

Good morning, my name is Gabe Headrick and I am the Land Use Chair for the Reed Neighborhood Association (RNA). I have been directed to this email by Marty Stockton, our district liason. I would like to submit testimony from the RNA in support of the two zoning changes currently being considered in the Comp Plan update.

Both changes (maintaining the R7 between Steele to Raymond as well as in Reed College Heights, and adopting the R7 between Raymond and Schiller) originated with the RNA and have been advocated for by the RNA over the past 3 plus years. We first submitted a letter of advocacy dated Sept. 28, 2011 (attached) which came for a public meeting vote by the neighborhood. This was followed up by a petition supporting the advocacy letter signed by over 130 people (attached).

The final attachment is a neighborhood study done in 2011 by the RNA which chronicles the Reedwood neighborhoods development history and provides back information and typology which support the proposed zoning changes. We produced this document on our own because we have passion for our neighborhood and it's history.

Please introduce all of this information as neighborhood support and testimony in favor of the proposed zone changes.

Thank you and please let me know if there are questions or any further information you need.

Regards,

--

Gabriel Headrick, AIA

Reed Neighborhood Association, Land Use Chair l c. 503.348.8874

Gabe Headrick <gabe.headrick@reedneighborhood.org>



Matt Wickstrom
SE District Liaison
City of Portland,
Bureau of Planning and Sustainability

Re: Reed Neighborhood Zoning Advocacy

Dear Matt,

Thank you for attending our special meeting on August 18th, 2011 for a vote on zoning within the Reed Neighborhood. Also thank you for your participation over the past year plus on these issues, it is greatly appreciated. As you saw and heard during the meeting we presented and then voted on the following two proposals:

- 1 The Reed Neighborhood Association (RNA) shall advocate for all areas within Reedwood and Reed College Heights (as defined by zoning maps 3533, 3534 and 3634) that are currently zoned as R7(R5) to be changed to R7 only. In addition the RNA shall advocate for the Reedwood blocks between SE Raymond to SE Schiller and between SE 32nd Avenue to SE 36th Place that are currently zoned R5 to be changed to R7.
- 2 The Reed Neighborhood Association (RNA) shall advocate for the Reedwood area, as bordered by SE Steele to the south, SE Schiller to the north, SE 36th Place to the east and SE 32nd Avenue to the west, to have a Plan District established that reflects the areas unique development characteristics. The Reedwood Plan District would have the following requirements in addition to the R7 zoning:
 - Front yard setbacks to be 20-feet
 - Minimum lot size to be 6,000 square feet
 - Maximum height to be 20-feet
 - Flag lots are not allowed

Both proposals were approved with a vote of 32 in favor and 1 opposed. With this cover letter I'm including a PDF of both the presentation material from this Aug. 18th meeting and of the Reedwood History + Typology document. Please consider this package our official advocacy for these important zoning changes to the Reedwood and Reed College Heights portions of the neighborhood.

As we've discussed the Reed Neighborhood Association is happy to discuss with planning other methods for achieving the goals laid out by these proposals. Please keep me updated as you proceed into the comprehensive plan and discuss our advocacy with your coworkers.

Regards,

Gabriel Headrick, AIA
Reed Neighborhood Association President

REED

NEIGHBORHOOD ASSOCIATION

REED NEIGHBORHOOD ASSOCIATION PETITION

MAY 7, 2013

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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
5/23/13	MICHELLE MAIDA	3420 SE RAYMOND ST 97202	MAIDAMIC@comcast.net
5/27/13	ROBERT REGEHR	4923 SE 36TH PLACE 97202	503-774-0758
5/27/13	Dina Fragasso	4924 SE 36TH PL. 97202	dlyons972@aol.com
5/27/13	ALEXIS LEE	4916 SE 36TH PL 97202	lex182778@gmail.com
5/27/13	Debi Anderson	4833 SE 36TH PL. 97202	503 709 0826
5/27/13	Anouck Iyer	4805 SE 36TH PL 97202	503 493-1271 *
5/27/13	Megan Webber	4832 SE 36TH PL 97202	megan.m.webber@gmail.com
6/2/2013	KAREN SERESWIM	5107 SE 36TH PL. 97202	SERESWIM@COMCAST.NET
6/2/13	Ellen Ulrick	6115 SE 36TH PL. 97202	ulrick@pacifier.com
6/2/13	H CHINN	5201 S.E. 36TH PL	503-775-8430
6/2/13	STEVEN J. SCHWEITZER	5025 SE 36TH 97202	503-432-8464
6/2/13	Alice Hiser	3606 SE Raymond	503 503 alychao.com
6/2/13	DORIS KORBEN	3516 SE RAYMOND PORT. OR 97202	503-775-0296
6/2/13	BOB SANDERS, 3505 SE RAYMOND Robert D. Sanders	PORTLAND OR 97202	503 771-2001 503 777-6577
6/2/13	Gail Sanders Gail Sanders	3505 SE Raymond Portland OR 97202	503 777 6577

<u>DATE</u>	<u>NAME</u>	<u>SIGNATURE</u>	<u>ADDRESS</u>	<u>PHONE or email</u>
6/2	Mark A Brown	Mark A Brown	4915 SE 36th	503-234-2667
6/2	David Frank Missetich	David Frank Missetich	3629 SE Raymond	503-236-5895
6/2	Ruthy Missetich	Ruthy Missetich	3629 SE Raymond	" "
		dfrissetich@comcast.net		
6/3	JAMES HAGER	J. T. Hager	3600 SE. RAYMOND ST	503-806-4482

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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
5-31-13	Mary Corne McComb	5106 SE 34th	503.771.3145
5-31-13	John McComb	5106 SE 34th	503.771.3145
5-31-13	B. Williams	5034 SE 34th	503.442.5006
5-31-13	Erin	5031 SE 34th	971-570-8169
5-31-13	Sara Brown	5012 SE 34th	503-775-1439
5-31-13	Ann Holmes	5107 SE 34th	503-772-1402
6/1/13	Ann Conlon	5015 SE 34th	503 208 3389
6/1/13	Roberta H. Palmer	5103 SE 34th	503-774-4667
6/1/13	Kenneth Mink	5112 SE 34th	503-788-9415
6/1/13	Ami Fisher Cochey	5130 SE 34th Ave	503-775-2223
6/1/13	Judy E Nelson	5203 SE 34th Ave	503-234-8903
6/1/13	Judy E Nelson	3365 SE Steele	503-771-4230
6/1/13	Judy E Nelson	3365 SE Steele St	503-771-4230
6-1-13	Gill Hill	5027 SE 34th	503-777-8357
6-2-13	Jody Kunkle	5055 SE 34th Ave	503.475.1041

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DATE NAME ADDRESS PHONE OR EMAIL ADDRESS

6-6-13 Frank Baccellieri 5205 SE. 36th Avenue 503-772-5165
✶ ~~Frank Baccellieri~~

6-6-13 Matthew Baccellieri 5205 SE. 36th Ave 503-772-5165

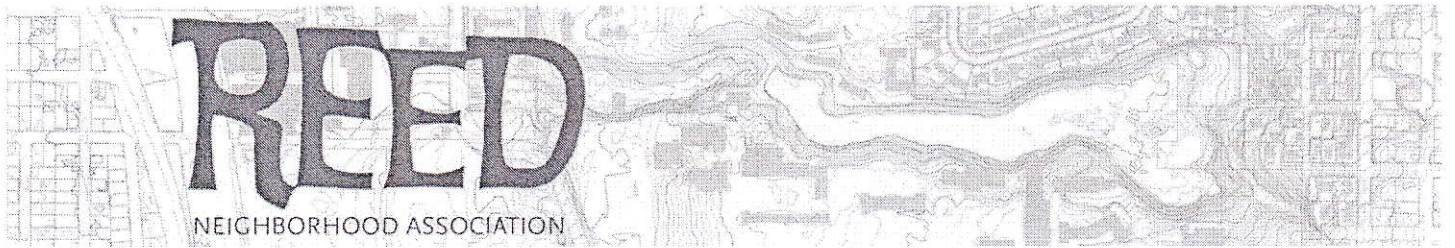
6/6/13 Mike W 5114 SE 35th Ave 503-771-8211

6/6/13 Ca Burton 5035 SE 35th Ave 503-772-2035

6-6-13 JJA 5035 SE 35th Ave. 503-772-2035

6-6-13 Carol Miller 5024 SE 35th Ave 503-477-4330

6-9-13 Martine Baccellieri 5205 SE 36th Ave 503-772-5165



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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
6/10/2013	Kathryn Kirkland	5250 SE 36 th Ave	503-254-0482
6/10/2013	John Kirkland	" " "	" " "
6/10/13	Rachel Brown	5208 SE 36 th Ave	503-335-8719
6/10/13	Mike Swapp	5208 SE 36 th Ave	503-335-8719
6/10/13	Christopher S. Williams	5120 SE 36 th Ave	503-775-8760
6/10/13	Priscilla Williams	5120 SE 36 th Ave	503-775-8760
6/10/13	Bruce K Williams	5120 SE 36 th Ave	
6/10/13	HEIDI GUTE	5034 SE 36 th AVE.	ORWA 503-775-5136
6/10/13	Normand Gute	5034 SE 36 th Ave	503 775 5136
6/10/13	Tat & Dave Vargas	5018 SE 36 th Ave	503 771 9074
6-10-13	David B + Colene B Bell	5017 SE 36 th Ave	503-775-5649
6-10-13	Doug & Ruth Mency	5121 SE 36 th Ave	503-236-8778
6-11-13	Bob & Debby Burns	4930 S.E. 36 th Ave.	503-771-0993
6/11/13	Howard Klink	4829 SE 36 th Ave	503-777-5163
6-11-13	Ric Zittenfeld	4909 SE 36 th	503 771-0525
6-11-13	Carol Zittenfeld		

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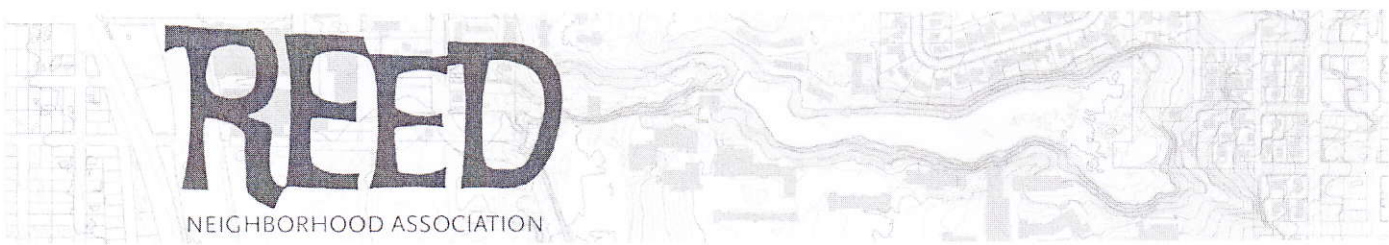
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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
6/2/13	Colleen C. Morris	5633 S.E. 34 th Ave	503-775-8457
6/2/13	Sherri Almada	5059 SE 34 th Ave	503-774-0263
6/3/13	Shirley Floarea Ardelean	Ardelean 5206 SE 34 th Ave	503 775-1419,
6/3/13	David M. Gilbaugh	3407 SE Steele St 97202	503-774-1994
6/3/13	John M. Moore	3415 SE Steele 97202	503-771-1366
6/4/13	Richard Tron	3415 SE Steele St. 97202	503-771-1366
6/4/13	Marie + Dave Culpepper	3425 SE Steele St 97202	503-775-6370

HEIGHTS



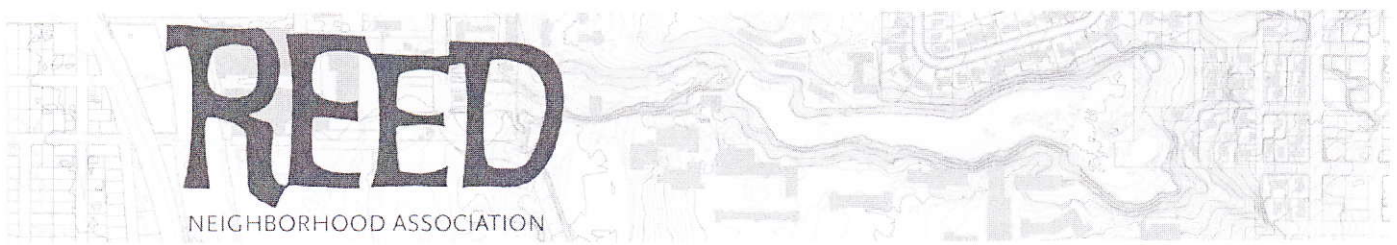
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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
5-30-13	Lee Rasmussen	5315 SE 34th Part DR.	louise97202@msn.com 503 771 2466
5-30-13	MARGARET C DUNN	5344 SE 34th	503-774-1661
	Bob Rinde	3542 SE Harold Ct.	H 503 779 6329
5-30-13	MATT RASMUSSEN	5325 SE 34th Ave.	C 503 310 6292
5-30-13	GEORGE & DONNA MILLAK	5335 S.E. 34 th	503-774-0139
5/30/13	Peter Bofhossian	5375 SE 34th	503-488-5592
5/30/13	Bart Butell	5355 SE 34 th AVE.	503-703-0044
5/30/13	Richard Hummi	5365 SE 34 th AVE	503-307-5365
5/30/13	Datt Wyman	3405 SE Insley	503 867 1610
5/30/13	Darlene Modjeski	5354 S.E. 34 th Ave	503-771-6111
5/30/13	Kathryn Gallagher	5334 SE 34th Ave	503-774-5050
5/30/13	TRAVIS RISTICK	5345 SE 35th Ave	503-789-4844
5/30/13	Sue Jonson	5335 SE 35th Ave	503-781-1078
5/31/13	Odes S. Kvist	5215 SE 35th Ave	503 788-0707
5/31/13	Becky Knape	5305 SE 35th	503-789-9815
5/31/13	Raj Dhadwal	3534 SE Steag St.	RAJRA_87@AOL.COM

HEMATS



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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
5/31/13	Beverly Payment	3544 SE Steele St.	Mbpay85@comcast.net
5/31/13	Linda Lupu	3554 SE Steele St.	lindalupu@hotmail.com
5/31/13	Brynden McNew	3606 SE Steete St.	Brynden@gmail.com
5-31-13	Charles W. Arbuckle	3616 SE STEELE ST	Chuckarb@ast.com.
5-31-13	David Sunridge	3646 SE STEELE ST	360.402.5883
5-31-13	Grace Tara-Hileman	3656 SE STEELE ST	503.891.4173
5-31-13	Susan Carlson	3641 SE Insley St.	503-775-2561
5/31/13	Bob E. Cole	3621 SE. Insley	503 771-1729
5-31-13	JOAN CRICHTON	3611 SE Insley St.	503.522.0083
5-31-13	Judy Theiler	3565 SE Insley St	503-788-0155
6-1-13	John Cromett	3425 SE Insley St	503-779-5996
6/1/13	Peter Smith	5324 SE 35 th St	503 312-8694
6/1/13	Svetlana	5314 S.E 35 Ave	503 775-6915
6/1/13	Susan Ledgerwood	3434 SE Insley	503 975-6675
6/1/13	Jane Prince	3350 SE PDX	
6/1/13	Anna Chan	3400 SE HAROLD CT.	503-774-5924

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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
6/1	Carla Cullerton	3404 SE Harold Ct	503 788 8931
6/1	Pam Eckelson	3456 SE Harold Ct	orepam@yahoo.
6/1/2013	Stence H. Ode	3530 SE Harold Ct	orange1776@gmail.com
6/1/2013	CARLA PENTECOST	3574 SE HAROLD CT	503-771-9328
6/1/2013	Ann Marentette	3560 SE Harold Ct	503-777-3100
6/1/2013	Jane Nicholson	3634 SE Insley St.	503 777-8283
6/1/2013	PHILIP N. DAVIS	5345 S.E. 37th Ave.	503-310-0362
6-7-13	RAY F WESSELMAN	3532 SE Insley	503 771 5505
6/1/2013	BENJAMIN SCAROLA	5314 SE 37th AVE.	915.385.9624
6-1-2013	Raemarie Arrigotti	3401 SE Harold Ct.	503-775-4496
6-1-13	Michael J. Emerit	3348 SE Harold Ct.	503-775-7483
6-2-13	Jill M Raschko	3429 SE Harold Ct	503-775-2076
6-2-13	PEGGY ENGLISH	3445 SE HAROLD CT.	503.788.1697
6-2-13	Ann Parr	3505 SE Harold Ct	503 774-9664
6-2-13	Lorin Rice	3526 SE Harold Ct	503-775-2228
6-2-13	Katherine Toy	3444 SE Insley St.	503-775-0736
6-2-13	Keith Burtram	3340 SE Harold Ct	503-774-7026

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DATE	NAME	ADDRESS	PHONE OR EMAIL ADDRESS
6-3-13	Brooke Wilcox-Jones	5306 SE 37TH brookenj@gmail.com	503-384-0414
6/3/13	Elizabeth Naciri	9305 SE 37TH enaciri@rpa.com	503 774 5047
6-3-13	Adrian Huether	5315 SE 37th Ave	503-773-4967
6/3/13	Richard E. Duvon	5330 SE 37th Ave	503-774-5626
6/3/13	Julie K. Stover	3625 SE Insley Ct	503-774-7562
6/3/13	G. M. Clausing	3626 SE Insley Ct.	503-772-4500
6/3/13	Kim Schetter	3559 SE Harold Ct	503.788.3947
6/3/13	Monica Kleier	3569 SE Insley St	503 775 6562
6/3/13	Felipe Semper	5325 SE 35th Ave	503-777-6730
6/5/13	Jeff Davis	5824 SE 38th Ave	
6/5/13	Elizabeth WA	3542 SE Insley St	503-788-2061
6/5/13	Norvine Smokey-Smith	3558 SE Harold Ct.	503-774-4956
6/5/13	GARY J. Muncy	3545 SE Harold Ct.	503-519-8871
6/5/13	KEITH BROWN	3504 SE Harold Ct	503 788 2213
6/5/13	Paula Owsley	3414 SE Harold Ct	503 775 6414
6-6-13	Joan Brantley	3565 S.E. Insley	503-788-0153

HELMAS

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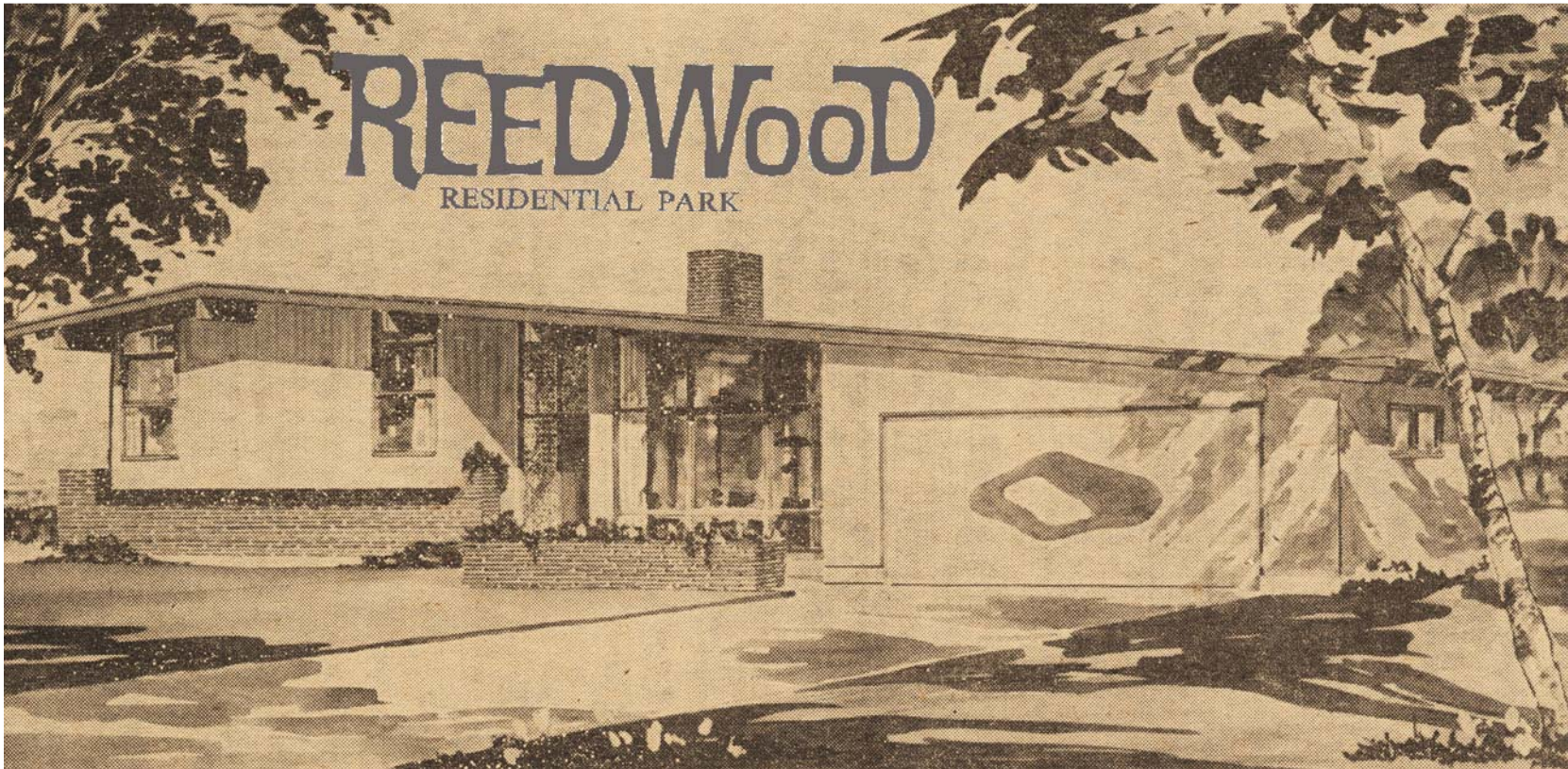
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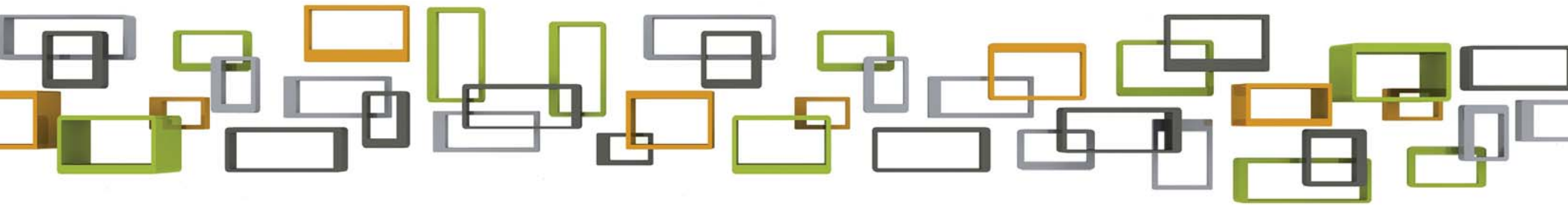
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6/10/13	Geoff Dorn	3535 SE INSLLEY CT	Geoff DORN@gmail
6/10/13	ALVIN GRATHL	3555 SE INSLLEY ST	503-775-3131
6/10/13	Bill Andresen	5437 SE 37th Ave	503-775-3029
6/10/13	Talia Gad	3555 SE Harold Ct	503-234-7379 talia.gad@gmail.com
6/10/13	Jeff Jilot	3551 SE Harold Ct.	503-288-6763 jii@jilote.com
6/10/13	Dorinda Benavidez	3525 SE Harold	---
6/10/13	Suzanne McFarlane	3405 SE HAROLD ST	503, 777, 8370
6/10/13	Jan Beckham	3416 SE Insley	503-771-0027
6/10/13	Martha Benson & Matthew McFarlane	3514 SE Steele St	971-255-1400



A Mid-Century Neighborhood
March 2011





Aerial photo: circa 1956



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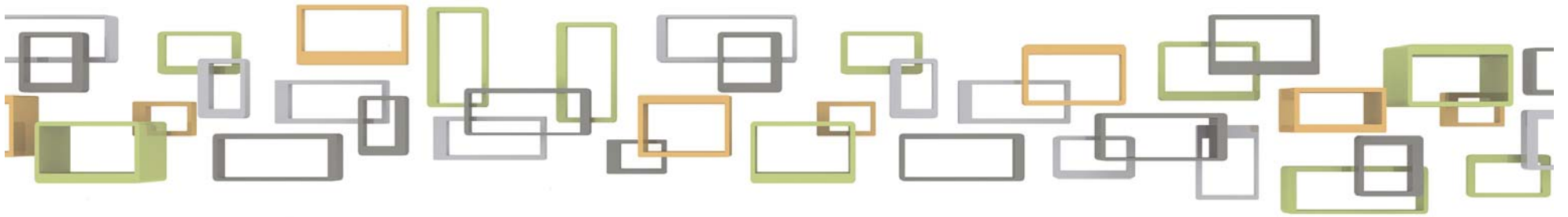
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Credits:

Reed Neighborhood Association: Planning Committee
Dave Vargas, Michael Kisser, Jody Kurilla, Frank Baccellieri and Gabe Headrick
Document created by Gabe Headrick and Steelhead Architecture

Special thanks to: Way and Ken Lee plus Jim, Cynthia and Chris Colt

1 REEDWOOD: EARLY HISTORY



Beginnings and Influences

At the center of the Reed neighborhood is a community of about 150 homes that are unique to inner Southeast Portland. Reedwood is a mid-century neighborhood created and predominantly built between the years of 1955 and 1970. It is characterized by wide streets and low slung ranch and mid-century modern houses. Reedwood was billed as 'Country seclusion...well within the City'. This marketing idea resulted in a suburban type development typical of the 1950's and '60's marketed towards white collar professionals. Winding streets, larger lots and large landscaped front yards separate Reedwood from its adjacent neighborhoods.

Reedwood's planning and architecture is drawn from examples both near and far. Within walking distance to the North and South are excellent examples of mid-century modern architecture by one of Oregon's most famous architects Pietro Belluschi. On the Reed College campus Belluschi assumed head designer and college master planning duties while with the firm of A.E. Doyle in the mid 40s. In 1947 Belluschi designed the Psychology Building, an excellent example of the emerging International Style of modernism. Later, the joint offices of Belluschi and the Portland branch of Skidmore, Owings and Merrill (SOM) designed the MacNaughton Dormitory (1954) and the Foster-Sholz Dormitories (1955) again in the International Modernist style. To the North of Reedwood Belluschi and SOM designed the Tucker Maxon Oral School in 1953. Because of the schools single story post and beam design it may be even more influential to Reedwood than the larger Reed Campus buildings.

Several Portland area neighborhoods were being developed at the same time as Reedwood. Glendoveer, near the Gateway neighborhood to the east, in particular has many similarities to Reedwood. Laid out by renowned architects A. Quincy Jones and Fredrick E. Emmons in 1957, Glendoveer (or Hallberg Homes as it was then known) has the same wide streets and predominantly single-story houses. Jones and Emmons also worked for developer Joseph Eichler between 1951-1964 on the iconic Eichler neighborhoods and houses of Northern and Southern California. The Eichler houses and neighborhoods had received a great deal of attention by 1955 and undoubtedly influenced Reedwood's development.

There are several key characters in the development of Reedwood. First is the partnership of Creed Bonebrake and Earl Hansen (page 1.2), who created the Reedwood plats in 1955. Concurrently Way W. Lee (page 1.6) designed and built the houses on the block between Raymond and Schiller, 33rd Place and 34th Ave. Finally, longtime landowners the Colt family (page 1.8) platted Colt Terrace in 1957. Together these three groups created the neighborhood we all enjoy today, Reedwood.



HALLBERG MODEL HOME



REED COLLEGE MACNAUGHTON DORM



TUCKER MAXON ORAL SCHOOL

Creed Bonebrake and Earl Hansen - 1948

Oregon Journal SUNDAY, OCTOBER 3, 1948 B9

Multi-Million-Dollar Shopping Center Unique



THE BUSINESS DISTRICT of the \$15½ million College plaza development will look like this with "fringe area" elevator apartments at left. The artist did not show the building in the center, revealing the basement level to show where all vehicular traffic will be routed. It leaves the ground level free for pedestrians. The large paved area is for customer parking.



EARL B. HANSEN
... His Brainchild



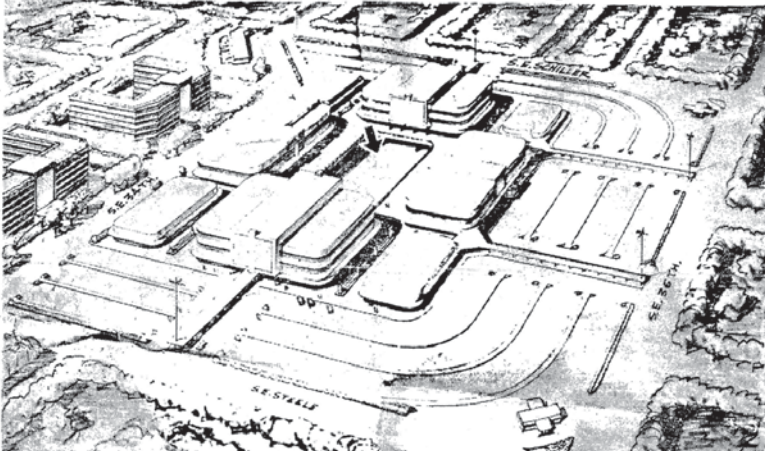
THE DEVELOPMENT SITE—This is the area just north of the Reed college campus where College plaza is to rise. No. 1 is where the store building group will be placed and No. 2 indicates the general parking area. No. 3 and farther west will be for residential development. The big \$45,000 new home in the center of the large cleared area is the first residence to rise under the new program and was built for Tracy Colt, one of the property owners.

\$15½ Million East Side Business Section Nears Construction Stage

Until 1955 Reedwood was a predominantly forested area with blueberry patches. In the late '40s the land was mostly owned by the Tracy Colt (page 1.8), E.H. Lawrenson, Dave Smith, R.N. Watkins and A.C. (Creed) Bonebrake. Creed Bonebrake was a successful Portland pharmacist who resided in Vancouver, Washington. Bonebrake was the financier of Reedwood's development but not the public face. That distinction belonged to Earl B. Hansen who became Bonebrake's partner in the development of the land. Sometimes nicknamed 'Slick', Hansen was involved in real estate and became the idea man and promoter of the properties development. He was the primary contact to the other land owners and encouraged the development of their land.

In 1948 Earl Hansen led a group in proposing the development of The College Plaza business district. College Plaza was planned to cover roughly 20 city blocks of buildings plus another 15 city blocks of parking. The \$15.5 million project was nearing construction with financing and a long list of lease applicants including an 1800 seat movie theatre and a 17,000 SF food center. In many ways this project was well ahead of it's time as it blended retail, office and residential development in close proximity. High density 'elevator' apartments plus more exclusive garden apartments were planned just to the west of the businesses. This type of mixed use development was unusual for 1948 and required zoning modifications which resulted in hearings before the planning commission. Homeowners in the adjacent, and recently developed, Reed College Heights neighborhood fought and successfully defeated both the zoning changes and the development of the College Plaza business district.

\$10,000,000 East-Side Business Development Planned



Artist's sketch depicts \$10,000,000 College Plaza retail shopping center, planned near Reed College and presented to city planning commission Friday. It will be initial portion of \$15,000,000 development, which will also include large apart-

ment and residential areas. A five-story department store will center project, but in the drawing it was cut away (indicated by arrow) to show construction details. Earl B. Hansen is developer; R. D. Hemenway was architect.

Development Plans Call for Investing \$15,000,000

Details of what ultimately is set to comprise a business and residential development of some \$15,000,000 in the Reed college area, were outlined Saturday by Earl B. Hansen, a leader in its promotion.

His announcement of plans followed presentation Friday of the program before the Portland city planning commission, which referred it to its own streets committee and to the zoning commission for specific recommendations. Sought was a change from zone 2 to 3.

The project, to be called College Plaza, initially calls for a \$10,000,000 retail shopping center, including a five-story department store, 1800 seat theater, stores and 15 blocks of parking space—to be followed later by a 1000-family apartment development and a residential program on a 50-acre area adjoining.

The project will be erected by a syndicate as yet unnamed, but representing Seattle and New York financial interests, said John Veitch, Hansen's attorney. Approval of all leases and tenants is in the hands of Ralph H. Davis, Seattle, loan supervisor for the Equitable Life Assurance society, which also is interested in sharing in the development, he said.

Actual financial commitments, however, will await completion of the preliminary work, including zone changes and signing of leases, Veitch said.

Start Due in Summer

The entire development, Hansen said, will rise on an 85-acre tract bounded generally by S. E. Schiller and Steele streets, 28th avenue and 36th place, excepting the area occupied by the Lambert gardens and the Sid Woodbury home.

The retail shopping center, however, will rise on the portion bounded by S. E. 34th and 36th avenues, Steele and Schil-

ler streets. The center will comprise 52 business locations. Selected from a list of applicants for first consideration for leases he said, will be the Ted Gamble theaters, Peyton Hawes, chain drug store owner, the Ray Atkinson stores, grocers.

Centering the development will be a five-story department store, surrounded by three, two and one-story buildings providing locations for theater, stores, restaurant and recreation center.

Employe parking and all service trucking will be handled on the basement level, which will have access to 34th avenue because of a dip in the terrain.

Adjoining the shopping center, Hansen said, will be an area devoted to large apartment construction, bounded by 32d and 34th avenues. A. Palumbo, Portland builder, has already planned a \$1,500,000 project for the site, he said.

Residential properties will be located on the area to the north. Hansen said the entire site is owned chiefly by Tracy Colt, A. C. Bonebrake, E. H. Lawrenson and Dove Smith of Parkward and R. N. Watkins of Tillamook. The shopping center site, however, is owned by Lawrence Bonebrake and the Greenwood Land company, he said.

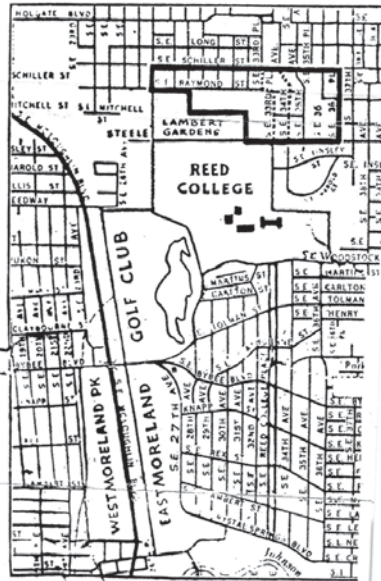
Hansen, doing business as the Columbian Empire company, launched development engineering, planning and promotion, and said he will continue with the new syndicate in handling construction contracts and lease applications.

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Map indicates location for \$15,000,000 development, site bounded by S. E. 28th avenue, 34th place, Schiller and Steele streets, where is expected to start early next summer.

Salvation Army Shifts Personnel

Captain Tom Beck, commanding officer of the Salvation Army corps at The Edges, will move to Boise October 2. Brigadier H. B. Collier, regional commander, announced Saturday.

Architect Returns to Army Service

Lt. Col. Wilbert R. F. Portland architect and former officer of the

\$15½ Million East Side Business Section Nears Construction Stage

The unusual College plaza business and residential development reviewed by the city planning commission at its hearing Friday will be a \$15½ million project not including a large area to be developed as an exclusive residential area west of the business section.

Even underground vehicular traffic will be provided for the protection of pedestrians.

Earl B. Hansen, Portland development engineer who was in at the birth of the idea and has steered it to the actual readying for construction, detailed the plans Saturday.

The planning commission has referred the required zone and street changes to its zoning and street committee.

There are several cooperating property owners in the area between SE Schiller and Steele streets and SE 36th place and 29th avenue with the exception of the southwest corner owned by Lambert gardens.

The College plaza business district will cover the equivalent of

20 city blocks with 15 blocks allocated to customer parking. Trucks and service vehicles will move into the business district underground.

It will be one of the outstanding retail trading centers in the nation, according to engineers.

Just west of the business area will be a fringe of elevator apartments, construction of which will not be immediate but just beyond will be garden court apartments to be built concurrently with the business district.

All types of retail stores will be in the one to five-story business buildings.

Financing, based on 85 per cent mortgage coverage, has been planned with the assistance of the Equitable Life Assurance Society of the United States, which must approve all leases. Completion of the syndicated ownership setup and final financing has been delayed pending necessary city approval of the plans, it is explained. Equitable is being represented by Ralph H. Davis of Seattle, loan supervisor.

Hansen, who will continue under the syndicate, will negotiate general contracts and preliminary lease negotiations. To acquire title to the bulk of the property, nearly 100 deeds were acquired, including one from

Porto Rico and one from Hawaii. Construction is expected to start early next summer with the entire business area to be completed as a unit except for the north edge of the parking area where a few residences "will remain until abandoned for that use."

Listed as "typical selections from a long list of lease applicants" are Ted Gamble Theatres which contemplates an 1800-seat theatre, Payton Hawes who operates a drug store chain in Oregon and Idaho, Ray Atkinson Stores which contemplates a 17,000-square-foot food center and the J. J. Newberry company.

Fifty-two tenants are planned in the business center.

Cost of business center construction has been set at \$7½ million, the site \$1½ million, apartments \$5 million and an apartment, contemplated two blocks north by a separate builder, \$1½ million.

Parking space will care for 1500 cars, equalling about 50 square blocks of downtown curbstone parking, Hansen revealed.

A residential population of about 200,000 within 10 minutes drive of the center is expected to be served. About 1500 permanent jobs will be created with an annual pay roll of something over \$3 million, the backers estimate.

Principle property owners in the area are Tracy Colt of Colt Bearing Service, Portland; A. C. Bonebrake of Portland and Philadelphia, E. H. Lawrenson and Dave Smith of Portland and R. N. Watkins of Tillamook.

The Greenwood Land company, which will be taken over soon by the new ownership syndicate with the same name, also is a land owner in the business area.

Co-ordination of city engineering and planning was made possible through Commissioner Bows, Hansen said.

The latter, born in Tacoma, attended Lincoln high school here and worked out of Portland for the Maytag Pacific company in sales promotion following service in World War I.

In 1930 he entered the residential development field and became active in California land planning and development engineering as well as in Washington, D. C., New Jersey and New York state prior to returning to Portland and Vancouver at the outbreak of World War II.

He later became assistant government housing project manager at Vancouver. He joined the mortgage loan department of the Northwestern Agencies, Inc., here in 1944 and has been engaged since in planning the College plaza development.

Creed Bonebrake and Earl Hansen - 1955

PICTURE YOUR FAMILY IN
REEDWOOD
 RESIDENTIAL PARK
*Where you live luxuriously in a
 Parrot-built home!*

Country seclusion . . .

Imagine living in a private, peaceful area . . . a blend of old English charm and American modernity. Reedwood Residential Park is hidden from the sounds of the city. You enter the lightly traveled, winding streets and suddenly feel you're a hundred miles from the world of traffic lights and honking horns. The atmosphere is as quiet and serene as that of nearby Reed College campus.

. . . well within the city

It seems hardly possible, but at Reedwood you're just eight minutes from Portland City Hall. You're a few short blocks from the finest city schools, Eastmoreland Golf Course, public parks, hospitals and transportation. You're most decidedly at a central point in Portland . . . an area that makes your office easily accessible, be it on Southwest Burnside or Southeast Bybee.

imaginative designs

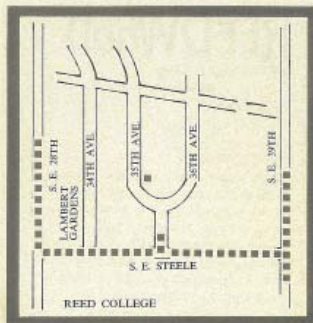
Builder Walt Parrott meets Reedwood Residential Park requirements by specializing in the construction of luxury homes in the \$30,000 to \$65,000 price range. He surpasses buyer requirements by constantly introducing new dimensions in home design. A very few of the Parrot-built features to

interest your family include a mica slate entry hall, built-in telephone desk, tile bath with air-down shower, walk-in closet and dressing room for ladies, and an "L"-shaped party room with Swedish hearth and built-in bar.



a protected investment
 It's a good feeling to know that your home in Reedwood Residential Park will retain its value and quite possibly increase in value, as the years go by. Reedwood building restrictions make certain that your neighbors will live in homes priced comparably with your own. The park-like surroundings of the area, its close proximity to downtown Portland and the flawless craftsmanship in your Parrot-built home will indeed protect . . . and probably enhance . . . your original investment.

REEDWOOD RESIDENTIAL PARK



see it this weekend . . .

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PARROT-BUILT HOME
 IN
 REEDWOOD RESIDENTIAL PARK



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PICTURE YOUR
 FAMILY IN
REEDWOOD
 RESIDENTIAL PARK

*Country seclusion . . .
 . . . well within the city*

Promo: circa 1959

In 1955 Hansen and Bonebrake revised their plans and set out to develop the modern residential park of Reedwood. Marketing material for Reedwood promotes the country feel just minutes from downtown. Reedwood was platted in 1955 and in 1958 the house at 5205 SE 36th was built as the Reedwood model home. The house sits at the center of the wishbone split between 35th and 36th and is the visual entry to Reedwood. The model home was written about several times in The Oregonian as an example of modern Northwest living.

After the completion of the model home Hansen's involvement diminished and builder Walt Parrot was brought on by Bonebrake. The majority of Reedwood was then sold by lots with buyers responsible for building their own houses. It appears that there were design regulations or CC&R's for Reedwood dictating general zoning.

A Report on Western Oregon's Housing Preferences

Civility, Space, Native Materials Help Determine Residential Styles
 By THE OREGONIAN
 A survey of housing preferences in Western Oregon, conducted by the Oregon Housing Council, shows that the typical home is a single-story, one-and-a-half-bath, one-and-a-half-car garage, with a finished basement. The survey also shows that the typical home is built on a lot of 1/2 acre or more, with a view of the surrounding area. The survey also shows that the typical home is built with native materials, such as stone and wood, and that the typical home is built with a traditional design.



Way W. Lee



Open House: 1959



Open House: 1959

While Hansen and Bonebrake were promoting Reedwood the block between Raymond and Schiller, 33rd Place and 34th Avenue was being developed by Way W. Lee. Way, an OSU graduate who majored in engineering and minored in architecture, acted as both designer and contractor. After building his own house in 1952 at 4908 SE 33rd Place (where he still lives), Way set out to acquire more land to develop. His acquisition of land was not easy. As a minority he faced a great deal of discrimination and land owners who refused to sell to him. Only by enlisting his neighbor (and business associate) Mr. Hemstreet to act as a middle man in the purchase was Way able to acquire land. At that time the Hellmans Addition plats were all 50x100 lots. Way combined lots to form five new properties; 4805 SE 34th, 3362 and 3350 SE Schiller, 4912 SE 33rd Place and 3353 SE Raymond Street. Three of the lots were sold to families whom hired Way to build their houses while the other two were speculative houses that were sold after they were completed.

Out of these homes 3353 SE Raymond Street brought Way the most attention. It served as his model home and drew an estimated 30,000 visitors during its 6 weeks of open houses. During construction of these first five homes Way purchased more land on the same block from William Smith. This purchase resulted in the rest of the houses on the block; 3357, 3369 and 3377 SE Raymond Street, 4811 SE 34th and 4917 SE 34th where Mr. and Mrs. Smith still live.

Way W. Lee went on to develop, design and construct many other houses adjacent to his original block as well as houses in the Reedwood and Colt Terrace plats. He also designed and built the Garden Terrace Apartments and a few commercial buildings along SE 28th and SE 26th. Way's office is also in the Reed neighborhood at 5210 SE 26th. Due to both the quality of his designs and the quantity of built work Way W. Lee had perhaps the single most influence on the appearance of Reedwood today.



Partial view of living room from basement stairway shows how duo-purpose lighting in trough helps to light kitchen area and illuminates beamed ceiling.



Builder Way W. Lee, left, consults with electrical contractor Mel Sorenson on indirect valance lighting in bathroom, which eliminates usual glare.

september, 1956

Formica-topped vanity. The master bath also features colored plumbing. (Another complete bathroom is in the basement.) An automatic five-minute to 1/2-hour time switch on the bath ventilating fan is another electrical feature.

Twin spot floods provide safety and convenience in the garage and rear patio areas. A weatherproof plug outlet was placed for use in the patio. A bracket light covers the main entrance, where a flush chime is installed.

Adequately Wired Throughout. All these wiring items add up to spell adequate wiring throughout! The home has a 100-ampere service entrance, with 14 circuits. Mercury switches give noiseless sequence switching control, and there is a three-way switch to control hall, living room and basement lights. Triplex plugs were installed for all convenience outlets.

Beam and truss construction are used in the home. This type construction allows free span in the basement, making an easier layout for the recreation room, which is finished in natural cedar planking.

Includes Four Bedrooms. On a lot 70 by 100 feet, the home includes 1,100 square feet on the main floor alone. There are two bedrooms on the main floor and two on the lower floor, and a full daylight basement. The wood trim in the house is of bleached mahogany.

There is a double garage port which has room for extra storage.

Two fireplaces are included in the home, both of which are brick to the ceiling. Magnetic catches are used on all the cabinets and the closet doors are sliding.

Works with Clients. Builder Lee works with each of his clients to plan the most functional house within their price range. His eventual development will include 50 homes. The average price will be \$22,000, and the houses will be financed by conventional and FHA loans. The range and dishwasher can be included in the mortgage package.

When asked why he includes adequate wiring and special lighting features in his homes, Mr. Lee replied: "I want to provide a more adequately wired home for people and the special lighting provides atmosphere and accents interesting features in the home."

7

12 • THE BEE • September 2005

Reed 1959 "model home" still impresses today

Yes, for those who were not living here then, that photo with muddy streets and classic cars shows what S.E. 53rd at Raymond looked like in the rainy February of 1959. The Reed neighborhood was still forming, just north of Reed College, and the house in the foreground was model home drawing wide interest; it was the subject of a two-page photo spread in the old Oregon Journal newspaper on February 22nd of that year. The headline on the article was "This House Has Zoned Livability".

What the newspaper meant by that is not entirely clear, but the article began, "The ultimate in forced living with a maximum of comfort. That's our impression of the "Masterpiece", a \$60,000 house which goes on exhibit at noon today at 3553 S.E. Raymond, two blocks south of Holgate."

The house had all the latest



appliances, a large swimming pool, a built-in whole-house communications system, AND "an electrically operated garage door!" Needless to say a house that cost \$60,000 in 1959 was a palace indeed, and people from throughout the metropolitan area thronged to take a look, as

the photo suggests. Officially, over thirty thousand of them.

The model home was on public display for six weeks ("open noon till 8 pm daily"), after which it was sold, and it still exists at that address, and remains an impressive home today. It was the first of some 1,000 homes built in Southeast Portland by builder Way W. Lee—fortunately, they all look different from each other, avoiding regimentation—who, a half century later, is still active in construction, and regularly appears at his office on S.E. Holgate Boulevard. He surely deserves much credit for the way Inner Southeast neighborhoods look today.

The photo and documentation on this Southeast Portland landmark, and its remarkable builder, were provided by realtor Shawn McCready, who can be contacted for information at 503/980-5792.

indicating compact arrangement of kitchen in Way W. Lee home is this wall separating living room from kitchen and family room in which salad center, double ovens and built-in barbecue are placed. Space above units are isolated at left with ventilator concealed in cupboards above. Visual attractiveness, functional qualities mark room.

By GRACE HOLM, Home Furnishings Editor, The Oregonian. Beautiful, modern materials are judiciously used to distinguish the kitchen-family room designed by Way W. Lee for a new house open for viewing this month.

"Pretty is as pretty does" may have been a regulating axiom in this room's creation, because for all its visual attractiveness, its functional qualities are of high order. The kitchen working area is planned so that a minimum of steps are needed to produce a family meal—be it breakfast or banquet. Two sinks are provided. One is located in a counter between the refrigerator and wall oven—this to serve for salad making, beverage mixing and for general baking tasks.

Cooking Units in Counter

Across the room from this smaller sink is a large double sink under a window which is used for kitchen cleanup of dishes and in preparation of meat and vegetables.

Each sink incorporates an electric garbage disposal unit. Surface cooking units are in a counter located at right angles to the sink counter, minimizing steps needed to go between these important work centers.

Above the cooking units is a new style ventilator hood without ducts which removes unseasoned cooking odors and steam without incorporating the space-consuming ducts of some models. This fresh air source is in the cabinet above the sink for normal storage.

"No-tan" feature of cabinet drawer is visible from the one piece round cut, molded plastic. These lightweight, tan drawers are lightweight wood to give space to base cabinets.

Mixer Built In

Wanted features of the kitchen include a built-in mixer at the baking center, pull-out towel bars under sinks and a hidden receptacle with a pop-up lid for waste paper.

Careful consideration of lighting needed for a room in which work is done resulted in the use of a large dropped ceiling light fixture covered by melow white plastic.

This decorative fixture spreads light widely and is balanced by localized area lighting under cabinets.

The warm, natural color of the storage wooden cabinets blends attractively with aqua plastic laminate counter surface and floors in "Driftwood Dot" pattern.

Open to the family room, the kitchen proper becomes an important part of informal entertaining by incorporating an indoor barbecue unit.

A driftwood stone wall faces the built-in barbecue for both functional and visual assets.

Specialized spotlights located in the ceiling of the family room are directed toward the barbecue corner for nighttime dramatic effects. Other

ceiling spots in this room provide general illumination and are controlled by a dimmer switch for varying degrees of light from dim to bright.

Furnishings Informal Furnishings of the family room are pleasantly informal with a table that doubles for meals or games and a comfortable sofa. Here one could rest, knit or read and still keep an eye on cooking food.

A short hallway leads to the garage area and family entrance. A laundry room and small powder room open off this hallway.

The Lee-designed house is located at 3553 SE Raymond St. and may be viewed from noon to 8 p.m. Sunday and 2 to 8 p.m. daily through March.



REEDWOOD 1.7

Tracy Colt House: circa 1950



SE Steele and 33rd: circa 1950



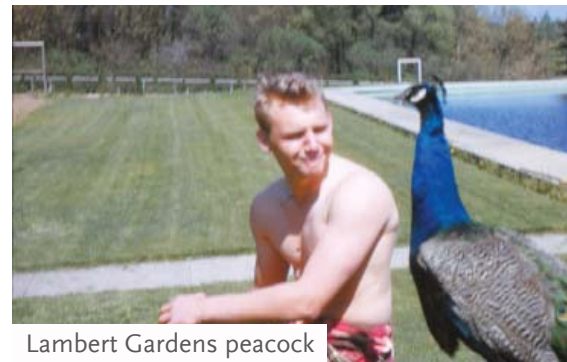
Lambert Gardens beyond



The Colt Family

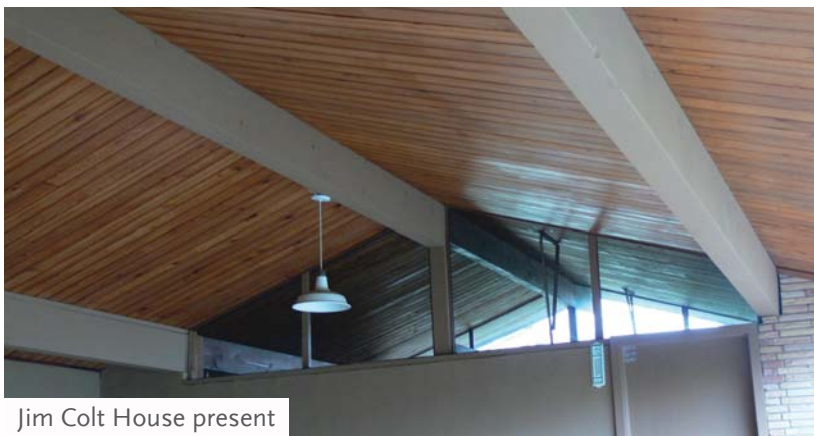
In 1945 Tracy Colt bought a 10 acre parcel of land from a Reed College professor. The property stretched from Steele to almost Raymond Street and from 32nd Avenue to 33rd Place. Colt owned Colt Bearing Services located in downtown Portland in what is now known as the Bearing building at NW Everett and 11th. In 1947 he hired Roscoe Hemenway to design the Colt house at 5215 SE 32nd Avenue. Hemenway was one of Portland most respected residential architects of his time know mostly for his Colonial Revival designs in the west hills. The Tracy Colt house backed up to Lambert Gardens and still occupies the largest parcel of land in Reedwood at 36,000 SF.

In 1957 Colt Terrace was platted and the first house at 5215 SE 33rd Avenue was built. The house was originally built for James (Jimmy) Bissio, the well known owner of Bissio Motors. When Bissio became ill he sold the house back to Tracy's son Jim who still lives in the house with his wife Cynthia. This house was designed to set a high standard for homes in Colt Terrace. The old growth tongue and groove ceilings, true post and beam construction and finely detailed clerestories are the best example of mid-century modern design in Reedwood. Jim went on to build the adjacent house at 5211 SE 33rd Avenue as well. The Colts also built the house at 5205 SE 32nd adjacent to the Tracy Colt house where Jim's son Chris lives. Colt Terrace properties did have design requirements or CC&R's that required large front setbacks and restricted on street parking.



Lambert Gardens peacock

Jim Colt House: circa 1957



Jim Colt House present



Jim Colt House present

Conclusion

The properties and developers mentioned on the previous pages were only the beginning of Reedwood. Development continued through the '60s and into the '70s with many distinctive houses constructed. The typology of these houses and the neighborhood as a whole is covered more in part 2.

The early years and the three parties discussed clearly set the standard, both written and by example, of all the development to come. As a whole the neighborhood has a very cohesive feel with the majority of the houses matching in scale and placement.

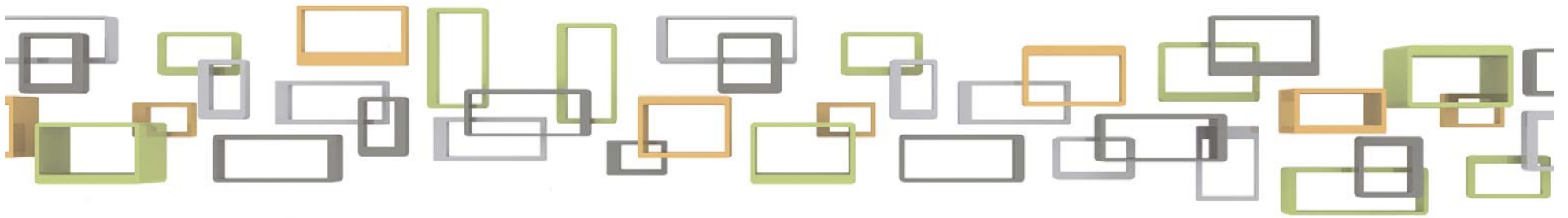
The marketing tag line of 'country living within the city' is very true today. While most mid-century developments favored suburban locations both for social lifestyle reasons and as a result of a lack of close in un-built land Reedwood is unique as the only complete mid-century neighborhood within inner SE Portland.

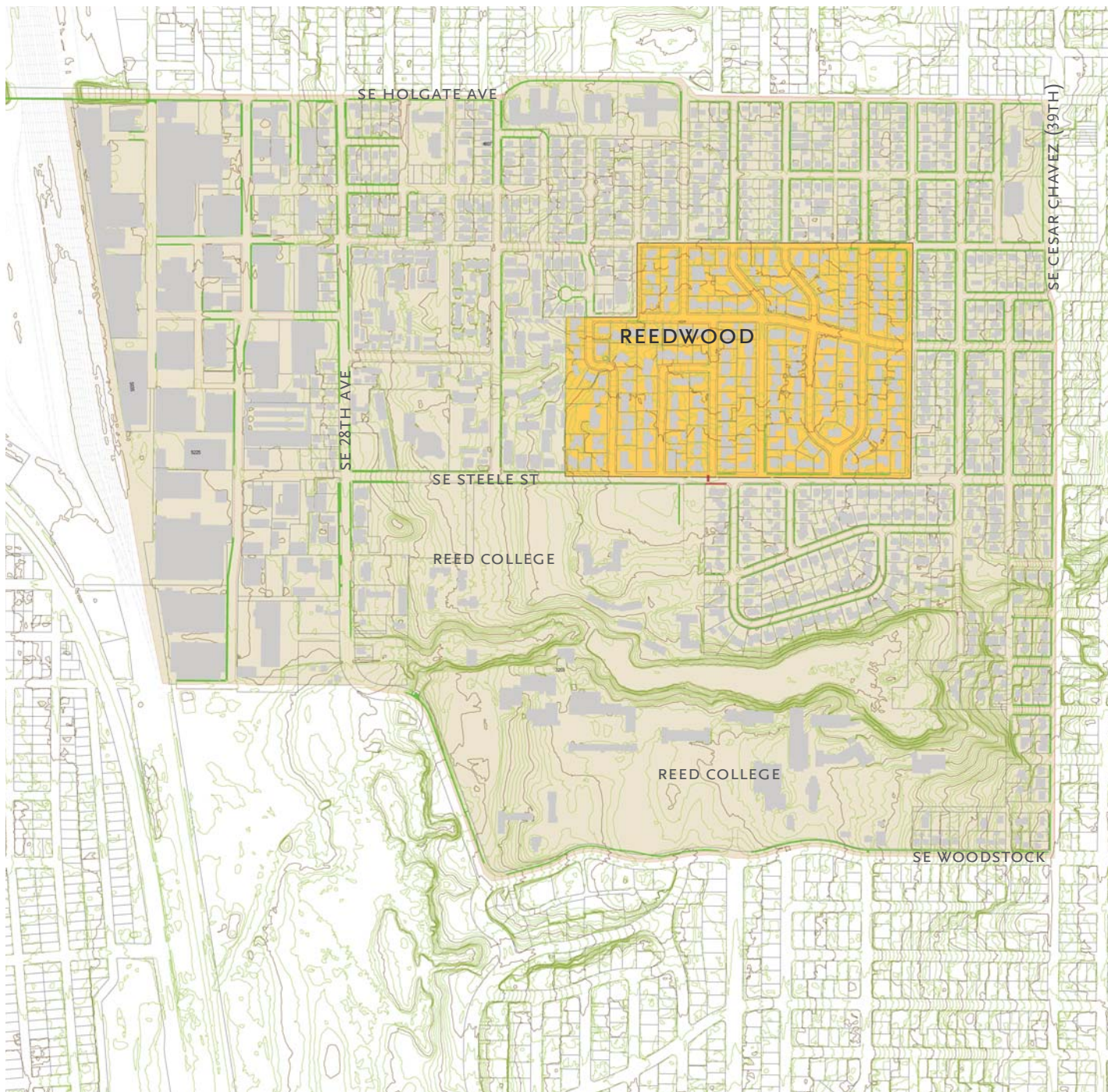




Aerial photo: circa 1958

2 REEDWOOD: TYPOLOGY







REEDWOOD 1955
 SECTION 13, 19??

HELLMANS ADD 1925 (MOD.)
 BUNNELL TERR, 1979

GREENWOOD 1890 (MOD.)
 NORWALK HTS, 1909 (MOD.)

COLT TERRACE 1957
 SEACHREST 1907 (MOD.)



Public Realm: Streets and Utilities

In the late '50s the car was king. Neighborhoods were laid out with automobile access in mind and Reedwood is a prime example. One of the first things you notice about Reedwood are the wide streets and lack of sidewalks. The numbered streets running north / south are all roughly 30 feet wide. Raymond Street running east / west varies between 35 to 40 feet in width making it the central spine to the neighborhood. These streets are significantly wider than the typical 25 - 28 foot wide Portland street.



The lack of sidewalks also contributes to the visual width of the streets giving the illusion that the property lines extend all the way to the street curb. Because so many of the houses have 2-car garages and large driveways there are far fewer cars parked on the street again contributing to the perceived width of the streetscapes. Ironically the wide streets actually attract lots of pedestrians, particularly on Raymond Street where kids on bikes and neighbors walking their dogs are a constant.

Another unique feature to Reedwood is the locations of power poles and lines along the interior block property lines. The lack of power lines along the fronts of houses keeps the visual clutter to a minimum and again gives a unique feel. Other mid-century neighborhoods implemented this same strategy including the Glendoveer / Hallberg Homes neighborhood designed by mid-century masters A. Quincy Jones and Frederick Emmons. Jones and Emmons perfected these types of neighborhoods with Joseph Eichler in California throughout the 1950's and the Reedwood developers were certainly influenced by this work. While our view of the automobile has changed over the years this type of streetscape is historically important as a time capsule of a different time in American society. It also makes Reedwood unique from the adjacent neighborhoods and instantly recognizable as you travel through.

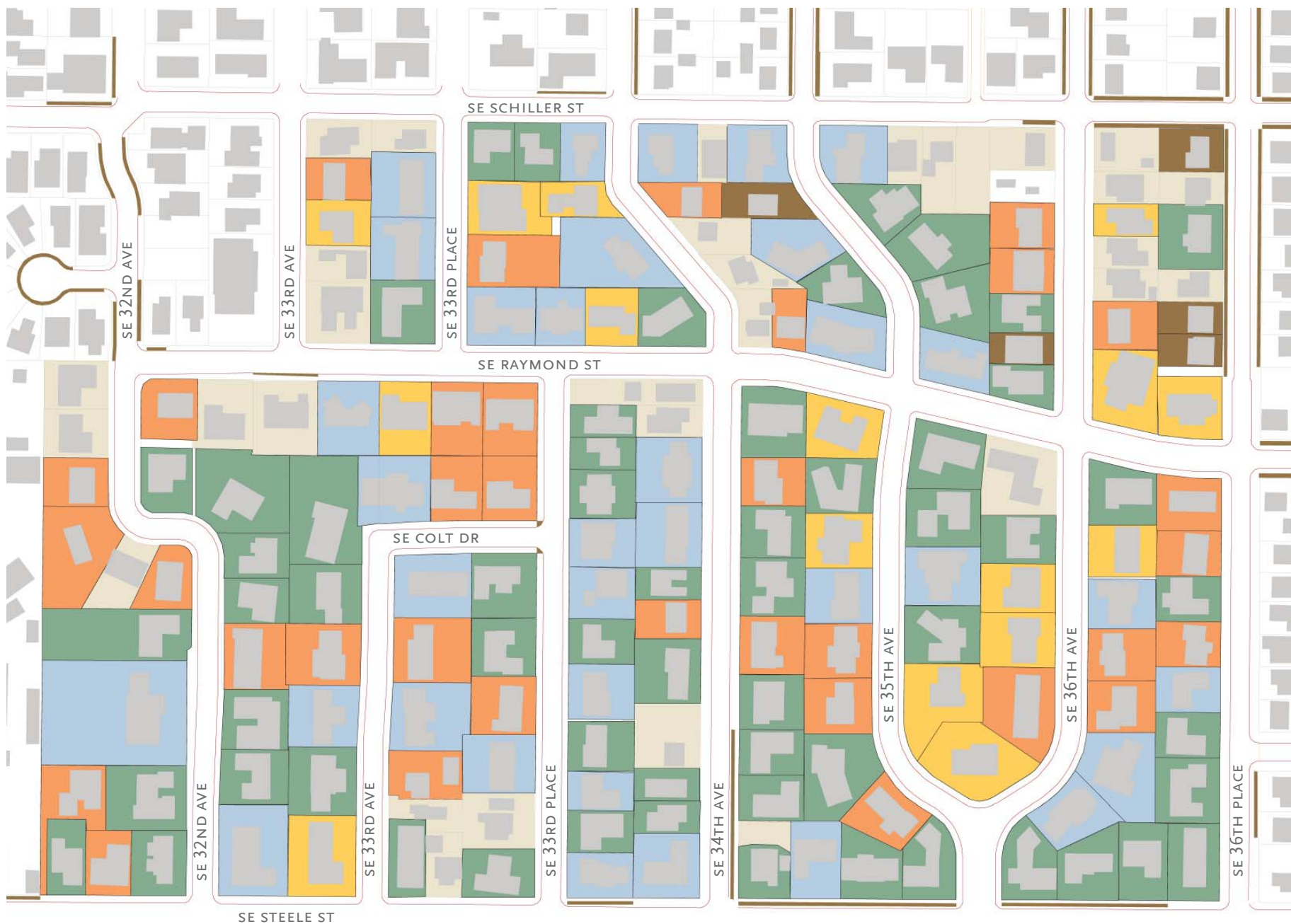




Private Realm: Lots and Open Space

Reedwood consists of several different plat areas as shown on the previous pages map. The majority of the lots have a street frontage width between 70-100 feet while maintaining an average depth around 100 feet. Essentially the lots are 1.5 to 2 times the size of the typical Portland 50x100 lot. The average lot area in Reedwood is 8,500 square feet and 85% of the properties are more than 6,000 square feet. Many of the lots have either curved or angled front property lines. As was common during the period many of the streets have modest S-curves which cut down on the perceived street lengths and contain the site lines within the neighborhood. The split streets of 35th and 36th Avenues forming the wishbone blocks at the heart of Reedwood also contributes to the unique lot shapes.

The houses are typically set back further from the lot line than most Portland neighborhoods. Front setbacks of 20-25 feet are common and the lack of sidewalks further contributes to the super wide street side green space. Reedwood residents have taken advantage of this added space to create some amazing landscaped and hardscaped areas. While there are many large trees left over from the former wooded area, the majority of the trees are medium in size reflecting their 50 year old age. Many of the Reedwood houses follow the common mid-century layout of a more solid and closed public face while opening up with large windows to the private back yard. The outdoor patio or deck spaces will more than likely be found in the rear of the houses. Swimming pools are also very abundant in Reedwood back yards. The houses were marketed towards upper income professionals and the swimming pools reflect this demographic.



HIP ROOF BUNGALOW
 SPLIT LEVE OR RAISED RANCH

HIP ROOF RANCH
 COURTYARD OR TYPICAL RANCH

MCM CLERESTORY GABLE, MCM SPLIT LEVEL OR DRIVE THRU
 OTHER

HIP ROOF BUNGALOW

Medium to steep pitch hip roof with shallow overhangs. Overhang soffits are flat, no exposed rafters. Square floor plan, narrow street frontage. Single story above grade with a full basement and light well windows.



HIP ROOF RANCH

Low slope hip roof with deep overhangs. Overhang soffits are flat, no exposed rafters. Long floor plans with long street frontage. Brick or stone wainscoting at entries. Single story above grade with a full basement and light well windows.



MCM CLERESTORY GABLE,
MCM SPLIT LEVEL OR
MCM DRIVE THRU
CARPORT

All share low slope gable roof with deep overhangs, exposed beams and rafters.

Gable version: Gable runs both directions with one facing the street frontage that often has clerestory windows. Long floor plans with long street frontage. Brick or stone wainscoting at entries. Single story above grade with a full basement and light well windows.



Split Level version: Open face of gable parallel with street frontage. Entry is on the middle split and includes public spaces. Bedrooms are up a half level and recreation rooms are a half level down.



Drive thru version: Open face of gable perpendicular to street frontage. The gable extends over the driveway forming a large covered drive through. Typically two stories above grade.



SPLIT LEVEL OR RAISED
RANCH

Both share low slope gable roofs (occasional hip roofs on split levels) with medium depth overhangs. Roofs typically run with the open face perpendicular to street frontage.



Split level version: Entry is on the middle split and includes public spaces and often the garage. Bedrooms are up a half level and recreation rooms are a half level down.



Raised ranch version: Similar entry but a full story up and full story down.

COURTYARD OR TYPICAL
RANCH

Both share low slope gable roof, open face perpendicular to street frontage, with deep overhangs, exposed beams and rafters. Single story above grade with a full basement and light well windows.



Courtyard version: Typically two separate gables front the street forming a courtyard entry.



OTHER

Style varies but usually from older or newer time period.



Conclusion

Many factors contribute to making Reedwood a unique neighborhood. Some obvious like the wide streets and low slung houses, some less visible (literally) such as the telephone lines and swimming pools. The overall result is a fairly clear delination of the neighborhood boundry. The consistency of the street widths and appearances, lot sizes, front setbacks and home heights is a result of the time period the neighborhood was developed and some clear design guidelines implemented and followed by the original developers.

Reedwood by the numbers:

184

Properties in Reedwood

8,500

Average lot area in Reedwood

71%

Houses built between 1955 - 1969



