

(Oct. 1990)

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

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**

**1. NAME OF PROPERTY**

**HISTORIC NAME:** Hotel Alder  
**OTHER NAME/SITE NUMBER:** Hotel President, Jack London; 521-33 SW 4<sup>th</sup> Avenue

**2. LOCATION**

**STREET & NUMBER:** 415 SW Alder St. **NOT FOR PUBLICATION:** N/A  
**CITY OR TOWN:** Portland **VICINITY:** N/A  
**STATE:** Oregon **CODE:** OR **COUNTY:** Multnomah **CODE:** 51 **ZIP CODE:** 97204

**3. STATE/FEDERAL AGENCY CERTIFICATION**

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

James Hamrick  
Deputy SHPO  
Signature of certifying official, State Historic Preservation Officer

June 24, 2004  
Date

OR State Historic Preservation Office

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

**4. NATIONAL PARK SERVICE CERTIFICATION**

I hereby certify that this property is:

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

Edson W. Beall  
Signature of the Keeper

8/11/04  
Date of Action

## 5. CLASSIFICATION

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**OWNERSHIP OF PROPERTY:** Private  
**CATEGORY OF PROPERTY:** Building

**NUMBER OF RESOURCES WITHIN PROPERTY:**

<b>CONTRIBUTING:</b>	<b>NONCONTRIBUTING:</b>	
1	0	<b>BUILDINGS</b>
0	0	<b>SITES</b>
0	0	<b>STRUCTURES</b>
0	0	<b>OBJECTS</b>
1	0	<b>TOTAL</b>

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** Historic Resources in Downtown  
Portland, 1906-14

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## 6. FUNCTION OR USE

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**HISTORIC FUNCTIONS:** Domestic – Hotel  
**CURRENT FUNCTIONS:** Domestic – Multiple Dwelling

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## 7. DESCRIPTION

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**ARCHITECTURAL CLASSIFICATION:** Late 19<sup>th</sup> and 20<sup>th</sup> Century American Movements –  
Commercial Style

**MATERIALS:** **FOUNDATION:** Concrete

**WALLS:** Concrete

**ROOF:** Asphalt

**OTHER:**

**NARRATIVE DESCRIPTION:** See Continuation Sheets

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## Overview

The 1911 Hotel Alder is located at 415 SW Alder Street in downtown Portland, Oregon. Specifically, it is located on Lots 3 and 4 of Block 63 in Portland, Multnomah County, Oregon. Architect Daniel C. Lewis designed the hotel/retail building for property owner William Morgan.

The hotel is a heavy timber building with facades of reinforced concrete and unreinforced masonry supported by iron columns and has four-stories plus basement and mezzanine. It is located in the historic core of Portland's commercial district. It may be categorized as LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS—Commercial Style of architecture.

## Setting

The Hotel Alder is located on a quarter block parcel at the northwest corner of Alder Street and Fourth Avenue. Located to the southeast of Portland's retail core, the hotel is surrounded by commercial buildings of a similar vintage, many listed on the National Register. Adjacent to the west is the 1911 15-story Yeon Building (NR). Across the street is the 1907/1913 Failing Building (designed by Whidden & Lewis) and further west is the Meier & Frank complex (NR; designed by A. E. Doyle) and the 1912 Lipman Wolfe Building (NR; designed by Doyle & Patterson). The hotel is equally surrounded by behemoth parking garages, including the SmartPark Garage catercorner and the Central Parking Garage directly across the street. Nonetheless, as required by City Code, the ground floors of these buildings all have active commercial spaces.

Fourth Avenue is a major one-way arterial heading north; its couplet is Broadway three blocks west heading south. These streets flank Portland's bus-only transit mall.

## Site

The building is located on a 100 by 100 foot parcel. The parcel is essentially flat. The hotel is built to the lot line with a perimeter sidewalk. The site contains no significant landscape features.

## Structure

The Hotel Alder is a four-story, plus mezzanine and full basement, quarter-block heavy timber building with primary similar facades of reinforced concrete on Alder Street and Fourth Avenue supported by iron columns. The west party wall is a combination of reinforced concrete and unreinforced masonry, while the north party wall is unreinforced masonry.

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The basement and first floor are square, 100 feet by 100 feet. The mezzanine runs essentially along the western 40 feet of the structure. Floors two through four are a closed "U" fronting onto Alder Street and running north and south. The "U" is created by a covered lightwell. There is a second, uncovered lightwell along the western wall.

## Exterior

Fronting onto Alder Street and Fourth Avenue, the ground floor treatments are essentially the same. Supported on the ground level by iron columns, the facades beginning at the second floor are constructed of reinforced concrete with a skim coat of cementitious plaster. Pilasters rise from the beltcourse dividing the first and second floors, and divide each façade into five bays with the outside bays being proportionately slimmer than the interior. The interior bays group four windows; the exterior bays group three. Each window is double-hung, one-over-one, wood frame, wood sash. In each bay between each floor is a simple recessed box with a central square decorative medallion. Adorning the pilasters are fluted ionic style sheet metal columns with a complex capital supporting a fluted ornamentation topped with anthemions. In the center at the top of each window grouping, the fluted/anthemion sheet metal decoration is repeated. At the roof line is a slightly projecting sheet metal cornice with dentils and egg and dart decoration. As built, it also featured anthemions rising above the cornice, though these have since been removed.

The ground floor has been substantially altered. Historic photographs however indicate a well-crafted attractive and functional design. The enlarged first floor, nearly two stories in height, was treated in the manner of a pedestal for the upper three floors, with a pronounced beltcourse separating the first and second floors. Then at the ground level, the rhythm of the bays was maintained but with smaller pilasters and an emphasis on glass. The storefronts were comprised of plate glass set on low, apparently wood, bulkheads with a transom of four multi-light glass panels featuring a larger center light.

Today, the transom windows have been covered over with stuccoed panels featuring a central square medallion decoration. The storefronts are modern brushed aluminum frame with plate glass low marble bulkheads.

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## Interior

The Hotel Alder is a four-story hotel with mezzanine and full basement. The hotel occupies the southwestern section of the ground floor, mezzanine and basement, as well as the upper three floors. A retail operator is located in the central storefront on Alder Street. The remaining area of the first floor, basement and mezzanine is occupied by a single restaurant/bar.

The restaurant/bar is approximately 7,500 square feet and located along the eastern and northern portion of the ground floor. It is entered off Fourth Avenue with a secondary entrance off Alder Street. The space was remodeled in the 1980s and finishes are essentially modern: wall-to-wall carpets, acoustical dropped tile ceiling and painted gypsum walls. Support columns and perimeter walls are painted plaster. At the rear, a staircase rises to the mezzanine, which is similarly modernized.

The hotel is entered from the westernmost storefront on Alder Street. This space was created in the 1980s remodeling, transforming a service room. Finishes are modern with vinyl floor and acoustical dropped tile ceiling. To the east (left) is the original hotel lobby. This space is dominated by a classically detailed open doglegged stair hall rising to the mezzanine level. Walls are plaster with square chair rail and baseboard. To the west is a paneled and classically detailed staircase that wraps around the room. For most of the room, the ceiling rises to the mezzanine level and is coffered. Below the mezzanine overhang, the ceiling is painted plaster. At the rear of the lobby area is the elevator, enclosed by a wood paneled wall with crown molding. The floor, likely wood originally, has been replaced with an aggregate.

The stair leads to a low-ceiling mezzanine with plaster walls and coffered ceiling. Trim includes a classic complex baseboard and crown molding. A wood screen-like partition divides the elevator landing from the rest of the mezzanine with paneled square support columns and base. The perimeter of the mezzanine features a railing with banister. The floor is wood with an inlaid band around the perimeter. At the rear by the elevator, the floor is vinyl. Scarring suggests that the mezzanine at one time opened to the west. This area is now enclosed for a laundry and storeroom.

Continuing forward along the staircase, the stairwell wraps around the elevator shaft. At the turn, the stairwell leads through a double doorway (with the doors removed) with classic surround. Floors two-four are similar in design. The floor plan is essentially a closed "U" with double-loaded corridors wrapping around a central north-south light well. Walls and ceiling are painted plaster. The floors are covered with wall-to-wall carpet. Doors are multipaneled. Doorframes feature a classic surround and a transom (now covered with panel). Trim also includes baseboard, chair rail and picture rail.

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A corridor is located at the northeast off the main corridor providing access to the fire escape on the east. A second fire escape is located on the south; access here is through a resident's room.

Each floor has thirty-eight rooms. Approximately twenty-five rooms have private baths while the remainder have access to common baths. Some rooms have sinks. Rooms tend to be austere with plaster walls and ceiling and wall-to-wall carpet. Some rooms have vestiges of original trim (e.g., window surround, interior door surrounds and baseboard). Bathrooms, both private and common, are modern.

The hotel's upper three floors have not had a major renovation in the history of the building. That said, they also have lacked for preventative maintenance. Repairs are haphazard, cheap, minimal and without consideration of the building's design. Wiring and piping is apparent throughout.

The basement provides service for the hotel at the southwest and a betting parlor/service area for the restaurant/bar at the east and north. Basement finishes are modern and utilitarian.

## Major Alterations

The storefronts, ground floor and mezzanine have been modernized since 1911. Floors two through four have not been modernized.

- 401 Alder: c. 1930—Renovation as Bernard's Jewelry  
c. 1985—Renovation as Mr. Mike, the Trader  
1994 —Renovation as Rialto
- 411 Alder c. 1935—Renovation as R. Kohara Oriental Goods  
c. 1945—Renovation as Victory Hatters  
c. 1950—Renovation as Portland Beauty School
- 415 Alder 1994 —Enclosed with stucco
- 419 Alder c. 1930—Renovation as International Dollar Store  
c. 1955—Renovation as Chown Hardware  
c. 1960—Renovation as Portland Hearing Aid Center  
1994 —Renovation as Century Plaza Hotel lobby

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- 521 4<sup>th</sup> Ave. 1917 –Renovation as Southern Pacific Ticket office  
c.1930–Renovation as International Dollar Store  
c.1950–Renovation as Chown Hardware  
c.1960–Renovation as Caplan’s  
1975 –Renovation as O’Connors  
1994 –Renovation as Rialto
- 529 4<sup>th</sup> Ave. 1917 –Renovation as Southern Pacific Ticket office  
c.1935–Renovation as Hesse Café  
c.1940–Renovation as Quality Café  
c.1945–Renovation as OK Club  
c.1955–Renovation as Portland Beauty Academy  
1974 –Renovation as O’Connors  
1994 –Renovation as Rialto
- 533 4<sup>th</sup> Ave. c.1925–Renovation as William Dubiver Men’s Clothing  
c.1930–Renovation as 4<sup>th</sup> Avenue Men’s Shop  
c.1935–Renovation as Bernard’s Jewelry  
1994 –Renovation as Rialto

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## 8. STATEMENT OF SIGNIFICANCE

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### APPLICABLE NATIONAL REGISTER CRITERIA:

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

CRITERIA CONSIDERATIONS: N/A

AREAS OF SIGNIFICANCE: Commerce; Community Development; Architecture

PERIOD OF SIGNIFICANCE: 1911

SIGNIFICANT DATES: 1911

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: D. C. Lewis, Architect

NARRATIVE STATEMENT OF SIGNIFICANCE: See Continuation Sheets

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## 9. MAJOR BIBLIOGRAPHIC REFERENCES

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BIBLIOGRAPHY: 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: *City of Portland Building Records*
- University
- Other: *Oregon Historical Society*



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## Overview

The 1911 Hotel Alder was designed by architect Daniel C. Lewis for property owner William Morgan. In the context of the multiple property listing, "Historic Resource of Downtown Portland, 1906-14," the building is eligible for listing in the National Register under Criterion "A" for Commerce and Community Development as part of that collection of buildings that redefined downtown. It is also noteworthy under Criterion "C" in the body of work of architect D. C. Lewis.

In 2003, the Park Service reviewed a Part 1 – Evaluation of Significance for the property and determined that it appears to meet the National Register Criteria. The building is also listed in the City of Portland's Historic Resource Inventory.

## History of the Building

As documented by Carl Abbott in The Great Extravaganza, following the 1904 Lewis & Clark Exposition, Portland experienced enormous prosperity. Bank clearings rose by 150 percent. The value of building permits jumped by 458 percent from just over \$4 million in 1905 to nearly \$21 million in 1910. One result of this building boom was the construction of Portland's third business district. In the 1870s and 1880s, the original wooden buildings gave way to three and four story buildings. By 1910, the surge of growth required massive new office space to meet the city's expanded business, with skyscrapers of ten to fourteen stories along Fifth and Sixth Avenues, and five and six story buildings along Third and Fourth Avenues as well as along Broadway. Streetcar traffic doubled and doubled again as the City added 2,400 houses and apartments each year of the decade. Population surged from 90,000 in 1900 to a quarter of a million in 1910.

It was toward the middle of this boom, in 1909, that William Morgan decided to build on a quarterblock parcel at Fourth Avenue and Alder. The timing was fortuitous as the street was transforming into a dense office and retail center. John Yeon was developing the quarterblock adjacent to the west into the Fifteen-Story Yeon Building. Other buildings constructed at the same time along Alder included the Failing Building (1907) located on Fifth across from the Yeon, and the expansion of Meier & Frank (1909) and the Selling Building (1910), the latter two at Sixth Avenue. Others in the area included the Wells Fargo Building (1907), Spalding Building (1910), and the Graves Building (1910) midblock at Fourth between Morrison and Alder.

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Morgan had established a track record as an innovative developer. He is generally recognized as the developer of Portland's first apartment building. The Jefferson Apartments, located at 16<sup>th</sup> Avenue and Jefferson Street, was a 12- apartment structure built in 1904. In total, Morgan developed over 40 apartment structures, mostly in the Nob Hill neighborhood and many designed to look as oversized homes with distinguished names.

Though he later would develop the Morgan Building in 1913, the Hotel Alder project was his first commercial venture. A common form for the office buildings already existing was that of an "exchange" building -- a cluster of small offices typically revolving around a single industry though representing different facets, and typically engaged in extensive travel. Given the rapid business growth and the rise of the exchange buildings, Morgan's vision was to satisfy a growing need that middle class business travelers had for a retail/restaurant/hotel complex in this area of the city. The intended site for the Hotel Alder was located adjacent to the Oregon & California rail (subsidiary of the Southern Pacific) that ran along 4<sup>th</sup> Avenue with ticket offices and waiting room nearby (in 1917, Southern Pacific would located their ticket office and station in the Hotel Alder).

Morgan's process was efficient. He secured an agreement for a ground lease for the 100 by 100 parcel for \$750 per month during a projected 6-month construction period and \$1,500 thereafter for 29 and a half years. He secured designs from Lewis in 1909 for an \$80,000 four story with basement and mezzanine hotel and retail structure. In January 1911, Morgan secured building permits. Acting as his own general contractor, he secured contracts for excavation, waterproofing and mechanicals in February. The ground lease began on March 1 with the demolition of the wood-framed restaurant, store and dwelling on the quarterblock. Working double shifts (using arc lamps), crews moved quickly with a projected completion date of June 1<sup>st</sup>. By March 20, excavation was complete and construction begun. The first floor was complete on April 17<sup>th</sup> and the building finished in the second week of June. The final plans included 117 guest rooms, hotel parlor, reception rooms and sample rooms. The ground floor feature a large 40 by 60 retail space at the corner, leased to the Salem Woolen Mills, flanked by smaller retail stores. The basement was to be a restaurant. Morgan also had the building constructed to accommodate two additional floors to be perhaps added in the future.

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When it opened, the Hotel Alder was advertised as a modern facility in the central core of the city's downtown and featuring amenities such as telephones in every room. Approximately two thirds of the rooms had private baths; the remainder had a washbasin with access to communal baths. It was targeted to traveling salesmen and manufacturing representatives.

The major retail space was vacated within a year and replaced by Bernard's Jewelry. That enterprise remained for nearly fifty years. Other noteworthy tenants over the years include William Dubiver's Men's Wear, Portland Beauty Academy, O'Conner's Restaurant, Chown Hardware, National Dollar Stores and Caplan's. The basement space also was constantly leased to a billiard parlor, barbershop and shoeshine.

Through the years, the hotel changed names several times, but continued to serve a niche for the business traveler. In 1931, the Hotel Alder became the Hotel President, though there is no evidence of the property being refurbished. It remained the Hotel President until 1950. At that time, the hotel was acquired by the Milner Hotel Corporation and renamed the Hotel Milner. Again, there is no evidence that the hotel underwent a major modernization, though likely furnishings were modernized. The Milner Corporation operated over a hundred hotels nationwide focused on the comfort and well-being of the business traveler. In the late 1970s, the property became the Jack London Hotel and began being used for single occupancy residences.

## **David C. Lewis, Architect**

The architect of the Hotel Alder is David C. Lewis. Active in the building boom that followed the Lewis & Clark Exposition, the short-lived Lewis is considered important in the City's architectural heritage, providing a classical design that transitioned from the Richardsonian Romanesque buildings of the 1890s to the terra cotta buildings of the 1910s.

Lewis was born on December 21, 1867, the son of Portland pioneers C. H. and C. C. Lewis. The father, Cicero Hunt Lewis, had emigrated from New York in 1850 as the local partner of Allen & Lewis. The firm eventually grew into the largest wholesale grocery warehouse on the west coast. His mother, Clementine Couch Lewis, was the daughter of Captain John Couch, a member of one of Portland's most significant families.

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He graduated from Princeton University in 1890 and returned to Portland to work in the office of Whidden & Lewis (no relation). He returned to school, completing graduate work at Columbia University followed by a year of study in Paris. He then returned to Portland and opened up a solitary practice as an architect.

His first known commission was in 1897 at the age of 29. It was also the year of his father's death. His mother hired him to design a building for a 10,000 square foot parcel at Second Avenue and Alder Street. The result was a two-story masonry building called The Chambers. In 1901, he designed a brick Queen Anne house for his brother, L. Allen Lewis at SW King Street and Park Place. In 1902, Lewis then associated with Spokane architect Kirkland K. Cutter, a designer of fine houses, though there are no known examples of the collaboration. In 1904, Lewis began work on the design for Trinity Church at 19<sup>th</sup> Avenue and Everett Street.

The following year, Lewis moved out of the family home, moved into a new office and gained a prestigious commission. His residence was listed at 285 21<sup>st</sup> Street North (now demolished), his office was in the Couch Building, and he was asked by William Whidden and Ion Lewis to design the European Building for the Lewis & Clark Exposition. Lewis' design for this building was quite reminiscent of Louis Sullivan's Transportation Building for the Chicago Fair of 1893. For the project, Lewis associated with Frank P. Allen, Jr., son of a prominent architect in Grand Rapids, Michigan. Allen was later architect and director of works for the 1909 Alaska-Yukon Exposition in Seattle. Lewis designed the Oregon Building for that Exposition, using the Classical Revival style.

Between 1904 and 1911, Lewis designed a number of fine houses on Portland's west side, mostly for family members and relations. These houses range in style from Classical Revival to Craftsman and English Country. Included is an adaptation of a Dutch Long Island farmhouse, Lewis' own house (1906).

Equally important as his house designs were a series of commercial buildings he designed in Downtown Portland. These include the 1906 Couch Building (4<sup>th</sup> Avenue between Stark and Washington Streets), 1906 Tull & Gibbs Building (SW Broadway and Alder Street; demolished); 1907 Board of Trade Building (4<sup>th</sup> Avenue and Oak Street); 1909 Lewis Building; 1909 Railway Exchange Building (Stark Street between 3<sup>rd</sup> and 4<sup>th</sup> Avenues), the 1909 Lumberman Building (5<sup>th</sup> Avenue and Stark Street), and the 1911 Hotel Alder (4<sup>th</sup> Avenue and Alder Street).

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Most of these buildings had in common an affinity with Chicago office buildings at the turn of the century, including Chicago windows, repeating bay windows and a lack of classical detail. His commercial works stand in historically between the Richardsonian Romanesque buildings of the 1890s and the terra cotta buildings of the 1910s. One of his finest works is the Railway Exchange Building on which Lewis was associated with H. Goodwin Beckwith.

Lewis apparently did little work after the Hotel Alder. In 1916, he moved to a smaller office in the Couch Building. The following year, he moved from Portland to Belmont, California (outside San Francisco), and died on April 3, 1918 of an unspecified illness at the age of 50.

*Comparative Analysis of Commercial Works by David C. Lewis:* David Lewis had a prolific, if short, career as an architect, producing very strong examples of residential, church and commercial buildings. Excepting his early works -- the Couch Building in 1906 -- his commercial works are very similar in construction and design and are readily identifiable. Most are office - including the Exchange Building, Board of Trade Building, Lewis Building and Lumberman Building. The Hotel Alder is his only hotel endeavor, but bears a striking design similarity to the larger Lumberman Building, though window groupings and specific detailing varies.

The strength of Lewis' design for the Hotel Alder lies in the building's ground floor treatment. It was designed as much as a specialty retail store with hotel space above, as a hotel. While retail design today is a considerably sophisticated enterprise, the notion was fairly rudimentary in 1911. Yet clearly, Lewis applied very thoughtful approaches to the ground floor treatments. The hotel entry was located in a single storefront on the west end of the building. At the time, 4<sup>th</sup> Avenue was a more valuable retail street rail lines and the railway exchange at Stark Street. His floor plan offered a large primary corner retail space, flanked by deep storefronts. Lewis accentuated the space with an enlarged ground floor with large multi-pane transoms. The high ceiling heights allowed the construction of stand-alone mezzanines at the rear that provided administrative and storage, and thereby freeing up the more valuable ground floor to be entirely devoted to display and sales. The transoms provided ample natural light and created an attractive retail environment.

Lewis is currently represented on the National Register in two commercial buildings: The first is the Exchange Building, otherwise known as the Railway Exchange and Oregon Pioneer Building, at 4<sup>th</sup> and Stark. The second is the Lumberman Building located at 5<sup>th</sup> and Stark. The Hotel Alder is a strong reflection of Lewis' skill and breadth as a commercial architect.

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## **William L. Morgan, Developer**

The developer of the Hotel Alder was William L. Morgan. Morgan played a defining role in the rise of apartment buildings in the Nob Hill section of Portland, as well as an active developer of speculative commercial space in downtown. The Hotel Alder is thought to be his first commercial venture.

Morgan was born in Guthrie, Kentucky on April 21, 1866. Shortly thereafter, the family moved to a farm in Montgomery County, Tennessee, where he attended school. At the age of 20, he left his family farm for Memphis, where he was employed as a collector by a mercantile house. In 1890, he started working in the insurance business, employed by Metropolitan Life as a solicitor. A year later, he moved to Nashville, then to Brooklyn, New York. In 1896, he took an opportunity to be the Northwest district manager of Pacific Mutual Life, arriving in Portland on August 13<sup>th</sup>. During this time, Morgan was also attending the University of Oregon's law school, graduating in 1903. Morgan remained with Pacific Mutual until 1904, when he went into business himself, selling insurance, real estate and construction.

Morgan is generally recognized as the developer of Portland's first apartment building. The Jefferson Apartments, located at 16<sup>th</sup> Avenue and Jefferson Street, was a 12- apartment structure built in 1904. In total, Morgan developed over 40 apartment structures, many in the Nob Hill neighborhood and many designed to look as oversized homes with distinguished names. Notable projects include: Fordham, Hanover, Knickerbocker, St. Francis, Columbian, St. Clair, Weist, Dayton and Ormonde. The Hotel Alder, his first commercial venture, was developed during this time period. Morgan also developed a half dozen office buildings with his company typically managing the properties after construction. In total, Morgan developed over \$3 million in apartment and office complexes, all self-financed.

In 1917, Morgan found himself in arrears. With assets of \$185,000 and debts over double that, he declared bankruptcy. Shortly thereafter, he left Portland for Detroit and then to Lorain, Ohio where he continued in real estate development and construction. In 1924, he returned west, first to Los Angeles where he formed the Apartment Building Company, then back to Portland the following year where he teamed with W. S. Dinwiddie. His first and only major project upon returning to the Rose City was the Powers Furniture Company warehouse. In 1928, he died suddenly at the age of 61.

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## **Multiple Property Listing: Historic Resources in Downtown, 1906-1914**

The Hotel Alder is being nominated under the umbrella of the Multiple Property Listing, *Historic Resources in Downtown, 1906-1914* under Criterion A in categories Commerce and Community Development, and under Criterion C in the category architecture as a noteworthy example in the body of work by architect David C. Lewis.

Overview of Historic Context: 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; 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.

## **Registration Requirements:**

The multiple property listing document details the criteria and registration requirements for being included under this umbrella. Below is a synopsis of the relevant sections, describing the Criterion A and C, the seven aspects of integrity, general registration requirements and additional registration requirements for the relevant associated building type, Hotels in Downtown Portland, 1906-14. The Hotel Alder meets these registration requirements.

Criterion A: All buildings that meet the registration requirements and have sufficient integrity are significant under Criterion A 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

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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.

Criterion C: Some buildings that meet the registration requirements and have sufficient integrity are significant under Criterion C under the category of Architecture provided that the property is distinctive or the work of a master.

Assessment of Integrity: The National Park Service details seven aspects of integrity: Location, Design, Setting, Materials, Workmanship, Feeling and Association. As detailed below, the Hotel Alder possesses a reasonably high degree of integrity.

Location is the place where the historic property was constructed or the place where the historic event occurred; the Alder is in its original location.

Design is the combination of elements that create, form, plan, space, structure, and style of a property; while the ground floor has been remodeled on several occasions, above the storefront, the interior and exterior are largely intact. Notable features as floorplan, windows, interior and exterior decoration are original and in fair or better condition.

Setting is the physical environment of a historic property; located in the middle of the downtown core, the site and the surrounding area continue to reflect its commercial nature.

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; to a great extent, interior and exterior materials are intact in the Hotel Alder.

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory; as noted in the multiple property listing, this aspect is not germane.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time; limited slightly by the ground floor modernizations, the Hotel Alder nonetheless expresses the feel for its era of significance.



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Multnomah County, Oregon

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*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. As an essentially intact resource mostly in its historical use, the Hotel Alder illustrates a direct link with the development boom in Downtown Portland between 1906 and 1914.*

## General 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.*
- The Hotel Alder maintains substantial integrity and intends to be redeveloped as a historic preservation tax act project. The Hotel Alder meets this registration requirement.
- ***Date of Construction:** The structure must have been built as an office building in the era of 1906 to 1914.*  
The Hotel Alder was built in 1911. The Hotel Alder meets this registration requirement.
- ***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.*  
The Hotel Alder is located within the geographic area. The Hotel Alder meets this registration requirement.
- ***Use:** In order to be listed, it is not critical that the building be retained in its original use.*  
The Hotel Alder currently has its original use; plans are being developed to adapt the building for ground floor commercial and upper floor single resident occupancy. The Hotel Alder meets this registration requirement.

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## Specific Property Types: Hotels in Downtown Portland, 1906-14

### Additional Registration Requirements for Business-Class Hotels:

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.*

The ground floor of the Hotel Alder is dominated by retail spaces with separate street entrances. The Hotel Alder meets this registration requirement.

- *Upper Floor floorplans: The upper floors should have a double-loaded corridor with an "L" or "U" shape with a minimum of decoration.*

The upper floors of the Hotel Alder are in a "U" shape with only minimum decoration in the public spaces. The Hotel Alder meets this registration requirement.

**Conclusion:** The Hotel Alder meets the general and specific associated building type registration requirements for listing in the National Register under the Multiple Property Listing, Historic Resources in Downtown Portland, 1906-1914. It is eligible for listing under Criterion A for Commerce and Community Development. It is also eligible for listing under Criterion C as a strong design by noted Portland architect, David C. Lewis.

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The Oregon Journal

The Oregonian

Sanborn Fire Insurance Maps for Portland, Oregon.

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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** 0.23 acre (10,000 SF)

UTM REFERENCES	Zone	Easting	Northing	Zone	Easting	Northing
1	10	525355	5040499	3		
2				4		

**VERBAL BOUNDARY DESCRIPTION:** The Hotel Alder is located on Lots 3 and 4, Block 63 in the City of Portland, Multnomah County, Oregon.

**BOUNDARY JUSTIFICATION:** The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

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**11. FORM PREPARED BY**

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**NAME/TITLE:** John M. Tess, President

**ORGANIZATION:** Heritage Investment Corporation

**DATE:** July 30, 2003

**STREET & NUMBER:** 1120 NW Northrup Street

**TELEPHONE:** (503) 228-0272

**CITY OR TOWN:** Portland

**STATE:** OR

**ZIP CODE:** 97209

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS:**

**MAPS:** See Enclosed

**PHOTOGRAPHS:** See Continuation Sheet

**ADDITIONAL ITEMS:**

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**PROPERTY OWNER**

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**NAME:** Brian McCarl, Jack London Hotel Investors LLC

**STREET & NUMBER:** 118 SW Porter Street

**TELEPHONE:** (503) 243-3365

**CITY OR TOWN:** Portland

**STATE:** OR

**ZIP CODE:** 97201

SEE CS 36410  
100' 37612

SEE CS 50560  
52428  
7200  
3  
100' 4 50'

50' 50' 50'

6

5 770  
SI  
100' 2

S.W.

80' S.W.

W1/2 50' 100' 50'

W1/2 50' 100' 50'

E1/2 50' 100' 50'

E1/2 50' 100' 50'

8 9500 AI

7 9500 AI

8 9400

9300 100' 50'

7 9200

1 50'

6 9600

9600 AI

2 50'

5 9100

3 50'

SEE CS 1674

100' 4 50'

WASH

4th Avenue

80'

50' 50' 50'

8 9000 AI

9000 AI

7 SEE CS 20239

48

6 50' 50'

5 100' 50'

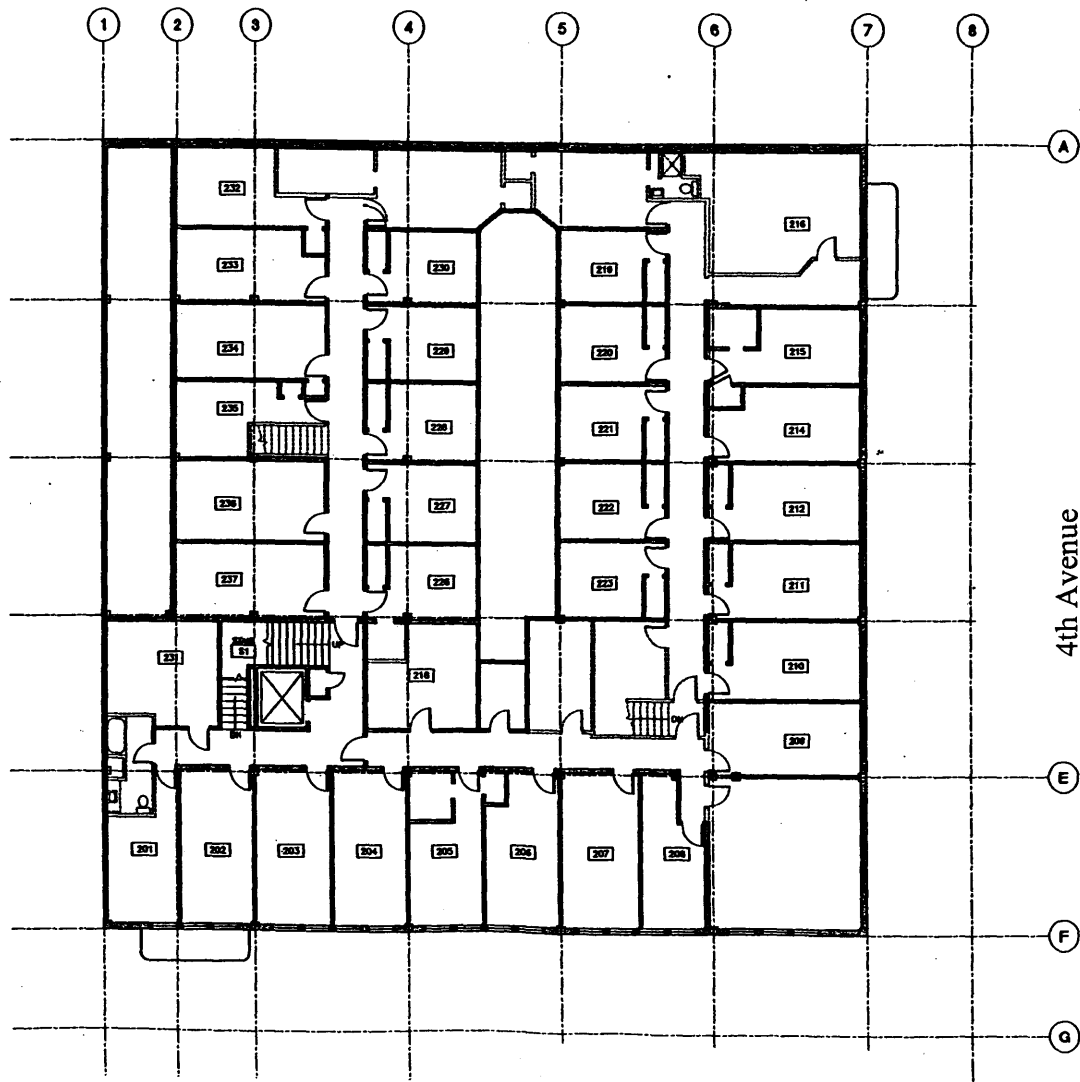
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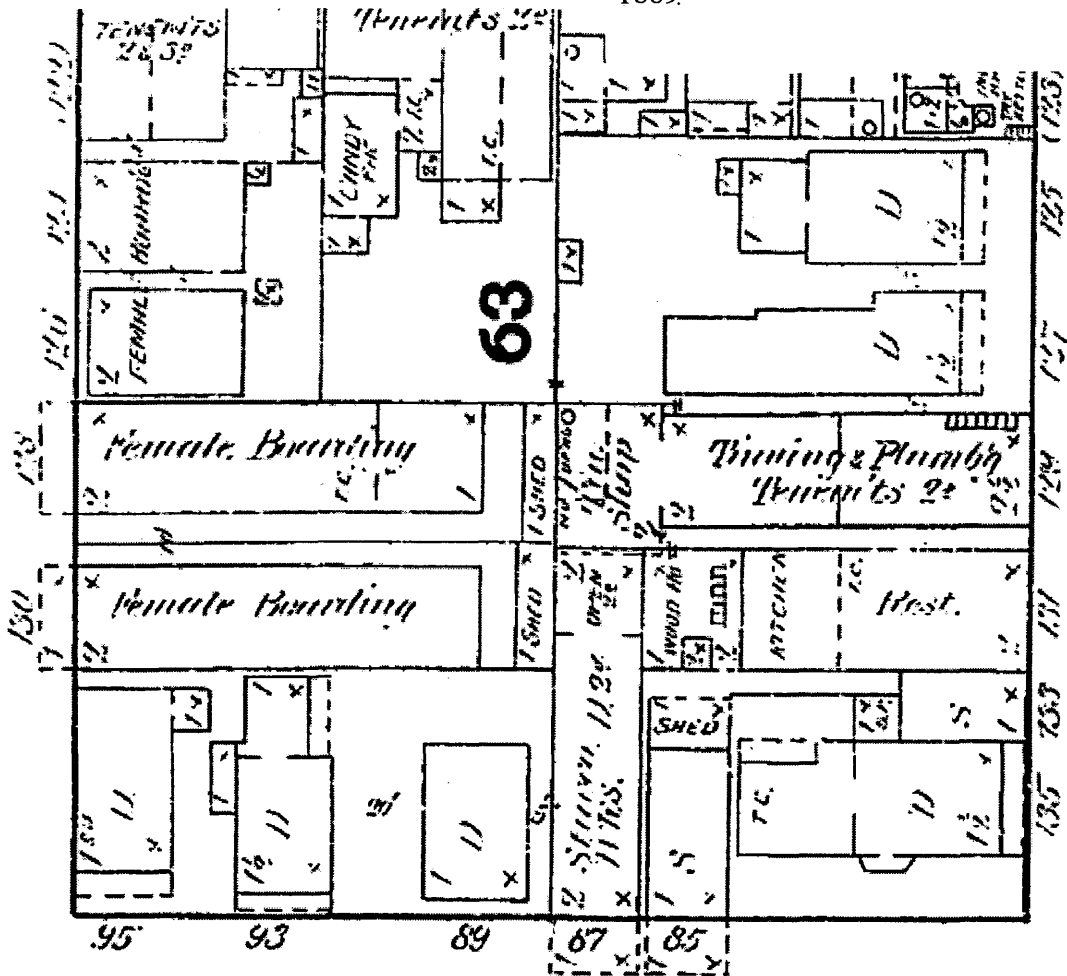
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1/16 COR.

60' ALDER

Floor Plan



Alder Street

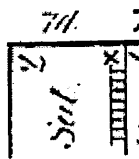
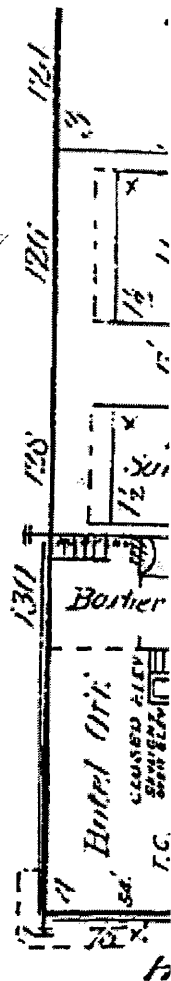
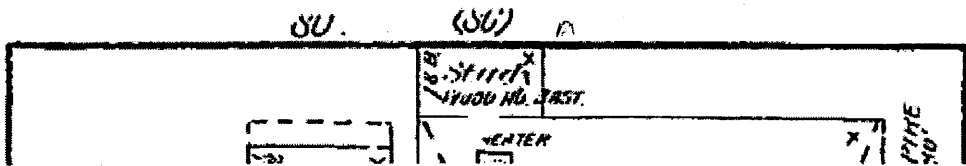


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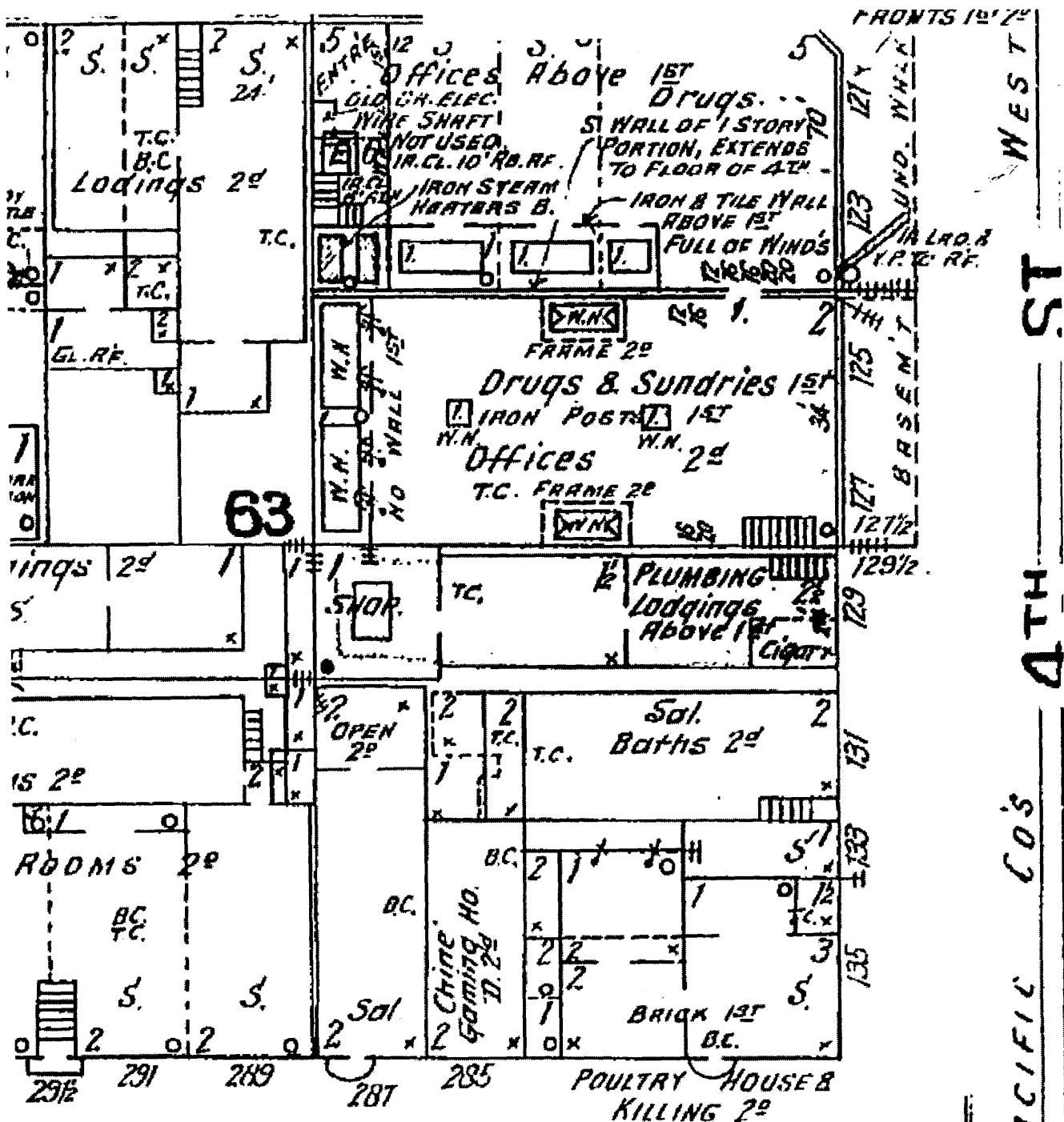
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Oregon & Califa.

(27)



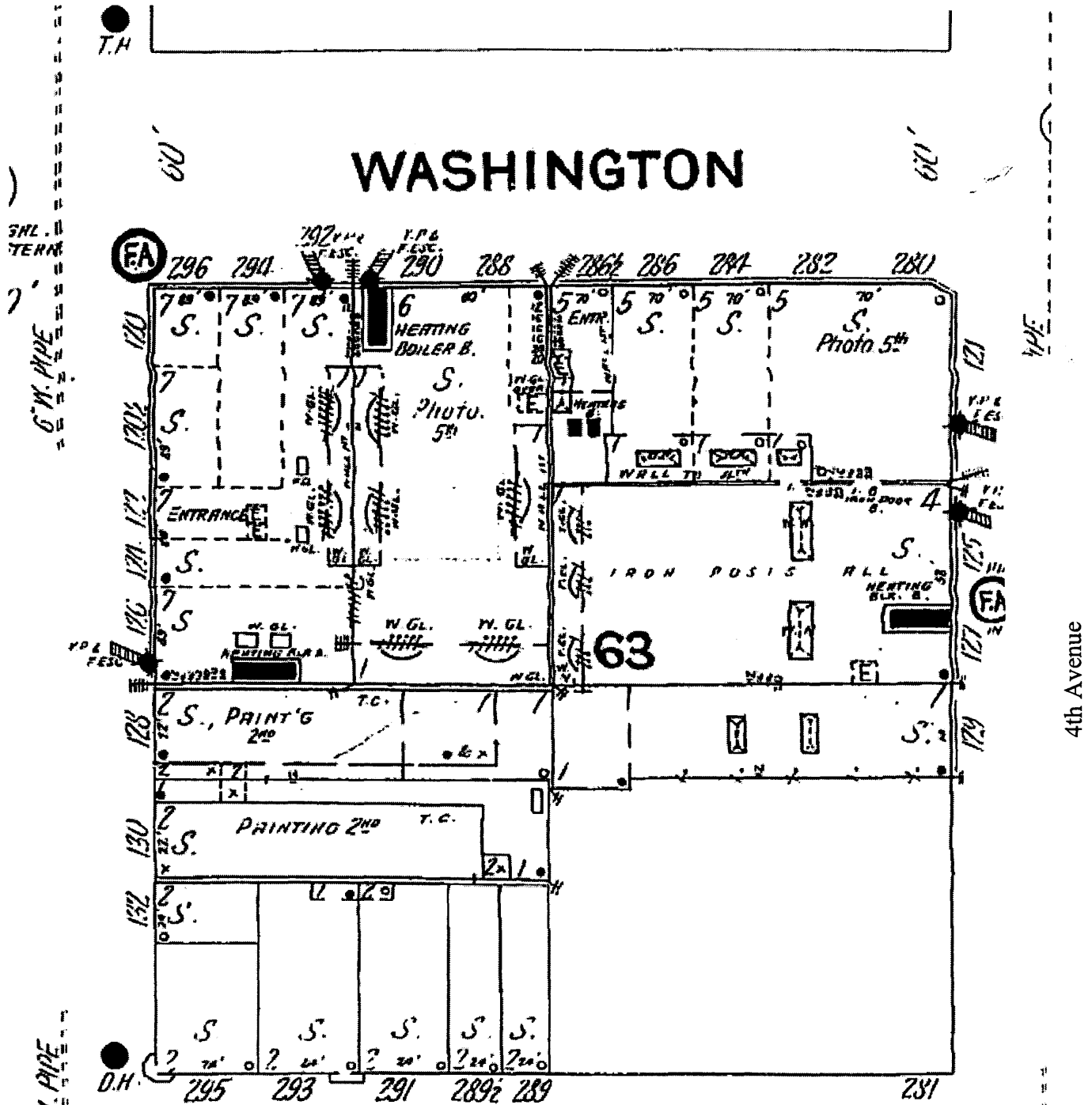




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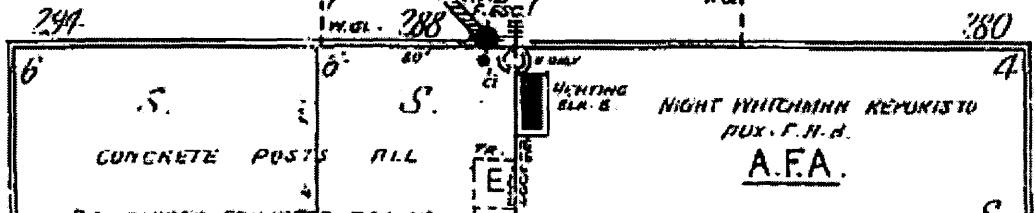
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HERN PACIFIC CO'S

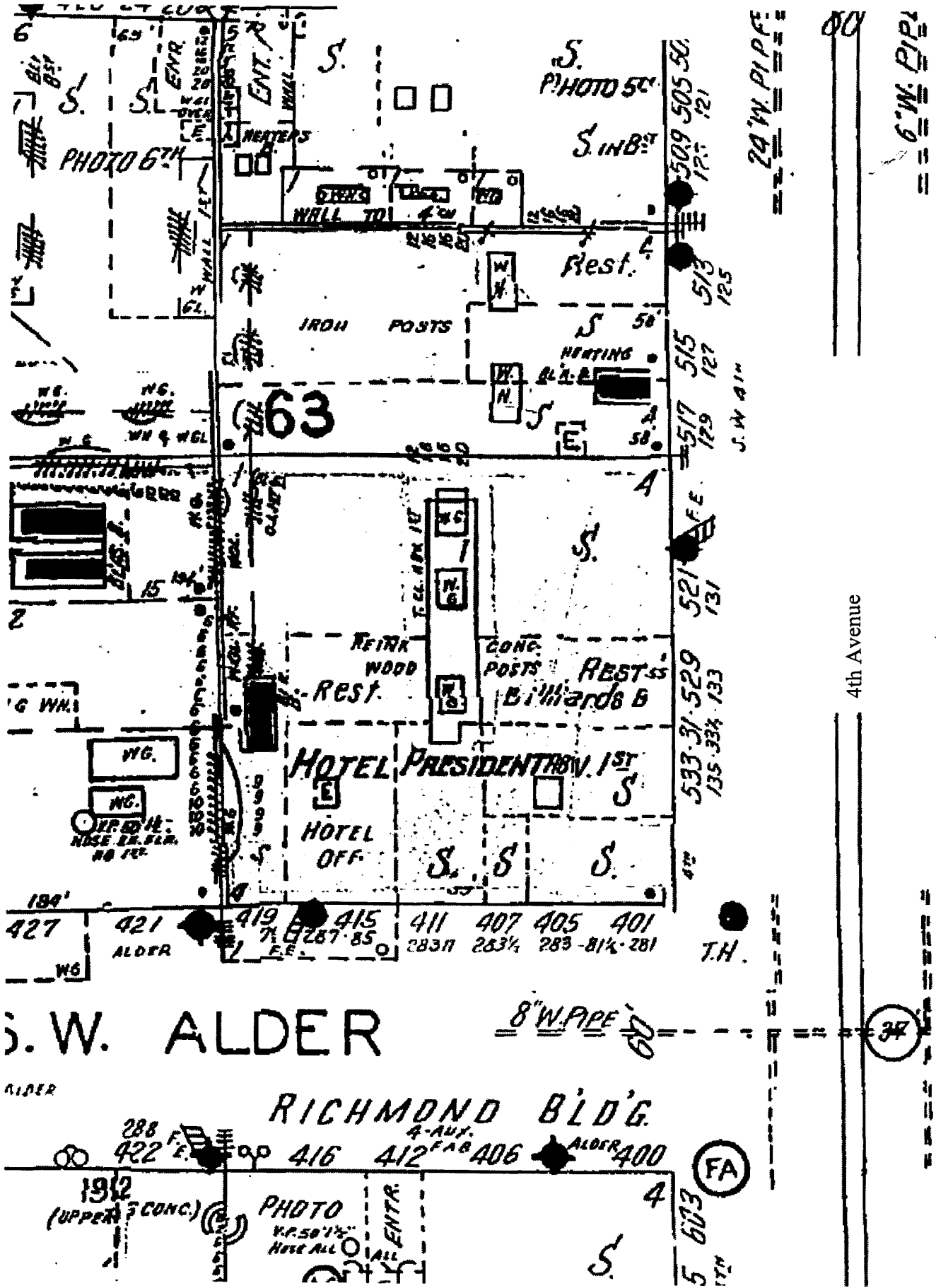
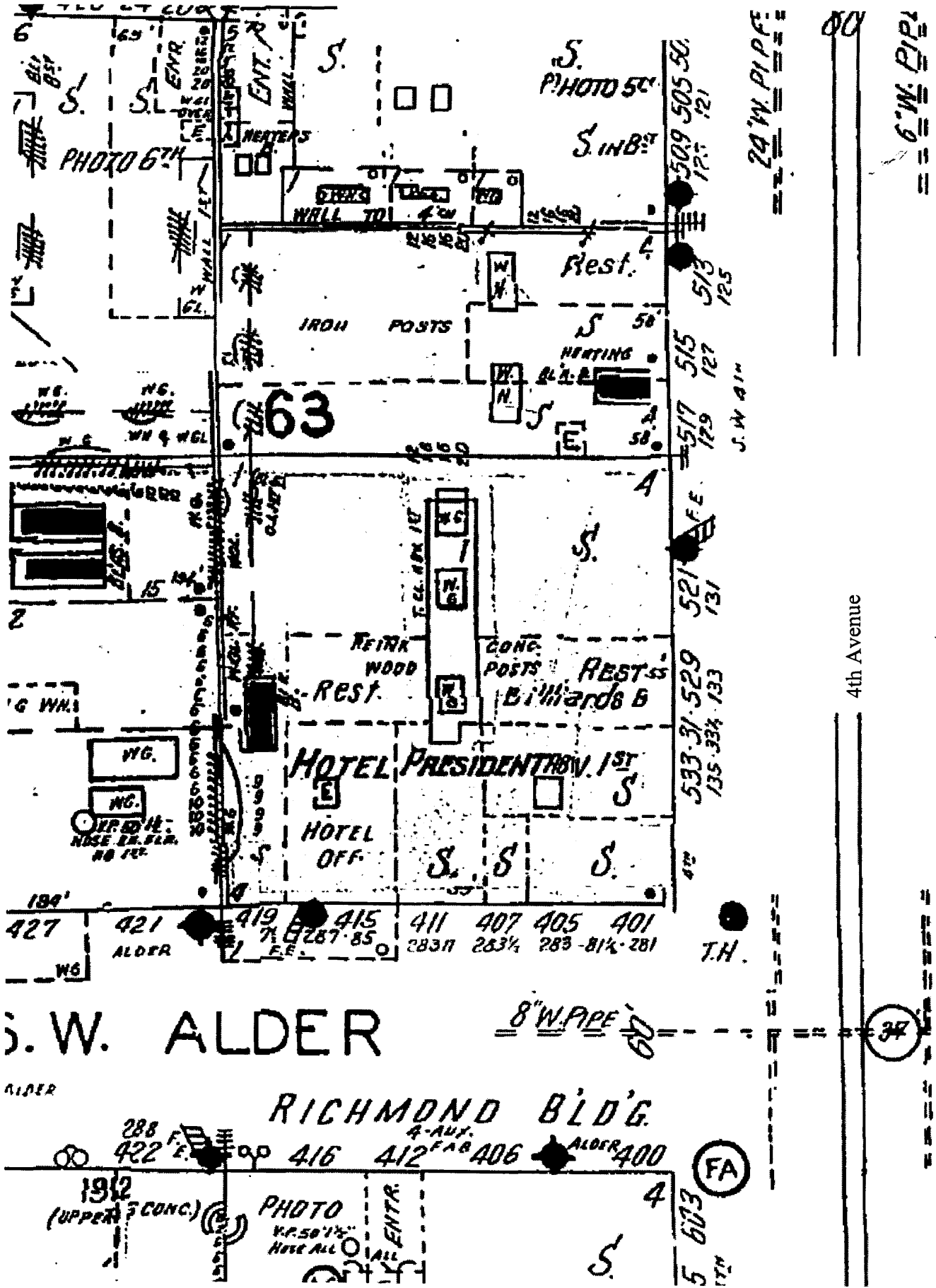
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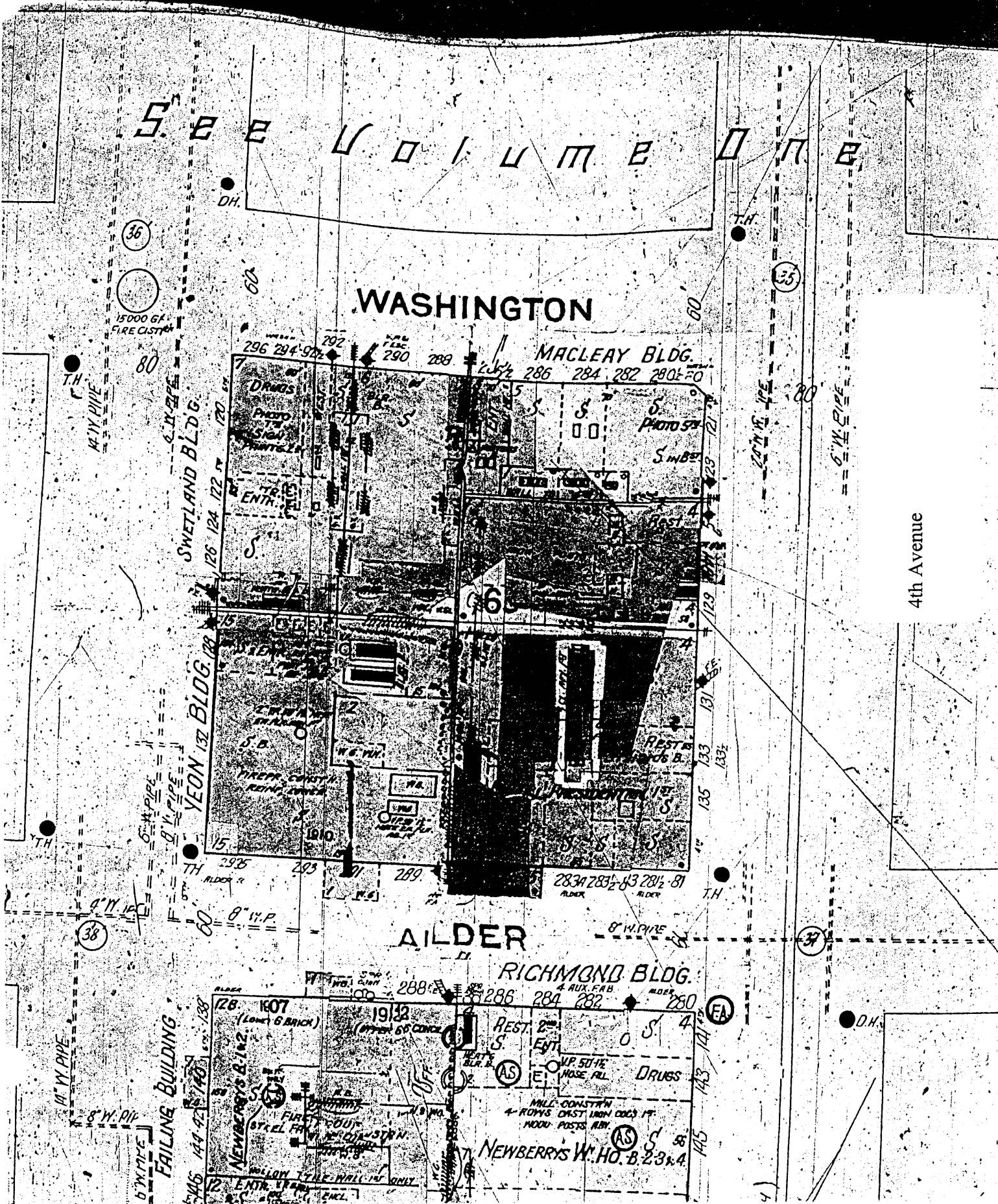


4th Avenue

## ALDER HONEYMAN HARDWARE CO.







4th Avenue