

1727 NW HOYT STREET



**BRIEFING BEFORE THE PORTLAND HISTORIC LANDMARKS COMMISSION
NOVEMBER 17, 2014**

BLACKSTONE GROUP

Owner

GERDING EDLEN

Developer

HOLST ARCHITECTURE

Architect

HERITAGE CONSULTING GROUP

Historic Preservation Consultant

**THIS IS NOT A PRECEDENT
SETTING CASE**

OVERVIEW

- Proposed Development
- Photographic Tour
- Site History
- Value as a Contributing Resource
- Integrity as a Contributing Resource
- City Policies

WHAT IS BEING PROPOSED?

PROPOSED DEVELOPMENT

- Half-block apartment building
- On-site auto and bike parking
- No ground floor commercial uses
- Permanent quality construction
- Sensitive massing and setbacks
- Quality and appropriate design
 - Must be approved through PHLC Type III Process

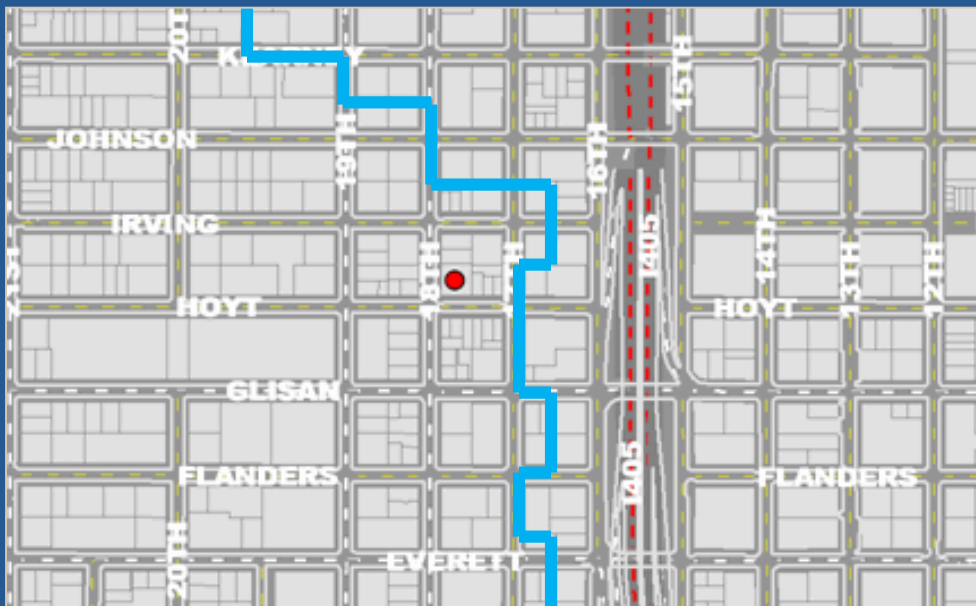
**1727 HOYT
STREET**

PROPOSED DEVELOPMENT

- Eliminates 7,500 sf of surface parking
- Eliminates an auto-centric 12,000 sf commercial building from a residential neighborhood
- Adds appropriate rental stock to a residential neighborhood
- Creates an enhanced and positive pedestrian and social environment
- Adds local economic capacity to neighborhood businesses and historic district

**1727 HOYT
STREET**

DEVELOPMENT SITE

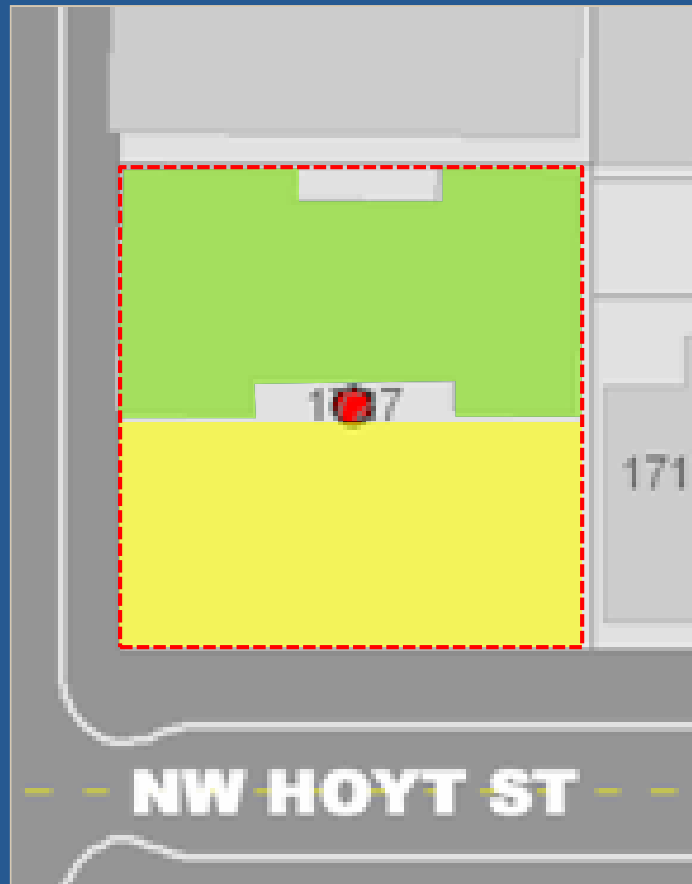


—
Alphabet District Boundary



Development Site

CONTRIBUTING RESOURCE



Contributing Resource



Building



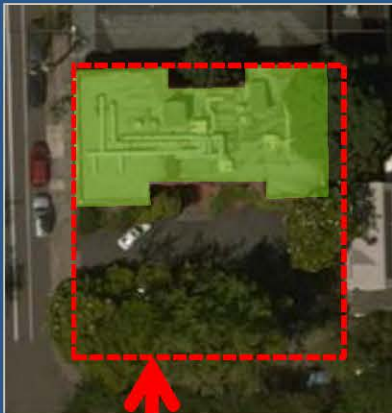
Surface Parking Lot



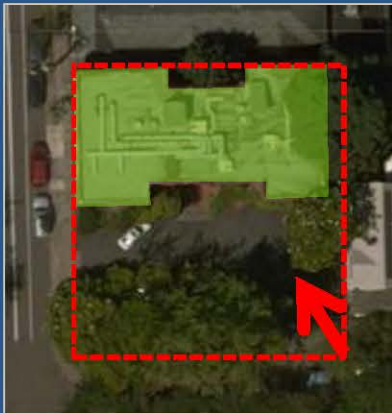




















Front Entry



Reception Lobby



First Floor Corridor



First Floor Office



First Floor Office



Second Floor Office



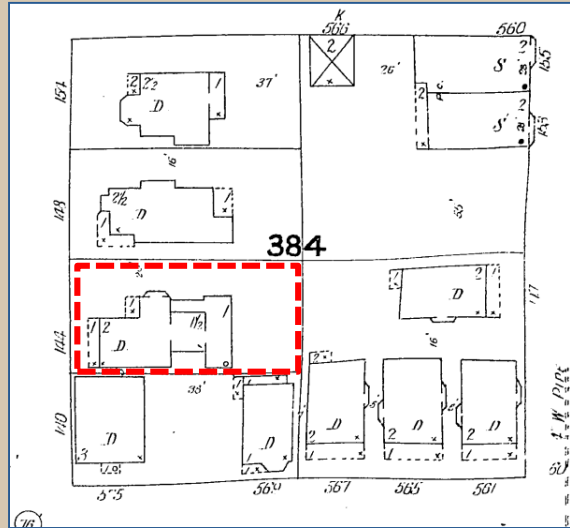
Third Floor Office



Third Floor Office

HISTORY

- Ballou & Wright bought lot 3 in 1914 from Carsten Buck



- “Build to suit” project in 1918
- Women’s Hospital of Portland, opened in 1919
- Designed by Portland architects, Camp & Du Puy

SITE HISTORY

TIMELINE

- 1928: Portland Eye, Ear, Nose and Throat Hospital
- 1936: Spaulding General Hospital
- 1939: Dr. Verbon's Naturopathic Hospital
- 1941: Lincoln Sanitarium
- 1944: Portland Osteopathic Hospital
bought the building from Ballou & Wright
and modernized the building

SITE HISTORY

TIMELINE

- 1944: Portland Osteopathic added lot 2, created the parking lot shortly thereafter
- 1959: Osteopathic Hospital moved; property vacated
- 1963: Osteopathic Hospital sold the site to the Arts & Crafts Society; building redeveloped as an exhibit and education building
- 1979: Arts & Crafts Society sold the property to the current owners; building redeveloped as offices
- 2007: Vacated, offered for lease and/or sale

SITE HISTORY

**WHY IS THE
SITE HISTORIC?**

**CONTRIBUTING RESOURCE
IN THE ALPHABET HISTORIC DISTRICT,
LISTED ON THE NATIONAL REGISTER OF
HISTORIC PLACES IN 2000**

**ALPHABET
DISTRICT**

National Register of Historic Places Continuation Sheet

Section number 7 Page 152

Historic Alphabet District
Name of Property

Multnomah, OR
County and State

Contributing
Resources
1

INV. #: 287
Address: 1727 NW HOYT ST
Style: Streetcar Era Commercial

Year Built: 1919
Alterations: Minor
Historic Name: Buck, Carsten & Carrie Prager
Building
Architect: --
State ID: 1N1E33AC 4200

Noncontributing
Resources
0

Classification: Secondary Contributing
Tax #: R180214490

Legal Description: -- of Lot 2&3, Block 162 in COUCHS ADD

Description: This building has an H-shape plan and is sited on the corner of NW 18th Avenue and NW Hoyt Street, with surface parking on the south side of the lot. This three-story structure has a concrete foundation and a flat roof. The exterior of the primary elevation (south) is clad with brick in a common-bond pattern, the west facade has a stretcher-bond pattern, and the ground level has a float-finish stucco treatment. At the southwest corner of the building, painted brick creates the illusion of quoins. Decorative brickwork in a soldier-course pattern runs the full length of the west facade above the third-story windows. The main entrance is located on the south facade. Concrete steps lead down to a tall glass door with rectangular side lights. On the west facade there is a paired glass door with molded stucco trim. A continuous, raised stucco band runs the length of the east and west facades. An awning stretches over the main entrance and has raised brickwork along the outside border. The predominant window type is recessed and fixed, with architrave trim, stone lugsills, and radiating brick arches. The second-story windows on the west facade have flat, radiating brick detailing with keystones. Four ground-level windows on the west facade were covered at an unknown date. In 1966, a five-foot high, fifty-two foot long fence was built on the east property line. In 1982, the roof was replaced.

Significance: This building is considered to be contributing within the district as a good example of a Streetcar Era Commercial style structure and is therefore significant as part of the larger grouping of commercial development that occurred in the Northwest neighborhood.

SIGNIFICANCE

This building is considered to be contributing within the district as a good example of a Streetcar Era Commercial style structure and is therefore significant as part of the larger grouping of commercial development that occurred in the Northwest neighborhood.

**ALPHABET
DISTRICT**

SIGNIFICANCE

- 1) *A good example of a Streetcar Era Commercial style structure.*
- 2) *Significant as part of the larger grouping of commercial development that occurred in the Northwest neighborhood.*

**ALPHABET
DISTRICT**

LIMITS OF SIGNIFICANCE

- 1) The hospital is not a good example of a Streetcar Era Commercial style structure.
- 2) The district is not significant for commercial development or architectural groupings of commercial style structures.

**ALPHABET
DISTRICT**

STREETCAR ERA COMMERCIAL

- Prominently sited, typically quarter-block in size, typically at intersections.
- Pragmatic design intended primarily for retail or restaurant use.
- Characterized by oversized first floor ceiling heights, often with a mezzanine.
- Characterized broad, extensive glass display storefronts, typically with transom; often with angled corner entries.

**ALPHABET
DISTRICT**

EXAMPLES OF STREETCAR ERA COMMERCIAL STRUCTURES



NW 23rd & Thurman



NW 23rd & Thurman

ALPHABET
DISTRICT

EXAMPLES OF STREETCAR COMMERCIAL GROUPINGS



SE 36th & Hawthorne



SE 34th & Belmont

ALPHABET
DISTRICT



- The building is not prominently sited.
- Design is not pragmatic; not designed for commercial use; specifically designed for hospital use.
- Building has the same ceiling heights on all floors; floor-to-ceiling height is minimal. The building is built below grade.
- Most notably, ground floor does not have storefronts or display windows.

ALPHABET DISTRICT

THE ALPHABET DISTRICT IS NOT RECOGNIZED AS SIGNIFICANT FOR “GROUPINGS OF COMMERCIAL STYLE STRUCTURES”

STATEMENT OF SIGNIFICANCE

The Historic Alphabet District, located in the northwest area of Portland, Oregon, is locally significant under Criterion A as the birthplace of important local institutions. It is additionally significant under Criterion A as the secondary center of Portland's Jewish and Scandinavian population in the early twentieth century. It also satisfies Criterion B as a residential district in which a large number of locally prominent merchants, professionals, civic leaders, and politicians lived.⁵ The Historic Alphabet District is further eligible under Criterion C for its expression of early residential architecture in the city of Portland, characterized by buildings of various types, styles, and eras. Indeed, the Historic Alphabet District is unique in Portland for its concentration of early twentieth century multi-family structures—many of which were designed and constructed by the city's premier architects and developers. The district's multi-family dwellings are noteworthy for their appearance in an area that retains buildings from its early development period. Grand single-family homes sit next to first-class apartment buildings in a physical representation of the sociocultural transition experienced by one of Portland's oldest neighborhoods.

CRITERION A

■ Social History

- *Birthplace of important local institutions.*
- 1727 Hoyt Street is not affiliated with any of the local institutions identified in the nomination.

**ALPHABET
DISTRICT**

RESOURCE DOES NOT SUPPORT THE CRITERION

CRITERION A

■ Ethnic Heritage

- *Center of Jewish and Scandinavian population in the early twentieth century.*
- 1727 Hoyt Street is not identified as being associated with or important to either the Jewish or Scandinavian populations in the district.

**ALPHABET
DISTRICT**

RESOURCE DOES NOT SUPPORT THE CRITERION

CRITERION B

- *As a residential area, the district housed prominent merchants, professionals, civic leaders, and politicians.*
- Appendix D in the nomination identifies 121 people as being noteworthy and includes the property with which they are associated.

**ALPHABET
DISTRICT**

CRITERION B

- Only one person affiliated with 1727 Hoyt Street is included in Appendix D, Oscar Ballou. Ballou is one of the founders of Ballou & Wright. 1727 Hoyt Street was not developed as part of the Ballou & Wright business and the nomination does not identified it as being notably associated with Ballou.



Ballou Residence, 2147 NW Irving

RESOURCE DOES NOT SUPPORT THE CRITERION

**ALPHABET
DISTRICT**

CRITERION C

- *Expression of early residential architecture in the City.*
- *Unique in Portland for its concentration of early-twentieth century multi-family structures-many designed and constructed by the city's premier architects and developers.*
- Appendix E in the nomination identifies 42 architects and developers notable in the district.
- 1727 Hoyt Street is not a residential building.
- Neither the property's architect or developer were included in Appendix E.

RESOURCE DOES NOT SUPPORT THE CRITERION

**ALPHABET
DISTRICT**

1727 HOYT AS A CONTRIBUTOR TO THE ALPHABET DISTRICT

HOW DOES 1727 HOYT STREET RELATE TO THE HISTORIC VALUES OF THE ALPHABET DISTRICT?

- This building's historic associations do not directly contribute to or support the district's stated cultural, historic, or architectural significance.
- Apart from the half page inventory citation, the 522-page nomination makes no direct or indirect reference to this property, or to the people, events, or uses associated with it.

1727 HOYT AS A CONTRIBUTOR TO THE ALPHABET DISTRICT

HOW DOES 1727 HOYT STREET RELATE TO THE HISTORIC VALUES OF THE ALPHABET DISTRICT?

- The nomination has no discussion of this building's architecture or streetcar commercial architecture in general.
- Although the inventory form for this building references *the larger grouping of commercial development in the Northwest neighborhood*, the nomination is otherwise silent on the topic.

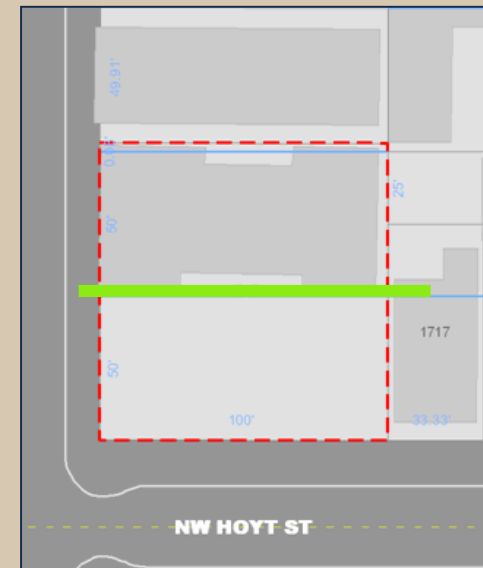
**IF 1727 HOYT STREET WERE
SIGNIFICANT, DOES IT HAVE
SUFFICIENT INTEGRITY TO
CONVEY THOSE VALUES?**

Integrity is the ability of a property to convey its significance . . . Historic properties either retain their integrity or they do not . . . Ultimately, the question of integrity is answered by whether or not the property retains the identity for which it is significant.

NATIONAL REGISTER BULLETIN 15, PP. 44-45

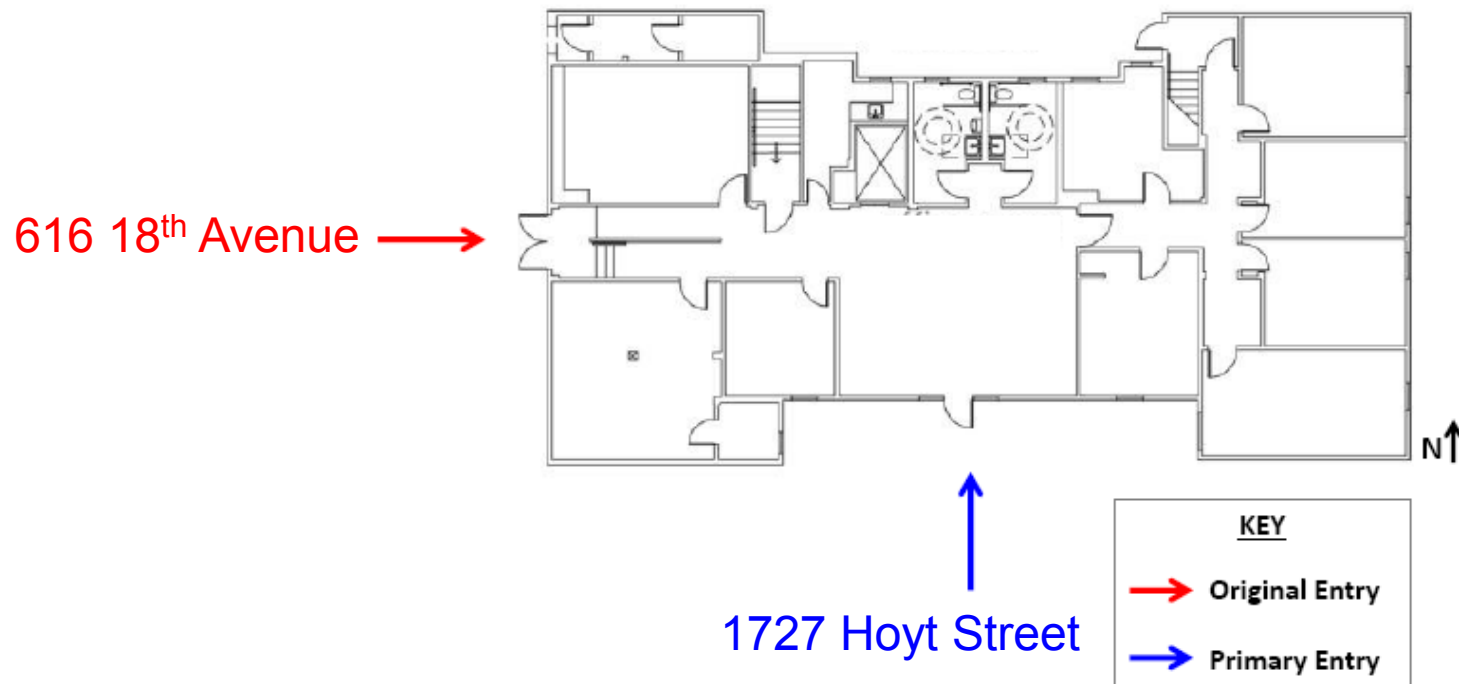
**VIRTUALLY EVERY PHYSICAL
ELEMENT OF THIS SITE AND
BUILDING HAS BEEN
SIGNIFICANTLY ALTERED**

SETTING AND SITE CHANGED



1727 Hoyt Street was built on an interior 5,000 square foot lot flanked surrounded by single family homes; today occupies a 10,000 square foot corner lot with half the property a surface parking lot.

NEW PRIMARY ELEVATION AND ENTRY

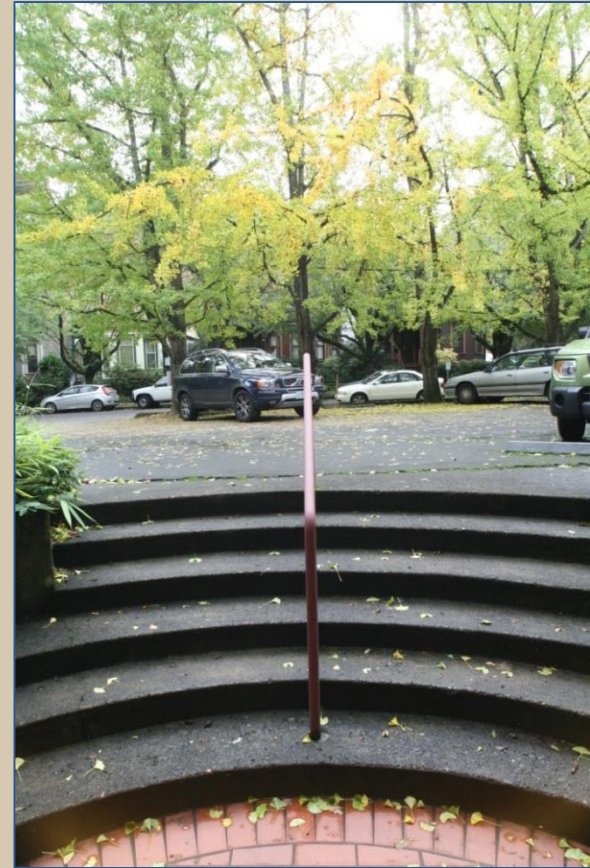


Historically, the primary elevation and entry were located on 18th Avenue. Today, the primary elevation and main entry, created circa 1980, are located off the parking lot.

A NEW MODERN SOUTH ENTRY IS CREATED



A NEW MODERN SOUTH ENTRY IS CREATED



The new main entry is located below grade at the center of a one-time light well on the south; it overlooks the parking lot.

ORIGINAL BRICK SANDBLASTED



The brick on all four elevations has been sandblasted; this exposes the softer, inner portion of the brick, permanently damaging the brick's integrity.

PORTLAND CEMENT REPOINTING



The building has been repointed with Portland cement; this has resulted both the mortar breaking the brick while creating aesthetic challenges.

ORIGINAL GROUND FLOOR BRICK COVERED WITH CEMENT



A full one third of the exterior has been permanently covered with a cement coating.

HISTORIC ENTRY STRIPPED

The historic entry was defined by a flat metal canopy. In addition to the primary entry being moved and the base covered with cement, the canopy has been removed and the entry doors replaced with modern aluminum.



HISTORIC WINDOWS FILLED IN OR REPLACED



Ground floor windows were filled in;
all other windows were replaced with
single fixed pane.



HISTORIC CORNICE REMOVED

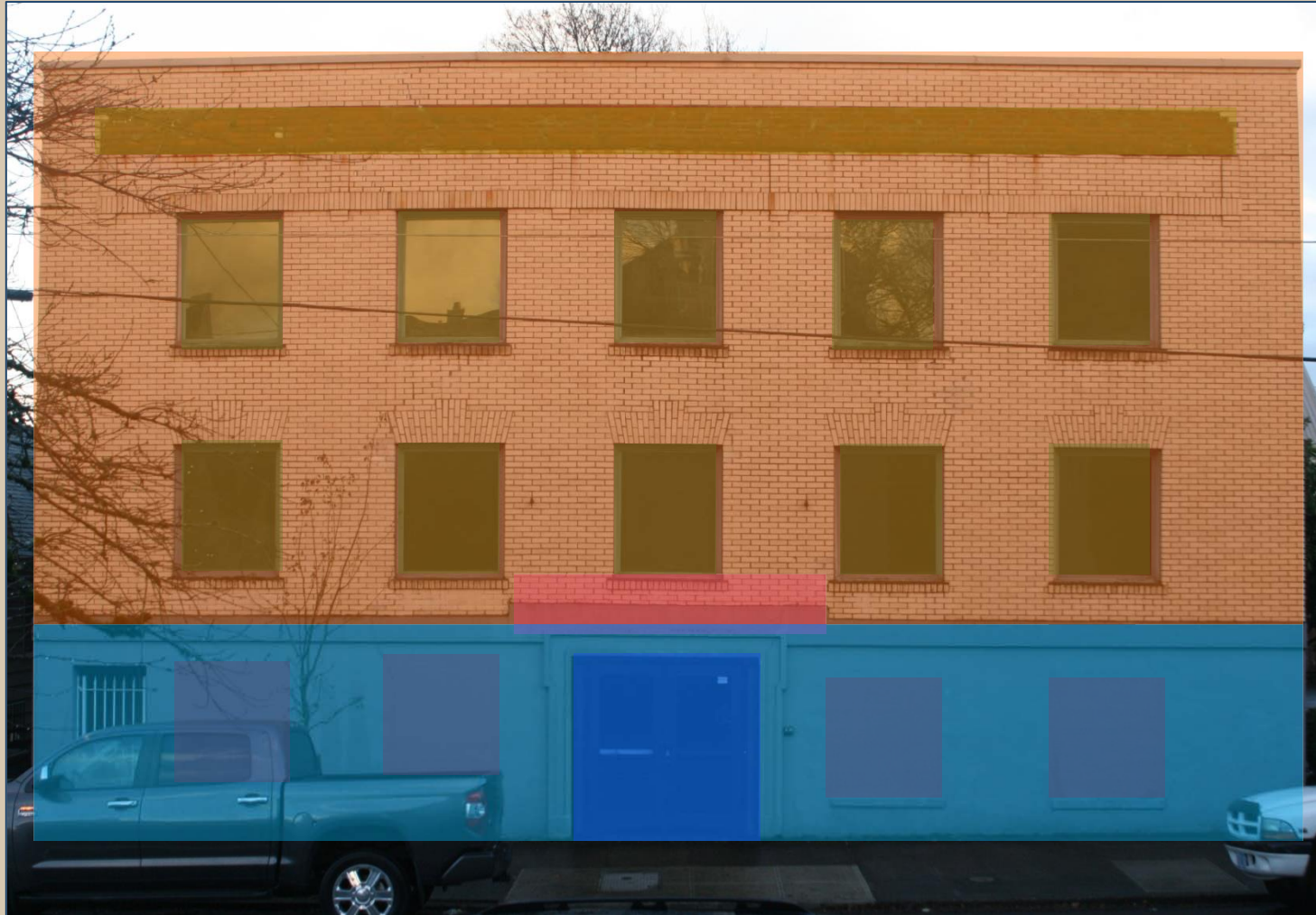


In addition to the canopy, the front elevation was defined by a sheet metal cornice; that too has been removed.

INTERIOR GUTTED AND REDEFINED MANY TIMES



INTEGRITY LOST



**Sandblasted
Brick**

Cement

Entry

Canopy

**Filled in
Windows**

Windows

Cornice

INTEGRITY LOST

Item	Building Element	Status
1	Site	Altered; originally one interior lot; corner lot added
2	Building Orientation	Altered; reoriented from the street to the parking lot
3	Exterior Brick	Altered; Sandblasted
4	Exterior Mortar	Altered; Repointed with Portland Cement
5	Exterior Ground Floor	Altered; Covered with cement and painted
6	Street Entry Door	Altered; replaced with commercial glass doors
7	Canopy on 18 th Avenue	Removed
8	Ground Floor Street	Altered; filled-in
9	Entry Sign	Removed
10	Windows	Altered; replaced with modern fixed glazing.
11	Cornice	Removed
12	Parking Lot	Added
13	South Entry	Created; modern monumental glass arched entry
14	Interior Floor plan	Altered; entirely reconfigured to offices
15	Reception	Created reception atrium at the south
16	Interior Walls	Replaced with gypsum board.
17	Interior Ceiling	Replaced with gypsum board or acoustic drop tile.
18	Elevator	Added
19	Stair Hall	Altered; enclosed

**A CONTRIBUTING RESOURCE OF
SLIGHT HISTORIC VALUES**

**A CONTRIBUTING RESOURCE OF
SLIGHT INTEGRITY**



Winslow Ayer House, 811 NW 19th

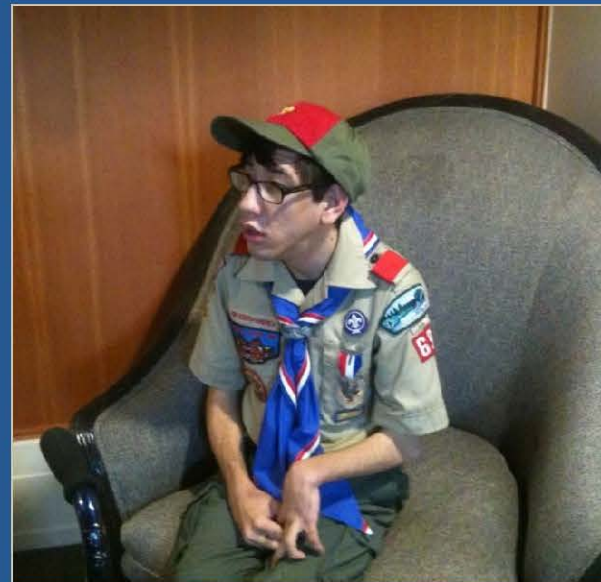


May 29, 1957 - Graduation St. Patrick's School

Last Graduating Class of St. Patrick's 1957



Vaughn Street Park

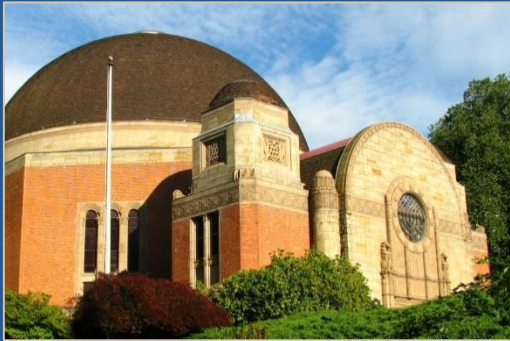


WHAT THIS APPLICATION IS NOT

- Not Seeking Delisting
- Not Design Review

WHAT THIS APPLICATION DOES

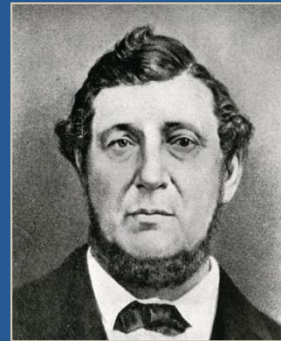
- Evaluates this resource's contribution to the district
 - The building is not associated with any event, trend, or institution identified in the nomination.
 - The building is not associated with any person of note identified in the nomination.
 - The building is not associated with any architect, builder, or architectural style identified in the nomination.



Congregation Beth Israel



William Temple House



Captain Couch



Bretnor Apartments, Claussen & Claussen

WHAT THE CODE SAYS AND DOES NOT SAY

- This is not a precedent setting case.
- There is no presumption in favor of any outcome.
- There is no greater value given to one use or another.
- There is no greater opportunity given to one type of applicant over another.

REDEVELOPMENT POLICIES

- Transit Supportive Density
 - Comprehensive Plan – Goal 6 – Transportation, Objective 6.8A, 6.19
- Zoning Compliance
 - Comprehensive Plan – Goal 3 – Neighborhoods
- Support Local Businesses
 - Comprehensive Plan – Goal 5 – Economic Development
 - Northwest District Plan – Policy 14 – Eastern Edge Subarea

REDEVELOPMENT POLICIES

- Redevelopment of Streetscape
 - Comprehensive Plan – Goal 12 – Urban Design, Objective 12.1A, 12.1F
- Below Market Housing – 80% of Median Income
 - Comprehensive Plan – Goal 4 – Housing
 - Northwest Plan – Policy 5 – Housing, Objective B
- Shared Use Sub-surface Parking
 - Northwest District Plan – Policy 4 – Parking, Objective B, H

THANK YOU