

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Alderway Building

other names/site number Pantages Theatre, Music Box Theater

Name of Multiple Property Listing Historic Resources in Downtown Portland, OR 1915-1931

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

street & number 521-539 SW Broadway not for publication

city or town Portland vicinity

state Oregon code OR county Multnomah code 051 zip 97205

code _____

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 ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: ___ national ___ statewide X local

Applicable National Register Criteria: X A ___ B ___ C ___ D

Signature of certifying official/Title: Deputy State Historic Preservation Officer Date _____

Oregon State Historic Preservation Office
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date _____

Title _____ State or Federal agency/bureau or Tribal Government

4. 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 _____

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5. Classification

Ownership of Property
 (Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

Category of Property
 (Check only **one** box.)

- building(s)
- district
- site
- structure
- object

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

Contributing	Noncontributing	
1	0	buildings
		site
		structure
		object
1	0	Total

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
 (Enter categories from instructions.)

COMMERCE/TRADE: Business
RECREATION/CULTURE: Theater

Current Functions
 (Enter categories from instructions.)

COMMERCE/TRADE: Business

7. Description

Architectural Classification
 (Enter categories from instructions.)

CHICAGO STYLE
OTHER: Eclectic

Materials
 (Enter categories from instructions.)

foundation: CONCRETE
 walls: BRICK
METAL
 roof: SYNTHETIC
 other: CAST STONE

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Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

Summary Paragraph

The Alderway Building is located on the northwest corner of SW Broadway and SW Alder Street. The current address is 521-539 SW Broadway, formerly 711-723 SW Alder Street. The Alderway Building was originally constructed in 1911 as a vaudeville theater and underwent a transformational alteration to a speculative retail/office building in 1928. The building mass is four stories, plus a basement and penthouse. The footprint is one quarter block and roughly square in plan (100'x100'). The floorplates on levels one through four are approximately 8,500 square feet, plus basement and penthouse, for a total of 39,902 square feet. The building's two primary facades date to the 1928 commercial redevelopment and face SW Broadway to the east and SW Alder Street to the south. The roughly 54' high facades are constructed of brick masonry with metal spandrel panels, cast stone ornament, and Chicago Style windows. Seven bays are expressed on the east elevation; six full bays are expressed on the south elevation, with a narrow partial-height bay abutting the neighboring property to the west, and a light court above. The west and north walls are constructed of brick masonry. Where the west wall is partially exposed at the light court extending along the west property line, the wall is utilitarian in nature, punctuated with steel casement windows. Ground floor storefronts are typically one to three bays with separate exterior entrances. The lobby entrance, which provides access to the upper floors, is on SW Alder St, occupying a single bay. The entrance lobby features an elevator, marble stair (currently covered), and Cutler letter box and mail chute. Upper tenant floors are predominantly open floor plans with contemporary finishes. Much of the building's steel structure, as well as the secondary north and west brick masonry walls, steel truss supported flat roof, and penthouse date to the 1911 construction. Exterior character-defining features include the building's four-story rectangular form with penthouse to the north; tenant storefronts with dedicated exterior entries at the ground floor; public entry location on Alder Street; Chicago-style glazing configuration at the second through fourth floors, with large areas of glazing defined by a regular grid of relatively narrow metal spandrels and brick pilasters; and eclectic style metal and cast stone ornamentation above the fourth floor windows and at the cornice line. Interior character-defining features include the lobby and elevator location, and original marble lobby steps and mailbox. Storefronts and retail tenant spaces have been altered by tenants over time since the 1928 construction. Lobby finishes have also been altered, although the lobby retains its original location and form. Within the context of the building's significance, the exterior storefront and interior tenant space changes do not affect the integrity of the building and its ability to convey its significance.

Narrative Description

SETTING

The Alderway Building is centrally located in downtown Portland at the northwest corner of SW Broadway and SW Alder Street. The building is surrounded by a rich mix of retail, restaurants, office buildings, hotels buildings, and other public buildings, mostly dating to the first two decades of the 20th century. The Alderway Building occupies a quarter block and is abutted by the six-story, quarter block Medical Building to the west and the nine-story, half block Morgan Building (NRHP# 96001003) to the north. The surrounding buildings are mid- to high-rise commercial structures generally built to the lot lines. Parking is on the street or in public garages. The streetscape is urban, featuring sidewalks, raised curbs, and curb cuts on each corner. SW Broadway maintains and promotes the use of neon blade signs and marquees to evoke the spirit of Portland's "Great White Way" theater district.

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SITE

The site is the southeast quarter of the city block bound by SW Broadway, SW Alder St, SW Park Ave, and SW Washington St. All perimeter facades are on the property lines, bounded by concrete sidewalks on the south and east. A locally landmarked historic two dial street clock, built c.1900 and relocated from SW 6th and SW Washington in 1928 for early tenant Jacoby Jewelry Store, is located in the right-of-way on SW Broadway.¹ Two small street trees are present in the sidewalk in front of the building (one each on SW Broadway and SW Alder Street.). Two historic light standards associated with Portland's 1920s street lighting modernization program are installed at the corner of Broadway and Alder. There are no character-defining landscape features associated with the property.

EXTERIOR

The Alderway Building is sited on a corner with two four-story primary street facades (east and south) featuring Chicago Style glazing with brick masonry pilasters, metal spandrel panels, and brick masonry, metal, and cast stone ornamentation (Photo 1). The west and north elevations are secondary walls abutting the adjacent structures. A light court cuts into the west elevation above the second floor. A penthouse extends to a sixth story along the north property line.

SW Alder Street (South) Elevation

The south elevation (Photo 3) is divided into six even four-story bays, with an additional, irregular narrow two-story bay abutting the property line to the west, with a light court above. The second- through fourth-floor levels on the six main bays are dominated by Chicago Style glazing separated by continuous vertical buff brick masonry pilasters and discontinuous horizontal formed metal spandrel panels (Photo 6). The window groupings are each composed of a wider fixed central unit with a narrower double hung unit on either side. Windows are non-original insulated wood units. The fourth floor window heads are constructed of cast stone. Above the fourth floor windows is a vertical section of buff brick masonry wall about one half story in height. This surface features brick masonry arches infilled with cast stone festoon panels at the corner bays (Photo 5). The wall surface continues vertically as a parapet, terminating at decorative gables with cast stone detailing at the corner bays and at a lower, formed metal cornice with an arch motif at the intermediate bays, capped with a formed metal parapet flashing. The vertical masonry pilasters at the corner bays continue to the parapet and are expressed on either side of the decorative gables, capped with square Doric capitals. The corner bay pilasters also feature a cast stone twisted rope detail at their outside corners. The pilasters at intermediate bays terminate at arrow-shaped cast stone copings below the decorative metal cornice. Brick masonry is primarily laid in a running bond pattern with dark mortar and raked joints. Sailor and soldier courses frame the section of brick masonry wall above the fourth floor windows. The metal spandrel panels at the corner bays feature a central garland motif flanked by arch motifs, while the intermediate spandrel panels have a simple vertical fluted pattern. The irregular, two-story bay at the west features two double hung windows at the second floor with a small section of buff brick masonry wall above and terminates at the same decorative metal cornice present at the main volume, capped with a decorative red tile parapet roof (Photo 8). The west edge of the two-story bay is bounded by a truncated brick masonry pilaster, topped with the same Doric capital as at the main volume.

The ground floor on the south elevation is divided from the upper stories by a narrow cast stone belt course below the second floor windows, and, below it, a non-original continuous stucco spandrel panel with irregular sections of vertical fluting, painted to coordinate with the spandrel panels above. Grade slopes down to the east, creating taller storefronts near the east corner, and shorter storefronts near the west corner. The existing ground floor exterior finishes were installed between 1985 and 2015.² The exterior walls of the storefronts are composed of non-original reddish-buff brick masonry in a running bond pattern, with five punched metal contemporary storefront windows, each shaded by a non-original fabric awning. The widths of the storefront windows at the ground floor align with the horizontal window

¹ Historic Resource Inventory form, 1981.

² Building permit records on file at the City of Portland.

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module of the second through fourth floors above. A non-original gabled metal surround with marble base frames the lobby entry and contains non-original gold-lettered signage. The lobby entry and stair entry are contained within the second full-height bay from the west. The current storefront configuration features two exterior entries on the south façade in addition to the lobby and stair entries: one at the far west to access the shop west of the lobby, and one in the third bay from the east to access the two-bay shop space to the east of the lobby.

SW Broadway (East) Elevation

The east elevation (Photo 4) is divided into seven bays of similar width, extending to the property line on either side. The central and southmost bays are slightly wider than the other bays. Grade slopes down to the north, creating a taller ground floor at the north and shorter ground floor to the south. The east elevation features identical finishes and detailing to the south elevation at both the ground floor and upper floors. The vertical pilasters at the ground floor do not align with the spacing of the windows above between the second and third bays from the south and between the second, third, and fourth bays from the north, due to the structural layout required for the building's previous function as a theater. A metal fire escape is located in the second bay from the north. Seven storefront windows are installed in the five ground floor bays. An exterior entry in the central bay accesses the shop occupying the central and south bays. Another exterior entry accesses the shop occupying the two north bays.

West Elevation

The west elevation faces into a light court between the Alderway Building and Medical Building (Photo 7) and is constructed of solid brick masonry dating to 1911. Openings and multi-lite steel casement windows were added as part of the 1928 alterations.

North Elevation

The north elevation is a solid brick masonry wall that abuts the adjacent Morgan Building and is not visible from the exterior.

Roof and Penthouse

The penthouse, formerly a theater fly tower, was renovated in 1928 into tenant spaces with steel windows and doors that access the roof top (Photo 2). The south elevation of the penthouse is clad in stucco. An elevator overrun and stair doghouse project from the roof and provide access to the penthouse office via a covered walkway. East and south parapet cast stone has been capped with sheet metal flashing tying into the membrane roof system.

Structure

The Alderway Building has a concrete foundation and basement. The structure consists of steel beams and columns, some of which date to the original 1911 construction, protected with concrete, and reinforced concrete floor slabs. The flat roof is supported by a combination of steel trusses and concrete beams. The north and west exterior walls are solid brick masonry.

INTERIOR

Ground Floor Retail Shops

Storefronts and interiors have been continuously altered over time by individual tenants, both in partitioning and interior finishes (see Construction Chronology table, below, for major alterations). Existing shop spaces contain a variety of contemporary finishes to suit the current (or, in the case of vacant storefronts, previous) tenant, generally consisting of gypsum wall board, suspended acoustical ceiling tiles, and commercial style carpet or resilient flooring. Most storefronts are currently vacant.

Entrance Lobby

The entrance lobby (Photo 9), accessed via Alder Street, is rectangular in plan with solid walls to the east and west. The elevator and stair remain in their original locations at the north end of the space. Existing finishes are contemporary, consisting of gypsum board walls and ceiling, contemporary large-scale tile flooring, and painted wood base and crown molding. The Cutler letter box and mail chute remain in their original location. The marble stairs are presently covered in carpeting.

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Upper Floor Tenant Spaces

The upper floors are typically open office space surrounding the elevator and stair core with partitioned spaces predominantly toward the north and west walls. Finishes at the upper floors have been changed over time (Photo 10, Photo 11, Photo 12). All floors have perimeter walls and columns finished in gypsum board. Floors are exposed concrete or finished with commercial style carpet or resilient flooring. The second floor currently has a suspended ceiling, while the third and fourth floor ceilings are open to the structure above. Exposed roof trusses from the 1911 theater are visible at the unfinished ceiling in the fourth floor tenant space (Photo 12). The Cutler mail chute ascends all upper floors, though it is not currently in use. None of the floors feature a formal elevator lobby or interior hallways. All upper floor spaces are currently vacant.

Basement

The basement is utilitarian in nature and includes storage, utility, building system, and garbage spaces. Concrete floors, hollow clay tile partition walls, and concrete floor structure above are unfinished.

Penthouse and Rooftop

The penthouse, the former fly tower of the 1911 theater, was converted to shop/office space in 1928 (Photo 2). The interiors are open office with floors, walls, and ceilings finished with contemporary finishes. Steel doors access the rooftop. The rooftop is primarily occupied by HVAC equipment and is not programmed as occupied space. The elevator and stairs are accessed via a covered walkway, which remains in its original location. The penthouse is currently vacant.

INTEGRITY

National Register Bulletin 15 provides guidance on evaluating integrity, identifying seven aspects. It is not necessary for a resource to retain all aspects and the weight of each aspect is tied to the significance of the resource. The building is locally significant under Criteria A as an office building in conjunction with the Multiple Property Listing *Historic Resources in Downtown Portland*, specifically to the historic context from 1915-1931.

Character-Defining Features

The building's character defining features include:

- Quarter block development built to the lot lines
- Four story primary volume
- Two-story irregular bay at west of south elevation with decorative red tile parapet roof
- Flat roof with occupied penthouse at north wall, accessed via covered walkway
- Ground floor retail storefronts with separate exterior entries
- Separate public entrance with elevator lobby providing access to the upper floors; elevator and stair positioned at the north end of the lobby
- Upper floors served by elevator and Cutler letter box and mail chute
- Flexible upper floor plans partitioned to suit tenants of various sizes
- Chicago Style glazing with regular grid of continuous masonry pilasters and discontinuous decorative metal spandrel panels (second through fourth floors of primary facades)
- Decorative gabled parapets at corner bays
- Buff brick masonry, cast stone, and metal detailing, including decorative metal cornices with arched motif, cast stone festoon panels and masonry arches at gabled corner bays, square Doric cast stone capitals at corner pilasters, arrow-shaped cast stone copings at intermediate pilasters, cast stone window headers (fourth floor only) and belt course (below second floor), and formed metal reliefs at spandrel panels
- Steel sash windows on secondary elevations and penthouse
- Finished interior surfaces

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The building retains a relatively high degree of integrity under all seven aspects related to its significance as a 1928 commercial building, but, due to its nature as a commercial building, has experienced significant alterations to interior finishes in tenant spaces, and some reconfiguration of the entrance lobby. Material integrity of the ground floor retail and non-public upper floor interior spaces is cited as not critical to overall eligibility in the MPD.

Known Alterations

The following table summarizes major construction activities at the Alderway Building since its completion. Information is based on building permit records on file with the City of Portland Bureau of Development Services (formerly the Bureau of Buildings) and, where permit information is not available, relies on analysis of historical photos. The City of Portland building permit number is noted, where known. This list is not all-inclusive but attempts to capture all major construction activities to provide an accurate understanding of integrity.

Date	Event
1911	Initial construction of the structure as a 1,400 seat vaudeville theater ³
1928	Redevelopment of the structure into the Alderway Building for retail/office use. A significant portion of the structural framing from the theater building was retained. (Permit No. 193383)
Sept. 1928	The structure, facades, and common spaces were completed and tenants were allowed to begin design and construction of individual retail spaces (including ground floor storefronts). ⁴
Before January 1, 1929	All ground floor storefronts complete. ⁵
1933	Interior storefront in lobby reconfigured (Permit No. 221247)
1934	One storefront remodeled (exact address not documented) (Permit No. 226252)
1935	521 SW Broadway storefront remodeled (Permit No. 228985)
1939	525 SW Broadway storefront remodeled (Permit No. 246446)
1939	539 SW Broadway storefront remodeled for Fashion Bootery (Permit No. 249737)
1940	529 SW Broadway storefront remodeled for original tenant M. Jacoby, Jeweler (Permit No. 250934)
1951	Penthouse roof replaced (Permit No. 321902)
Before 1952	Casement windows on either side of Chicago Style windows on second through fourth floors replaced with double hung windows ⁶
After 1952	Red tile parapet roof covered or removed and replaced with black flashing ⁷
1953	Interior partition walls reconfigured on third floor (Permit No. 334866)
1954	Suspended ceilings installed in second, third, and fourth floor corridors (Permit No. 365452)
1959	One storefront remodeled for Fashion Shoes (exact address not documented) (Permit No. 374671)
1960	Interior partitions reconfigured on second floor (Permit No. 381009)
1964	525 SW Broadway storefront remodeled for Portland Pants Shop (Permit No. 413165)
1965	Interior remodel of 529 SW Broadway storefront for Zales Jewelry (Permit No. 409807)
1965	719 SW Alder St. storefront remodeled (Permit No. 424061)

³ "New Pantages Opens Tonight," *Oregon Daily Journal (Portland, Oregon)*, November 20, 1911.

⁴ "Two New Buildings to Open Tomorrow," *Oregonian (Portland, Oregon)*, September 30, 1928.

⁵ "Portland Retains Rank in Building," *Oregonian (Portland, Oregon)*, January 1, 1929.

⁶ Al Monner, "Parade for Oregon Governor Douglas McKay (Photograph)," 1952, Oregon Historical Society, <https://digitalcollections.ohs.org/parade-for-oregon-governor-douglas-mckay-2>.

⁷ Monner.

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Date	Event
1966	Interior partitions reconfigured on fourth floor (Permit No. 425519)
1967	Interior partitions reconfigured on second floor (Permit No. 433039)
1973	Fireproofing modifications to second, third, and fourth floor hallways, including removal of interior windows and installation of new fire rated mahogany doors to replace existing mahogany and glass lite doors (Permit No. 481224)
1973	Major second floor interior reconfiguration in tenant space along Broadway side (Permit No. 481293)
1974	Building re-roofed (Permit No. 484070)
1975	Interior remodel, third floor (Permit No. 496817)
1975	Fourth floor hallway ceiling/lighting replaced (Permit No. 511981)
1979	Penthouse remodeled (Permit No. 525130)
1980	529 SW Broadway storefront remodeled (Permit No. 104886)
Unknown	Glazing in upper floor windows replaced with insulated glass units ⁸
1984	Portion of floor raised in 705 SW Alder ground floor tenant space (Permit No. 84-107857)
1985	Alteration of ground floor storefronts to the present unified appearance with reddish-buff brick, punched storefront windows without transom lites, fabric awnings, and reeded stucco band in signage area. (Permit No. 84-105937, 84-107186)
1988	Alteration of primary building entry on Alder St. to the present gabled entry (Permit No. 88-105566)
1999	Full third floor remodeled for a single tenant (Permit No. 99-124994)
2007	Second and third floors remodeled for a single tenant (Permit No. 07-150545CO)
2011	Interior remodel to combine storefronts at 529-539 SW Broadway (Permit No. 11-199044)
2013	Full fourth floor remodel for a single tenant (Permit No. 13-180746)
2013	Interior lobby remodeled to present configuration (Permit No. 13-160791)
2017	Mezzanine remodeled (Permit No. 17-123349)
2019	Penthouse remodeled (Permit No. 19-240505)

The building is analyzed below in terms of the seven aspects of integrity. Analyses refer to the 1928 commercial redevelopment of the property as the Alderway Building and not to the original 1911 theater construction, unless otherwise noted.

Location: The Alderway Building remains in its original location.

Setting: The building was a speculative office building with ground floor retail in Portland’s commercial downtown. Today, it is surrounded by buildings of similar vintage, scale, materials, and use. Buildings which have been constructed since reflect the neighborhood as a commercial district. The surrounding neighborhood has evolved but the character of the setting has not fundamentally changed.

Association: The building was historically associated with two downtown districts: the Alder Street commercial district and Broadway theater district. As expressed in its current form as an office building with ground floor retail, the building retains its direct association with the historic events for which the property is being nominated.

Feeling: Overall, the building continues to express the aesthetic and historic sense of a 1920s office building in downtown Portland. The upper floor facades remain essentially the same as designed and constructed. The ground floor, though modernized over time, remains multi-tenant retail with street-facing

⁸ Present glazing is insulated. The double-hung windows were introduced before 1952 (see table entry, above) and would not have employed insulated glazing at that time. It is assumed that the insulated glass units were installed sometime after 1980.

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storefronts and a separate entrance lobby and elevator for upper floor spaces. Interiors have changed over time with changes in tenants but maintain similar uses.

Design, Materials and Workmanship: All three aspects relate to the degree to which there has been physical change to the property after the period of significance, which for this building consists of 1928, the year it was re-designed to take on its current style and form. On the exterior, the building is largely intact, retains its character-defining Chicago Style and eclectic details, and is expressive of the original 1928 Claussen and Claussen design. Known changes to design, materials, and workmanship are analyzed below. See the "Known Alterations" table, above, for sources.

Exterior:

- The ground floor storefronts have been altered with a unifying design. Ground floor storefronts originally featured uniform partitioning, but fenestration and signage was customized from the time of the building's opening to suit the tenant.⁹ The building originally featured a larger, projecting cast stone belt course below the extant small cast stone belt course below the second floor windows.¹⁰ This belt course was replaced with the present painted stucco band in 1985.¹¹ The contemporary unified ground floor finishes also infilled the original location of the transom windows, changing the proportion of ground floor fenestration and altering the interior experience.
- The original windows on the south and east facades have been replaced within their original openings with insulated units. The operation type of the windows on either side of the fixed pane is double hung, while the original windows were casements.
- The original decorative red tile parapet roof at the south and east elevations has been replaced or covered with a metal parapet flashing. The red tile parapet roof remains at the irregular two-story bay on the south elevation.
- The original roof garden area is no longer occupied space and is now used to house HVAC equipment.

Interior:

- Interior ground floor retail spaces have been reconfigured to suit the number and size of tenants. There are currently five independent shop spaces with separate entries at the ground floor. Original drawings indicate six retail spaces and a lobby tobacco stand, although it is unclear if the original tenants respected the unit sizes shown in the plans. The occasional use of "1/2" addresses throughout the building's early history suggests that partitioning of storefronts did not always match the number or layout of units originally designed.
- Due to the removal of the original transom windows when modernizing storefronts, the ground floor retail spaces are more dependent on electric lighting than at the time of construction.
- Interior finishes have been replaced and modernized in all ground floor tenant spaces.
- Most of the interior lobby finishes have been removed and replaced with contemporary finishes. The lobby retains its general floor plan, including the rectangular shape and location of the stair and elevator. Interior storefronts along the east wall of the lobby have been removed and the lobby sales stand on the west elevation, originally operated as a tobacco shop by Fred Meyer, has been removed. The original marble stair treads and risers remain (covered by carpet), and the original Culter letter box and chute remain.

⁹ "We Invite You to Inspect the New Alderway Building," *The Oregon Sunday Journal (Portland, Oregon)*, October 21, 1928.

¹⁰ "Portland Retains Rank in Building."

¹¹ "City of Portland, Oregon Building Permit #85-105937" (Bureau of Buildings, City of Portland, Oregon, 1985), On file with City of Portland BDS.

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- Finishes on the upper floors have been replaced with contemporary finishes, including gypsum board, suspended ceiling tiles, commercial carpet, and resilient flooring.
- The ceiling structure is exposed at the third and fourth floors, when it was originally concealed.
- The partitioning of all upper floor spaces has been altered to suit their recent use by full-floor tenants rather than individual shops or offices. The exact original configurations of the upper floors are not known. Original drawings dashed in a T-shaped corridor off the elevator core with smaller tenant spaces as a suggestion for how the space could be divided. 1973 plans for corridor fireproofing imply that similar corridors to those shown in the original drawings were constructed on the second through fourth floors¹², however the partitioning of tenant spaces appears to have varied greatly. The second and fourth floors retain an elevator lobby in the original location, with contemporary finishes. The fourth floor retains a partial hallway in the original location with contemporary finishes. The third floor partitions have all been demolished in anticipation of future tenant build-out.
- The stair to the penthouse retains its original iron newel posts and pipe railing.

Despite modifications to support contemporary use, the Alderway Building retains sufficient integrity to convey its significance as a 1920s commercial building.

¹² "City of Portland, Oregon Building Permit #481224" (Bureau of Buildings, City of Portland, Oregon, 1973), On file with City of Portland BDS.

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1928

Significant Dates

1928: Date of commercial redevelopment as
the Alderway Building

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

N/A

Architect/Builder

Claussen & Claussen, Inc., Architect
Hansen Construction Co., Builder

Period of Significance (justification)

The period of significance is 1928, the year in which the building was redeveloped into a speculative commercial building, creating a commercial anchor between the Broadway theater district and Downtown.

Criteria Considerations (explanation, if necessary)

N/A

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Alderway Building, a 1928 quarter-block commercial building at the northwest corner of Broadway and Alder Street, is locally significant under Criterion A, in the area of commerce, for anchoring the connection between Portland's westward-developing Alder Street commercial district and the established Broadway theater district. The building is nominated under the Multiple Property Document *Historic Resources in Downtown Portland, Oregon*, specifically the context from 1915-1931, and meets both the general registration requirements and specific registration requirements for office buildings. At the time of the Alderway Building's construction, the established epicenter of downtown was east of Broadway at Third and Fifth Avenues, with growth proceeding west along Alder Street. Westward development along Alder Street had reached Broadway by 1928, but the intersection itself remained commercially underdeveloped, despite high demand for specialty shop space in the area. Broadway had historically been a geographically separate theater district, west of Portland's downtown. Connecting the "uptown" Broadway thoroughfare with the east-west "downtown" Alder thoroughfare was a milestone in Portland's westward growth, ultimately leading to Broadway being drawn within the accepted border of downtown. The speculative Alderway Building, its name a combination of "Alder" and "Broadway," was intended by the developer to connect these two previously separate districts by establishing a prominent commercial development at this critical intersection. The Alderway Building was designed by notable local architects Claussen & Claussen, who produced a contemporary, architecturally distinctive corner development that responded to the architecture of both the commercial and theater districts, strengthening the building's role as a connector. Because the design reused much of the existing structural framing from a 1911 theater building on the site, the Alderway Building had a unique commercial identity. Adaptive reuse on this scale was novel and noteworthy at the time. Retaining the existing structure aided the Alderway Building's commercial success by leaving more funds available for high quality design and materials. Initial tenants also capitalized on the Broadway district location and identity as a former theater as an advertising strategy to fuel public interest and cultivate a glamorous, cosmopolitan image. By incorporating commercial space on the upper floors as well as the ground floor (emulating fashionable commercial developments in larger U.S. cities), the Alderway Building had an outsized impact on foot traffic and commercial activity at the Broadway/Alder intersection compared to earlier developments in the vicinity that only offered retail space on lower floors. The Alderway Building's strategic siting, adaptive reuse of the theater structure, and architectural distinction set it apart from other speculative developments in the area as a connector between downtown and the Broadway theater district.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

The Alderway Building is locally significant for contributing to Portland's commercial growth by connecting the Broadway theater district with Portland's downtown. This narrative statement of significance first addresses the requirements of the MPD, then analyzes how the Alderway Building's location, adaptive reuse, and architectural style contributed to its unique role in the commercial development of downtown.

MPD Registration Requirements

The Alderway Building is locally significant under Criterion A, in the area of commerce, under the Multiple Property Document (MPD) *Historic Resources in Downtown Portland, Oregon*, specifically the context from 1915-1931. Under the MPD, properties that convey the synergism and dynamics of commercial growth that emanated from the development dynamics of the era are eligible for listing in the area of commerce. The Alderway Building fits within this definition as an outstanding example of the speculative development practices that dominated 1920s commercial construction in Portland.

The Alderway Building meets both the general registration requirements of the MPD and the specific requirements for office buildings:

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General Registration Requirements

- **Integrity:** *To be eligible for listing in the National Register under this multiple property context, an office 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. As discussed in Section 7, the Alderway Building retains all seven aspects of integrity. The overall form, appearance of its facades, and use of the building communicate its significance in the year of construction (1928) as an outstanding speculative commercial development uniting Broadway and Alder Street. While the ground floor storefronts, lobby finishes, and upper floor spaces have been modernized, the MPD registration requirements state that this is not a basis for disqualification.*
- **Date of Construction:** *The structure must have been built between 1915 and 1931. The Alderway Building was constructed in 1928. Existing structural framing from a 1911 theater on the site was reused but the building form and interior configuration was significantly altered.*
- **Geographic Area:** *The structure must be located within the downtown geographic area. The Alderway Building is located at the corner of Broadway and Alder Streets, which is within the boundary outlined in the MPD.*
- **Use:** *In order to be listed, it is not critical that the building be retained in its original use. Although it is not a requirement that the building be retained in its original use, the Alderway Building continues in its original use as a retail and office building.*

Specific Requirements for Office Buildings

- **Form:** *The building must be built to the lot line on its primary facades. The Alderway Building is built to the lot lines on its Alder Street and Broadway facades.*
- **Structure:** *It must be of steel frame or reinforced concrete construction. The structural framing is steel and reinforced concrete.*
- **Ground Floor:** *For a speculative office building, it should have been designed with street-fronting ground floor-lease retail space dominating the ground floor with a separate primary building entry. The Alderway Building was a speculative commercial and office building and was designed with retail spaces at the ground floor (as well as some upper floors) and a separate primary building entry located on Alder Street.*
- **Access to Upper Floors:** *Access to the upper floors should have been designed to be by elevator with a primary pedestrian entry and elevator lobby. Access to the upper floors was, and is currently, provided by an elevator located in the ground floor lobby. The lobby is accessed by the primary building entry on Alder Street.*
- **Upper Floor Plans:** *The upper floors should have a double-loaded corridor with an "L" or "U" shape with access centered on an upper floor elevator lobby. As discussed in Section 7, the upper floors have been converted to primarily open office space to suit contemporary use by full-floor tenants. Elevator lobbies with contemporary finishes exist in the original locations on floors two and four. A partial corridor in the original location exists on the fourth floor. All interior partitions have been demolished at the third floor. These floors originally contained larger shops in addition to smaller offices, and therefore continue in a similar use, although the corridors and elevator lobbies have been altered.*

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Relationship of Portland's Broadway Theater District to Downtown

Portland's Broadway theater district developed simultaneously with the downtown core but was initially a geographically separate district located west of downtown. This section summarizes the development of both districts to provide context for the significance of the Alderway Building's location at the end of the 1920s.

Development of Portland's Downtown in the Early 20th Century

The MPD, *Historic Resources in Downtown Portland*, provides detailed context for the commercial development and westward growth of downtown during the period between 1906 and 1931, divided into two separate contexts—1906 to 1914 and 1915 to 1931. As described in the MPD, in the years between 1905 and 1910 (following the 1905 Lewis and Clark Exposition), the epicenter of downtown relocated west from Third Avenue to Fifth Avenue, with a new center focused near Alder street.¹³ Commercial development of the 1920s saw the downtown core move further west, toward Broadway, driven by ambitious speculative buildings, such as the Alderway Building, which were made possible by increased availability of bank loans and low interest rates.¹⁴ While Washington St. had historically been the main east-west thoroughfare downtown, the 1920s saw Alder Street overtake Washington in foot traffic and development.¹⁵

Two of the largest speculative developments of the 1920s bookended the east and west ends of downtown development at the time: the Buyers Building at Third and Alder (NRHP # 93001567) and the Terminal Sales Building (NRHP # 91001555) at 12th and Morrison. The Terminal Sales Building was a geographic outlier at the time, located significantly west of the downtown core in anticipation of continued westward growth.¹⁶ The Olds, Wortman, and King department store (NRHP # 91000057), constructed in 1910 at Tenth and Alder, was another significant outlier to the west. These full-block commercial developments set the stage for smaller developments, such as the Bedell department store (NRHP # 89000066), Ungar Building, and Alderway Building, to fill in between downtown and significant outlying development to the west. Figure 12 shows the locations, dates of construction, and current status of the commercial buildings discussed in this section.

Development of Broadway as a Theater District

In the first decade of the 20th century, theaters started to cluster "uptown" around Seventh (now Broadway), west of the established downtown core.¹⁷ The first theater to locate in the area was the opulent, 1,700 seat Marquam Grand, completed in 1890.¹⁸ The location was strategically chosen for its position across the street from the newly opened Portland Hotel.¹⁹ The Marquam Grand, considered Portland's first modern theater, far surpassed the existing theaters in the young city of Portland in size, seating capacity, and luxury, with such features as electric and gas lights, steam heat, an early fire suppression system, and hot and cold running water.²⁰ The Lyric Theater (1903) and Star Theater (1905) were built nearby in the following years, while Portland's older theaters, including the original Baker Theater and the Grand Theater, continued to operate in the old downtown core to the east. The Marquam Grand Theater was forced to close unexpectedly in 1906 due to safety concerns but reopened in 1907 after a \$40,000 upgrade.²¹

¹³ John M. Tess, "Historic Resources in Downtown Portland, Oregon, 1915-1931 (Multiple Property Listing)" (United States Department of the Interior, National Park Service, May 14, 2008), 14.

¹⁴ Tess, "Historic Resources in Downtown Portland, Oregon, 1915-1931 (Multiple Property Listing)."

¹⁵ "Retail Hub Seen Moving West, South," *Oregon Journal (Portland, Oregon)*, November 24, 1929; Tess, "Historic Resources in Downtown Portland, Oregon, 1915-1931 (Multiple Property Listing)."

¹⁶ John M. Tess and Richard Ritz, "Buyers Building (National Register Nomination)" (United States Department of the Interior, National Park Service, 1993); Tess, "Historic Resources in Downtown Portland, Oregon, 1915-1931 (Multiple Property Listing)," 28.

¹⁷ Cecil Matson, *The Way It Was* (Portland, Oregon, 1988), 189.

¹⁸ Matson, 189.

¹⁹ Matson, 108.

²⁰ Matson, 108; "A Brilliant Occasion," *Oregonian (Portland Oregon)*, February 11, 1890.

²¹ Matson, *The Way It Was*, 115; "Marquam Grand Reopens with Musical Comedy," *Oregon Daily Journal (Portland, Oregon)*, May 14, 1907.

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Portland's largest theater was briefly the Columbia Theater, an 1,800 seat frame building constructed in 1904 and located at SW 14th and Washington St (now the far west end of downtown). The Columbia Theater was condemned and demolished in 1909, just five years after its construction, due to the discovery of extensive rot in the structural framing.²² Shortly thereafter, in the wake of the deadly Iroquois Theater fire in Chicago, the Portland City Council announced that all new theaters must be fireproof; existing frame theaters in the city were required to cease operations by mid-1911.²³ The recently retrofitted Marquam Grand was the only existing theater in the city considered to be fireproof at the time.²⁴ Two of Portland's most prominent theater owners, Calvin Heilig, who had been operating out of the Columbia Theater prior to its closure, and George Baker, owner of the Baker and Bungalow Theaters, both immediately began constructing new fireproof theaters.²⁵ The new steel and concrete Heilig and New Baker theaters both opened in 1910. The 2,200 seat Heilig (demolished) was located two blocks south of the Marquam Grand at Seventh and Taylor, and the 1,650 seat New Baker (also demolished) was located further west, at Morrison and Eleventh.²⁶ The 1,400 seat steel and concrete Pantages vaudeville theater, which would later be redeveloped as the Alderway Building, was opened at Seventh and Alder in 1911.²⁷

The new class of fireproof live theaters, including the Pantages, Heilig, New Baker, and Empress (Yamhill & Broadway, 1913), collectively redefined the built environment and the theater-going experience in Portland; and the Pantages, Heilig, and Empress, together with the earlier Marquam Grand, were important in defining Seventh as the new epicenter of theater activity in the city.²⁸ Of these four theaters, the Pantages is the only one remaining in any form (although greatly altered by its 1928 redevelopment as the Alderway Building). The Heilig Theater, later known as the Fox Theater, was converted to a movie theater, then finally demolished in 1997 to be replaced by the Fox Tower.²⁹ The New Baker Theater, later known as the Dufwin Theater, was demolished in the 1950s.³⁰ The Empress Theater, later known as the Hippodrome Theater and briefly as the Pantages Theater, was demolished in 1976.³¹ The Marquam Grand, Portland's earliest modern theater, later known as the Orpheum and then Baker Theatre, was demolished in 1922 and replaced by the two-story Ungar Building.³² Figure 12 shows the locations, dates of construction, and current status of the theaters discussed in this section.

In recognition of the growing theater district along Seventh, the city renamed Seventh "Broadway" in 1913, together with the dedication of the Broadway Bridge.³³ The new Broadway Bridge further boosted the growth of Seventh/Broadway by providing a direct route to the theater district from the eastside.³⁴ Merchants on Third Street, the previous downtown epicenter to the east, were nervous about the westward movement of downtown and launched a massive streetlighting campaign in 1914 to rebrand Third Street as the "Great Light Way."³⁵ Their choice of slogan appears to reference New York's Broadway, known as the "Great White Way" for its dazzling electric lights. Unfortunately for Third Street, the westward movement of downtown was a

²² Matson, *The Way It Was*, 114, 134.

²³ Matson, 121.

²⁴ Matson, 121.

²⁵ Matson, 134.

²⁶ Matson, 134; "New Heilig Is Amazingly Fine Theatre," *Oregonian (Portland, Oregon)*, October 2, 1910; "Splendid Theater Opens With Eclat," *Oregonian (Portland, Oregon)*, September 18, 1910.

²⁷ "New Pantages Opens Tonight."

²⁸ Matson, *The Way It Was*, 189; "The Stage and Its People," *Oregon Daily Journal (Portland, Oregon)*, November 26, 1911.

²⁹ Brian Libby, "The Fox Tower at 29, Nd the Heilig Theatre at 110," tvaarchitects.com, accessed October 28, 2023, <https://tvaarchitects.com/the-fox-tower-at-20/>.

³⁰ Matson, *The Way It Was*, 188.

³¹ "759 SW Brodway Ffice Building, Empress Grand Theatre, Downtown, Portland, OR," Pacific Coast Architecture Database, accessed October 28, 2023, <https://pcad.lib.washington.edu/building/6164/>.

³² Matson, *The Way It Was*, 147.

³³ Dan Haneckow, "Great Light Way (3rd St., Portland)," Oregon Encyclopedia, August 25, 2022, https://www.oregonencyclopedia.org/articles/great_light_way_3rd_st_portland/.

³⁴ Haneckow.

³⁵ Haneckow.

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foregone conclusion; local newspapers were already suggesting the use of the “Great White Way” slogan for Portland’s newly minted Broadway as early as 1913.³⁶

Modernization of Broadway in the 1920s

By the early 1920s, Portland, along with the rest of the country, was showing increased interest in the new technology of moving pictures. Portland’s first purpose-built movie theater was the Majestic Theater at Broadway and Washington (1911).³⁷ By 1915, the city’s 34 movie theaters (some of which combined both movies and vaudeville), far outnumbered dedicated live theaters.³⁸ Broadway flourished as a theater district with the rise of the movie, welcoming considerable investment in the form of both purpose-built movie theaters and combination movie and live theaters. The most outstanding hybrid live performance and movie theater of the time was the 3,000 seat Portland Publix Theater at Broadway and Salmon Street (1928), later known as the Paramount Theater and now known as Arlene Schnitzer Concert Hall.³⁹ The Portland Publix Theater was designed in a Rococo Revival style by famous Chicago and New York theater architects Rapp & Rapp and was reported to cost \$1,500,000; a staggering sum in comparison to the most advanced theaters of the 1910 era, and demonstrating significant investment in the theater district during the 1920s.⁴⁰ As described in the MPD, the major investment in constructing grand movie theaters was intended to attract larger audiences and establish movies as a legitimate form of entertainment for the middle class.⁴¹ Other significant 1920s additions to the district included conversion of the 1911 Majestic Theater to the United Artists Theater (1929);⁴² and construction of the Studio Theater (1927), now known as the Guild Theater, just west of Broadway at Taylor and Ninth.⁴³

In 1925, Broadway’s modern image was further enhanced by installation of new electric streetlights (the historic two-light glass bulb units now seen throughout downtown Portland).⁴⁴ The new lights were installed by Portland Electric Power Company for a sum of \$120,000 from Jefferson to Hoyt Streets.⁴⁵ The lighting district was proposed and financed by Broadway merchants,⁴⁶ and claimed at the time to be the brightest streetlighting system in the country.⁴⁷

Selection of the Broadway/Alder Site for Speculative Development

The Alderway Building site was strategically selected to take advantage of downtown’s westward advance along Alder Street towards the Broadway theater district. Modernization of Broadway throughout the 1920s combined with the westward advance of the downtown commercial district to create an ideal site for speculative development.

Broadway/Alder Intersection in the 1920s

Although downtown development was progressing west along Alder Street, the Broadway/Alder intersection remained commercially underutilized at the beginning of 1928. Existing speculative development on Broadway

³⁶ “Broadway Is Site,” *Oregonian (Portland, Oregon)*, June 11, 1913.

³⁷ “Majestic Theater,” Oregon Theater Project, accessed October 28, 2023, <https://oregontheaterproject.uoregon.edu/theaters/majestic-theater>.

³⁸ Matson, *The Way It Was*, 138.

³⁹ Paul B. Hartwig, “Paramount Theater (National Register Nomination)” (United States Department of the Interior, National Park Service, July 12, 1974).

⁴⁰ Hartwig; “Portland Theater Ready for Opening,” *Oregonian (Portland, Oregon)*, March 8, 1928.

⁴¹ Tess, “Historic Resources in Downtown Portland, Oregon, 1915-1931 (Multiple Property Listing),” 26.

⁴² “United Artists,” Oregon Theater Project, accessed October 28, 2023, <https://oregontheaterproject.uoregon.edu/theaters/united-artists>; “Majestic Theater.”

⁴³ “901-919 SW Taylor St (Historic Resource Inventory),” Date Unknown, <https://heritagedata.prd.state.or.us/historic/index.cfm?do=main.loadFile&load=53260.pdf>; Matson, *The Way It Was*, 155.

⁴⁴ “Bright Lights to Greet Santa Along Broadway,” *Oregon Daily Journal (Portland, Oregon)*, November 1, 1925.

⁴⁵ “Bright Lights to Greet Santa Along Broadway.”

⁴⁶ “Lighting District Asked,” *Oregonian (Portland, Oregon)*, January 18, 1925.

⁴⁷ “Noise to Welcome Broadway Lights,” *Oregonian (Portland, Oregon)*, November 24, 1925.

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was mostly a product of the 1910s, before the westward advance of Alder Street. Examples of earlier commercial developments on Broadway include the 1913 Morgan Building (NRHP #96001003) at Broadway and Washington, and the 1910 Maegly-Tichner Building at the southeast corner of Broadway and Alder. In the 1920s, two national chains, Woolworth's and Liggett Drug, had recently located in existing buildings in the Broadway-Alder intersection,⁴⁸ with Woolworth's occupying the property at the southwest corner of Broadway and Alder, and Liggett Drug purchasing the Maegly-Tichner Building at the southeast corner to operate a store and their regional offices. The northeast corner of the block was occupied by the 1903 Electric Building, which housed the power generation station serving downtown Portland. The whirring turbines, located in the lower floors of the building, could be heard from the street through the usually open windows, giving this corner of the block an industrial air that likely acted as a deterrent to foot traffic.⁴⁹ Occupancy of the Broadway-Alder intersection by large tenants left little room for smaller, specialty shops that were typical of retail development on Broadway to establish along the intersection with Alder Street. The Ungar Building (1923), in the block between 6th and Broadway, offered specialty shop space, however, the Ungar building's small size was not large enough to accommodate retail demand in the area (evidenced by the fact that at least three Ungar Building tenants—the Mary Elizabeth Beauty Shop, Collins and Erwin Piano, and Arthur Ruhndorf, Optician—immediately relocated to the Alderway Building upon its opening).

Lease and Development of Broadway/Alder Site

In November of 1927, the Portland newspaper Oregon Journal announced that local developer Fred G. Meyer was in negotiations to assume a 99 year lease for the property at the northwest corner of Broadway and Alder and construct a four-story commercial building on the site of the former Pantages Theater.⁵⁰

Fred Meyer is best known for his chain of successful supermarkets in the Pacific Northwest with the same name, in which he pioneered self-service shopping.⁵¹ Meyer was born Fred Henry Grubmeyer in Germany in 1886. He immigrated to America with his family at age two.⁵² After an unsuccessful attempt at gold mining in Alaska, Meyer purchased a coffee stand in Portland in 1909 and began selling coffee door-to-door.⁵³ When he decided to pursue a career in commercial real estate in 1919, Grubmeyer changed his name to Fred G. Meyer, possibly because of anti-German sentiment after World War I.⁵⁴ In 1922, he opened a Piggly Wiggly store in partnership with one of his brothers and another business partner but left the partnership after a falling out.⁵⁵ By 1925, he was one of the owners of the Mybros company, which operated stores and markets in Portland, and was stated to have "extensive local real estate holdings."⁵⁶ Meyer opened his first Fred Meyer self-service grocery store in 1927, located at Fifth and Yamhill.⁵⁷ By the mid-1930s, he had about a dozen stores throughout Portland.⁵⁸

In January of 1928, Meyer, his wife Eva Meyer, and Blanche Wollett, a third investor, incorporated the Broadway Alder company for the purpose of leasing the Pantages Theater site and constructing a commercial development. Meyer's choice of location was undoubtedly strategic. Although Meyer initially operated two businesses on the site and located his professional office on the third floor, the overwhelming majority of the

⁴⁸ "Old Pantages Site Is Leased; Plan Structure," *The Oregon Sunday Journal (Portland, Oregon)*, November 20, 1927.

⁴⁹ John M. Tess, "Electric Building (National Register Nomination)" (United States Department of the Interior, National Park Service, January 17, 1989).

⁵⁰ "Old Pantages Site Is Leased; Plan Structure."

⁵¹ "The Fred Meyer Story (Online Exhibit)," Oregon Historical Society, n.d., accessed September 20, 2023.

⁵² Fred Leeson, "Fred G. Meyer," Oregon Encyclopedia, June 15, 2022.

⁵³ Leeson.

⁵⁴ Leeson.

⁵⁵ Leeson.

⁵⁶ "Fred Meyer Plans Astoria Building," *Oregon Journal (Portland, Oregon)*, July 26, 1925.

⁵⁷ Leeson, "Fred G. Meyer."

⁵⁸ "The Fred Meyer Story (Online Exhibit)."

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square footage was devoted to speculative shop and office space.⁵⁹ Rather than seeking a location for his own business, Meyer saw the Alderway Building as an investment opportunity.

The 99 year lease was reported to be finalized two weeks after the incorporation of the investment company, with total payments over the lease term to be approximately \$5,000,000.⁶⁰ The property was leased from owners Ralph W. and Edith Hoyt and Walter M. and Louise Cook.⁶¹ Meyer's plan for a speculative commercial building matched development trends at the time, as described in the MPD. However, rather than purchasing the property with a bank loan, Meyer's agreement was a long-term lease.

Commercial Significance of Architectural Style and Program

Meyer engaged prestigious local architects Claussen & Claussen to design his new building. The architects had already been selected at the time Meyer's intent to lease was announced in November of 1927.⁶² Contracting with Claussen & Claussen demonstrates Meyer's determination to construct a prominent building that would contribute to the character of the neighborhood.

Claussen & Claussen: Architects

Brothers H. Fred Claussen and William E. Claussen came to Portland from Chicago early in their careers and established the architectural firm of Claussen & Claussen.⁶³ In addition to the Alderway Building, their other important contributions to downtown include the 1925 Roosevelt Hotel (NRHP # 98000211), the 1926 Old Heathman Hotel (NRHP # 14000879), and the 1928 Buyers Building. The Alderway Building and the Buyers Building are the only two speculative commercial developments the brothers are known to have worked on. Other work in Portland represented on the National Register includes the 1911 Brown Apartments (NRHP # 91001553), the 1928 Portland Van and Storage Building (NRHP # 96000125), the 1925 Ira Powers Warehouse and Factory (NRHP # 11000625), and the 1928 Portland Sanitorium Nurses' Quarters (NRHP # 100001275). Claussen & Claussen were reportedly proud of their details and expected the contractor to construct them precisely as specified.⁶⁴

Claussen & Claussen's practice was busy in the year the Alderway Building was constructed. In 1928, they were designing or managing construction on the Portland Sanitorium Nurses' Quarters, the Portland Van and Storage Building, the Buyers Building, and a tuberculosis hospital in The Dalles.⁶⁵

Meyer's reasons for selecting Claussen & Claussen for his commercial building are undocumented, however, Meyer was likely aware of Claussen & Claussen's (as-yet unexecuted) strikingly modern 1922 design for the Buyers Building.⁶⁶ Meyer had also contracted with Claussen & Claussen for a purpose-built store in Astoria in the preceding years.⁶⁷

Commercial/Eclectic Style

An early Alderway Building rendering by Claussen & Claussen (Figure 13) depicts a typical four-story brick-faced commercial building with minimal detailing and a simple bracketed cornice, similar in massing and details to downtown commercial buildings of the preceding decades, but with the modernizing addition of Chicago Style windows.⁶⁸ This early rendering suggests that Meyer and the architects had not yet considered reusing

⁵⁹ *R.L. Polk & Co.'s Portland Householders' Directory* (Portland, Oregon, 1929).

⁶⁰ "Long Lease Taken On Pantages; New Theatre to Go Up," *The Oregon Sunday Journal* (Portland, Oregon), January 22, 1928.

⁶¹ "Old Pantages Site Is Leased; Plan Structure."

⁶² "Old Pantages Site Is Leased; Plan Structure."

⁶³ Richard Ellison Ritz, *Architects of Oregon* (Portland, Oregon: Lair Hill, 2002), 79.

⁶⁴ Ritz, 79.

⁶⁵ "Hospital Work Pushed," *Oregonian* (Portland, Oregon), August 19, 1928.

⁶⁶ Tess and Ritz, "Buyers Building (National Register Nomination)."

⁶⁷ "Fred Meyer Plans Astoria Building."

⁶⁸ "Old Pantages Site Is Leased; Plan Structure."

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the existing theater structure, as the ground floor bays on the Broadway façade align with the structural module of the second through fourth stories above.

A new rendering, released four months later in April of 1928 (Figure 14), shows the Alderway Building more or less as it appeared at the end of construction and depicts several significant design changes.⁶⁹ The more traditional bracketed cornice is removed, replaced with a fashionable Mediterranean-inspired red tile decorative parapet roof and gabled corner bays. Finer detail is also added throughout the facades, including pilasters with a twisted rope detail, garland spandrel panels, decorative urns on the parapets, arched frieze panels above the fourth floor windows, and a decorative arched pattern at the cornice line. The overall effect is a more distinctive and contemporary building with eclectic detailing, differentiated from its classically ornamented neighbors of the preceding decade. Also of note in the updated rendering is the fact that the ground floor storefronts on Broadway now follow the structural module of the theater, rather than the regular module of the Chicago Style windows at the second through fourth floors, evidencing the decision to reuse the frame of the existing building.

The Alderway Building's eclectic style detailing is notable because the style was closely linked to the exotic revival styles popular in theater design at the time. While the Alderway Building's Chicago Style windows identify it as a modern commercial development of the era, features such as the cast stone arches at the corner bay gables, decorative arched cornice, Mediterranean-inspired red tile roof, and Moorish-inspired twisted rope corner detail are more in keeping with the exotic details of the Paramount Theater (completed in the same year as the Alderway Building) or the Studio Building than with other speculative commercial developments of the time.

Construction Process

The design, bidding, and construction of the Alderway Building was closely followed in local newspapers, and often reported on in conjunction with the much larger Buyers Building, also designed by Claussen & Claussen, which was being constructed at the same time as the Alderway Building.⁷⁰ Bids for the Alderway Building's construction were collected beginning on April 28, 1928, with a construction start date of April 30, leaving the winning contractor, Hansen Construction Co., with one day to set up their equipment at the site.⁷¹ The construction schedule was condensed to enable the building to open in time for the fall shopping season.⁷² Work progressed day and night, creating a nuisance for existing merchants on the block due to the blockage of Alder Street.⁷³

The core and shell of the Alderway Building opened on October 1, 1928, after which tenants were permitted to begin fit-out of their shops and storefronts.⁷⁴ By July 15, 1928, over two months prior to the opening, nearly all ground floor shop spaces were reported to be leased,⁷⁵ and by the time of the opening, approximately half of the overall retail space in the building (which included upper floor spaces) was leased.⁷⁶ A photo published January 1, 1929, (Figure 16) shows the building and all storefronts completed, however it is unclear whether the ground floor is fully occupied.⁷⁷ Storefronts and interior finishes in tenant spaces are specifically excluded from the Claussen & Claussen contract and were not part of the overall design for the building.⁷⁸ Illustrations

⁶⁹ "Perspective Ready For New Building," *Oregonian (Portland, Oregon)*, April 8, 1928.

⁷⁰ "Several Buildings Plan Fall Opening," *Oregonian (Portland, Oregon)*, August 26, 1928; "Retail Area Has 2 New Structures," *Oregon Journal (Portland, Oregon)*, September 30, 1928.

⁷¹ "Theater to Be Closed," *Oregonian (Portland, Oregon)*, April 29, 1928.

⁷² "New Building Started," *Oregonian (Portland, Oregon)*, May 2, 1928.

⁷³ "Francine Is Forced to Vacate!," *Oregon Journal (Portland, Oregon)*, November 15, 1928; "Night Crew on Structure Goes Ahead Rapidly," *Oregonian (Portland, Oregon)*, June 10, 1928.

⁷⁴ "Two New Buildings to Open Tomorrow."

⁷⁵ "Nearly All Ground Floor Space Let in Alderway Building," *Oregon Journal (Portland, Oregon)*, July 15, 1928.

⁷⁶ "Two New Buildings to Open Tomorrow."

⁷⁷ "Portland Retains Rank in Building."

⁷⁸ Claussen and Claussen Inc., Architects, "Alteration & Addition to Building Located on Lots 3 & 4 Block 213 Portland (Original Record Drawings)," April 1928.

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on an advertisement for the building published in October of 1928 (Figure 18) show variations between the fenestration, awnings, and signage at each storefront, indicating that from the time of the building's opening, each merchant was free to customize their street frontage.

An early advertisement for the Alderway Building (Figure 18) provides an unusually complete list of subcontractors and suppliers for the building and shows the developer's intent to select high quality materials and finishes that would contribute to the building's glamorous, cosmopolitan image.⁷⁹ Local subcontractors included Fox & Company, plumbing and heating contractors; Grand Sheet Metal Works, roof and sheet metal contractors; W.F. Blaesing Co., painting and decorating Contractors; William Freese, terrazzo floor and tile contractors; Knight Electric Co., electrical contractors; Columbia Wire and Iron Works, iron work contractors; David L. Hoggan, plaster contractors; and Schanen Marble Works, marble work inside stores. Materials supplies included Willamina Clay Products Co. (face brick); Bates, Lively & Pearson (insurance); Portland Elevator Co. (street elevator); Oregon-Portland Cement Co. (cement, noted to be from Oregon); Standard Art Stone Co. (art stone), Oregon Door Company (doors); W.P. Fuller Co. (glass work and glass); Western Fixture & Show Case Co. (fixtures for cigar store); and Portland Electric Power Co. (lighting).

The project cost was estimated at \$150,000 in March of 1928,⁸⁰ but total expenditure was reported to have reached \$200,000 by the end of construction.⁸¹ This discrepancy may be due to the fact that the upper floor interiors and ground floor storefronts were bid under a separate contract than the structure and upper floors.⁸² The \$150,000 figure may refer to the structure and upper floor facades, while the remaining \$50,000 represents the contract amount for the ground floor storefronts and upper floor finishes. This was a comparatively small sum to other building projects in Portland in the same year, including the \$1,000,000 Weatherly Building and \$500,000 Medical-Dental Building.⁸³

High Concentration of Retail

Unlike most other developments of the time that provided shop space on the ground floor and office space on the upper floors, the Alderway Building was designed to have a mix of shops and offices on the upper floors. Several merchants leased large floor areas on the upper floors. Mary Elizabeth beauty shop (relocating from the nearby Ungar Building) leased the entire sixth floor penthouse as a beauty parlor with roof garden; Davies Institute of Physiotherapy leased the entire fifth floor; Elsie's millinery leased 2250 feet on the fourth floor; Collins & Erwin Piano company (also relocating from the Ungar Building) leased 2400 square feet on the second floor; and Fink photography studio leased 1160 square feet on the third floor.⁸⁴ Initial tenants leasing smaller shops and offices on the upper floors included D.A. Griffis, Tailor to Men, Dr. Arthur Ruhndorf, Optician, and Dr. Edwin Hall, Dentist.⁸⁵ Fred Meyer also had his professional offices on the third floor.⁸⁶

A 1929 article analyzing downtown foot traffic noted that Alder Street between Sixth and Broadway recorded the third most foot traffic of any block downtown, a jump from its comparative standing in 1925; and every block of Alder Street from fifth to 10th showed an increase over its 1925 foot traffic.⁸⁷ This increase in pedestrian traffic demonstrates the continued westward growth of downtown and shows Broadway and Alder emerging as a desirable destination from downtown. While the increase in foot traffic was undoubtedly due to a

⁷⁹ "We Invite You to Inspect the New Alderway Building."

⁸⁰ "Many Bids in Prospect," *The Sunday Oregonian (Portland, Oregon)*, n.d.

⁸¹ "Portland Retains Rank in Building."

⁸² Claussen and Claussen Inc., Architects, "Alteration & Addition to Building Located on Lots 3 & 4 Block 213 Portland (Original Record Drawings)."

⁸³ "Portland Retains Rank in Building."

⁸⁴ "Alderway Leases Space," *Oregonian (Portland, Oregon)*, December 16, 1928; *R.L. Polk & Co.'s Portland Householders' Directory (Portland, Oregon, 1928)*; *R.L. Polk & Co.'s Portland Householders' Directory, 1929*.

⁸⁵ "Alderway Leases Space."

⁸⁶ "We Invite You to Inspect the New Alderway Building."

⁸⁷ "Retail Hub Seen Moving West, South."

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number of factors, including outlying westward development such as the Olds, Wortman, and King department store, the many new retail shops located in the Alderway Building were likely a significant contributor.

Unique Theater/Commercial Identity

Adaptive reuse of much of the existing structural framing from the well-known Pantages Theater building lent the Alderway Building a unique commercial identity. While the Alderway Building's commercial program was largely a product of its location along the Alder Street shopping thoroughfare, early tenants capitalized on name recognition associated with its former identity as the popular Pantages theater.

History of the Pantages Theater

The Pantages theater building was constructed for Alexander Pantages, a Greek immigrant who owned successful vaudeville theaters throughout the west coast and first operated a Portland theater location at Fourth and Stark.⁸⁸ In early 1911, Pantages acquired the 500-seat Lyric Theater at the northwest corner of Seventh and Alder (present site of the Alderway Building) and, just before Portland's 1911 ban on frame theaters went into effect, demolished the existing theater, and began construction of a new, fireproof vaudeville theater on the site to meet the City Council theater safety requirements.⁸⁹ The new Pantages Theater opened at the northwest corner of Seventh and Alder Streets in November of 1911.⁹⁰ The steel and concrete frame building was designed by prominent Oregon architects Emil Schacht and Son.⁹¹ Some sources incorrectly credit the design to Barnet Marcus Priteca, who designed approximately 30 theaters for Pantages between 1910 and 1929, including a later Pantages location in Portland.⁹² It is unknown why Pantages contracted with Schacht instead of Priteca for the Seventh and Alder theater.⁹³

The completed Pantages Theater building cost somewhere between \$100,000 and \$250,000 (local reporting varied greatly between these two figures, perhaps indicating some confusion between multiple contracts or a level of secrecy from Pantages).⁹⁴ The theater was five stories in height along Alder Street, with a three-story bay along Seventh supporting a large, electrically lit sign (Figure 19). The entire fifth story was occupied by a large steel truss that spanned across the auditorium. A fly-tower on the roof extended above the main five-story volume. The main entry and box office were located on the Seventh façade, while the Alder Street side housed additional exits. Exterior surfaces were clad in brick masonry. The Alder Street façade featured a bracketed cornice, masonry arches with large ornamental keystones over the back-of-house exits, decorative bond on the large windowless wall surface, and three windows located high on the wall, near the cornice. A heavy marquee was suspended from the northwest corner of the building at the ground floor. The shorter Seventh façade, which housed the manager's office, featured pairs of double hung windows, a third story fire exit, and decorative masonry accents.⁹⁵ The auditorium seated 1,400 and the interior was reported to have a color scheme of green and gold. The *Oregon Daily Journal* reported that the building answered to all the expectations of a modern theater:

⁸⁸ Matson, *The Way It Was*, 186.

⁸⁹ "Curtain Rings Down at Lyric Theater," *Oregon Daily Journal (Portland, Oregon)*, May 1, 1911.

⁹⁰ "New Pantages Stormed by Patrons; The Band Master Orpheum Headliner," *The Oregon Daily Journal (Portland, Oregon)*, November 21, 1911.

⁹¹ "Pantages Work Let; Lyric Plans Drawn," *The Oregon Daily Journal (Portland, Oregon)*, February 26, 1911.

⁹² "Barnet Marcus Priteca (Architect)," Pacific Coast Architecture Database, accessed October 28, 2023, <https://pcad.lib.washington.edu/person/268/>.

⁹³ Emil Schacht immigrated to the U.S. from Germany in 1874, at the age of 20. Schacht designed numerous buildings in Portland and throughout Oregon and Washington, including the Astoria City Hall (now the Clatsop County Heritage Museum) and the shingle-style Gearheart Hotel (which burned down in 1915). Much of his work in Portland was residential, in the Classical Revival, Craftsman, and Arts & Crafts styles, including 15 homes that were part of a display development for the 1905 Lewis and Clark Exposition and the Oriental Exhibits building for the Exposition. He also designed the Maegly-Tichner Building, constructed in the same year as the Pantages theater and located diagonally across Broadway, at the southeast corner of Alder and Broadway. Schacht worked together with his son, Martin, from 1900 - 1916, during which time his practice was known as Emil Schacht & Son.

⁹⁴ "New Pantages Theater," *The Oregon Daily Journal (Portland, Oregon)*, November 19, 1911; "Curtain Rings Down at Lyric Theater."

⁹⁵ Matson, *The Way It Was*, 185.

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"The new theatre is one of the most handsomely appointed in Portland and every part of it follows the most modern and up to date lines. It is absolutely fireproof and the many exits provided make it exceedingly safe. The acoustics were found to be as good as could be desired and anything above a whisper on the stage can be heard in all parts of the house. Notwithstanding the crowded condition of the house the air was as pure at the end of the second performance as at the beginning of the evening. The house was very comfortable throughout and the temperature remained practically stationary."⁹⁶

In 1927, Alexander Pantages sold the Broadway and Alder theater and moved his operations to the former Empress Theater at Yamhill and Broadway, which he had extensively remodeled into a combination moving picture house and vaudeville theater.⁹⁷ The theater on the Alderway Building site was renamed the Music Box Theater and subleased by the Henry Duffy Players, the Portland branch of a stock theater company operating in Los Angeles, San Francisco, and Seattle,^{98,99} prior to being leased in 1928 by Fred Meyer.

Adaptive Reuse of Pantages Theater Structural Frame

Much of the existing structure of the Pantages Theater building was incorporated into the Alderway Building.¹⁰⁰ A new basement was dug, and new footings installed to support intermediate columns that would support the new concrete floor plates placed into the former multi-story auditorium volume. New framing was added to raise the height of the bay fronting Broadway, formerly only two stories tall, up to four stories. The theater fly-tower, formerly used for raising and lowering scenery and props to the stage, was retained as a rooftop commercial space.

An article published on January 1, 1929, three months after the building was completed, notes that reuse of the existing frame of the theater building "was a departure in general building practices that drew wide comment and publicity in building circles all over the country."¹⁰¹ Interestingly, the Buyers Building, also designed by Claussen & Claussen and opened within the same week as the Alderway Building, reused the five story high load-bearing brick walls from the masonic temple that was previously located on the Buyers Building site.¹⁰² Newspaper reporting is notably silent on the reuse of the existing walls at the Buyers Building, which suggests that reuse of some existing building elements may have been common practice at the time as a matter of convenience and economy, but reuse on the scale of the Pantages Theater to Alderway Building conversion was out of the ordinary.

Reasons for reuse of the existing structure likely include speed, economy, and the fact that the structure was relatively new and already up to current safety standards. Because Meyer was leasing the property, it was desirable to have the building occupied by tenants as soon as possible. It is likely that the considerable financial and time savings provided by reuse of the existing structure were also responsible for redirecting funds to designing and constructing the more distinctive details of the building.

Use of Theater Identity by Early Tenants

Early ground floor tenants included Armfield's Write Shop, a stationary store; a flower shop and tobacco shop operated by Fred Meyer; Candy Kettle candy store; M. Jacoby, Jeweler, who relocated the street clock on the Broadway side of the building (a local landmark) from his previous location; Leighton's Cafeteria, Hochberg's, a

⁹⁶ "New Pantages Stormed by Patrons; The Band Master Orpheum Headliner."

⁹⁷ Matson, *The Way It Was*, 188.

⁹⁸ Matson, 148; "Duffy Signs for Heilig," *Oregonian (Portland Oregon)*, February 25, 1928.

⁹⁹ Pantages was later disgraced in 1929 and his theater closed when he was found guilty of raping a young vaudeville actress from one of his companies. Pantages went to jail and his theater empire, already struggling due to the decline in vaudeville's popularity after the increase in popularity of moving pictures, was sold off.

¹⁰⁰ Claussen and Claussen Inc., Architects, "Alteration & Addition to Building Located on Lots 3 & 4 Block 213 Portland (Original Record Drawings)."

¹⁰¹ "Portland Retains Rank in Building."

¹⁰² Tess and Ritz, "Buyers Building (National Register Nomination)."

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women's clothing store, Multnomah Photo Supply; and Jaqueline Slipper Shop.¹⁰³ In October of 1929, a year after the building opened, Fred Meyer also opened his first self-service "Toiletries & Remedies" shop on the Alder side of the ground floor (Figure 17), a pioneering establishment billed as "a new kind of service and store selling standard nationally advertised goods, all plainly marked with Portland's lowest prices."¹⁰⁴

Early tenants employed the building's Broadway district location and status as a former theater as an advertising tactic. M. Jacoby, Jeweler, advertised the new location as "Pantages' old location"¹⁰⁵ and "on the 'Great White Way.'"¹⁰⁶ The Mary Elizabeth beauty shop advertised their rooftop location in the former fly-loft as "Just like New York."¹⁰⁷ The local newspapers were fascinated with the beauty shop's location in the former fly-loft, publishing multiple articles about the rooftop beauty shop, its history as a theater fly-tower, and the roof garden.¹⁰⁸ Inclusion of this luxury-oriented space and its novel history as part of a theater likely drove increased interest in the building overall.

Commercial Impact After the Period of Significance

The Alderway Building likely stimulated development on the block in the years immediately following its construction, prior to the end of the downtown development boom in 1931.¹⁰⁹ An announcement for a new building to be constructed as Alderway was nearing completion stated that Alder Street, "with the completion of the Alderway building next month and other recent improvements, has become one of the smartest shopping thoroughfares in the city[.]"¹¹⁰ The year after the Alderway Building opened, Charles F. Berg announced plans to remodel the 1902 Dolph Building, one block south of the Alderway Building, into a women's department store, heralding further development and modernization on Broadway around Alder Street, and continuing the Alderway Building's focus on women's products. The remodel was carried out the following year, including an unusual Art Deco façade featuring decorative ironwork and 14-karat gold embellishments.¹¹¹

Fred Meyer reportedly had difficulty finding tenants for the building during the Depression.¹¹² However, directory records indicate that anchor tenants such as Leighton's Cafeteria, M. Jacoby, Jeweler, the Mary Elizabeth beauty shop, Collins and Erwin Piano, and Fred Meyer Toiletries and Remedies continued to occupy the building throughout the 1930s.¹¹³ Continual remodeling of storefronts and tenant spaces (documented in detail in Section 7) demonstrates continued investment in the building since the time of construction.

Comparative Analysis

The Alderway Building's unique role in the connection and modernization of the Broadway theater district and Alder shopping districts makes it difficult to establish a single exclusive group of peers. The buildings analyzed below represent a range of modern buildings constructed along both the Broadway and Alder corridors during the simultaneous modernization of the Broadway theater corridor and westward movement of downtown.

¹⁰³ "Alderway Leases Space"; *R.L. Polk & Co.'s Portland Householders' Directory*, 1928; *R.L. Polk & Co.'s Portland Householders' Directory*, 1929.

¹⁰⁴ "Announcing Fred Meyer's New Toiletries & Remedies Shop," *Oregon Journal (Portland, Oregon)*, October 25, 1929.

¹⁰⁵ "Diamonds and Jewelry of Merit Only," *Oregonian (Portland, Oregon)*, August 26, 1928.

¹⁰⁶ "Advertisement for M. Jacoby, Jeweler," *Oregonian (Portland, Oregon)*, October 10, 1928.

¹⁰⁷ "Just Like New York," *Oregonian (Portland, Oregon)*, October 7, 1928.

¹⁰⁸ "Roof Parlors Planned," *Oregonian (Portland, Oregon)*, August 26, 1928; "Beauty Shop to Occupy Loft in Alderway Building," *Oregon Journal (Portland, Oregon)*, September 16, 1928.

¹⁰⁹ Tess, "Historic Resources in Downtown Portland, Oregon, 1915-1931 (Multiple Property Listing)."

¹¹⁰ "New Building Launched," *Oregonian*, August 26, 1928.

¹¹¹ John M. Tess, "Dolph Building (National Register Nomination)" (United States Department of the Interior, National Park Service, 1983).

¹¹² Leeson, "Fred G. Meyer."

¹¹³ *R.L. Polk & Co.'s Portland Householders' Directories, 1930-1940* (Portland, Oregon, n.d.).

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Modern theaters in Portland’s Broadway theater district, 1890-1931

Building	Date of Construction	Address	Status
Marquam Grand Theater	1890	622 SW Alder St.	Demolished
Heilig Theater	1910	805 SW Broadway	Demolished
New Baker Theater	1910	619 SW 11 th Ave.	Demolished
Paramount Theater (Arlene Schnitzer Concert Hall)	1928	1037 SW Broadway	Individually listed (NRHP # 76001585)
United Artists Theater	1929 (1911)	407 SW Broadway	Demolished
Studio Theater (Guild Theater)	1927	901-919 SW Taylor Street	Standing

Notable Commercial Buildings on Broadway and Alder Corridors, 1915-1931

Building	Date of Construction	Address	Status
Buyers Building (Loyalty Building)	1928	317 SW Alder St.	Individually listed (NRHP # 93001567)
Terminal Sales Building	1927	1220 SW Morrison St.	Individually listed (NRHP # 91001555)
Ungar Building	1923	622 SW Alder Street	Standing (Altered)
Bedell Building	1926	520-538 SW 6 th Avenue	Individually listed (NRHP # 89000066)
Charles F. Berg Modernization of Dolph Building	1929	615 SW Broadway	Individually listed (NRHP # 83002170)

*Figure 12 shows the locations of all comparative theater and commercial properties.

Ungar Building (1923), 622 SW Alder Street

The two-story Ungar Building, which replaced the 1890 Marquam Grand theater, was designed by local architects Houghtaling and Dougan for furrier Nicholas Ungar.¹¹⁴ The Ungar Building occupies the central portion of the south side of Alder Street, between Broadway and 6th, placing it very near the intersection between Broadway and Alder streets. The Ungar Building was one of the first commercial developments in Portland to feature the fashionable “upstairs shops” seen in east coast cities.¹¹⁵ Upstairs shops were also incorporated in the Alderway Building design, for which the Ungar Building, completed five years prior, was

¹¹⁴ Jeffrey A. Hayes, “Nicholas Ungar Papers, 1914-1944 (Archives Listing),” Archives West, 2022, [https://archiveswest.orbiscascade.org/ark:80444/xv15478#:~:text=In%20the%201910s%2C%20Ungar%20founded,store%20at%20625%20S.W.%20Broadway.](https://archiveswest.orbiscascade.org/ark:80444/xv15478#:~:text=In%20the%201910s%2C%20Ungar%20founded,store%20at%20625%20S.W.%20Broadway.;); “Specialty Shop Building Costs Total \$100,000,” *Oregon Journal (Portland, Oregon)*, May 6, 1923.

¹¹⁵ “Specialty Shop Building Costs Total \$100,000.”

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very likely a precedent. Although the Ungar Building was first in applying the specialty shop model to the area between the Broadway and Alder districts, its smaller size (only two stories), and smaller street frontage did not enable it to make a significant connection between the two districts, nor could it claim the prestige of a Broadway address. Several Ungar Building tenants left for the Alderway Building when the Alderway Building was completed. Unfortunately, the original art deco façade with classical details and original fenestration were altered beyond recognition at an unknown date, and the Ungar Building no longer retains sufficient integrity to communicate its significance as a 1920s specialty shop building.¹¹⁶

Terminal Sales Building (1927), 1220 SW Morrison Street

The Terminal Sales Building likely had the single greatest impact on the westward development of downtown in the 1920s, by its siting of a large-scale retail and wholesale building on the far western edge of downtown.¹¹⁷ Like the Alderway Building, it was designed by a prominent local architect, A.E. Doyle.¹¹⁸ The Terminal Sales Building was much higher budget than the Alderway Building, representing an investment of \$500,000 compared to the Alderway Building's \$200,000.¹¹⁹ The Terminal Sales Building is also much larger in scale than the Alderway Building and has a continued impact on the Portland skyline today.¹²⁰ Integrity is comparable between the two buildings; both effectively convey their primary significance and would be recognizable in the period of significance. While the Terminal Sales Building is a superior example of a speculative development driving westward downtown growth, it did not make any significant contribution to connecting Alder Street, the major north-south thoroughfare, with Broadway, the established theater district, and did not contribute to the modernization of the theater district.

Paramount Theater (1928), 1037 SW Broadway

The Portland Publix Theater, also known as the Paramount Theater and now known as Arlene Schnitzer Concert Hall, contributed to the modernization of the theater district in the 1920s by dramatically increasing the seating capacity over the previous generation of theaters and by integrating both movies and live theater into a single venue.¹²¹ The building, designed by the prominent national architecture firm of Rapp & Rapp, featured luxurious features throughout the interior, lending a seriousness and legitimacy to the new entertainment medium of moving pictures.¹²² Completed in the same year as the Alderway Building, both buildings contributed to the modern image of the theater district. The Paramount Theater has greater integrity than the Alderway Building, not having been subjected to the continual flux of tenant modernization that resulted in changes to the Alderway Building's interiors and storefronts.¹²³ As a purpose-built theater, located several blocks from the established north-south thoroughfares of Washington, Alder, and Morrison, and containing no retail stores, the Paramount Theater did not directly improve the connection between the north-south shopping district and east-west theater district.

Conclusion

In conclusion, the Alderway Building meets the requirements of the MPD, retains substantial integrity related to its significance, and, by making significant contributions to both the modernization of Broadway and the westward growth of downtown, is distinguished in having fulfilled its important intended role as a connector between the two districts. Siting of the building at the nexus of downtown and the Broadway theater district; distinctive architectural design by a notable local firm; and adaptive reuse of the existing theater structure on the site all contributed to the Alderway Building's unique role in connecting Broadway with downtown.

¹¹⁶ "SW Alder Street, 1923," Vintage Portland, accessed October 28, 2023, <https://vintageportland.wordpress.com/tag/ungar-building/>.

¹¹⁷ John M. Tess, "Terminal Sales Building (National Register Nomination)" (United States Department of the Interior, National Park Service, March 1, 1991); Tess and Ritz, "Buyers Building (National Register Nomination)."

¹¹⁸ Tess, "Terminal Sales Building (National Register Nomination)."

¹¹⁹ Tess.

¹²⁰ Tess.

¹²¹ Hartwig, "Paramount Theater (National Register Nomination)."

¹²² Hartwig.

¹²³ Hartwig.

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- The Oregon Sunday Journal (Portland, Oregon)*. "Old Pantages Site Is Leased; Plan Structure." November 20, 1927.
- The Oregon Sunday Journal (Portland, Oregon)*. "We Invite You to Inspect the New Alderway Building." October 21, 1928.
- The Sunday Oregonian (Portland, Oregon)*. "Many Bids in Prospect." n.d.
- Vintage Portland. "SW Alder Street, 1923." Accessed October 28, 2023.
<https://vintageportland.wordpress.com/tag/ungar-building/>.

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 # _____
- ____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ____ State Historic Preservation Office
- ____ Other State agency
- ____ Federal agency
- ____ Local government
- ____ University
- ____ Other
- Name of repository: _____

Historic Resources Survey Number (if assigned):

Alderway Building
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10. Geographical Data

Acreage of Property Less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates

Datum if other than WGS84: N/A

(enter coordinates to 6 decimal places)

1	<u>45.520256°</u> Latitude	<u>-122.679333°</u> Longitude	3	<u></u> Latitude	<u></u> Longitude
2	<u></u> Latitude	<u></u> Longitude	4	<u></u> Latitude	<u></u> Longitude

Verbal Boundary Description (Describe the boundaries of the property.)

The Alderway Building is located in Portland, Oregon in Multnomah County on Block 213, Tax Lots 3 and 4 (per 2022 tax assessment). The boundary was determined by the footprint of the building and the property lines.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the Alderway Building within the legal property lines.

11. Form Prepared By

name/title Carin Carlson, Historical Architect and Carole Hamlin, Design Staff date 12/1/2023
organization Hennebery Eddy Architects telephone 971-200-7231
street & number 921 SW Washington St., Ste 250 email ccarlson@henneberyeddy.com
city or town Portland state OR zip code 97205

Additional Documentation

Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Alderway Building
City or Vicinity: Portland
County: Multnomah **State:** Oregon
Photographer: Hennebery Eddy Architects
Date Photographed: June 2, 2022

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photo 1 of 12:** OR_MultnomahCounty_AlderwayBuilding_0001
Southeast corner, primary elevations (east and south), camera facing northwest.
- Photo 2 of 12:** OR_MultnomahCounty_AlderwayBuilding_0002
Roof and south elevation of penthouse, camera facing north.
- Photo 3 of 12:** OR_MultnomahCounty_AlderwayBuilding_0003
Primary SW Alder St elevation (south), camera facing north.
- Photo 4 of 12:** OR_MultnomahCounty_AlderwayBuilding_0004
Primary SW Broadway elevation (east), camera facing west.
- Photo 5 of 12:** OR_MultnomahCounty_AlderwayBuilding_0005
Typical corner bay cast stone parapet, south elevation, camera facing north.
- Photo 6 of 12:** OR_MultnomahCounty_AlderwayBuilding_0006
Typical Chicago Style window with decorative metal spandrel panel.
- Photo 7 of 12:** OR_MultnomahCounty_AlderwayBuilding_0007
Light court along west property line (west elevation of Alderway Building with steel sash windows at right), camera facing north.
- Photo 8 of 12:** OR_MultnomahCounty_AlderwayBuilding_0008
Unaltered 1928 cast stone pilaster cap, metal cornice, and red terra cotta tile cornice roof at two story west bay on south elevation, camera facing northwest.
- Photo 9 of 12:** OR_MultnomahCounty_AlderwayBuilding_0009
Ground floor elevator lobby serving upper floors, camera facing north.
- Photo 10 of 12:** OR_MultnomahCounty_AlderwayBuilding_0010
Second floor tenant space (vacant at time of photo), camera facing west.
- Photo 11 of 12:** OR_MultnomahCounty_AlderwayBuilding_0011
Third floor tenant space (vacant at time of photo), camera facing east.
- Photo 12 of 12:** OR_MultnomahCounty_AlderwayBuilding_0012
Fourth floor tenant space, camera facing east.

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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List of Figures

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all documents should be inserted with the top toward the top of the page.)

- Figure 1:** Regional Location Map
- Figure 2:** Local Location Map
- Figure 3:** Tax Lot Map
- Figure 4:** Site Plan
- Figure 5:** Existing Ground Floor Plan, 2023, Hennebery Eddy Architects
- Figure 6:** Typical Existing Upper Floor Plan (Fourth Floor Shown), 2023, Hennebery Eddy Architects
- Figure 7:** Existing Penthouse Floor Plan, 2023, Hennebery Eddy Architects
- Figure 8:** Primary Elevations, 1928, Claussen & Claussen, Inc.
- Figure 9:** Historic drawing – Ground Floor Plan, 1928, Claussen & Claussen, Inc.
- Figure 10:** Historic drawing – Fourth floor plan, typical of upper floors, showing possible tenant layout, 1928, Claussen and Claussen, Inc.
- Figure 11:** 1950 Sanborn Map showing the Alderway Building
- Figure 12:** Map of theaters and commercial buildings discussed in comparative analysis
- Figure 13:** 1927 Early Rendering of the Alderway Building, Claussen & Claussen, Inc.
- Figure 14:** 1928 Rendering of the Alderway Building, Claussen & Claussen, Inc.
- Figure 15:** September 30, 1928 Construction Photo of the Alderway Building
- Figure 16:** 1928 Photo of the Completed Alderway Building
- Figure 17:** Historic image, Fred Meyer storefront at the west bays on SW Alder (date unknown)
- Figure 18:** Newspaper advertisement for Alderway Building, October 1, 1928.
- Figure 19:** Postcard showing 1911 Pantages Theater, date unknown

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Figure 1: Regional Location Map



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Figure 2: Local Location Map



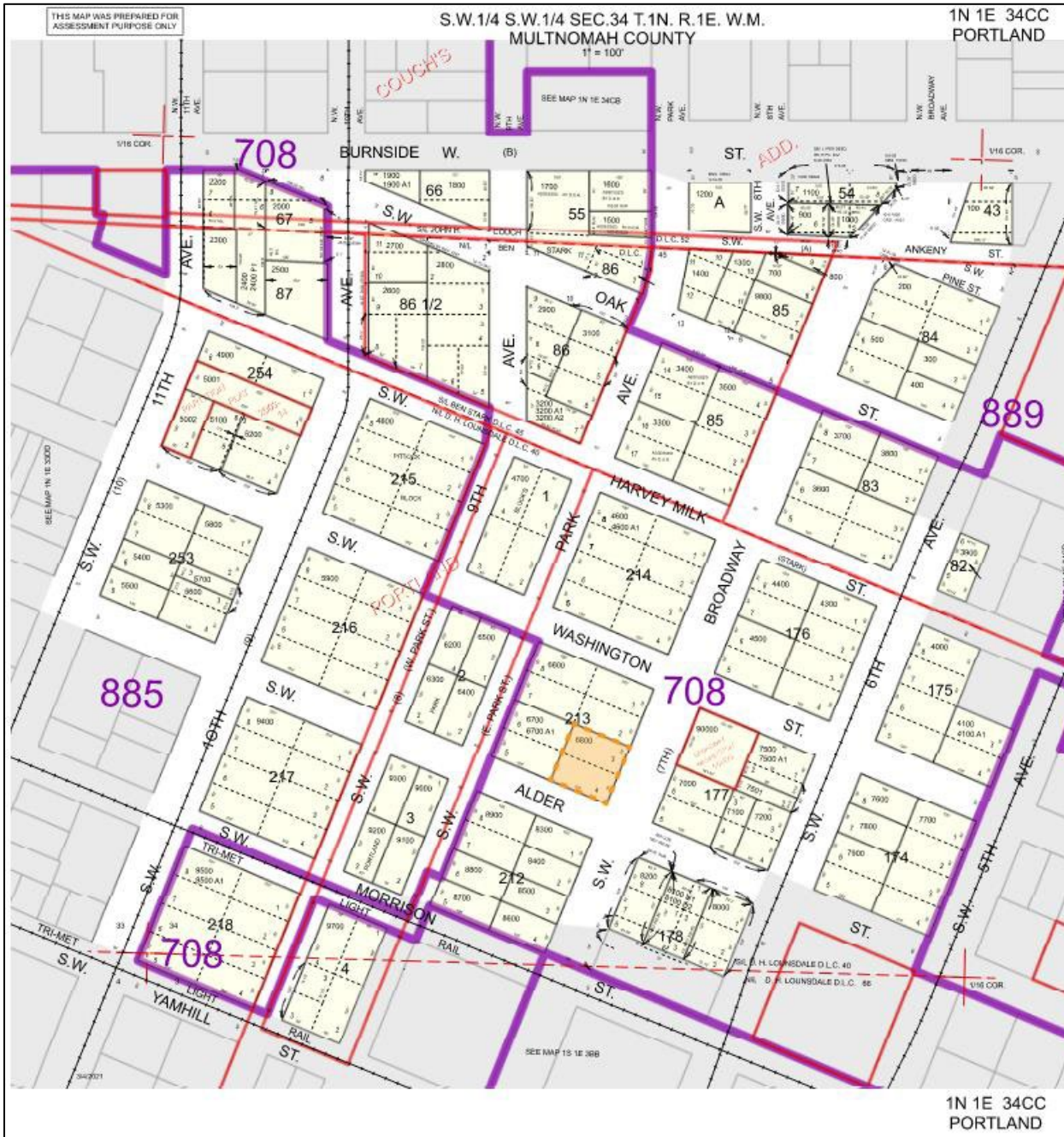
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Figure 3: Tax Lot Map



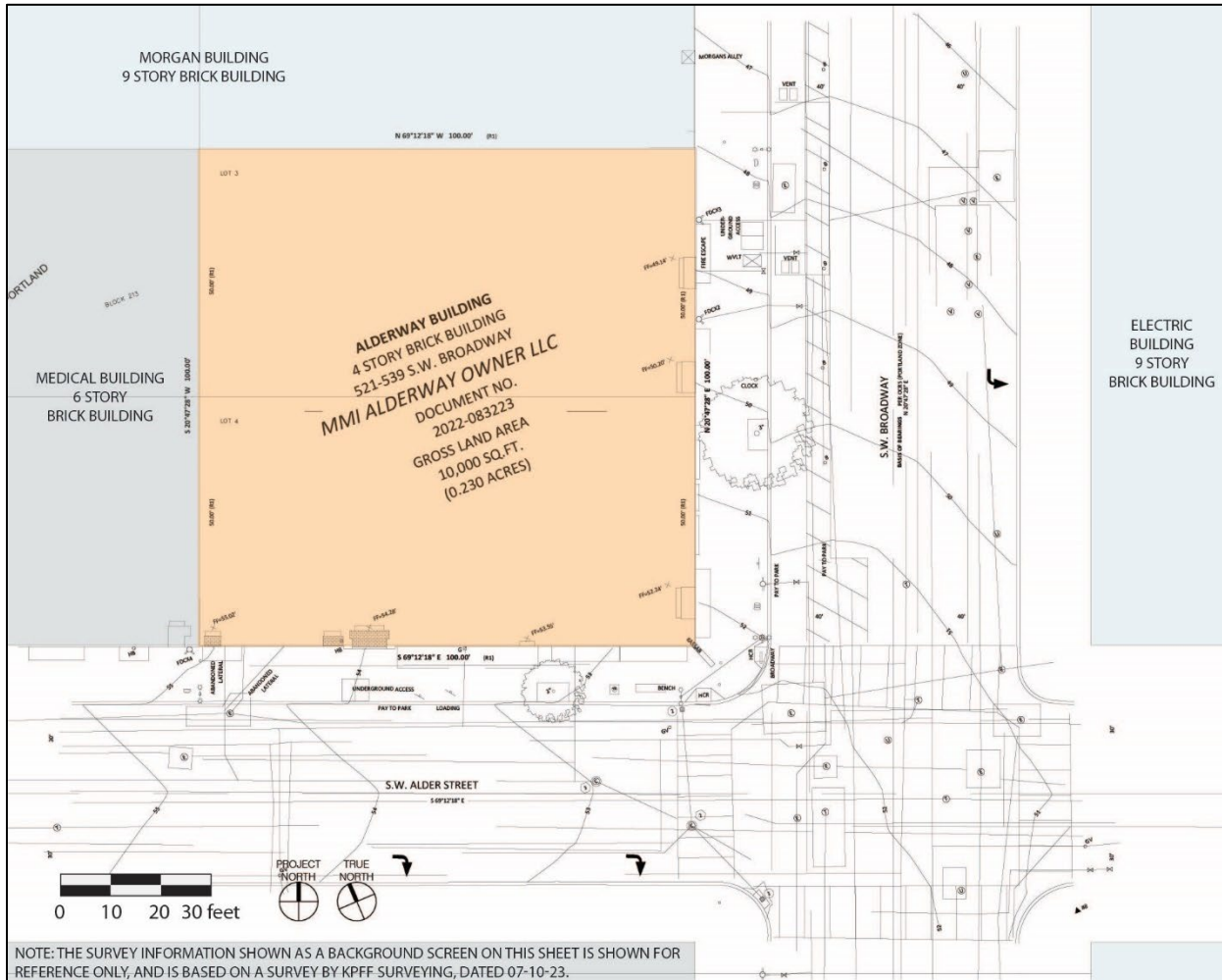
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Figure 4: Site Plan



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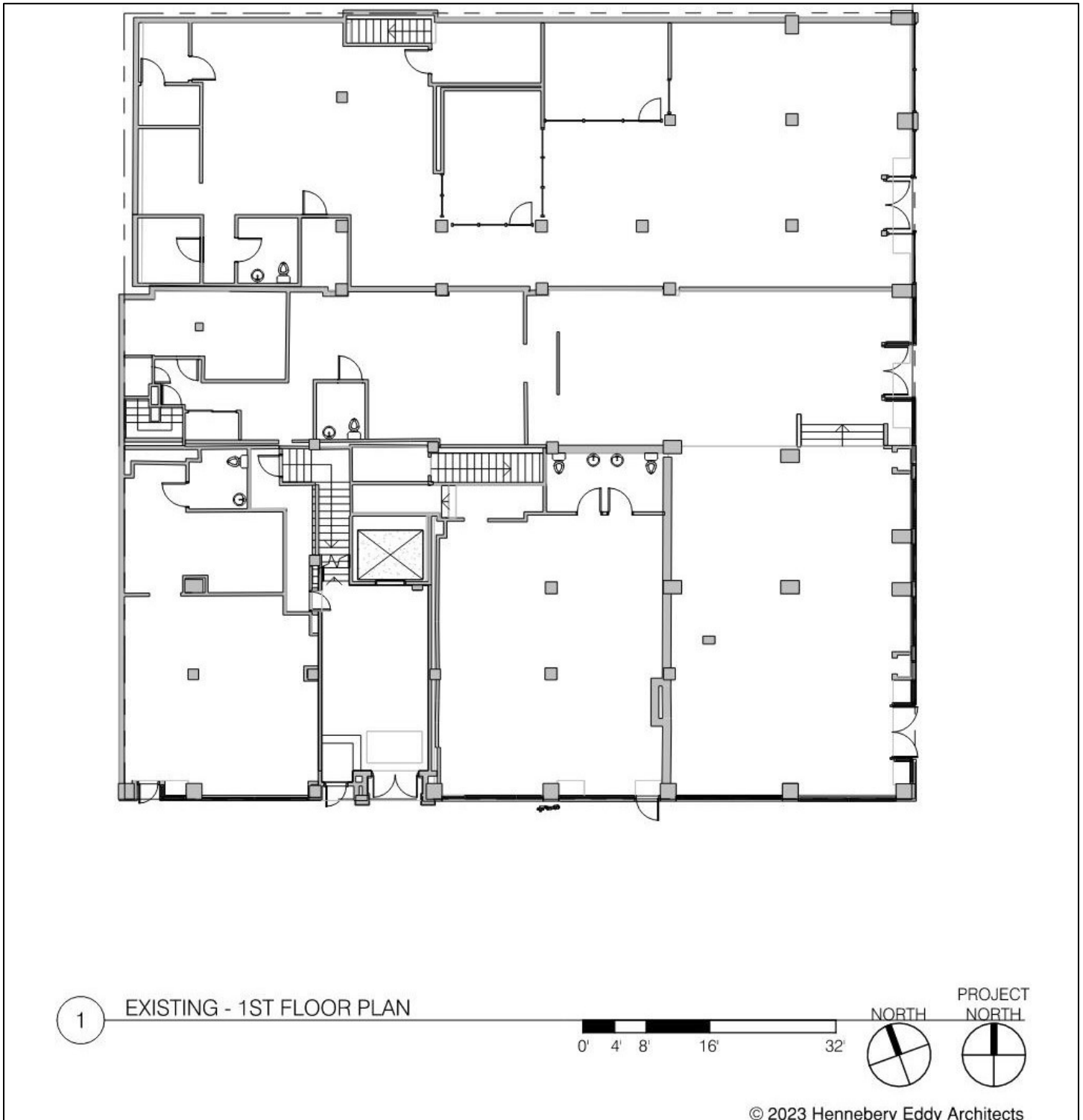
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Figure 5: Existing Ground Floor Plan, 2023, Hennebery Eddy Architects



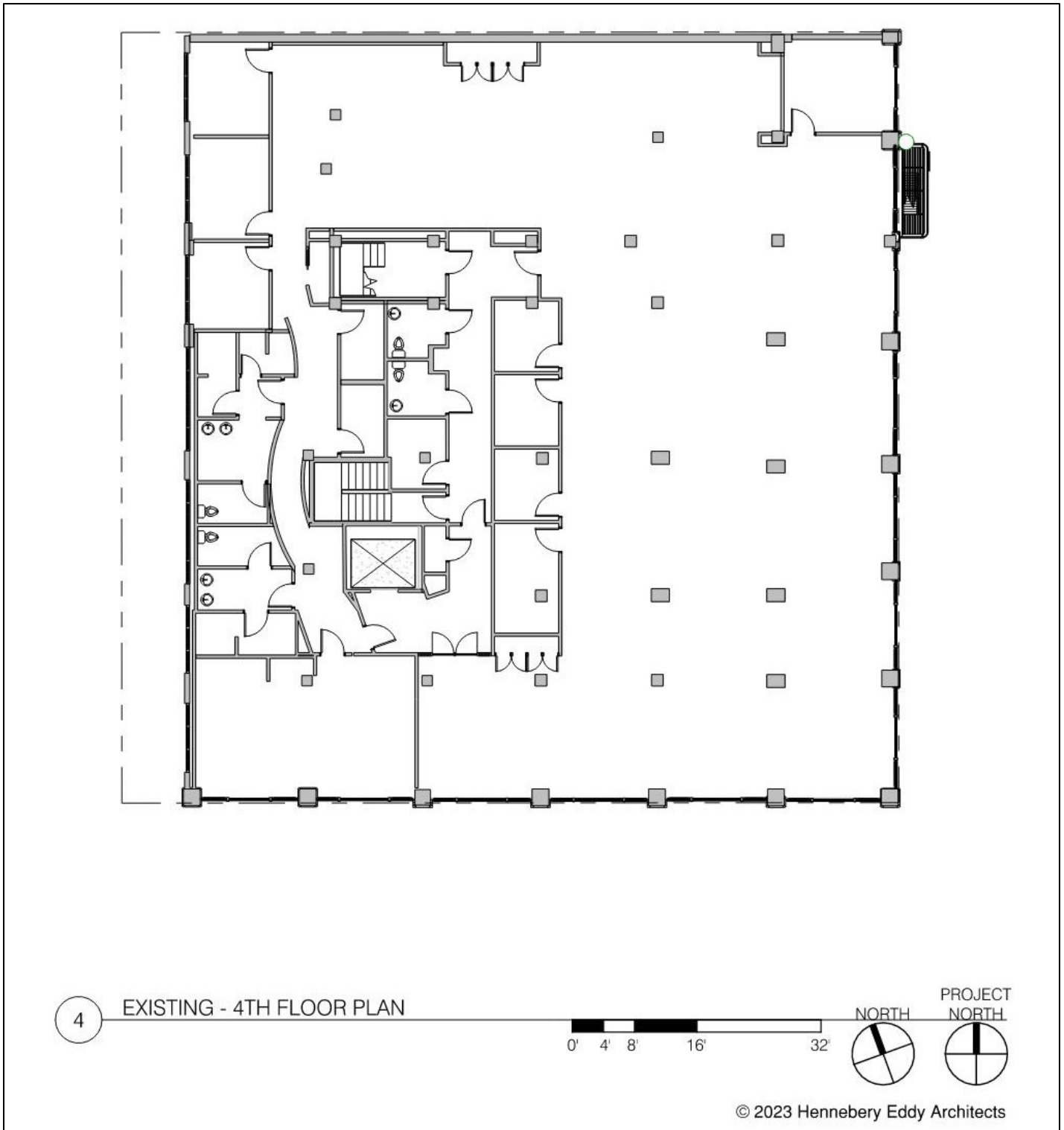
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Figure 6: Typical Existing Upper Floor Plan (Fourth Floor Shown), 2023, Hennebery Eddy Architects



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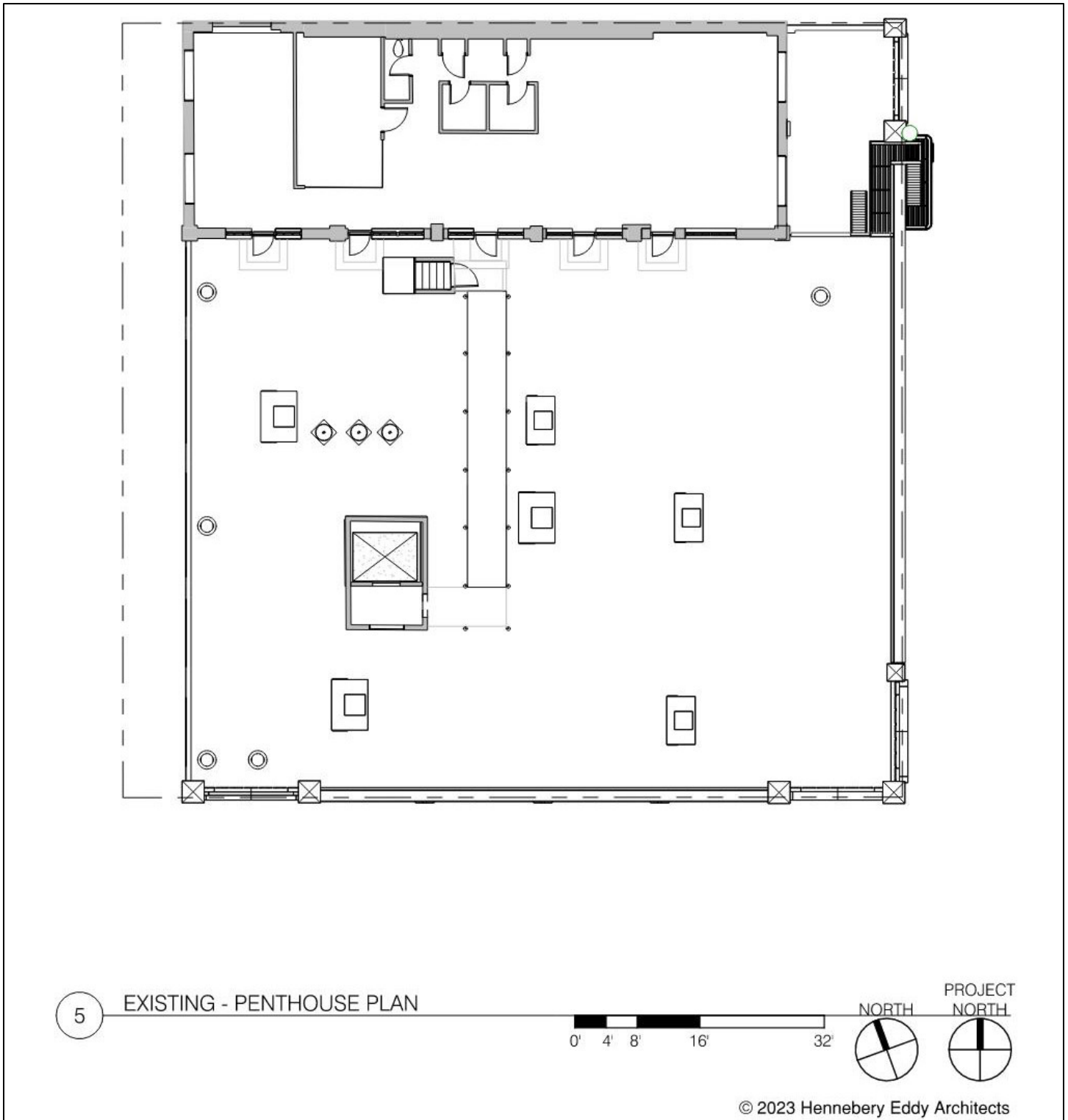
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Figure 7: Existing Penthouse Floor Plan, 2023, Hennebery Eddy Architects



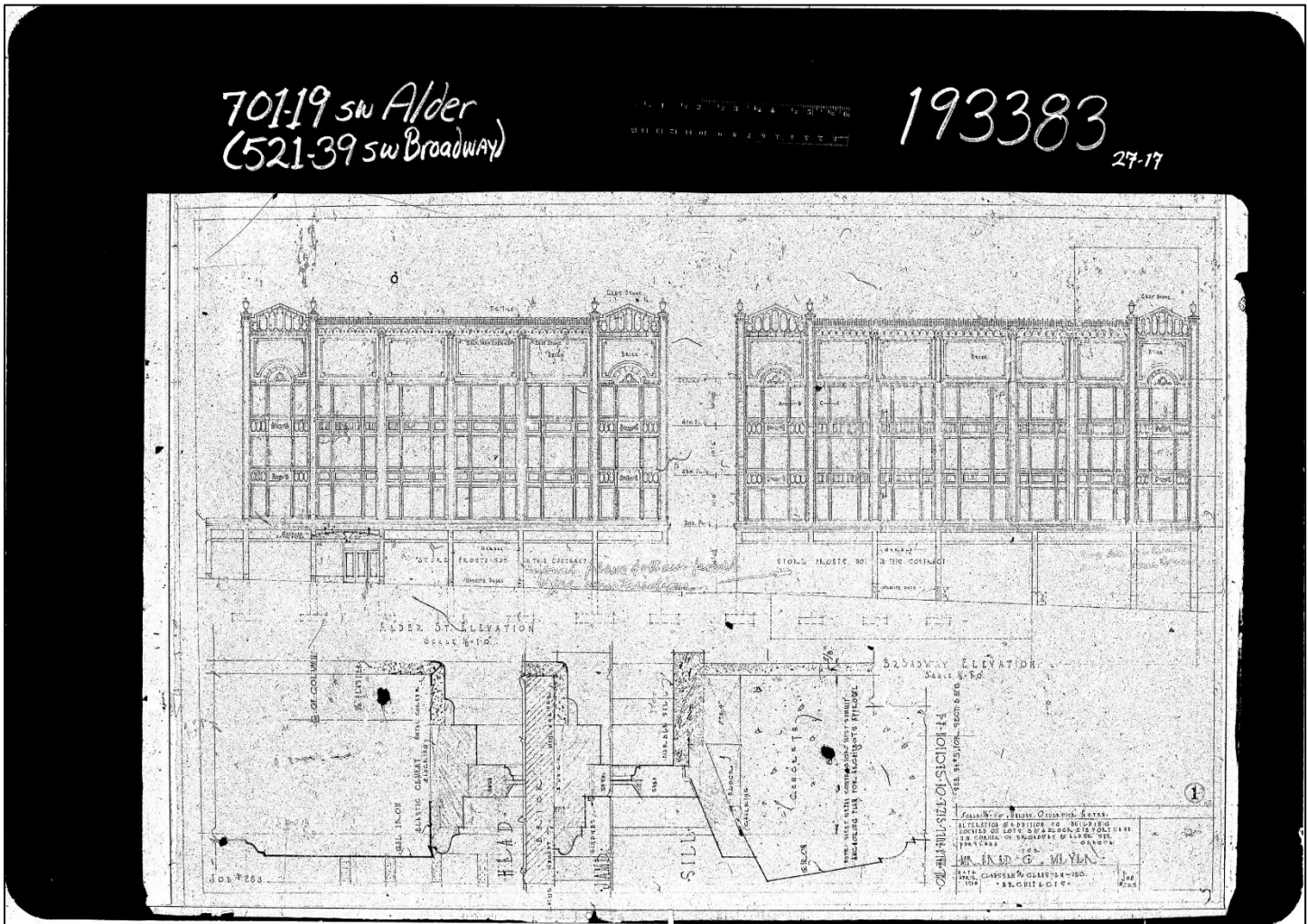
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Figure 8: Primary Elevations, 1928, Claussen & Claussen, Inc.
(City of Portland Building Permit No. 193383, on file with City of Portland Bureau of Development Services)



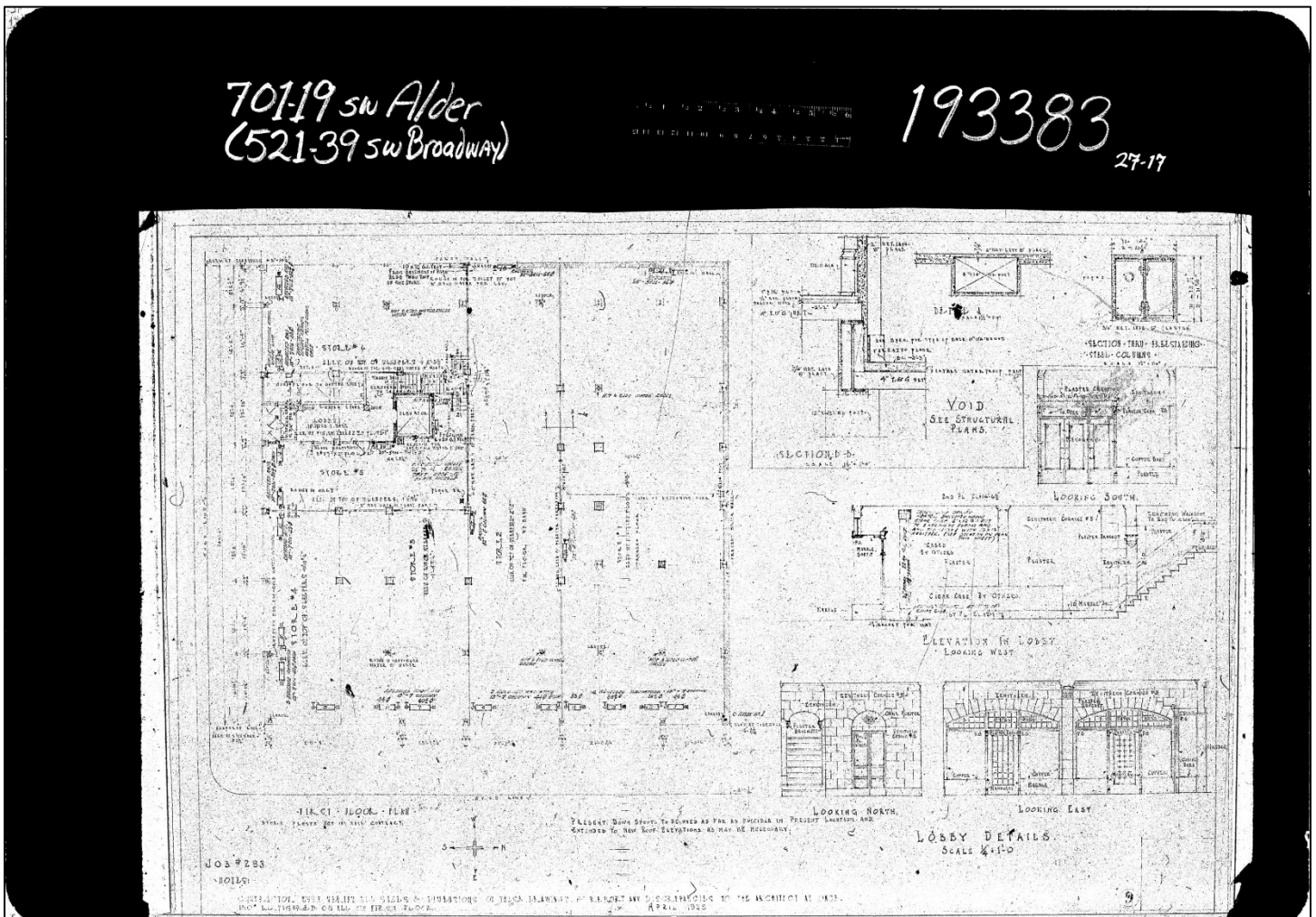
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Figure 9: Historic drawing – Ground Floor Plan, 1928, Claussen & Claussen, Inc.
(City of Portland Building Permit No. 193383, on file with City of Portland Bureau of Development Services)



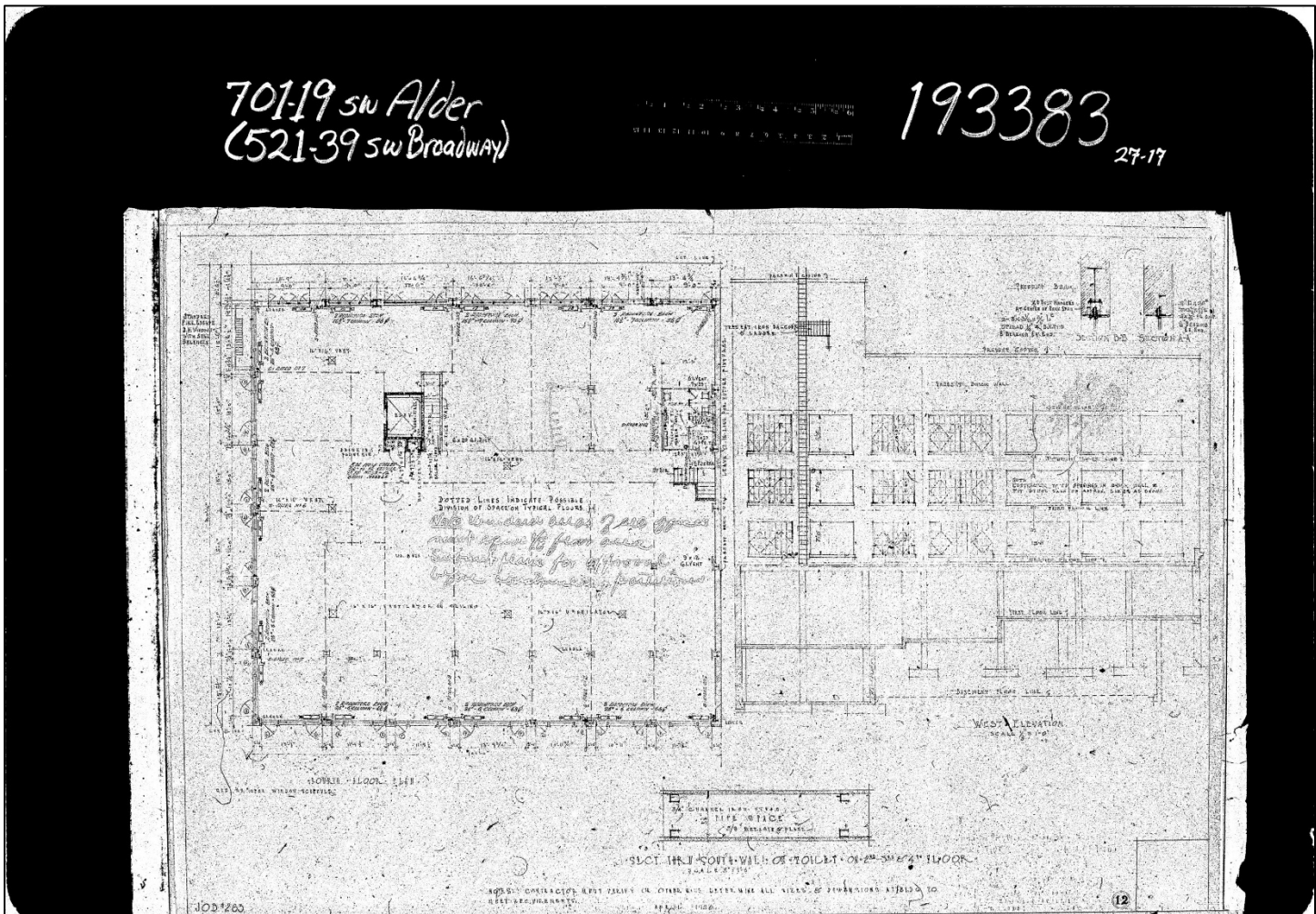
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Figure 10: Historic drawing – Fourth floor plan, typical of upper floors, showing possible tenant layout, 1928, Claussen and Claussen, Inc. (City of Portland Building Permit No. 193383, on file with City of Portland Bureau of Development Services)



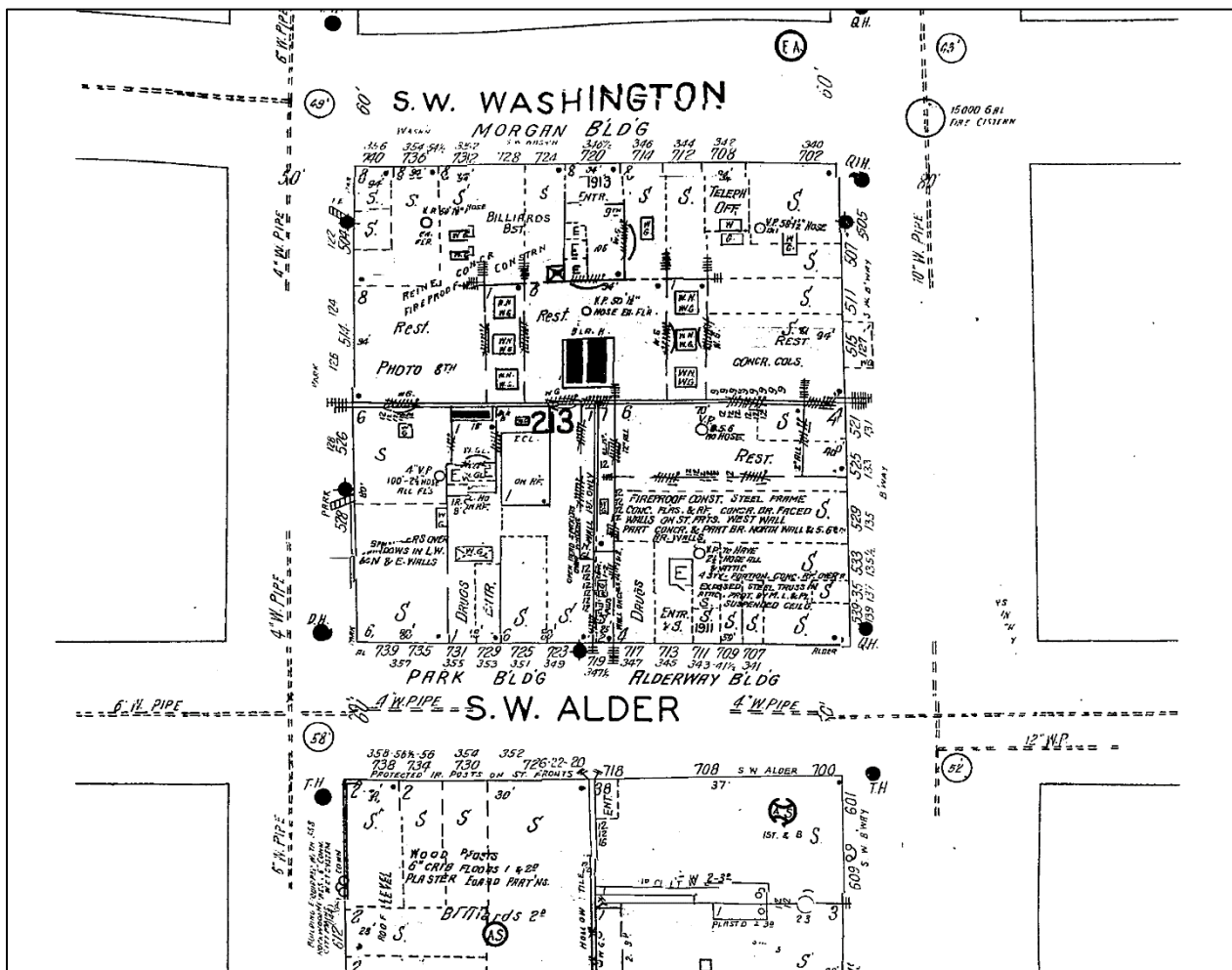
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Figure 11: 1950 Sanborn Map showing the Alderway Building (Multnomah County Libraries)



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Figure 12: Map of theaters and commercial buildings discussed in comparative analysis



★ Alderway Building (Pantages Theater) -
1928 (1911)

● Theater Buildings

1. Marquam Grand - 1890 (demolished and replaced with Ungar Building)
2. Heilig Theater - 1910 (demolished)
3. New Baker Theater - 1910 (demolished)
4. Studio Theater (Guild Theater) - 1927 (standing)
5. Paramount Theater (Arlene Schnitzer Concert Hall) - 1928 (NRHP # 76001585)
6. United Artists Theater - 1929/1911 (demolished)

● Commercial Buildings

1. Olds, Wortman, and King Dept. Store - 1910 (NRHP # 91000057)
2. Ungar Building - 1923 (standing)
3. Bedell Building - 1926 (NRHP # 89000066)
4. Terminal Sales Building - 1927 (NRHP # 91001555)
5. Buyers Building (Loyalty Building) - 1928 (NRHP # 93001567)
6. Charles F. Berg Modernization of Dolph Building - 1929 (NRHP # 83002170)

Base map: Google Earth

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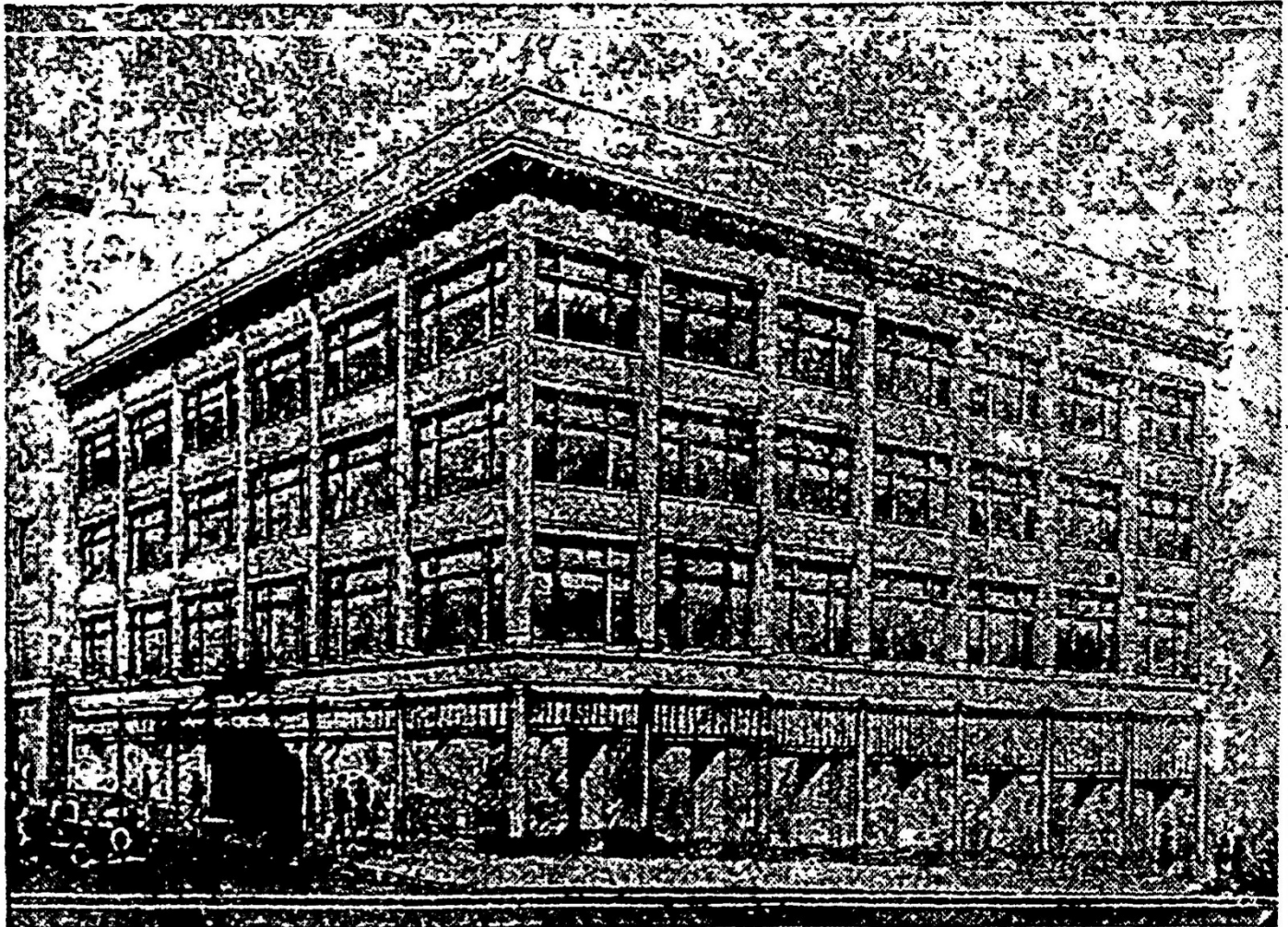
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Figure 13: 1927 Early Rendering of the Alderway Building, Claussen & Claussen, Inc.
(The Oregon Sunday Journal (Portland, Oregon). "Old Pantages Site Is Leased; Plan Structure." November 20, 1927.)

To Replace Music Box Theatre



Architect's perspective of the four-story commercial building, to cost approximately \$150,000, to be erected on the site of the Music Box theatre, Broadway and Alder street, on the quarter block leased by Fred G. Meyer for a 99-year period at an aggregate rental of \$5,000,000. Wrecking of the theatre building will start May 1, 1928, when present leases expire.

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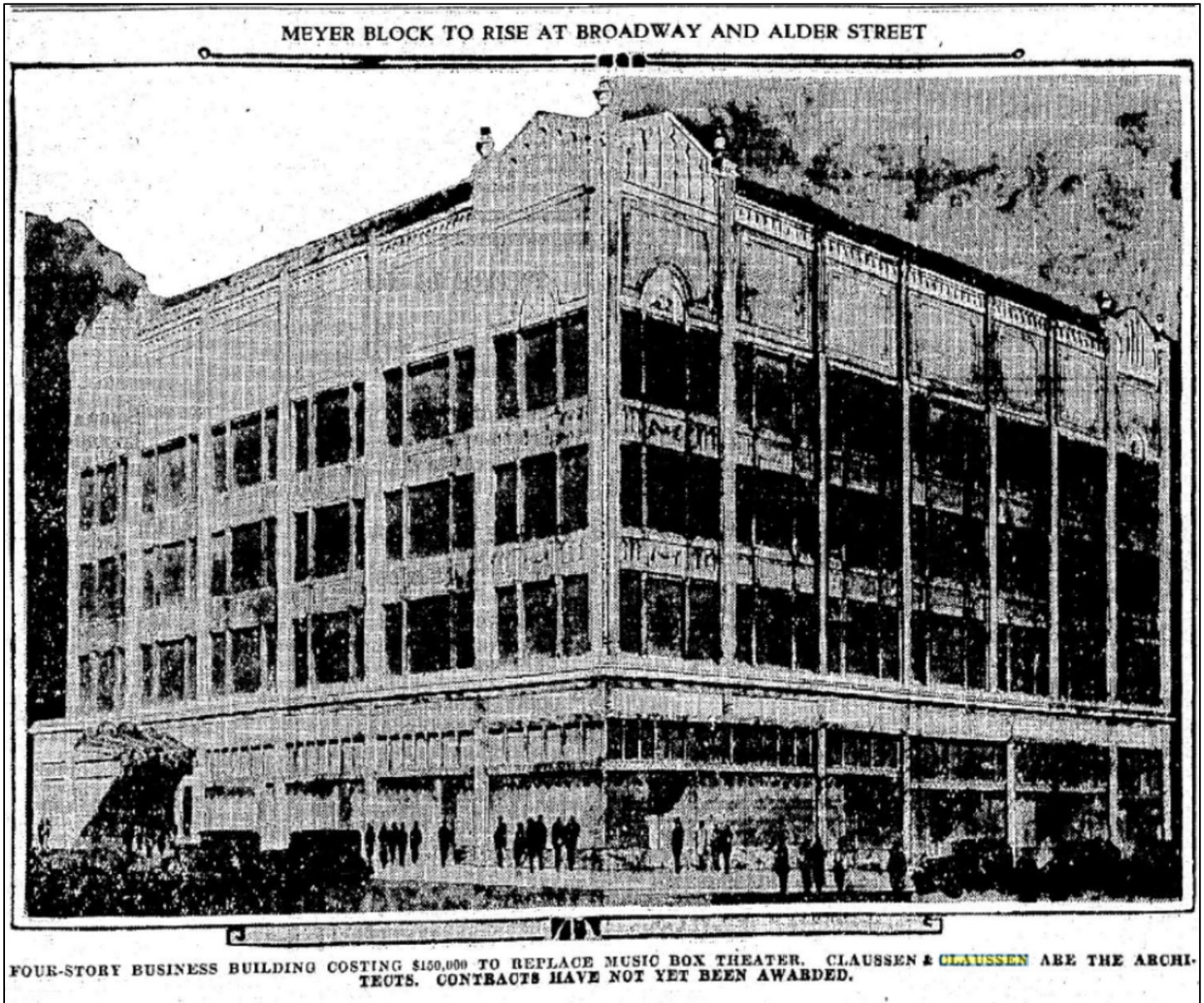
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Figure 14: 1928 Rendering of the Alderway Building, Claussen & Claussen, Inc. (Oregonian (Portland, Oregon). "Perspective Ready For New Building." April 8, 1928.)



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Figure 15: September 30, 1928 Construction Photo of the Alderway Building
(Oregon Historical Society)



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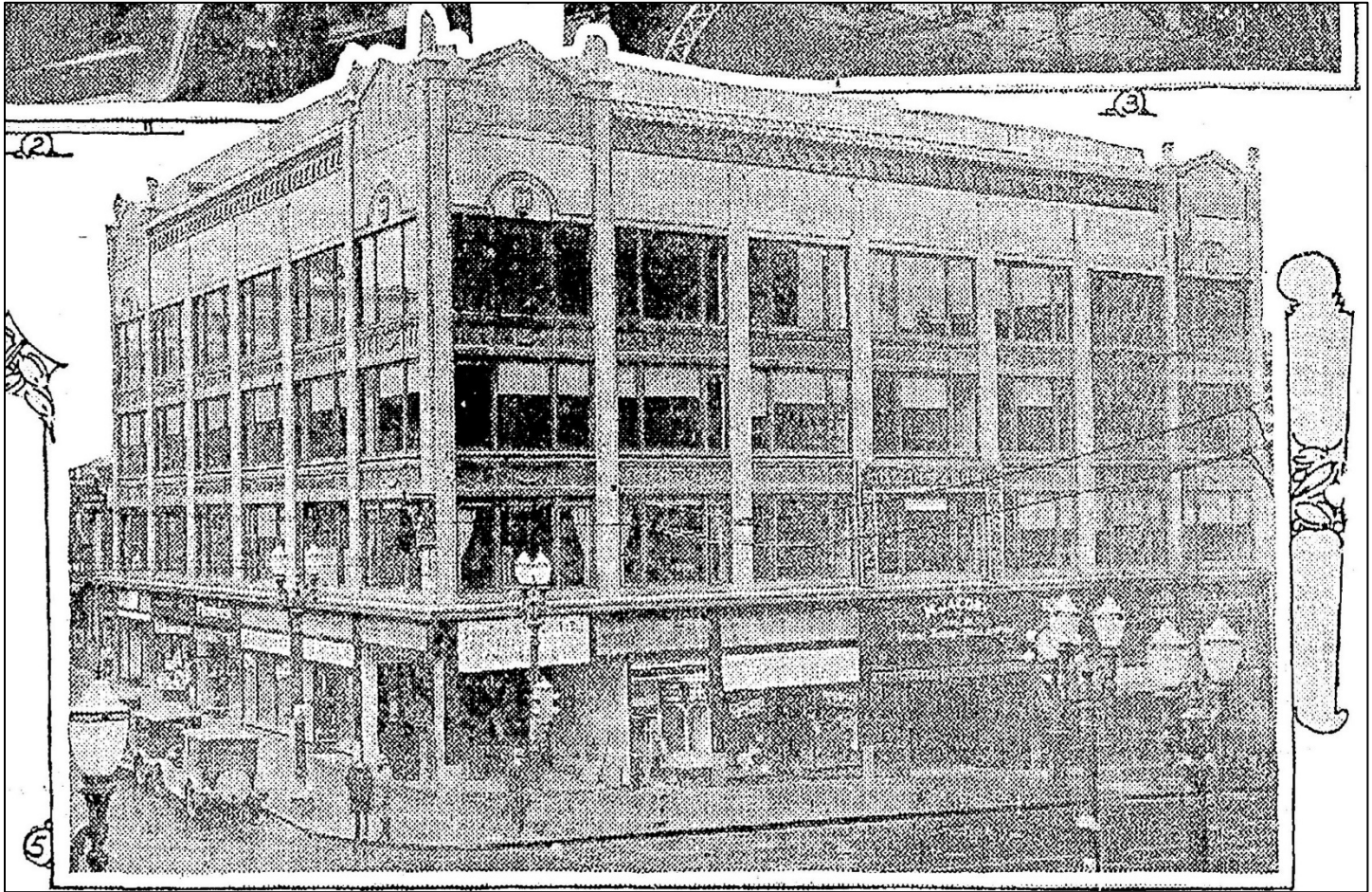
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Figure 16: 1928 Photo of the Completed Alderway Building
(Oregonian (Portland, Oregon). "Portland Retains Rank in Building." January 1, 1929.)



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Figure 17: Historic image, Fred Meyer storefront at the west bays on SW Alder (date unknown)
(Oregon Historical Society)



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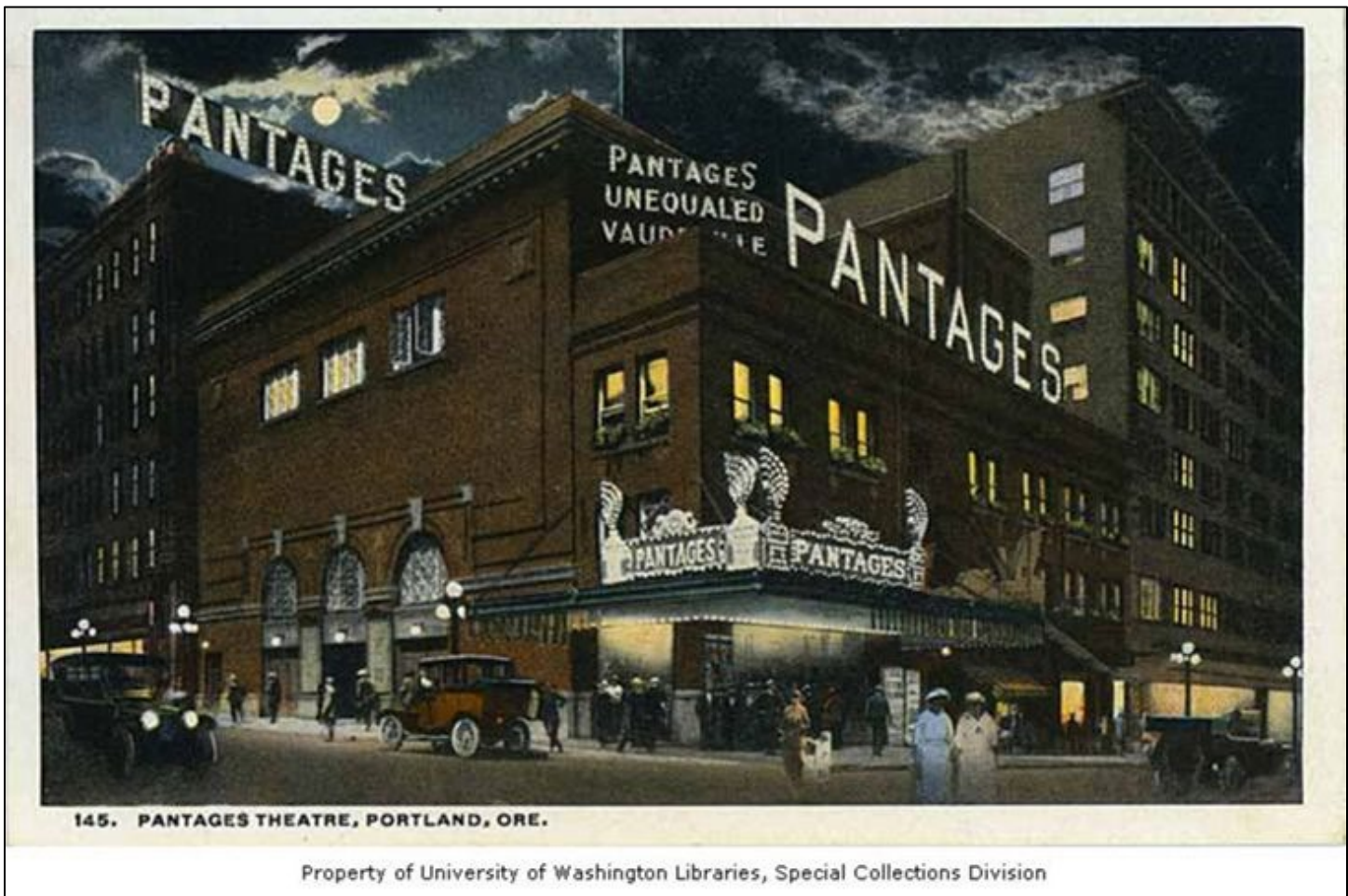
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Figure 19: Postcard showing 1911 Pantages Theater, date unknown
(University of Washington Libraries Special Collections)



**Alderway Building
Multnomah County: OR**



Photo 1 of 12: OR_MultnomahCounty_AlderwayBuilding_0001
Southeast corner, primary elevations (east and south), camera facing northwest.



Photo 2 of 12: OR_MultnomahCounty_AlderwayBuilding_0002
Roof and south elevation of penthouse, camera facing north.

**Alderway Building
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Photo 3 of 12: OR_MultnomahCounty_AlderwayBuilding_0003
Primary SW Alder St elevation (south), camera facing north.



Photo 4 of 12: OR_MultnomahCounty_AlderwayBuilding_0004
Primary SW Broadway elevation (east), camera facing west.



Photo 5 of 12: OR_MultnomahCounty_AlderwayBuilding_0005
Typical corner bay cast stone parapet, south elevation, camera facing north.



Photo 6 of 12: OR_MultnomahCounty_AlderwayBuilding_0006
Typical Chicago Style window with decorative metal spandrel panel, south elevation, camera facing north.

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Multnomah County: OR**



Photo 7 of 12: OR_MultnomahCounty_AlderwayBuilding_0007

Light court along west property line (west elevation of Alderway Building with steel sash windows at right), camera facing north.



Photo 8 of 12: OR_MultnomahCounty_AlderwayBuilding_0008

Unaltered 1928 cast stone pilaster cap, metal cornice, and red terra cotta tile cornice roof at two story west bay on south elevation (light court located beyond), camera facing northwest.



Photo 9 of 12: OR_MultnomahCounty_AlderwayBuilding_0009
Ground floor elevator lobby serving upper floors, camera facing north.



Photo 10 of 12: OR_MultnomahCounty_AlderwayBuilding_0010
Second floor tenant space (vacant at time of photo), camera facing west.



Photo 11 of 12: OR_MultnomahCounty_AlderwayBuilding_0011
Third floor tenant space (vacant at time of photo), camera facing east.

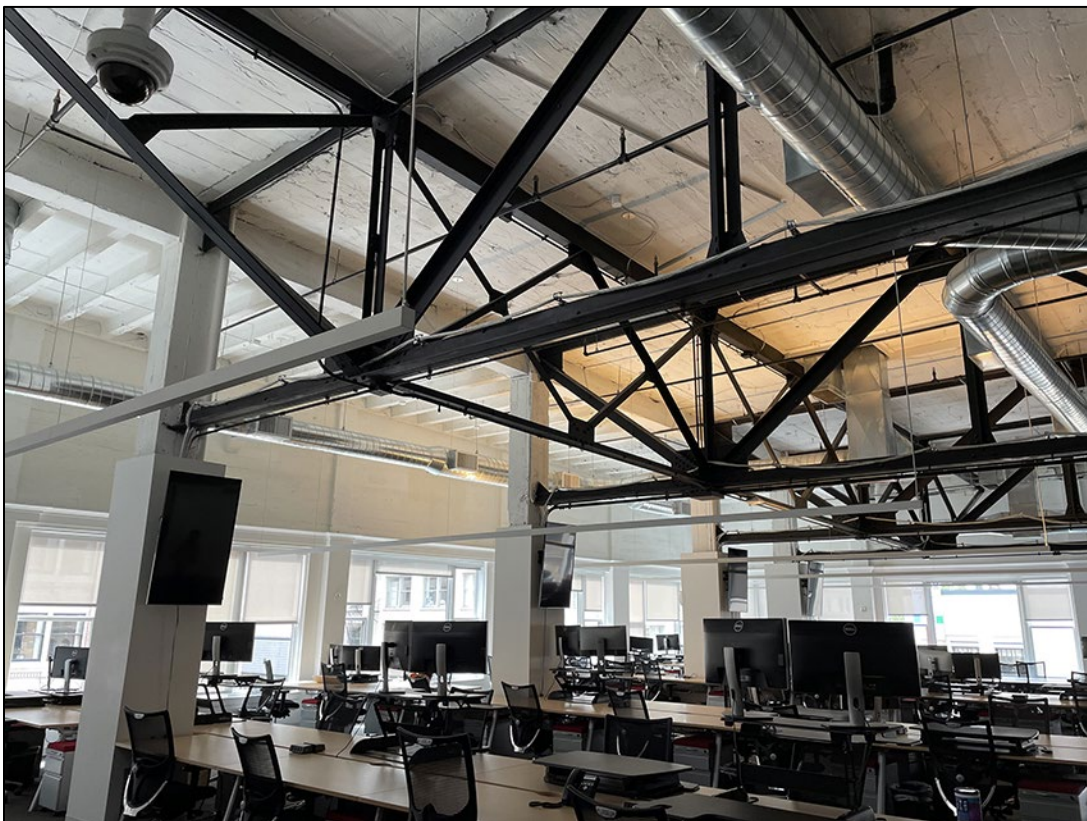


Photo 12 of 12: OR_MultnomahCounty_AlderwayBuilding_0012
Fourth floor tenant space, camera facing east.