criterion A: Industry and Politics/Government. Industry reflects the property's significant role in the mass production of manufactured goods, while Politics/Government conveys the property's documented association with the Oregon Liquor Control Commission which occupied the property after 1934. The period of significance for Industry should be 1929-1934, while the period of significance for Politics/Government should be 1934-1939. Although criterion A, Industry, Politics/Government, and the 1929-1939 period were not specifically requested in the nomination form, all of this information was documented and justified in the nomination narrative. These additions to the official record were discussed over the telephone with Elizabeth Potter of the Oregon State Historic Preservation Office on March 8, 1989.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

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United States Department of the Interior National Park Service

JAN 27 1989

National Register of Historic Places Registration Form

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Frigidaire Building other names/site number Templeton Building

2. Location

street & number 230 E. Burnside city, town Portland state Oregon code OR county Multnomah code 051 zip code 97214

3. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes checkboxes for private/public ownership and building/site/structure/object categories.

Name of related multiple property listing: Historic and Architectural Resources of Eastside Portland

Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet. Signature of certifying official Oregon State Historic Preservation Office Date January 23, 1989

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet. Signature of commenting or other official Date

5. National Park Service Certification

I, hereby, certify that this property is: entered in the National Register. determined eligible for the National Register. determined not eligible for the National Register. removed from the National Register. other, (explain:) Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

COMMERCE/TRADE; Specialty Store

COMMERCE/TRADE; Warehouse

Current Functions (enter categories from instructions)

COMMERCE/TRADE; Warehouse

7. Description

Architectural Classification

(enter categories from instructions)

OTHER; Commercial

Materials (enter categories from instructions)

foundation Concrete

walls Concrete

Brick

roof Asphalt

other Glass

Concrete

Describe present and historic physical appearance.

EXTERIOR DESCRIPTION

The Templeton building rises on the south side of the Burnside Bridge and is located in the Central Eastside Industrial District. The building is adjacent to the railroad tracks that are along the east side of the river. Many other large warehouses and industrial structures occupy the surrounding blocks.

The Templeton building, rectangular in plan, is two stories in height with a raised basement. The top, or main, floor lies at the same level as the bridge and faces north. The building is constructed entirely of concrete on a steel frame and has a flat roof with a full parapet. A large warehouse blocks the view of the south elevation. The east and west elevations are lined with rows of windows. On the western basement level are eight-paned casements that pierce the walls between the two elevated loading docks. The original doors on the loading bays consist of four panels with diagonal stripping. On the second level, multi-paned casements with center pivots line the wall, and on the top level are three-over-three windows with three-pane transom lights. All of the window openings have slightly projecting concrete sills. The only ornamentation on these elevations are two raised concrete bands; one separates the second level from the top, and the other runs below the parapet. A simple concrete cornice caps the parapet.

The surface of the main floor that faces the bridge has a facade of applied Willamina brick. In the middle of the face is a recessed entrance surmounted by a large, cast concrete parapet ornament. The ornament is symmetrical with floral shapes on the ends that flow into curvilinear scrolls. The scrolls abut a central square element which is crowned by a cast concrete finial. Below this, the name of the building is inscribed in a lintel above the main doorway. In the recessed entry, now boarded over, are the original front doors which have a large single pane of glass. The top corners are clipped. A light fixture hangs from the ceiling in the entry. On either side of the entry are two bays filled by three-paned picture windows. All of these are presently covered over

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with boards. Above the picture windows is a row of transoms masked by a continuous spindle frieze. Below, the bulkheads are surfaced with black ceramic tile. A cast concrete lintel runs above each bay. The only other decorations are four octagonal medallions with a sunburst design that are set into the face over each bay.

This building retains a sufficient level of integrity. Though some facade elements are currently covered, they are in place and intact.

INTERIOR DESCRIPTION

The building lobby is entered at the recessed central doorway. This floor was originally partitioned into several spaces such as offices of various dimensions, a salesperson room, an educational room, and a demonstration room. The northwest corner of the building was formerly a large display window.

Several offices have been combined into larger spaces and in other cases, partitioning walls have been removed entirely. As a result, there are four large offices on the top (or main) floor.

The other two floors were designed as warehouse space with few partitioning walls. They remain essentially as constructed.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)
Architecture

Period of Significance
1929

Significant Dates
1929

Cultural Affiliation
N/A

Significant Person
N/A

Architect/Builder
Knighton & Howell

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Frigidaire Building, constructed in 1929, is significant under criterion C as an excellent representative of the commercial building types constructed in the study area's waterfront warehouse district during the 1920s. It is also a singular example of a building which combines warehousing with retail functions. At the time of construction it was reportedly the largest and most modern facility of its kind on the west coast. It is also significant under criterion A for its association with broad patterns of industrial development particularly as it represents the changes brought about by mass production of manufactured goods, and for its association with the Oregon Liquor Control Commission who occupied the building after it was vacated by the Frigidaire Company. The name of Templeton has been associated with the subject building from 1959 to the present and is the last name of the current owner. The date of construction was established by newspaper articles and confirmed by City of Portland building permits.

The subject building was constructed for O.E. Heintz by the local architectural firm of Knighton and Howell. It was designed specifically for the Frigidaire Company who occupied it from 1929 to 1934. The building was unique at the time it was built due to the integration of a variety of different functions under one roof. The first and second floors, adjacent to the railroad siding, were used for storage and transfer purposes, and the third floor, entered via Burnside Street, was used for retail and administrative purposes. The third floor facade was designed for display of frigidaire products for domestic and commercial use. The display area was unusually deep to allow space for the exhibition of an entire working kitchen rather than isolated appliances. The

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remainder of the third floor was devoted to administrative offices, installation and service facilities, and a 275-seat auditorium for training the large sales staff.

The construction of the building coincided with tremendous changes in technology. The development of mass production techniques, pioneered by Henry Ford, had profound effects on commerce and industry. It revolutionized the production of durable goods which led to lower prices and later to increased consumption. This factor led to the proliferation of distribution points for manufacturers who wished to capitalize on the growing market. The Frigidaire Company was one of the many producers of durable goods which benefited from the new techniques. Beginning in the 20s, the company began to expand throughout the country in its effort to increase efficiency in delivery and service. The Portland branch was the company's first west coast division. The subject building was constructed to service 20 dealerships which were located around the state. The building also housed a refrigeration research and development division.

With the repeal of Prohibition in 1933, the Oregon Legislature passed the Knox Bill which regulated the sale of liquor and established the Oregon Liquor Control Commission also known as the Rum Board. In 1934 the Commission's store division, and first liquor distribution point, moved into the building and remained there through the 40s. It was the central storage and distribution point for most of western Oregon. The liquor industry immediately grew into the major source of revenue for the state and continued as such through the historic period. Within ninety days after liquor sales started, over \$100,000 in profit from sales was generated and contributed to various relief programs. Relief programs were the beneficiaries of liquor sales throughout the historic period.

The building is also of interest as one of only several commercial-industrial buildings in the study area which was architect designed, in this case, by the noted firm of Knighton and Howell. Although designed generally for utilitarian purposes, a number of decorative touches were added which accentuate the Burnside facade. Here, the exterior wall is sheathed in buff-colored brick and a variety of cast stone medallions, roofline and cornice ornament, and finials,

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as well as ceramic tiles, draw attention to the display area. These motifs are not suggestive of the highly distinctive ornamental vocabulary which is associated with the work of William Knighton, a noted local architect and partner in the firm, and it is likely that he was not responsible for the design of the subject building.

9. Major Bibliographical References

- . City of Portland Building Bureau microform and card files.
- . Multnomah County Tax Assessor records, microform, and card files, Portland, 1980.
- . Polk, R. L. and Co., Portland City Directories, 1930, 1935.
- . Ticor Title Company records, Portland, Oregon.
- . The Oregonian, September 8, 1929.
- . Ferraro, Joanne (tenant). Unrecorded interview by Jane Morrison, July 1988.

See continuation sheet

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acres of property Less than one acre Portland, Washington-Oregon 1:62500

UTM References

A

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5	0	4	0	8	5	0
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Zone Easting Northing

C

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B

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Zone Easting Northing

D

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See continuation sheet

Verbal Boundary Description

East Portland addition, Lot 7, Block 66
Exc. pt. in E. Burnside St. Lot 8, Block 66

See continuation sheet

Boundary Justification

Taxlot lines

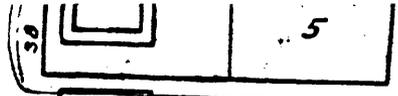
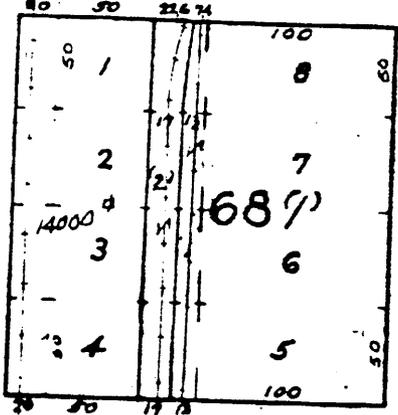
See continuation sheet

11. Form Prepared By

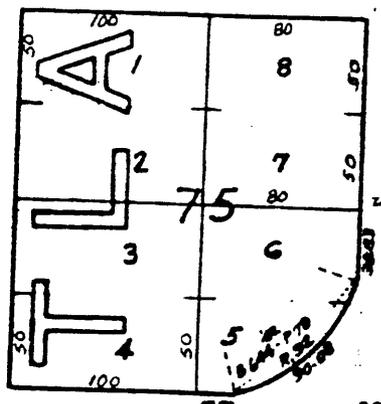
name/title K. Zisman, J. Koler, J. Morrison, A. Yost, B. Grimala
organization Hawthorne Blvd. Business Association date August 15, 1988
street & number 615 S.E. Alder telephone (503) 234-4801
city or town Portland state Oregon zip code 97214

821869

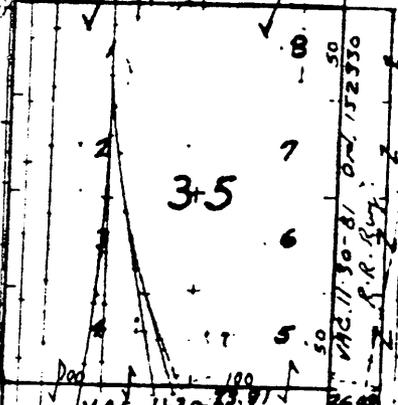
N.E. DAVIS



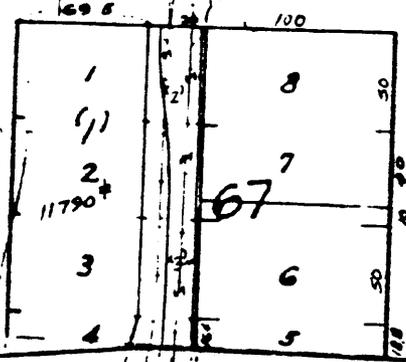
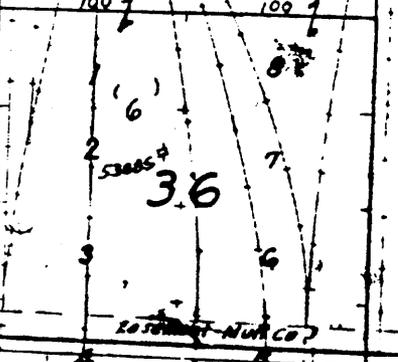
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THIRD

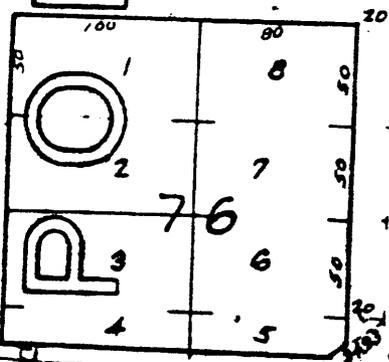


N.E. COUCH



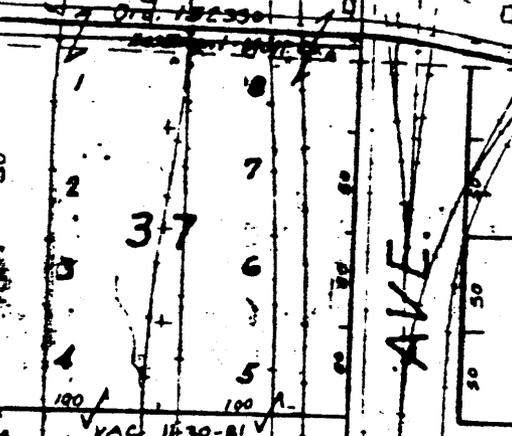
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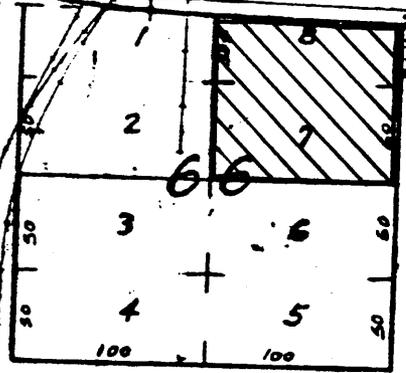
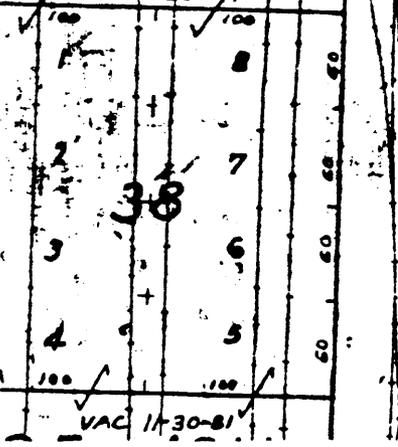


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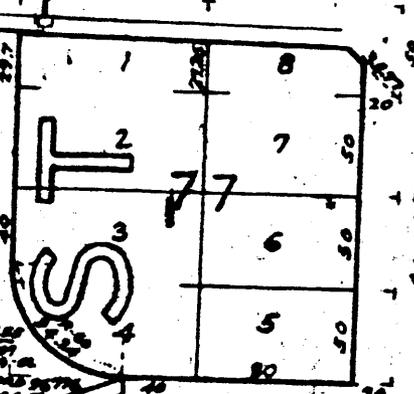
E. BURNSIDE



S. E. LANKENY

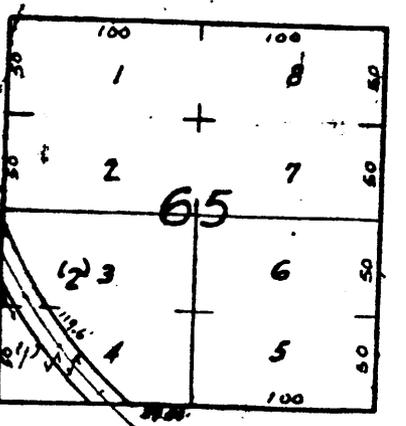


AVE.



AVE.

ASTOR ST.



230 E. Burnside
Portland, OR 97214

